Data Drives Informed Decisions
for Smarter Parking Management

IPS GROUP

OVERVIEW

Just north of Los Angeles, the City of Santa Monica offers diverse culture and an iconic beach getaway destination. Visitors come to savor the quintessential Southern California experience, from famed beaches to Santa Monica Pier and Pacific Park. At peak tourist season, the population of 92,000 can swell to 350,000.

The Santa Monica Department of Transportation (SaMoDOT) welcomes the public with abundant parking options. Prior to 2019, their single-space parking meter fleet had increased downtime due to being in use long past the operational lifespan. Issues with reliability rippled to operational inefficiencies that led to customer dissatisfaction. Priority for replacement escalated when major network providers announced that 2G/3G networks would soon be discontinued to make way for advanced 4G/5G communications.

The SaMoDOT needed to find a solution quickly. They partnered with IPS to conduct thorough research and create a proposal to present to City Council. In this process they explored options for single-space upgrade, multi-space replacement, and both.

CHALLENGES

1 **INCREASE REVENUE & EFFICIENCIES**
Downtime reduces revenue generation and dampers operational efficiency.

2 **IMPROVE CUSTOMER SERVICE**
The downtime caused an uptick in customer complaints surrounding curb accessibility and service interruptions.

3 **EXPEDITE PROCUREMENT**
A Request for Proposals process can take years, which would put a long pause on all efforts toward improvement.

Henry Servin
PARKING MANAGER - SaMoDOT

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It was important for us to present realistic data to City Council. We partnered with IPS to learn what other cities had done, as well as analyzed our own data from the Data Management System to get insight into how new equipment would increase City revenue. This was key data for us in our decision."

TIME-SAVING, RESEARCH-BACKED PROCUREMENT

To expedite procurement the SaMoDOT conducted research as part of a proposal to City Council. This included:

- Single-Space and Multi-Space Meters trial to collect public feedback, occupancy and revenue data comparison

- Survey of 15 similar municipalities on their experiences

- Outreach to Chamber of Commerce and Main Street Merchants Association to assess local business' needs

- Analysis of data trends in IPS Data Management System ("DMS") with consultation support from IPS

The single-space upgrade option was proven to raise more revenue and was the public favorite for user experience. This information was provided to City Council and the SaMoDOT's request for acquisition was approved. This process saved nearly 12 months of time over a traditional competitive bidding process.

SOLUTIONS

✓ **M5™ SMART PARKING METERS PROMOTES POSITIVE CUSTOMER EXPERIENCE**
The SaMoDOT made a data-supported decision to update its fleet of single-space parking meters to the IPS M5™ featuring 4G wireless technology for improved uptime. Modernized features such as contactless payment with Apple Pay® and Google Pay™ have had wide public acceptance.

✓ **IPS CUSTOMER SUCCESS TEAM PROVIDES PROACTIVE SERVICE AND A TRUE PARTNER**
A 10+ year relationship has developed a true partnership between the SaMoDOT and IPS. With a team of municipality parking experts, IPS provides consultation and public outreach to support the SaMoDOT as they increase revenue, drive value, and continue to make Santa Monica an enjoyable place to be.

✓ **DMS SUPPORTS DATA-DRIVEN STRATEGIES AND STREAMLINED OPERATIONS**
The DMS is a centralized parking management hub and instrumental driver of data-backed decision-making. By analyzing data, the SaMoDOT was able to prove the best solution to replace its old parking meters. With dashboards that provide a top-level view of operations, all teams can be managed efficiently. Collections staff can communicate across teams by recording repair needs in the field with the DMS Tech Tools that alert technicians in real time to maintenance work orders. Most important, access to historic data enables the SaMoDOT to forecast and strategize dynamic rate structures that adapt to the ever-changing parking demand and City special events, which improves parking access and reduces public frustration.

✓ **SMART SENSORS PROMOTE TURNOVER, BOOST INSIGHTS AND REVENUE**
IPS Smart Sensors detect vehicle arrivals and departures at the space. The occupancy data transmits to the DMS in real time to bolster efficiencies in managing parking demand and enforcement. The SaMoDOT has also realized the sensors' ROI with its reset feature. The meter resets when vehicles depart so new arrivals are responsible for the full cost of their session. These resets, annualized over 6,500 IPS meters, generates an additional $1.5 million a year in City revenue.

SNAPSHOT OF SUCCESS

"The DMS is invaluable to our operations as it lets us strategically track meter utilization. By data mining the DMS we could identify where we would need to install more meters, adjust their time, and set up dynamic pricing to provide greater customer service for people as they come and park. Data has been critical to every one of our parking decisions."

– Henry Servin

FUTURE PLANS

For the SaMoDOT, data has been at the heart of every strategic decision. DMS reporting and analytics reveal opportunities to optimize resource utilization, increase revenue and improve the customer journey. Future goals for curb management include support for the rising use of ridesharing TNCs such as Uber and Lyft, public transit, bicycles, and other mobility options. With the help of IPS, and the right data, the SaMoDOT plans to strategize creative solutions that balance mobility options while continuing to meet the City's revenue and customer service goals.

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

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KEY WINS

Upgrading to 4G meters greatly reduced downtime; now operate at >98%.

Contactless payment provides modern, convenient option widely accepted by the public: ~83% of transactions now non-coin.

Stereoscopic Sensor provides key occupancy data and revenue opportunity — reset feature generates additional $1.5 million a year.

Secure, seamless API integrations with the DMS provide real-time, unified, 360° view of program performance, which saves time and improves efficiency.

Public trial reveals single-space meters favored over multi-space pay stations for easier user experience. Single-space also found to generate ~15% more revenue.

Data-backed procurement saves about 12 months compared to traditional RFP process.

Support from IPS empowers the SaMoDOT to be data connoisseurs to guide more strategic decisions that align with City's overall goals, objectives, and initiatives.
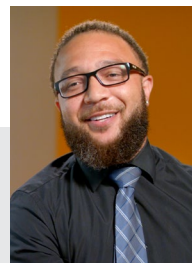
MICHAEL TOWLER
PRINCIPAL ADMINISTRATIVE ANALYST
City of Santa Monica

"We have an amazing relationship with IPS. From the top executives to the field team, they're always willing to help. The Project Management Team steps in to help us understand the nuances of parking operations and keep us abreast of new and improved parking technologies. The field operations team is always willing to assist us when we're having staffing or operations challenges."