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AI Parking Playbook

———— Going Digital with AI ————



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Say Goodbye to Paper Tickets

The ticket is an integral part of the traditional parking experience. For decades, the little stub of paper has served as the gateway to entering and exiting parking facilities, whether handed over by an attendant or printed by a machine.

But as iconic as tickets are, the industry is moving into the future. The reasons are simple: paper tickets come with challenges that no longer need to be tolerated in a world that's rapidly going online.



What's wrong with tickets?

Traditional paper-based ticketing systems come with a host of inefficiencies that impact both operators and parkers.

- **Jammed Machines & Paper Shortages:** Paper tickets rely on printers that can get stuck, run out of paper, or require regular maintenance, causing frustrating delays.
- **Long Lines & Distribution Challenges:** Parkers often face long wait times near ticket machines, especially during peak hours. Distributing and collecting paper tickets adds further inefficiencies for staff and increases congestion.

- **Easy to Lose:** Paper tickets are small and easily misplaced, leading to parker frustration and delays at exit points.
- **Illegible Tickets:** Smudged, torn, or water-damaged tickets can be unreadable, leading to disputes and slowing down exits.
- **Misuse & Fraud:** Paper tickets can be duplicated, transferred, or misused, leading to revenue leakage.
- **Manual Reconciliation:** Staff must verify ticket data manually, increasing the chances of errors and inefficiencies.

With digitized parking, these problems disappear. Parking operations become more seamless, eliminating bottlenecks and reducing overhead costs associated with ticketing hardware, maintenance, and lost revenue due to ticket fraud.

The Rise of Digital Parking

Parking operators now have a variety of ways to go ticketless. Virtually any parking environment—whether gated or gateless—can be converted into a digitized facility. Advances in digitization and AI have made it easier than ever to make the switch.

With digitization, tasks that once required a physical ticket, like pre-booking, storing receipts, or accessing account information, are now available in one convenient space—usually a mobile app or a website. These apps give operators full control, providing seamless entry and exit experiences and reducing the operational burden on the people managing the location.

Unlock New Opportunities with [AI-Powered Parking](#)

Ticketless parking has already simplified and improved the parking experience, but AI takes it to the next level. It enhances session accuracy, provides deeper insights for smarter decision-making, and gives you greater control over your data and parking locations. With AI, managing your parking operations becomes more efficient, data-driven, and future-ready.



What to Expect from This Playbook

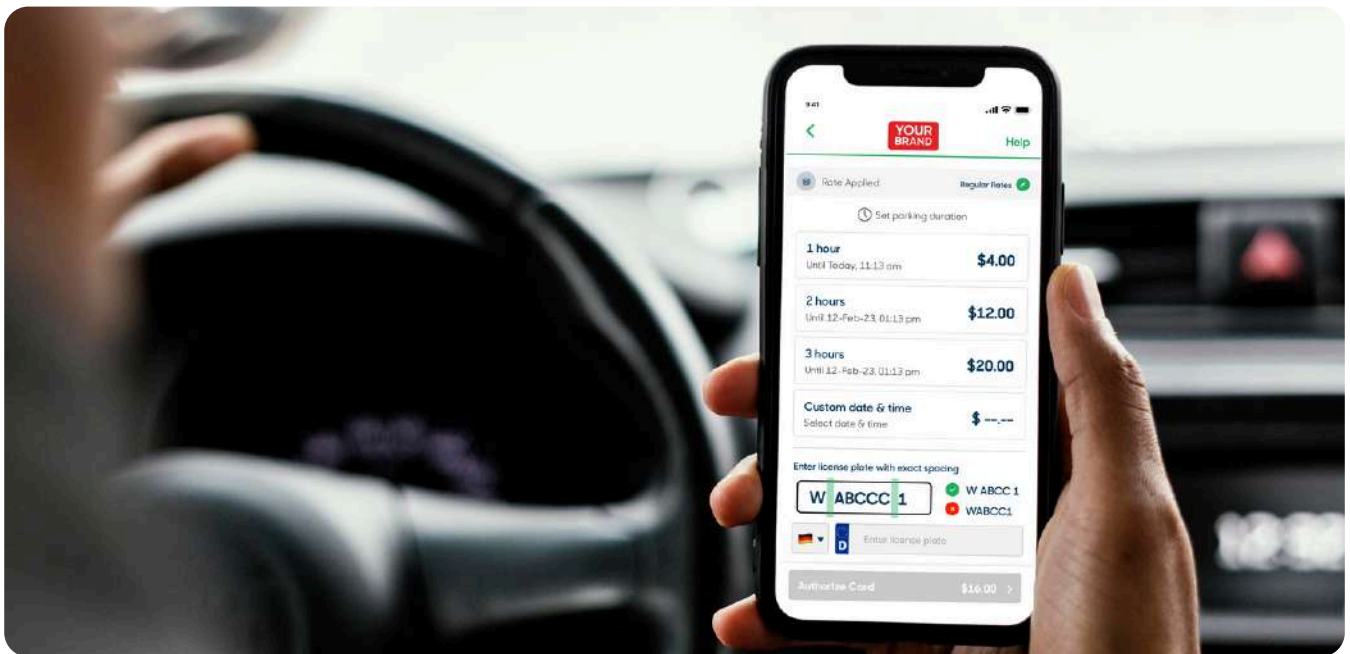
For smarter decision-making, and gives you greater control over your data and parking locations. With AI, managing your parking operations becomes more efficient and data-driven.

- The key considerations for transitioning to a digital system.
- Learn about AI parking and how it improves session accuracy.
- Real-world insights from parking operators who've made the switch.
- Practical tips for ensuring a smooth implementation.

