706B W Ben White Blvd Suite#195
Austin, Texas 78704
(512) 586-5185
sales@bitlocks.net
www.bitlocks.net

Case Study - Parklot Overrun

Company Overview:

IHOP is a popular restaurant located in a prime location in downtown Austin. The restaurant has been operating for many years and has a loyal customer base. However, in recent years, the restaurant has faced a major problem with parking, as construction workers and bar customers frequently park in the restaurant's parking lot, making it difficult for customers to find parking spaces.

Problem:

Over the last year, IHOP has noticed a significant increase in the number of construction workers and bar customers parking in their lot. While the restaurant provides ample parking spaces for their customers, the "others" often park in the lot due to a lack of parking options near the nearby bars. This has caused a major inconvenience for IHOP customers, as they often struggle to find a parking spot. The situation is particularly worse during peak hours when the bars are busiest or when the city has a major event like SXSW.

Solution:

To address the parking issues, IHOP partnered with Bitlocks. The first step was to identify the problem and gather data on the number of vehicles parked in the lot at different times. This information helped the restaurant understand the peak hours and days when the parking lot was most crowded. Based on the analysis, Bitlocks implemented the following solutions:

- **Parking Enforcement:** IHOP contracted Bitlocks to monitor the parking lot and enforce parking rules. This included ensuring that only authorized vehicles were parked in the lot and immobilizing cars of those who violated the rules.

- **Time-limited pay parking:** Bitlocks implemented a time-limited pay parking system, which allowed customers to park for a limited amount of time. This prevented bar customers from parking in the lot for extended periods, thereby making more parking spots available to IHOP customers.

- **Signage:** Bitlocks installed clear signage in the parking lot to inform customers about the parking rules and restrictions. This included signs that warned of towing for unauthorized vehicles and time limits for parking.

Results:

After implementing the parking management system, IHOP saw a significant improvement in the parking situation. The restaurant was able to manage the parking lot more effectively, which resulted in more available parking spaces for customers. The time-limited parking system and the Bitlocks helped prevent bar customers from parking in the lot for extended periods, which reduced the overall traffic in the lot during major events. The clear signage and communication with nearby bars and restaurants helped inform customers about the parking rules and restrictions, which reduced the number of illegally parked cars. The restaurant received positive feedback from customers, who were pleased with the improvements in the parking situation.

Conclusion:

Bitlocks parking management system was a successful solution to the parking issues caused by bar customers, construction workers, and major events. By implementing a range of solutions, including parking enforcement, time-limited parking, and signage, the restaurant was able to manage the parking lot more effectively and provide a better experience for their customers.