

# Parking Management Philosophy

## Mission, Vision, Values

This organization is dedicated to building stronger communities by providing exceptional parking experiences while delivering parking solutions. This is done while ensuring excellence in customer service, open communication, honesty, integrity, respect for others, committing to our people, and being accountable.

## Parking Regulations

The purpose of parking regulations is to enhance public safety, enable traffic flow, and maintain community standards. Public safety is of utmost importance and regulations are enforced to ensure the ease of use of public road space for all. Traffic flow is maintained through turnover, rush hour parking restrictions, and other parking-related means. Community standards ensure citizens maintain their quality of life standards in their communities.

## Components of Parking

### Payment

There are a variety of ways for customers to pay for their parking needs, ensuring an inclusive environment for all member of society exists. This includes a mobile payment app, pay stations, text or phone-in options, virtual parking permits, and contract and prepaid options. The newest parking technology is employed to stay on the cutting edge and contribute to a truly smart city in all aspects.

### Enforcement

The backbone of enforcement is based on licence plate recognition technology. A combination of in-vehicle monitoring, foot patrol enforcement officers with tablets and in-house software, plus mounted gateless cameras is used for enforcement to capture the most information on use and violations possible. Both real time and post processing ticket options are available, and citation tracking and management is real time.

### Information

A variety of data around our customer parking habits is collected and analyzed, which can be accessed online and via regularly scheduled or on-demand reports. These reports lead to informed decision making around policies and products. Information is also shared with other departments like Planning, Roads, and Transportation. Financial tracking and reporting is also done using in-house technology, which flags inconsistencies or concerns related to budgeting, and helps meet auditing requirements.