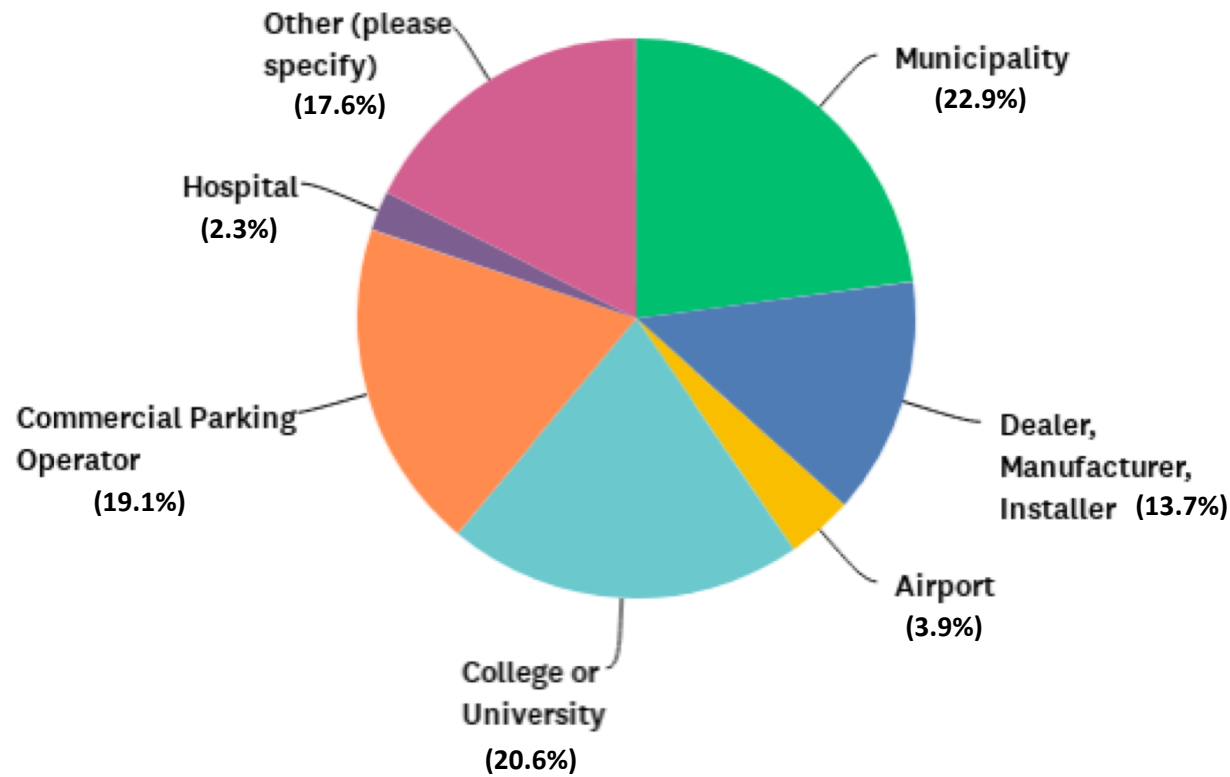




Survey Results: Parking Industry Insights
During COVID-19 and Beyond



Q1 What best describes your organization?



Key Insights

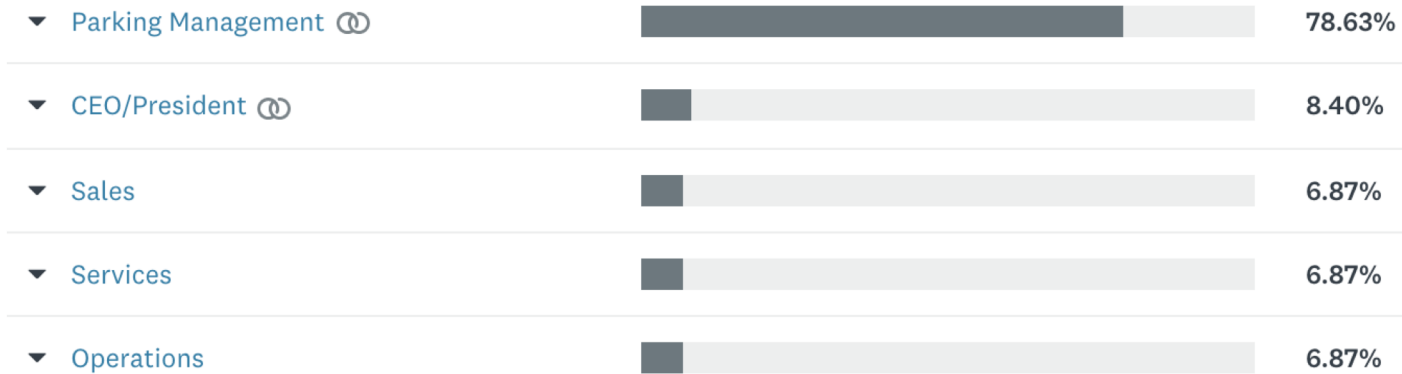
The majority of respondents were Municipalities, ranging in size from the very small of about 7K residents to large with 1.3M+ residents and represented a wide geography from coast-to-coast.

Next were Colleges and Universities also ranging from small schools of 3,500 to large schools of 50,000+ in student population. Again, a wide geography was represented.

Nearly half of the "Other" category specified Consultant or equivalent role.



Q2 What is your job role/title?



