



2023 ParkUToledo ANNUAL REPORT





TOLEDO SIGN ON MAIN CAMPUS.

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ParkUToledo

2023 AT A GLANCE

- **629** events hosted
- **\$2.8** million spent improving parking areas
- **67,339** informational emails sent
- **31,295** minutes on the phone
- **27** car batteries jumped



PARKUTOLEDO AMBASSADOR IN
ENFORCEMENT VEHICLE.



NEWLY RENOVATED AREA 40,
THE MAIN PATIENT PARKING AREA ON HSC.

LETTER FROM OUR EXECUTIVE DIRECTOR

It's hard to believe that we've completed ParkUToledo's second full year in operation. It's been a privilege to contribute to the transformation of UToledo's parking system into ParkUToledo. This year has ushered in further enhancements to parking areas, elevated communication strategies and expanded community outreach.

Once again this year, we successfully tackled deferred maintenance in several key parking areas — 1S, 4, 18, and 18S on Main Campus, along with parking areas 40 and 43 located on Health Science Campus. The comprehensive renovation efforts involved the complete overhaul of all six surface lots. Noteworthy enhancements included the installation of a complimentary air compressor in Area 18 and the implementation of a safer layout in Area 1S, resulting in an additional 21 parking spaces.

Communication with our UToledo community has been a central focus for ParkUToledo this year and will continue to be a top priority moving forward. Utilizing surveys, social media, Q&A sessions, one-on-one meetings, group meetings, and diverse training sessions, we are actively disseminating information to ensure the community gains a comprehensive understanding of parking on UToledo's campuses.

Being an integral part of the UToledo community is both exciting and rewarding, as we take pride in knowing that our efforts contribute to a positive impact on the community we are proud to be a part of. Some of our 2023 community outreach highlights include sponsoring events like I-Village and Ruck the Ball, tabling at student info fairs, volunteering during move-in, and providing scholarship awards.

I extend my sincere gratitude to our ParkUToledo board, employees, contractors, and supporters who have been vital members of our team this past year. The embodiment of ParkUToledo's core values — Dependable, Innovative, Quality, and Efficient — would not be possible without your unwavering support, dedication, and hard work. As the inspiring Helen Keller once said, "Alone we can do so little, together we can do so much."



Sherri Kaspar

Executive Director,
ParkUToledo



THE CONCESSION

In October of 2021, The University of Toledo monetized its parking assets through a long-term concession transaction, in order to:

- Generate an upfront capital payment that can be used to help UToledo achieve its growth targets and advance its strategic priorities.
- Improve the physical condition of the facilities that make up the parking system.
- Provide a better customer experience by outsourcing the operation to an experienced, professional third-party parking operator.
- Improve the operation and management of the system using technology and parking industry best practices.
- Focus on its core mission of educating its students.

The concession transaction provided the University with an upfront payment of \$52 million with an additional \$10 million to be spent over the first three years of the concession on upgrading the condition of the parking assets.

The University has effectively added \$52 million to its endowment funds, transferred capital maintenance & life cycle costs for 35 years and outsourced operating risk, while retaining ownership and ownership rights (including the right to set rates and change policies) and a continuing revenue stream from surplus parking cash flows. The anticipated surplus cash flow over the life of the concession is estimated to be \$140 million.

The concession agreement enshrines the University's rights of ownership and ParkUToledo's obligations to operate and maintain the parking system and to hand it back to the University at the end of its term in good condition.

