



CASE STUDY

REGIONS HOSPITAL HEALTHPARTNERS

Regions Hospital, a HealthPartners organization, is a private, non-profit teaching hospital providing health care services in neuroscience, heart surgery, cardiology, oncology, emergency care, and more.

“I am extremely impressed with the management practices at Impark. Since signing the contract with Impark, our employee and visitor parking systems have been managed accurately, which is resulting in a better parking experience for our employees, patients, and visitors. This is a team that truly knows how to manage a parking program and maintain customer service.”

Rick Huston, Senior Director, Plant Operations/Facility Planning & Construction

AMERICA'S 50 BEST HOSPITALS

HEALTHCARE

ST. PAUL, MN

SIX FACILITIES

3,100 SPACES

2.2 M SQ. FT

METER

TEMP SHUTTLE

VALET

CHALLENGE

- Previous parking vendor had assigned 400 employees to 150 off-site, leased spaces, leading to early lease termination.
- Only one hospital entrance featured valet service, parking an average of 20-25 vehicles a day.
- Patients and visitors frequently requested closer parking due to accessibility concerns.
- Meters on-site were outdated and only accepted coins.
- A lack of revenue integrity led to the hospital receiving less-than-optimal financial performance.

APPROACH

- Reassigned 400 employees to a new, off-site lot and began a shuttle program within one week.
- Introduced green initiatives for employees including free transit passes, a cycle-to-work incentive, and free parking for carpoolers.
- Added valet stations to the ER and children's center entrances to improve patient experience and meet growing demand.
- Implemented a count system and regular patrols to audit capacity, and stationed personnel to direct parkers to available stalls during peak times.
- Created a special parking request form to improve accessibility for parkers with medical needs.
- Replaced coin-only equipment with meters that accept cash and credit card payments.
- Implemented Impark's robust auditing and loss prevention procedures to maximize income stream and revenue integrity.
- Stationed a dedicated facility manager on-site to maximize efficiency of day-to-day operations.

RESULTS

- Increased employee lot capacity by an additional 80 stalls through implementation of green initiatives.
- Increased daily valet parking average from 20-25 cars to 200-250 cars by adding valet stations and improving service efficiency.
- Increased meter revenue by nearly 100% by installing meter with multiple payment options.
- Optimized site accessibility by implementing special parking request initiative. Expedited entry/exit experience by actively managing capacity during peak times.
- Restored revenue integrity by identifying theft and implementing robust auditing procedures.