By the end of this playbook, you'll understand why ticketless parking with AI isn't just a passing trend—it's the future of parking! Let's dive in and explore how to make your parking operations smarter, faster, and more sustainable.

Why Go Digital?

The move towards digital parking isn't just a technological shift—it's a strategic business decision that unlocks numerous benefits for both parking operators and parkers. From reducing operational inefficiencies and mitigating unnecessary costs to enabling smarter, more scalable parking operations, going digital is the key to a streamlined, future-ready parking experience.



AI-PARCS can make exit and entry three times faster because gates open automatically, with near-perfect session accuracy.

Chirag Jain

CEO, Get My Parking



Faster Parking—No Long Queues or Blocked Lanes

With digitized parking, parkers no longer need to fumble for a paper ticket upon entry or wait for an attendant to collect fees at the exit. Instead, cameras recognize vehicles in real-time, allowing them to enter and exit effortlessly.

This results in reduced wait times at entry and exit points, minimizing congestion and traffic jams in high-demand areas. Alternatively, you can use QR codes and POS machines to go digital.



Going ticketless has definitely improved operational efficiency.

Nick Wenderoth

CEO, Legacy Parking Systems



Improved User Experience for Parking Customers

Today's parking customers expect convenience, and ticketless parking meets that demand with seamless, technology-driven solutions. Digital platforms, such as [mobile apps or web portals](#), enhance the parking experience by offering:

- **Online Payments & App-Based Management:** Parkers pay through apps, eliminating the need for physical tickets or cash.
- **Real-Time Rate Visibility & Offers:** Parkers can view parking rates and special promotions in advance, helping them make informed decisions.
- **Digital Receipts & Payment Confirmations:** Instant confirmations provide peace of mind and eliminate the hassle of keeping paper receipts.
- **Hassle-Free Exits:** Parking sessions close automatically, so there's no need to scan a ticket or interact with a machine.
- **No Dependence on People or Machines:** Parkers can enter and exit without relying on attendants or ticket dispensers, making the process faster and more reliable.

By making parking more intuitive and parker-friendly, digital solutions enhance satisfaction and drive repeat business.

Improved Revenue Capture

Revenue leakage is a common issue with traditional ticket-based systems, often caused by lost tickets, fraudulent usage, or manual payment errors.

AI-driven ticketless solutions enhance revenue capture by:

- Achieving up to **99.8% session accuracy**, ensuring all entries and exits are precisely logged.
- Enabling automatic or on-the-spot transactions, reducing missed or disputed payments.
- Using real-time data to identify payment discrepancies and recover unpaid fees
- Eliminating loopholes that allow misuse or underreporting of transactions.

Make Better Decisions with Live Parking Data

Digitized parking can provide real-time data about your parking operations, making enforcement more efficient. With AI-powered analytics and live data:

- Operators can monitor occupancy levels in real time.
- Unauthorized vehicles can be detected instantly.
- Enforcement teams can act swiftly based on accurate data rather than relying on manual checks.



When you have access to live parking data, you can make better choices for things like your operational flow, pricing, customer service, staffing, etc.

Jeremy Rodamer

Vice President, North America, Get My Parking



Capex-Light Sustainability: Retrofitting Parking AI

Switching to ticketless parking isn't just an environmentally responsible choice—it's also a cost-effective one. Printing millions of tickets each year consumes paper, ink, and electricity while requiring ongoing maintenance for ticketing hardware. By retrofitting existing parking systems with AI-driven solutions, operators can eliminate these inefficiencies while reducing capital expenditure by up to 90% compared to full system replacements.

A retrofit approach removes the need for ticket dispensers, printers, and other outdated hardware, significantly cutting down maintenance costs. AI-powered systems provide automated insights into entry and exit patterns, system uptime, and payment trends, enhancing operational efficiency while reducing reliance on manual intervention. This data-driven, capex-light upgrade not only lowers costs but also supports cities and businesses in meeting their sustainability goals by reducing waste and energy consumption.

Scalability and Adaptability to Future Tech

Unlike traditional parking systems that require hardware modifications and constant upkeep, ticketless solutions are inherently adaptable. As parking technology continues to evolve, parking facilities equipped with AI-powered systems can seamlessly integrate with:

- Smart payment systems (e-wallets, automatic deductions, etc)
- IoT-based sensors for real-time parking availability tracking.
- Connected vehicle technology for automatic entry and exit authorization.

This ensures that parking facilities remain competitive and ready to embrace future advancements without extensive infrastructure overhauls.

Less Manual Work, More Operational Efficiency

Going digital reduces the need for on-ground human intervention, making operations more efficient and cost-effective. With ticketless systems:

- Since entry and exit logging is automated, there's no need for staff to manually check tickets or enforce payments.
- Transactions are online and automated, reducing the reliance on attendants at exits.
- Digital displays direct drivers to available spots without requiring staff assistance.
- Automated enforcement detects violations in real-time, removing the need for personnel to patrol and issue tickets manually.

- By minimizing hands-on involvement, staff can focus on higher-value tasks like partnership management, parker experience enhancements, and operational strategy rather than day-to-day enforcement.

No Gates? No Problem!

One of the biggest advantages of AI-powered ticketless parking is its **adaptability to both gated and gateless environments**.

In a gateless setup:

- LPR cameras detect vehicles upon entry and exit without the need for barriers.
- Parkers can pay via mobile apps, online through a website, or post-visit billing.
- AI ensures accurate vehicle identification, minimizing revenue loss.

This makes ticketless parking viable for a wide range of locations, from traditional parking lots to street-side parking and corporate campuses.



Going digital is more than a technological upgrade.

By getting rid of the inefficiencies of paper tickets, operators can reduce costs, enhance the parker experience, and future-proof their parking facilities with AI-driven solutions.

