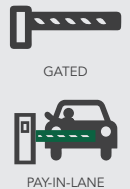
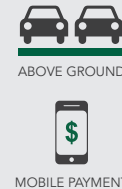
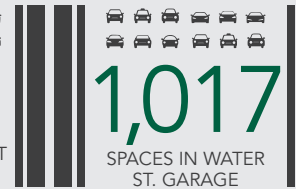
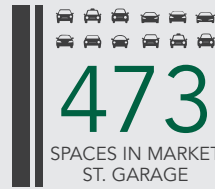




OPERATIONAL
EFFICIENCY



MARKET & WATER STREET CITY OF CHARLOTTESVILLE



CASE STUDY

SITUATION

- The City was in a lengthy litigation about lease and rate disagreements with previous parking operator.
- A nationally covered rally/protest had deterred patrons from visiting the downtown core.
- Garages used antiquated equipment instead of fully functional, credit card-only pay-in-lanes (PILs).
- All parking transactions were manual, leading to significant slippage.
- Parking validation wasn't correctly reported or billed due to rubber stamp method used.
- Validations were location specific and could not be used across the City's portfolio.
- The City wanted their parking assets to serve more as an amenity, not necessarily a revenue generator

APPROACH

- Provided the City with guidance on how to optimize their overall parking program.
- Assisted with the development of a PARCS RFP by providing technological recommendations.
- Offered first hour of parking free at garages to attract customers back to the downtown core.
- Reactivated the existing, automated PILs for quicker egress and less slippage.
- Replaced rubber stamp validations with mag-stripped chaser tickets that could be used in PILs.
- Installed dynamic, electronic signage to improve aesthetic and efficiency of garages.
- Introduced mobile app that allowed customers to remotely track space availability.

RESULTS

- Enhanced user experience with customer-focused facility improvements.
- Increased user volume with free first hour of parking offer.
- "Future-proofed" facilities through calculated modernizations that yielded maximum ROI.
- Minimized labor expenses, slippage, and downtime by switching to automated system.
- Provided client with more robust reporting and validation billings data.