No More Hardware Upgrades

Presented by:

Phillip Curley - HotSpot Parking CEO

Bill Given – CAO Municipality of Jasper

Bill Given- CAO Jasper:

- 19 years of municipal government experience as an elected official, including 10 years as full-time mayor.

- Given has earned a Masters in Leadership from Royal Roads University and a Certificate in Local Government Management from the University of Alberta.

- Given has served in leadership roles in organizations covering a diverse spectrum of policy issues, including the Alberta Urban Municipalities Association, the Minister of Health's Opioid Emergency Response Commission, and the Alberta Law Enforcement Response Team (ALERT), among many others.
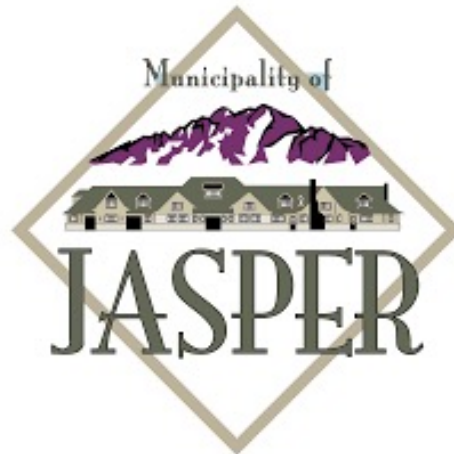
Phillip Curley- CEO HotSpot:

- Started HotSpot when he was 21. Nine years later, he has grown it into a national leader in mobile transportation solutions, with over 100 government clients across Canada and recent expansion into the USA.

- From its Fredericton headquarters, HotSpot's staff of 25 supports thousands of users across the country.

- Phillip's been recognized as one of Atlantic Canada's top 50 CEO's (2021), Top 30 under 30 Atlantic Canada Business Magazine (2019) and Entrepreneur of the Year by the Fredericton Chamber and UNB TME.(2018,2016).

Jasper

1. Launched North America's first **municipal** fully digital paid parking environment

2. Results:
   - 99% digital payments
   - 1 % cash

3. Lessons learned

Jasper -

- 2.5 Million visitors a year

- 5,000 residents supporting free on-street parking

- Timid of paid parking from a cost and resident perspective

Jasper one of many municipalities:

1. COVID cause disruptions

2. Tourism uncertain

3. Parking an opportunity to improve

Legacy parking environments in Mid Sized Municipalities

- Massive investment in on street equipment
- Infrastructure First, Digital Options Second
- Breakeven parking operations

Future State- Everyone see's coming.

- Full parking management solutions
- Digital first, infrastructure second
- Reduce on street infrastructure : Goal fully digital

Mid Sized City: Traditional Paid Parking **Cost / Benefit Analysis**

Pro's	Con's
1. Revenue generation from existing asset 2. Better curbside management for tourists / businesses 3. Better Traffic flow	1. Upfront cost of hard installation ($500,000) 2. Citizen pushback from paid service 3. Maintenance and service of infrastructure. **Too many cons**

Technology has changed last two years

Multiple digital payment options

1. App

2. NFC payment

3. QR code Payment

Mid Sized City: Fully Digital **Cost / Benefit Analysis**

Pro's	Con's
1. Revenue generation from existing asset 2. Better curbside management for tourists / businesses 3. Better Traffic flow	1. ~~Upfront cost of hard installation (500,000)~~ 2. ~~Maintenance and service of infrastructure.~~ 3. Citizen pushback from paid service 4. Accessibility issues

Fully Digital - Pilot

Enough options for consumers to proceed mitigate:

- Citizen communication risks
- Accessibility risks
- Resident opposition

Challenges to Adoption

1. Customer expectations – cash
2. Accessibility
3. Tech literacy

Mitigate Issue – Communications

Distribute in Advance

- Why introducing paid parking?

- Why digital?

