



**CATEGORY THREE  
AWARD OF EXCELLENCE**  
**ePark, Minneapolis/St. Paul  
International Airport  
Minneapolis, Minnesota**



Left to right: Decker; Matthew Bauer, Ampco; Michael Swartz, Standard Parking; Mark Read, Zeag; Jeff Courteau and Arlie Johnson, Minneapolis/St. Paul International Airport; and Anderson.

**AWARD OF EXCELLENCE**

**ePark, Metropolitan Airports Commission,  
Minneapolis/St. Paul International Airport, Owner;  
Zeag North America, Inc., Software Developer;  
Standard Parking Corporation & AMPCO System Parking,  
Parking Operators,  
and Business Technology Solutions, Inc., Systems Integrator**

ePark is an innovative new credit/debit card entry and exit parking system implemented at the Minneapolis-St. Paul International Airport in September of 2003. Since its inception, ePark has successfully improved the customer experience by offering new ease and speed at both parking entry and exit. The traditional ticket system is still in place, and customers have an opportunity to choose whether to use the traditional ticket system or use the faster ePark self-pay method and save \$1 per day. However, most airport parking customers choose the convenience of ePark. In February of 2005, 66 percent of airport parkers used ePark as opposed to taking a traditional ticket and paying a cashier.

Parking sales increased by 23 percent in the last year. The efficiency of ePark also reduced 2003 parking expenses by 24 percent (\$1.5 million). Due to ePark, the airport has been able to reduce the number of exit plaza cashiers. Reduced parking staff by one third from 117 full time equivalents (FTEs) to 78 FTEs.

The switch from cash payments processed by cashiers to more credit card ePark transactions reduced traditional back office bookkeeping time.

73 percent of all parking sales transactions and 88 percent of the sales value were conducted using credit cards in February 2005. This is equivalent to 133,000 credit card transactions during a one month period totaling a sales value of \$4.3 million.

Front line supervisors now spend less time supervising cashiers and have more time for customer contact and improving overall customer service.

In addition to eliminating the exit queue time, ePark has reduced the processing time it takes to exit airport parking from an average of 40 seconds using a cashier to less than 15 seconds.

Thanks to redundancies in the system, the software has not failed in its first 1.5 years.