Going Digital with Legacy Drive

An Interview with CEO Nick Wenderoth

In an era where digital transformation is reshaping industries, parking is no exception. Legacy Parking, a Chicago-based parking management company, is at the forefront of this shift. We sat down with [Nick Wenderoth](#), President and CEO of [Legacy Parking](#), to discuss the company's recent advancements, challenges, and the future of digital parking.



Embracing Change: Legacy Parking's Digital Expansion

For Legacy Parking, 2024 was a year of continued growth, marked by a significant push toward digital transformation. "Our biggest success has been the adoption of digital parking technologies," Wenderoth shares. "We recently launched a ticketless, gated solution at The Streeter in Chicago, utilizing cameras to facilitate transactions. We've also gone gateless with a similar system at Krog Junction in Atlanta."

The Shifting Expectations in Parking Management

When asked about changes in parking behavior, Wenderoth notes that while consumer habits have stabilized, expectations from property owners and clients have evolved. "Clients are asking for more sophisticated parking management solutions," he explains. "They want to maintain the traditional services their customers expect but on a modern, digital platform."

To meet these demands, Legacy Parking has digitized multiple aspects of its operations. "From online reservations to monthly parking management—whether for individuals or corporate accounts—we've introduced automated solutions," says Wenderoth.

“Our camera-based ticketless parking ensures a seamless entry, exit, and payment process. And we’re leveraging back-end integrations to further enhance operational efficiency.”

Data-Driven Insights: Understanding Consumer Behavior

One of the most valuable outcomes of digitization has been the ability to gather and analyze consumer behavior data. “Through Get My Parking’s centralized network, we can now track user behaviors across multiple locations,” Wenderoth explains. “Previously, we couldn’t tie consumers to specific garages. Now, we see patterns of repeat business across our portfolio, giving us deeper insights into customer loyalty and preferences.”

This data allows Legacy Parking to make informed decisions about pricing, location management, and parker engagement strategies.

The Challenges of Going Digital

The shift from paper tickets to digital access has not been without challenges. “Anytime you introduce a physical medium like paper tickets, there are inherent problems—jams, loss, damage from weather,” Wenderoth explains. “With ExpressLane, where a license plate becomes a credential, we eliminate these issues. We also remove the need for manual ticket replenishment.”

However, parker education has been a crucial factor in ensuring a smooth transition. “Most parkers have adapted seamlessly,” he says. “People are already using QR codes for payments in restaurants and other industries. The challenge was reeducating those who were accustomed to scanning QR codes for entry but now use their license plates instead.”

Advice for Parking Operators Considering Digitization

For operators looking to embrace ticketless solutions, Wenderoth offers some key advice: “Invest in lane attendants during the transition period. Have clear signage

and educational materials available in parking facilities. While adoption may seem straightforward, support and guidance are crucial.”

More broadly, he encourages operators to embrace digital transformation. “Rather than fearing potential challenges, do your research. Speak to industry peers, understand their successes and challenges, and incorporate those insights into your implementation plan.”

Staff Training and Adoption

As with any technological shift, staff training plays a vital role in successful adoption. “The learning curve varies,” Wenderoth admits. “Younger employees tend to pick it up faster, while those who have been in the industry for decades require more time. But ultimately, our team understands the direction the industry is heading, and they’ve been very receptive to the changes.”

The Impact on Operational Efficiency and Costs

When asked whether digitization has improved efficiency, Wenderoth is clear: “Absolutely. Less hardware, more software, fewer failure points. It’s a better experience for everyone.” While there are lessons learned from initial rollouts, each iteration improves upon the last, making future transitions smoother.

Partnering with Get My Parking

Legacy Parking’s digital evolution has been supported by its collaboration with Get My Parking. “Unbelievable,” Wenderoth says of the experience. “GMP’s team is available 24/7. Their responsiveness, engagement, and collaboration have been instrumental in our digital transformation.”

The Role of AI in Parking’s Future

As AI continues to evolve, Wenderoth sees it playing a crucial role in refining ticketless parking. “AI’s ability to learn and adapt means that LPR systems will become increasingly accurate,” he says. “Misreads due to lighting conditions or camera limitations will be corrected in real-time, making the entire system more seamless.”

Looking Ahead

Wenderoth predicts that camera-based LPR systems—both gated and gateless—will continue to replace traditional PARCS. “Automated enforcement is becoming a major focus for our clients,” he notes. “The industry is moving toward software-driven solutions that reduce the need for physical infrastructure.”

Legacy Parking’s journey into digital parking management reflects a broader industry shift. With a strong focus on automation, data-driven decision-making, and parker experience, the company is setting a benchmark for modern parking solutions. As Wenderoth puts it, “Change is coming. The key is to embrace it and invest in the right tools to make it work for you.”

AI in Parking

AI-powered License Plate Recognition (LPR) is one of the coolest ways to go digital. By automating vehicle entry, exit, and payments, AI-LPR enhances accuracy, speeds up transactions, and minimizes errors that traditional parking systems often face.

What's AI-powered LPR?

AI-LPR cameras use AI for enhanced session accuracy and enables faster entry and exit. AI can identify license plates with uncanny accuracy and correct potential misreads in real-time, making sure that enforcement's on point and giving parkers faster access in and out of the lots. Parking AI is usually trained on millions of camera reads from across the world, making LPR smarter and faster than ever before.



What if you could achieve 99% session accuracy in just 800 milliseconds? AI can help you do that.

Steve Resnick, PTMP

President, North America, Get My Parking



And that's just the tip of the iceberg. We're positive that as time goes on, we'll find so many more ways to use AI to make parking more convenient for everyone involved.

How does AI work in parking?