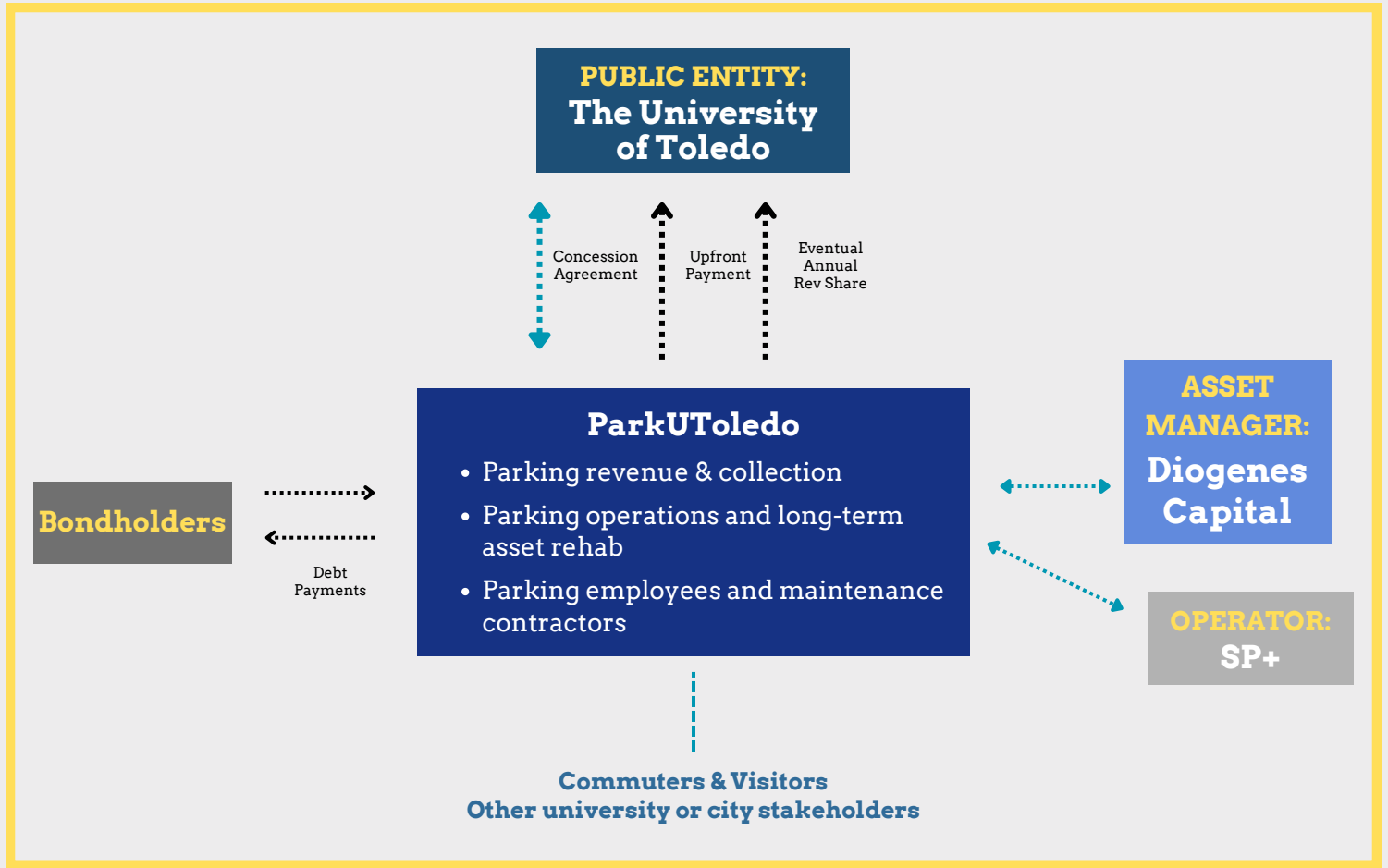
As of December 2023, the parking system consisted of 10,544 spaces across 53 surface lots on UToledo's two campuses.

ParkUToledo

The Concession Agreement is between The University of Toledo and ParkUToledo, a non-profit entity controlled by the Toledo Lucas County Port Authority. The concession is managed by Diogenes Asset Management UT LLC who hired SP+ to oversee the operation of the parking system. Both the asset manager and the operator have extensive experience in concession and parking operations management, and both have continued the employment of key university parking employees in order to ensure continuity of processes and institutional knowledge.

