



CASE STUDY

HOUSTON FIRST OPERATIONAL CONSOLIDATION

In 2014, Houston First and the Greater Houston Convention & Visitors Bureau completed a strategic alignment to create a single, clear voice that speaks for the Houston products in all sales and marketing efforts. The Houston First Corporation was formed in 2011 and now manages more than 10 city-owned buildings and properties and underground and surface parking with over 11,000 spaces.



It is refreshing to work with a company that has a commitment to providing a professional level of service, takes pride in their work, and are focused on implementing the programs presented in their proposal document. We highly regard Republic Parking System as a professional and responsive company and recommend them as your parking operator.



Reginald, Randolph
General Manager, Houston First

↑ 89%
REVENUE



MUNICIPAL



HOUSTON, TX

6,873

CONVENTION
DISTRICT SPACES

4,582

THEATER
DISTRICT SPACES



PAY-ON-FOOT



ATTENDANT



AUTOMATED



UNDERGROUND



MONTHLY
PARKING

SITUATION

- The Convention District required a holistic parking management strategy in response to the area's rapid diversification.
- New parking equipment needed due to aging and flooding from Hurricane Ike in 2008.
- Obsolete equipment components in both districts couldn't be replaced, resulting in malfunctions.
- More refined auditing practices and operating procedures were required.



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APPROACH

- Consolidated all City of Houston parking operations in the Convention and Theater Center Districts.
- Facilitated the 2014 operational transfer of parking in both districts to Houston First.
- Assisted Houston First in evaluating, planning, and implementing future facility development in both districts.
- Sourced and installed new parking equipment to better serve all end users, including:
 - Parking revenue control equipment with credit card acceptance.
 - A hand-held pay-in-lane payment system for events.
 - A monthly parking accounts receivable information system (PARIS).
- Performed a parking study for the 2016 Convention Center expansion to analyze and predict current and future parking demands.

RESULTS

- Implemented Republic Parking's industry-leading auditing procedures and loss prevention controls.
- Improved revenue controls, traffic flow, and user experience with new equipment and operating plan.
- Increased monthly parking revenue by 89% in the first year.
- Saved the city over \$100,000 over 17 years in fees with value-added services such as equipment evaluation, signage plans, and parking demand analysis.
- Realized new operating, reporting, and event coordinating efficiencies.