AI-LPR functions by capturing and analyzing vehicle license plates at both entry and exit points. The process follows these steps:

1. **Vehicle Entry:** A high-resolution LPR camera scans the license plate upon entry and records the vehicle's arrival time.
2. **session Tracking:** The system matches the entry record with the corresponding exit record when the vehicle leaves.
3. **Automated Payments:** Once a match is confirmed, the total parking duration is calculated, and the associated payment method is charged automatically.



The introduction of cameras as a whole, whether it's used for AI or any other part of an operation, provides security as a whole.

Clint Joy

CEO, Carolina Time & Parking Group



This eliminates the need for paper tickets or pay stations, creating a truly frictionless parking experience.



Limitations of LPR

While LPR technology is powerful, it is not flawless. Traditional LPR systems face several challenges:

- **Misreads:** Factors such as poor lighting, bad weather, or obstructions can cause inaccurate plate reads, leading to incorrect charges.
- **Miscalculations:** If an entry or exit read is missed, the system may fail to match the session correctly, leading to billing errors.
- **Session Errors:** Vehicles leaving without an exit read or entering without an entry read can create gaps in parking data, complicating revenue tracking and enforcement.

How does GMP AI Work its Magic on LPR?

GMP AI is designed to overcome common LPR challenges, ensuring the highest level of accuracy in ticketless parking systems. By continuously learning from the vehicles that visit your location, GMP AI adapts to site-specific conditions, making it more accurate over time. Here's how it enhances LPR technology:

- **Real-Time Error Correction:** GMP AI detects and corrects LPR misreads on the go, ensuring accurate matching of entry and exit records.
- **Vehicle Detection & Similarity Matching:** Beyond just reading license plates, GMP AI uses advanced vehicle detection and similarity models to recognize a vehicle's make, model, and color. This cross-checking mechanism significantly reduces errors, even when plates are misread or obstructed.
- **Industry-Leading Accuracy:** GMP AI boosts session accuracy up to 99.8%, with the remaining 0.2% of errors automatically corrected and fed back into the system for continuous improvement.
- **Lighting Normalization:** Whether it's low-light conditions, snow, or glare, GMP AI adjusts and enhances images to ensure clear and consistent plate recognition.
- **AI Auto-Cropping:** The system automatically crops images to focus on the license plate and vehicle details, improving recognition accuracy and reducing errors.
- **Faster and Smarter Reads:** By refining image clarity and leveraging AI-driven learning, GMP AI enables quicker and more precise vehicle identification, speeding up entry and exit times.
- **Adaptive Learning for Your Location:** Unlike static LPR systems, GMP AI continuously learns from the vehicles visiting your parking lot, adapting to site-specific conditions like frequent visitors, unique lighting patterns, and camera angles. This location-specific training improves accuracy over time, making it increasingly reliable for your operation.

By integrating AI-driven vehicle detection, adaptive learning, and real-time correction, GMP AI transforms LPR into a smarter, more efficient system that keeps improving with every parked car.

Compare

Image A





Image B



High Similarity Score

Compare

Image A





Image B



Low Similarity Score

AI in parking is here to stay.

Soon, AI-LPR will be more than just a convenience – by eliminating errors, reducing wait times, and enhancing revenue capture, AI ensures that parking operators can confidently transition to a fully ticketless system.



AI-PARCS can make exit and entry three times faster because gates open automatically, with near-perfect session accuracy.

Chirag Jain

CEO, Get My Parking



Making Parking a Breeze with AI:

PCI's Rafael Abanilla Talks Going Digital

The ever-evolving world of parking management, Parking Concepts, Inc. (PCI) has stood the test of time. Celebrating 50 years in the industry, PCI has successfully navigated market shifts, technological advancements, and changing consumer behaviors.

We sat down with [Rafael Abanilla](#), **Senior Vice President** of [PCI](#), to discuss the company's journey so far, innovations, and the future of parking.



A Saga of Service and Innovation

Reflecting on PCI's 50-year milestone, Abanilla emphasized the company's foundational values. "We're very excited to be celebrating our 50 years this year. We strongly believe in service. We are people first. We are client-first. We take care of our team. We understand that the market is changing, and the emerging trends are slowly evolving. As a company, we are pivoting and leveraging the technology and the partners that we have in the market. AI is a big thing, and we're excited to be jumping in on that ship and adopting that technology."

As PCI celebrates five decades in business, the company has also been at the forefront of industry transformation. One of its biggest achievements this year has been the launch of Breeze Parking, a comprehensive white-label platform integrating various parking technologies.

As PCI celebrates five decades in business, the company has also been at the forefront of industry transformation. One of its biggest achievements this year has

been the launch of [Breeze Parking](#), a comprehensive white-label platform integrating various parking technologies. “We’ve launched Breeze Parking, our white-label platform that encompasses everything related to parking and technology. We utilize different partners and white labels under this umbrella, and it has been a huge success. Our clients have responded warmly to our innovation. A couple of weeks ago, we even launched our first AI platform in the market.”

The Shift Towards Digital Parking

With technology reshaping consumer behavior, Abanilla has observed a clear shift toward digital parking solutions.

“Everyone is gravitating towards digital parking, automation, and AI. There’s a growing trend in how people navigate to their destinations and procure parking through different methods. As we leverage technology, we also remain focused on service and our people, which truly sets us apart.”

Moving Beyond Paper Tickets

One of the biggest transitions in the industry has been the shift away from paper tickets. PCI has embraced ticketless solutions to improve efficiency and reduce maintenance costs.

“Parking has historically relied heavily on paper tickets, which come with maintenance challenges. Lost tickets, damaged barcodes, and weather-related issues are common problems. Ticketless solutions eliminate these variables and improve the overall experience.”