As a non-profit entity, ParkUToledo operates the parking system for the ultimate benefit of the University and pays all surplus cash flow from the parking revenues, after operating expenses and debt service, to the University.

ParkUToledo strives to be a good partner with the University and the community. ParkUToledo's vision is to be known for a welcoming, efficient, quality parking experience that leaves a positive lasting impression of the UToledo campuses. With this vision, ParkUToledo established an environmental, social and governance policy along with strategic objectives to guide ParkUToledo in key decisions.



OUR STRUCTURE

ASSET IMPROVEMENTS 2023

In the first three years of the concession, ParkUToledo will dedicate \$10 million to improve UToledo's parking system. In 2023, ParkUToledo spent \$2.8 million in asset improvements on both main and health science campus, bringing the grand total through the first two years to \$6.5 million.

AREA 1S

Following an extensive renovations, Area 1S now boasts a safer, more efficient layout, featuring a single entrance and exit point conveniently located on North Towerview Boulevard. Thanks to the newly optimized design, 21 additional spaces were added to the high demand surface lot.



AREA 18

The soil beneath Area 18 was stabilized and the paved surface lot was entirely reconstructed. In addition to structural improvements, ParkUToledo also installed a complimentary air compressor for the campus community.



AREA 40

The primary patient parking lot on UToledo's Health Science Campus was completely renovated and reopened well ahead of schedule this summer. The completion of the project not only elevates patient convenience, but also enhances the overall campus environment.

AREA 43

Area 43 underwent extensive stabilization and a complete reconstruction from the ground up while correcting drainage issues.



AREA 4 & MISC. IMPROVEMENTS

The brief closure of Area 4 allowed for reconstruction of concentrated sections and the resealing and restriping of the entire surface lot.

Nine additional parking areas were resealed and/or restriped.

The improvements on both campuses reflect ParkUToledo's unwavering commitment to enhance the overall experience for students, employees and visitors at The University of Toledo.

COMPLIANCE

WITH PARKING REGULATIONS

Either a parking permit or payment is required to utilize The University of Toledo's parking system. The role of parking enforcement is compliance, not citation revenue. Compliance guarantees that space availability is maximized to avoid capacity constraints that would otherwise occur as a result of abuse.



The initial construction, maintenance over their useful life, and the daily operation of the parking system are costly. These costs must be recovered somehow, even if parking is charged at below market rates, as is the case at UToledo.

The ParkUToledo budget is based on the assumption that users of the parking system will pay the prescribed rates.

The role of parking enforcement is not to generate revenue for its own sake but to improve payment compliance.

In fact, the role of parking enforcement is two-fold:

- to ensure all vehicles on campus have valid credentials to utilize the parking system, and
- to ensure that space availability is maximized to avoid capacity constraints that would otherwise occur as a result of abuse.

Ideally everyone would pay the prescribed rate and remain in their parking space for their paid time and there would be zero citation revenue.

Better enforcement leads to higher compliance and fewer citations.

Over the course of 2023, consistent enforcement has led to higher compliance and a decline in citations issued compared to 2022, which was already a vast improvement from previous years.

