



Westmount Case Study

Partnering to Give Citizens Options with Multi-Space Meters and Mobile Pay.

Lush with an urban forest, plenty of parks and private gardens, Westmount is a charming and sophisticated suburb of Montreal. It's common to see pedestrians meandering down the historical streets in the commercial district that is home to boutiques, restaurants and art galleries. However, residents and visitors alike were feeling frustrated and inconvenienced with the city's outdated and often defective single space parking meters. Westmount was looking to transition to a combination multi-space meter and mobile payment solution that would allow it to increase the number of spaces across the city and make it easier for citizens to pay for parking.

This simple and elegant solution to updating on-street parking is yet another example of the City's long-standing penchant for innovation.

*Peter F. Trent, Mayor
Westmount*

WESTMOUNT'S SUCCESS

With MacKay's multi-space meters and Passport's comprehensive mobile payment solution, Westmount decreased its reliance on cash and shifted to a digital, pay-by-plate solution.

More Spaces, More Revenue Opportunity

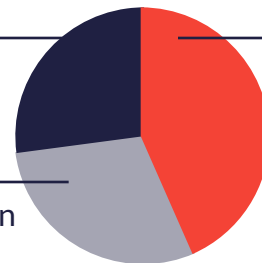
In transitioning to a pay-by-plate solution, the city saved space on the streets and sidewalks. Not only is there more room for pedestrians, but snow removal is completed more efficiently. Also, by removing the lines dividing the current spaces, parking increased by 15%, ultimately generating more revenue for the city. The effectiveness of MacKay's multi-space meters, in combination with Passport's mobile pay technology, also reduced the amount of infractions and thus, tickets issued, saving time and money for the residents of Westmount.

15%

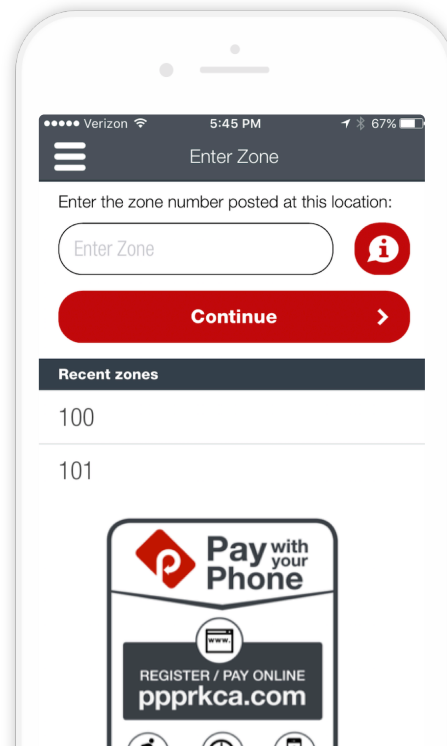
parking increase by eliminating lines.

27.1%
credit card utilization

29.5%
coin utilization



43.4%
mobile pay utilization



Experienced Team, Strong Partnership

The MacKay team is fast approaching its 60th year in the parking industry and has partnered with Passport, the experts in mobile payments for parking, on many successful implementations, including Westmount. Together, they were able to deliver a convenient, accessible and efficient solution for the city of Westmount.

Smooth Implementation

For a progressive city like Westmount, the combination of user-friendly, solar-powered terminals, and an app that provides push-notifications and the ability to add parking time with the touch of a finger, the Passport and MacKay partnership was the perfect answer. Passport's parking app was easily adapted to meet the needs of the city and the partnership with MacKay. MacKay served as the primary point of contact for the city and worked diligently to help the Passport team translate their application assets into French.

Integrated Enforcement and Reporting

MacKay and Passport worked together to integrate their systems allowing for a single enforcement platform as well as a single financial reporting platform for the City. MacKay's Sentinel™ Meter Management System routes the Passport mobile payment transactions in real time to an enforcement server so the officers can view both pay station payments and mobile payments at the same time. All paid license plates can be viewed in one location. Similarly, all pay station and mobile payments can be viewed and audited in Sentinel, saving the City finance staff the hassle of going through two separate applications for financial reporting.

Convenient for Parkers

Many parkers in Westmount are residents, and they now have the option to pay at the multi-space meter with cash or credit, or through the Passport Canada mobile app, which is convenient for storing multiple credit cards and licence plates. By using Passport's app in conjunction with MacKay's pay-by-plate multi space meters, parkers no longer have to pay each time they move to a new spot, nor do they have to inconvenience themselves but actually going to the meter.

To learn more about our partnership and solutions, contact us today.

passportinc.com

sales@passportinc.com

© 2018 Passport Labs, Inc. All rights reserved.

