



"From equipment selection to installation and 'go live', HUB worked with us hand-in-hand to ensure a smooth transition from our old revenue system to the new. HUB was extremely attentive and customer service oriented when it came to our needs and the needs of our Tenants. Garage operations at The Source have greatly improved since the installation of HUB's equipment which has allowed us to provide a better experience for the property's many customers, visitors, and employees." said Amy Tetreault, Senior Asset Manager with the Wilder Companies.



PROBLEM STATEMENT

The Source at White Plains is a 250,000 square foot shopping center located in Westchester County, New York, and within the heart of one of the country's most affluent areas.

An old PARC system was in place that was not automated and was experiencing abuses with an antiquated validation system. The parking garage was open from 7am to 11pm and the gates were raised when the garage closed. A significant amount of revenue was thus being lost because many local customers took advantage of the garage business hours and left when the gates were up; therefore, parking all day for free.

The Source needed a PARC system that was completely **automated**, could accommodate quick and efficient ingress and egress, offer a variety of validation options, and provide accurate reporting.



BACKGROUND

Westchester County, a bustling community with local traffic in the range of 43,000 cars daily, includes other high-end shopping malls and standalone stores, five hotels, over two million square feet of office complexes, and over 1,500 luxury condominiums and apartments nearby.

Opened in 2004, The Source at White Plains is a large urban-style shopping center that was built on the former site of one of the first suburban branches of Saks Fifth Avenue, which had closed in 2002.

The Source four-story, 1,025-space parking garage accommodates customers visiting the large amount of retail outlets including department stores, boutiques, restaurants, and grocery store.

The proximity of New York city also increases the amount of vehicles travelling in the area muddling up and further complicating the traffic in and around the site.

The management from the shopping center chose HUB Parking Technology to develop a valuable parking solution to fix the stability issues caused by the old parking system and efficiently absorb the vast traffic that this area -full of businesses and stores- generates daily.



CLIENT REQUIREMENTS

- Fully **automated** PARC System
- **Reliable and secure** lane equipment and pay stations (4 entry, 5 exit, 5 pay stations)
- Variety of validations **easy to administer** to customers by operator and retailers
- **Fast and efficient** ingress and egress
- **Flexible reporting** to quickly visualize critical performance metrics
- **VoIP intercom**
- Seamless integration with Whole Foods Market POS interface
- **24/7** parking operation



RESULTS

Since the installation of the new barcode **HUB PARC** Solution, The Source at White Plains has enjoyed a reliable 24-hour, 7-day-per-week **automated parking system**. The capture of real-time parking fees has helped increase revenue because the need to raise the gates at the end of the cashier work shift no longer exists.

The four-story, **1,025-space** parking garage attached to The Source accommodates **14,000 vehicles** per week making ingress and egress times very important. With five pay-on-foot pay stations conveniently located, egress at five exit lanes is **fast and efficient** by scanning a pre-paid ticket. A VoIP intercom system is in place for the operator to assist any customer that requires assistance.

A variety of validation solutions are now available to The Source to address the numerous requirements of retailers. The HUB mass encoder allows the operator to produce bulk validations that may be presold to any tenant. Also, barcode scanners are in place at specific retailers allowing for fast and easy application of a variety of **discounts to customers'** parking barcode tickets. In addition to the convenience for retailers and parkers, **HUB Parking Technology** is able to read and validate a ticket with Whole Foods Market POS system by producing a barcode parking voucher on shoppers' receipts.

The HUB Facility Management System is secure and robust, providing a multitude of flexible reports that will aid business performance and streamline operations. Our **commitment** to the development of **smart software and mobile solutions** for the parking industry will benefit The Source in the long term with access to our latest innovations.

HUB focuses on delivering a seamless, compelling and secure experience for owners, operators and customers as well as providing exceptional support from our local, factory-trained team of field service technicians and **24/7 help desk**. We achieved our goal to facilitate efficient operation, increase revenue, produce effective reports and **strategic insights** for future planning, improve the final customer experience, and boost work force performance without adding head count.

