massey university manawatu

overview

Massey University's Manawatu campus is New Zealand's largest institution for the life sciences, agricultural, horticultural and veterinary teaching and research, and a leader in industrial innovation across a range of technologies.

Everyday some 10,000 vehicles visit the university with students, teachers, tenants, staff and support and delivery vehicles using the more than 4,500 parking spaces across the campus.

A priority for Massey is ensuring a high turnover of its popular short-term spaces and efficient management of its longer-term areas.

It's a task that requires advanced, integrated and scalable technology.

need

Massey first approached Frogparking seeking a solution that would enable it to monitor and measure utilisation of its short-term parking spaces around the campus – parking that is critical to students and lecturers in particular.

That was just the start. Since implementing the first Frog solution, Massey has begun a process of gradually upgrading its outdated and inflexible parking technology with Frogparking's suite of fully integrated and scalable solutions.
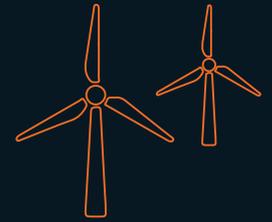
solution

The sensors – Massey started by installing 50 Frogparking solar sensors around its short-term parking spaces to measure usage, with officer enforcement tasking these spaces. The Frogparking surface mounted solar sensors communicate parking space occupancy information directly to the cloud-based Frogparking management system, providing parking staff with immediate access to a wide range of accurate usage data.

Massey discovered that the short-term parks were both extremely popular and compliance behaviour poor, largely due to inefficiencies in enforcement activity. They increased ticket pricing and sought to encourage better compliance to boost parking turnover.

The enforcement - In March 2014, Massey decided to upgrade the outdated handheld ticket issuing system used in the short-term parking area, which still relied on paper-based recording systems, with the Frogparking Android-based handheld devices. Key attractions were the easy-to-use interface, full integration with the solar sensors and cloud-based system automatically uploading information giving administration staff immediate access to detailed, real-time data on tickets issued.

"The guards love the Frogparking handhelds. They are so much easier to use and collect all the data we need to help with our ticketing. If anyone wants to argue over a ticket, we've got all the information immediately available and there is no problem." Charlie Shearsby, Team Leader Security and Traffic, Massey University Manawatu Campus

The permit system – In July 2014, Massey began an upgrade of its outdated access database permit system which with Frogparking's cloud-based permit management system. Starting with implementation of staff parking and rolling out across campus, the Frogparking permit system is an easy and scalable solution to managing a range of different permit parking needs. It integrates with Frogparking's sensors, cloud-based management system and enforcement handhelds and all processing can be done online from customer application and issuing through to tracking and reporting.

outcome

"Frogparking moves with technology. It's convenient, we get excellent service, it integrates and is scalable; ideal for our needs as a university." Charlie Shearsby, Team Leader Security and Traffic, Massey University Manawatu Campus

For Massey the key benefits are:

- **High turnover** – With accurate data from the sensors, Massey has been able to price its short-term parking more appropriately and boost user compliance through the easy to use and integrated handheld enforcement devices. This has resulted in high parking turnover, significant savings in staff time and excellence in customer service.

- **Single integrated solution** – With the gradual roll-out of the Frogparking permit parking, Massey is enjoying the benefits of a single, integrated solution. Whereas they have been running two separate systems to manage permits and enforcement, requiring high levels of administrative work including annual issuing of permits, with Frogparking everything is fully integrated via the cloud-based management system automatically updating permits and allowing ticket officers to validate them instantly using the handhelds.

- **Reduced costs** – Compared to running separate systems and outdated technology, Frogparking's integrated system significantly reduces administration time and costs for management of permits and short-term parking spaces. All workflow is automated with administrators only being tasked to deal with exceptions in the process.

- **Effective now and for the long-term** – Massey has implemented an efficient, scalable and sustainable solution that suits their needs as a university allowing them to upgrade and advance alongside it needs and budgetary allowances. Some of the add-ons Massy can consider down the track include:

  - Implementation of Frogparking's Smartphone App for paid parking and parking guidance throughout the facility, eliminating the need for boom gates and ticket machines

  - Variable Message Signage for parking guidance at key decision points around the university