



A simple and effortless flow of traffic coming in and out of your parking facility leaves a lasting impression on your guests. Curbside's uncompromising standards, dedication to staff and attention to detail make the parking experience positive and stress-free for everyone. Including you. With tighter revenue control and automated processes for revenue collection and access control, you'll find more efficiency, higher profits and less revenue shrinkage across the board. We're here to help in every way. **WHATEVER IT TAKES.™**

Curbside's extensive experience in parking management and operation can ensure that your facility is efficient, profitable and safe. With us on your side, you can expect tighter cash controls through advanced technology and collection automation, which will help you minimize on-site staff while cutting overall operating costs.

Capital Asset Partnership Program (CAPP)

Many hospitals, hotels and other businesses are not realizing the full potential of their parking assets because they do not have the capital to put toward new parking systems. Unique to Curbside, CAPP is a highly flexible, low-risk program that provides innovative financing options for technology and parking equipment. Curbside helps you:

- Preserve capital resources for core business priorities
- Transfer expenses from capital to operating budgets
- Finance new equipment and upgrades
- Maximize parking revenues by investing in up-to-date systems

The program is completely customizable. Working together with you and our partners, we'll determine the appropriate system components to meet your operational and revenue goals. Curbside can purchase and finance 100 percent of your project—at preferred pricing levels—on the behalf of your facility. We then provide all the necessary staff, marketing and system reports to ensure that your new equipment is performing optimally and that guests and employees use the system effectively.

ways we make you smile

- image and service enhancement
- new technology recommendations
- detailed reporting and auditing
- complete operational transparency



“I work the front desk and I am so pleased with the Curbside employee working in the parking garage. If she has time, she even washes windshields. What a nice gesture to make folks smile while at the hospital.”

- appreciative hospital employee

our success model

starts with the right people and training

backed up with operational excellence

enhanced by leading technology

improved through constant measurement

channeled back to people and training

the curbside parking management approach. We're a natural extension of you.

That fact comes through in everything we do. You'll see it in everything from our auditing, reporting and cost-cutting measures to how we look and how we present ourselves. It all reflects our success model and our philosophy of helping every single customer with compassion and a smile. Not because we have to, because that's who we are.

it's all about the people. Starting with folks who have an intrinsic love for service, we train each to be even better, recognizing their natural strengths and acknowledging them when they excel. We offer opportunities for growth and retain only the best of the best. And if they move on, we start back at the beginning—never settling just to fill a role.

operational transparency. We provide detailed weekly and monthly reports covering staffing, cash collection and reconciliation and service measurement. With Curbside, there are no mark-ups. All pass-through costs are provided with complete backup documentation. So you can be confident you know exactly where your dollars are going.

cutting-edge technology. In addition to the automation and equipment available through our CAPP program, Curbside offers point of sale, vehicle retrieval and other performance management tools.

service measurement that puts quality as our top concern. Perfection is our goal. And we have processes in place that will bring you closer to it, every day—from using comment cards and mystery shops to ingress/egress reports, wait-time studies and site inspections. If a problem is identified, you can count on the fact that it will be fixed, appropriately communicated and then measured to make sure it stays fixed.

a partnership approach to our clients. We go out of our way to listen to and assess each client's specific needs, then help them invest in the right tools and equipment that improve service, increase revenues and tighten controls. After all, that's what partners are for.