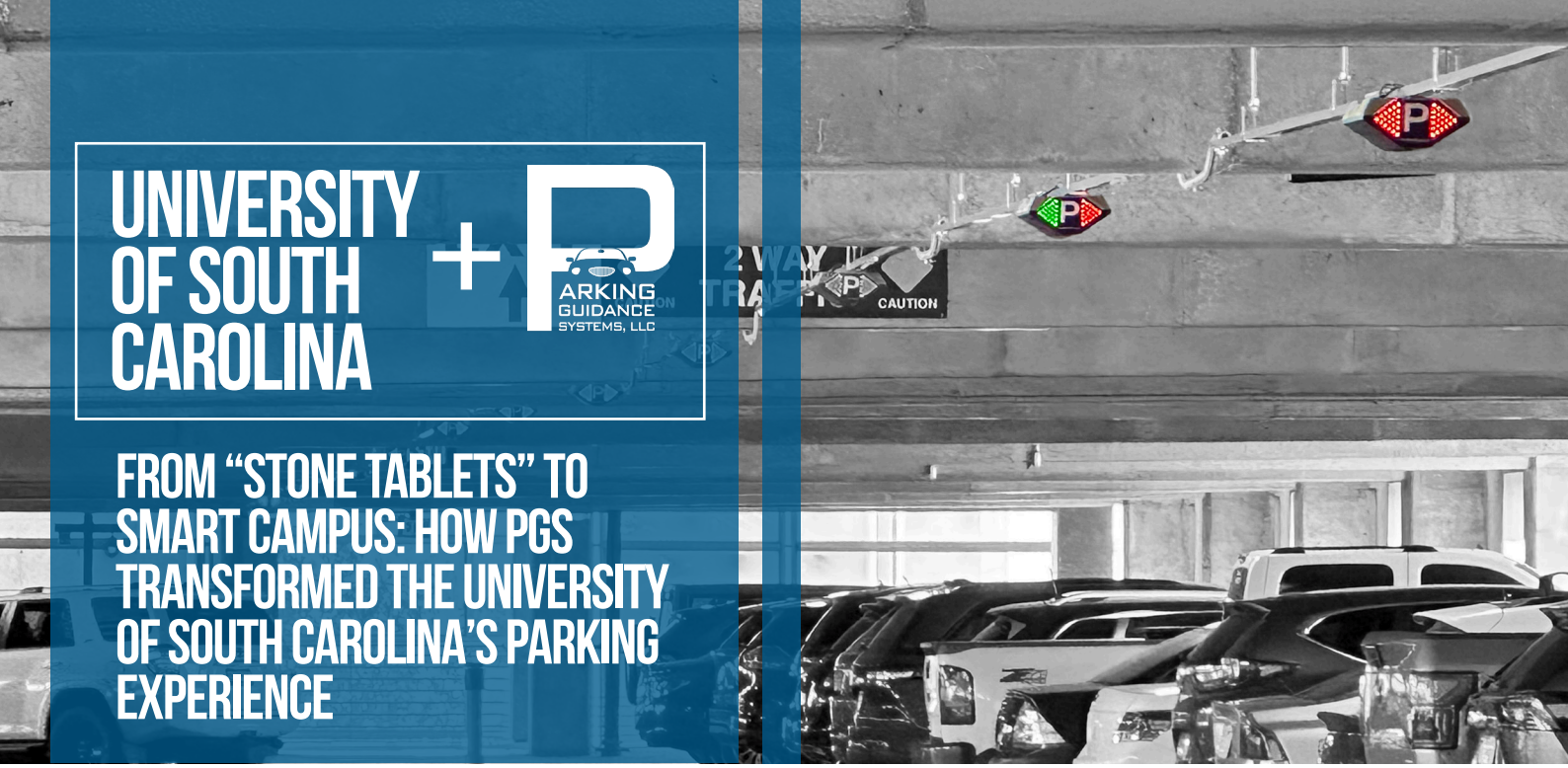
UNIVERSITY OF SOUTH CAROLINA + PGS PARKING GUIDANCE SYSTEMS, LLC



FROM "STONE TABLETS" TO SMART CAMPUS: HOW PGS TRANSFORMED THE UNIVERSITY OF SOUTH CAROLINA'S PARKING EXPERIENCE

EXECUTIVE SUMMARY

The University of South Carolina (USC) faced a significant challenge with its outdated parking infrastructure, which frustrated students and staff alike. The partnership with PGS and its ParkZen technology gave USC an opportunity to transform its parking ecosystem for the better.

