The Parking Professional

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Sacramento City Manager Howard Chan finds out a background in parking makes all the difference.

Frogparking Introduces New U.S. Sales Team

PARKING TECHNOLOGY FIRM FROGPARKING appointed two new senior sales executives to lead its ongoing expansion into the U.S. a after multi-million-dollar investment.

The New Zealand-based firm recruited Grant Johnson, a senior sales consultant in the parking industry for more than 20 years, and Shaun Donaghey, who's led a number of technology companies expanding their operations in the U.S.

Frogparking Managing Director Shareena Sandbrook says the firm is building on its successes and aggressively boosting its research and development capacity and its international sales and marketing presence in the country.

"With a number of successful sites and happy customers, Frogparking already has a strong foothold in the United States. Our well-established brand and reputation gives our new sales team a strong base to work from in the U.S.," says Sandbrook.

Johnson, who's based in California, says he has seen the industry undergo a technological revolution in his 20 years as a sales consultant and sees Frogparking as a future-focused innovator.

"It's about staying at the cutting edge of parking technology because that's where the advantages lie for parking providers," he says.

He continues, "Parking is the first interaction people have when they go to a shopping mall, stadium, or an airport, where the facility is likely to be large and very busy, with available parking at a premium."

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Texas A&M Transportation Institute and Aruba Team Up for Bus Riders

TEXAS A&M TRANSPORTATION INSTITUTE (TTI) and Aruba, a Hewlett Packard Enterprise company, announced an exploratory transportation project to optimize traffic flows for bus ridership and use data analytics to improve navigation at Texas A&M University through Aruba Wireless and Data Analytics.

Texas A&M University is one of the largest universities in the U.S., with a College Station-based student population of 61,000 and a 5,200-acre campus. The Texas A&M Transportation Services Department operates the university's transit system with 98 buses and 7.5 million annual riders. The initiative is taking place through the Campus Transportation Technology Initiative (CTTI), which seeks to bring private-sector transportation innovation into the campus community to improve mobility, safety, and quality of life.

TTI and Transportation Services partnered with Aruba and Skyfii to implement a pilot project at some of the busiest stopping points on the main campus. Aruba and Skyfii are the first technology vendors under the initiative to partner with TTI to support a big data and internet of things initiative.

"We are excited to be partnering with TTI and Aruba on such an important study of our transit system. The data collected throughout this study will be used as a resource as we plan our next steps as outlined in the Texas A&M Campus Master Plan," says Peter Lange, associate vice president, transportation services.

Initial results have provided insight into rider dwell time, as well as dispersal patterns after riders exit the bus. In the early stages of data collection, researchers are already gaining insights into the percentage of visitors who travel to certain venues on campus, the dwell times associated with various venues, and the busiest transit days and hours of the week.

"Our primary goal is to examine the optimization of bus stops in the implementation area," says Robert Brydia, TTI senior research scientist. "If a high percentage of visitors move from the current stop location to other venues where there are spaces for transit stops, perhaps stop locations on routes should be adjusted. Our new data analytics will give us this information, and we can adjust our system accordingly."

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