

## ABOUT THE CLIENT

The Miami Parking Authority (MPA) is an administrative agency within the city of Miami, Florida, USA. Officially known as the Department of Off-Street Parking of the City of Miami, it focuses on contributing to an efficient transportation system serving the needs of the public and promoting economic development. MPA manages and develops on-street and off-street parking assets, providing parking for approximately 6 million vehicles annually with more than 34,000 parking spaces under management, including 15 garages, 75 surface lots, and 11,200 on-street spaces.

# MIAMI PARKING AUTHORITY ADDS OVER \$300,000 TO THE BOTTOM LINE WITH A SINGLE DECISIONS WORKFLOW

## CHALLENGE

Miami's city commission passed an ordinance giving residents of the city a 50 percent discount on street parking. However, at the time, parking enforcement officials had no way to identify if the owner of a parked vehicle was a resident.

MPA needed to set up a system that would make it easy for Miami residents to provide proof of residency so they could automatically receive the discount to which they were entitled. They also needed to integrate the system into the mobile parking app, so the resident would be notified of the exact price they would be paying for their parking.

Previously, eligibility was determined by ZIP code, which didn't always line up with the city limits. Many non-residents were inadvertently receiving the 50 percent discount, significantly reducing revenue.

Also, because there were no automated system renewals, the customer service team had to manually review 5,000+ registrations and personally check to see if people were still eligible for the discount.

## SOLUTION

The team analyzed the potential options to automate the discount parking approval process and determined that the Decisions no-code platform would be ideal to deliver the solution.

### The person:

- needed to have a valid personal address within the Miami city limits.
- had to have a valid and current vehicle registration, which listed the same address.
- could not have the vehicle registered to a commercial address.

They created a proof of residency form using the Decisions Visual Forms Designer, which allowed City of Miami residents to enter in their address information and attach a copy of their vehicle registration.

Once submitted, the workflow initiates an API call to MPA's GIS system, which contains a geofence of the city limits. (A geofence is a virtual perimeter "drawn" around a real-world geographic area within an online map.) If the geotag (geographical identification within metadata) indicates the address is not within the city limits, the business rule for "not

eligible" kicks in, and the application is automatically rejected, and the submitter is notified. Upon a successful GIS validation, an API call is made to an address validation service SmartyStreets, which standardizes and validates the address and determines whether it is a commercial or residential address.

The workflow then creates a task for a Customer Service Representative. The Decisions form presented to the approving user unifies all the information the rep needs into a single screen. This further reduces processing time for each interaction by removing the need to manually pull information from unrelated systems. On Approval, an API call is automatically made into the PayByPhone app back-end to register the submitter as eligible for the 50% discount for the next calendar year.

In addition to the main workflow, MPA built a scheduled job that reads all active registrations with an expiration date one week in the future and sends a notification to the customers, which includes a link to resubmit their applications. Applications not resubmitted automatically expire

## RESULTS

The entire project took only a single trained Decisions developer eight weeks to build.

About half of applications are not eligible today, so Miami Parking collects 50% more revenue from about 5,000 customers. Assuming they spend an average of \$120 per year on parking, revenue increase would be about \$300,000. Furthermore, using rough salary estimates, the cost of processing applications decreased from \$19,200 to \$530 with an additional \$10,000 saved in the annual review process.

### The value of this workflow can be calculated in the below ways:

- Automated rejections reduce human interaction
- Unifying approval data speeds up the approval process
- Registering applicants on Approval speeds up the approval process
- Unifying approval data reduces training time by eliminating the need to learn multiple systems/datasets

With the previous process, every submission had to be manually reviewed. Every application, eligible or not, took approximately 13 minutes to process. Since geographically ineligible applications are rejected automatically, customer service is handling fewer applications, significantly reducing person hour costs.

Previously, customer service reps were required to cross reference data from different systems to determine eligibility and then register that resident in PayByPhone. With the new centralized reviewal form the rep is presented with all needed data and the registration into PayByPhone is handled automatically on approval.

Lastly, automating all of the information gathering and registration processes has reduced the number of systems a new customer service representative is required to be trained on which saves in initial and recurring training time/costs.

## ABOUT DECISIONS

With the Decisions no-code automation platform you can fix the customer experience, modernize legacy systems, ensure regulatory compliance, and automate anything in your business.

We help people who know what to do, get it done, and change their world.

[See how at decisions.com](https://decisions.com)



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