

A Simple Parking Optimization Checklist

This checklist is designed to be used in the real world. You can walk a lot with this list, fix the basics, and then start pricing tests.



Number of Transactions

Awareness:

- ☐ Make sure your lot appears on Google & Apple maps with a parking “P”
- ☐ Make sure the listing looks professional with proper hours
- ☐ Walk the lot entrance and read your signs as if you were a driver seeing them for the first time.
- ☐ Replace damaged signs or poles
- ☐ Make sure signage is clear at all entrances

Compliance:

- ☐ Review enforcement activity and confirm it is consistent
- ☐ Make sure the rules are clear
- ☐ Make sure drivers believe the rules will be enforced

Curb Appeal:

- ☐ Confirm lighting works at night
- ☐ Consider adding solar lighting over signs
- ☐ Consider adding flood lights for the lot
- ☐ Verify striping is clear
- ☐ Add curb stops to define each space
- ☐ Assess capacity and make sure spaces are usable
- ☐ Fill potholes and repair damaged surfaces
- ☐ Remove trash and schedule regular cleanup
- ☐ Maintain landscaping and schedule trimming so spaces stay usable

Revenue Per Transaction

- ☐ Increase base prices by 10 percent every 12 months and treat it like a test
- ☐ Use transaction data to find volume spikes and apply static surges during those periods
- ☐ Increase prices on holidays because demand patterns change.
- ☐ Set up dynamic pricing and layer it on top of your static increases.