

CASE STUDY

RAPID CITY REGIONAL AIRPORT

 **34%**
REVENUE



AIRPORT



RAPID CITY, SD



1,028
SPACES



ABOVE GROUND



AUTOMATED



ATTENDANT

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Since Republic initiated service in Rapid City, our parking lot revenues have grown by an average of thirty-four percent. Republic has been willing to work as a partner with the airport and has been responsive to all of our concerns. We have been pleased with the service they have provided over the past two and a half years.

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Patrick Dame, C.M.,
Executive Director

SITUATION

- PARCS equipment was old, unreliable, and difficult to repair.
- Employee parking infrastructure was cumbersome and unsustainable.
- Signage in and around the parking lot was confusing, weathered, and outdated.
- Previous operator had failed to meet the airport's exceptional customer service standards.

APPROACH

- Installed new PARCS equipment within 90 days of commencing operation.
- Led consultations on parking lot configuration, signage and wayfinding, and new exit plaza to further enhance operational efficiency and user experience.
- Improved airport employees' parking access card system with previously unavailable controls.
- Created two additional vehicle exit lanes with more parking payment options.
- Implemented RPS customer service and revenue control procedures, with full training for new and existing employees.

RESULTS

- Improved equipment reliability and operational efficiency with new equipment.
- Enhanced the overall parking experience, including faster egress.
- Minimized amount of customer complaints lodged.
- Increased revenue by average of 34%.
- Scheduled new exit plaza and wayfinding signs for 2019.