Parking

2022
MOBILE PAY
PARKING TRENDS
REPORT

Passport

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Overview

The growing need for mobile parking apps is connected to the need for improved customer service. This includes real-time data being sent directly from and to a driver's phone regarding location and a nearest available parking space. Or, being notified to extend parking time directly from a mobile pay parking app.

The ability to make digital payments, for example, has made life easier not just for parkers, but also those administering the mobile pay parking app.

This 2022 Mobile Pay Parking Trends Report provides valuable insights into trends such as collection compliance and revenue growth as a result of utilizing a digital parking management solution, among many others.

Currently, a large number of mobile pay parking is done via some sort of digital platform with more than 57 percent of parking administrators utilizing digital systems in 2021.

To gain a better understanding of this, Passport conducted research to examine mobile pay parking trends. In fall 2022, we surveyed 3,170 parking officials including municipalities, parking authorities and universities from across the U.S. to report on their mobile pay parking experience. Among other things, the report is designed to understand if these administrators saw a spike in revenue growth as a result of using a digital platform for their enforcement needs.

Furthermore, participants also shared what's important to them when going through an overall mobile pay parking experience.

This report summarizes the results.

More than 3,100 parking officials from across the U.S. were asked to report on their mobile pay parking experience.

Key Findings

Ranking Parking Attributes

Reducing time is a consistent theme, meaning that most respondents want to be able to improve the overall parking experience. Of the choices presented, more than 73 percent said that the public-facing experience (convenience, optionality) is critical.

Dedicated Mobile Pay Parking App Use

The number of mobile pay parking apps has significantly increased over the years, thanks to the use of a digital solution. Of those surveyed, almost 82 percent currently utilize a mobile pay parking app.

Enabling Payments
Within Non-Traditional Apps

More than 73 percent said that their current parking software currently does not support taking parking payments within non-traditional apps, such as Google Maps, Way.com.

Overall Enforcement Goals

More than 65 percent said that their overall parking goal was to increase revenue. Additionally, almost 64 percent said they want to increase collections and compliance.

Overall Collection Compliance Goals

More than 52 percent of respondents expect their overall collection to be more than what they saw in 2021. About 39 percent of the respondents expect it to be the same as the previous year.

Key Integrations

Transaction reporting was the clear winner with more than 78 percent of respondents selecting this as a key integration. Close to 74 percent also said that revenue reporting was a must have integration within their digital solution.

Mobile Pay Parking — A Gateway to Revenue Growth

As pay by app parking gains popularity, several cities and municipalities are still in the process of playing catch up to the technology.

Even with smartphones being around for more than a decade, many cities are still utilizing outdated coin meters: much to the chagrin of their constituents. Add to that, the loss of potential revenue gained from mobile pay parking transactions.

Passport has found that mobile pay parking transactions can be up to 25 percent higher than meter transactions, due to the fact that parkers tend to pay the maximum time and can extend time remotely.

As more cities and municipalities realize the need for change, they must take several things into consideration when determining how to procure a mobile pay parking solution.

Eighty-five percent of the U.S. population is expected to live in urban areas by 2030.

Mobile Pay Parking App Utilization

Respondents were asked whether they were currently using a mobile pay parking app.

As shown in Figure 1 below, the majority of respondents said that they were (82 percent). Eighteen percent said that they were not using any kind of mobile pay parking technology.

**Figure 1 Mobile Pay Parking App Utilization**
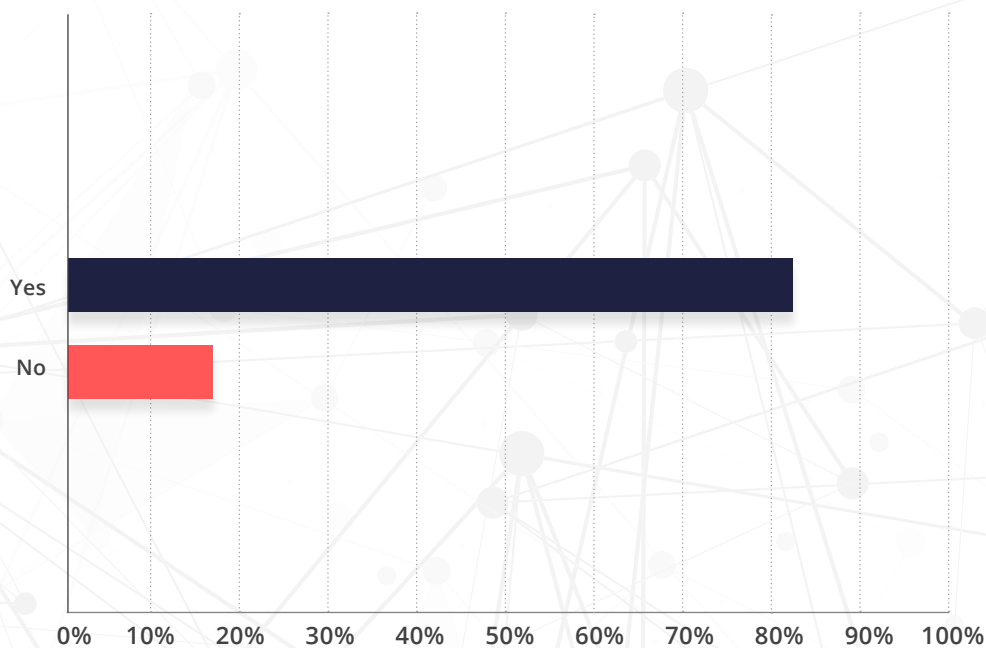
Enabling Parking Payments Within Non-traditional Apps

We wanted to understand if respondents, who are currently using mobile parking apps, enabled parking payments within non-traditional apps such as Google Maps, Way.com or in-vehicle infotainment screens.

As shown in Figure 2 below, the majority said they did not (74 percent). However, 26 percent said that they have enabled parking payments via apps such as Google Maps and Way.com.

