

## CASE STUDY

### The Shops at Atlas Park

Glendale, NY

For Macerich Properties, Propark provides parking management services for The Shops at Atlas Park in Glendale, NY. Macerich is one of the country's leading owners, operators and developers of major retail real estate.



The Shops at Atlas Park is an on-air shopping center in a suburb of Queens, featuring a wide range of retail destinations, restaurants, and a movie theater. The center includes two parking garages and two surface parking lots, for a total of 1,400 parking spaces.

Since the beginning of this contract, Propark has focused primarily on customer service, resulting in a decrease in customer complaints. At this site, Propark implemented a number of improvements to improve customers' parking experience including:

- Revenue gains in both the transient parking and monthly parking segments
- Implementation of a preventative maintenance program to extend the life of the parking equipment and limit customer issues
- Significant improvement in customer satisfaction

**Propark parks an average of 2,000 cars each weekday, and over 4,000 during peak times. The facilities feature state-of-the-art parking equipment, accepting cash and credit card payments, with push-button assistance capabilities.**

