

Case study:

AUT MILLENNIUM

Taking back control of a complex carpark, with a tailored 24/7 parking management solution.

Located on Auckland's North Shore, AUT Millennium (AUTM) has over 700,000 visits annually. It's home to a diverse range of organisations, tenants and facilities; from gyms, swimming pools, sports clubs and national sporting organisations, through to accommodation, research facilities and medical services.

THE CHALLENGE

Generating parking revenue while prioritising valid customers

Owing to its location in a busy light industrial area, AUTM's 479 car parks were being overrun by drivers who had no connection to the facility. Valid customers – gym members, staff, athletes and conference guests – were finding it increasingly difficult to get a park. AUTM approached IntelliGo seeking a parking management solution that would allow them to prioritise facility users while generating parking revenue, particularly from casual users who weren't visiting AUTM.

The challenge was made more complex by the variety of tenants with different parking needs, and the fact that AUTM hosts events with a high volume of customers arriving and departing at the same time. This meant it was critical that the solution did not slow down vehicles on entry/exit.

“Our key objectives were to regain control of the carpark and generate a parking income. We knew from the start that this was a complex carpark with each of the multiple stakeholders having a slightly different requirement. We needed a solution and provider that was flexible and could accommodate our many and changing needs.”

Mike Stanley, CEO of AUTM



THE SOLUTION

A flexible, fully-customised end-to-end approach

We designed and implemented an end-to-end 24/7 car park management solution which took into account the needs of various users, creating a positive, seamless customer experience.

Central to the solution are seven pay-by-plate, ticketless solar-powered parking meters installed in the parking lot, which provide all users with 90 minutes' free time, followed by an hourly or daily rate charge. Because gym members often visited for longer than this, we also installed a dedicated, customised meter inside the gym so they could access 180 minutes' free time.

We set up the ParKiwi parking payment app and a cloud-based online electronic permit system which allows different groups of users to pre-purchase parking at a variety of discounted rates. These payment platforms were integrated with a parking management system which enables Licence Plate Recognition enforcement and real-time reporting and analytics. We worked in partnership with AUTM to develop a customer-centric enforcement approach aligned to the organisation's values.

The solution is entirely barrier-free, avoiding queuing at entry and exit points.

SOLUTION COMPONENTS:

- Ticketless, pay-by-plate, solar-powered parking meters
- Cloud-based online parking permit system
- ParKiwi parking app
- Licence Plate Recognition camera enforcement
- Full enforcement and customer service and support
- Reporting and analytics

THE RESULT

A new revenue stream, and happier tenants, customers and staff

AUTM have taken back control of their carpark. Each month, their parking meters process over 30,000 transactions for casual users, introducing a new revenue stream for the organisation. Tenants, customers and staff enjoy a seamless, positive experience, and are now able to quickly and easily find a park with no queuing. Electronic receipts, paperless permits, and solar-powered machines all combine to lower AUTM's environmental impact.

"The gym member solution is a good example of IntelliCo's flexibility. Shortly before going live we realised that our gym members required 180 minutes' free parking and asked IntelliCo what could be done. To our pleasant surprise they quickly developed, manufactured, and installed a parking machine inside the gym to validate members and provide the 180 minutes free. The IntelliCo team has been great to deal with at every step."

Mike Stanley, CEO of AUTM

