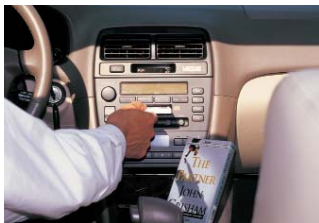


Ambiance in Parking®



Cutting-Edge Capacity: Improving Service and Management Through Technology

Turning lackluster parking revenues into *impressive* parking revenues often hinges on the technological capabilities of your parking manager. Just ask Vito Bianco, vice president for management services with American Invesco, a major residential building client of APCOA/Standard Parking in Chicago.

American Invesco's Lake Point Tower parking facility was thought to be a good revenue performer, but that was before APCOA/Standard Parking began operating the facility and using bar-coded laser technology to audit monthly parking usage. The results? Revenue increased 20 percent, almost overnight! APCOA/Standard Parking's technologies provide clients with the critical operational information they need to profitably manage their facilities. "The benefit of technology comes down to financial accountability and the accountability of personnel," Vito maintains, "which allows you to really manage the parking facility."

Vito's views are shared by many other clients who are reaping the benefits made possible by revenue reporting software (*Client View*®); pricing, staffing and planning



APCOA/Standard Parking's ClientView® technology provides clients with a thorough picture of a facility's performance.

software (*ParkStat*®); and other proprietary and state-of-the-art technologies. Robert Rakoczy, who works in aviation business development at the Buffalo-Niagara International Airport, says that the technologies implemented there by APCOA/Standard Parking have provided many enhancements for the customer.

"By integrating the best technology in our parking centers, we can lower our costs and enhance our customer service", Robert says. "Customers can get in and out of any of our parking facilities faster than they can at facilities that don't have things like the latest automated vehicle identification (AVI) systems. All of this was made possible by APCOA/Standard Parking."

"These tools give us an edge over the competition," adds Phil Mancini, fiscal coordinator at the Greater Rochester International Airport in western New York state. "They make us unique and that's a big part of why our customers are satisfied." Ultimately, APCOA/Standard Parking's efforts to bring technology into facilities benefit the customers. "They recommend the best tools in the industry, which allows us to offer the best service," Robert says.

By aggressively applying advanced technologies and processes at its facilities, APCOA/Standard Parking is improving the parking experience for its customers and adding value for its clients. ■

Pushing Revenue Reporting to the Next Level for APCOA/Standard Parking's Clients

"We want each facility to be directly linked to the national database with on-line updating of all revenue data," says Mike Fratemico, vice president of internal audit at APCOA/Standard Parking. Mike is articulating the company's vision for its proprietary revenue reporting system, scheduled to be introduced this year. With a multi-million dollar investment in software development underscoring the company's commitment, APCOA/Standard Parking is poised

"The big picture is to get this technology pushed as far out into the field as possible..."

to demonstrate what sophisticated revenue reporting can achieve.

"The goal is to create efficient software that takes advantage of existing technology," says Paul Langes, vice president and chief information officer at APCOA/Standard Parking. That software development will result in numerous benefits to clients such as

more detailed revenue reporting and an improved ability to spot trends in demand. "The big picture," Paul says, "is to get this technology pushed as far out into the field as possible—first regionally, then at the garage level, then potentially even to cashiers."

APCOA/Standard Parking's revenue reporting system has been customized for the specific needs of management in the parking industry, enabling managers to extract useful information from the volumes of data generated every day. The system produces three primary reports:

The *summary of daily sales* concisely presents all facility revenue data. This report shows the number of cars parked and the proceeds collected during the day, evening and overnight, for each day of the month and for the entire month. All data necessary for any customized analysis is available on this report.

The *sales percentage report* shows the breakdown of



APCOA/Standard Parking's Mike Fratemico and Paul Langes head up the Revenue Reporting System team.

volume and revenue in each rate category (one-hour, three-hour, daily maximum, etc.). This report highlights the ratio of long-term to

"The goal is to create efficient software that takes advantage of existing technology."

short-term parkers and allows for accurate predictions of the impact of rate changes.

The *monthly traffic and revenue statistics report* presents a running total of

cars parked, on a monthly basis, over the prior 13 months by day, evening and overnight. This report makes month-to-month and year-to-year trend comparisons a snap.

The revenue reporting system also produces a variety of specialized reports, including many that are tailored to improve the audit function. All of these resources have been designed to enable APCOA/Standard Parking to maximize the performance of its clients' facilities. ■



Emerging Technologies Impacting the Bottom Line

APCOA/Standard Parking distinguishes itself by creating new technologies that improve the financial performance of parking facilities. Our clients say that the following technologies, which are available from no one else in the parking industry, have a particularly positive impact on their revenue streams.

Client View® lets clients use their desktop PCs to instantly examine current revenue, income and expense data from their facilities on a daily, weekly, monthly or year-to-year basis. This software links directly to APCOA/Standard Parking's AS/400 computer, which supports the company's information systems.

ParkStat® pricing software (discussed in more detail on page four) allows us to analyze a wide variety of rate structures in a matter of minutes. The software also aids in planning facility expansion by identifying trends during normal and peak parking times.

With **bar-code technology**, a unique, bar-coded decal is affixed to the vehicle of each



An APCOA/Standard Parking employee uses a computer and scanning gun to inventory a vehicle via its bar code.

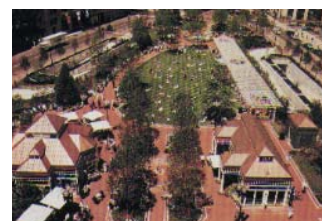
monthly parker. The decals allow auditors to quickly and inexpensively scan every vehicle's code into the billing system and generate an exception report that lists all vehicles not updated in the system.

