

# ParkMagic - Express Cork

Cork, Ireland's second largest city, often referred to as "The Real Capital" is a vibrant and bustling city and a Mecca for shoppers and tourists alike.

Having experienced unprecedented growth throughout the 1990's and into the new millennium both parking control and revenue rose quickly to the top of the local government priority list and the city set out to source and implement new mechanisms for parking payment.

Of key importance to Cork's position as an economic hub in the southern part of the country was the ability of any payment system to seamlessly interoperate with the parking and indeed transport payment systems nationwide.

Following an extensive and challenging procurement process, Cork City selected ParkMagic to deliver the cities next generation of parking payment system in the form of ParkMagic Express.



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## No just here but everywhere...

### The Challenge

For Cork and its citizens the requirement for a new parking payment system extended far beyond the city. Like many modern cities, Cork is surrounded by many satellite towns, which in many cases are separately governed. Every day, thousands of commuters, shoppers and other visitors move between Cork and its surrounds and Cork took the pragmatic view that any new system introduced must be, perhaps uniquely, capable of interoperating with the parking payment systems of the surrounding towns and Cities.

### The Proposal

To meet the cities requirements for a robust system capable of providing payment services for both citizen and visitors ParkMagic proposed ParkMagic Express as the solution that could work side by side with the traditional payment system. ParkMagic Express clearly met the Cities needs in terms of functionality, reliability and usability. In addition, crucially, ParkMagic Express met the cities requirement for a system that could clearly demonstrate its ability to operate within the city and beyond.

### How It Works

ParkMagic Express operates by using a barcoded decal displayed on the vehicle windscreen. When parked, a customer simply calls the designated number to activate parking.

### Enforcement

Enforcement of ParkMagic Express is carried out using a wireless handheld computer of the type commonly used by enforcement authorities worldwide. Where a city is already in possession of handhelds from any vendor, as is the case in Cork, the ParkMagic Express

enforcement module is available to that supplier for deployment on their equipment. Indeed this deployment route is the norm rather than the exception when ParkMagic Express is deployed, however, where a city requires, ParkMagic supply and support a handheld device for ParkMagic Express enforcement.

### Integration

ParkMagic Express is fully integrated with all other ParkMagic products. For Cork, deploying ParkMagic Express brought instant interoperability with the Irish national toll road network and full interoperability with the ParkMagic payment system operating in nearby Limerick City and in the towns of Limerick County.

This level of integration means that the Cork ParkMagic Express subscriber can utilise the same payment system both within Cork City and it's neighbours for parking as well as the entire national toll road system. This level of integration sets ParkMagic Express apart. No other payment system has delivered this level of interoperability heretofore.

