



# PayStay

Digitising Darwin's  
CBD parking  
experience



# PayStay

## Digitising Darwin's CBD parking experience



### OUR CLIENT

Our local government client is the City of Darwin, a large metropolitan council.

The region has a population of 140,000 residents, but also has a large fluid population of visitors. With over 1 million visitors arriving each year, the effective management of transport services is crucial. The area serviced includes a diverse range of attractions that impact traffic flow and community needs, including popular waterfronts, national parks, and retail and holiday destinations.



### CLIENT REQUIREMENTS

The City of Darwin sought to partner with DCA to introduce a digital parking system to complement the meter scheme already in place, with a view to accommodating not only their permanent retailers and residents but also their vast and growing transient and seasonal population. This required a thought out, goal-driven scheme to introduce the PayStay application across the entire area, while maintaining the City's capacity to accommodate those users who still required access to the existing metered service.

#### Client objectives as follows:

- Lower both the administrative and environmental burdens of the parking system
- Increase the convenience of the experience for the community
- Increase parking equity in the community
- Improve compliance and accuracy of payment validation
- Expand knowledge of parking utilisation and compliance with parking regulations
- Increase sustainability of whole system, from environmental components to future capacity



### THE PLAN

DCA collaborated with the client to prepare a detailed work plan incorporating key performance indicators and critical success factors.

#### The plan involved:

- Intelligent planning based on connected technology and informed by data analysis
- Collaboration between DCA and the City of Darwin's Marketing and Communications team to construct a marketing and communications plan, evaluating the strategic roles of various media types, including a combination of advertising, public relations and promotions
- The use of well-researched benchmarks and numbers to explicitly define success; the City of Darwin set the target of achieving a 20% uptake of parking transactions after the first 18 months of installation
- Rigorous internal user testing that preceded a soft launch of the application in test phase to assess useability
- Comprehensive briefing to all councillors to ensure a smooth adoption of the service

# PayStay

## Digitising Darwin's CBD parking experience



### THE SOLUTION

DCA now provides this highly-customisable digital platform that integrates seamlessly with existing parking technologies and includes robust support to improve the City of Darwin's service for the community:

- Enhanced customer experience through a self-service portal that is available via app and browser, which provides a cashless payment option as well as information to users
- Integrated technology allowing for website, app, telephone and SMS support for beginning and ending parking sessions
- Mapping technology for wayfinding that allows motorists to find parking more easily
- Access to DCA's friendly, Australian-based call centre for support and motorist queries
- PayStay allows motorists to search for and filter on parking that meets their needs and provides them with the option for cashless parking payments
- Integration of the new PayStay system with the existing PinForce compliance solution, providing officers with access to real-time data that informs the issuance of cautions or infringements
- PayStay's dynamic pricing ability allows Council to create promotions at key times and seasons, enabling greater support of local retailers and more flexibility in managing traffic flow



### THE BENEFITS

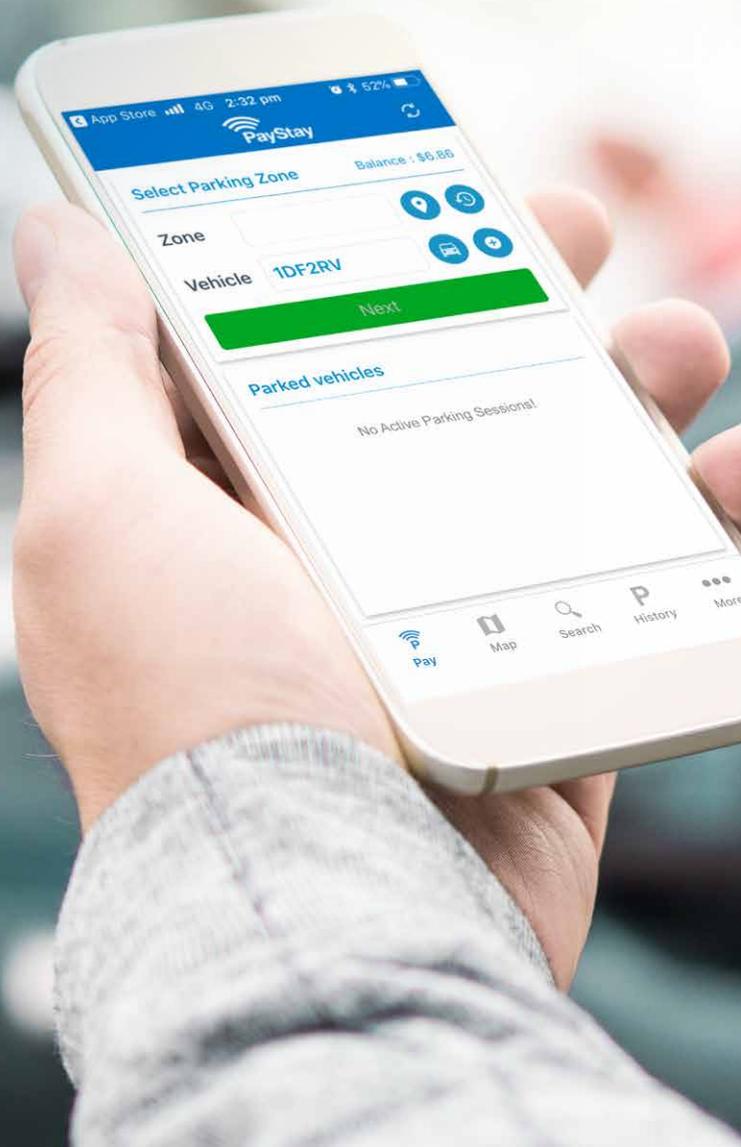
The introduction of PayStay in City of Darwin's government area has lowered the administrative and financial burden to Council significantly, owing in part to its rapid acceptance by motorists in the area.

- The removal of 28 meters created significant saving for Council in terms of compliance and maintenance. Additionally, the budgeted replacement cost for these meters has been saved.
- On-going meter maintenance costs have decreased significantly
- Administration hours at council have been streamlined as a result of the implementation of the new solution
- Parking compliance has increased, ensuring parking equity for the community and increasing parking revenue to council
- City of Darwin has saved a significant amount of paper with a reduction of over 30,000 printed tickets per month
- By August 2019, 50% of transactions were already being made via the PayStay system, greatly outstripping the targets initially set by Council



# PayStay

## Digitising Darwin's CBD parking experience



### DCA CITIES DIVISION

DCA Cities division is an innovative technology company with a specialist focus on, on-street parking management incorporating:

- Smart mobility sensor technology
- Mobile way finding and payment applications
- Digital permit technology
- Infringement issuing technologies, management and processing
- Specialist parking officers and intelligent patrol planning methodology
- Smart mobility data analytics

Our approach to smart mobility and parking management is holistic, we partner with each of our clients to realise their vision, prioritising their objectives to overcome local challenges. DCA's multi-facet, integrated suite of technologies and services is designed to manage any aspect of smart mobility and parking operations and offers clients the flexibility to add and connect solutions at any time.

Contact us on 03 9320 9000 or visit [data.com.au](http://data.com.au)

"We are absolutely thrilled with the progress of PayStay, the success is a credit to both DCA and the Cities Marketing & Communication team; together they have made this whole process seamless for Council and the Community."

**Jim Hatzivalsamis**

Car Parking Manager, City of Darwin