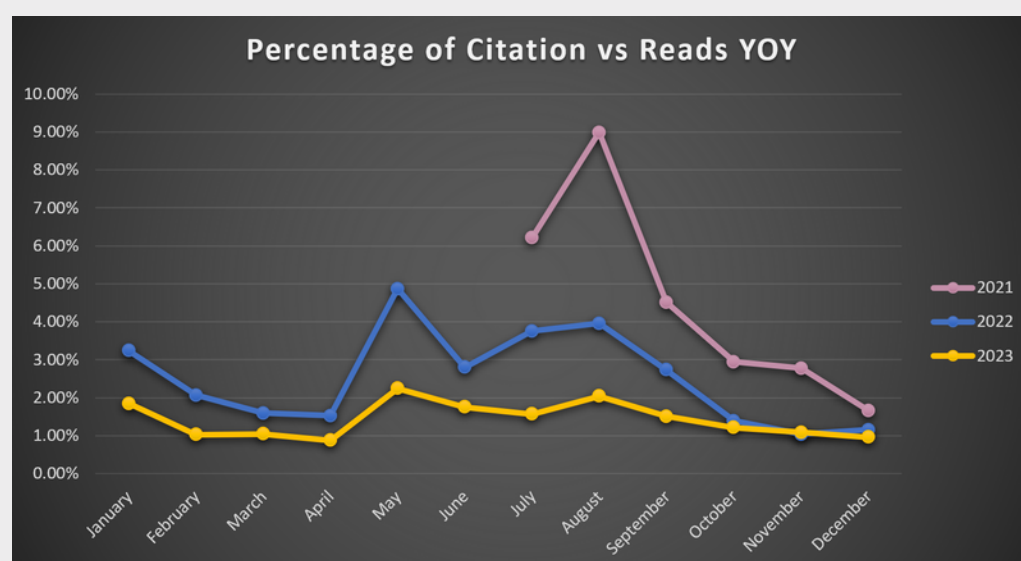
Higher compliance is also attributed to the continued improvement of ParkUToledo's communications. Every new student (freshman and transfer students) are given materials and attend a parking presentation during the orientation process.

COMPLIANCE

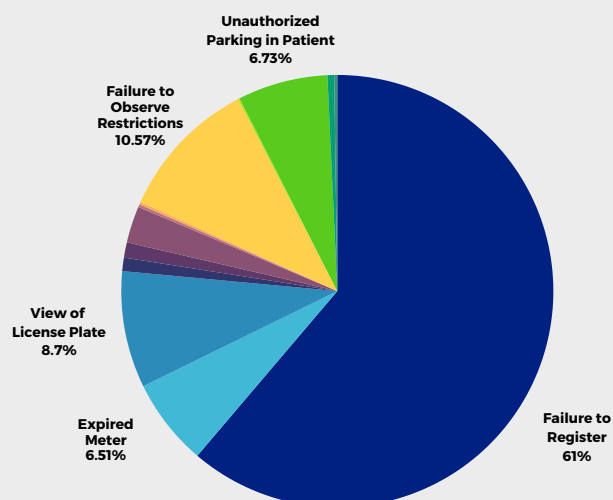
The chart below illustrates the percentage of citations versus license plate scans year-over-year. The purple line indicates the citation percentage for the 2021-22 school year, with ParkUToledo taking over operations in October.

As depicted in the chart, citations versus reads continue to decline from 2022 to 2023, demonstrating significantly higher compliance by parking system users.

For example, in August of 2021, nearly 9% of reads resulted in a citation. In 2022, that ratio improved by 5%, and in 2023, just 2% of reads resulted in a citation, indicating the campus community has adjusted its behavior to adhere to ParkUToledo's rules and regulations.



Violations for “Failure to Register Vehicle” remain the top citations written, constituting just 61% of total citations issued in 2023 - down from 64% in 2022 and 72% from previous years under The University of Toledo.



In fact, four of the top five issued citations decreased in percentage from 2022, including “Unauthorized Parking in Patient Space” (down 2.07%).

We credit added communication and heightened usage of the “Park in Patient Areas” form for the change in behavior.

Since ParkUToledo's inception, failure to register violations are down by 11%.

PARKING PERMITS

FLEXIBLE PERMIT OPTIONS

ParkUToledo offers various permitting options to fit the needs of all members of the campus community and its visitors.

In addition to fixed term permits (annual, dual semester and semester permits), transient permits (hourly, daily and monthly permits) are also available for purchase.

