



# 2020 TRANSITION PLAN **PARKPENSACOLA**

CITY OF PENSACOLA PARKING MANAGEMENT

# CREATING A POSITIVE **PENSACOLA EXPERIENCE**

**Resident and visitor satisfaction with Pensacola's transportation system is determined by more than just the number of transit options or the available parking spaces, costs and regulations.**



**Flexible**

**Easy to  
Understand**

**Easy to  
Operate**

**Easy to  
Navigate**



# TRANSPORTATION **STRATEGY**

## Goal: Offer Diverse & Flexible Transportation Options

The back-office system we are implementing enables the City to integrate multi-modal transportation, encompassing:

- Bike sharing
- Electric scooters
- Ferries
- Trolleys
- Electric scooters
- City buses
- And more



# PARKING **STRATEGY**

**1**

**CITY WEBSITE**

**2**

**CITY PARKING APP / E-PERMITS**

**3**

**SIGNS & WAYFINDING**

**4**

**PUBLIC EDUCATION**

**5**

**TRANSPORTATION STRATEGY**

**2**

**DATA COLLECTION / REPORTING**

# **CPPM**

CITY OF PENSACOLA  
PARKING MANAGEMENT

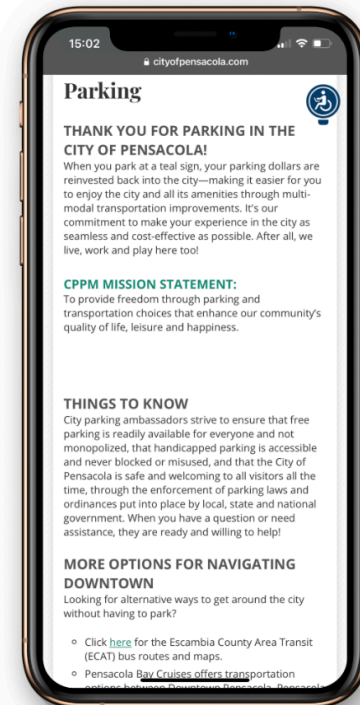
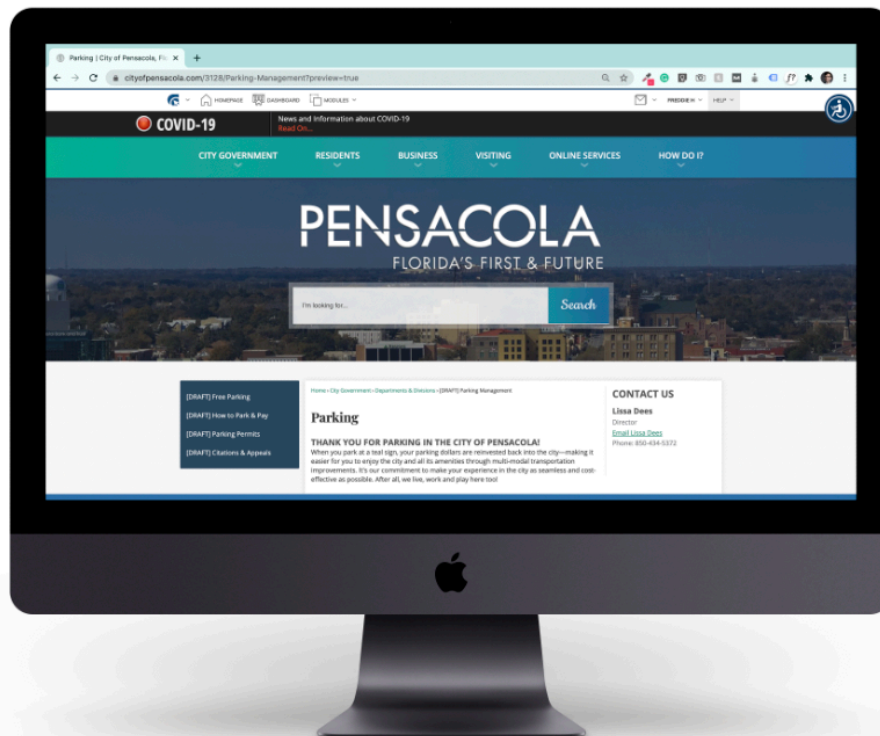
# **MISSION**

To provide freedom  
through parking and  
transportation  
choices that enhance  
our community's  
quality of life, leisure  
and happiness.



