

Miami Marlins

Frictionless stadium parking – a home run with baseball fans



Name

Miami Marlins

Industry

Parking Enforcement;
Sports & Entertainment

Location

Miami, Florida, USA

Products

AutoVu™ Free-Flow, AutoVu™
Mobile Post Payment

Partners

Parking Partners,
Miami Parking Authority



Miami Marlins win with fans after reducing parking wait times using Genetec AutoVu Free-Flow and Post Payment

The Miami Marlins are a Major League Baseball team that began as an expansion team in 1993 as the Florida Marlins. They won the World Series twice, in 1997 and 2003. Since 2012, their home base has been loanDepot park, a high-tech LEED and WELL-certified retractable roof ballpark with a modern design that is quintessentially Miami – contemporary architecture with flavors of South Florida throughout. The facility also hosts other large-scale events such as concerts, soccer matches, college football games, and conferences.

The need for a better parking solution

loanDepot park is located within a residential neighborhood in downtown Miami with challenging roadway infrastructure and few mass transit alternatives. The resulting traffic and congestion on game days had become a big pain point for fans. On busy game days, wait times to pay and park were so long that some fans were missing the first pitch because they were still stuck in line.

Addressing the problem became a priority for the new Marlins ownership. Adding more pre-payment options helped get people into parking lots more quickly, but with more than 5,500 parking spaces to fill, clearing cars through the queue was still taking too long. They decided to try something new: a parking

lot solution leveraging both pre-payment and post-payments, powered by Genetec™ AutoVu™ Free-Flow.

“I’ve never been to a large venue where traffic and congestion aren’t a concern. The Genetec solution aims to address that concern for any size venue. It removes the frustration of waiting in long lines, helping improve guest satisfaction by allowing fans to get into the venue quicker so they can enjoy the experience that much more,” said Mike McKeon, owner of Parking Partners, who helped implement the program at loanDepot park as Director of Parking and Traffic for the Marlins.

Modernizing parking solutions using Genetec AutoVu

Genetec had previously partnered with Miami Parking Authority to implement parking enforcement in the city based on automatic license plate recognition (ALPR). The Marlins knew Genetec had experience working successfully with key local partners, and since Miami Parking Authority is also the operator of the loanDepot park parking facilities, the connection was seamless.

Genetec AutoVu had proven to work well in Miami and offered many important benefits for the Marlins. For one thing, AutoVu Free-Flow updates information in real-time, so enforcement

remains accurate — no more managing, sharing, or forgetting physical permits. This allows for a gateless parking experience in off-street lots, garages, and decks that helps guests get into the stadium faster. The AutoVu Pay-by-Plate Sync plugin is also designed to allow parking operators to connect to over 50 payment and digital parking rights providers, offering many flexible payment options for drivers coming to a facility.

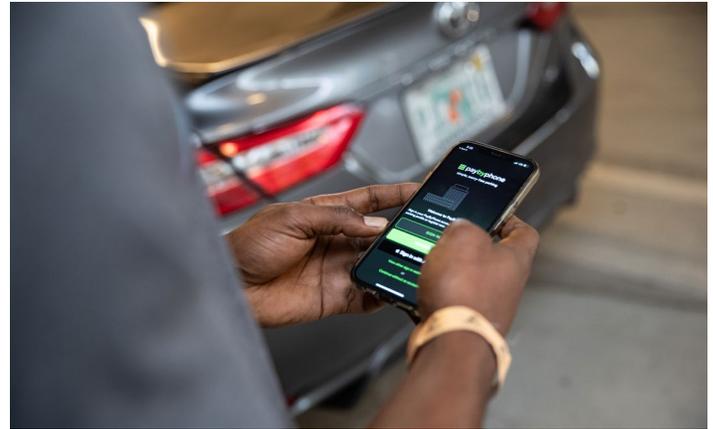
Reduced wait times and increased payment options lead to a better guest experience

By using Genetec AutoVu Free-Flow and Mobile Post Payment, the Miami Marlins were able to drastically reduce queues and facilitate post-payment for parking. loanDepot park is the first facility in professional sports to adopt this free-flow method of parking at all on-site parking facilities. After implementation, parking wait times were reduced, dramatically improving the fan experience on game days.

At loanDepot park, payment is collected before, during, or after events in various ways – none of which requires waiting in line – using the AutoVu Pay-by-Plate Sync plugin. Guests can pay using mobile parking apps or pay stations on site. The software pushes license plate information to fixed cameras at the entrance and exit points to validate compliance. Parking managers are able to view real-time data on parking occupancy, the number of registered and transient vehicles, and other trends in the data that can be used to improve efficiency and guest experience.

In the third inning of baseball games, cars equipped with AutoVu ALPR readers drive around the parking facilities and scan license plates, which are cross-referenced with the various guest lists to identify people who have not already paid. Those people are then issued promissory notes, which notify the customers that a parking citation will be issued in 24 hours if they do not pay for parking. Because they have the flexibility to pay after the event, fewer fans are actually fined under the new system. Parking payment compliance is approximately 97%, and the more efficient system saves an estimated \$300,000 per year in operational costs.

The parking management system has also improved the flow of traffic by helping lot managers track occupancy, identify vehicles who have not paid, and direct drivers to open spaces. The system can even cross-reference license plates with those belonging to staff, match customers on VIP lists or season ticket members, and use this information to offer exclusive parking options to these guests.



AutoVu Free-Flow has successfully mitigated traffic and congestion around the ballpark to create a better experience for event attendees. Fans are now capable of entering the ballpark on time, offering the opportunity to visit concession stands and team stores prior to the first pitch.

This parking approach also minimizes carbon emissions and fuel consumption from vehicles idling in traffic, and neighborhood congestion is reduced on city streets as fans arrive at the ballpark.

Hitting a home run

Miami Marlins fans are now spending more time at the ballpark and less time in line, and the Marlins will continue to look for ways to improve on this innovative process. Overall, the Marlins feel like they hit a home run.

“Before AutoVu Free-Flow, we’d have little kids with baseball gloves and hats who were listening to the game on the radio in the car because the game had already started and their parents hadn’t been able to park yet. Now everyone is in by the first pitch. It’s a phenomenal feeling,” concludes McKeon.

“The Genetec solution aims to address that concern for any size venue. It removes the frustration of waiting in long lines, helping improve guest satisfaction by allowing fans to get into the venue quicker so they can enjoy the experience that much more.”