



MAJOR SOFTWARE COMPANY

Parking Optimization and Wayfinding Challenges Solved with Cloud-based Solution

Finding parking availability at company's Silicon Valley headquarters was difficult and frustrating, taking time out of the work day and causing traffic backups.

The Challenge

Our client, a busy and growing software firm, had a problem. Their 57-acre, 1 million-square-foot corporate headquarters are located in the middle of bustling Silicon Valley, with another 1.5 million square feet across the road, and plans to purchase additional office space in the same area. With over six thousand employees driving to work each day, to say that parking was at a premium was a huge understatement.

Employees at the firm's corporate campus are considered an extremely valuable company resource. They are engineers, executives and other highly compensated employees in a very competitive employment market. The company is well served to get these employees into their seats quickly, both to optimize productive work time and to minimize frustration associated with circling for parking among the many parking lots.

Additionally, although the facilities are surrounded by a long ring road, during peak work hours the traffic would back up all the way to the highway, creating a safety hazard for employees as well as other commuters.

The Solution

The company had made attempts to resolve the issue, working to reduce circling time by implementing a parking availability system. Each parking space was implanted with a monitor that conveyed to a central server whether the space was full or empty. The server would then notify a sign if the lot was "Full" or if there were spaces available.

The sign, however, was small, and more importantly only conveyed availability at the lot level. With sixty to seventy rows per lot, the information was not specific enough to expedite the parking process as adequately as the firm needed.



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All Traffic Solutions (ATS) partnered with the occupancy-monitoring hardware vendor, onboarding their devices to TraffiCloud™. TraffiCloud delivers space availability counts and outputs those counts to the physical notification devices—custom LED indicator bollards that display red or green, depending on availability—for each row and lot.

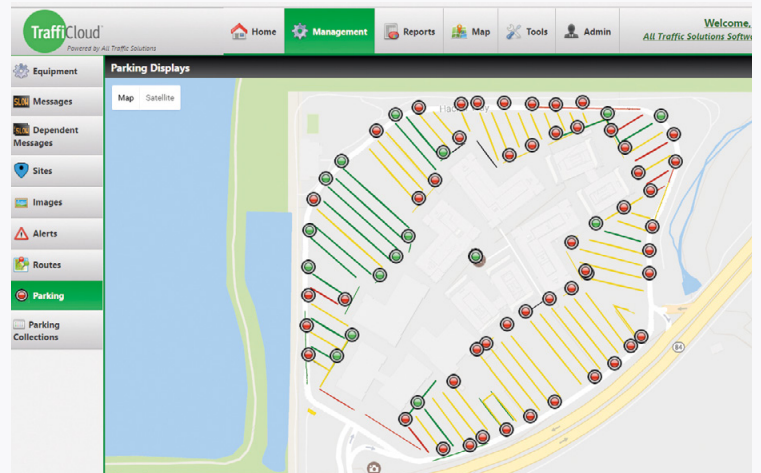
Data is sent from the hardware to the server and to TraffiCloud, and is returned back to the signs and bollards via two cellular modem gateways that communicate via radio. The bollards are connected to existing light fixtures and powered through AC power supply. Real-time and historical availability data can also be viewed in the TraffiCloud application on maps or charts, providing rich data for reporting, analysis and planning.

Results

The installation proceeded smoothly, with minimal disruption to the existing parking facilities. The firm is expanding, adding new parking facilities in the area, and because the ATS implementation was a success, they have renewed their TraffiCloud subscription for another year and expanded their agreement to include maintenance of the bollards.

With the row level availability indicators in place, employees no longer fruitlessly circle each row in search of parking spaces across multiple parking lots, and can arrive at their desks on time and ready to work.

MAPS VIEWED IN TRAFFICLOUD DISPLAY PARKING AVAILABILITY



DATA ANALYTICS FOR CAPACITY MANAGEMENT

