

## CASE STUDY

# Making Waves: A New Approach to Parking Inspires a Sea of Change at Weymouth's Lane Beach



## The Challenge

George E. Lane Beach is a popular swimming attraction with an adjacent boat ramp located in the town of Weymouth, MA. For the past 35 years, the city-owned property managed parking the old-fashioned way: an attendant collecting cash and scribbling license plate numbers on a notepad. To streamline the process for beachgoers and to improve accountability, the city sought out a more modern solution for managing parking access and revenue control.

## The Solution

FLASH first proposed fundamental layout improvements to improve flow and accessibility to prevent entry points from backing onto main roads. Lane Beach opted for FLASH's unique self-service maintenance model, which has allowed on-site staff to easily keep equipment up and running with the help of FLASH's 24/7 support line.

Equipment installed across the property's two lots under the Hardware-as-a-Service (HaaS) purchasing model includes:

- ✓ 2 smart kiosks at entry
- ✓ 2 smart kiosks at exit
- ✓ 4 gates

Additional software modules includes:

- ✓ Access via credit card and mobile number
- ✓ On-screen kiosk banner advertising
- ✓ Monthly parker access via mobile phone
- ✓ Bluetooth access for monthly parkers
- ✓ Pay-on-entry model for transient parkers

## The Results

After taking the project from concept to install in just 8 weeks, the Lane Beach lots immediately started seeing revenue jump. In fact, in just two months since their go live date, the city has realized revenue 300% higher than an entire year pre-install. Controlling access has also reduced the prevalence of unregulated after-hours visitors that would leave the lots littered with trash.

The financial impacts of a FLASH system combined with improved safety and community benefits have prompted the city to embark on a beautification project that will bring the lot's physical infrastructure up to par with its new smart technology infrastructure. Over the next few months, Weymouth Parks & Recreation Director Steve Reilly expects to see newly paved roadways, sidewalks, signage, and landscaping that will completely transform the community space.

## By the Numbers

2

Lots

4

Smart Kiosks

4

Gates

300%

Revenue Growth

*"The only regret I have with FLASH is not doing this sooner."*



**Steve Reilly**

Director,  
Weymouth Parks & Recreation



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