JOINT COMMITTEE MEETING | NOVEMBER 8, 2023

Noah Hillman Garage Operations

P PREMIUM PARKING
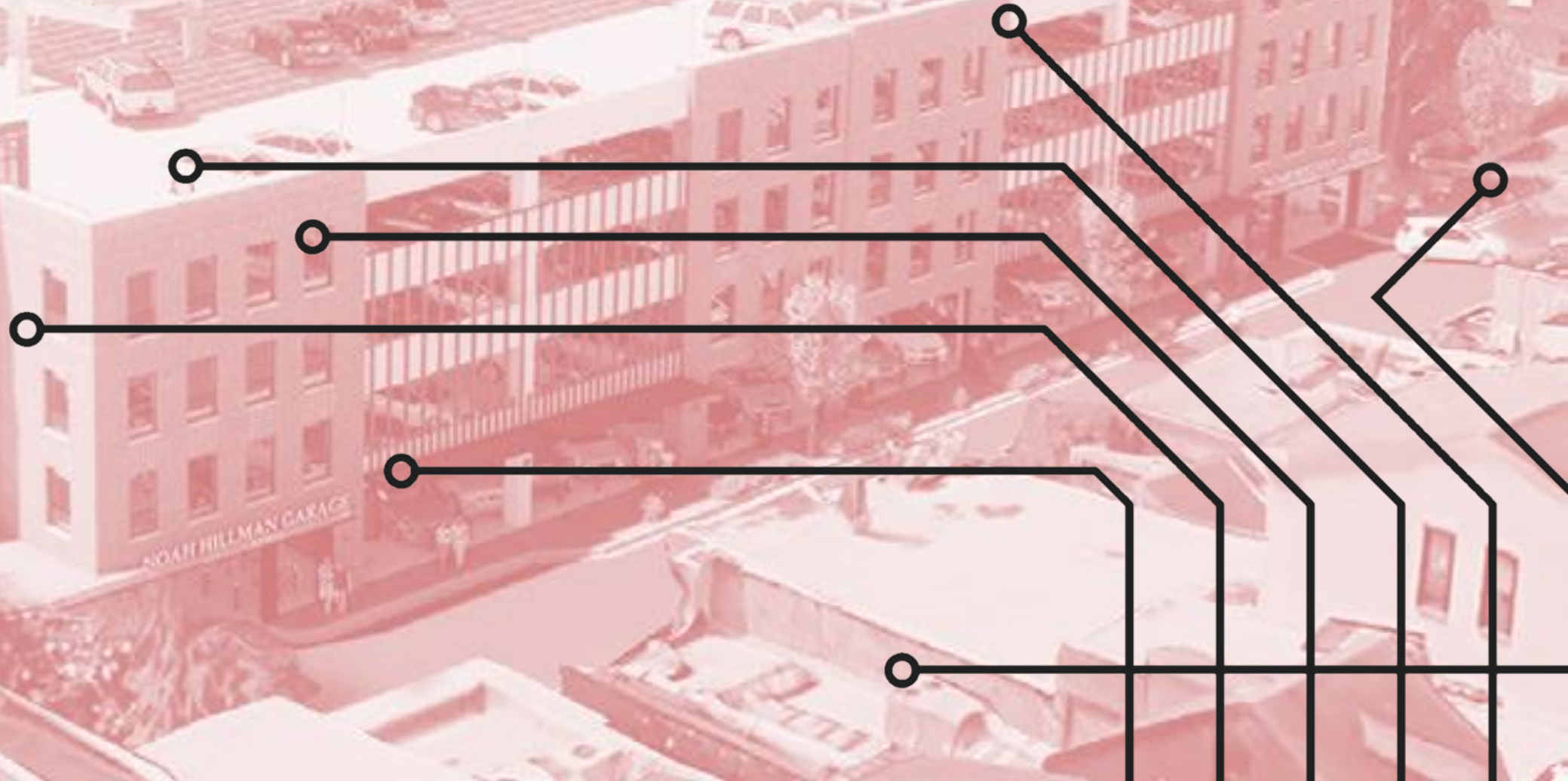
Premium Overview.

Cities We Operate In.

Memphis Mobility Center
Memphis, TN
976 spaces

Baltimore Garages.

Garage #	Space Count
P2302	672
P2303	78
P2304	276
P2307	66
P2308	44
P2323	120
P2331	1,137
P2333	258
P2345	97
P2346	290
P2354	198
P2424	256
Total Garages: 12	Total Space Count: 3,492

National Garage Experience.

