



CINCINNATI, OH

CASE STUDY

A Transition Into Centralized  
Parking Management





# A DRIVE FOR CENTRALIZED PARKING OPERATIONS

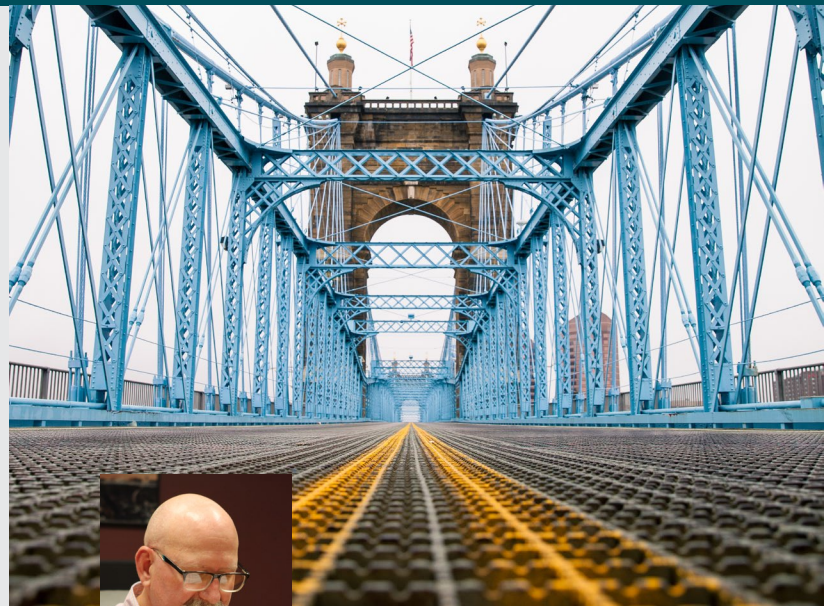
Nestled along the Ohio River, the City of Cincinnati blends the charm of a “Big Midwest Town” with a vibrant urban core home to many Fortune 500 companies. Known for its sports culture, the City has three major league teams, five collegiate sports institutions, and seven venues.

Cincinnati, an evolving Smart City, needed to modernize parking for its 52 unique neighborhoods and central business district. Before the mid-2000s, Cincinnati parking was traditional, revenue-focused, and misaligned with broader economic and community goals. Multiple service providers were involved in providing data and reporting. Functioning as a basic utility, the parking operation was challenged by slow reporting, unreliable uptime, and delayed repairs on the City’s analog meters. A lack of quick access to data hindered forecasting, and inefficient collections raised safety concerns for on-street staff.

Cincinnati utilized competitive bidding to pursue a dynamic, centralized solution, selecting IPS for its Fully Integrated Smart Parking Ecosystem. The system integrated real-time capabilities, management tools, and business intelligence across the City’s meters, pay-by-plate pay stations, enforcement, permitting and mobile payment. IPS helped foster operational independence for the Cincinnati Parking Division by establishing a centralized hub for strategic decision-making, enhanced access to data, and real-time reporting.

## KEY GOALS

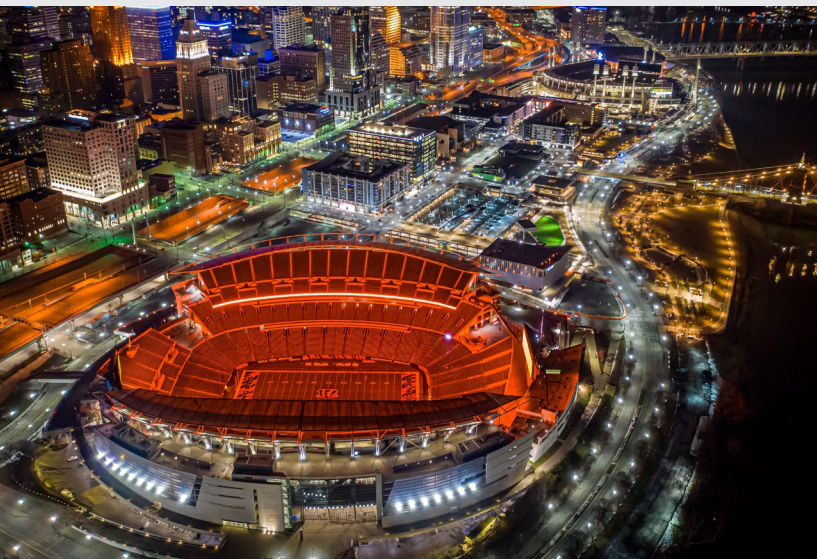
- 1 COLLABORATIVE PARTNERSHIP**  
Partnering with IPS facilitated a seamless transition to a cohesive technical ecosystem
- 2 OPERATIONAL INDEPENDENCE**  
Transitioning from multiple providers and County-level outsourcing to in-house management strengthened data analysis and decision-making
- 3 CENTRALIZED PARKING MANAGEMENT**  
Integrating parking optimized resources, compliance, and customer service



**DAN FORTINBERRY**  
PARKING DIVISION MANAGER

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As a municipal parking operator, adaptability is crucial. Our centralized hub integrates our services like enforcement, mobile payments and digital permitting. This ensures rapid responses to changes and improved public customer service.”



# A CENTRAL PARKING HUB MAXIMIZES EFFICIENCY

There were crucial steps to start operating as a central parking hub. Cincinnati transitioned its Parking Violations Bureau from the County to the City, retiring outdated technology and reducing reliance on costly infrastructure. The operational restructuring involved deploying a fully integrated solution with data aggregation and partnership with a single supplier.