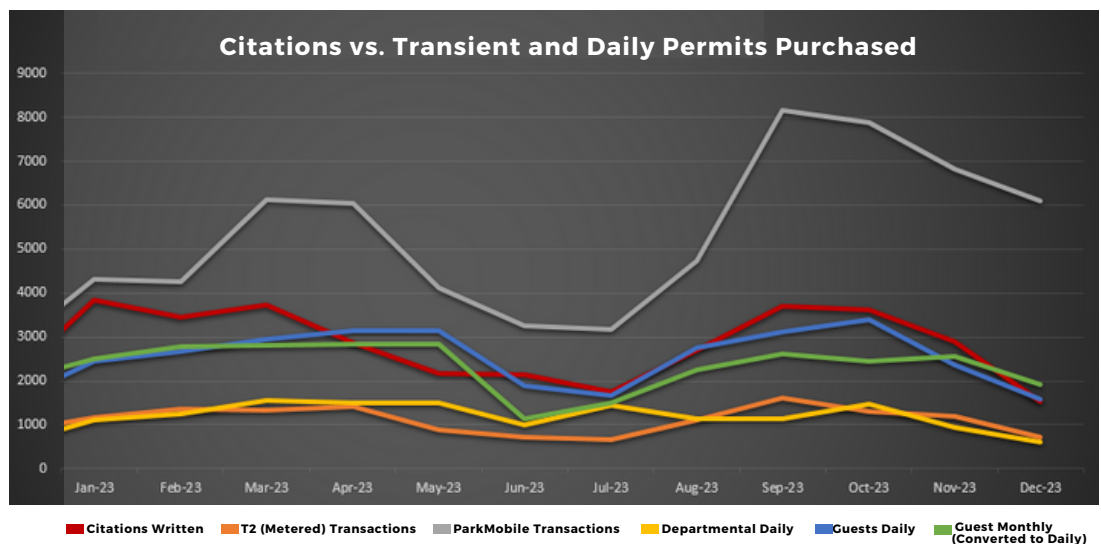
Transient transactions (hourly, daily & monthly permits) have increased as more users purchase daily passes or pay the daily rate via the ParkMobile App.

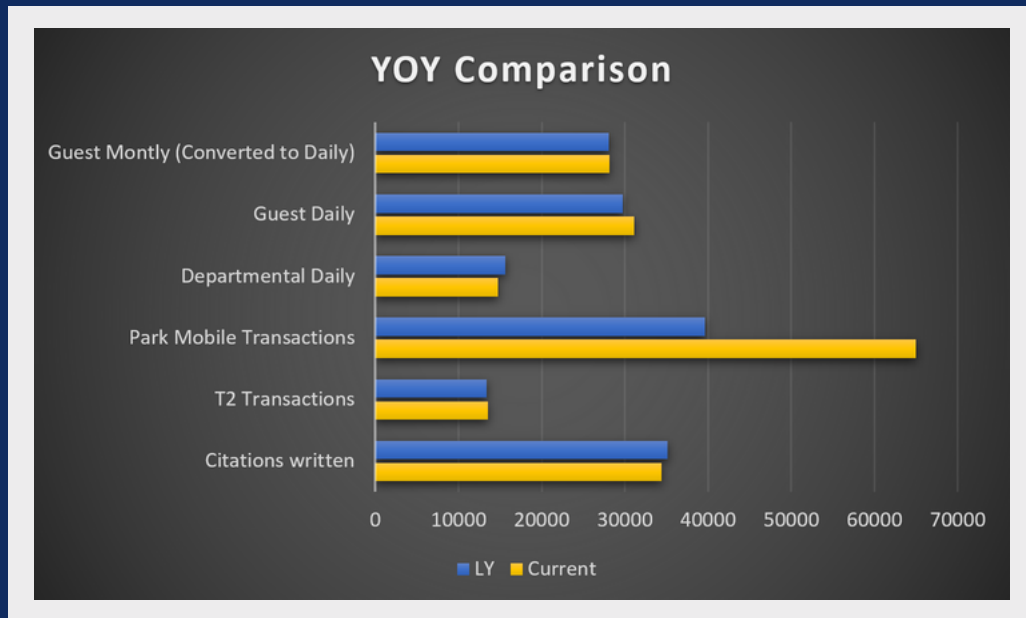
In December of 2021, ParkUToledo introduced a requirement for customers to maintain a zero balance on their parking account to acquire a new permit; however, patrons could still purchase short-term parking permits through ParkMobile or via pay station.