HARBOR · POINT

Baltimore, MD
3,200 spaces

canal place
New Orleans, LA
2,000 spaces

City of Mobile Cruise
Terminal
1,500 spaces

Under Armour Global
Headquarters
2,100 spaces

ALA MOANA
HAWAII'S CENTER
Honolulu, HI
10,600 spaces

THE SONO COLLECTION
Norwalk, CT
3,000 spaces

met 3
MIAMI
Miami, FL
1,1000 spaces

The Peabody
MEMPHIS
Memphis, TN
1,000 spaces

National Presence.

MARKETS	LOCATIONS	MOBILE PAYMENTS	ASSOCIATES
60	950+	79%+	750+

Topics

Payment Channels

Signage improvements

Net Promoter Score

Repeat User Data
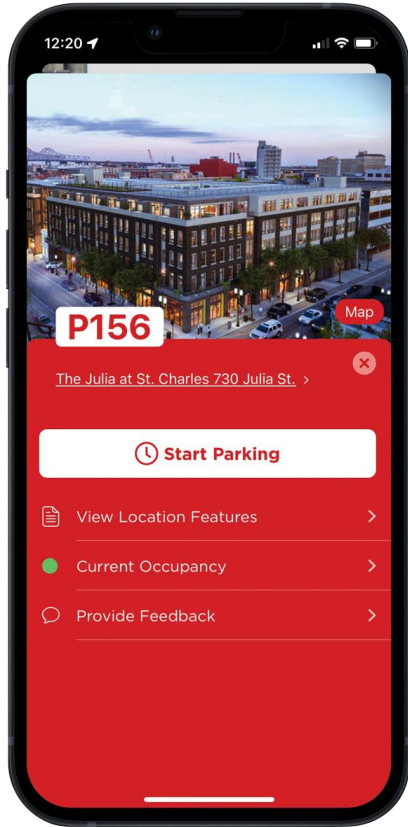
New Initiatives

Payments Channels

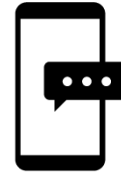# Payment Channels.
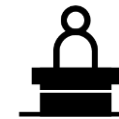

Primary:

CameraPay   **TextPay**   **Premium App**   **Kiosk**

Secondary:

Customer Service   Visitor Kiosk   Website   Concierge

CameraPay® Workflow.
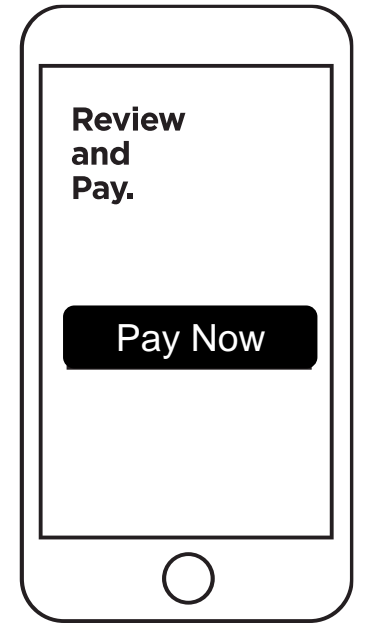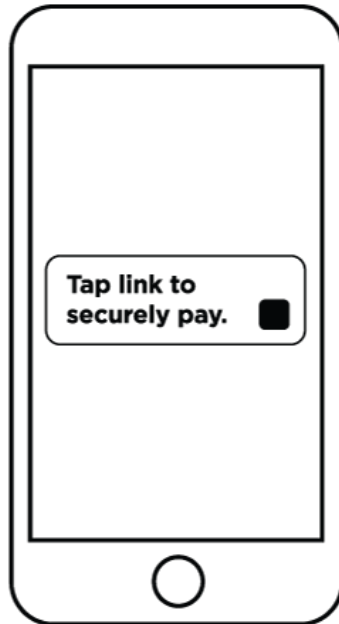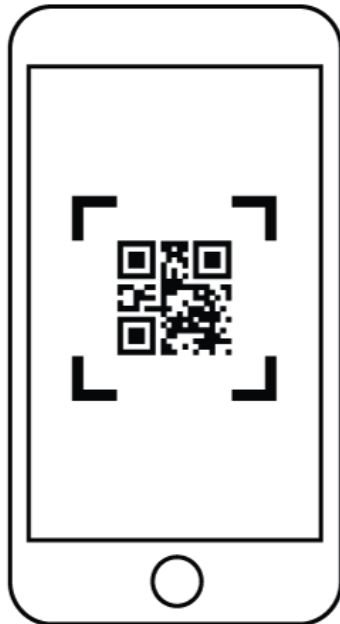
Open Camera App.