Key Insights

The majority of respondents were in some role in parking management. This includes roles such as:

- Director of Parking Enterprise (Municipality)
- Parking Programs Manager (College/University)
- Assistant Parking Manager (Municipality)
- Director, Parking and Transportation (College/University)
- Director of Operations (College/University)
- City Parking Manager (Municipality)

In addition, 4.6% of respondents had "enforcement" in their role or title.



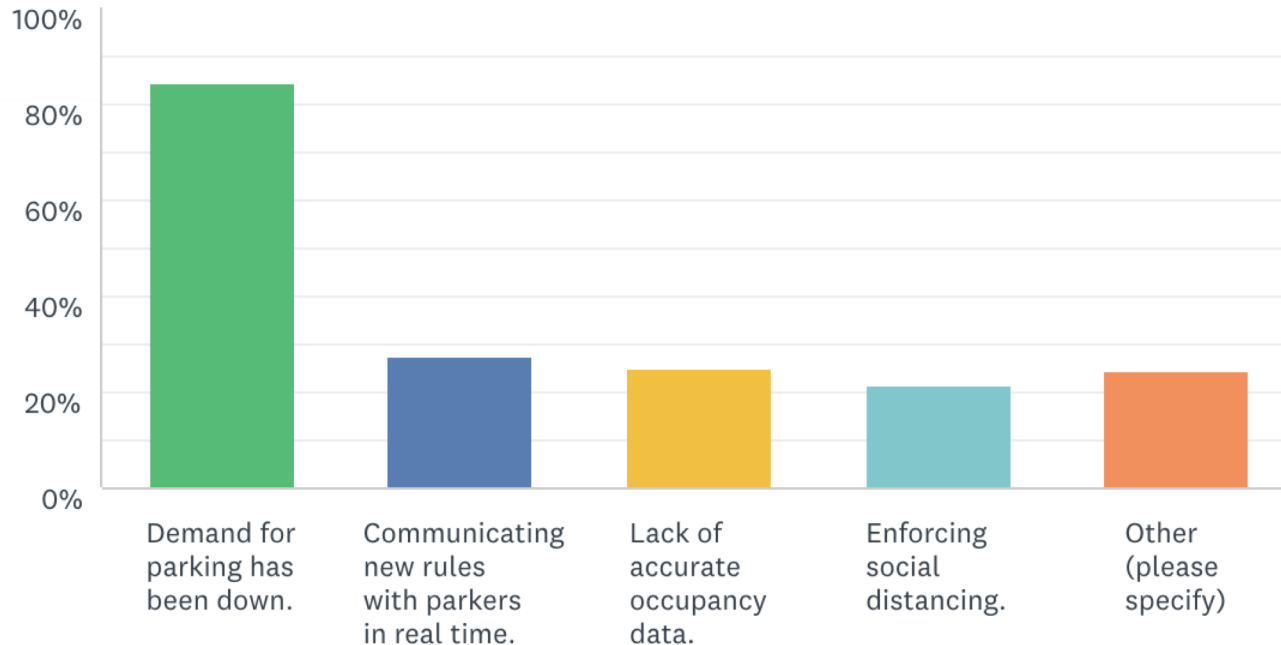
Q3 What parking challenges have you been facing during COVID-19 pandemic? (Check all that apply)

Key Insights

Almost 85% of all respondents indicated that the demand for parking has been down which I think the only surprise is that it is not 100%. Of the respondents who did not select this, nearly all of them indicated as part of their response some kind of change related to a reduction in business related to the pandemic. 6% of respondents chose all four challenges.

The second biggest challenge was communicating new rules to parkers which included public safety awareness messages. Enforcing social distancing could also be combined with this question. Over the past six months, ATS has also seen signage to indicate lot or athletic field closures and converting parking lots into COVID testing sites. A quarter of respondents chose lack of accurate occupancy data and ATS sees this as a continued challenge as states continue to open, but with ever-changing regulations.

See more on this in our upcoming Black Friday post soon.





Q4 How has COVID impacted your parking operations?

Key Insights

As a follow up to Question 3, the majority of the respondents indicated in one way or another that the lack of parkers has significantly impacted revenues, staffing and operations in general. Some specific responses are provided below.

For Colleges and Universities

“University classes being offered entirely online has severely impacted demand for parking/permits.”

“Only have 25% of permitted areas occupied and 75% loss of daily revenue for short term parkers”

“Positive - Planned and additional Parking Lot Maintenance and 3 Lot replacements were still approved and completed.”

For Municipalities

“Our revenues are down about 15%. We are also concerned with how to safely enforce parking and still provide assistance to the general public.”

“We have seen a decline in demand, although we have also temporarily reduced supply by allowing outdoor seating in parking spaces. We have had to put a number of projects on hold because of lack of reliable data.”

“The demand for parking at our garages has been down due to the cancellations of Convention Center conferences and events. But, the demand for on-street metered parking has steadily increased and is in high demand because of people steadily going out to explore and walk our promenade.”

For Commercial Parking Operators

“Complying with social distancing and keeping employees safe”

“Office workers (tenants) are working for home and do not need to use parking, unless they come into the office for a few hours.”

“It's impacted EVERYTHING. Volume is down, but drive rates are way up. Many clients have different perspectives on what is required from a safety standpoint.”



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Q5 How has COVID impacted your parking purchasing plans?

Key Insights

Across every organization, most big purchases have been put on hold. Maintenance continues to be performed and with the lack of parkers, some upgrades are moving forward. One key theme across many of the responses is the move toward frictionless/touchless parking solutions. Sourcing PPE is a full time job for some.