So far, parkers have responded positively to the transition. “Our parkers are happy and excited about the innovation. Of course, behavioral change takes time, so we invest in resources and ensure we have ambassadors in the lanes to assist parkers. Overall, it’s been a successful deployment.”

So far, parkers have responded positively to the transition. “Our parkers are happy and excited about the innovation. Of course, behavioral change takes time, so we invest in resources and ensure we have ambassadors in the lanes to assist parkers. Overall, it’s been a successful deployment.”

The Challenges of Transitioning to Digital

Transitioning to digital systems isn’t without challenges. According to Abanilla, preparation and communication are key.

“Changing behavior takes time. Proper preparation is critical when upgrading a location to AI-powered systems like ExpressLane. Clear communication with stakeholders, advanced messaging, and on-site training are essential for a smooth transition.”

Training staff on new systems can also be challenging but is necessary for success. “Like anything new, the initial phase is difficult. But with the right preparation and training, our team has adapted well. PCI and Breeze are in a great place in terms of deployments and training.”

Digital parking has had a tangible impact on PCI’s operations. “It has improved both operational efficiency and cost reduction—drastically and within a short period. We have case studies showing significant decreases in operational expenses and queuing at entrances and exits, especially in event-based facilities.” With demand for ticketless parking rising, PCI is seeing more clients inquire about implementing such solutions.

“Clients are continuously reaching out, asking for options to go digital.” As AI technology advances, LPR has become more accurate and reliable. “LPR has had its growing pains, but recent developments in AI have significantly improved accuracy. We now use it as the primary credential for ingress and egress in our AI-equipped facilities, rather than just a backup system.”

The potential for AI in parking is vast, and Abanilla believes it will only continue to evolve. “AI is constantly learning. By feeding it more data and time, we can drastically improve parker experiences and positively impact our clients’ bottom lines.”

For operators considering going digital, Abanilla offers this advice: “It’s crucial to find a true partner who can support you and your clients. Issues will arise—it’s inevitable. When that happens, you need a partner who answers the phone and is ready to help. Do your homework, conduct due diligence, and don’t rush into deploying new technology. The market is full of startups doing innovative things, but it’s important to assess your portfolio, your client needs, and your use cases before making a move.”

PCI’s partnership with Get My Parking has been instrumental in its digital transformation. “We’ve partnered with GMP for about two years now and have deployed several solutions under the Breeze Parking umbrella. They’ve been a great partner, bringing a global perspective and deep expertise in the U.S. market. We’re fortunate to work with a team that puts a lot of thought into their solutions.”

PCI’s Getting Ready for an AI-Powered Future

With 50 years of experience and a forward-thinking approach, PCI is well-positioned to lead the parking industry into its next phase. By integrating AI, digital parking solutions, and sustainability initiatives, the company continues to set the standard for excellence in parking management.

As the industry shifts, PCI’s commitment to innovation and parker service remains steadfast—proving that even after five decades, they’re just getting started.

What Can Replace Tickets?

With AI, all you need is your existing LPR camera, signage and gates (if you already have it). **You don't have to throw away your existing system. You just need to upgrade it with AI!**

These solutions can bring in new revenue opportunities for operators while setting up a comfortable, fully automated parking experience. With the help of a few ways to pay for parking, purchase permits, or validation sessions, digital parking becomes seamless.



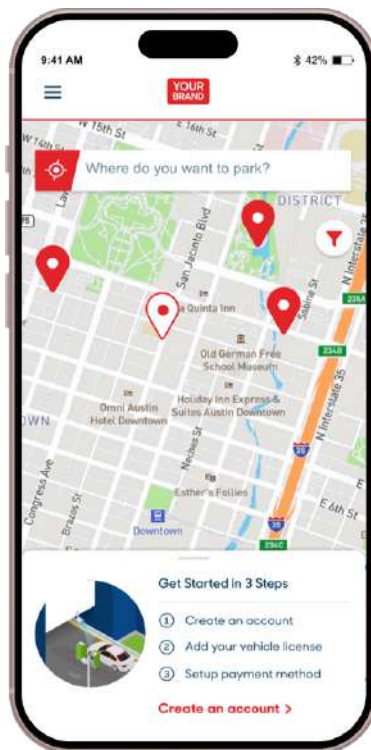
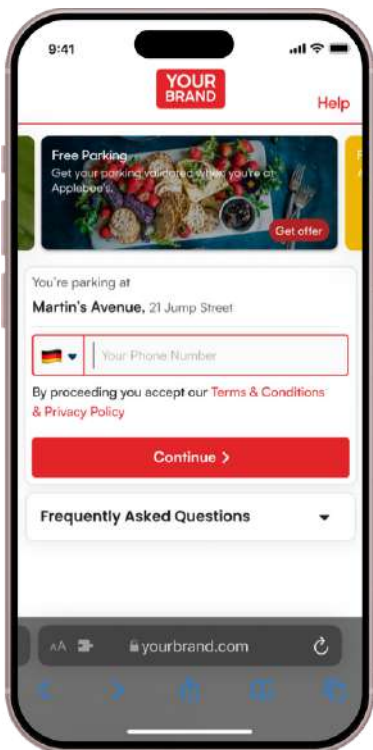
Parking Apps

Parking apps have transformed modern parking management, making the process seamless and efficient. Users can create profiles with their phone numbers and emails, link their license plates, and set up payment options for automated transactions.

If AI is integrated into parking, gates open automatically for registered users, ensuring a hassle-free drive-in and exit. Parkers can manage their sessions remotely—tracking time, extending stays, and even switching between multiple vehicles and payment methods.

Features like pre-booking and reservations guarantee a spot in advance, while businesses can issue permits, pre-paid sessions, and employee benefits. Operators benefit too with revenue expansion through parking validations, retail partnerships, and sponsored ads.