Tap link to securely pay.

Enter License Plate #.

A|BC 123

Select Duration.

1 Hr

Review and Pay.

Pay Now
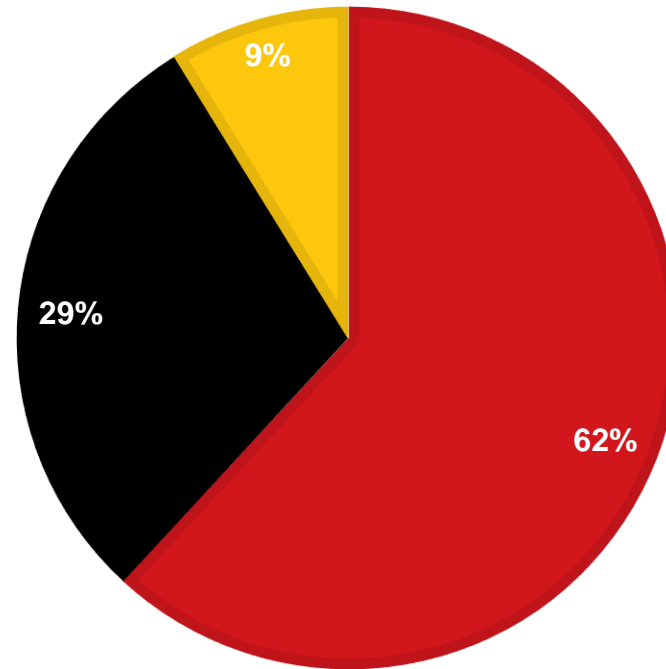
Signage Improvement

New Signage.
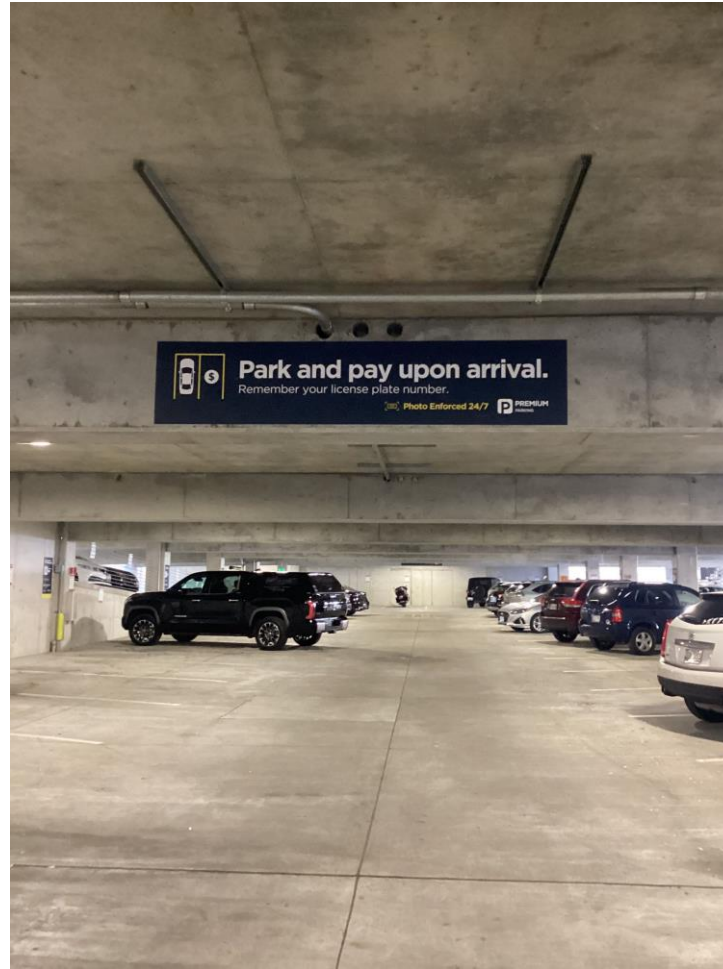
Net Promoter Score for the Hillman Garage 2023

NPS Question.

Net Promoter Score Calculation.

NPS Results.

