



## GRADE YOUR DOWNTOWN PARKING SYSTEM

Based upon our national experience with downtown parking systems, we have identified a list of eleven key attributes of successful parking operations. This list is not necessarily all inclusive, but does include what we believe are the most important elements of a successful parking operation. When we are asked to analyze the effectiveness of a particular downtown parking system, we often start by grading it on a pass/fail basis against these eleven attributes.

How would you grade your parking system?

### Report Card Passing Grade Scale

- A Outstanding**  
You Have a Model Program!
- B Very Good**  
Some Room for Improvement  
But On the Right Track
- C Average**  
Nothing to Brag About
- D Below Average**  
Your Parking System  
Needs a Course Correction
- F Failing Grade**  
You Really Need Our Help!

### Key Attributes of a Successful Downtown Parking System

- Vertically Integrated Parking Management and Organizational Model
- Professional Staffing / Parking Leadership
- Strong Stakeholder / Board / Committee Governance and Oversight
- Well Established Financial / Budgetary Reporting
- Sound Cash Handling Procedures / Revenue Controls
- Linking On-street and Off-street Parking / Unified Parking “System”
- Investment in Newer Revenue Control & Enforcement Technologies
- Benchmarking and Proactive Planning
- Active and Consistent Parking Enforcement
- A Strong Focus on Customer Service
- Emphasis on Branding/Marketing/Public Relations/Communication

### Passing Grade Scale

- |                      |          |  |
|----------------------|----------|--|
| <b>10 to 11</b>      | <b>A</b> | Outstanding – You Have a Model Program!                          |
| <b>8 to 9</b>        | <b>B</b> | Very Good – Some Room for Improvement,<br>But On the Right Track |
| <b>6 to 7</b>        | <b>C</b> | Average – Nothing to Brag About                                  |
| <b>4 to 5</b>        | <b>D</b> | Below Average – Your Parking System Needs a<br>Course Correction |
| <b>Less Than 4 F</b> |          | Failing Grade – You Really Need Our Help!                        |