

Case Study

Concord Parking

Parking services provider covers over 50 facilities with AutoVu ALPR systems



Concord Parking improves parking enforcement across malls, offices, and cities using both fixed and mobile automatic license plate recognition technology

Business challenge

Everyone's day is better when parking goes smoothly. That's why many property management companies and cities in Western Canada rely on Concord Parking to manage their lots. Whether it's a mall, office, or municipal building, the Concord Parking team uses automatic license plate recognition (ALPR) technology to streamline and enforce facility parking and keep compliance high. That way, employees, shoppers and other customers always have a quick and pleasant parking experience. On top of that, the businesses and cities themselves have insightful data to keep it that way.

Growing a niche in parking

Having officers enforce big parking lots on foot is time-consuming. As Concord Parking expanded operations, Marc Postlethwaite, Director of the Parking Management Division, thought: "Why not add mobile ALPR technology to our security vehicles to better enforce parking?" An ALPR system would speed up their enforcement efforts, and help them provide more effective parking services without the infrastructure or overhead of traditional parking gates.

Concord Parking needed a reliable and high-performing ALPR system. They also wanted nearby technical support for additional peace-of-mind. Soon after meeting with Genetec Inc., they knew they were in good hands. "Many local universities, cities, and businesses had great things to say about the AutoVu™ ALPR system for parking," explained Postlethwaite. "We even learned that Stanley Security, an AutoVu-certified dealer, was right up the street from us. At that point, we felt confident that we had found the right technology and partners."

Gaining a competitive edge with ALPR technology

Concord Parking started with one AutoVu mobile ALPR system. Today, they have a total of seven mobile systems in their fleet and three fixed AutoVu systems. In just under 6 years, the company has gone from managing two lots with enforcement officers on foot to over 50 facilities across Vancouver and Calgary using ALPR technology.

"Our property management clients like to promote that they are using advanced technologies to manage facilities, and so do we," said Postlethwaite. "Using the AutoVu ALPR system has become a competitive advantage for our company, as well as our customers."

Summary

Client name: Concord Parking

Organization size: 15,000 employees

Products: Security Center, AutoVu

Industry: Enterprise and Municipal Parking

Location: British Columbia and Alberta, Canada

Partners: Stanley Security Solutions

The facilities range from large-scale retail centers to office towers and city parking lots, each with 2500-9000 spots. Applications include permitted zones, time-limited zones, and traffic surveys.

Generating 420% more revenue with better compliance

The results clearly speak for themselves. One of Concord Parking's corporate office clients has seen tremendous gains in compliance. "Since introducing the AutoVu system, our customer has seen an increase in revenue from \$5,000 to \$26,000 per month. More people are complying with regulations and paying for monthly permit passes now. That's because the technology helps us easily identify vehicles that are in violation," explained Postlethwaite.

At major retail centers, ensuring enough parking space for shoppers is a top priority. Some malls have a 3- to 4-hour time limit on parking. Others are next to transportation hubs, and dealing with daily park-and-ride abuse. They also have employee-zoned parking that needs to be properly managed. Concord Parking easily enforces all regulations with a single AutoVu system.

"Technology has made our team and the services we provided far more effective," said Postlethwaite. "Before the AutoVu system, it would take two officers over a week to cover a large retail site. Today, one officer can enforce 9000 parking spots in a few hours."

Insights on city parking

A good reputation spreads quickly. This is partly why Concord Parking is seeing an upswing in requests from municipalities. Recently, they installed a fixed ALPR system at a new non-gated

parking lot at Surrey City Hall in British Columbia. It's made things easier for permit holders who can now freely drive in and out of the parking lot. If there are any infractions, the AutoVu system will alert enforcement officers who will issue citations.

The ALPR system provides the city with insightful data too. Usage reports tell the city when certain city-registered vehicles enter and exit the parking lot. They city can then bill each department for their parking usage.

According to Postlethwaite, "With the AutoVu system, we can share useful data with our clients. We're very transparent, and our customers appreciate these insights into their operations. They can use this information to enhance their facilities and customer service."

Traffic studies are in high demand. Instead of hiring people to count cars, cities rely on Concord Parking to compile the raw data using the ALPR system. "What used to take many weeks now takes a matter of hours," said Postlethwaite. "The cities can use the data to get answers to questions such as: 'What are our busiest times of the day? Should we expand parking, or do we put a bike path in there?'"

Pursuing big objectives in the parking industry

Concord Parking will be implementing gateless parking enforcement at several customer sites using AutoVu Free-Flow. This system module provides operators with a real-time inventory of vehicles parked illegally in monitored parking lots. Concord Parking plans to expand across Canada by introducing services to clients in other provinces.

"The AutoVu ALPR system makes our job easier and more effective. It empowers our team to be efficient at enforcing parking and gives our customers valuable operational data. With the AutoVu solution, we're able to offer cost-effective parking solutions that deliver measurable returns on investment for our clients," concluded Postlethwaite.



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