**Figure 2 Enabling Parking Payments Within Non-traditional Apps**
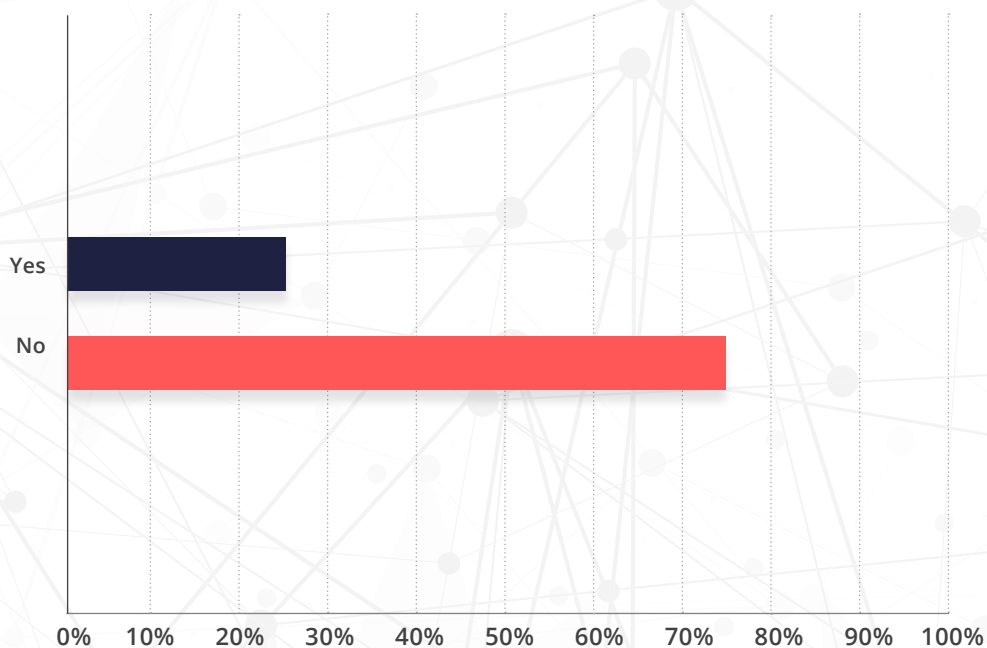
Overall Parking Goals

We were curious to know what an operation's overall parking goals were. Respondents were asked to select what was important to them.

As shown in Figure 3, the majority selected improving public-facing experience (convenience, optionality, congestion, etc.) at 74 percent, while increasing parking revenue came in second with 66 percent. Sixty-four percent of respondents also selected increasing overall collections and compliance. Introducing more ways for parking was another goal for 64 percent of respondents selecting that option. Additionally, respondents selected streamlining and automating manual back office processes with 57 percent. Reducing meter counts and overall hardware costs (44 percent), improving visibility into supply and demand of curbspace (43 percent) and none of the options (five percent) rounded up the bottom.
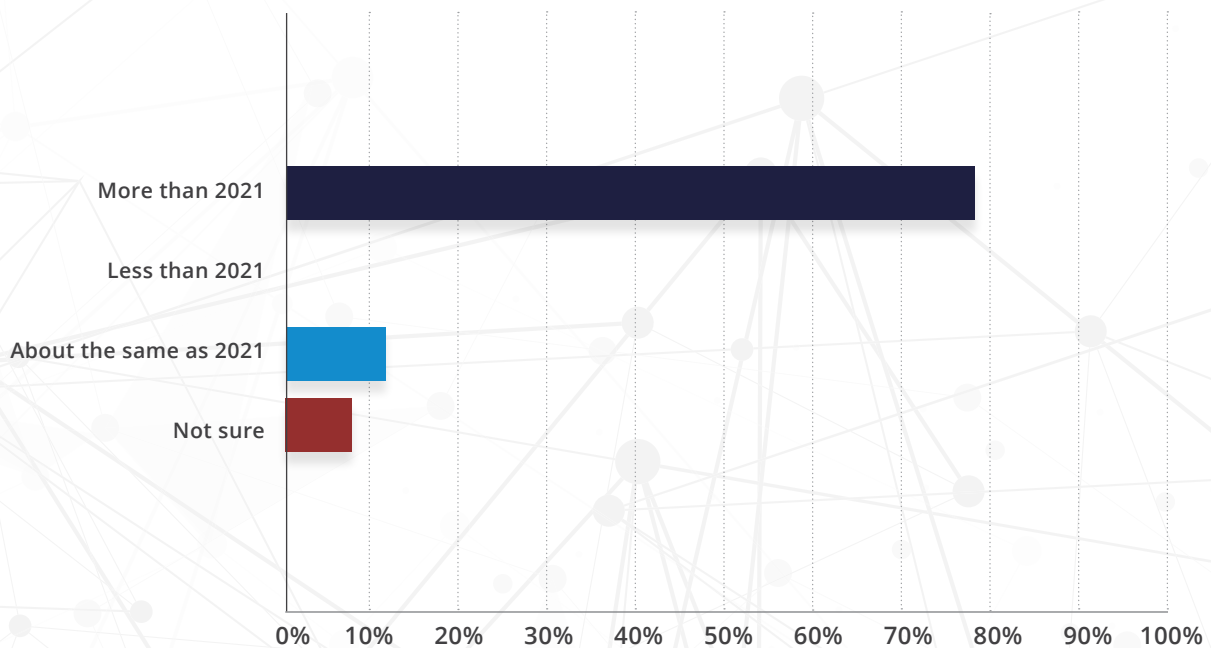
Figure 3 Overall Parking Goals
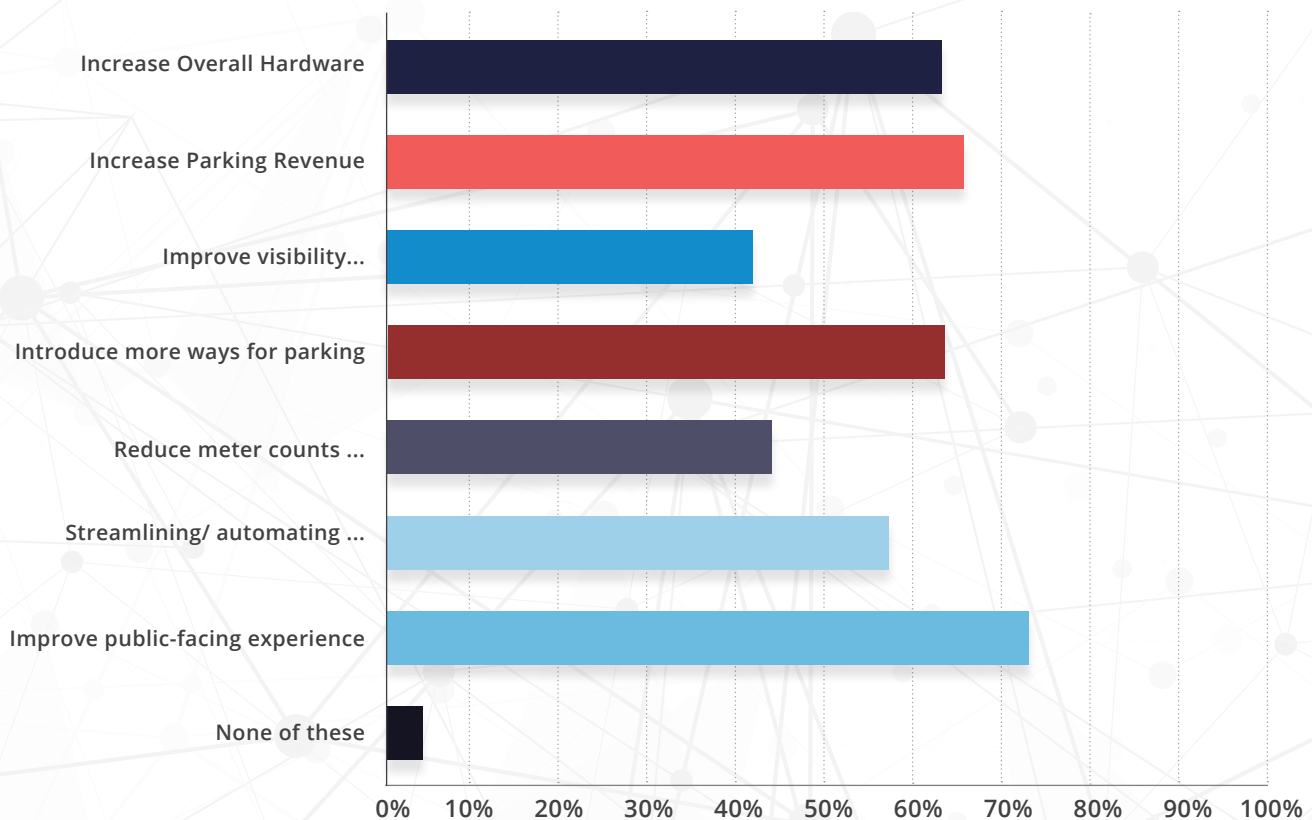
Anticipating 2022 Parking Revenue