Even when using non-proprietary technologies, clients also benefit from our experience developing, testing and installing new parking technologies. We are familiar with virtually every type of computerized revenue and traffic control parking equipment available on the market today.

Automated, ticketless credit card payment systems allow parkers to gain access to a facility by inserting a credit card in the entrance lane. When the

same credit card is inserted at the exit lane, the customer's card is charged the appropriate parking fee and the gate automatically opens. We were one of the first companies to work with this technology and to participate in the development of proprietary in/out systems.

Automated vehicle identification (AVI) identifies vehicles as they enter or exit a facility, via a transponder installed in the vehicle. Payment is automatically deducted from the customer's pre-established parking account. APCOA/Standard Parking developed a patent for the use of this technology for variable-rate parking charges and was the first to introduce a working system into a parking environment.



From the CEO

Quality at APCOA/Standard Parking means many things. It means excellent customer service and clean, bright parking facilities that customers enjoy using time and again. It also means amenities that customers value and a corporate commitment to being the recognized leader in parking technology.

For most of its history, the parking industry has been slow to incorporate new technologies into its operations. Recently, however, many opportunities have arisen to adopt technologies that enhance the customer's experience at a facility and improve the financial controls and facility performance for our clients.

As APCOA/Standard Parking moves into the new millennium, we are poised to lead our industry with the most innovative and customer-centered technology possible. This is in keeping with a commitment to excellence at APCOA/Standard Parking that is rapidly making us the parking facility manager of choice across the country.

As we grow and continue to offer new services and technology, we will continue to position APCOA/Standard Parking as the standard-bearer for excellence in the parking industry.

A handwritten signature in black ink that reads "Myron C. Warshauer".

Myron C. Warshauer
Chief Executive Officer

ParkStat® Helps Turn Around Toledo Hospital Parking Facility

In 1995, when the owners of the Toledo Hospital wanted to improve the financial performance of their parking and valet service, they came to APCOA/Standard Parking for help.

Using *ParkStat*®, we analyzed the revenue generated at the hospital's parking center and compared it to its operating costs. We then prepared and presented several options for improving the facility's bottom line.

We presented Toledo Hospital with several altered parking rate schedules that met the hospital's objective not to exceed its competitor's rates. The hospital selected a rate structure that projected a 26-percent increase in revenue, while maintaining the 15-minute grace period and the maximum rate. This helped to ensure that the hospital's patrons would not react negatively to the new rate structure.

As promised, there were no complaints after the new schedule was initiated and the 26-percent projected revenue growth was achieved. The Toledo Hospital became an APCOA/Standard Parking client in 1996, and has remained one since. ■

ParkStat® Helps Edge Out the Competition

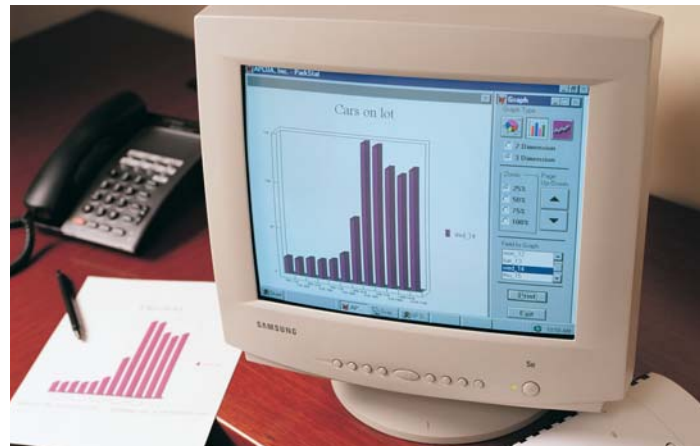
APCOA/Standard Parking's registered proprietary *ParkStat*® software takes the guesswork out of setting parking rates. Within minutes, *ParkStat* can model an infinite number of rate structures with varying price and time increments, enabling APCOA/Standard Parking management to maximize revenue performance.

ParkStat's power is derived from its use of a facility's actual ticket data. After automatic polling or keypunching ticket data into *ParkStat*, facility managers can experiment to see how a change to the rate structure might impact

"ParkStat's power is derived from its use of a facility's actual ticket data."

revenues. Thinking of raising the all-day rate one dollar? *ParkStat* will calculate the resulting revenue change. Considering eliminating the early bird rate? *ParkStat* will calculate what all the early bird parkers would have paid had they been charged the standard rates. *ParkStat* even allows the user to estimate the impact on demand of a rate change, so the calculation can reflect the possibility that ten percent of the early bird parkers will go elsewhere.

Although rate analysis may be *ParkStat*'s most prominent feature, its use is far more



ParkStat® quickly calculates and displays optimum staffing and rate structures.

broad. For example, it allows managers to view information on traffic patterns, such as duration statistics and entry and exit times. *ParkStat*'s graphs visually portray the inflow and outflow of traffic at the facility as well as the quantity of parkers who stay for various lengths of time, enhancing management's understanding of the facility's demand characteristics.

Information on traffic patterns also assists in the development of efficient staff schedules and shift changes. *ParkStat*'s graphs clearly reveal when extra cashiers are required and when they are not. *ParkStat* even helps managers appropriately schedule construction or facility maintenance. Company managers have found *ParkStat* to be especially valuable in high-capacity or high-turnover properties such as airports or downtown self-parks, where the statistical analyses can frequently bear out important

trends that might otherwise go unnoticed. But virtually any facility can benefit from *ParkStat*.

"ParkStat's graphs clearly reveal when extra cashiers are required and when they are not."

"This is a very good tool," says Rick Goldstein, president of MAPCO Auto Parks Limited, which owns five facilities in western New York state. "*ParkStat* helps us review rates and improve scheduling. We use it at all our facilities." ■

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