

Case Study

Parking & Access Control

University of Georgia Service Beyond Expectation

The University of Georgia (UGA) is located in Athens, about 70 miles northeast of Atlanta, Georgia. As the largest of the state's universities with more than 34,000 students and 10,000 staff and faculty, parking services are in demand and the parking management team meets a daily challenge in an award-winning way. Campus parking for students and faculty consists of more than 20,000 parking spaces in ten parking garages and 150 surface lots.

Parking Services Department Goals

Enhanced customer satisfaction drives all programs, including the infusing of technology, boosting security and safety, and injecting a robust sustainability element. RFID-based AVI (Automated Vehicle Identification) systems effectively support and enable all of the above.

Infusion of AVI technology

AVI was initially installed in 2001 on a very limited basis in a single reader-controlled VIP (Presidential) lot. The AVI benefits were understood, but the technology was placed on the back burner due to other priorities. In 2008 the Parking Services Department planned for and installed in two garages, the North Deck and the Carlton Street Deck. The new AVI-based systems sped up the process of entering and exiting gates for the typical customer from 15 to 4 seconds – which made a big difference to those customers in line when there are many vehicles in the queue. AVI also allowed customers to enter and exit “hands free,” so customers did not have to roll down their windows in cold or rainy weather. This new level of convenience was fully embraced by the customers.



At A Glance

Goal:

Implement RFID-based AVI technology as part of a complete engineering redesign of a key parking deck to achieve a significant reduction in exit times

Scope:

University of Georgia has more than 34,000 students and 10,000 faculty and staff.

Solution:

Implementation of TransCore's RFID-based automatic vehicle identification (AVI) parking and access control system, including window sticker tags

Results:

Throughput improved by more than 77% at peak hours while convenience and customer satisfaction enhanced.

“The TransCore AVI system has enabled UGA Parking Services to deliver a consistently high degree of customer satisfaction.”

Don Walter
Manager of Parking Services

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Responding to the Customer

One of the first decks implemented, the North Deck, represented a significant challenge to meeting customer services levels. Customer complaints of very long daily egress times was studied and analyzed, resulting in a major re-engineering effort.

The North Deck, with 1,157 spaces, was the most popular parking facility. Internal traffic flow was impacted by the original design which maximized spaces, and not traffic flow, resulting in average egress times of 13 minutes. The traffic flow was observed for more than three years and subsequently re-engineered by senior staff member, Mike Chaulker, including a complete traffic flow reversal, all new signage and AVI, resulting in an egress time reduction of 10 minutes. This is a 77% time savings resulting in a significant increase in customer satisfaction. Further, based on University calculations, the reduced idling time will save an annual aggregate of 34,710 gallons of gasoline and result in a 763,620 pound reduction of carbon monoxide being released into the atmosphere.

An Award Winning Organization

State Level Recognition

The UGA Parking Services department was honored with the 2008 Georgia Governor's Award for Customer Service, selected from more than 600 nominated projects.

National Level Recognition

For exceeding expectations and meeting extremely high standards for customer service, the UGA Parking Services department was recognized by the International Parking Institute (IPI) with the 2011 Parking Organization of the Year Award.

Recent AVI Installation Milestones:

- ▶ **May 2008** – North Deck & Carlton Street Deck
- ▶ **July 2008** – E01 Surface Lot
- ▶ **August 2009** – Internural Field Deck
- ▶ **Nov 2009** – Performing Arts Center Deck

Twenty TransCore Encompass brand RFID readers have been installed. More than 4,500 TransCore tags are currently registered in the system. The AVI tags are being selected by customers at an increasing rate due to the high level of convenience.

AVI technology will be expanded to selected decks and lots are part of the technology infusion initiatives going forward.



ITR of Georgia, a TransCore dealer located in Atlanta, implemented the RFID technology at UGA. They provide parking, access, & revenue control (PARC) solutions to clients throughout the state of Georgia and the Southeast. Since 1969, they have successfully implemented solutions in more than 4,000 locations.

For more information:
Call 800.923.4824
transcore.com/rfid

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