

Parking Zone Best Practices

Why Granular Zones Are Important to Your Parking Environment



When rolling out a mobile payment solution, setting up your parking zones is one of the most crucial steps you will take in order to streamline your operations and prepare for a more dynamic future. As new modes of transportation are converging on the curbside, it will be important that you as a parking administrator set up a precise zone system that will enable you to spot parking trends and adjust your system in real time to reduce congestion.

BENEFITS OF SMALLER ZONES

- **Enhanced insights and reporting:** LPN-based (License Plate Number) environments paired with smaller zones enable you to identify areas of high or low parking occupancy, peak parking hours and parking violation trends.
- Improved customer experience and faster mobile app adoption: Users will have the benefit of the “zones near me” feature, which automatically populates the app with parking zones closest to their geographic coordinates, improving the parking process.
- **Strengthened long-term operations:** Improve city planning, manage policy more precisely and prepare your operation for a rapidly changing transportation environment, including laying the foundation for dynamic curbside management.

SETTING UP ZONES

If your environment is LPN-based (License Plate Number), you're a perfect candidate for small-scale zone environments. The combination of LPN and precise zoning allows you to capture specific location information and account-level parking data that allow for enhanced reporting, insights and trends.

Passport recommends mapping your environment with precise zones that correlate to individual block faces, street segments, lots and garages. A Passport project manager will work with your team to recommend a naming and tracking framework for your parking zones, verify zone numbers and configure rate structures to help optimize your parking environment.

Creating small zones sets your city up for the future of mobility and the path to becoming a Smart City. Contact help@passportinc.com to learn more about rezoning on a smaller level and License Plate Recognition technology.



To learn more about Passport's parking solutions, contact us today.

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