

Cashless Parking in Dublin City

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5th November 2009

Background to Parking in Dublin

- **600,000 Vehicles in Dublin City & County**
- **860,000 Licensed Drivers in Dublin & Adjoining Counties**
- **Suburban Sprawl**
- **Poor Public Transport Infrastructure**
- **Pattern of Commuter Driving**
- **Limited Availability of On-Street Parking**

City Council's Policy

- **Supports National Spatial Strategy, "A Platform for Change" and Regional Planning Guidelines**
- **Supports Transport 21**
- **Encouragement for Modal Change from Private Cars – Bus Lanes, Cycle Tracks**
- **HGV Strategy**
- **Pro-Active Parking Policy**

Parking Control Bye-Laws

- **Provide for:**
 - Pay & Display Parking
 - Residents' and Visitors' Parking
 - Parking Tariffs
- **Reserved Function**

Pay & Display Parking

- **1. Park**
 - **2. Purchase Ticket from Ticket Meter**
 - **3. Display Ticket in Front Windscreen**
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- **Mpark**



Limitations of Pay & Display

- **Reliance on Ticket Meter Machine**
- **Must have Coins**
- **Must return to Meter & Vehicle to extend Parking Session**
- **Mpark Issues**



Cashless Parking - Procurement

- **Researched the Market (Apr – June 2007)**
- **Tender Process**
 - RFI & RFT
- **Selection of Successful Tenderer**
- **Amendment of Parking Control Bye-Laws**
- **Contract awarded to Payzone**
- **Detailed Scoping of System**
- **System Built & Tested**
- **System went “Live” end May 2009**

Launch/Advertising

- **9 O’Clock News Item**
- **Official Launch by Lord Mayor**
- **Posters on Parking Meters**
- **City Council Website**
- **€5 Credit**
- **Promotion on Dublin City FM**
- **AA Website**
- **Parking Tag Website**
- **Payzone Retail Outlets**



Parking Tag – What is it?

- **Sticker in Windscreen**
 - Ring or Text to Purchase Parking
 - No Need to Use Ticket Meter
 - Reminder of Expiry of Parking Session
 - Extend Parking Session Remotely
 - Website & 0818 Help Phone Number
- **System Works by Associating Mobile Phone No., Reg. No. & Barcode (Account) No.**
- **Retail & Non-Retail Options**

Parking Tag Retail

- **Purchase Tag in Shop & Top up**
- **Activate Tag**
 - **On-line**
 - **Reg. No., Tag Barcode, Mobile Phone**
 - **By Text**
 - **Text “Activate” followed by Tag Barcode & Reg. No.**
- **Park**
- **Top-up**
- **No Account Maintenance Fee**

Parking Tag Non-Retail

- **Call 0818 Number or log on to Website**
- **Register**
- **Tag Posted out (no charge for Tag)**
- **Activate Tag**
- **Park**
- **€0.50 Monthly Account Maintenance Fee**

Parking Tag Options

- **Multiple Vehicles on Non-Retail Accounts**
- **Change Vehicle Details**
- **Change Mobile Phone No.**

Enforcement

- **Normal Enforcement of Parking Tag Vehicles**
- **Scan Barcode**
- **Enter Reg. No.**
- **Current and Previous Transactions Available**



Take-up

- **No. Registered**
- **Weekly Activity**
- **% of Weekly Parking Income**

Abroad

- **Similar Systems now in Operation in Number of London Boroughs**
- **More than 52 Councils in Britain**
- **Paris**
- **Positive Feedback**

Benefits to Customer

- ✓ **No Coins Required**
- ✓ **No Need to Find Meter**
- ✓ **Optional Reminder**
- ✓ **Ability to Extend Parking Session**

Benefits to Council

- ✓ **Next Day Lodgement of Funds**
- ✓ **No Security Issues**
- ✓ **No Investment in Infrastructure**
- ✓ **Flexibility**

Questions