



**SP** Plus<sup>SM</sup>  
University Services  
*Superior People. Superior Performance.*

A division of Standard Parking



*“When we embarked on outsourcing our parking division, we wanted to partner with a firm that could seamlessly blend parking and transportation services. SP Plus<sup>SM</sup> University Services fit the bill, and their strong emphasis on driver training and parking customer service made our initiative a success.”*

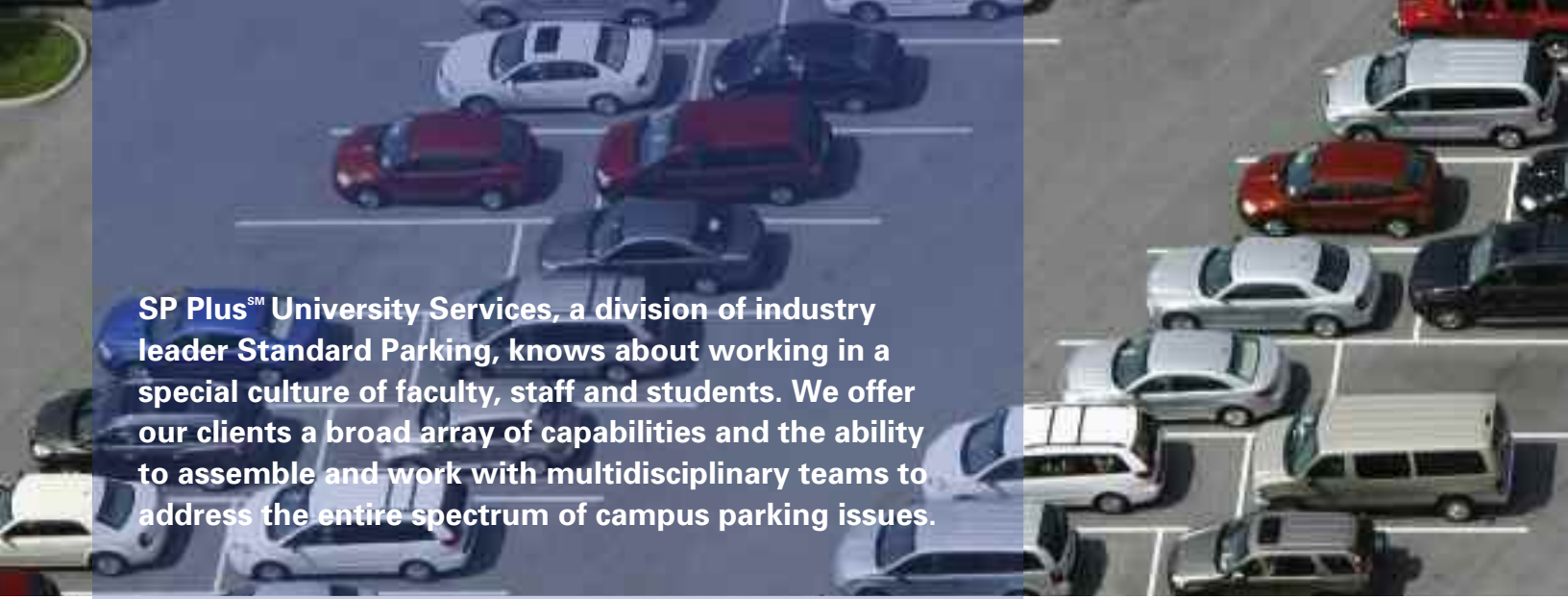
*Massachusetts Institute of Technology*



## **A Higher Degree of Performance**

**The college and university environment — with buildings, students and staff spread out over a wide expanse — requires a customized, multifaceted approach to parking and related services.**

Serving educational institutions throughout the country, SP Plus<sup>SM</sup> University Services understands this unique environment and the complex demands associated with parking capacity, vehicle registration, permit issuance, fee collection and enforcement procedures, campus communications, shuttle services, parking for special campus events and efficient electronic reporting. Meeting these demands requires a parking services company that can deliver best-in-class service and creative solutions.



