



Current Applications & Future Plans of *EasyPark*



Overview of Easy Park Alaska

Anchorage Parking Authority was created in 1984; predecessor of Anchorage Community Development Authority (ACDA).

Today, ACDA brings together resources to create development and redevelopment opportunities that forward municipal goals and objectives, using innovation, partnerships, sound planning and incentives.





Overview of Easy Park Alaska

In 2010, ACDA's Board of Directors adopted the name "EasyPark" to brand all parking facilities and programs of ACDA's parking division.

Mission: To enhance public parking and facilitate development for a vibrant community.



Parking Technology Industry Trends

- Parking Smartphone Apps.
- **License Plate Recognition (LPR)**
- Mobile License Plate Recognition (MLPR)
- **Connected Vehicles**
- “Smart” Meters
- **Space Sensors**



Current Technology At *EasyPark*

- Pay By Phone Application
- **Dispatch Center**
- Expanded Online Web Services
- **Smart Meters & Pay Stations**
- Parking System Database Management



Pay By Phone



What Is Pay By Phone?

Pay By Phone is a payment option for our parking spaces on our surface lots and downtown street meters. Simply call or log in to the mobile site to activate your parking session.

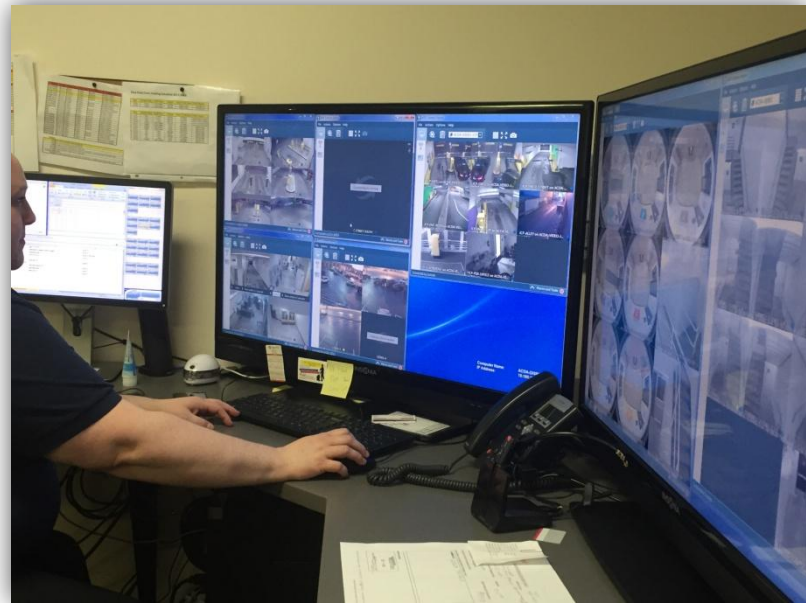
Benefits:

- No coins or cash needed
- **Receive text message reminders**
- Add time remotely
- **Pay from your car**
- Emailed receipts



Dispatch Center

- Centralized Monitoring of CCTV
- **Remote Assistance & Facility Management**
- Real Time Data Collection & Monitoring
- **24/7 Customer Support**



Expanded Web Services

Services Include:

- Online Payments
- **Appeal Citations Online**
- Information on Locations & Rates for Parking
- **Parking Alerts**
- Downtown Events News

The screenshot shows the EasyPark website homepage. At the top, there is a navigation bar with links for 'About', 'Contact', and social media icons. Below the navigation bar is a search bar and a menu with categories: 'Lots & Garages', 'On Street Parking', 'Event Parking', 'Latest News', 'Safety & Security', and 'About Us'. The main content area features a large banner for 'Safe & Secure Parking' with the text '24 hour security, walking escorts, call buttons, and cameras.' and a 'Learn More' button. Below the banner, there are four main service tiles: 'Anchorage's Parking Destination', 'News Alerts', 'Find Parking' (with the tagline 'In Downtown Anchorage'), and 'Online Services'. The 'Online Services' tile includes buttons for 'Pay Violations', 'Appeal Violations', and 'Purchase Parking'. At the bottom of the page, there is a footer with the address '440 B Street, Anchorage, Alaska 99501', the phone number '(907) 276-7275', and a 'Pay by Phone' section with the tagline 'It's quick and easy' and an image of a smartphone.

The screenshot shows a Twitter feed for EasyPark (@EasyParkAK). The feed includes the following tweets:

- Find Parking** In Downtown Anchorage
- News Alerts**
- Tweets** (with a 'Follow' button)
- EasyPark** @EasyParkAK 18 Oct: "Want to get involved with transportation planning? AMATS is recruiting! Get your apps. in by Oct.23 twitter.com/amats_planning..."
- EasyPark** @EasyParkAK 17 Oct: "#EasyPark will be at the visitor center booth at the Dena'ina Center till this evening validating garage parking"
- EasyPark** @EasyParkAK 17 Oct: "Downtown #Anchorage street parking is free Sat.&Sun.!"
- EasyPark** @EasyParkAK 16 Oct: "Craig from EasyPark will be validating garage parking at Dena'ina Center till 11pm! pic.twitter.com/j2wyTJW0HI"



Smart Meters & Pay Stations

Currently Deployed

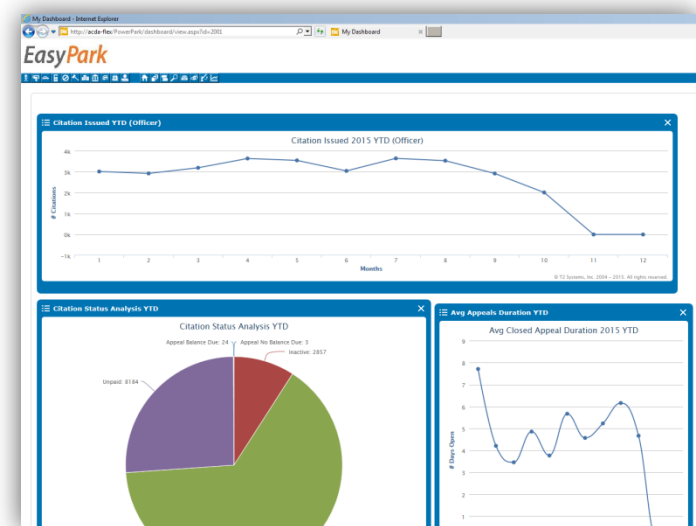
- 1700+ on street smart meters
- **29 Multi- Space Pay stations**



Database Management

Software Systems Currently in Use:

- **T2 Systems (enforcement)**
- EMS (Pay stations)
- **Element (Off Street Revenue)**
- P.E.M.S (On Street Meters)



Future Projects

- License Plate Recognition (LPR)
 - **Plate recognition for on-street permit enforcement & off-street revenue control system (gate free parking garages)**
- Public Facing Data Sharing
 - **Customer assistance in way-finding & occupancy of parking facilities**
- Exploring Additional Parking Smart Phone Applications
- Establishing Verizon Wireless Wifi Network
- Centralized Data Management & Preparing for Future Data Sharing





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