Paving the Digital Path

Edmonton’s Transition to one of North America's First Mobile-Only Parking Systems

PRESENTED BY

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EPark Program

Paid parking program for the City of Edmonton

Over 3 Million
Parking Sessions Annually

Over 500,000
Active Users Annually

Curbside Parking

230
EPark Zones

2,700 stalls

Off-Street Facilities

5
Parkades

1,925 stalls

Surface Parking

5
Surface Lots

413 stalls

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EPark Payment Methods Evolution

EPark Payment Methods	
Pre-2015	Coin machines
2015 to May 2024	EPark machines (Card & Coin) MyEPark App
May 2024 to July 2025	EPark machines Hotspot Platform
August 2025	Hotspot Platform Only



New Curbside Management Strategy to modernize parking technology

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Transition Drivers

Why the Change Was Necessary

REQUIRED CAPITAL

$2.8M

Capital investment required to upgrade to a compliant hardware system.

Hardware End of Service Life

Former parking machines reached the end of their service life and could no longer be repaired.

Non-Compliance with Payment Standards

Existing hardware did not meet mandatory Visa chip-and-pin standards for unattended kiosks.

Alignment with Global Payment Trends

The move follows current global industry trends toward mobile and web-based payment platforms.

Payment Method Usage

Parking Sessions Per Payment Method				
Payment Method	**April 2023 to March 2024** (12 months)	**May 2024 to March 2025** (11 months)	**April to July 2025** (4 months)	**Aug 2025 on-wards**
MyEPark App	**49.75%**			
EPark Machines	**50.25%**	**63.4%**	**32%**	
Hotspot App		**36.6%**	**68%**	**100%**

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Mobile Only Transition

Removing physical pay stations and applying GBA+ lens in transitioning Users

Removing 370 Parking Machines

- Add stickers on the Epark machines highlighting the removal dates.
- Remove machines in low utilization areas first
- Add QR code signs (minimum of 2 per zone)
- Enforcement (Engage, Educate and Encourage)

Transitioning 375K Parking Machine Users

Applying GBA+ Lens

Core Pillars: Education, Outreach and Accessibility in collaboration Business Improvement Areas.

- **Education Campaign:** Clear digital payment guidance and step-by-step instructions on payment options.
- **Outreach:** Direct community engagement for affected user groups.
- **Accessibility:** Removing barriers.



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Mobile Only Transition

App User Adoption Key Metrics

158K

App User Base

User base expanded significantly from 69K in April 2025 to 158K by July 2026.

90%

Transition

90% of users successfully transitioned to mobile only payment as of the end of Aug 2026.

67% / 33%

Transaction Channels

67% of total parking transactions are completed via QR code scan, while 33% occur directly via the App.

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Mobile Only Transition

What We have Heard

Marathon, Not a Sprint

Migrating to a digital payment system has been a marathon, not a sprint.

Expanded Mobile Options

Expanding mobile only payment options, including Interactive Voice Response (IVR) systems. IVR is planned to be implemented in 2027.

Technology Barriers

Overcoming technological barriers and digital literacy challenges among diverse user groups.

Security & Trust

Addressing security concerns regarding QR code scanning and credit card data entry.

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Digitization of Parking Permit

- Transfer physical permits to digital application
- Automation with self-serve options
- Decreased customers by 23% (140 customers)

Parkade Monthly Parking Permits	
Before Transition	616 physical permits
After Transition	476 digital permits
	70 corporate accounts (2,000 users)



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Key Takeaways

Strategic focus for seamless transition and continuous improvement

Non-App Payment Options

- QR code, website, call to pay.
- Continuous maintenance of QR code signage

Support Late Adopters

- Marketing campaigns with educational tools.
- Implementation of IVR payment option
- Enforcement (Engage, Educate, Encourage, Enforce)

Integrate Customer Feedback

- Ongoing technology and program updates.



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Overall Takeaways

Strategic focus for seamless transition and continuous improvement

Technology Change

- Leverage change champions for technology adoption
- Collaborate with partners (Business Improvement Areas)

Vendor Management

- Support needs of customers with continuous improvement

Municipal Connect

- Hear and learn from experiences with other municipalities

Operational Efficiency

- Cost savings : 20%
- Improvement of enforcement & parking operations

Environmental Impact:Contributing to Climate Goals

- Eliminating physical machines significantly reduces material waste
- Removal of hardware decreases energy consumption across parkades
- Aligns with broader municipal climate goals

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Questions

We invite your feedback, insights, and questions regarding the mobile parking transition and digital initiatives.

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