

Downtown Parking



Better Manage Parking in Your Downtown

Managing parking effectively is essential in downtown districts. Many downtown communities across North America – large and small – are looking at redevelopment projects to stimulate the local economy. Implementing paid parking has shown to be a direct way to generate or increase funds that can be reinvested into the community to encourage downtown revitalization.

Why Parking Pay Stations?

Multi-space parking pay stations offer on- and off-street parking solutions that can help manage traffic, promote turnover, and generate revenue for community improvement.

Parking Pay Station Benefits

Improve parking availability in core areas

Multi-space parking pay stations improve flexibility and utilization of parking resources. Local retailers often suffer when consumers can't find a place to park because the most convenient parking spaces are taken by employees. Multi-space parking pay stations help encourage turnover of parking spaces to free available locations for consumers.

Generate revenue with little overhead

Many downtown communities across North America are suffering due to the recent economic

slump. Multi-space parking pay stations can help generate funds for rebuilding and improving downtown as a destination for the local community. Multi-space parking pay stations are relatively inexpensive to implement and typically provide a return on their investment after just seven to nine months. With programs such as municipal leasing, the pay stations require little overhead and are self-funded from additional revenues generated.

Improve streetscape

Multi-space parking pay stations are aesthetically pleasing and blend seamlessly with the city streetscape. They also reduce visual clutter and open up sidewalks creating a pedestrian-friendly downtown core.

Convenient payment options

Multi-space parking pay stations offer a wide range of payment options including coins, bills, credit cards, smart cards, coupons, and Pay-by-Phone features,

so consumers can easily pay and head to their destination.

Improve service to consumers

Multi-space parking pay stations offer many unique features that benefit consumers. Some municipalities use pay stations to sell beach or park passes in addition to parking. Local merchants can also offer consumers coupons for free or reduced-rate parking to encourage loyalty.

LUKE II Pay Station

Digital Payment Technologies' LUKE II parking pay stations offer secure parking solutions that are easy to use, convenient for consumers, and cost-effective for the municipality.

Features for Consumers

- Unique design points to a recognizable pay station
- Simple, easy-to-use interface for residents and visitors
- Convenient payment options, including coins, bills, credit cards, smart cards, value cards, coupons, and Pay-by-Phone
- Large backlit color screen that is easy to read, day or night, in all weather conditions

- Customizable introductory screen to display announcements or advertisements including parking information, local events, tourism information or retailer promotions.
- Ability to display instructions in multiple languages
- Text message reminders when parking is about to expire, with the option to extend parking time remotely using a mobile phone without needing to return to the pay station.

Features for Municipalities

- Theft-resistant design to protect cash, and resist vandalism and graffiti
- Real-time reporting and alarming
- Remotely configure pay station and rates
- Increased operational efficiencies due to improved maintenance and collection processes
- Reduced collections costs due to cashless transactions and collection alerts
- Flexible rate structure and payment methods to provide incentives for carpoolers
- Real-time credit card processing to reduce processing fees and eliminate bad debt
- PCI compliant and PA-DSS validated system ensures credit card data security
- Complete audit trail and rich analytics



**Watch
The Video**

http://youtu.be/g_SHe7Mz2ik