- **Situational Awareness:** A complete picture enables the City to operate more proactively.
- **On-demand Reports:** The City quickly responds to data requests for stakeholders and City Council.
- **Informed Processes:** Access to comprehensive data promotes forming data-supported processes for resource utilization and enhanced customer service.
- **Adaptability:** The operation can seamlessly integrate additional providers, such as mobile payment.
- **Revenue Forecasting:** Aggregated data facilitates more effective revenue forecasting, aiding in budgeting and capital expenditure planning.
- **Reduced Service Interruptions:** The centralized hub has minimized service interruptions by providing real-time data on uptime and issues in the field.

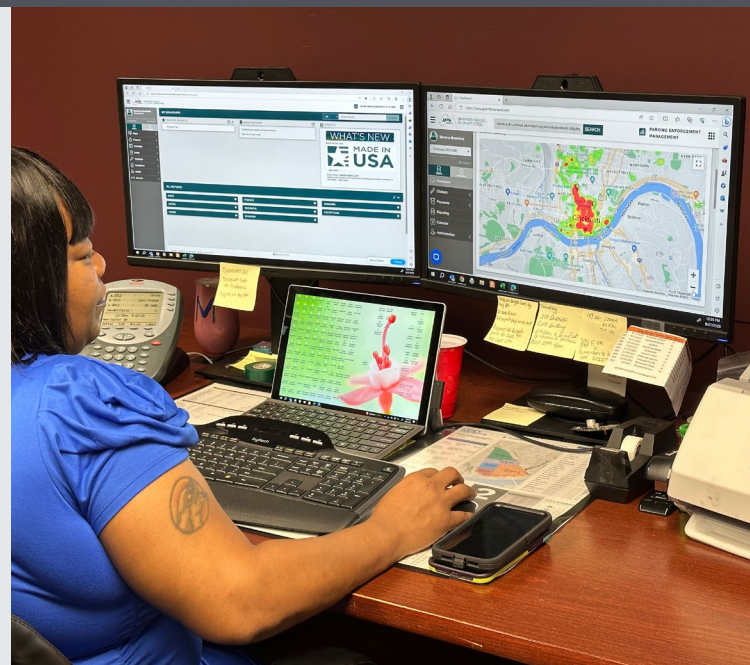
## SOLUTIONS

### ✓ DATA MANAGEMENT SYSTEM (DMS) CENTRAL PARKING HUB

In municipalities, the shift to data-driven approaches has significantly enhanced decision-making. Transitioning from an old analog system to a fully integrated, centralized parking management system has provided quicker access to data, reporting, and predictive insights. The DMS centralizes parking management and drives informed decisions by unifying parking data in one platform. Revenue and other data supports decisions to optimize operations. When service issues occur, the team is alerted automatically to resolve quickly.

### ✓ FULLY INTEGRATED, EFFICIENT ENFORCEMENT AND PERMITTING

The City uses IPS Enforcement and Permit Management Solutions. With 52 business districts, enforcement is conducted via walking, biking, and vehicle enforcement patrolling. The City also enforces non-public parking, including its streetcar alignment. In 2021, the City successfully transitioned its residential permitting from the Department of Transportation to the Parking Division. Digital permitting was put in place, eliminating hang tags subject to fraud. The digital portal empowers Cincinnati residents to manage accounts, pay fees, and allocate guest passes, marking a significant milestone in the City's ongoing modernization efforts.



- ✓ **BEST OF BOTH: SINGLE AND MULTI-SPACE**  
To ensure an optimal customer experience and to make the most effective use of the curb, the City uses both IPS Single-Space Parking Meters and Multi-Space Pay Stations. IPS Pay Stations are most efficient in long curb spaces. The new MS3™ Pay Station also provides a vibrant color screen that displays custom messages about special events to provide enhanced customer service. The M5™ Single-Space meter proves more efficient in shorter zones. The IPS meters provide reliable uptime, real-time updates, and contactless payment options for the most convenient customer experience.



# A PARTNER IN CUSTOMER SUCCESS

An evolving 12-year partnership with IPS migrated the City from an outdated system managed by multiple entities to a digital platform that enabled more strategic decision-making, control, and a customer-centric approach. Cincinnati needed a tailored solution to meet its unique operational demands and municipal policies, and IPS provided the development resources, particularly in enforcement and permitting, to meet and exceed the City's requirements.

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IPS has always made me feel like we're important by demonstrating that they're willing to create their own risk at the reward of developing strong partnerships with their clients. They're willing to deviate from standard products to provide the right solution. IPS is technically able to get us to where we need to be, without losing the ability to talk to us as if we're their only customer.”

- DAN FORTINBERRY



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

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## KEY HIGHLIGHTS



Establishing a centralized parking hub provides the City with a holistic view of data across the operation to influence policy decisions and efficiencies for enforcement, maintenance, and customer experience.



Transitioning from multiple providers and an outdated system to a modernized central hub empowered more strategic, proactive operations.



IPS fully integrated enforcement promotes agile enforcement of 52 unique business districts and non-public parking areas, including the City's streetcar system.



IPS digital permitting significantly improves efficiency by eliminating physical hangtags and offering a faster, user-friendly experience through the digital public portal.



A blend of nearly 2,000 Single-Space Meters and 130+ IPS Pay Stations ensure a tailored fit for City infrastructure and customer service requirements.



IPS meters boast increased reliability, uptime, and real-time status access, which has not only elevated the customer experience but enhanced response time and safety for collections staff.



## STREAMLINING OPERATIONS

**CHRIS BROWN**

PARKING SERVICES SUPERVISOR

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If you don't currently work with IPS, the benefits are astronomical. We're talking real-time decision-making, efficient workforce allocation, enhanced public service, and the ability to provide comprehensive reports to elected officials who make city-wide policy decisions. It makes my life as a Parking Manager much easier, so I sleep better at night.”