We asked respondents what they think their anticipated parking revenue goal is for 2022. As shown in Figure 6 below, a majority said they anticipated it to be more than that of 2021 (79 percent). Thirteen percent said they expect it to be the same as 2021. While eight percent are unsure.
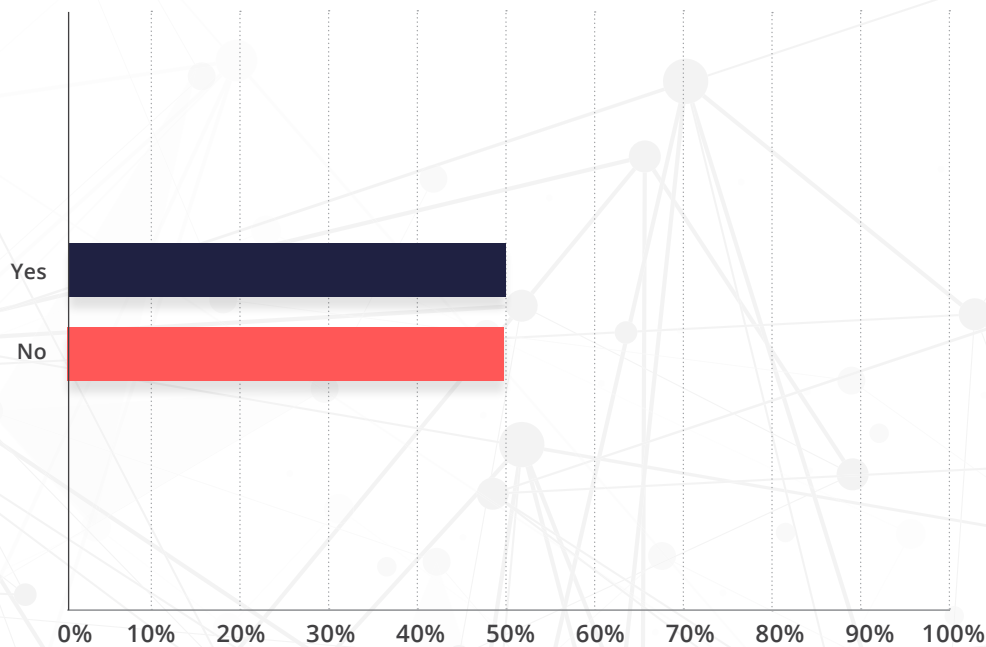
Figure 4 Anticipating 2022 Parking Revenue

2022 Parking Fees Increase

Respondents were asked if they plan on raising violation fees in 2022.

Figure 5 below shows a majority of them said "No" (51 percent). Forty-nine percent said they were raising fees in 2022.

Figure 5 2022 Parking Fees Increase

2022 Collection Compliance Goal

We asked respondents what they think their anticipated collection compliance goal is for 2022. As shown in Figure 6 below, a majority said they anticipated it to be more than that of 2021 (52 percent). Thirty-nine percent said they expect it to be the same as 2021. While eight percent are unsure.
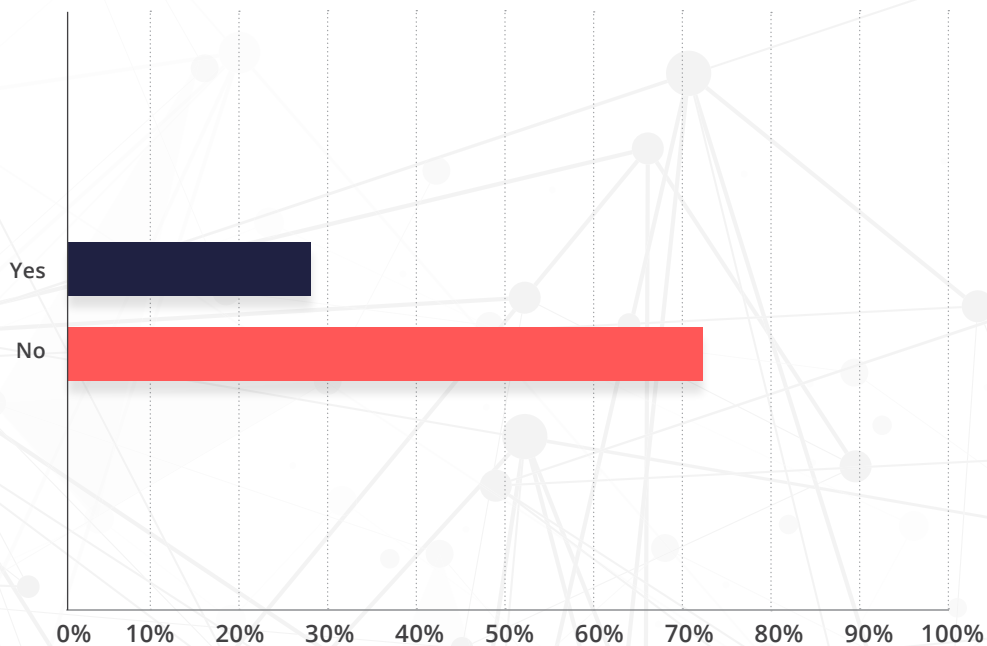
Figure 6 2022 Collection Compliance Goal
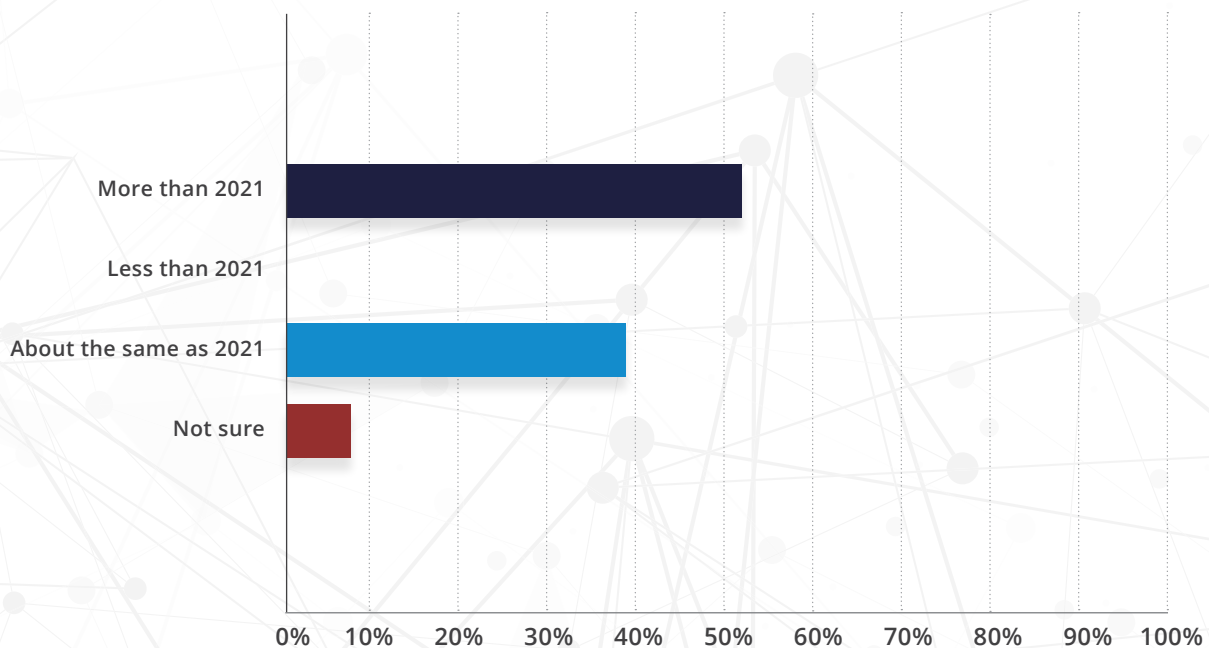
2022 Violation Fees Increase

