

Smart Park™ Case Study

The ultimate tool for the Campus Parking

Personal Parking Meters Improve Customer Service and Provide Cost Savings on University of Wisconsin-Milwaukee Campus

“We were looking for a fair, customer-friendly paid parking system,” says Shirley Graham, Business and Customer Service Manager for the University of Wisconsin- Milwaukee. “Personal parking meters provided a solution.”

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, faculty staff, and 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 University has its own regulations and regulations for faculty staff and students, 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 establishment.

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 university. It can contain the different zones, tariffs, regulations, concessions; can display the vehicle's license number for easy checking. University can have its own smartcard that is managed within the university. The smartcards are sold and monitored by the university. Easy to program, any change in regulations or in tariffs can be entered into the Smart Park device.

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About the University of Wisconsin – Milwaukee.

The University of Wisconsin-Milwaukee prides itself as being a campus allied with its exemplary staff. Providing innovative parking and transportation programs and services to meet the needs of faculty and staff is one of the university's top priorities.

Up until 1998, the university used conventional parking permits for members of the faculty. While the consistency was good, the process was not entirely fair. The university had all members of the faculty, whether full- or part-time, paying the same amount for a parking permit. Looking for options, the campus identified personal parking meters as an option for faculty to pay for only the time they used – giving part-time employees a fair option.

Goals

- Provide better customer service and additional convenience
- Enhance efficiency of parking enforcement in the field
- Obtain detailed data on parking utilization for future planning
- Provide new payment offering

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. Unlike traditional parking permits, the personal parking meters make it possible to pay for only the specific amount of parking time used. It also allows faculty the option of parking in staff and public spaces. The personal parking meter tracks the time and subtracts the corresponding amount directly from the smart card.

There are also benefits for the campus. Personal parking meters collect valuable data regarding the use of specific parking areas. And, smart cards can be coded with zones for measuring traffic and use for future planning purposes.

Realizing the benefits, the university purchased 200 personal parking meters and eagerly watched and waited as the new system was put into place.

Piloting Success

Since introducing the new technology, the demand has grown tremendously. There are more than 1,200 faculty members now using the personal parking meters. Though the technology especially benefits the part-time faculty, the full-

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time staff members are also taking part in the growing success. The personal parking meters allow more parking location options than the traditional permit, and offer the flexibility of infrequent parking for those users who opt to use alternative modes of transportation.

Moving Forward

Graham has been overseeing the personal parking meter program. As the price of a conventional parking permit continues to increase, the demand for the personal parking meter units escalates. The price of faculty parking permits skyrocketed from \$450 in 2001 to \$695 in 2002.

Graham is delighted with the continued growth in popularity, "We are pleased to offer the faculty a more affordable option with a greater focus on customer service."

Who gains?

Everybody gains from the use of the Smart Park system.

The University allocates parking spaces better, more fairly and more efficiently.

The **Students/faculty staff** have better access to parking spaces, pay only for the time that they need!

Saves both time and money for both parties!

For more information, please visit our website www.ganis-systems.com

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