How a Customized IPS Parking Solution
Streamlined Enforcement, Increased Efficiencies,
and Enhanced the User Experience

IPS GROUP

OVERVIEW

A major port of entry and an air and sea gateway to Asia and Alaska, the City of Seattle, WA, is a world-leading hub for the arts, music, and internet-based commerce. From breath-taking natural beauty to world-class attractions and thriving culture, the City draws millions of visitors and new residents each year.

To help balance public and resident traffic, support business vitality, and provide a more convenient parking experience, the City of Seattle, WA, partnered with IPS Group to upgrade 2,200 existing pay stations with IPS MS1™ Smart Pay Stations and Upgrade Kits. The City also sought to convert its parking network from pay-and-display to a pay-by-plate system and integrate its third-party products into a fully customizable Smart Parking solution.

CHALLENGES

1 UPGRADE AGING PARKING PAY STATIONS

The City looked to partner with a company that could replace and convert the City's 2200 parking pay stations with a solution that allows for flexibility, customization, remote configuration, and ease-of-maintenance.

2 TRANSITION PAID PARKING FROM PAY-AND-DISPLAY TO PAY-BY-PLATE

The City sought to phase its parking program from pay-and-display to a pay-by-plate system, in an effort to streamline enforcement via license plate recognition technology and to eliminate the need for customers to print out tickets to be placed on the dashboard.

3 THIRD-PARTY INTEGRATION AND CUSTOMIZATION

Seattle wanted a back-office system that could integrate existing technology, such as Gtechna enforcement devices with the new pay-by-plate system, create customized configurations, and allow for demand-based pricing and dynamic rate structures that can improve access to parking.

4 CREATE CUSTOMIZED DISPLAY MESSAGING FOR MOTORISTS

With the previous parking system, the City would need to continually change signage or add decals to existing pay stations that displayed pricing. The City sought a partner that could allow the parking program to provide customized messages directly on the screen of the pay station, eliminating the need to cover the pay station with stickers or decals.

MIKE ESTEY
MANAGER OF CURBSIDE MANAGEMENT
SDOT | SEATTLE, WA

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We strongly believe IPS Group is a true leader in parking technology and data management systems, and we have been very pleased with the products and services they provide. Throughout this project, IPS Group demonstrated tremendous flexibility and support in helping us get to a successful implementation. Together, we have built a parking system that is ready for the future, and a strong, durable partnership. We are very happy to be working with IPS Group.

ON-STREET TRIAL

During the Request for Proposal period, the City conducted an on-street trial where residents could test different pay stations and fill out a survey where they were asked to provide feedback on specific pay station features, such as:

• Menu flow
• Ease-of-use
• User interface
• General aesthetic appeal
• Downlight feature (for nighttime display)

At the end of the trial, the City's residents chose the IPS MS1™ Pay Station as their favorite, as it provided the easiest and most convenient method to pay for parking.

SOLUTION

✓ **RETROFIT AND REPLACEMENT OF 2200 PAY STATIONS WITH IPS MS1™ PAY STATIONS AND UPGRADE KITS**

The new IPS MS1™ Pay Stations and Upgrade Kits provide motorists with multiple payment options and a user-friendly interface, allowing for a quick and convenient parking experience. The new Pay Stations provide real-time occupancy data to help optimize enforcement, accurately identify latency, and allow for custom digital announcements (such as price structures per day and area) that can be displayed directly on the screen.

✓ **THIRD PARTY INTEGRATION**

IPS Group helped the City to integrate all existing hardware and technology into a seamless, integrated back-office system, and to upgrade from 3G to 4G wireless technology, greatly improving real-time communications between integrated LPR technology, IPS MS1™ Pay Stations, and the IPS Data Management System. This reduced latency issues where payments would often stay "stuck" in the previous pay stations, greatly improving enforcement efforts.

✓ **CONVERSION FROM PAY-AND-DISPLAY TO A PAY-BY-PLATE PARKING SYSTEM**

The conversion enhanced the user experience by eliminating the need for drivers to return to their vehicle after paying for parking, eliminating the need for receipts, and thereby reducing paper use and waste. It also improved enforcement efforts via license plate integration technology, helping the City's parking program improve efficiencies and maximize resources.

✓ **CUSTOMIZED CONFIGURATIONS**

IPS Group created 150 extensive configurations during a five-month period to help the City convert its 1550 IPS MS1™ Pay Stations from a pay-and-display to a pay-by-plate system and streamline the City's 40,000+ monthly transactions. IPS Group also supports the City's complex and robust data-driven rate system, where each neighborhood offers its own rate, based on the time of day. This includes support for multiple rate changes throughout the year. Dynamic rate structures improve parking access, reducing circling of vehicles looking for parking, which in turn reduce carbon emissions.

" RESULTS

Being able to accurately identify latency, developing mitigations, and monitoring are critical in a pay-by-plate world that depends on real-time, accurate, transaction data. The IPS team was phenomenal in providing support every step of the way during the entire transition. In the end, our customers have quickly adapted to the change. The new system is easier and more convenient for them, and we have a system that works well and positions us for a future of technological innovations.

JOE VINSON
PARKING SHOP SUPERVISOR
SDOT | SEATTLE, WA

FUTURE PLANS

IPS Group's technological expertise, and the collaborative relationship with the City of Seattle, including the implementation of pay-by-plate and a myriad of back-office integrations, have positioned Seattle well for a future of continued innovation in curb management. That vision of the future includes a virtual permitting world where limited curb space is optimized for high-priority access.

Learn more about IPS Group's **Fully Integrated Smart Parking Ecosystem and solutions**.

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BENEFITS

Customized reports reduced citation processing errors to less than 1%; automated process quickly identifies errors before going to adjudication

Upgrade to 4G technology reduced latency issues by 99.9%

150 customized parking rate configurations to meet the City's expanding and unique needs

Third-party integration maximizes resources and improves efficiencies

IPS Upgrade Kits implemented at a quarter of the cost of installing a new pay station, also reducing environmental waste by allowing reuse of existing cabinets

Access to real-time data streamlines the citation process and enhances the customer experience

Reduction of disputable citations, optimized Smart Parking system, and positive public acceptance

MARGO POLLEY
STRATEGIC ADVISOR
SDOT CURBSIDE MANAGEMENT | SEATTLE, WA

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Before we partnered with IPS Group, we operated a pay-and-display parking network that required changing decals at pay stations to inform motorists of changing rates and other announcements. We also struggled with latency issues from older pay stations that didn't report paid citations in real-time. We realized the need to upgrade and integrate our technology into a solution that allowed for flexibility, customization, and remote configuration.