



# 7 reasons to install a carpark management system

How the latest tech increases the  
value of your asset

Parking management systems (also known as PARC systems, for Parking Access, Revenue, and Control) are an essential part of today's carpark – both for drivers and for carpark management.

That's because demand for reliable parking in Australia has never been higher. As consumers and employees head back into offices and retail stores across the country, carpark utilisation will only increase. This means managing your carpark without a parking management system will become difficult – or even impossible.

Here are seven reasons why you should invest in a smart carpark management system (CMS). They fall into two broad categories: controlling who uses your carpark, and ensuring it generates revenue for your business.



## Controlling who parks in the carpark

### 1 A carpark management system deters people who use your carpark, but don't use your facilities

It's a common tale of woe for carpark owners: your spaces being used as free parking for customers of other neighbouring properties and shops. These drivers have no intention of spending their time at your facility – and they're taking up valuable spaces that could otherwise be used genuine customers or residents.

A carpark management system deters these users, since it forces them to pay for the session when they exit. Not only that, with a CMS you can offer free or discounted parking to genuine drivers who have spent time and money at the facility.



### 2 It reserves spaces for permanent parkers such as staff

With a carpark management system, you can reserve spaces for people (such as your employees or residents) who will actually use the facilities. It means more guaranteed spaces for your staff, suppliers, and customers – and less frustration finding a dedicated carpark.

**3 They help you turn over spaces more frequently**

With an hourly parking rate policed by your carpark management system, your customers will tend to conduct their business with you faster and then leave, to avoid a greater parking fee.

This means your carparks will turn over faster, allowing for a greater number of vehicles to pass through each day. There's the knock-on effect of increased pedestrian activity in your shopping centre or retail store, and commuters and day parkers are deterred from taking up your spaces all day.

**4 A carpark management system offers increased security**

By installing a boom gate in your carpark, you can create both a physical and a psychological barrier to entry. This helps to increase security for your staff and patrons.

The carpark entry and exits are ideal for installing CCTV, since traffic is slowed, which further increases security. And as we've seen, a carpark management system creates a more controlled environment, with less hooning and speeding since there are fewer vehicles and pedestrians in your carpark.



**5 They help to reduce internal traffic congestion and emissions**

When your facility is no longer an open carpark, you'll find that fewer vehicles tend to drive around trying to find an available space. That's not a bad thing – it simply qualifies the vehicles who will try to use your carpark.

That's because paid parking asks for a commitment from drivers, which reduces the number of uninvolved people from using it.

With fewer vehicles in your carpark, it will generate less emissions from vehicles queuing and circulating. Qualified parkers will find a space faster, thanks to your CMS and signage which promotes the total available spaces at your carpark entrance.

## Raising revenue for your business

### 6 A carpark management system improves the ROI from your carpark asset

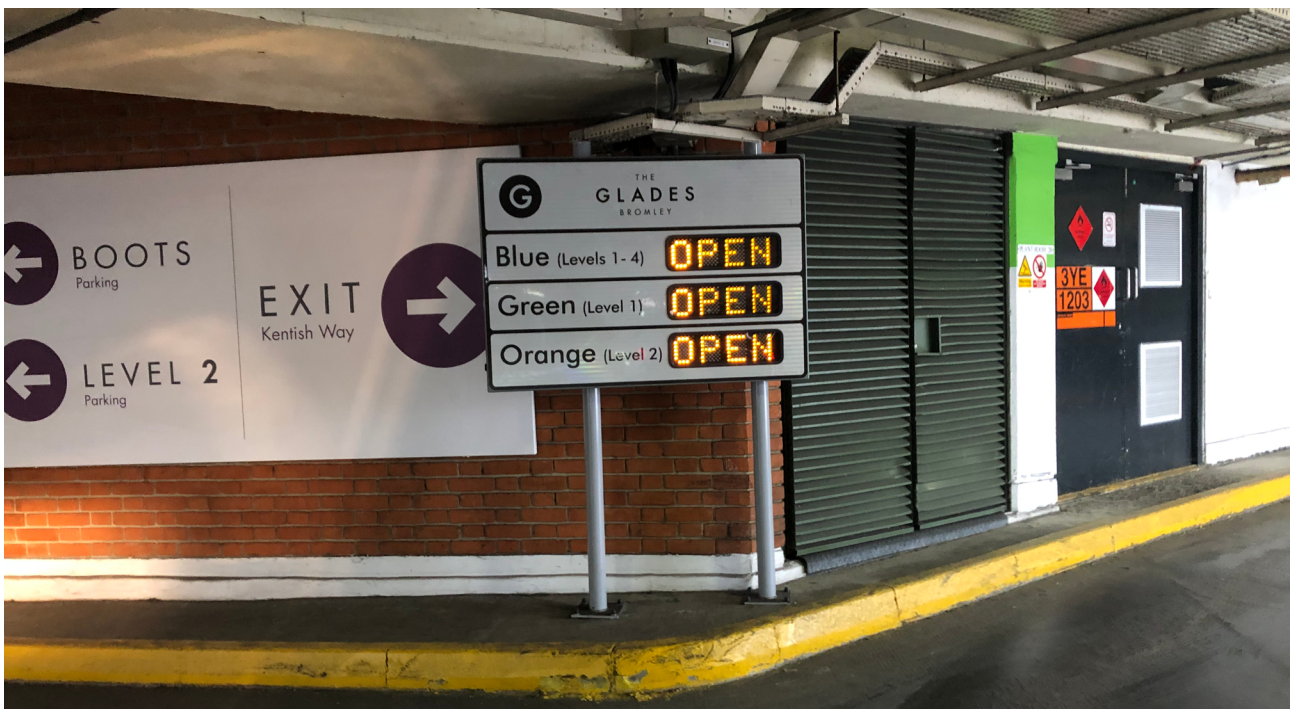
Your carpark is an asset, which means you should ensure it has the means to generate income for itself. You can then use this additional income stream for other refurbishments for your facility, or to defray the operational expenses of the carpark.

With a positive revenue stream, you'll find you can sell the asset when you choose for a positive return. Note that each carpark site's requirements should be addressed individually to ensure the best ROI.

### 7 You can use it to open up limited car spaces more often for the wider public

It's no secret that carparks are often located in areas where parking is generally hard to find. This means that, when you open up a previously private or secure carpark, you can generate additional income from members of the public.

This strategy helps to provide greater available spaces for the general community, and makes it easier for them to find a space. It also means that your carpark will generate more consistent income.



## Get more information about car park management systems

Implementing the right parking management system is a great investment for your carpark. It will save cost, time and energy, and make your parking facility work far more efficiently.

**If you'd like to know more about how a car park management system can improve your carpark, call the Parcsafe team today on 1300 987 645 or contact us online.**