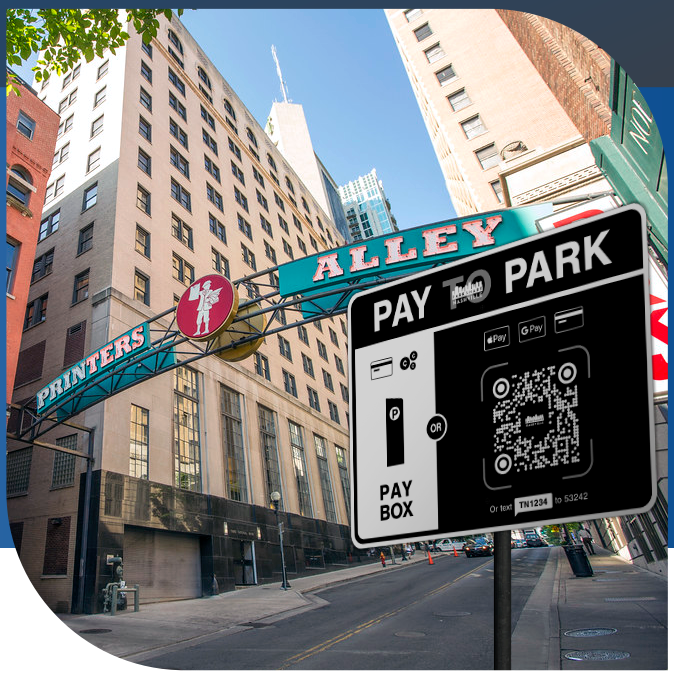
CASE STUDY | eCOMMERCE

CITY OF NASHVILLE

NASHVILLE, TN

Revolutionizing the way municipalities manage parking through innovative and convenient smart parking technologies.



TIME TO MAKE A CHANGE

The City of Nashville wanted to significantly enhance their on-street parking experience for their customers. Taking a proactive approach, they actively sought a partner and solution to upgrade their outdated, coin-operated meter system into a more modern, digital experience.

In November 2022, Nashville chose LAZ for a city-wide smart parking initiative, leveraging innovative parking technologies to tackle the city's growing needs. Nashville's primary goals were to expand paid parking, optimize citywide parking utilization, and reduce free transient parking in peripheral neighborhoods.

SETTING UP FOR SUCCESS

eCOMMERCE PAYMENT OPTIONS

LAZgo, our fast and simple eCommerce solution lets customers pay directly on their phones with Apple Pay, Google Pay, or credit card. Convenient solar-powered, credit card pay stations replace the coin-only meters.

CUSTOMIZED BUSINESS INTELLIGENCE SYSTEM

LAZ's Business Intelligence team created a custom platform integrated with LAZgo and pay stations, providing crucial data for analyzing parking patterns, identifying inefficiencies, and shaping new policies to accommodate Nashville's growth.

ENHANCED ENFORCEMENT PROGRAM

Mobile License Plate Recognition (LPR) technology instantly validates parked vehicles, while an electronic citation system efficiently tracks and manages parking validations.

THE RESULTS

The program was fully launched in May 2023, and since that time, Nashville experienced **substantial revenue growth, a high adoption rate of LAZgo and credit card transactions, and significant increase in compliance.**

BEFORE LAZ

$750K	0%	<10%
ANNUAL REVENUE GENERATED	SPACES WITH LAZGO OR CREDIT CARD	ON-STREET PARKING COMPLIANCE

WITH LAZ

$4.5M	99.5%	85%
ANNUAL REVENUE GENERATED	SPACES WITH LAZGO OR CREDIT CARD	ON-STREET PARKING COMPLIANCE

872K

TRENDING ANNUAL TRANSACTIONS