The graph below illustrates the relationship between transient transactions and citations written throughout 2023.

This data showcases that compliance among the UToledo community has increased as transient transactions have outpaced citations written.

Similarly to previous years, ParkMobile is far and away the preferred medium to purchase transient permits, with over two ParkMobile transactions per citation written and a 39% increase in ParkMobile transactions since 2022.





The graph above provides an additional visual representation of enhanced adherence to parking rules and regulations.

While enrollment has experienced a 3.8% decrease from fall 2022 to fall 2023, the data pertaining to permits purchased indicates that ParkUToledo remains closely aligned with the majority of transient permits issued last year, despite a smaller campus population.

Notably, there's a significant uptick in the utilization of ParkMobile, showcasing a substantial increase in users for this parking solution.



AREA 11 PAY STATION.

PUTTING THE CUSTOMER FIRST



AMBASSADORS

ParkUToledo provides jobs to 14 students who work as ambassadors across enforcement and maintenance.

In addition to their primary functions, ParkUToledo ambassadors are trained to be friendly and helpful resources to users of the parking system.

Each ParkUToledo vehicle is equipped with maps and handouts for customers to assist in navigating UToledo's campuses.

In 2023, ParkUToledo ambassadors jumped 27 car batteries.

ParkUToledo ambassadors scanned **2,654,635 vehicles** - up from 1,815,030 in 2022.

Placed bumper to bumper, the total scanned vehicles would nearly reach from Toledo, Ohio to New Delhi, India.

CUSTOMER SURVEY

In April of 2023, ParkUToledo circulated its first customer survey.

Over 2,000 members of the campus community completed the survey.

Those valuable submissions have illuminated specific areas for improvement, driving ParkUToledo's ongoing commitment to delivering the gold standard of customer service.



In 2023, ParkUToledo Customer Service Representatives were on the phone for over 30,000 minutes which would be equivalent to watching 2023 box office hit, *Barbie*, 275 times.

CUSTOMER SERVICE REPRESENTATIVES

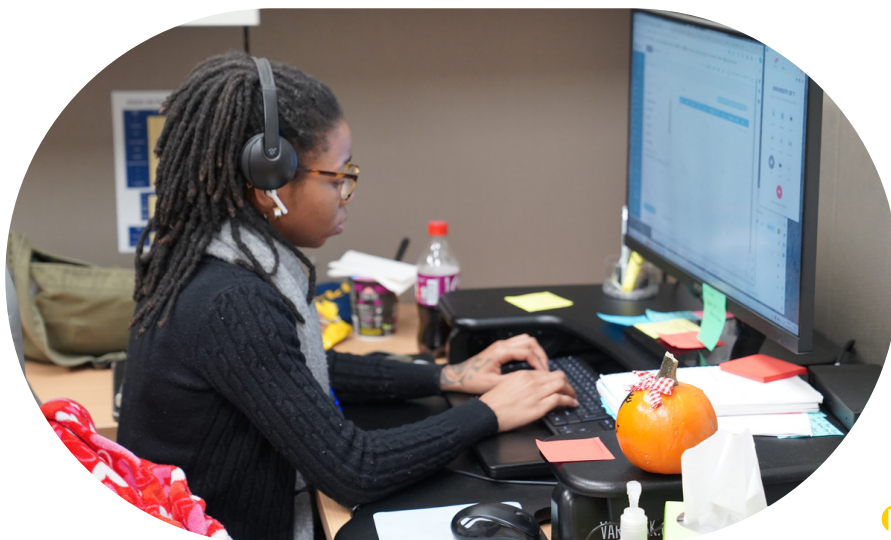
While customers may not agree with the answers they receive from ParkUToledo's Customer Service Representatives (CSRs), they will be greeted by a calm and collected professional when they call or email the ParkUToledo Office. ParkUToledo CSRs listen intently to all customers on a recorded phone line and provide helpful information while de-escalating the tense situations at hand.

