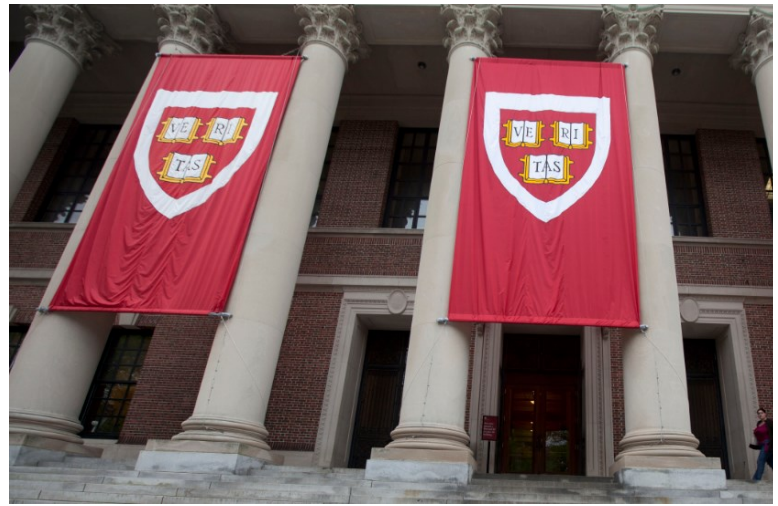


CASE STUDY

Harvard University

Cambridge, MA

Propark Completely Overhauls Harvard's Leased Portfolio of Parking Properties Adding Cutting Edge Amenities and First Class Aesthetics While Driving Revenues to New Heights



On November 1, 2011 Propark transitioned the Harvard Real Estate portfolio, which includes the Church Street Lot and the Holyoke Center Garage, from a local competitor. These two properties are situated in the heart of Harvard Square and are viewed by both Harvard University and Propark as an extension of both organizations. Both of these facilities offer self parking and attendant assisted valet parking services. These facilities service Harvard's executive offices on Massachusetts Avenue, the faculty, staff, and patients of University Health Care Services, and the thousands of tourists and visitors coming to Harvard Square each day.

- During our first month both facilities were completely overhauled including extensive pressure washing and repainting by the Propark staff, nothing was left untouched —walls, columns, curbs, everything — and the impact was both immediate and stunning.
- Propark also automated both facilities with a state-of-the-art DataPark revenue control system and added remote cameras for real time management oversight and input.
- The Holyoke Center Garage was outfitted with a Juice Bar EV charging station, a digital air inflation station and upgraded bike parking.
- In our first full year, revenues grew 11.49% over the previous operators results. Our second year revenues climbed another 5.87% and our third year saw a 7% increase, all during an economic downturn and Massachusetts DOT bridge project which restricted traffic on two of the major thoroughfares leading into Harvard Square.
- During this same period, customer and client satisfaction has improved so dramatically that Harvard University has expanded our future role to include parking properties usually handled in-house.

More text

