



RHODE ISLAND STATE BEACHES

Old-school, in-person parking payments at Rhode Island's beaches meant long lines and traffic – and a lack of beach usage statistics. Seeking a better way to manage access to eight locations with over a million annual visitors, the state awarded LAZ a competitive contract to modernize Rhode Island's beach parking.

SOLUTIONS

LAZ replaced manual, in-location permit sales and entry with our fully integrated technology stack to significantly improve the visitor experience, maximize revenue and streamline operations:



E-COMMERCE: With just a few taps, a new website enables purchase of online gift certificates as well as season and daily flex passes – and even allows users to upload proof-of-residency document for discounts – offering customers flexibility and fast entry.



ACCESS: Express lanes give beachgoers instant, automatic access via License Plate Recognition (LPR), Flash gates and high-tech handhelds, reducing manual effort and improving traffic flow.



BUSINESS INTELLIGENCE: Our real-time dynamic dashboard tracks e-commerce purchases, customer check-ins, weather, tides and historical information to communicate lot occupancy and track revenue and forecast future beach visitation and permit demand.



“LAZ’s customized and customer-friendly technology speeds up parking and allows our visitors to find their spot in the sand more quickly. – DEM Acting Director Terrance Gray



RESULTS

The LAZ technology platform has transformed the way Rhode Island visitors access beaches and has given the state the digital tools to better manage the beaches.

Operational Benefits



Maximized utilization and beach parking revenue – the strongest year in history



Optimized operational efficiencies, streamlining access, payment, etc.



Enabled real-time visibility into occupancy, revenue and more



Gathered reliable attendance data to comply with state COVID-19 regulations

Enhanced Visitor Experience



Improved visitor experience with a modern, mobile-friendly purchase



Simplified process with no driving to buy a season pass



Saved thousands of hours of vehicle idling and/or customer waiting every season



Increased transparency of beach capacity and strengthened community outreach



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