Case Study: University of Texas at Dallas

Richardson, TX

UT DALLAS
PARKING STRUCTURE 3

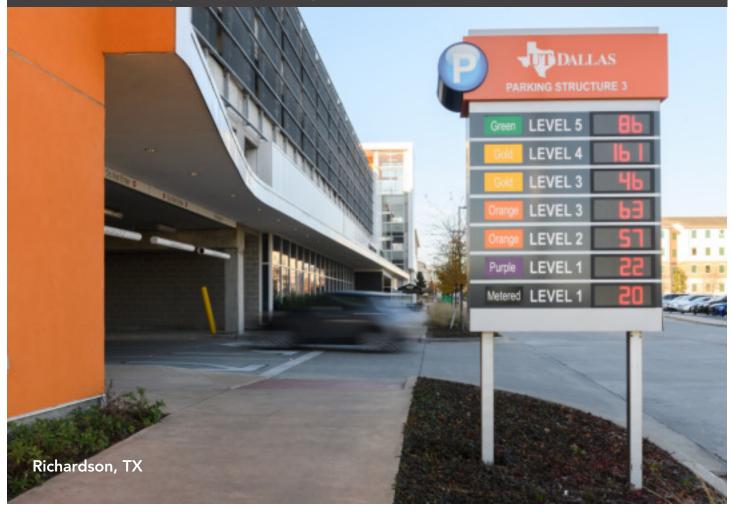| Green | LEVEL 5 | 86 |
Gold	LEVEL 4	161
Gold	LEVEL 3	46
Orange	LEVEL 3	63
Orange	LEVEL 2	57
Purple	LEVEL 1	22
Metered	LEVEL 1	20

Due to the university's substantial growth over the past 10 years, parking capacity at UT Dallas has been doubled from 7,000 to 14,000 spaces.

During the planning stages for a new set of 3 parking garages, which added over 2,700 new spaces, the university elected to explore technological options to create an easier, more enjoyable and more efficient parking experience – for students, faculty, staff and guests alike. This community-centric foresight led UT Dallas to choose Park Assist's patented M4 camera based smart-sensing parking guidance system (PGS).

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PRE-PGS CONSIDERATIONS

Augmenting the functionality of traditional signage.

As is the case with many universities, UT Dallas needed a better way to regulate and streamline parking across its campus. Prior to installing a camera based Park Assist M4 system, traditional static signs/markings served as the only wayfinding indicators to direct parkers to designated color-coded areas for specific user groups – with no indication of whether bays were occupied or available.

Increasing adoption of parking permits by elevating the parker experience.

While parking permits were being used widely across campus by the university's various parker groups, UT Dallas saw an opportunity to increase permit adoption: by elevating the parking experience through an initiative to make parking easier and faster.

Inefficient usage of overall parking capacity.

Lacking sufficient data on parking usage and trends, UT Dallas operators found it difficult to forecast usage during different periods and dayparts – and to allocate the proper number of spaces for specific user groups in multiple parking areas.

"We wanted a solution that would add value for end-users – while also providing actionable parking data to help manage today, and to plan enhancements for the future."
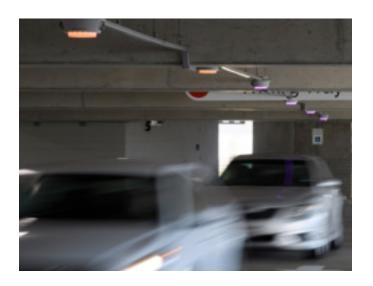
BOB FISHBEIN, ASSOCIATE VICE PRESIDENT FOR AUXILIARY SERVICES

CLIENT OBJECTIVES

With about 32,000 people regularly on campus – over 28,000 students plus staff, faculty and vendor personnel – UT Dallas wanted to create a more streamlined and enjoyable parking experience across all user groups. Specific objectives included:

- Making it easier for parkers to take advantage of the university's strategic multilevel color-coded system, and to find appropriate parking spaces

- Further enhancing the perceived value of parking permits in a tangible/visual way, to increase adoption of permits

- The ability to gather actionable data for usage/trends analysis, better management of parking assets, and forecasting of future needs

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WHY PARK ASSIST

When culminating a two-year research/discovery process which included the issuance of a formal RFP, UT Dallas officials spoke to peers and attended several parking industry conferences/events. Their choice of the data-driven Park Assist M4 system was based on overall value. Advantages cited included our patented and superior technology, global track record of successful installations, service/support capabilities and continued focus on innovation.

"The ability to change parking spotlight colors to match our parking permit needs was very important to us."

CRIS AQUINO, DIRECTOR OF PARKING & TRANSPORTATION

A key reason for the selection of Park Assist, however, was the flexibility of our signaling M4 smart-sensor LEDs to display a broad spectrum of colors. M4s in regions for defined user groups have been programmed to match the university's pre-existing color coding system – quickly guiding permit holders to unoccupied bays in their designated parking areas. The use of license plate recognition (LPR) technology at entry points, and in the camera based smart-sensors themselves, enables the system to ensure parkers are occupying appropriate spaces. Non-compliant parkers can also be easily identified and informed, and cited if non-compliance persists.

Another overarching reason for the project award was the core business intelligence embedded in the smart-sensing M4 system. Its ability to gather rich data, images and video, while analyzing and reporting on key metrics and trends, provides UT Dallas operators with unprecedented insights to maximize the use of the university's parking assets.

RESULTS & IMPROVEMENTS

An enhanced experience with reduced time-to-park.

Before the M4 system installation, parkers would spend an inordinate amount of time hunting around the garages to find an appropriate color-coded space. The color-coded M4 sensor LEDs now signal them clearly and quickly to the bays they're permitted to occupy. UT Dallas is now utilizing the system to create a more streamlined and enjoyable

parking experience, reducing time-to-park across multiple user groups and parking areas. In turn, the M4 system has improved ingress and egress to the campus itself in the areas surrounding these facilities.

Increased permit usage through enhanced perceived value.

As a result of the more streamlined parking continuum, and the increased ease for parkers to find an unoccupied space in their designated areas, the perceived value of acquiring a permit has greatly increased. UT Dallas is also considering the possibility of using an LPR driven system, without permits, to make the parking experience even more frictionless in the future.

The ability to flex and forecast parking needs.

Leveraging the data-driven analytics of the core M4 system – for example, the identification of usage trends according to time of day, day of the week, location, etc. – UT Dallas operators are now able to fine-tune the number of bays assigned to various user groups and areas to maximize efficiency. This flexing ability can also be used to accommodate special events. The actionable data is also helping UT Dallas to accurately plan capacity/allocations for an additional 1,200-space garage planned in the near future.

Adding to the UT Dallas sustainability story.

By reducing time-to-park, the M4 system has reduced overall carbon emissions on campus. This ties into the University's wider sustainable transportation initiative, which includes links to a campus shuttle service, neighborhood bus services, a ZipCar program, and its partnership with DART (Dallas Area Rapid Transit).

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