Respondents were asked if they plan on raising violation fees in 2022.

Figure 7 below shows a majority of them said "No" (72 percent). Twenty-eight percent said they were raising fees in 2022.

**Figure 7 2022 Violation Fees Increase**

2022 Violation Fees Increase Key Reasons

Respondents were also asked what the key reasons were for their decision to either increase violation fees or not.

Figure 8 below shows that 28 percent would not raise their fees since they are already at or above the current industry average. Twenty-one percent of respondents said that they recently updated their fees, while 26 percent said it was due to support from their city councils. Fifteen percent said that a fee increase didn't apply to them this year, while 13 percent said that their reasoning to raise fees was to see an increase in revenue. Additionally, 25 percent said it is due to a change in their enforcement environment.

Figure 8 Overall Parking Goals
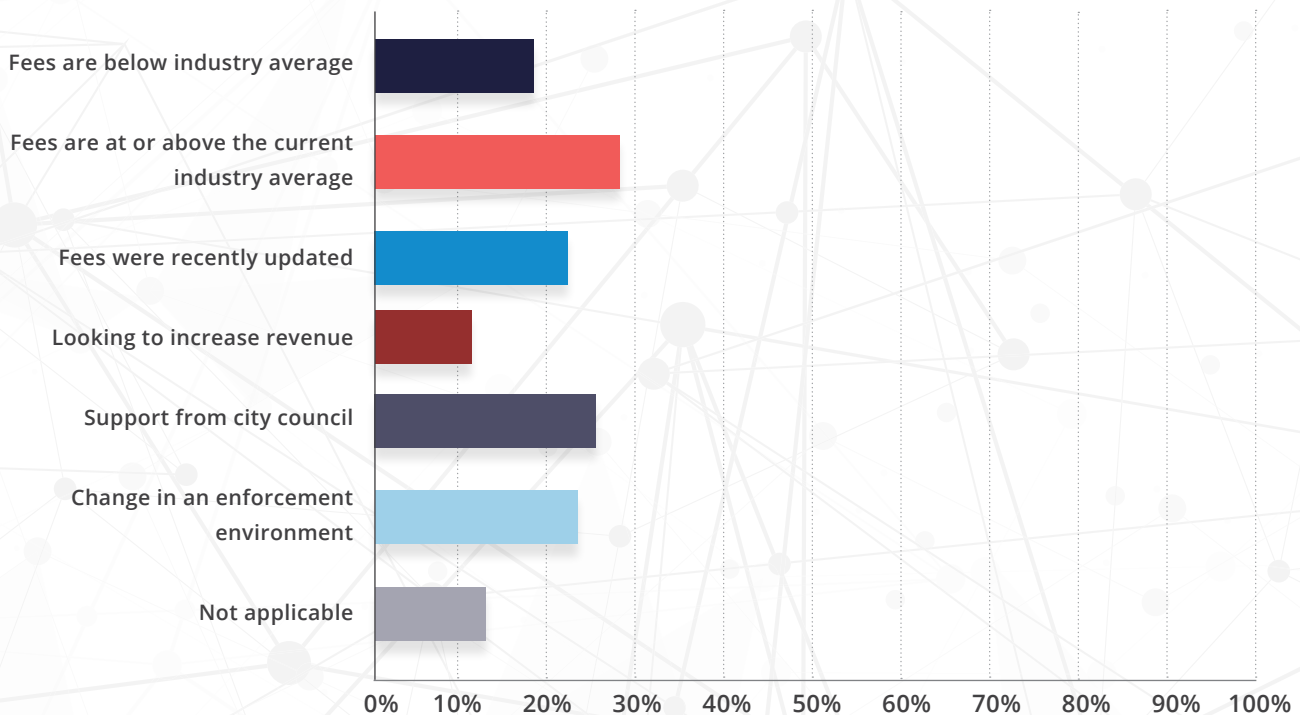
Utilizing an All-in-One Digital Parking Management Platform

We were curious to know how many respondents were currently utilizing an all-in-one digital parking platform for permitting, parking payments and enforcement.

