FlashParking

FROM SIN CITY TO SMART CITY

How the City of Las Vegas Configured its Cloud-Born Platform with Future-Ready Parking Solutions to Accelerate its Smart City Transformation

GOAL

Staying at the forefront of exciting, new technologies is a key focus for the City of Las Vegas. That's why Brandy Stanley, the city's Parking Services Manager, began searching for a technology partner that could grow with the city during its smart transformation. FlashParking was up to the challenge with its **Mobility Hub Operating System**: a cloud-born platform configurable to deliver a wide-range of site-specific solutions.

KEY CHALLENGES & SOLUTIONS

Las Vegas needed a future-ready partner who could innovate alongside the Smart City and help it avoid traditional obsolescence issues.

FlashParking immediately began bringing Brandy's vision for smart parking to life by deploying 21st Century Parking technology in garages across the city. Nearly overnight these facilities could offer **electronic validations, Bluetooth touchless access,** over-the-air system updates. Not to mention widespread integrations -- from **eParking reservations** to **two-way video support** – available through the FlashParking platform.

FlashParking was able to repeatedly integrate previously disconnected, disjointed systems to streamline processes and enhance the end-to-end parking experience for guests.

An increase in rideshare traffic was intensifying traffic congestion in the urban core.

With close to 23 million visitors a year, the city of Las Vegas was looking for a way to ease curbside congestion and ensure safe and convenient transportation availability. To solve the issue, innovation within the city's existing transportation ecosystem was critical.

Leveraging the FlashParking platform's open-API architecture, the city worked with a popular rideshare company and FlashParking to create a rideshare staging area at two city-owned garages. The **rideshare integration** with FlashParking's system allowed drivers to easily access the garages via Bluetooth or a digital barcode in FlashParking's mobile app to wait for a ride, use a bathroom, or grab a meal from a food truck off of the city's busy streets.

The city also utilized FlashParking's **integration with Parker Technology**, a two-way video intercom system, to support the driver experience by providing highly personalized service at the gates.

5
Municipal Garages

8
Surface Lots

MOBILITY HUB OPERATING SYSTEM CONFIGURATION

- Parking Access & Revenue Control
- Monthly Parker Access
- Event Parking
- BLE Bluetooth Access
- Validations
- Remote Mobile App Management

INTEGRATIONS

- Rideshare Staging with Uber
- PARIS
- eParking Reservations
- 2-way Video Support with Parking Technology

Las Vegas is an event-heavy city and needed a parking system that was configured to the customers they serve.

With nearly 500 events a year that require the services of garages and parking lots, having a reliable system in place to ensure a simple, seamless customer experience was essential.

Mobile-first, Bluetooth-enabled hardware provides easy entry and exit, while **over-the-air updates** allow the parking assets to be updated and **configured remotely**, like resolving an issue with a pay station.

As a result, these garages are self-maintained, **PCI compliant**, and deliver a frictionless experience, allowing the city to be more flexible with asset use without losing control of the revenue stream.

CONCLUSION

For every seemingly unsolvable issue, FlashParking was able to configure the platform to offer technology-forward solutions that added to the seamless parking experience the city was cultivating, ultimately evolving the city's parking assets into true mobility hubs.

"Flash Parking was exactly what we were looking for... and then some. They had things that we hadn't even thought about that we have since be able to use to enhance the customer experience and make things easier."

BRANDY STANLEY, Parking Services Manager, City of Las Vegas

FlashParking

HEADQUARTERS

FlashParking 3801 South Capital of Texas Highway, Suite 250 Austin, TX 78704

SALES

sales@flashparking.com
800.213.3706

SUPPORT

support@flashparking.com
888.737.7465