# CITY WEBSITE

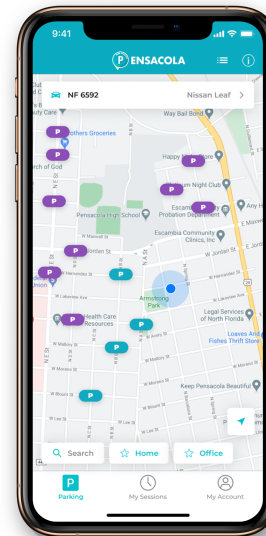
- Locate public parking
- Locate free parking
- Locate handicapped parking
- Purchase a parking permit
- Download the parking app
- Pay or appeal a ticket



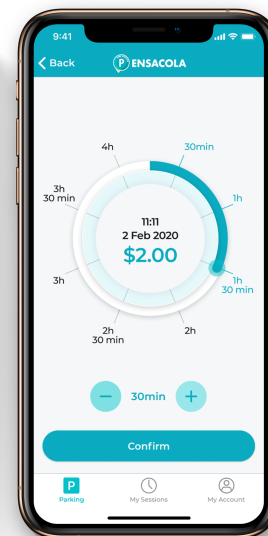
# CITY PARKING APP

## Accessibility + Safety

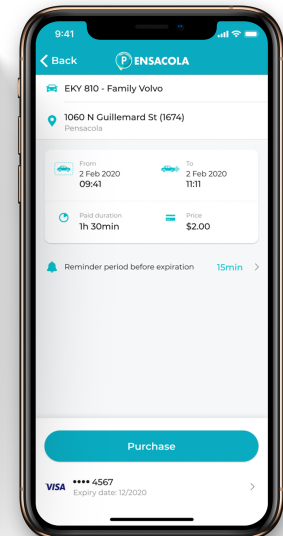
- Available in 26 languages
- Helps locate handicapped parking\*
- Free to download
- **Find My Car** feature
- No need to go to a pay machine or use cash or credit cards at night, or to leave car to pay for parking
- Touch/Face ID/Facebook Login
- Text al



**Select  
Location**



**Choose  
Duration**



**Confirm  
Payment**



# CITY PARKING APP

[www.parkpensacola.com](http://www.parkpensacola.com)



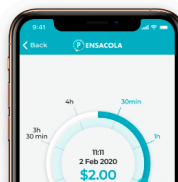
The banner features a large circular logo with a white 'P' on a teal background, surrounded by the text 'PARK PENSACOLA'. Below the logo, the text 'PARKPENSACOLA MOBILE APP' is displayed in white. The background is an aerial view of a city with a beach and ocean. On the left, the text 'Get ready for a hassle-free parking experience' is written in white. In the center, a smartphone displays the app's login screen with options: 'Continue with Apple', 'Continue with Facebook', 'Continue with Google', 'Log in with Email or phone number', and 'Not a member? Sign Up'. On the right, the text 'Download The App Today!' is written in white, followed by two buttons: 'GET IT ON Google Play' and 'Download on the App Store'.

Set up your account now, and when you're ready to park:

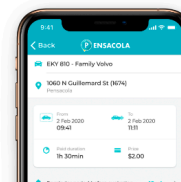
**STEP 1**  
Choose Location



**STEP 2**  
Select Duration



**STEP 3**  
Confirm Payment



# CITY E-PERMITS

Parking permits are available for:

- **Jefferson Street Parking Garage**
- **North Palafox Parking Lot**
- **Tarragona Street Parking Lot**
- **Residential Passes**
- **Annual Boat Ramp Passes**

Parking permit information is available on the City's new parking website and by using the URL, [pensacolapermits.com](https://pensacolapermits.com).



## Welcome

[On this website, you shall purchase parking permits.](#)

Please register with the form below.

