

# PARKi

## SHOPPING CENTRE CASE STUDY



### Melbourne Central Car Park

MELBOURNE, VICTORIA



An integrated car park solution where the needs of casual users, permit holders and the introduction of parking discounts met the needs of an iconic shopping centre.



#### ENVIRONMENT

Melbourne Central Shopping Centre consists of a multi-level car park with high level traffic in the heart of Melbourne for casual users and permit holders. The centre management were looking for 3 key criteria for their new car park.

- Provide frictionless ingress and egress for permit holders,
- Incentivise customers to park and shop in the centre instead of using the car park only
- Replace the smart card system that was pre-existing in the car park with something similar.

#### SOLUTION

Installation of PARKi Licence Plate Recognition cameras increased flow of car park traffic by requiring less customer interaction at the exit points. Permit holders can enter and exit the car park without the need to lower their vehicle's window as their number plate is stored on the PARKi central server.

CDS installed fan folded ticketed entry and exit station at the car park access point. The tickets replace the smart card system and remove the expensive cost of replacing damaged or lost smart cards.

Store fronts were each provided with a PARKi Barcode Validator Unit. The units connect to the shopping centre WiFi

network. This allowed a rewards system to be used across the shopping centre and interface with the car park central server.

#### USER GROUPS

**CASUAL PATRONS** take a ticket upon entry to the car park. Their number plate is recorded via the LPR system. When shopping a casual user presents their entry ticket to a store clerk. The clerk scans the ticket on the PARKi Barcode Validator Unit and enters the amount spent by the customer. This value translates to a monetary discount to the car park rate. The discount can be accumulated across multiple stores. The customer can pay for their parking at the pay station. At the exit station the LPR will recognise the customer has paid and raise the boom gate. Alternatively a casual patron can pay at the exit station with a credit card.

**PERMIT HOLDERS** apply through the car park operators and upon successfully application will receive an access card that permits unlimited entries and exits to the car park. Permit holders can park in a nested area secured via PARKi boom gate and PARKi integrated roller door. User's number plates are stored in the car park central server allowing a fast and frictionless entry and exit. Anti-pass-back rules are in place to prevent misuse of the access cards. If the

permit holder's permit is revoked the card and number plate will be deactivated.

#### FITNESS CENTRE AND CHILDCARE CENTRES

have PARKi Barcode Validation Units. Employees can scan an entry ticket at the validation unit. A predetermined discount rate is applied for the patron (E.g. 30 minutes free parking).

**CINEMA PATRONS** present their entry ticket to the Cinema employee. The employee will scan the ticket at the PARKi Barcode Validation Units. The customer will receive 3 hours free parking.

**EARLY BIRD TARIFF PATRONS** are required to enter before and exit after a certain time to be eligible for a discounted parking rate. Discount is automatically applied at either the Automated Pay Station or the Exit Station.

#### OUTCOME

CDS were able to successfully install the PARKi equipment without down time to the carpark. By meeting the milestones and objectives outlined by the centre management, customers have benefitted from reduced congestion at exit points and points of payments and centre management can actively incentivise customers to shop in the centre by advertising the rewards system CDS put in place.



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