Oak Park Pass Project Proposal

Project Description: As more parking customers move to booking their overnight passes online (75%), Oak Park seeks to automate the remaining 25% of an estimated 11,000 monthly overnight pass transactions. Additionally, the Village would like to include additional pass types such as daytime and extended passes.

This project's aim is to better align the overnight, extended and day-use pass process with the current daytime on-street and off-street parking functionality available to parking customers. Since introducing mobile payment, its adoption continues to grow, reaching nearly 20,000 transactions in October (meters and night passes). Currently the mobile system offers app, web and IVR (voice/ touchtone) options. The usage of the IVR (Interactive Voice Response) option specifically decreased since Passport was introduced as a payment option, falling from 9.5% in 2013 to just 1.5% of all transactions in October. The reduced voice usage is driven by the rise of smartphone ownership, with nearly two-thirds (64%) of the U.S. population owning a smartphone.

Currently, Overnight passes are available via (https://oakpark.ppprk.com/park/). The process is to be re-engineered to remove the address entry requirement. This allows the pass process to be brought into the existing mobile application, web and voice/touchtone. Passport recommends Oak Park uses the Passport branded app versus a whitelabel "Oak Park" app due to the network effect of many surrounding cities also using Passport (such as Evanston, River Forest, and Cicero)

Single Zone or Block Zone numbers via app and mobile web
Single zone number - overnight parkers would use a single zone. Benefits are simplicity for the parking customer. downsides include that lack of control over specific block faces. Passport would adapt the Passport app and mobile web to incorporate the payment and pass counting functionality of Oak Park's current overnight pass system. The single zone concept would require a public education component delineating approved legal parking areas. (FYI newsletter, newspaper, village public lots, etc.)

Sample single zone flow via app/web:
- Enter zone number 206
- Zone information shown including link to parking rules and maps differentiating between day, night and extended pass types
- Select stay options
- Confirm parking session

Sample single zone flow via phone/touch tone:
- Dial 999-999-9999
- Enter zone number 206#
- Select stay options (i.e. 1 for overnight, 2 for day, 3 for extended)
- First Time Parker:

- ○ Please enter your license plate number using the keypad. For example to enter the letter A using the keypad, press 2, 2, #, for the letter K, press 5,5,5,#, For the number 7 just press 7,7,7,7 #
- ● Returning Parker:
  - ○ Press 1 to use license plate ABC123
  - ○ Press 2 to use license plate XYZ456
  - ○ Press 3 to use license plate 8Y4F3Y
  - ○ or Press 4 to enter a new license plate number - > *Same as first parker flow

- ● Press 1 to confirm, Press2 to start over.
- ● You have successfully parked. Your current parking session will end at [time] on [day].

Block zone numbers - overnight parkers would use a block specific zone numbers. Benefits are simplicity to the Village to communicate parking rules and restrictions to users and improved enforcement options on a block by block basis. Passport would adapt the app and web to incorporate the payment and pass counting functionality of Oak Park's current overnight pass system.

Sample multiple zone application/web flow:
- ● Notification (one-time or recurring upon entry of zone 206)
- ● A notification will be presented to the user, where they will click OK to continue.
  - ○ Title: Valid Locations
  - ○ Body: Click the info icon, or Select "Zone info" for a map and rules for overnight parking
- ● Zone info goes to the zone information screen and can show links to map and any other information necessary.

Zone Entry: Enter zone "22335" from sign located on block (e.g. 500 S Lombard)
Zone number is checked for lockouts set by Village, If everything is ok move to next step.
- ● Select stay options
- ● Confirm parking session

Sample of multiple zone zone flow via phone/touch tone:
- ● Dial 999-999-9999
- ● Notification after entering zone 206
- ● Notification message read: "To view a list of valid overnight parking locations goto the oarkpark website and click overnight parking at www.oakpark.com/park"
- ● Then goes to "Please select a license plate...
- ● Zone number is checked for lockouts, if everything is ok move to next step.
- ● Message about where to locate parking restriction options
- ● Select stay options (i.e. 1 for overnight, 2 for day, 3 for extended)
- ● First Time Parker:
  - ○ Please enter your license plate number using the keypad. For example to enter the letter A using the keypad, press 2, 2, #, for the letter K, press 5,5,5,#, For the number 7 just press 7,7,7,7 #
- ● Returning Parker:
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- Press 1 to confirm, Press2 to start over.
- You have successfully parked. Your current parking session will end at [time] on [day].

Restrictions can be created on a block by block basis to restrict parking during certain times with messaging and or direct parkers to alternate locations based on zone numbers.
Ex. "No Overnight parking Tuesday Night - Use Scott Street as alternate parking location." Information related to the location could also be provided in the zone information section of the application.

The application will offer different pass types based on each zone configuration. The application will monitor parking attempts for overnight parking to limit to 10 per month first 3 free. Daily parking will be monitored for a maximum of 30 days per year.
One-time fee: $85,000; Monthly maintenance fee: $1,750

Additional Feature 1: Enhanced voice/touchtone system with compatibility for license plate entry
Passport will enhance the current Oak Park IVR with T9 compatibility to allow license plate entry from touch-tone phones.
One-time fee: $20,000; Monthly maintenance fee: $750

Transaction Fee Summary: Existing transactions fees would apply as well as a similar per transaction fees on any extended, day use or additional pass types