

ParkMagic Chicago

Chicago land goes mobile

More than 30,000 metered spaces and more than 3500 miles of streets characterise the parking landscape of one of America's largest urban centres. Until 2007, on street parking was largely characterised by traditional single space meters and Pay and Display style payment systems. In 2007, ParkMagic changed that landscape forever.



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The beginning

In October 2007, ParkMagic launched the MPS service offering immediate access to cashless parking payment to Chicago drivers across more than 200 square miles of the urban parking jungle. Adoption was swift and immediate with all allocated ParkMagic Display devices selling out within days to those drivers keen to rid themselves of the burden of coin payment.

The convenience

Since launch, usage has accelerated rapidly as customers grow accustomed to the convenience offered. Quite apart from the ability to pay cashlessly parking customers gained many other advantages:

- Online reconciliation of parking expenses
- Corporate accounts.
- The ability to track parking payment for multiple vehicles.
- The reassurance of never running short of cash to pay the meter.
- Excellent 24/7 customer care.

For the city, the benefits were immediate

Real time access to usage information, usage pattern profiling and other data to assist in parking planning Secure end to end cashless reconciliation straight to the bank The ability to integrate seamlessly with management and enforcement systems across all enforcement authority due solely to the visual nature of the ParkMagic Display system. The ability to integrate ParkMagic information with other payment system information in real time.

The result

The deployment of ParkMagic across Chicago, one of America's largest cities is one of the largest citywide deployments of mobile payment technology ever undertaken. The project delivered on schedule and launched on schedule, however ParkMagic decided to let the parker be the ultimate judge of success. ParkMagic commissioned an independent survey of user experiences using ParkMagic in Chicago. The results, were and overwhelming endorsement of the service by the Parking public with in excess of 98% wishing to continue with the service, and continue they have, using ParkMagic on a daily basis. At ParkMagic, we can think of no better endorsement of our service than the vote of the paying parker.