

# Smart Park™ Case Study

The ultimate tool for City Center Parking

## Personal Parking Meter to Ease Burden of Increased Parking Rate

"People typically don't carry enough change to accommodate the on-street meter parking rate increase," says John Hoelzle, Assistant Parking Services Division Manager for the City of Fort Lauderdale. "Customers were excited when we announced an alternative way to pay for parking."

### What is Smart Park?

The Smart Park is an in-car parking meter, designed to take the hassle out of parking. The size of a pocket calculator, it is a simple and fair parking payment method. Privileges given to disabled motorists, to medical staff, or to any special permit holders are preserved as they are programmed into the Smart Park device.

Based on a smart card, the device is activated by the driver before leaving the vehicle and displayed for inspection. Upon return to the vehicle, the driver simply switches it off and the payment period ends.

### How does it work?

Seen as each Council has its own regulations and tariffs each will have its own specially programmed smartcard. The user will simply have to select the correct parking zone and the device will work according to the regulations set. If the motorist has the right to park in a certain parking space for free for a certain period of time, then the device will simply display the vehicle's number plate. The system is extremely flexible and can be programmed to fit the needs of each council.

### How can Smart Park be customised to suit each council's needs?

The Smart Park system can be programmed to suit the needs of each individual council. It can contain the different zones, tariffs, regulations, concessions; can display the vehicle's license number for easy checking. Each council has its own smartcard that is managed within the city. The smartcards are sold and monitored by the city. Easy to program, any change in regulations or in tariffs can be entered into the Smart Park device.

### About the City of Fort Lauderdale

The city of Fort Lauderdale was facing its first citywide parking rate increase since

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1981. In many cases the parking rate jumped from 25 cents to \$1.25 per hour. With growing concern of public reaction, the city made the search for an alternative method of paying for parking a high priority.

### Goals

- Provide better customer service and additional convenience
- Enhance the efficiency of parking enforcement in the field
- Obtain detailed data on parking use

### The Incentive

For parkers, the benefits of personal parking meters are simple – flexibility and cost savings. The portable devices hang easily in full view on rearview mirrors and work in conjunction with pre-paid smart cards. They don't have to search for pay and display machines. The personal parking meter tracks the time and subtracts the corresponding amount directly from the smart card. And they only pay for the actual time they park.

Personal parking meters also provide incentive to the city.

“First of all it is pre-paid income. Secondly, the collection course for the meters will be greatly reduced in many areas, especially in high volume areas where the meters fill up fairly quickly,” stated Hoelzle.

Other benefits include easier monitoring for parking enforcement purposes and a lower occurrence of vandalism of the on-street parking meters. Personal parking meters collect valuable data regarding the use of specific parking areas. And, smart cards can be programmed with zones that make it possible for cities to measure parking locations for future planning purposes.

### Piloting Success

Before the new personal parking system was officially selected, the city of Fort Lauderdale tapped residents and employees to use the personal parking meter in a three-month trial assessment.

“We received very positive feedback from our customers,” said Hoelzle. “They were very satisfied with it and thought it provided a lot more flexibility than the previous system provided.”

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## Moving Forward

Hoelzle has been overseeing the implementation of the improved process. He looks forward to the advantage of easy verification for parking citation disputes that the new system will provide, as well as a way to track and monitor usage data to better service the customers.

“Consumers are technology-oriented. They like new devices and items like the personal parking meters, which are on the forefront of new technology,” Hoelzle says. “People will want to use them.”

## Who gains?

Everybody gains from the use of the Smart Park system.

**The Council** can allocate parking spaces better, more fairly and more efficiently. The pre-paid cards mean that payment is received ahead of time by the council, there is no need to collect payments from meters, and more people will pay for parking because of the convenience of this system.

**Motorists** have better access to parking spaces, pay only for the time that they need!

**The city center businesses** also gain from a better and faster turnover of parking spaces – better circulation of shoppers! Shoppers will be more likely to visit the town center if they feel that they will easily find parking spaces.

Saves both time and money for both the council and motorists, and increases business for city center stores!

For more information, please visit one of our websites [www.SmartPark.co.nz](http://www.SmartPark.co.nz); [www.ganis-smartpark.com](http://www.ganis-smartpark.com)

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