ALL TRAFFIC
S O L U T I O N S

PARKING SMARTER BY PUTTING THE 'PARKER FIRST' AT EASTON TOWN CENTER

Premium venue provides a premium parking experience for minimum outlay, thanks to ATS ParkingCloud™.

CHALLENGE

DISPARATE SYSTEMS AND INACCURATE OCCUPANCY COUNTS

Easton Town Center is a combined indoor/outdoor retail and leisure complex in Columbus, Ohio whose 240+ outlets attract roughly 30 million visitors per year.

The Center positions itself as a premium venue and its management team takes a very proactive stance on providing a superior visitor experience — something that is becoming increasingly important as competition for market share within the retail sector intensifies.

A crucial part of that overall service is providing a superior parking experience. Accurate, timely data is essential to making this possible, but data collection across a large site — Easton has over 9,000 parking spaces in total — was being hampered by the technology in place.

The challenge was two-fold: improve sensor accuracy; and aggregate data from disparate systems and multiple manufacturers onto one platform to achieve complete transparency of parking management and reporting. Cost and the time/disruption needed to realize improvements were significant influences.

SOLUTION

LASER ACCURACY AND A CENTRAL PLATFORM PROVIDE TOTAL VISIBILITY

To address the miscount/non-registering issue within the parking garages, ATS supplied ParkTrak™, which uses laser technology and directional logic to provide greater than 99% detection accuracy. ParkTrak sensors can be wall- or ceiling-mounted and are easily installed in less than a day.

ParkTrak works in concert with Easton's remaining operational loop detectors as well as other systems from several different suppliers, such as on-street IPS parking meters and the already-in-use ParkHelp and Park Assist parking guidance systems.

> "
> It's been proven that a positive parking experience is a big factor in attracting repeat business to retail and leisure facilities, and the new smart parking solution provided by ATS increases revenue realization both from the parking function itself and the complex as a whole.
> "
>
> Jennifer Peterson,
> Chief Executive of Easton Town Center

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SMART PARKING COURTESY OF ATS PARKINGCLOUD

ParkingCloud is in many ways the single-most important part of the advanced parking management system now deployed at Easton. It is a web-based, open-standards data platform created specifically to provide a smart parking solution with the highest levels of functionality for the most demanding of applications.

BRINGING SYSTEMS AND TECHNOLOGIES TOGETHER

ParkingCloud's device-agnostic nature enables it to accommodate technology from many different providers. Its high levels of connectivity enable the data and insight from all devices in a parking scheme to be brought together and accessed at a single location, for total visibility.

Directional LED signage from Signal-Tech completed the new technology supplied. These signs guide drivers to available capacity within the complex.

RESULTS

SINGLE DASHBOARD GIVES EASTON TOTAL VISIBILITY

Easton Town Center is a successful demonstration of how ATS' ParkingCloud platform can tie together many different existing and new systems to achieve greater coherence and understanding of the parking situation.

ParkingCloud provides Easton's management team with a dashboard which, in one place, provides real-time at-a-glance information on systems' statuses and performance. The data analytics performed by

ParkingCloud provides highly accurate information on peak volumes and capacity trends. It enables the management team to forecast need on a temporal basis, such as time of day and day of week.

IMPROVED COUNTING ACCURACY ENABLES A BETTER PARKING EXPERIENCE

ParkTrak has helped to improve the accuracy of counts. As a result, the information gathered via ParkingCloud and provided on dynamic signage is accurate and timely.

And, as drivers are able to rely on the information they are given and know where they are going, the visitor experience is much improved.

"It's been proven that a positive parking experience is a big factor in attracting repeat business to retail and leisure facilities, and the new smart parking solution provided by ATS increases revenue realization both from the parking function itself and the complex as a whole," says Jennifer Peterson, Chief Executive of Easton Town Center.

"In particular, it has enabled us to significantly improve parking performance for minimal outlay. The non-intrusiveness of the new detection technology and the ability to re-use existing systems which work perfectly well keeps costs down and reduces disruption. That's another important factor in maintaining the customer experience and a good public profile, and preserving and building business."

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