Users can validate parking at partner locations like hotels, offices, and retail stores for discounts or free stays. EV drivers aren't left out either—integrated charging options allow them to park and charge their vehicles in a single session with one payment.



Web-Based or Pay-by-Sign Solutions

For parkers who prefer not to download an app, web-based solutions offer a convenient, digital alternative. With [QR-based Scan to Pay](#) processes, users simply scan a QR code that directs them to a web app where they can enter their license plate and payment details.



Text-to-Park provides another hassle-free option—sending a text to a designated number generates a link to the web app for quick registration and payment. In LPR-enabled locations, all vehicles are automatically recorded at entry, allowing non-app users to claim their session by scanning a QR code before exiting. These solutions ensure a smooth parking experience without the need for an app.

Tap & Park: On-the-go Card Payments

For those preferring a straightforward approach, all they have to do is tap in and out at the gates. Credit cards act as digital tickets, with the tap-in and tap-out time functioning as the entry-exit logs and deducting the parking fee. The operator gets detailed analytics, while the parker gets a smooth parking experience.



Digital Permits for Regular Parkers

Digitizing **permits** makes it easier than ever to manage, for both parkers and the operators.

- **Pay Online:** Buy or request a permit through the operator’s app or website.
- **Easy to Manage:** Operators and their partners can approve or assign permits with parking management software.
- **Auto-Renewal & Customization:** Parkers can modify and renew permits online.
- **Fleet & Staff Management:** Ideal for commuters, vendors, and employees.
- **Eliminates Paper Permits:** Prevents loss or damage, offering remote control and easy tracking.

Each digital solution offers distinct benefits.

Parking apps are perfect for frequent parkers, offering automation, reservations, and loyalty perks. **Web apps** suit occasional users who prefer a hassle-free, no-download option. QR and text payments provide quick access for visitors in high-footfall areas, while contactless cards enable fast, ticket-free entry and exit.

But no single solution fits all, unless your parking business caters to a very specific user group, which is why an **integrated system** combining these options ensures convenience and accessibility for every type of parker.



Building a Full-Fledged Parking Platform

Operators can either develop their system or opt for a [white-labeled platform](#). Building an in-house parking platform is a big task that requires high investment, ongoing maintenance, and technical expertise.

Compared to that, white-labeled solutions like Get My Parking are a cost-effective, customizable alternative. You get software, mobile or display apps, and self-serve portals, along with seamless integrations and regular updates.

Why Choose a Pre-Built White-Labeled Platform?

- Customizable to suit your business needs
- Faster deployment
- Cost-effective and scalable
- Continuous support and upgrades
- Keep your brand identity

A solution like Get My Parking unifies all digital parking tools into one platform, ensuring smooth operations, enhanced revenue, and a superior parking experience for all users.

Driving the Future of Parking:

A Conversation with the Tech Leaders at Get My Parking

As the **Chief Technology Officer** at Get My Parking, [Rajesh Prabhu](#) brings over 22 years of experience from leading tech organizations like SAP and Automation Anywhere. His expertise in building products, platforms, and teams has been instrumental in driving GMP's technological evolution.



Alongside him, [Aman Singh](#), the **VP of Product**, has nearly a decade of experience in product management. Aman leads product strategy, design, and business intelligence at GMP, ensuring ExpressLane stays at the forefront of innovation.

In this discussion, Rajesh and Aman share insights on how AI is revolutionizing parking, the impact of automation in parking, and what the future holds for smart parking solutions.

Enhancing the Parker Experience

“One of the most valuable resources is time, and our goal is to give that back to the parker,” Rajesh emphasizes. “Traditional parking methods require unnecessary steps—pulling a ticket, finding a payment kiosk, waiting in line. With [ExpressLane](#), all that is eliminated, making parking a seamless, frictionless experience.”

The transition to ticketless parking has been nothing short of a paradigm shift. Since its first live deployment in January, ExpressLane has gained widespread adoption, fundamentally changing the parking experience.

“In just a year, we’ve processed almost a million transactions with ExpressLane,” Aman shares. “Earlier, GMP was seen as an add-on solution. But with ExpressLane, we’ve become the preferred choice for automated, seamless parking operations.”

AI-Powered Parking: A Game Changer

Artificial intelligence is at the forefront of Get My Parking’s vision for the future. “We use AI as a strategic tool to enhance both parker experience and operational efficiency,” Rajesh explains. AI helps solve previously unsolvable edge cases, automating operations, and optimizing business performance.

Operators, he says, are excited about AI-integrated parking solutions. “They’re not necessarily concerned about the specific tools we use; they care about the results. AI reduces operational burdens and improves efficiency, making their business more profitable.” Aman further elaborates on the role of AI in automation. “As transaction volumes scale, automation becomes more critical,” he says. “Our AI now autonomously resolves nearly half of all edge-case scenarios, reducing operational overhead and improving efficiency.” With support from partners across the technology ecosystem—like camera companies, billing platforms, and credit card processors—GMP continues to refine its automation capabilities.

The response to ExpressLane has been overwhelmingly positive. Rajesh shares a recent experience from parking garages in Chicago and Los Angeles, where parkers expressed pleasant surprise at the ease of the system. “They didn’t have to deal with tickets, wait in lines, or struggle with payments. They just drove in and out seamlessly.”

Automation & AI: The Next Frontier

Currently, [Get My Parking’s platform](#) is 98% automated, and Rajesh aims to push that closer to 99.88% by December 2025. “The last mile of automation is the hardest, but through continuous improvements in AI and platform architecture, we are determined to achieve this ambitious goal,” he says.

