



COBB COUNTY, GEORGIA

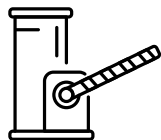
Located in downtown Marietta, GA, two public parking decks were managed in-house by Cobb County. With no after-hours staff, and aging PARCs causing customer service issues, The County had to constantly leave the gates up. Regular events in the vibrant town square meant missed opportunities for safety, control and revenue capture. LAZ Parking was brought in to manage both garages and increased the County's parking revenue by **250%**.

SOLUTIONS

LAZ revitalized operations at both garages, connecting our 24/7 Customer Care Center to new, automated cloud PARCs equipment, streamlining operations and optimizing revenue capture.



CUSTOMER CARE CENTER: LAZ's US-based agents enabled us to automate the garages, while providing immediate, live customer assistance at all hours.



FLASH PARCs: LAZ installed fully-automated Flash equipment at both facilities, providing a customer-friendly experience and 24/7 access control.



LAZ MANAGEMENT: In order to achieve the best possible results, LAZ combined our integrated technology platform with decades of parking management expertise.



“ The parking decks had been a huge expense for the County and tax payers in recent years. But LAZ had the metrics, management and marketing to turn them into an efficient and profitable revenue source for the County.

Cobb County Government ”



RESULTS

Together, LAZ’s Customer Care Center and technology platform have equipped Cobb County with the digital tools and resources to better manage the two parking facilities in downtown Marietta. This resulted in over twice the original parking revenue growth for the County.

Operational Benefits



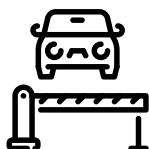
Increased revenue significantly, leveraging LAZ’s industry-leading tech platform with our unmatched parking management experience.



Resolved after-hours staffing issues by connecting 24/7 LAZ Customer Care to newly installed Flash PARCs equipment.



Improved customer experience and safety for visitors, monthly subscribers, and County employees.



Controlled garage access during Marietta Square events and festivals instead of keeping gates open during after-hours.