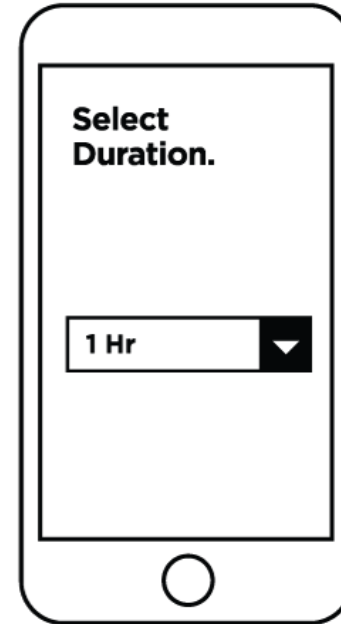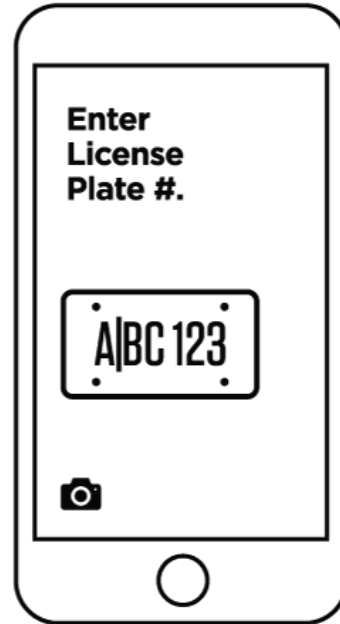Net Promoter Score by Month ━2023   Linear ⬤ Stacked

100

50

0

January February March April May June July August September October November December

22   20   11   21   30   100
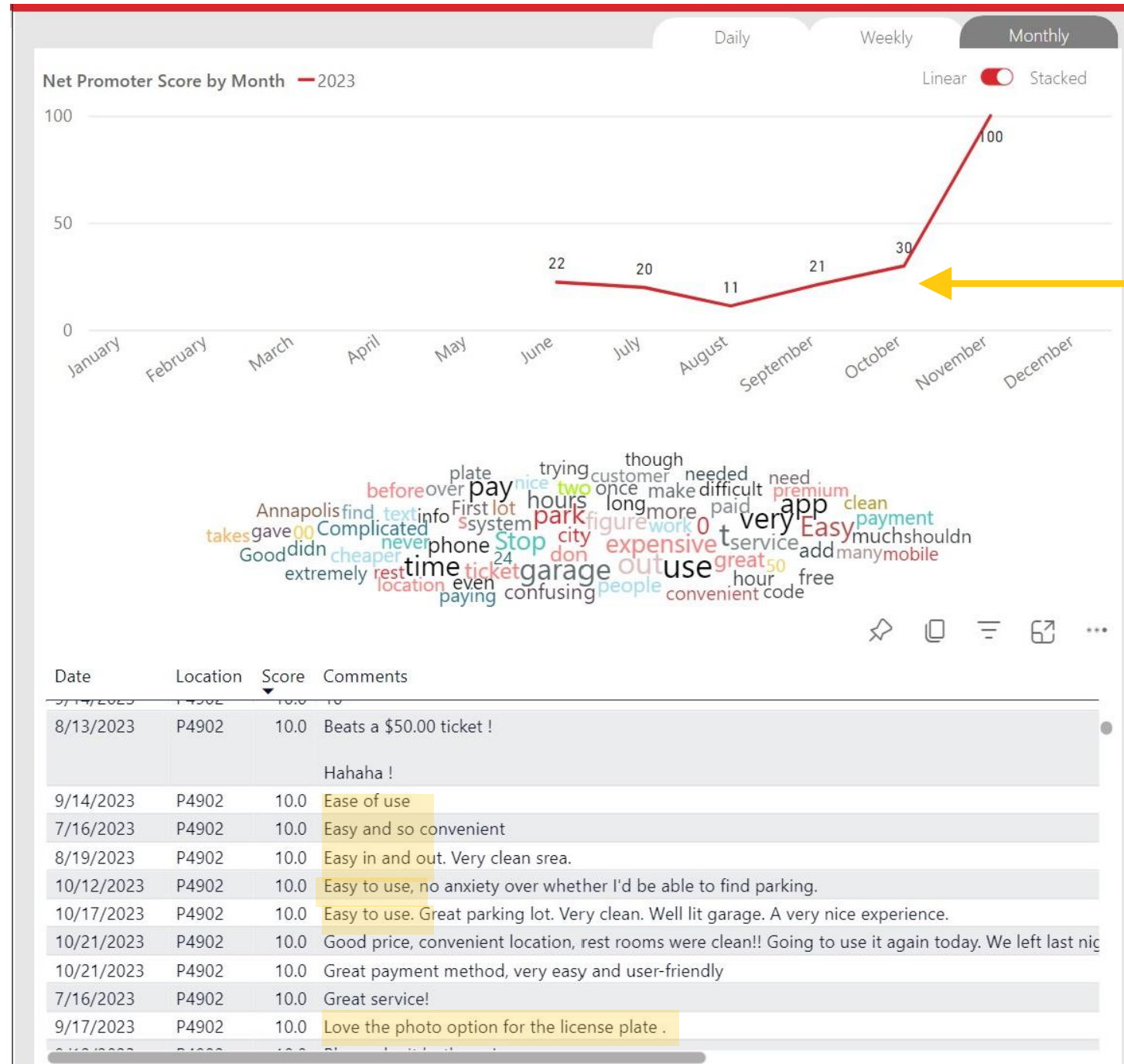
New Sign Plan Implementation