Figure 9 below shows that 41 percent of respondents are currently using some sort of digital solution for their parking, permitting and enforcement needs. Fifty-nine percent of those surveyed are currently not.
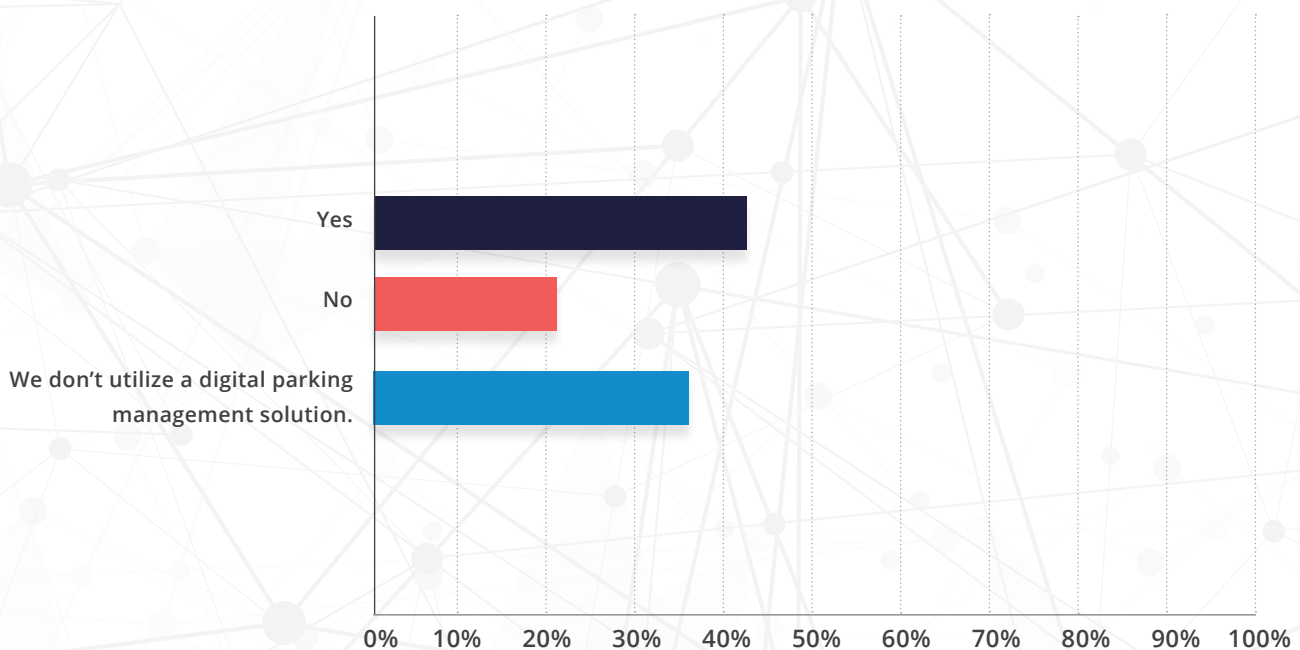
Figure 9 Utilizing an All-in-One Digital Parking Management Platform
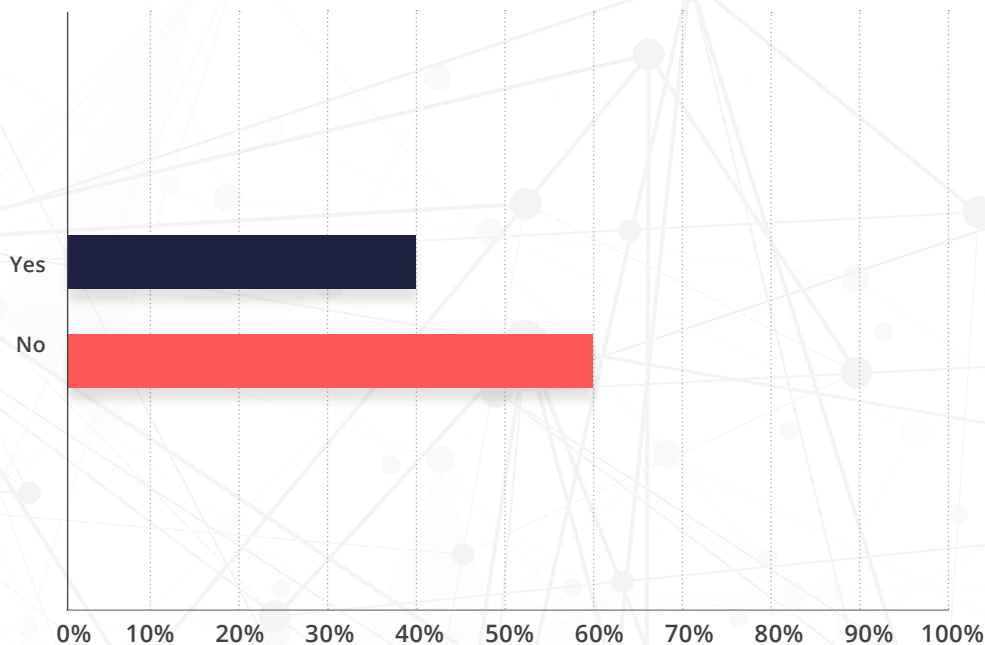
Revenue Growth as a Result of Utilizing a Digital Parking Management Solution

We wanted to understand how many respondents actually saw revenue growth as a direct result of utilizing a digital parking management platform. Figure 10 below shows that 43 percent saw their revenue grow in 2021. However, 21 percent didn't see a growth in revenue as a result of going digital. Thirty-six percent of respondents stated that they currently do not utilize a digital parking management solution.

Figure 10 Revenue Growth as a Result of Utilizing a Digital Parking Management Solution

Percentage of Revenue Growth as a Result of Utilizign a Digital Parking Management Solution

Respondents were further asked what percentage of revenue increase they saw as a result of utilizing a digital parking management solution.

Figure 11 below shows that three percent of respondents saw up to a 10 percent increase in revenue growth. Twenty-six percent saw a revenue increase between 11-20 percent, and five percent of respondents saw an increase between 21-40 percent. There were some who saw their revenue increase between 91-100 percent (two percent).

Figure 11 Percentage of Revenue Growth as a Result of Utilizing a Digital Parking Management Solution
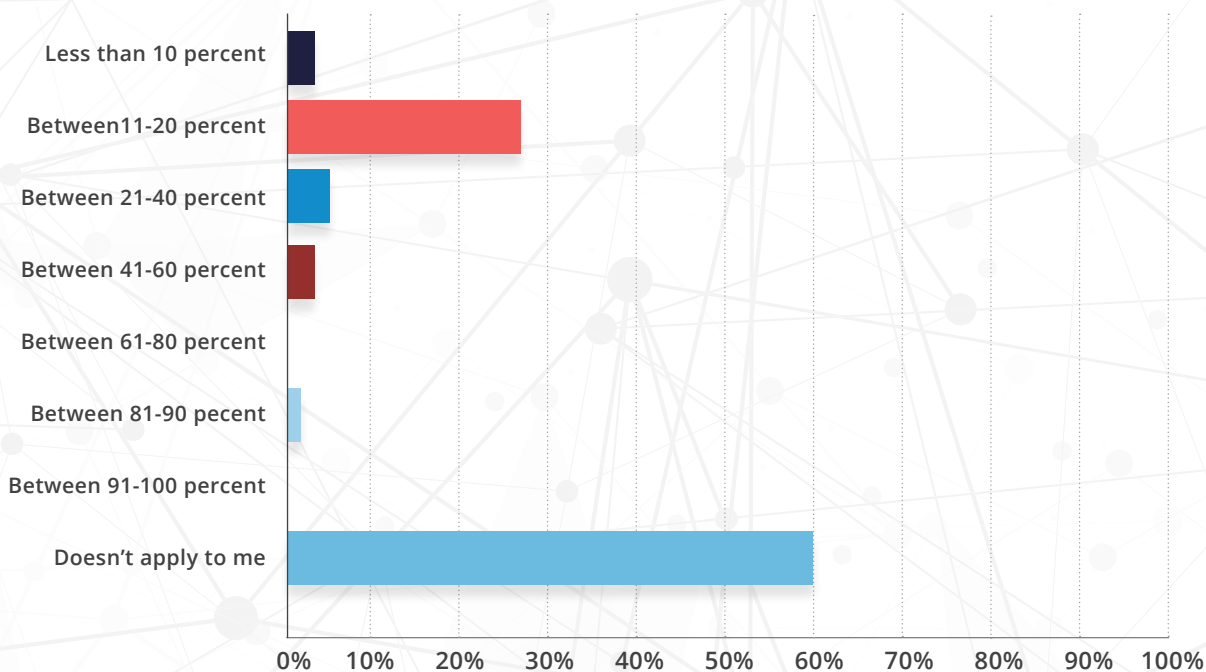
Current Integration Utilization