- How it works and FAQ

- Enforcement – tool for communication

HotSpot Parking Inc
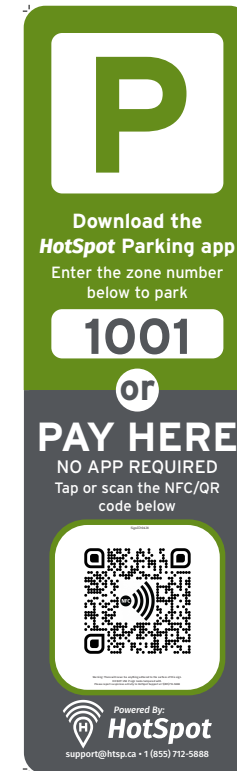Communications and Clarifications

PREPARED BY
HotSpot Parking Inc.
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Fredericton, NB E3B 1X6

PREPARED FOR
Municipality of Jasper
303 Pyramid Lake Road
Jasper, AB, T0E 1E0

Mitigate Issue – Accessibility

Distribute in Advance

- Cash payment options
- Signage and expectation setting
- Consumer Choice

Mitigate Issue – Residential Pushback

Policy Development:

- Seniors / those without phones
- Residents / Short Term Rentals
- Enforcement Approach - education

Results

- $ 0 upfront capital cost
- 3 months = $100,000 revenue to Jasper
- 99% adoption of digital approach

Results

- Digital sign vs pay station
- Vandalism
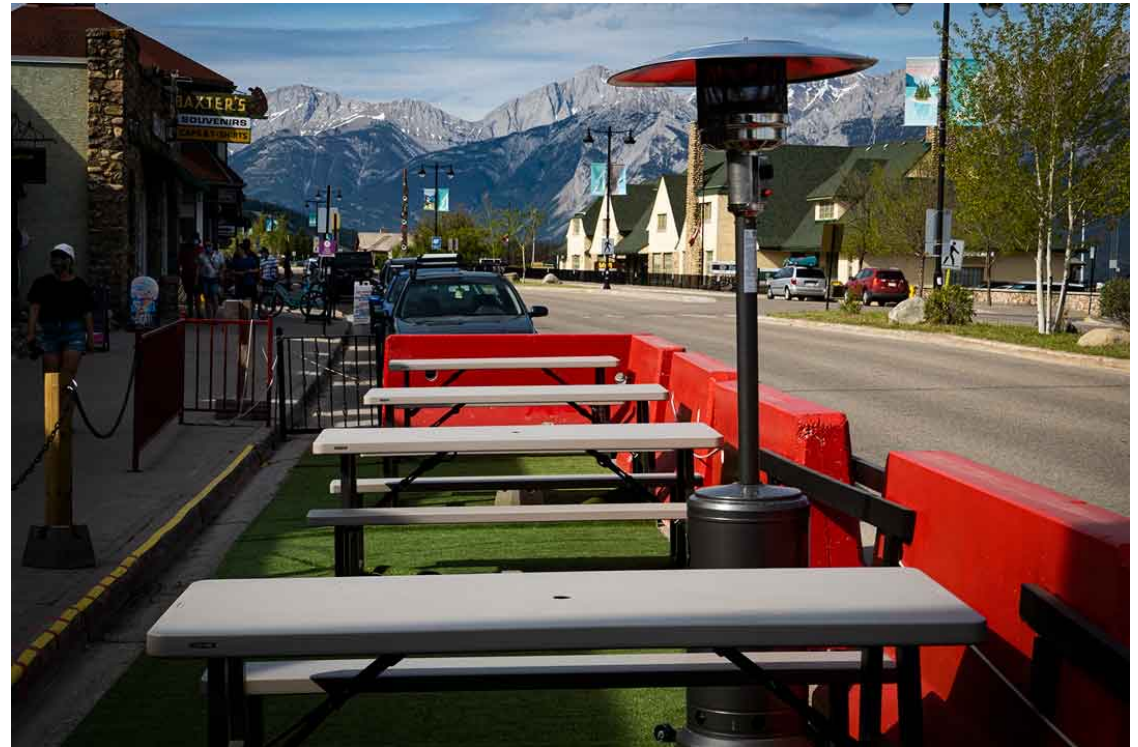- Expansion of Pilot + Additional signs

Lessons Learned

- Worked because they introduced paid parking
  - 80% QR / NFC
  - 20% App payments
- Infrastructure can support frontline staff
- Signage and communication key
- Need a full solution

Lessons Learned - Opportunities

- Enforcement ticketing
- Off Street Paid Parking
- Patio permits

New to parking: How to Pilot this

- HotSpot Parking Starter Kit- Provide

- Highlight a pilot area – collaborate signage

- 180-day pilot – customized based of parking environment.

Existing Parking Provider:

- No more hardware upgrades transition to digital

- Better utilize existing infrastructure to expand paid parking area

- Phase out infrastructure in preference for digital options – we can help

Questions?