



# FISHERMAN'S WHARF

# HUB



## CHALLENGE

Fisherman's Wharf, a HUB Parking customer for over 15 years, is one of the busiest and iconic tourist areas in San Francisco, CA.

With dozens of restaurants, museums, shopping areas and other attractions, this **entertainment mecca** needed an updated PARC system to add new technology to meet the needs of facility operations and customers.

HUB first installed the PARC system at Fisherman's Wharf in 2006 and **after 15 years**, the system had reached end-of-life and was in need of replacement. We were honored that our client wanted to remain with HUB and update their system to include EMV credit card readers, **reducing PCI scope** for the client, a barcode entry and exit station, one cash/credit and three credit card only pay-on-foot pay stations.

## BACKGROUND

With only one option in and out of this approximately 200-space surface lot, **reliability** was of utmost importance to avoid any downtime and ingress/egress delays.

On average, the 170 Jefferson parking facility serves **2,000 cars per day** every weekend. A VoIP intercom system helps facilitate customer assistance when needed and Voice Annotation to help guide customers through the entry/exit process.

Entry tickets are ingested at exit per City of San Francisco code and in addition to EMV credit card payment, the system allows for **Apple Pay & Google Pay**.

Prepayment at one of the 4 pay stations would help reduce queuing at the exit, streamlining and expediting the customer parking experience.



## CLIENT REQUIREMENTS



- Reliable entry and exit stations
- **Barcode media** for flexibility in offering validations
- VoIP intercom system for efficient customer service
- Voice annotation as an instructional aid to customers
- Ability to **reduce PCI scope** for credit card payments
- Pay stations providing both **credit card** and cash payment
- Simple and easy **validation system** for Fisherman's Wharf merchants
- Ability to accept mobile payments
- Accurate reporting



## RESULTS



We were honored that Fisherman's Wharf wanted to **remain with HUB** and update their parking equipment, thus elevating their guests' experience.

Following the recent completion of the new PARC system, facility management has enjoyed **boosted productivity and reliability by more than 50%**.

With a single entry and exit point at the surface lot, the four **pay-on-foot pay stations** play a pivotal role in facilitating a more efficient exit process and greatly reducing long queues at exit by simply inserting a prepaid ticket.

A simple and streamlined **validation system** was of course an important aspect of this project, considering the area's many restaurants and shopping areas with merchants' desire to **reward their customers** with discounted parking, while collecting relevant and strategic information.

HUB's web-validation system is in use 100% of the time: ten local restaurants are using HUB's **high-volume scanners** to offer discounts by simply scanning the customer's ticket and applying the parking discount.

**Accurate reporting and accountability** is the backbone of any parking access and revenue control system. HUB's facility management system, JMS, is accurately reporting system health, device monitoring, occupancy and **transaction data** to operations staff, all from the easy-to-use tile dashboard.

At Fisherman's Wharf, the customer journey comes full cycle thanks to an **uninterrupted user experience** that starts with parking.