Respondents were asked what kind of integrations they currently use between their business for their day-to-day operations. Eighty percent selected daily parking solutions (mobile apps, meters and pay stations) as their number one choice followed by license plate recognition (66 percent). Digital permits solution ranked third (52 percent) followed by towing and immobilization (46 percent). Additionally, respondents selected the GPS/GIS officer tracking tool (33 percent) and DMV integration (30 percent). Reporting capabilities (38 percent), cashiering (23 percent), accounting software (33 percent) were next. None of the provided options rounded up the bottom at five percent.

**Figure 12 Current Integration Utilization**
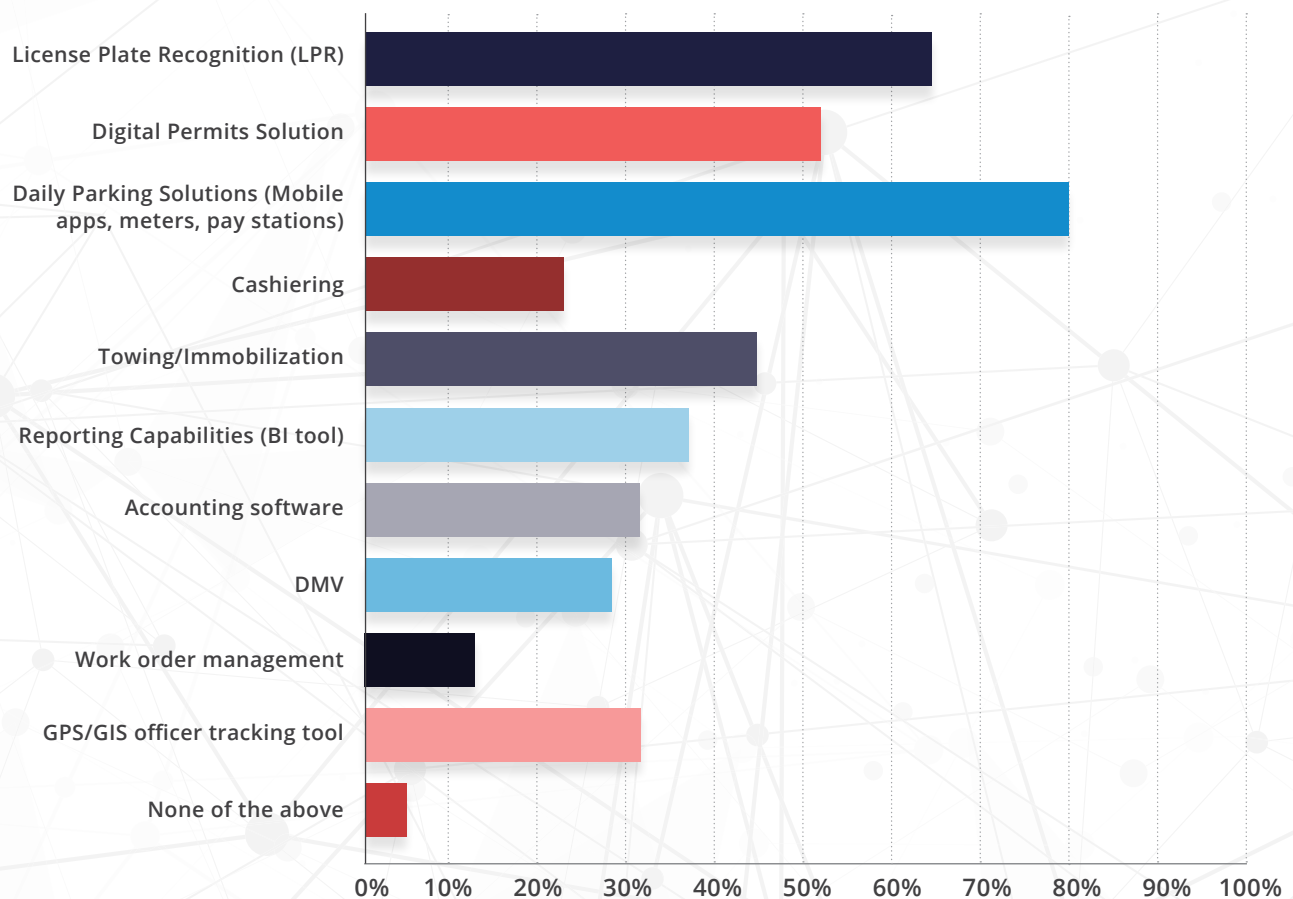
Backend Capabilities

We wanted to understand what kind of capabilities current mobile parking apps offer on the backend.

Figure 13 below shows that 79 percent of respondents have backend reporting capabilities and 74 percent have revenue reporting capabilities. Additionally, 62 percent have the ability to download reports and 49 percent have zone activity reporting available. Forty-four percent also said that they have real time dashboard reporting and 16 percent said they have aggregated reporting with meters and multiple apps. Almost 43 percent said they have customer service capabilities such as session search and customer account management. Support module (20 percent) and peak demand widget (15 percent) rounded up the bottom.

