

November 25th 2021

CAMA Professional Development 50th Anniversary Webinar Series

Rich Parking Revenues with No Infrastructure

Hosted by: HotSpot Parking

Thursday, November 25th, 2021 | 2:00 p.m. to 3:00 p.m. EST
Speaker: Phillip Curley, CEO



Who Can Attend this Webinar?

CAMA Members, Their Employees, and Elected Officials. Non-Members are also welcome to attend.



Who Will Benefit from this Webinar?

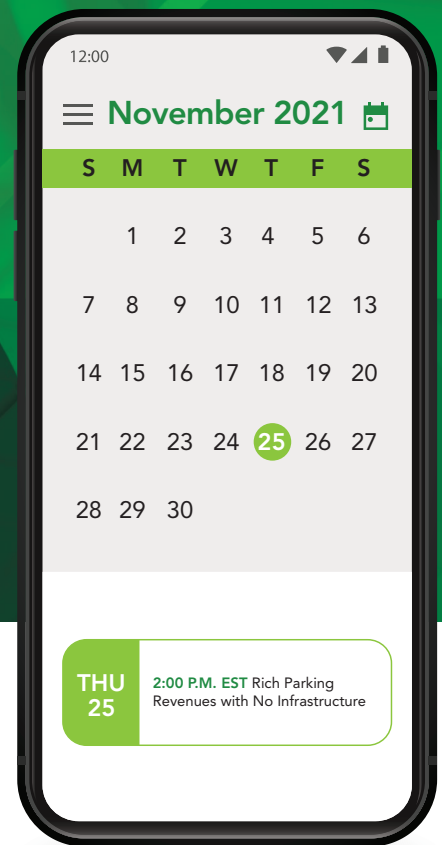
Chief Administrative Officers, Chief Financial Officers, Directors of Finance



Registration Cost

FREE but registration is required
(see link below)

Have you ever considered paid parking as a new revenue stream for your community? Jasper, a small but renowned tourist town in Alberta was in a similar circumstance earlier this year. Knowing that parking could be a significant revenue source and looking for ways to increase their budget after the pandemic, they looked to remove the parking tax burden from their small 5,000 population and instead have the tourists pay for the infrastructure they're using. Partnering with HotSpot Parking, they successfully implemented a digital-first approach to paid parking ([see the attached brochure](#)). Join us to discuss how HotSpot Parking helped Jasper reach \$100,000 in 2.5 months with \$0 capital investment, and how this is a real possibility for your own community.



About the speaker

Phillip Curley, CEO
HotSpot Parking

Since founding HotSpot Parking in 2013, Phillip has grown HotSpot to an International multi-million-dollar business by solving mobility issues across Canada and the US. Phillip has a strong track record of innovation with municipal clients and has worked hand in hand with city leaders to build the future of their communities.



[Click here to Register](#)

For general inquiries or if you have any questions about this session contact Rachel Nason, Director of Sales at 506-292-2271 or Rachel.nason@htsp.ca





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Rich Parking Revenues With No Infrastructure Investment in Jasper



Investment in Jasper

When Jasper, Alberta, introduced paid parking in the summer of 2021, the small mountain town became a North American leader in low-cost, agile digital payment solutions.

One of Canada’s leading tourist destinations, the municipality knew that paid parking could be a significant new revenue source. But it did not want to invest hundreds of thousands of dollars in costly parking infrastructure, such as pay stations, which also require ongoing maintenance.

The solution? A fully digital solution eliminating the need for pricey equipment investment.

Working with HotSpot, a leading parking payments provider, on the technology and implementation, Jasper adopted a smartphone-first system for its bustling downtown, the first community in North America to cut out pay machines entirely.

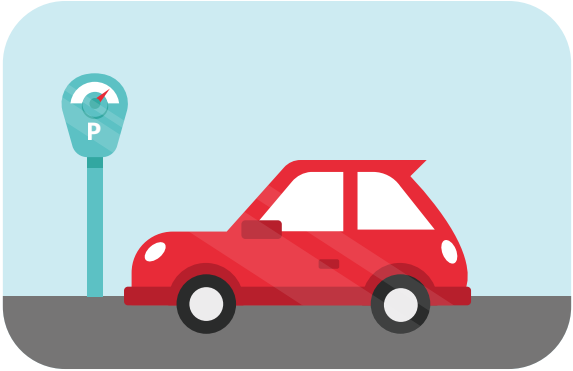
“Nobody in the industry has ever gone fully digital before. It’s the first time it’s been done,” says Nathan Armstrong, HotSpot’s COO. “It was an exciting challenge for our team.”