though
plate trying customer needed need
before over pay nice two once make difficult premium clean
Annapolis find text info First lot hours long more paid very app payment
takes gave 00 Complicated s system park figure work 0 t Easy much shouldn
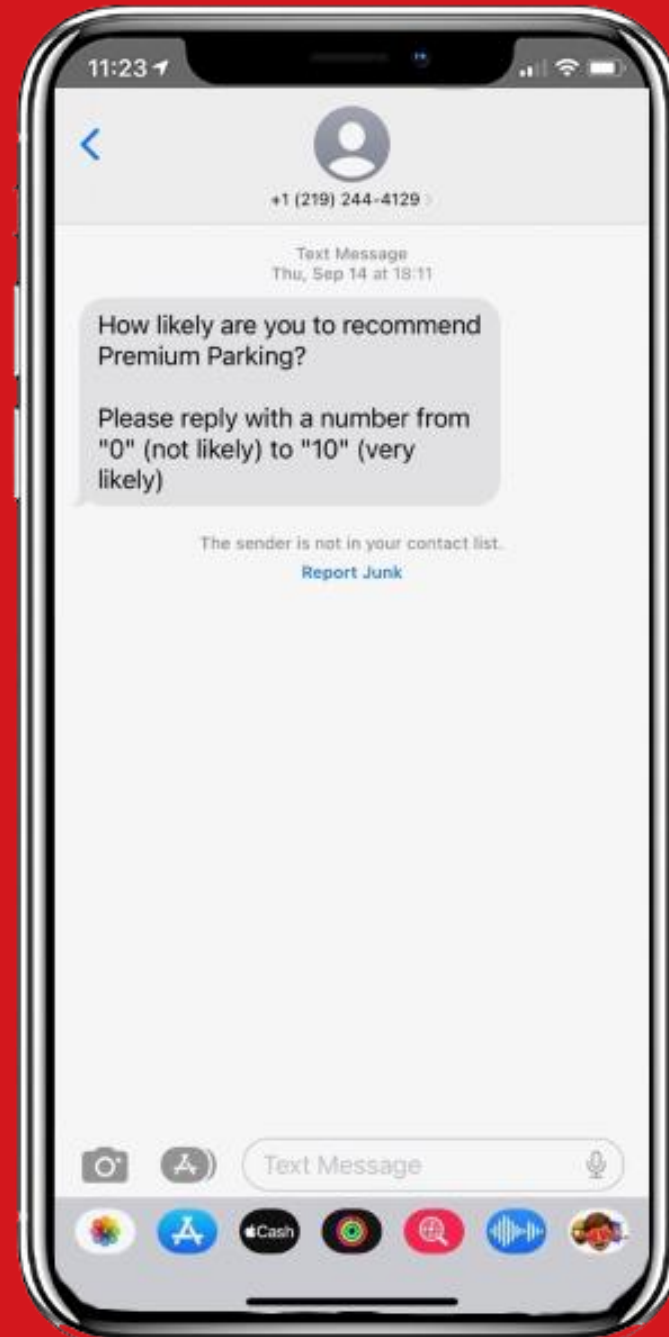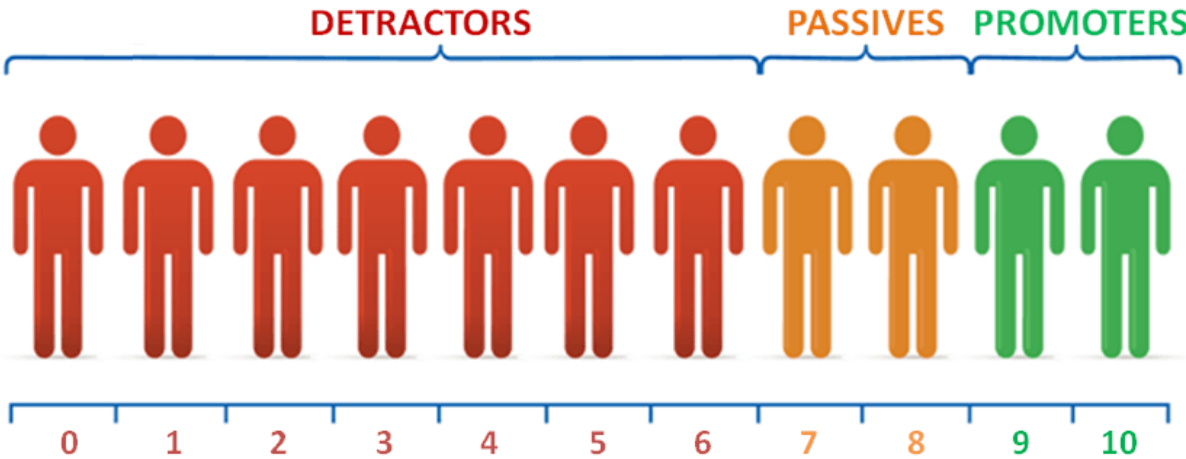never phone Stop city expensive service add many mobile
Good didn cheaper 24 don great 50
extremely rest time ticket garage out use hour free
location people convenient code
paying confusing