Figure 13 Backend Capabilities
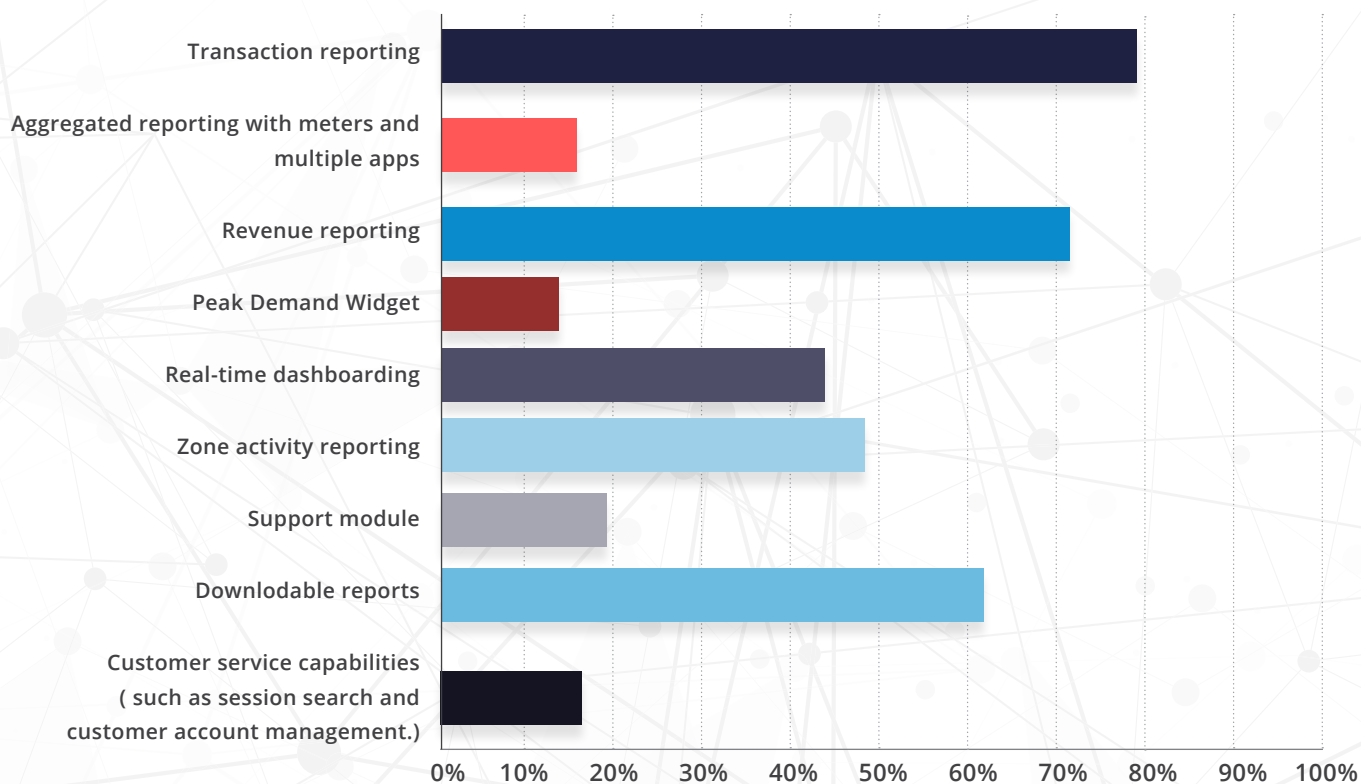
Key Factors for Selecting a Parking Software Vendor

We wanted to understand what key factors respondents take into account when selecting a parking software vendor. Reporting was the most important factor with 85 percent followed by price at 80 percent. Capabilities and features ranked third at 72 percent. A single back office solution for all parking management needs (parking, enforcement, permits and payments) tied with a real-time cloud-based solution at 69 percent. Sixty-two percent of respondents selected having support and a knowledge-based center as a key factor. Speed to issue a citation (52 percent) and implementation time (41 percent) were ranked next. Two percent were unsure of what key factors they would need when selecting a parking software vendor.

Figure 14 Key Factors for Selecting a Parking Software Vendor
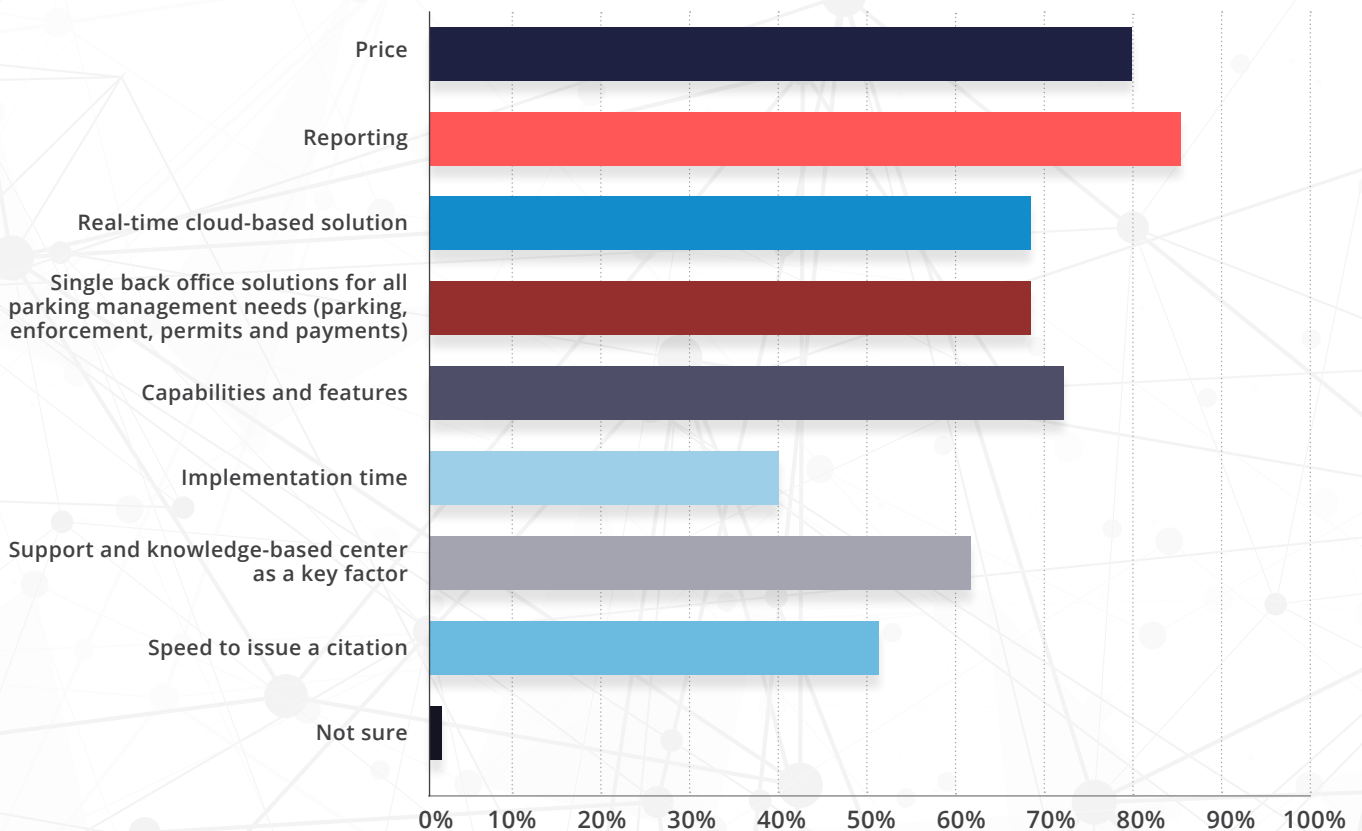
Single Source for All Parking and Mobility Needs

We asked respondents how important it is for them to have a single source of truth for all of their parking and mobility needs. Forty-six percent of respondents said it was very important, while 38 percent said it was somewhat important. Fifteen percent were neutral with low importance rounded out the bottom at two percent. It is interesting to note that none of the respondents selected, "not at all important".

