



Target

A 'Drive Up' Shopping Experience Powered by the Sun

Target is a \$72 billion retailer with 1,800 stores in the United States. In 2017, they kicked off a three-year plan to remodel hundreds of stores with “next generation store design elements,” a \$7-billion capital investment. At the same time, they committed to expansion of their national “Drive Up” online order program.

Target approached Federal Heath about implementing high-tech “Drive Up” pickup stations

for their parking lots – a revolutionary leap forward in customer convenience. Federal Heath is the primary supplier for the project.

- » From prototype to nationwide rollout in less than a year
- » 1700+ Drive Up units installed
- » Multi-faceted project management for each location
- » Utilizing multiple manufacturing facilities
- » Coordinating progressive solar power functionality





What is 'Drive Up'?

Drive Up makes it possible for customers to submit an order through an app, park in a designated spot at Target, signal their presence electronically, and pick up that order without leaving the vehicle.

The idea relies on freestanding directional signs that are carefully aligned with the Target brand. They are bright red and easy to locate in a busy parking lot. Most are topped with a solar panel, which supplies power to light up the words Drive Up on each side. The typical Drive Up location occupies the area of six standard parking spaces.

The Federal Heath Connection

Federal Heath has been Target's signage partner for many years. They approached us with Drive Up's original conceptual ideas in mid-2017. Their vision relied on an app-driven order/pickup system, extended wi-fi, interior space for storing assembled orders, easy access to dedicated Drive Up areas outside marked by distinctive signage, and aggressive marketing support.

We were uniquely positioned to help design, engineer, and produce the signs on a tight deadline. We also provided specialty contracting services to handle each location's requirements above and below ground, then installed signs we manufactured and delivered.

From Concept to Initial Market

Federal Heath was able to quickly move the sign concept from color sketch to a fabricated model, utilizing in-house knowledge of optimal materials and processes. Within a matter of months, we installed about 50 initial locations in Minnesota, where Target is headquartered.

Based on early experience, Target identified solar power as a way to eliminate excavation for wiring to electrify the signs. We produced three prototypes, each of which required re-engineering to accommodate solar panels and their batteries. Installation of the finalized solar-powered signs began in early 2018.

Thousands of Signs, Managed on Time

In the first year, Federal Heath manufactured and installed more than 800 Drive Up signs in Target parking lots nationwide. The job also required more than 3,000 post and panel portable parking signs to inform customers about Drive Up. In a few special cases, installations involved parking decks, curb cut-outs, and canopies. As of 2020, 1700 drive up units have been installed.

Federal Heath pulled it off with highly skilled project managers who coordinated the myriad details of a project this size, both within our plants and in the field. We also handled design modifications over time. Signs became solar powered in most locations, and some variable aspects were standardized to make installation more efficient.



'Drive Up' Project Management

- » Three different store situations, each with a different point of contact: existing stores, new stores, and stores under the remodeling initiative.
- » Multiple site-by-site requirements for sign height, solar power restrictions, and even sign color.
- » Different structural manufacturing and solar assembly specifications based on each site's wind ratings and sunlight exposures.
- » Vendor management when a key resource merged with another company mid-project.
- » Careful balance between the large number of installation partners required to perform quickly, and the efficient shipment of materials to the fewest partner locations possible.

