Fully Integrated Smart Parking for a Historic Town

DEADWOOD TOURISM NEEDS SMART PARKING

Settled in 1876 during the Black Hills Gold Rush, the City of Deadwood, SD has a history synonymous with the Wild West. Deadwood gained infamy as a notoriously lawless boom town where opportunistic pioneers, frontiersman, prospectors and outlaws risked it all in pursuit of fortune.

Present-day Deadwood takes nearly 3 million visitors a year on a journey through Old West history. Extensive historic preservation efforts maintain Deadwood's authenticity. Beyond storytelling through national monuments, historic attractions and reenactments, Deadwood provides a multitude of events, dining, shopping, and gaming, as well as outdoor activities in the breathtakingly rugged Black Hills.
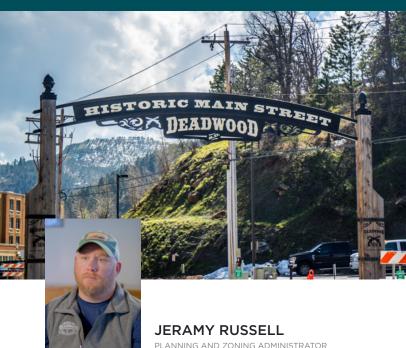
Deadwood's welcoming presence rests in part on the necessity of parking. It wasn't always easy — coin-only meters impeded pedestrian traffic and were a challenge to maintain. Parking was managed through several disconnected systems and caused ongoing stress for staff.

Populated by nearly 1,200 people, Deadwood is nestled in a gulch around three miles long and half mile wide. Ensuring parking accessibility requires careful management of limited space. As tourism capacity needs grew, Deadwood asked neighboring Rapid City for suggestions and were introduced to IPS Group. IPS offered the Fully Integrated Smart Parking Ecosystem to combine real-time integration, management, and business intelligence in one system for pay stations, enforcement, permitting, and mobile payment. Parking evolved from mere necessity into a substantial revenue source.

GOALS & CHALLENGES

1 PRESERVE HISTORY
Old meters congested pedestrian walkways and detracted from historic atmosphere.

2 INCREASE REVENUE
Lack of integrated system and data insights made it difficult to realize revenue-generating opportunities.

3 IMPROVE EFFICIENCY
Multiple disconnected systems plus antiquated meters caused inefficiency and service interruptions.

JERAMY RUSSELL
PLANNING AND ZONING ADMINISTRATOR

"We had five or six systems for our parking operations, and it didn't work. IPS was able to identify every problem and provide a solution. As we've transitioned to IPS, it's a happier feeling coming into work because I know it is an integrated system with everything working together."

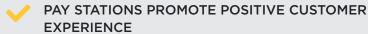# PARKING ALIGNS WITH HISTORIC PRESERVATION

Deadwood was designated a National Historic Landmark in 1961. Today, Deadwood ensures historic conservation remains a priority. IPS helped implement parking technology that supports the protection of Deadwood's history and character while simultaneously improving the customer experience.

• IPS Pay Stations are easy use and find within strategically located high-occupancy lots.

• IPS helped Deadwood procure pay station signage that blends in with historic architecture.

• Increased enforcement efficiency saves ticket-writing time for Community Service Officers (CSOs) so they may also serve as welcoming ambassadors that help customers with parking.

• Consultative support from IPS plus insights in Data Management System (DMS) help Deadwood form strategies to increase parking revenue that can be used towards future historic preservation initiatives.

• Fully integrated validation service used by hotels and casinos further improves visitor experience.

SOLUTIONS

PARK SMARTER™ and CONTACTLESS BENEFIT EVERYONE
The PARK SMARTER™ mobile app has improved visitation with options for customers to find, pay, and extend parking in an on-the-go, contactless experience. All parking policies, rate structures, live alerts, reporting, and data analytics are centralized in the DMS to streamline app management for staff. Unlike other mobile payment apps, PARK SMARTER may be implemented with no convenience fee for the customer making parking even more affordable. Adding to the contactless experience, the Pay Stations feature NFC card readers to accept payment via smart apps like Apple Pay®, Google Pay™ and others.

PAY STATIONS PROMOTE POSITIVE CUSTOMER EXPERIENCE
The IPS MS1™ Pay Stations provide customers with a quick and convenient parking experience with flexible payment options and a user-friendly interface. 4G wireless technology has boosted uptime to over 99%, which has enabled Deadwood to greatly increase their parking revenue.

FULLY INTEGRATED ENFORCEMENT AND PERMITTING IMPROVE EFFICIENCY
Deadwood uses IPS Enforcement and Permit Management for real-time operations from issuance to collections. The end-to-end solution integrates seamlessly with Deadwood's License Plate Recognition (LPR) technology to enable real-time enforcement alerts, virtual permitting, validation, and gateless garage solution.

DMS CENTRALIZES PARKING OPERATIONS
The DMS centralizes parking management and drives informed decisions by unifying parking data into one platform. Deadwood is able to generate real-time financial reports on demand. Real-time occupancy and revenue data in the DMS support decisions to optimize enforcement and improve the customer experience, such as ensuring pay stations are in ideal locations. When service issues occur, the appropriate team members are alerted automatically by phone and email for a swift resolution.

RAPID CITY SUCCESSES IMPACT DECISION
Never underestimate the power of a referral. Challenged by old parking technology, Deadwood sought recommendations from Rapid City. An IPS best practices consultation coupled with Rapid City's experiences with fully integrated smart parking for meters, mobile payment, enforcement and permitting were key in guiding Deadwood toward the best decision.

THE CUSTOMER IS KING

One of our favorite features of the IPS Solution is the PARK SMARTER™ app. The people that use it right now in Deadwood love it. With PARK SMARTER there's no convenience fee for the customer. We know that most other mobile apps do charge this. For us, the smartest choice was to save the customer as much money as possible."

– JERAMY RUSSELL

FUTURE PLANS

Deadwood has modernized their parking operations through a fully integrated system that has improved the visitor experience and operational efficiencies, increased revenue, and aligned with their historic preservation initiatives. In the future, Deadwood plans to turn some attention to creating a permit that gives priority access to residents to come and enjoy the historic downtown.

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

877.630.6638 | ipsgroup.com

KEY WINS

Upgrade of ~300 coin-only meters to 19 IPS Pay Stations greatly reduced downtime and service issues; curb management improved in areas with heavy pedestrian traffic.

PARK SMARTER and NFC contactless payment options enhance convenience: > 90% of transactions now non-coin.

Secure, seamless API integrations with the DMS enables real-time 360° view of all parking operations to save time and improve efficiency.

Modernized solution from IPS has helped Deadwood realize strategies like implementing PARK SMARTER mobile payments that drastically increase parking revenue in Deadwood.

More efficient enforcement has greatly reduced delinquency, now Deadwood often operates at zero delinquency.

Support from IPS empowers Deadwood to make appropriate decisions that align with historic preservation and tourism goals. objectives, and initiatives.

PARK SMARTER™ brings frictionless parking to visitor experience; customers enjoy option to manage session remotely with flexibility to extend their stay as needed.

KEVIN KUCHENBECKER
HISTORIC PRESERVATION OFFICER

With 3 million visitors each year we need to find a place to park them all. To maintain our historic district, we must manage our existing parking well, not create new spaces. Our new system helps us track our parking, what our needs are, and accommodate that appropriately."