

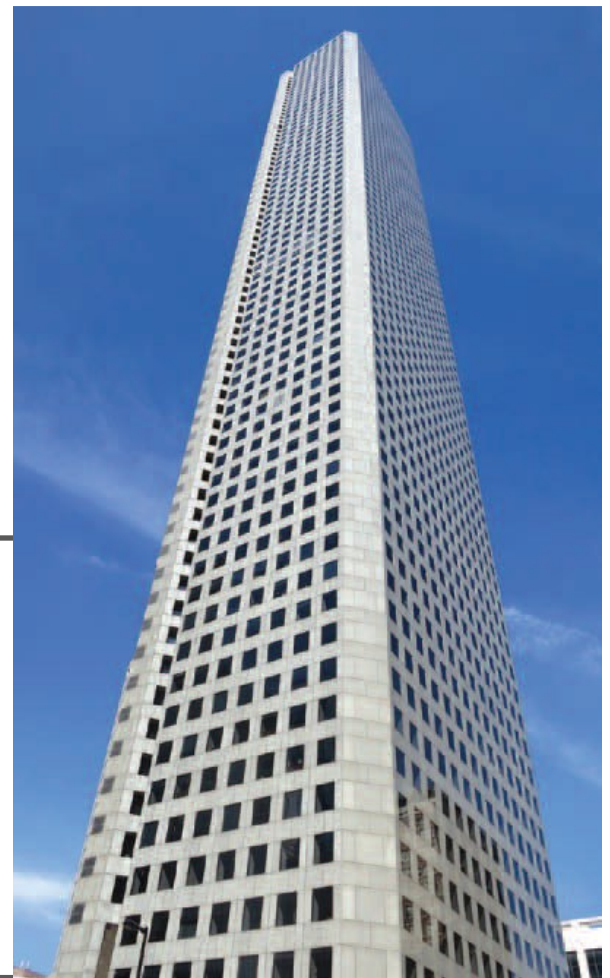
CASE STUDY

601 Travis

Houston, TX

Awarded the parking management contract for 601 Travis in early 2013, WinPark has modernized operations and delivered uncompromised customer service.

Managed by **Hines Property Management** for Texas Tower Limited, this 13-story garage has capacity for 2,195 vehicles and is open not only to business tenants but also restaurant and night club traffic. WinPark replaced aging, poorly installed equipment with an entirely **automated system** including AVI readers to allow tenants to pay with their existing TollTags. **New cameras**, controls and an iPad management system allows for remote garage management, with the ability to view garage patrons and **control gates from virtually anywhere**. The result: managers can work more closely with tenants and resolve issues faster, and visitor revenue is up.



➤ WinPark increased the number of exits from one to four and installed new concrete islands without garage service interruption. Customer feedback praised the new layout, citing less time in line and smoother traffic flow.

➤ Implemented an online validation system that allows tenants to process their own validations. This, along with new validation software and great tenant relationships, provided better service to tenants AND resulted in almost doubling validation revenue 12 v 13.

➤ Introduced TICARD system where a single pulled ticket can be programmed to a managed multi-day stay with expiration date & time. Savings were in keycard replacement and card management.

➤ New income was generated through "partial monthly" customers.

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