

CASE STUDY

Fast Track Airport Parking

Oakland, CA



On January 1, 2014 Propark took over operations of FastTrack Airport Parking serving Oakland International Airport. FastTrack has **over 700 spaces with about 550 being sheltered**. An established business, FastTrack was slowly losing it's luster until Propark came in and took over management. Reinvigorating the staff and the facility became job 1. New training for all employees was instituted and immediately paid dividends in regards to an upgrade in customer service, shuttle efficiency and overall operations.

- A new, fresh website was built to make it quick and easy for customers to get location information, reserve their parking, manage their FastTrack rewards program and print out money saving coupons.
- Fleet management was emphasized especially repair and maintenance costs. Through workshops and driver training we were able to reduce R&M costs by over 60%.
- Our marketing campaigns targeted not only individual users but concentrated on corporate accounts which brought in twice as much revenue as the previous operator.
- Our social media program has attracted thousands of new visitors who can learn about FastTrack and give invaluable feedback to our management team. Our Facebook page is a great place to not only tell about the FastTrack experience but is also used as a promotional and give-away platform.

This once struggling location has experienced an unparalleled trend of positive growth since Propark's management take over.

