

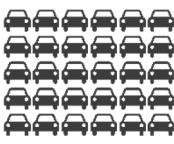


## CASE STUDY

# Regions Hospital

  
ST. PAUL, MN

  
HEALTHCARE

  
3,100  
SPACES

  
SHUTTLES

  
METERED

  
VALET

 2.2 M  
SQUARE FOOT

### Situation

- The previous parking vendor had assigned 400 employees to 150 off-site leased spaces, leading to an early lease termination.
- Only one entrance featured valet service, which parked 20 to 25 vehicles a day on average.
- 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- Meters on-site were outdated and only accepted coins.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 suboptimal financial performance for the hospital.

## CASE STUDY

# Regions Hospital

### Approach

- Reassigned 400 employees to an 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 meet growing demand.
- Created a special parking request form to meet accessibility requirements for parkers.
- Replaced coin-only equipment with modern meters that accept cash and credit card.
- Implemented Reimagined Parking's robust auditing and loss prevention procedures to maximize income streams and revenue integrity.

### Results

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