**SP Plus<sup>SM</sup> University Services, a division of industry leader Standard Parking, knows about working in a special culture of faculty, staff and students. We offer our clients a broad array of capabilities and the ability to assemble and work with multidisciplinary teams to address the entire spectrum of campus parking issues.**

## **A Team Approach to Campus Services**

### **Parking management and services**

#### **Parking facility management**

- > Vehicle registration and parking assignments
- > Permit issuance and fee collection
- > Enforcement and ticketing
- > Parking office staffing
- > Special event planning
- > Campus communications
- > Rate analysis
- > Access control systems

Permit parking, reserved parking, parking for the disabled, parking for special events — cars on campus raise a host of issues. We help universities manage them with efficient plans to economically allocate available spaces to meet demand, while maintaining cordial relations within the institution and the surrounding community. SP Plus<sup>SM</sup> University Services knows the latest technologies and systems that universities use to handle registration, permits, enforcement policies, ticket appeals and parking access. Our information technologies allow us to transmit parking and billing data electronically, directly to the university.

#### **Parking facility planning**

- > Capacity analysis and efficiency
- > New facility development
- > Automated traffic and revenue controls
- > Budgets and forecasts
- > Enforcement procedures

Institutions of higher learning often confront the challenge of insufficient parking capacity. SP Plus<sup>SM</sup> University Services meets the challenge, assisting with our own resources or working as part of a development team that includes financial advisors, architects/engineers, contractors and attorneys. We provide expert analysis of parking demand and solutions to accommodate it, along with near-term revenue and expense budgets, rate recommendations, and the long-range revenue and expense forecasts needed to procure financing.



*“SP Plus<sup>SM</sup> University Services has played an integral role in the planning, development and management of our parking system. Their expertise has been enormously helpful to us in meeting the expanding parking needs of patients, faculty, students and staff.”*

*Northwestern University,  
Feinberg School of Medicine*



## Transportation

- > Shuttle buses
- > Routing and scheduling
- > Alternative fuels
- > Vehicle maintenance

Utilizing the expertise of SP Plus<sup>SM</sup> Transportation Services, we provide efficient and reliable campus shuttle bus service. We can manage everything from bus selection and specifications to scheduling, maintenance and campus-wide awareness programs. Our vehicles are ADA-compliant, and we can provide vehicles using alternative fuels. With our depth of managerial experience in starting up and transitioning shuttle bus operations, as well as coordinating them with existing parking programs, we stand apart from companies providing only parking or transportation services.

## Safety and security

University administrators invest heavily in public safety and their own on-campus security departments. Working with campus security personnel, we alert the university to safety matters specifically related to parking garages and lots. In selected markets, we provide more comprehensive services through SP Plus<sup>SM</sup> Security.

## Maintenance

Leveraging our knowledge of how best to protect a financial investment in a parking garage, we routinely advise campus administrators and management departments on the proper maintenance of their parking infrastructure. As an alternative, SP Plus<sup>SM</sup> Maintenance can provide a full range of maintenance services.



*“SP Plus<sup>SM</sup> University Services has a dedicated management team that has strong revenue control systems and staff development programs, consistently makes recommendations to improve facility operations and works to understand our high expectations. We look at them as Mason Parking Services and not as the contractor of parking.”*

*George Mason University*



## Top-grade Systems

### Advanced technologies

SP Plus<sup>SM</sup> University Services has an in-house parking equipment and technology department that can bring the latest innovations to campus parking operations. We evaluate the university's technology needs and advise on solutions, upgrades and equipment installation. Our buying power helps administrators realize significant savings on technology investments.

### Operational efficiency

Our management systems ensure that operations run at peak efficiency without any sacrifice of customer service. Financial and audit controls maximize revenues and minimize expenses. With our Web-based Client View<sup>®</sup> system, administrators can securely download monthly financials and detailed backup reports at their convenience.

### Financial-control environment

Nothing is more important than the financial-control environment that protects our clients' revenues. As a public company subject to the requirements of the Securities Exchange Act of 1934 and the Sarbanes-Oxley Act, we adhere to accounting, internal control and reporting standards that are more rigorous than those typically followed by our non-public competitors.

### Staffing and training

Our unyielding emphasis on employee training and customer service promotes outstanding service to students, facility and staff. All of our parking employees, including parking enforcement personnel, enroll in Standard University<sup>SM</sup>. This training system emphasizes communication skills and the role of our parking staff as front-line ambassadors to the campus.





## Amenities and Services

### Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

**Always seeking new ways to improve the parking experience, SP Plus<sup>SM</sup> University Services offers many amenities and customer services:**

- > Books-To-Go<sup>®</sup> CD lending library
- > Films-To-Go<sup>®</sup> DVD lending library
- > Standard Road Assist<sup>®</sup> emergency services
- > CarCare services
- > Complimentary vehicle assistance services
  - Tire inflation
  - Tire change
  - Battery jump start
  - Windshield cleaning
- > Courtesy umbrellas
- > Customer-appreciation promotions



**SP Plus<sup>SM</sup> University Services**

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