

Parking  
Pay by Phone  
Project



# Today's Presentation

- New parking payment strategy
- Policy context
- Payment and sign options
- Proposed Ordinance
- Project schedule
- Project success criteria



# New Parking Payment Strategy

- Multiple payment options – phone, app, text
  - No purchasing during restricted parking periods
- Customer convenience enhancement
- Strong stakeholder support
  - Opportunity for merchant validation or link to neighborhood access

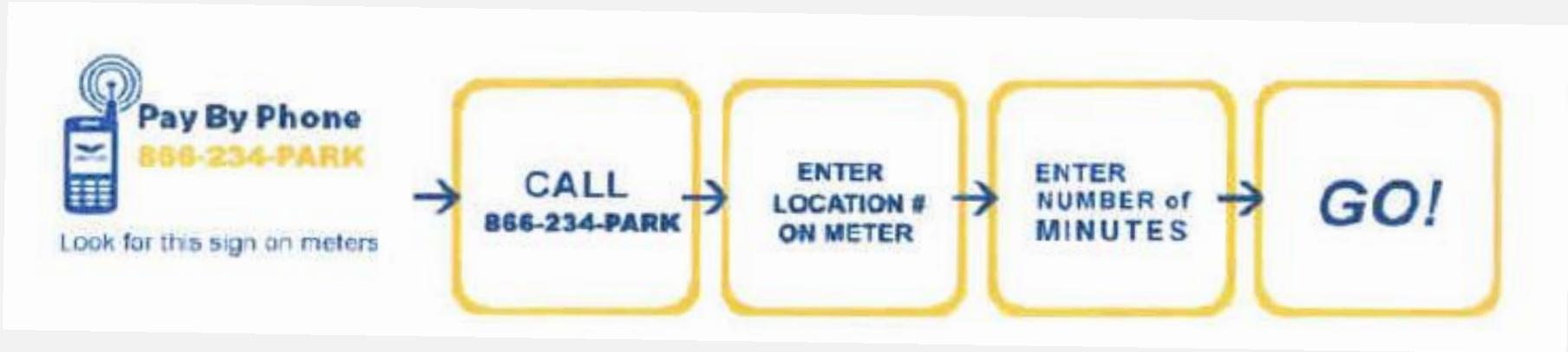


# Policy Context

- Supports shifting on-street parking management emphasis to **access, customer service and a more positive parking experience**
- Expected to improve voluntary compliance
- Key recommendation from SDOT's 2011 Performance-based Parking Pricing Study
- Project budget approved in 2012 City Budget



# Two Payment Options





# New Signs and Stickers

SAMPLE Pay Station Sign w/ PaybyPhone

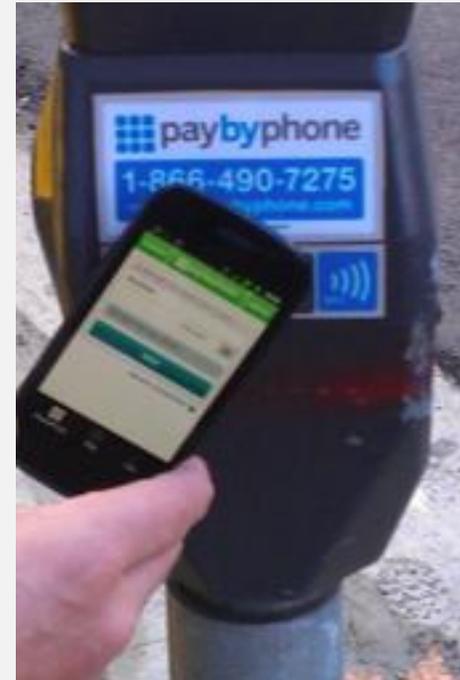


Slide 6

PaybyPhone sign near pay station



San Francisco @ meter



Ottawa, Canada PaybyPhone

**paybyphone**

**paybyphone.com**  
Download the app or use mobile web  
Téléchargez l'app ou utilisez le Web mobile

**613-691-1700**  
Call the number and follow the prompts / Composez le numéro et suivez les directives

3 easy steps: 3 étapes faciles:

- 1 App or Call / App ou téléphone
- 2 Location # / # d'emplacement
- 3 Time / Heure

Location/  
Emplacement **00000**

paybyphone.com



# Proposed Ordinance

- Allows enforcement of valid payment by mobile device in Seattle Municipal Code
- Authorizes user convenience fee for pay by phone services
  - ◆ Expected to be around \$0.35
- Updates SMC language defining parking meters and pay stations



# Project Schedule

| Activity                           | Target Date   |
|------------------------------------|---------------|
| Legislation                        | July          |
| Enforcement integration            | Underway      |
| System integration and sign design | July-August   |
| Public education plan              | September     |
| Service launch                     | Mid-September |
| Completed installation             | End of year   |



# Project Success Criteria

- Minimize disruption to SPD Parking Enforcement and other city processes
  - SPD and SDOT collaborating with Vendor to minimize delay in providing real-time info of valid paid vehicles
- Parking public aware of program benefits and how to use pay by phone service
  - Growth to 10% use by end of 2013



# Questions?