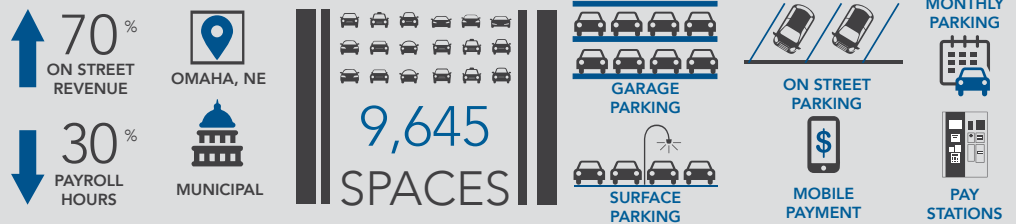




CASE STUDY

PARK OMAHA - CITY OF OMAHA



“Having worked with Republic Parking in multiple cities, I’ve seen that their commitment focuses on the partnership they have with their clients to create successful parking operations.”

Kenneth D Smith, CAPP
City of Omaha
Parking Manager

Did you Know

On July 21, 1804, the Lewis and Clark Expedition passed by the riverbanks that would later become the city of Omaha. On July 22 the Corps of Discovery established a camp near present-day Bellevue for five nights, naming it "Camp White Catfish."

SITUATION

- 5,491 Off Street spaces, 4,154 On Street Spaces with mixed management responsibilities and priorities.
- On and Off Street equipment needed replacement and upgrades.
- Off Street parking system had not had a monthly card audit reconciliation for an extended period of time.
- On Street hours of enforcement and rates needed evaluation and updates.
- On Street spaces were full due to low rates and limited hours of enforcement.

APPROACH

- Integrated Management Team to focus solely on parking.
- Re-branded the integrated parking system as ParkOmaha.
- Created Customer focused website - www.parkomaha.com
- Installed ParkHub - Zeag Equipment in Off Street Garages.
- Installed Mobile Payment System in the On Street metered spaces.
- Added Credit Card acceptance in On Street metered spaces.
- Updated On Street Parking Rates and Hours of Operation.
- Performed Monthly Parking Card Audits matching billed and active access cards.



RESULTS

- Focused on Customer based management services by adding technology solutions.
- Reduced cash transactions to 10% from the previous cash only level of 100%.
- Increased parking revenues by over 70% with market based rate increases and enhanced enforcement hours and techniques.
- Reduced payroll hours by 30% despite the increase of enforcement hours through the use of License Plate Recognition technology.