CASE STUDY

PARK CEDAR RAPIDS
CITY OF CEDAR RAPIDS

Park Cedar Rapids, a Cedar Rapids Downtown District entity, is dedicated to managing the city's downtown parking. Their vision is to enhance the downtown tenant and visitor experience and be a catalyst for economic development.

MUNICIPAL

CEDAR RAPIDS, IA

9,832 SPACES

UNDERGROUND

ABOVE GROUND

7 GARAGES/6 LOTS

ATTENDANT

PAY ON FOOT

PAY BY LICENSE

AUTOMATED

NON GATE

SITUATION

- Severe flooding in Cedar Rapids caused billions of dollars in damage and destroyed many major public buildings.
- Administrative records, offices, on-street meters, and several parking ramps, including the elevators, HVAC systems, skywalks, and electrical systems, were destroyed.
- The deteriorated parking system required industry experts to create a comprehensive restoration and maintenance plan.
- Stricter audits and revenue controls were required to strengthen monthly parking income stream.
- More high-quality staff were required to meet customer service goals and improve overall efficiency.
- Parking system was in a net loss situation with a shortfall of over $1.7 milion.
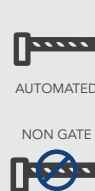
> " Park Cedar Rapids, operated by Republic Parking System, are great partners. They are always improving, always interested in discussing what is next and what can be better, and always willing to collaborate and remain open to new ideas. Park CR has, and continues to be, a key ingredient in the revitalization of our downtown "
>
> **Casey Prince**,
> *Executive Director Downtown Economic Alliance*

APPROACH

- Created a strategic parking action plan focused on customer service, technology, operational efficiencies, and economic development.
  - Re-branded parking system as Park Cedar Rapids and created a user friendly website to support customers with parking system amenities.
  - Hired a specially trained team of 30 staff, including enforcement officers and customer service personnel.
  - Introduced PARCS, PayByPhone, license plate recognition technology, multi-space parking meters, and a management dashboard to the city's parking management system.
  - Redeveloped monthly parking program to reduce revenue slippage.
  - Revamped validation program to foster economic development in service-oriented downtown core.
  - Introduced discounted parking for library members with no outstanding library fines.
  - Introduced technology to pay parking citations with credit cards to improve consumer convenience and reduce cash handling.
- Created a comprehensive maintenance program and capital investment plan for future parking development.

RESULTS

- Increased net parking revenues by 43% in first year of management.
- Increased annual gross revenues from $0.38 million (2009) to over $4.2 million (2016).
- Increased revenue control by improving credit card usage in first year by 50%.
- Increased validation usage in the first year by 104%.
- Implemented nearly $10 million in capital improvements since 2011.
- Invested $26 million in development of two new parking structures to meet demand in downtown core.