

# CASE STUDY



## MALDEN, MA

NEW TO PAID PARKING & FULLY INTEGRATED PARKING SYSTEM

### OVERVIEW

Located just five miles north of Boston, the City of Malden, MA is home to 60,000 citizens, the original Converse Rubber Shoe Company, and a nationally renowned, historic public library that attracts a sizable number of visitors each year.

To effectively manage parking demand of limited spaces, and create a convenient parking experience for citizens and visitors alike, Malden chose one vendor - IPS Group - to implement IPS Smart Parking Meters and the IPS Enforcement Management Solution. Combined, these fully integrated solutions from IPS equipped the City with the tools to promote turnover, streamline enforcement, and increase revenue.

### CHALLENGES

**1 MANAGE DEMAND FOR LIMITED SPACES**  
Malden initially tried to manage parking demand for their limited spaces without a Smart Parking solution. They tested different time limits, chalked tires, and promoted aggressive enforcement strategies. The approach was mostly unsuccessful.

**2 STREAMLINE ENFORCEMENT AND PROMOTE TURNOVER**  
Previously, enforcement officers issued citations by hand, writing license plate numbers and the time, and returning within the hour to issue citations. Adding to the problem, motorists parked for long periods of time causing low turnover and traffic congestion as drivers searched for open spaces.

**3 CREATE A CONVENIENT PARKING EXPERIENCE**  
Malden sought a customized parking solution that could provide real-time occupancy data. Real-time data helps uncover trends that influence business decisions to improve the parking experience such as when to offer grace periods. In addition to these analytics, the new solution also needed to provide a variety of modern, convenient payment options that could further enhance the customer experience.



**RON HOGAN**

DIRECTOR OF PARKING | MALDEN, MA



One of our major challenges was battling folks trying to beat the system, utilizing our streets as a cheap way to park on their way to Boston. This led to complaints from our residents telling us there was no parking available for those visiting restaurants and other businesses. We realized that technology had changed and that the old method of chalking tires and tracking vehicles wasn't working for us anymore.

## SOLUTION

### ✓ INSTALLATION OF 270 IPS M5™ SINGLE-SPACE METERS AND 2 MS1™ PAY STATIONS

The new IPS M5™ Single-Space Meters and MS1™ Smart Pay Stations provide motorists with multiple payment options and a user-friendly interface, allowing for a quick and convenient parking experience. The IPS Vehicle Sensors, integrated within the M5™ meter dome, provide real-time occupancy data to help optimize enforcement and promote much-needed turnover for the City's businesses.

### ✓ IPS DATA MANAGEMENT SYSTEM IMPLEMENTATION

The IPS Data Management System (DMS) allows the parking department to seamlessly integrate their IPS Smart Parking Meters and third-party enforcement solution, and to customize their entire parking program based on the City's unique needs, reducing workload and substantially improving operational efficiencies.



## BENEFITS



Revenue Increase +\$400,000/yr



Scalable and fully integrated smart parking and customizable Enforcement Solution



Reduction of disputable citations and an optimized Enforcement System



Improved turnover and positive public acceptance



Seamless integration: enforcement, smart parking meters, "tap-and-go" and mobile contactless payments and more



## RESULTS

What really stood out for us was the ease of use of the meters and the ability to seamlessly integrate the meters, enforcement solution, and data management system. This allows us to easily manage our entire parking program and customize it based on our unique needs. Residents and business owners have shown great acceptance to the meters as a result.

### RON HOGAN

DIRECTOR OF PARKING | MALDEN, MA



WATCH  
CASE STUDY  
VIDEO



## FUTURE PLANS

Looking ahead, the City plans to install additional IPS Multi-Space Pay Stations.

The City is also considering expanding their customized IPS Enforcement Solution to other areas to maximize the benefits of the solution.



NEIL SULLIVAN BUSINESS OWNER | MALDEN, MA

Some of our customers who were coming in once every few weeks are now coming in on a weekly basis because of the open spaces and quick turnover. I've probably seen an increase in revenue of 10-12% weekly because of the new meters. As a business owner, I couldn't be happier.



### ABOUT IPS GROUP

For over 20 years, IPS has delivered world-class solutions through its Fully-Integrated Smart Parking platform, comprised of Smart Single-Space Meters, Multi-Space Pay Stations, Pay Station Upgrade Kits, Vehicle Detection Sensors, Smart Cash Collection Systems, Mobile Applications, Enforcement & Permitting Solutions, Hosted Data Management Software with Advanced Data Analytics, and more.

Contact us to schedule a virtual demo, or to learn more about our Smart City technology solutions: 877.630.6638 | [ipsgroup.com](https://www.ipsgroup.com)