📌 📋 ☰ ⛶ …

Date	Location	Score	Comments
5/14/2025	P4902	10.0	
8/13/2023	P4902	10.0	Beats a $50.00 ticket ! Hahaha !
9/14/2023	P4902	10.0	Ease of use
7/16/2023	P4902	10.0	Easy and so convenient
8/19/2023	P4902	10.0	Easy in and out. Very clean srea.
10/12/2023	P4902	10.0	Easy to use, no anxiety over whether I'd be able to find parking.
10/17/2023	P4902	10.0	Easy to use. Great parking lot. Very clean. Well lit garage. A very nice experience.
10/21/2023	P4902	10.0	Good price, convenient location, rest rooms were clean!! Going to use it again today. We left last nig
10/21/2023	P4902	10.0	Great payment method, very easy and user-friendly
7/16/2023	P4902	10.0	Great service!
9/17/2023	P4902	10.0	Love the photo option for the license plate .

Customer Support.

Customer Support.

- Total phone calls: 5,073
- Total answered: 4,870
- Total missed: 203 (went to voicemail)
- Answer rate: 96%
- Average wait time in the queue: 24 seconds
- Average total talk time: 3 min 5 seconds
- First call resolution: 88%

July – Nov 2023 (all calls from the City of Annapolis)

Customer Support.

P

"Yes, I have to say nothing but nice things about the agent who helped me today. They are just a wonderful human being, who helped me open up my new account. She was patient and deliberate and very helpful."

- October 20

"Hello, my name is [PRIVATE] I am calling from Annapolis, Maryland. I am a senior citizen with no telephone or computer skills. I worked with a young woman, and she was outstanding. She was patient. She tried to walk me through the thing. She was able to do it, but my head was noodling with this technology. Please recognize her for being patient, for being willing to go back and explain to me. She was a good teacher, but I was not a good student."

