

# m-parking

## flexible and comfortable

### mobile phone parking in Vienna

#### Electronic parking space management in Vienna

Worldline, working together with A1 Telekom Austria, has developed a service which makes life in a city more comfortable for drivers. In order to purchase a short-term parking ticket, a request is sent via mobile phone and parking fine woes become a thing of the past. Regarding administrative bodies, mobile phone parking also contributes to effective and useful parking space management. Parking control attendants are constantly connected to the central system via end devices, which only require a minimum of input. Furthermore, these devices also feature an integrated printer for issuing parking tickets. A solution called ASP has subsequently been developed, making it possible for smaller communities to offer mobile phone parking to their citizens as well.

#### The project

The City of Vienna was looking for a future-proof solution. On the one hand, it should provide its motorized citizens with better service and, on the other hand, modernize parking space monitoring. Worldline subsequently offered the "m-parking" complete solution. In addition to the in-house development of the solution for the mobile phone parking tickets and the monitoring application, Worldline also took up the role of prime contractor. Furthermore, the company is also in charge of managing the solution, which has successfully been operated at its own data.



# Innovative citizens' service

Senate Councilor Johanna Haimböck, Vienna municipal administration

**“The concept presented in the course of the bid process was conclusive and plausible. It met the condition that no physical proof of any kind regarding payment of fees would have to be deposited in the vehicle. Furthermore, it featured the lowest overall project cost.”**

Aiming for less complexity in administration and increased efficiency, a merging of the former parking control attendants with the police forces in charge of stationary traffic came into effect in Vienna on September 1, 2012. This reorganization was integrated into the m-parking application with an expansion also covering stationary traffic.

The new group with a staff of around 400 is therefore capable of handling both monitoring of short-term parking zones as well as traffic offenses pertaining to stationary traffic – first and foremost non-compliance with stopping and parking prohibitions. This simplifies internal administrative processes, increases monitoring coverage and citizens no longer have multiple contacts for this topic.

## The challenge

- ▶ International reference project in the e-Government field, innovative citizens' service
- ▶ Simple and easy to use solution for mobile phone parking tickets
- ▶ Quantum leap from paper-based parking fines to electronic monitoring
- ▶ Major demands in terms of availability and response times
- ▶ Strong publicity, massive media attention regarding project progress

## Benefits for the City of Vienna

- ▶ Innovative citizens' service
- ▶ Parking fees are paid in advance
- ▶ Parking data (complaints, parking tickets) are directly and electronically transmitted to the city administration
- ▶ 24-hour online access to database

- ▶ Minimization of administrative effort
- ▶ Documented monitoring process
- ▶ Guaranteed payment

## Benefits for monitoring personnel

- ▶ User-friendly and economic monitoring process without change of media
- ▶ Simple, precise monitoring
- ▶ Integrated printer for parking fines
- ▶ No manual postprocessing of electronically issued tickets required

## Benefits for drivers

- ▶ No paper, no small change
- ▶ Not subject to opening hours of outlets
- ▶ No purchasing of additional technology required
- ▶ Secure authorization and payment
- ▶ Notification prior to expiration of parking time limit

## The solution

m-parkers fill their parking time account by means of credit card or paybox. As of this time, all parking spaces subject to charges can be utilized throughout the city. To activate the electronic ticket, they send a request with the desired parking duration. Furthermore, the m-parker can opt to be sent a reminder prior to expiration of the parking time limit.

Purchasing a parking ticket for a different license plate or booking a parking ticket in advance (e.g. for the next morning) is also possible. Smartphone users are offered an application (App), which makes purchasing a

parking ticket even more comfortable.

## An adaptable model

The solution enables different communities to connect to the centrally hosted system, allowing them to use it for their own parking space management. This results in synergies and cost benefits, which are directly passed on to the participating communities.

- ▶ Every single community can variably define all relevant parameters
- ▶ Even small communities can utilize the high-quality system at a low cost
- ▶ One system for a large number of users and therefore less effort and costs
- ▶ All users automatically benefit from further development of the system
- ▶ And most importantly: The quick realization without extensive test and development phases

## Target groups

- ▶ Communities
- ▶ City administrations (customers)
- ▶ Drivers (users)

## Our service

- ▶ Development and implementation of the entire solution
- ▶ High-availability operation at the company-own data center
- ▶ Prime contractorship, project management and consulting
- ▶ Call center for end customer support

**For more information:**

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