A Right-Sized Solution

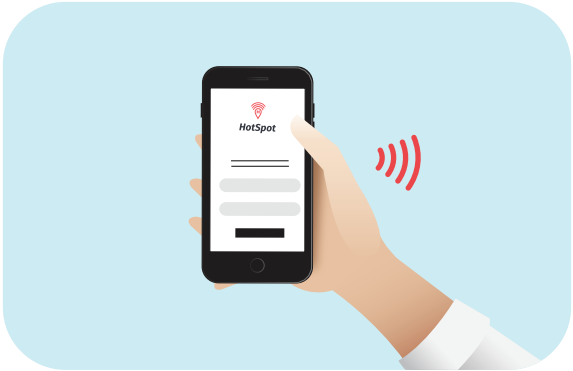
Before implementing its new digital solution, Jasper’s parking operations consisted of a couple of bylaw officers enforcing parking rules for accessible parking locations. Otherwise, parking was free because the town had no way to collect revenues. Residents essentially subsidized any costs related to parking through property taxes, while the millions of annual visitors paid nothing.

“When it comes to parking, somebody always pays,” Nathan says. “So this 5,000-person community was paying for all the tourists.”

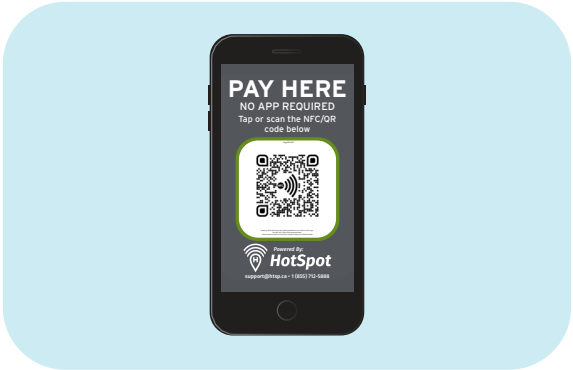
To transform parking from a drain to a revenue generator, HotSpot installed parking payment signage at no cost to the town. The signs outline two options for parkers: scan a QR code to pay via a digital wallet, like Apple Pay, or download the HotSpot app and pay through it.



Park your vehicle



Pull out your phone



Pay by app or QR code

Policy and Public Relations Support

This revolutionary parking system needed the buy-in of the municipal government and the community to succeed. HotSpot worked with the town throughout the process, including at the policy level, to address objections and ensure a smooth launch.

One of the biggest concerns was how people who didn’t have phones or preferred to use cash could pay for their parking. HotSpot worked with the municipality to create an alternative, pay-in-person option at town hall.

It also created a residential pass system for locals and an exemption for seniors who don’t own smartphones. HotSpot also helped staff and politicians through the finer points of its first significant parking policy, defining how it would handle citations and the specifics of things like motorcycle parking. With over a decade in the digital parking space, HotSpot could share its deep knowledge of this unique sector.

And ahead of the launch, HotSpot provided public relations and communications support to build awareness among citizens, local businesses and visitors about the new parking system to eliminate objections and answer questions.

Instant Revenues

Jasper launched the new digital parking program in Mid-July and in the first two weeks. Since then, it has collected approximately 2,000 digital payments. Of those, 80% paid via QR code, the other 20% through the app. Less than 20 people came into the town office to pay with cash. Complaints have been minimal and parking revenues in just 2 1/2 months are approaching \$100,000.

Jasper’s payment model with HotSpot is a simple commission of 10% of revenues. For that, HotSpot handles all the customer service and any technical issues.

This pilot project proves a no-cost, low-barrier option for smaller communities that allows them to maximize parking profits while eliminating capital investment.

Jasper by the Numbers

\$0	Upfront capital investment
\$500,000	Average pay-station investment for a small community
\$40,000	Average monthly parking revenue
5,000	Number of residents in Jasper
2.5 million	Average annual visitors to Jasper National Park
99%	Percentage of people who opt for digital vs. cash payment



“Very easy to use. Good job Jasper.”

User review

“After the pandemic Jasper was looking for ways to make money, not spend money”

Phil Curley CEO, HotSpot