



CASE STUDY

184 Kent Avenue



Situation

- High expenses incurred due to inefficient attendant and valet staffing.
- Facility revenues were not up to expectations in the high-volume residential building.
- Poor aesthetic appearance of the facilities deterred users from parking.
- Insufficient signage at lot entrance failed to draw additional parkers to the facility, resulting in wasted marketing potential.

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Approach

- Increased monthly volume via marketing, flyers, and the inclusion of a rideshare fleet in the facility.
- Increased below-market parker's fees and transient rates.
- Reduced staffing by primarily utilizing the main floor of an elevator garage. Monthly parkers leaving in the morning created space on the same floor for daily parkers, reducing the dependence on the parking elevator and requiring less staffing
- Provided aesthetic improvements which included power-washing, installing an additional 15 light fixtures, and new branded signage.

Results

- Monthly revenue increased by 30% since Reimagined Parking took over operations of the parking facility.
- Daily revenue increased by 5%.
- Wages reduced by 56 hours, cutting down large labor expenses at the facility.
- Overall improved appearance, lighting, and wayfinding in the aboveground and underground facilities.