

Council Budget Questions and Requests for Information
2019-20 Council Retreat
Question #13

QUESTION: Is there a way to monitor how much parking revenue is coming through the parking app? Is it a successful project?

RESPONDENT: Chief Chris Blue, Police Chief and Executive Director of Community Safety
Meg McGurk, Community Safety Planner

RESPONSE: The Town is able to monitor the revenue generated through the ParkMobile app. From January 1 to June 30, 2018, the total amount of paid parking through the ParkMobile app was \$32,171.15 with 11,862 transactions. From July 1 to December 31, 2018, the total amount of paid parking through the ParkMobile app was \$105,887.30 with 38,343 transactions. This represents a 223% increase in transactions since the beginning of 2018.

Parking operations staff and the Downtown Parking Ambassadors report that they have received positive feedback about the app from visitors to downtown. We will continue to monitor usage and will report our findings.