600B Finds the Real Ticket to Tenant Satisfaction with Vend

» KEY TAKEAWAYS

About

Located in Downtown San Diego's Financial Corridor, 600B Street is home to prominent law firms, co-working, media, and technology companies. This property, owned by LPC West, is a one of a kind urban park that has attracted large users from outside the Downtown submarket, including WeWork, The San Diego Union Tribune, and Mitek, and boasts 95% occupancy.

Location: **San Diego**
Building Size: **359,278 S.F.**
Type: **Office**
Parking Type: **Covered, Gated Garage**
Parking Spaces: **314**

The challenge

When the property officially relaunched after repositioning, 600B relied on a traditional PARCS system that caused all sorts of problems. Users really struggled with understanding how to properly use the system and the paper tickets were cumbersome. A big part of the issues were caused by how the antiquated PARCS system handled validations, which was done using chaser tickets. The chaser tickets required a specific order of operations that were not intuitive to the users to the point that 99% of users performed them inaccurately. Additionally, the traditional PARCS system barcode which was printed on thermal paper often became scratched meaning it couldn't be read by the machine. These issues caused significant backups and complaints from the visitors and tenants in the building. In the back office, the property team was forced to manage several manual processes such as physically distributing the chaser tickets to tenants each month and relying on an excel spreadsheet to manually apply for credits against dollar amounts owed. The property team also spent countless hours each month dealing with user issues and complaints.

The solution

LPC realized that to cater to top-tier tenants, they needed to upgrade to a top-tier parking experience. After doing some research on best-in-class parking technology, they went to market seeking out a solution that offered license plate recognition (LPR), automated validation processing, digital identification, payments, and automated reporting. The team selected Vend Park's digital parking management and payments system due to their ability to meet all of their requirements, the flexibility of the system, out-of-the-box and customizable reporting, no up-front CAPEX expenses, minimal time to install, and 24/7 support provided by Vend's experienced team.

The system was installed in just a week and has already made a huge impact on the user experience helping the property team spend less time on manual processes. With Vend, there are now three different ways to apply validations. They can send out a link to a visitor before they arrive, the office can use the Vend management portal to look up a driver and validate their park, or the driver can scan a QR code in the office that automatically applies the validation to the session. This has freed up the property manager's time to focus on new tenant experience initiatives.

The results

- 100% of transactions moved from paper to digital
- Reduced time spent on billing and audits
- 133 hours of parkers' time saved per month
- 46% increase in transient parking revenue
- Instant validations

The future

Currently, the 600B garage has more demand than spaces available for monthly parking, so there is a waitlist to get a monthly space. The property plans to implement Vend's FlexPass feature which allows multiple drivers to access a set amount of shared spaces. Leveraging this feature will allow 600B to better serve the needs of their hybrid tenants who are not currently occupying spaces five days a week while increasing utilization within the garage and increasing subscription revenue through this premium offering.

The garage also plans to implement several integrations to support demand from nearby event venues such as theaters and sporting venues that drive night-time event parking. Vend's integrated experience into 3rd party demand drivers provides a seamless digital experience for drivers using SpotHero or ParkWhiz, meaning they never even have to pull a ticket. This enhancement has a big impact on throughput during high traffic periods pre and post-event making 600B the natural choice for drivers traveling into San Diego for these events.