## Sign in

E-mail

Password

[Forgot password ?](#)

☐ Remember me

[Sign in](#)

[Don't have an account ?](#)



# SIGN **STRATEGY**

**1**

**SUPPORTIVE**

**2**

**COST-EFFECTIVE**

**3**

**USER-FRIENDLY**



**Public >  
Parking**

**PENSACOLA**  
FLORIDA'S FIRST & FUTURE

# SIGN STRATEGY

## BEFORE






# SIGN STRATEGY

**AFTER**



# PUBLIC EDUCATION

POCKET GUIDE



## Parking. Easier. Safer. Faster.


DOWNLOAD THE FREE APP!

**CHOOSE YOUR:**

- 1 Location
- 2 Duration
- 3 Payment

**PENSACOLA**  
FLORIDA'S FIRST & FUTURE

RACK CARD




SAVE TIME  
FAST & SECURE  
ADD TIME  
REMOTELY  
GET  
EXPIRATION  
ALERTS

GET THE APP!  
SCAN THE QR CODE, OR VISIT  
PARKPENSACOLA.COM

DOWNLOAD ON THE  
App Store

There is a small convenience fee added to your parking transaction. Once you have paid for your PARKPensacola transaction there is no additional fee for text reminders about parking expiration.

**GET THE APP!**



- 1 Scan the code above, or visit ParkPensacola.com.
- 2 Create an account. You can use your email, or quick login using Facebook.

**Find Out More**

**PARKPensacola Parking Hours of Enforcement**  
On-Street and Surface Lots: Mon-Sat from 8am-7pm  
Jefferson Street Garage: Mon-Saturday all day  
PARKPensacola public parking is free on Sundays\*  
\*Exception: special event parking

**Other Parking Providers**  
Many public parking spots in the City of Pensacola are managed by private operators. In the downtown district for example, the City owns and manages only about 39 percent of the available public parking. To locate a City-owned PARKPensacola parking spot, look for a turquoise blue sign and the City of Pensacola logo.

**Booting and Towing**  
The City of Pensacola does not boot or tow. Please check the information on your ticket for further instructions on which private parking company you should contact if your parked car has been booted or towed.

**Parking. Easier.  
Safer. Faster.**

### 3 Reasons to Look for the Teal Parking Signs:

#### IT COSTS LESS

PARKPensacola is owned by the taxpayers. So you can find parking for as little as 50 cents an hour, plus many 2-hour parking spaces that are free all of the time. And ALL public parking is free all day on Sundays.

#### YOUR DOLLARS STAY LOCAL

PARKPensacola employees are local residents who work and park locally everyday. And when you park in a public parking space, your parking dollars are reinvested right back into the community.

#### FREE HANDICAPPED PARKING

If you have a valid handicap placard and there's no designated space available, you can park in any City metered, on-street parking space for free.

\*Special Event Parking is Excluded.

### HOW TO USE THE APP



SAVE TIME  
FAST & SECURE  
ADD TIME  
REMOTELY  
GET  
EXPIRATION  
ALERTS

- 1 Enter Location
- 2 Enter Duration
- 3 Click "Pay"

TIP: SET UP YOUR ACCOUNT NOW, THEN WHEN YOU'RE READY TO PARK, JUST

You can return to the app at any time to extend your parking session.

### HOW TO USE A PAY STATION



\*HAVE YOUR TAG NUMBER HANDY

- 1 Press Keypad to Activate
- 2 Follow Prompts
- 3 Make Payment

WALL POSTERS

## \*Have Your Tag Number Handy

### INSTRUCTIONS

- 1 Press Keypad
- 2 Follow Prompts
- 3 Make Payment
- 4 No Receipt Necessary

For the safest, quickest way to pay, download the Flowbird Parking App!

**Your City.  
Your City  
App.**

- Intuitive mapping
- Remote session extension
- Text alerts
- 26 languages
- Walking directions back to your car

MORE: PARKPENSACOLA.COM

DOWNLOAD ON THE  
App Store

GET IT ON  
Google Play

# DATA COLLECTION & REPORTING

What  
Will Happen?

Predictive  
Analytics

Descriptive  
Analytics

What  
Happened?

Diagnostic  
Analytics

Why Did  
It Happen?

Prescriptive  
Analytics

How Can We  
Make it Happen?



ONE SYSTEM PULLS DATA FROM  
MULTIPLE PLATFORMS



THANK YOU!