

6 CASHLESS PAYMENT FOR PARKING (AN54-2011)

A key action from the Central Dundee Parking Strategy was to introduce improved customer convenience in payment for parking (Committee Report 279 - 2007 refers).

A Pay on Foot system operates at Greenmarket Multi Storey Car Park and will be introduced at the new East Marketgait Multi Storey Car Park due to open in Autumn 2012.

However the Pay on Foot system is not viable for small car parks or for on street parking and the existing Pay and Display equipment will continue to be in operation with meter equipment which requires exact coinage, this can be a deterrent to users. Dundee City Council is proposing to pilot the mobile phone based payment system "RingGo", which will allow payment to be made via phone. In addition, the customer can elect to receive SMS (text) advice that their paid for parking period is about to expire and offered the option of paying to extend their stay (without exceeding the maximum length of permitted stay). This stems the possibility of incurring a Penalty Charge Notice with the added convenience of the customer not having to physically return to their parked vehicle.

Parking Attendants will be able to check a car has paid to be in a particular space with mobile phone technology. This will be reviewed following uptake evaluation and analysis and may be upgraded to interface with the existing Parking Attendant Handheld devices subsequently.

The cost of the initial pilot system is circa £7,000 and a report will be brought forward for approval following evaluation of the pilot with details of full costs of deployment.

Dundee City Council and RingGo will jointly undertake an information and marketing campaign to ensure that awareness and understanding of the scheme is widespread.

Committee is asked to note the introduction of the mobile phone payment system for Pay and Display parking in Dundee for a trial period of 18 months commencing on 1 June 2011. Committee is also asked to authorise the preparation and advertisement of a traffic order to amend the Dundee City Council (Off Street Car Parks) Order 1996 to allow for cashless payments and is further asked, in the event that no objections to the draft order are received, to authorise the making of the said variation order.