

CASE STUDY

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 they began searching for a technology partner that could grow with the city during its smart transformation. Flash 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.

Challenges And Solutions

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

Flash immediately began bringing the 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 Flash platform. Flash 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 Flash platform's open-API architecture, the city worked with a popular rideshare company and Flash to create a rideshare staging area at two city-owned garages. The **rideshare integration** with Flash's system allowed drivers to easily access the garages via Bluetooth or a digital barcode in Flash'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.



5

Facilities

8

States

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

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

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.



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

99 Maria Tamayo-Soto, CAPP
Parking Services Manager,
City of Las Vegas



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