From reducing latency at entry and exit points to enhancing AI models, Get My Parking is constantly refining its technology. **“Our tech team has ensured zero downtime while rolling out new features across multiple global markets, which is a remarkable achievement,”** Rajesh adds.

Reflecting on the evolution of parking technology, Aman highlights a major shift in the U.S. market. Once hesitant to adopt LPR due to its complexity, property owners and parking operators now see it as the future of frictionless parking. “A year ago, operators were skeptical about LPR—concerned about accuracy and integration challenges. Today, they’re actively seeking it out because they’ve seen how it enhances the parking experience,” Aman says.

The Road Ahead: Parking in 2025 and Beyond

While Aman remains cautious about making specific predictions, he anticipates an exciting year ahead. GMP is revolutionizing parking with AI and automation, creating a faster, hassle-free driver experience. With bold goals and cutting-edge innovation, the team is ready to drive the future of smart parking in the year ahead!

Going Ticketless

Transitioning to a digital parking system requires careful planning, seamless integration, and continuous optimization. To successfully implement an AI-powered system, operators must focus on key phases: planning, integration, staff training, and monitoring.



Going Digital – A Comprehensive Guide

1. Planning and Preparation

Before deploying a ticketless system, a strategic plan is essential. Consider the following steps:

- **Assess Your Facility's Readiness:** Evaluate whether your parking lot can support a ticketless setup, considering factors like existing hardware, software compatibility, and internet connectivity.
- **Define Your Goals:** Identify key objectives, whether it's improving user experience, reducing operational costs, or enhancing security.
- **Select the Right Solution:** Choose a system that integrates with LPR technology, mobile apps, and web-based payment methods.
- **Budget Allocation:** Determine the costs associated with hardware (cameras, signage, digital displays), software licensing, and staff training.
- **Compliance & Regulations:** Ensure adherence to local parking regulations and privacy laws related to vehicle data collection.

Don't skip facility assessments or assume all hardware/software is compatible without testing. Overlooking internet stability or privacy laws can lead to costly delays.

2. Integrating with Existing Infrastructure

One of the biggest advantages of new ticketless solutions is their ability to retrofit with legacy systems. Here's how to ensure smooth integration:

- **AI-Powered LPR Integration:** Install high-resolution LPR cameras at entry and exit points to enable seamless vehicle recognition.
- **Payment Systems:** Connect digital payment platforms, including mobile apps, QR-based payments, and automatic billing for registered users.
- **Gated & Gateless Configurations:** Adjust your infrastructure based on whether your parking facility has physical barriers or operates as an open lot.
- **Seamless Data Syncing:** Ensure that all parking records, transactions, and user profiles are synchronized across platforms in real time.

The Get My Parking platform can retrofit any parking environment anywhere to have automated, digital parking – cut down on hardware costs with Plug-N-Play devices.

Don't force incompatible systems to "work together." Avoid rigid setups that don't allow retrofitting or future upgrades.

3. Managing the Transition: Staff Training and Rollout

Transitioning from traditional to ticketless parking requires clear communication and training for both staff and customers.

- **Comprehensive Staff Training:** Train parking attendants, security personnel, and customer service teams on how the system works, troubleshooting common issues, and assisting parkers.
- **Customer Education:** Provide clear instructions through multiple channels, including websites, social media, emails, and on-site signage.
- **Gradual Rollout:** Introduce ticketless parking in phases so users have time to adapt.



Lack of good signage leads to several challenges, operationally and for the parkers. You have to figure out a way to deliver clear, concise messages without overwhelming parkers. Avoid signage litter at all costs.

Jeremy Rodamer

Vice President, North America, GMP



- **Ticket Takeover for a Seamless Transition:** During the transition, parkers who pull a physical ticket at entry can easily digitize their parking session.

By scanning a QR code inside, they can submit their license plate and switch to a digital session, eliminating the need to keep their paper ticket. They'll receive their parking details via SMS, or if they download the parking app, they can access their session there. This ensures that even during the switch to a fully digital system, parkers can exit seamlessly without needing a physical ticket.

Don't roll out your new parking system facility-wide without a pilot. Ignoring staff training or parker education risks confusion and operational bottlenecks.

4. Enhancing User Experience: Signage and Communication

Clear signage and intuitive user interfaces are crucial to the success of a digital system. Ensure that parkers can navigate the new system effortlessly:

- **Digital Displays:** Use LED signs and screens at entry and exit points to inform parkers about payment options and system status.
- **Step-by-Step Instructions:** Place clear instructions on how to enter, exit, and pay using mobile apps, QR codes, or contactless payment methods.
- **Customer Support:** Offer on-site assistance or helplines for first-time users to ensure a smooth transition.
- **Loyalty and Engagement:** Keep loyal parkers informed through email campaigns, app notifications, and SMS alerts about system updates and new features.

Don't clutter spaces with conflicting signage. Avoid vague instructions like "Scan Here"—opt for clear, action-driven messaging (e.g., "Scan QR Code to Pay").



Digital signage and kiosks give you a lot of room to play around – you don't have to invest in costly material or change out your signs every single time there's an update.

Dolly Draz

Marketing Manager, Get My Parking



5. Monitoring and Optimizing System Performance

Once implemented, continuous monitoring and optimization are essential for ensuring a seamless parking experience.

- **Real-Time Data Monitoring:** Use analytics to track parking occupancy, revenue, and system performance.
- **Issue Detection & Resolution:** Identify potential issues such as misreads, slow processing, or payment failures and resolve them quickly.
- **User Feedback Collection:** Gather insights from parkers and staff to improve the system based on real-world usage.
- **Regular Software Updates:** Ensure your ticketless system stays ahead with the latest AI enhancements and security patches.

Don't forget to monitor the system after setting it up. Failing to keep an eye on real-time parking activity or ignoring user feedback can lead to unresolved errors and frustrated parkers.