In 2023, ParkUToledo's customer service representatives (CSRs):

- **16,610 emails sent/recieved** from info@parkutoledo.com
- **24,056 total phone calls** to (419)530-4100

The average call handling time for ParkUToledo's CSRs in 2023 was **3 minutes and 5 seconds**, as our CSRs swiftly addressed customer questions and concerns.

All emails and phone calls received by the ParkUToledo front office were returned within 24 business hours.



COMMUNICATIONS

In 2023, ParkUToledo:

- Sent over 205,000 text messages
- Distributed over 67,000 informational emails
- Created 56 unique maps

GETTING THE WORD OUT

Communication plays a pivotal role for ParkUToledo.

Beyond participating in 15 Rocket Launches (new student orientation) and eight Rocket Transitions (transfer orientation), ParkUToledo actively tables at various campus events, including the student involvement fair.

These public engagements offer ParkUToledo the chance to connect with the campus community, addressing queries and distributing informative materials to ensure everyone on campus is well-informed about ParkUToledo's rules and regulations.

Participating in these events not only serves as a means of communication but also demonstrates that ParkUToledo is approachable, fostering open lines of communication with students and employees alike.

Taking it a step further, in 2023, ParkUToledo organized group training sessions to provide in-depth knowledge about our parking software and assistance options for events and communication, including custom map creation, among others.

The inaugural training session was recorded and made available online for future reference.

This successful initiative will persist into 2024 and beyond, fueled by the overwhelmingly positive response from the public.





SOCIAL MEDIA

Since joining Instagram, Facebook and X (formerly Twitter) in April 2022, ParkUToledo has been dedicated to expanding its following, providing the campus community with an additional outlet to obtain information.

Social media serves as an additional platform for the campus community to inquire about parking-related questions, such as non-enforcement days, construction and gameday parking.

On Instagram alone, ParkUToledo's reached over 6,000 accounts with over 4,000 content interactions posting 92 photos and reels (instructional videos) on the platform.

To assist in generating followers, ParkUToledo held a parking permit giveaway on social media and encouraged new and returning students to follow on any medium with Plinko board giveaways at the Student Involvement Fair.



ParkUToledo

IN THE COMMUNITY

ParkUToledo is a proud community partner of The University of Toledo and strives to positively impact campus by investing in projects, offering scholarships to UToledo students and actively participating in and sponsoring campus events.

ART SCHOLARSHIP

In April 2023, ParkUToledo awarded Justin Fisher a \$1,000 scholarship. His artwork titled *Sunset* will be displayed in the ParkUToledo lobby until May 2024.



CAMPUS MOVE-IN

In August, ParkUToledo extended a supportive hand to assist students as they returned to campus, ensuring a smooth and welcoming transition for the start of the academic year.





RUCK THE BALL

ParkUToledo sponsored UToledo's Student Veterans of America's 2023 "Ruck the Ball" event ahead of the Battle of I-75 football game (UToledo vs. BGSU). Student veterans from both universities rucked the game ball from Toledo to Bowling Green.

TRUNK OR TREAT

In October, ParkUToledo donated and participated in The University of Toledo Medical Center's Trunk or Treat event handing out candy and ParkUToledo goodies to attendees.



2023 I-VILLAGE

ParkUToledo was a Gold Sponsor for the International Students' Association's 2023 I-Village event that showcases food and culture from around the world. The event is made possible through sponsorships, allowing the UToledo community to experience other cultures.



"It was evident from the smiles and positive feedback that the enhanced food offerings [made possible thanks to ParkUToledo's contribution] made a significant impact, creating a joyful and memorable atmosphere for everyone present."

