

Garage Monitoring



YourSpotsHere.com

February 8, 2012

Two Facilities: November - present

Pier 48



1st & Columbia Garage



Performance Monitoring

- Over time...
 - Track types of stays
 - Evaluate general parking market
 - Looks for trends in parking behavior
 - Draw conclusions about rate program effectiveness
- Monitoring issues include...
 - Importance of an adequate baseline
 - Awareness of external factors (weather, construction)
 - Allowing “ramp up” time

Tracking Short-term Stays

1st and Columbia Garage