- October 12

"I've been talking with Bre this morning about guest parking in Annapolis, Maryland. She was very patient, she was very smart, and she did a fantastic job."
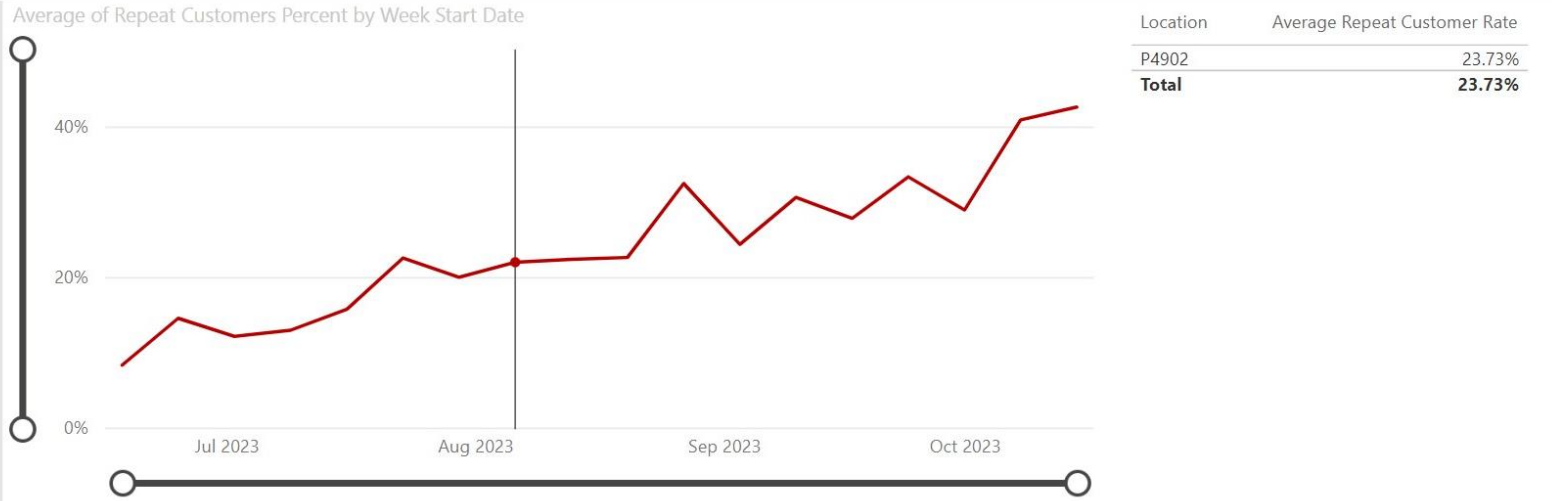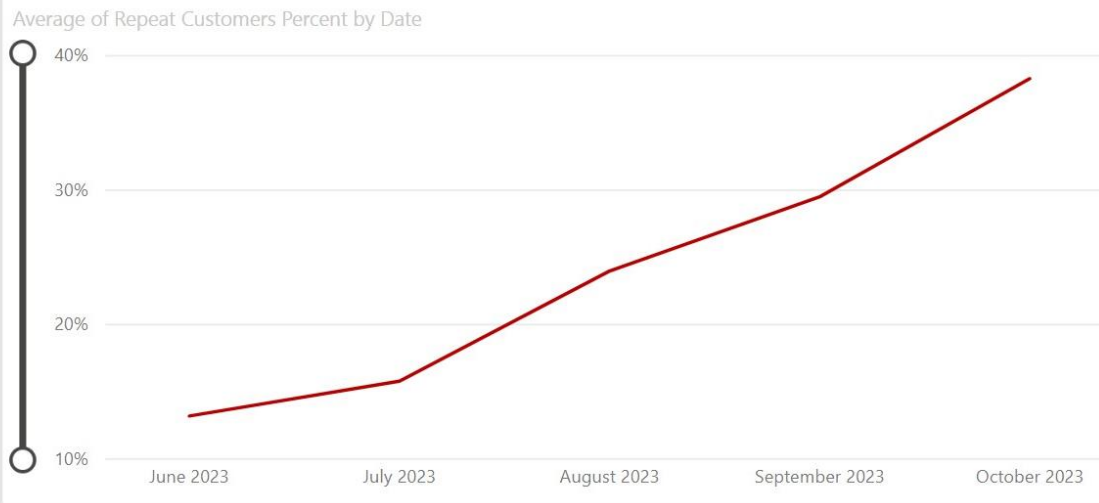
– November 7

Repeat User Data

Repeat User Data.

Average repeat user by week – 23%

Average repeat user by date – 38% all transactions

New Initiatives

Continual Improvement Initiatives.

- Mystery Shopper Program (National Provider)

- Survey to be designed with the City Staff

- Analyst to work with Staff

- Jacquette Bensing - SOP and process improvement

- Special Event coordination

- Focus Groups

- Residential (5-8 members)

- Merchants (5-8 members)

- Design "how to" flyers for all employees

- Work with Downtown Ambassador Program

- Increased communications

Thank you.