



Sports & Entertainment

PARKING
Case Study

San Francisco Giants

Creating data-driven parking operations for a mixed-use development



Quick Stats

Properties include
Oracle Park and a 28-acre
mixed-use development

2
Garages and lots

2,000
Parking spaces

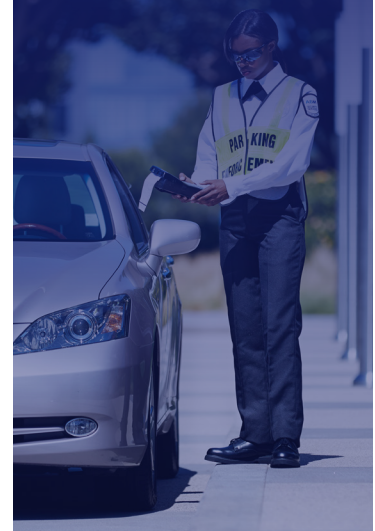
While the San Francisco Giants are best known as a sports team, the organization is also the developer of the mixed-use Mission Rock development. ABM helps the organization meet all its parking needs, from game days and events to daily residential and retail parking.

CHALLENGE

The San Francisco Giants manage multiple parking facilities, and the demands on its portfolio are complex. For game days and large events, the organization must be able to manage large volumes of customers safely and efficiently.

Its new Mission Rock development is a mixed-use property that includes residences, offices, shops, and green space. The Giants needed a partner who could help open the new parking facilities and accommodate its diverse customer base.

The organization's leadership knew that they needed expert support to integrate technology, data, and automation into their operations. The Mission Rock project also shrunk the Giants' parking footprint, so they needed smart strategies for accommodating more customers.



SOLUTION

ABM provides the Giants with a comprehensive parking program that includes expert planning, technology, and data. This integrated approach allows ABM to support its complex needs.

Managing large events with integrated tech

ABM implemented Park Hub and integrated it with the Parkonect system also installed by ABM at King Townsend Garage, the VIP parking location for the ballpark. Park Hub also integrates with tickets.com (which handles all SF Giants Direct ticket and parking sales for the Giants) and SpotHero (which acts as the parking marketplace for all non-season ticketholders).

With Park Hub, cashiers can take payments, scan reservations, and sell various parking options using a handheld device. Park Hub data is fed into Tableau, which enables the Giants to monitor sales activity using their existing business intelligence tools.

Automating access control for different customer types

To accommodate daily commercial and residential parking, along with events, ABM leverages automated access control technology. The gated Parkonect system integrates with Park ABM and Park Hub to read sales data and recognize event goers, office workers, and residents with reserved parking.

Optimizing revenue with automated enforcement

ABM deployed iParq to streamline enforcement with license plate recognition (LPR) and automated reservation lookup features. Through iParq, ABM can issue parking fee notices and provide customers with a platform for filing appeals, all in one place. This form of technology allows ABM to provide lot enforcement on the ever changing landscape of a redeveloping surface parking lot.

BENEFITS

With ABM as its parking partner, the Giants have enhanced revenue, improved the customer experience, and improved its access to data.

- By monetizing King Townsend Garage outside of events and game days, ABM brought in an additional \$120,000 in revenue.
- The enforcement program resulted in 3,432 notices in the first 12 months of operation and the collection of \$54,000.
- Technology integrations allow for a unified view of all reservations, regardless of where they were purchased.
- The Giants and its customers enjoy a modernized, fully connected parking operation.
- Additional revenue generated from residential and hotel overflow valet services helped cover technology upgrades.



ABM helped the San Francisco Giants bring better connectivity and profitability to their parking operation. Find out how we can make it possible for you by calling **866.624.1520** or visiting **ABM.com**.