6. Providing User Manuals and Training Materials

A well-documented user guide can make the transition smoother for both customers and staff.

- **Digital & Physical Manuals:** Offer easy-to-follow guides in multiple formats, including PDFs, online articles, signs and printed handouts.
- **Video Tutorials:** Short explainer videos can be highly effective in demonstrating how to use ticketless parking systems.
- **Live Training Sessions:** Conduct short, periodic training sessions for staff and major customer groups, such as corporate parkers and frequent visitors.

Don't rely solely on dense text-heavy guides. Avoid technical jargon—prioritize visuals (videos, infographics) for faster adoption.

7. Incentivizing Parkers with Special Offers

Encourage adoption by offering exclusive discounts and promotions:

- **Discounted Parking Fees:** Provide reduced rates for users who opt for ticketless transactions.
- **Loyalty Programs:** Reward frequent parkers with cashback, free parking hours, or priority access to premium spots.
- **Referral Programs:** Encourage parkers to invite others by offering benefits for every successful referral.

Don't offer generic discounts that don't align with parker needs (e.g., loyalty perks for infrequent users). Watch your parking activity to identify parker requirements and create offers accordingly.

8. Partner with Get My Parking for a Seamless Transition!

At Get My Parking, we specialize in streamlining the transition to AI-powered ticketless parking. Our comprehensive platform ensures a hassle-free implementation, from LPR integration and payment automation to real-time monitoring and customer support. With our industry-leading GMP AI, parking operators can achieve up to **99.8% session accuracy**.

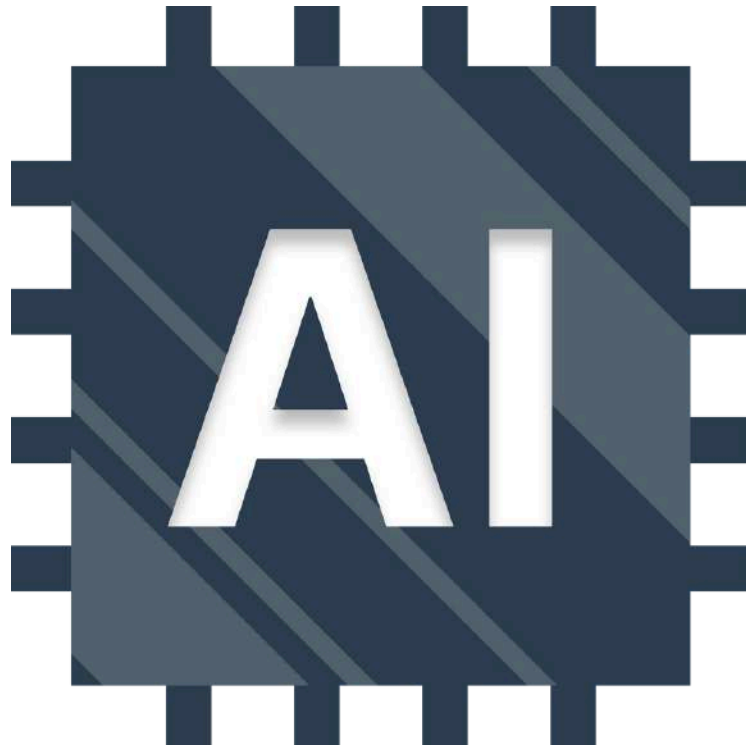
The Future of Parking is Digital

The transition to AI-powered parking isn't just a technological upgrade—it's a leap toward a more efficient, sustainable, and user-friendly future.

But going digital isn't a one-size-fits-all journey. The key to success lies in choosing the right technology, ensuring a smooth transition for staff and customers, and continuously refining the system for peak performance. With the right approach, your parking facility can operate seamlessly, maximize revenue, and stay ahead of the curve.

AI Parking 101: A Quick Checklist

Don't Skip These Steps When You're Setting Up AI-Powered Parking!



Phase 1: Planning & Preparation

- Assess Current Parking Infrastructure** – Identify existing equipment, software, and operational workflows.
- Define Objectives** – What are your key goals? (e.g., faster entry/exit, reduced manual work, better revenue tracking)
- Evaluate AI & LPR Readiness** – Assess camera placement, lighting conditions, and internet connectivity for AI-L systems.
- Choose the Right Ticketless Solution** – Select from mobile apps, web-based payment solutions, tap-and-park, or digital permits.
- Budget & ROI Analysis** – Estimate costs and expected revenue improvements.
- Obtain Stakeholder Buy-in** – Communicate benefits to management, staff, and partners.

Phase 2: System Integration

- Select a Technology Partner** – Ensure compatibility with existing infrastructure and scalability for future growth.
- Integrate AI & Payment Systems** – Set up seamless data flow between LPR, digital payments, and enforcement tools.
- Test System Compatibility** – Run trial operations to identify and fix any integration issues.

Phase 3: Transition & Rollout

- Train Staff** – Educate employees on new processes, troubleshooting, and customer assistance.
- Set Up Clear Signage** – Inform parkers about the new system with visible instructions at entry, exit, and payment points. Give them a heads-up with an email.
- Pilot Program & Feedback** – Conduct a soft launch, gather feedback, and refine the process before full deployment.

Phase 4: Post-Launch Optimization

- Monitor Performance** – Track system uptime, LPR accuracy, transaction success rates, and user feedback.
- Optimize for Efficiency** – Adjust camera angles, enhance signage, or tweak AI settings for better accuracy.
- Incentivize Adoption** – Offer discounts or promotions for early adopters of the ticketless system.
- Regular Maintenance & Updates** – Keep software and hardware updated for peak performance



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towards a smarter, ticketless future.

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