



A TRANSITION INTO CENTRALIZED PARKING MANAGEMENT

As part of its transformation into a leading Smart City, Cincinnati set out to modernize parking across its 52 diverse neighborhoods and thriving central business district. Before the mid-2000s, parking in Cincinnati was outdated & fragmented from the broader economic and community objectives in the City.

At the time, multiple parking vendors and technologies were involved, which contributed to the fragmented operations. Functioning as a basic utility, the parking operation was challenged by slow reporting, unreliable uptime, and delays in repairing analog meters. Limited access to real-time data hindered forecasting, and outdated collection practices raised safety concerns for on-street staff.

To address these challenges, Cincinnati selected IPS as its partner as IPS offered a truly end-to-end parking platform. The system integrated real-time capabilities, management tools, and business intelligence across meters, enforcement, permitting, and mobile payment. The result? Faster reporting, better data, and a more strategic approach for the City's Parking Division.

KEY HIGHLIGHTS



Transitioning to a **centralized parking hub** gave the City a comprehensive view of operations, enabling smarter policy decisions and improving enforcement, maintenance, and the overall parking experience.



IPS' **fully integrated enforcement** solution promotes agile enforcement of all 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 permit portal.



A blend of nearly 2,000 Single-Space Meters and 130+ IPS Pay Stations ensure **a tailored fit for the City's infrastructure**.

A PARTNER IN CUSTOMER SUCCESS

An evolving 12-year partnership with IPS migrated the City from a fragmented, outdated system to a centralized digital platform that supported better decision-making, greater control, and a more customer-focused approach. IPS delivered a tailored solution to meet the City's unique operational needs and policies, particularly in enforcement and permitting, backed by dedicated development resources.

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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
PARKING DIVISION MANAGER



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

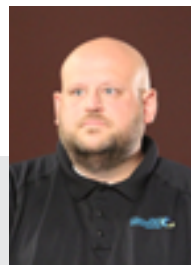
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Key to this shift, the City transitioned the Parking Violations Bureau from the County, retired legacy systems, reduced costly infrastructure, and deployed a technology-forward parking program.

- **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.



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.”