

CASE STUDY



ASBURY PARK, NJ CUSTOMIZED IPS ENFORCEMENT SOLUTION

OVERVIEW

Tucked along a historic beachfront promenade splashed with vibrant murals, the City of Asbury Park, NJ, offers its residents and visitors great restaurants, eclectic boutiques, and one of the best live music scenes in the world. A popular vacation destination for New York and New Jersey visitors, the City attracts more than 1 million people each year.

To accommodate parking demand and increase turnover, in 2019 the City partnered with IPS Group to install 120 MS1™ Pay Stations, integrate with their mobile payment app and license plate reader technology, and implement an IPS online permitting system that can help streamline operations and enhance the user experience.

CHALLENGES

1 IMPROVE PERMITTING & SMART PARKING FOR RESIDENTS & EMPLOYEES

The lack of a virtual permitting system meant residents and employees had to register for permits in person, creating long lines and additional workload for the department's limited team. Also, motorists would often input the wrong information in the prior pay-by-space system, complain about inoperable meters, and were limited with too few payment options.

2 SEAMLESSLY INTEGRATE EXISTING THIRD-PARTY TECHNOLOGY

The City sought to integrate existing third-party products, such as a mobile payment app and license plate recognition technology to help promote turnover and improve enforcement.

3 CREATE A CUSTOMIZED SOLUTION TO STREAMLINE OPERATIONS

The City sought a back-office system that could easily allow setting demand-based pricing, access reporting data, and manage their parking network remotely at any time, from anywhere.



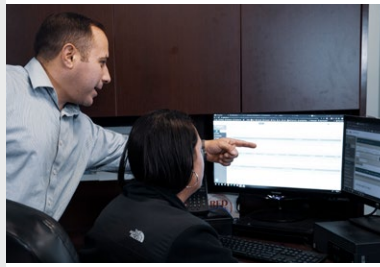
MIKE MANZELLA | DIRECTOR OF TRANSPORTATION | ASBURY PARK, NJ








Finding parking had always been a challenge in Asbury Park. We are limited in that we only have on-street parking available for visitors, residents, and employees of our downtown and waterfront. We wanted to improve the experience for those who are able to find parking in paying for parking, and that's why we went with the integrated IPS Smart Parking Solution.

SOLUTION

- ✓ **INSTALLED 120 IPS MS1™ SMART PAY STATIONS**
The City conducted a 6-month trial that included an IPS MS1™ Pay Station and two competing parking pay stations. Motorists were asked which pay station offered the best user experience. The MS1™ Smart Pay Station won, as it provided the quickest and most convenient method to pay for parking.
- ✓ **LAUNCHED IPS VIRTUAL PERMITTING PORTAL**
Motorists can now upload documents online and easily submit their information. With the new virtual permitting system, a motorist's license plate is their permit, eliminating the issuance of placards and decals, increasing efficiency while improving enforcement.
- ✓ **IPS DATA MANAGEMENT SYSTEM IMPLEMENTED**
The IPS Data Management System (DMS) allows access to parking data that helps drive Smart parking policy — easily setting rates, managing revenue, post announcements, and seamlessly integrating all parking solutions.
- ✓ **CUSTOMIZED PAY-BY-PLATE SOLUTION**
The customized pay-by-plate solution allows flexibility for motorists via zone parking, while decreasing maintenance issues. Since partnering with IPS Group, credit card utilization increased, meter uptime improved, and maintenance costs decreased by up to \$90,000/yr.



HIGHLIGHTS

-  City revenue increased by 3x
-  Maintenance issues decreased
-  Meter uptime increased ~ 100%
-  Credit card utilization up ~90%
-  Reduction of phone complaints

FUTURE PLANS

Looking ahead, the City of Asbury Park, NJ, plans to expand their IPS Smart Parking System into areas where there is currently no paid parking.

The City is also considering implementing the IPS PARK SMARTER™ APP into their parking program.



SYLVIA CIOFFI EXECUTIVE DIRECTOR - CHAMBER OF COMMERCE | ASBURY PARK, NJ

One of the benefits of the IPS Parking Solution over our old system is that it has allowed the City to implement zone parking, which is really nice. Motorists don't need to remember their parking space, and they can move within that zone the entire time that they are parked there.