

## Parking gets smarter in Edmonton

### *City launches customized EPark system*

The City of Edmonton is launching its new and improved EPark system, with the first 16 paymachines installed in and around City Hall.

Transportation Services initially launched the EPark trial program in June 2013, using parking machines on loan from Calgary. Staff have been assessing the system since then to determine how effectively it worked in Edmonton's varied weather conditions, if customers were receptive to the new technology, and whether it was able to meet Edmonton's quickly evolving parking requirements.

Customers liked the EPark system's flexible payment options and smart phone app. The City has made changes to areas for improvement which were also identified during the trial. The new system will be installed Downtown, on Whyte Avenue and in the Kingsway area.

"The information we were able to gather over the extended trial period was invaluable," says Dorian Wandzura, general manager of Transportation Services, City of Edmonton. "By evaluating both the technical aspects of the system provided by the Calgary Parking Authority and measuring feedback from those who were using it, we were able to create a parking solution that is specifically designed for the challenges that present themselves now and in the future."

One of the most important features of the new system is its ability to meet market demand. "For example, the City will have the capability to set variable rates to factor in both peak demand times and to consider off-peak discounts," adds Wandzura. "That means we'll be better able to manage congestion, ensure high turnover at curbside, and further encourage mode shifts to transit or active transportation."

"We are excited to continue this partnership with the City of Edmonton and to work closely with Transportation Services to ensure that EPark not only meets but exceeds the parking expectations of citizens, businesses and administrators," says Mike Derbyshire, general manager of Calgary Parking Authority.

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**For more information:**

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