



# Discover What to Expect when Implementing Pay- And-Display Parking



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# Agenda

- Planning
- Deployment
- Lessons Learned
- Customer Feedback
- Future



# Planning

- Dedicated project lead on board at testing phase
- Establish strong relationships with strategic partners
  - Stakeholders
  - Business and facility owners
  - Elected Officials
  - Management District
  - Traffic Engineer
  - Contractor
- Ensure staffing levels are adequate to manage two unique environments simultaneously
- Business process reengineering



# Planning

- Review ordinances/regulations to update for new technology
- PCI compliance component
- Anticipate risk
  - Loss of team member
  - Procurement delays
  - Technology roadblocks



***Have Plan B ready - just in case!***



# Deployment

- Monitor timeline
- Adapt quickly in case of unanticipated risk
- Staff training
- Public education campaign
- Revamp enforcement methods and collection process
- Identify potential fraud and determine prevention methods
- Detailed acceptance testing ensures project viability





# Lessons Learned



- What went well
  - Management of phases
  - Staff learning curve
  - Public acceptance of new technology
  - Stakeholder buy-in

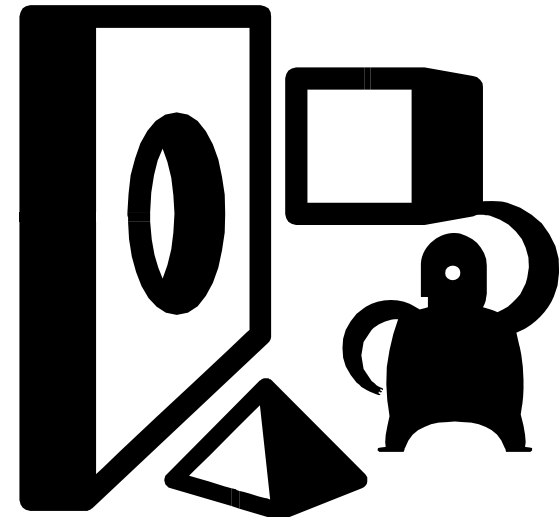




# Lessons Learned

What could have gone better

- PCI compliance
- Workflow w/other departments
- Roadblocks by stakeholders
- Plan for new currency releases in the contract





# Customer Feedback

- Customers like receipt for business expense purposes
- Successful deployment earned trust of public, media and elected officials
- Requests for increased hours/locations for metered parking
- Complaints mostly due to user error



# Customer Feedback

*“A couple of weeks ago I used my CC at one of the meters - love that option, “ - City of Houston customer*

*“I am quite impressed with the state of the art of modern parking meters, and mildly embarrassed that I couldn't figure it out (being an engineer...maybe I shouldn't admit to that!).”- City of Houston customer*



# Future

- Pay by cell
- In-car parking meters
- Market pricing
- Meter deployment to business districts outside CBD

