

CALIFORNIA STATE PARKS

Revolutionizing how state parks manage parking through innovative and convenient smart parking technologies.

TIME TO MAKE A CHANGE

California State Parks was dealing with a major obstacle: outdated payment systems spread across over 120 sites throughout the state. They wanted to not just update these systems, but to transform the parking experience for visitors, streamline enforcement, and ditch the costly and cumbersome cash and manual payment models.

STREAMLINING STATE PARK PARKING FOR THE FUTURE

We rolled out LAZgo, our digital payment solution at every one of these sites.



QUICK & EFFECTIVE SIGNAGE IMPLEMENTATION

In just two weeks, we got more than 650 signs up across the state to guide visitors smoothly into this new digital era.



TAILORED IMPLEMENTATION ACROSS DIVERSE LOCATIONS

Each park had its own quirks, and we adapted our implementation approach to meet each one's specific needs.



INTEGRATIONS

By syncing LAZgo with existing enforcement platform, we cut down on the old hassles, saving time and money.



THE RESULTS

120

Locations
on-boarded

55%

Increase in digital
payment adoption

150K+

Digital transactions completed
(within 5-month period)

BETTER USER EXPERIENCE

The new system meant faster and easier park entry, making visits smoother and more enjoyable.

READY FOR WHAT'S NEXT

With LAZgo's flexible framework, we're set to integrate even more tech like MLPR and LPR, and beef up our BI reporting.

Our work with LAZgo at California State Parks has revolutionized how we handle parking operations, setting a new benchmark for visitor service and operational efficiency. This wasn't just a tech upgrade — it was a major leap forward for park management across California.