Figure 15 Single Source for All parking and Mobility Needs
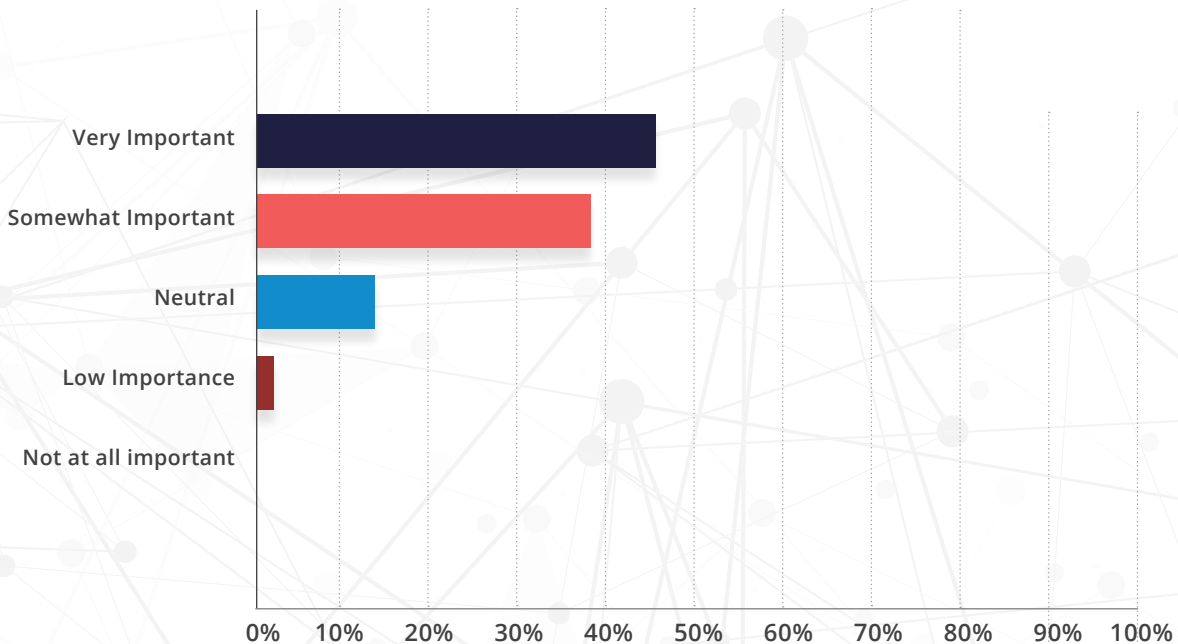
About the Respondents

For this report, we asked respondents what their primary business category was. Seventy-five percent selected a municipality, followed by a university (10 percent), a parking authority for a municipality (seven percent) and a private operator (five percent). Integration partner (three percent) rounded up the bottom.

Figure 16 About the Respondents
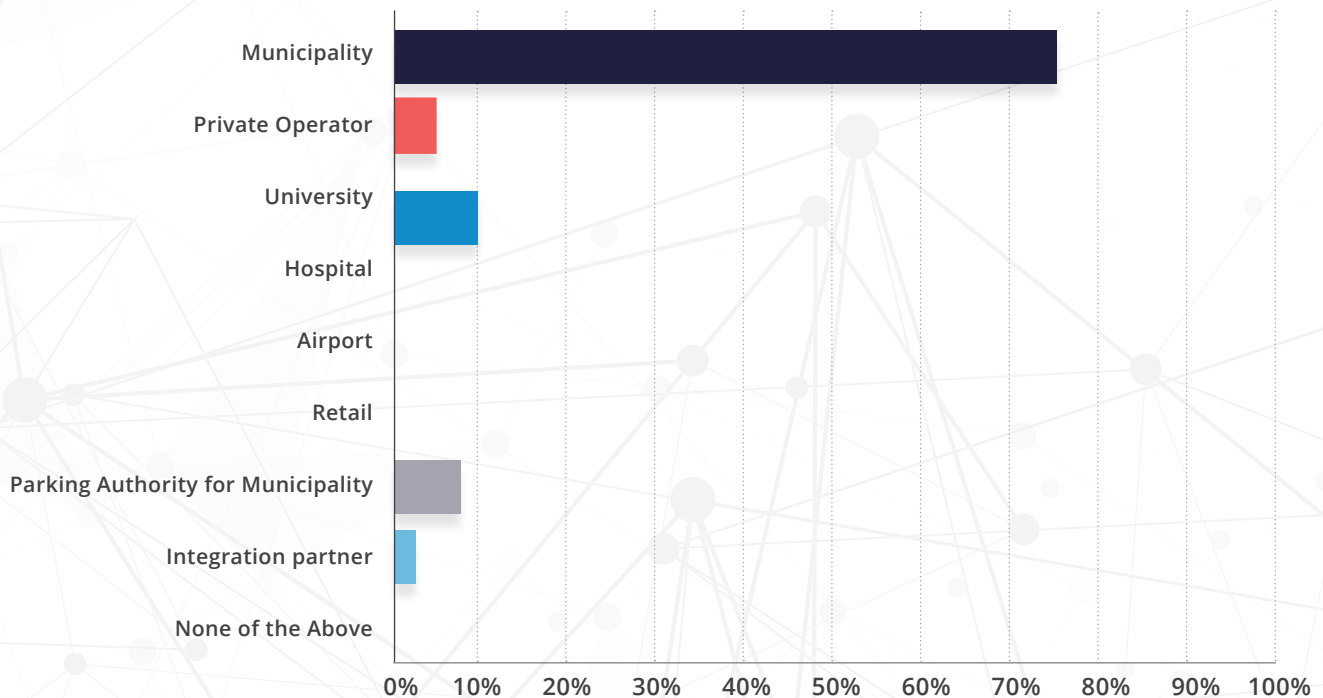
Executive Summary

Improved customer experience is tied to the growing need for mobile parking apps.

This includes real-time data being sent directly from and to a driver's phone regarding location and a nearest available parking space. Or, being notified to extend parking time directly from a mobile pay parking app.

The ability to make digital payments, for example, has made life easier not just for parkers, but also those administering the mobile pay parking app.

As more cities and municipalities realize the need for change, they must take several things into consideration when determining how to procure a mobile pay parking solution.

For example, private operators can harness the power of cloud-based technology to uncover powerful payment and enforcement capabilities without incurring staffing or hardware expenses. Additionally, colleges and universities can use this technology to improve the campus parking experience and decrease operational costs.

About this Research

Passport's mobility management platform is the engine that powers your city's mobility operations. It brings together best-in-class digital products including mobile pay parking, enforcement, permitting, and payments. All data is aggregated and visualized through Passport's portal, providing insights to help you make decisions and take action in real time. Use the products you need, and the rest when you're ready. The result is a more integrated, efficient, and reliable parking and mobility infrastructure.

Cities trust Passport's platform to provide them with real-time mobility data to make transactions at the curb easy and accessible. Passport's mobility management platform serves as a strategic, decision-making system that provides a single source of truth for data, analytics and insights, and is a tool that can be used to develop, implement and manage policy.

For more information, visit passportinc.com.