The solution involved a phased rollout, including the collaborative development of the ParkUSC mobile app and the installation of single-space parking sensors in campus garages. This strategic implementation led to a dramatic improvement in the student experience, enhanced operational efficiency, and positioned USC as a leader in smart campus technology.

The partnership resulted in 28,000+ app downloads, an 85% adoption rate during the critical move-in period, and a future-proofed parking system that now serves as a key differentiator for student recruitment.

PROBLEM

When Dr. Brian Favela arrived as Director of Parking at the University of South Carolina, he inherited a system he described as working with "stone tablets and an abacus." With approximately 18,000 parking spaces spread across 13 garages and 60 surface lots, the university's manual and inefficient processes created significant frustration.

THE CHALLENGE: OVERCOMING OUTDATED SYSTEMS AND DRIVING ADOPTION

The core challenges were twofold:

- **Outdated Infrastructure:** The existing systems lacked modern technology, leading to daily headaches for commuters and operational bottlenecks for staff. Poor parking experiences created "parking rage" that negatively impacted student satisfaction and performance.
- **Change Management and Adoption:** Introducing a new system required more than just technology. It demanded a cultural shift. The university needed to effectively train staff and, most importantly, convince a student body of over 30,000 to embrace a new way of navigating campus.

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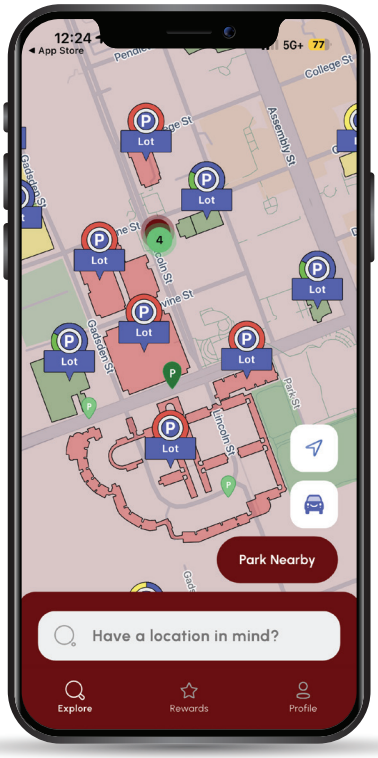
SOLUTION: A PHASED APPROACH TO A SMART PARKING ECOSYSTEM

USC partnered with PGS to implement a strategic, multi-step solution that prioritized the user experience and built momentum for campus-wide adoption.

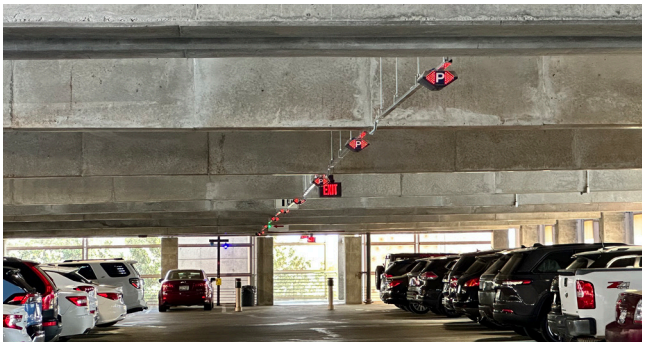


1. Building Engagement with the ParkUSC App

The journey began with the integration of ParkZen technology to create the ParkUSC app. The rollout was strategically timed with the university's busiest day: student move-in.

PGS, using its ParkZen technology, designed a custom Move-In feature to guide nearly 6,000 students and their families directly to unloading zones, achieving an 85% adoption rate on its first day.

A student-led marketing team promoted the app, driving over 28,000 downloads and ensuring widespread use among the campus community. To validate its ability to direct traffic efficiently and make move-in day simpler, USC collaborated with the Darla Moore School of Business, which confirmed the app's data was >95% accurate.



2. Expanding with PGS Hardware

The app's overwhelming success proved the value of investing in parking technology and secured the buy-in for a larger infrastructure upgrade. USC moved forward with a $1.5M installation of a PGS single-space guidance system in its Bull Street Garage.

The solution combined the strengths of both systems. The ParkZen app served recurring users like students and staff who primarily utilize large surface lots where general availability is more important than the space-by-space monitoring of parking sensors. However, when constructing high-turnover garages to support major events and VIP visitors, adding single space sensors that can direct parkers to open levels and stalls with precision, the industry's best hardware from PGS was the best solution.

