

Case Study

Malden, MA

How a customized Smart Parking Solution helped generate turnover, streamline enforcement, and increase revenue



City Background

Located just five miles north of Boston, the City of Malden, MA, is home to 60,000 citizens, the original Converse Rubber Shoe Company, and a nationally-renowned, historic public library, attracting a sizable number of visitors to the City each year.

Overview

To more effectively manage parking demand of limited spaces, and create a convenient parking experience for its visitors, the City sought out an IPS Customized Parking and Enforcement Solution that can promote turnover, streamline enforcement, and increase revenue.



"We realized that the technology had changed since the last time we implemented

meters about 30 years ago, and we thought it was worthwhile to utilize IPS technology to try to solve this problem once and for all."

– Ron Hogan, Director of Parking,
Malden, MA



City's Previous Parking System:

- Limited legacy system could not provide real-time data and insight
- Chalking tires was inefficient and increased enforcement workload
- Meter-less spaces resulted in low turnover, affecting local businesses

Problem

One of the City's major challenges was determining how to prevent motorists from utilizing free parking spaces as an inexpensive way to park, on their way into Boston, MA. This resulted in citizens and business owners complaining about limited parking spaces for patrons and visitors.



Solutions

- 237 Single-Space Meters, 2 Multi-Space Meters, and third-party enforcement integration.
- Enhanced operational efficiency and real-time occupancy data to optimize enforcement and promote turnover for the City's businesses.
- Seamless integration between meters, third-party enforcement solution, and Data Management System.
- A customized Smart Parking and Enforcement Solution designed to meet the City's unique needs.

Results



Customized IPS Solution and Enforcement integration resulted in a reduction of citations and an optimized, more efficient enforcement system.



"I've seen a 12% increase in revenue weekly, because of the new meters. I couldn't be happier."

– Neil Sullivan, Business Owner

Benefits with IPS

The previous method of chalking tires, tracking vehicles, and aggressive enforcement strategies proved time-consuming and inefficient. The City partnered with IPS to create a customized solution that could:

01

Increase Revenue

02

Promote turnover and Streamline Enforcement

03

Create a convenient parking experience for visitors

04

Effectively manage parking demand of limited spaces

A Future-Proof Smart Parking Integrated Solution

For over 20 years, IPS has delivered world-class solutions through its Fully-Integrated Smart Parking Platform, comprised of Single-Space Meters, Multi-Space Pay Stations, Upgrade Kits, Enforcement, Permitting, Vehicle Detection Sensors, Smart Cash Collection Systems, and SaaS management software with Advanced Data Analytics.

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Call for an on-site demo: 877.630.6638 | ipsgroup.com