- Mai Mang, International Students Association President

RESPONSIBLE INVESTING

ParkUToledo believes that management of environmental, social and governance factors are critical to the stewardship of parking infrastructure assets and can make a tangible difference to the lives of people who work, visit and live in Toledo.

Additionally, the conscientious management of responsible investing is vital for responding to risks and opportunities that can directly influence financial performance.

The integration of responsible investing considerations into ParkUToledo's business practices is pivotal, playing a key role in shaping the company's overall business model.

Within ParkUToledo's organizational culture, these values, policies and their implementation are regarded as integral components.

The responsible investing vision at ParkUToledo is primarily driven by its core values, with compliance requirements serving as a significant but incidental motivating factor.

Furthermore, ParkUToledo actively contributes to sustainability by implementing environmentally conscious practices in parking design, management and operations.

This commitment includes fostering smart parking systems, reducing carbon footprints, promoting energy efficiency, and encouraging transportation alternatives.



EV CHARGERS

In 2023, the 12 EV charging stations on UToledo's main campus served 246 unique drivers, over 654 total sessions, saving 899 gallons of fuel, avoiding 5,126kg of greenhouse gas emissions which had the same effect as planting 131 trees and letting them grow for 10 years.

AIR COMPRESSOR



As part of ParkUToledo's commitment to contribute to The University of Toledo community, one of ParkUToledo's initiatives during the 2023 summer construction projects was the installation of a complimentary air compressor.

Installed just before the start of the academic year, the compressor is available for students, employees and visitors to use in a well-lit and secure area on campus.

Since its installation, the compressor has been used 212 times.

GREEN SEALANT PROGRESS

In 2022, the Ohio EPA introduced guidelines to curtail the entry of Polycyclic Aromatic Hydrocarbons (PAHs), specifically those originating from coal tar sealants, into Ohio waterways.

These guidelines stipulated that, by 2026, 25% of surface lots on UToledo's Health Science Campus (HSC) were to replace the conventional coal tar with an asphaltic sealant.

Responding swiftly to this environmental initiative, ParkUToledo took decisive action by transitioning its default sealant to polymer-modified masterseal, an asphalt-based pavement sealer.

This commitment extended beyond HSC to encompass main campus as well.

As of December 2023, substantial strides have been made in aligning with these eco-conscious practices. Notably, 68% of the parking areas on HSC now boast the environmentally friendly polymer-modified masterseal.

Furthermore, this sustainable sealant has been applied to an additional 22 surface lots on main campus, showcasing ParkUToledo's dedication to promoting environmentally responsible solutions.

**ParkUToledo's
permitting
process is
exclusively
virtual,
leading to the
elimination of
over 100,000
hangtags since
its inception in
2021.**

THE PARKUTOLEDO TEAM COLLABORATED WITH GATHERED GLASSBLOWING STUDIO IN TOLEDO TO CRAFT *PARADIGM SHIFT* THAT NOW ADORNS THE CONFERENCE ROOM.



 **Gathered**
GLASSBLOWING STUDIO
TOLEDO, OH

PARADIGM SHIFT - AN IMPORTANT CHANGE THAT HAPPENS WHEN THE USUAL WAY OF THINKING ABOUT OR DOING SOMETHING IS REPLACED BY A NEW AND DIFFERENT WAY.

INTERNAL VALUES



MISSION

To provide safe, secure parking and to optimize the surplus cash flows distributed to The University of Toledo over the life of the concession.

VISION

ParkUToledo will be known for a welcoming, efficient, quality parking experience that leaves a positive lasting impression of The UToledo campuses.

EXTERNAL VALUES

Dependable:

Provide parking options and the highest levels of service to all parties on the UToledo campuses.

Quality:

Maintain functional, attractive and safe parking areas.

Innovative:

Continuously develop and implement new strategies and technologies to keep ParkUToledo at the forefront of the industry.

Efficient:

Execute day-to-day operations efficiently while maintaining and optimizing lifecycle costs of the assets.



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