In addition, the advanced technology and customizable API subscriptions give every PGS customer the ability to seamlessly integrate their parking guidance systems with new or existing systems. At USC, PGS sensor data was fed directly into the ParkUSC app, giving users a "digital signboard" on their phones with real-time availability for every space.

RESULTS

The partnership with PGS delivered tangible results across student life, operations, and the university's strategic positioning.

Complete Campus Coverage:

All 18,000 university parking spaces are now monitored by either PGS or ParkZen technology, creating a truly "smart campus" for parking.

Enhanced Student Experience:

The frustrating search for parking has been eliminated. Students and visitors can now navigate the campus with ease, reducing stress and improving their overall experience.

Improved Operational Efficiency:

Accurate, real-time occupancy data allows parking staff to manage traffic flow more effectively, reduce congestion and make data-driven decisions.

Proven Return on Investment:

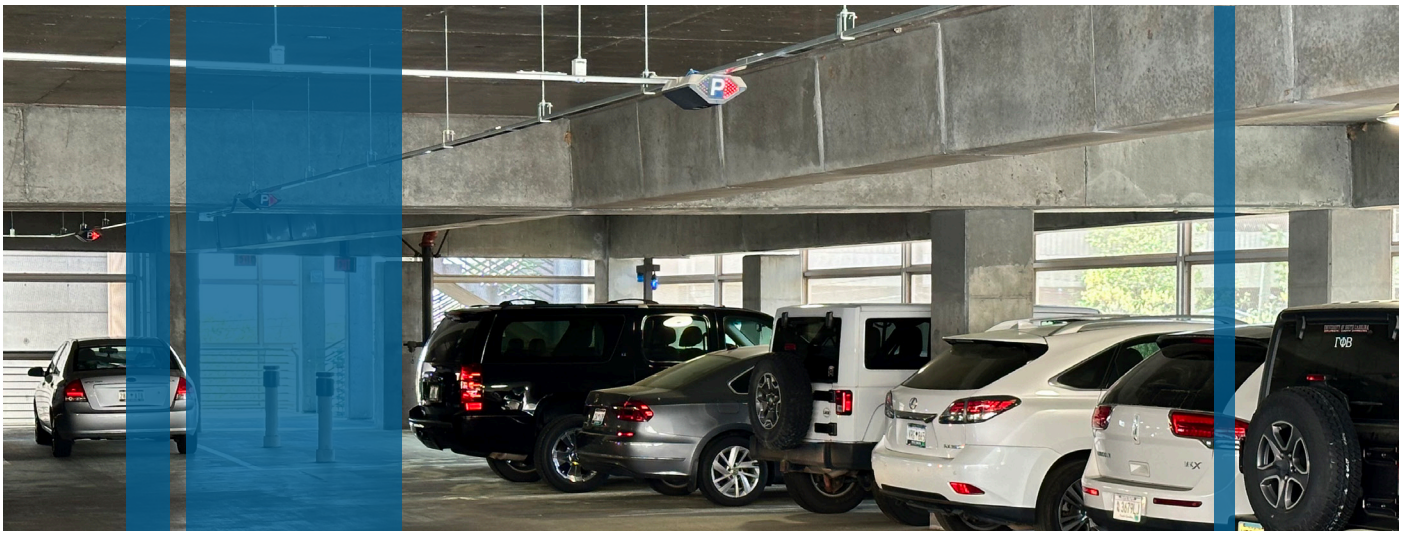
The success of the initial app rollout directly justified the substantial investment in PGS hardware, proving the value of a strategic, phased approach.

> "I could have put a red light in the parking lot and I'd still be the hero — but the technology and partners make all the difference."
>
> — Dr. Brian Favela, Director of Parking, University of South Carolina

CONCLUSION: PARKING AS A STRATEGIC ADVANTAGE

The University of South Carolina's collaboration with PGS demonstrates how a thoughtful technology strategy can turn a major pain point into a competitive advantage. By focusing on user adoption and proving value at every step, USC built a comprehensive smart parking ecosystem that sets a new standard for higher education.

Parking is no longer just a logistical necessity at USC; it has become a key differentiator in student recruitment and retention. Dr. Favela notes that the choice of vendor was critical, emphasizing that trust and support were paramount. The successful partnership between USC and PGS has created a roadmap for other institutions looking to build a student-centered, efficient, and future-ready campus.



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