

Mobile-Pay-Only Parking Zones

Get smart with you parking operations

With 77% of the American population owning a smartphone, transacting through a hand-held device has become the norm for everything from ordering dinner to purchasing clothes and now more than ever, parking. As mobile pay parking continues to gain traction across the world, many cities and universities are realizing the benefits of eliminating inefficient hardware and moving to a mobile pay only solution. By moving towards a more digital-focused parking operation, cities and universities alike are benefiting from:

- Lower operational costs
- Increased rate flexibility
- Real-time reporting and analytics
- More scalable solutions



Asset-Light = Lower Costs

Hardware is expensive. Don't spend your money maintaining antiquated equipment.

Kiosks, pay stations and smart meters cost anywhere between \$6,000-\$10,000 per unit and up to an additional \$1,000 per month. Furthermore large operations often require a paid maintenance staff to be on call 24/7. Reducing the frequency of meter use will ultimately help lower these costs. With mobile pay advanced software, cities and universities can be guaranteed the most up-to-date uninterrupted, cost-efficient parking payment service.

A photograph of a university campus scene with a large brick building, trees with autumn foliage, and people walking on a path. The image is partially obscured by a white text box and a blue button.

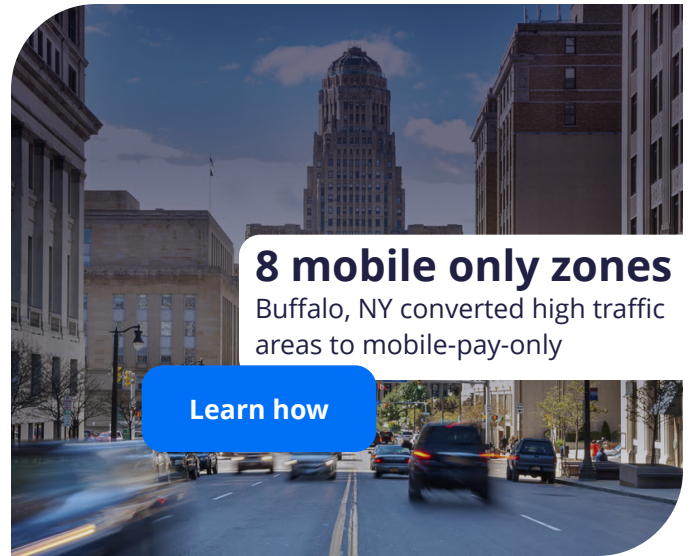
The University of Wisconsin
saved 40+ hours
of meter maintenance a week

[Learn how](#)

Increased Rate Flexibility

Events and congestion happen. Maximize parking operations with more dynamic pricing changes.

Hardware makes it very time-consuming to change rates, rules and restrictions. Mobile-pay-only operations have complete flexibility in managing parking rates. With a centralized system, staff can handle multiple zones with various rates, dynamically adjust rates according to peak hours or special events, and make parking periods free or restricted whenever desired — all from a web-based portal.



8 mobile only zones

Buffalo, NY converted high traffic areas to mobile-pay-only

Learn how

211% increase

in mobile transactions in one year. Purdue University used data to convert the campus to mobile pay only

Learn how

Real-time Reporting

Data doesn't lie. Access real-time reporting to make smarter strategic decisions.

Don't spend your time guessing which zones are frequented the most or how much revenue you are generating on a daily basis. Mobile pay parking software typically includes a combined solution of a mobile application and back office solution. Access real-time data, parking dashboards and financials in one place to manage your entire parking operation.

More Scalable Solution

Expansion doesn't have to be difficult. Mobile pay solutions can grow with you.

With mobile pay, expansion incurs little to no cost and only requires the installation of signs. This allows the city or university to capture revenue from new spaces immediately without waiting — or paying — for hardware installation. Furthermore, with a digital parking environment, a city or university is one-step closer to a smart city or smart campus status ultimately achieving efficiency across the board.



[Learn how you can go hardwareless today.](#)

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