

News from ParkIndy, LLC

For Immediate Release
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PARKING MODERNIZATION UPDATE (February 29, 2012)

The ParkIndy Team wants to keep you updated on the latest in parking modernization news. We will continue to send regular updates to interested parties including media, businesses and community groups. If any business, group or association would like parking meter brochures or posters, please contact us at Sease, Gerig & Associates (317.634.1171).

WHAT'S NEW?

*PARKINDY ACTIVATES NEW WAY-FINDING TECHNOLOGY ON MASS AVE,
IN BROAD RIPPLE AND NEAR MONUMENT CIRCLE
AND
MOTORISTS CAN PAY TO PARK THROUGH PARKMOBILE AT EVERY METER IN THE CITY*

In our most recent newsletter, we advised that ParkIndy has installed sensors as part of an effort to bring way-finding technology to Indianapolis. These sensors, which help motorists find available parking, have been installed in more than 550 parking spaces on Massachusetts Avenue, Broad Ripple and near Monument Circle. The expansion of this way-finding technology will contribute to provide Indianapolis with one of the most advanced parking systems in the United States.

Small sensors embedded in the roadway in each parking space will detect the presence of a car. That information will be communicated to motorists via a free smartphone application. Visitors who download the free app will have access to a live, instant map pinpointing available parking. Icons will note when more than four spaces are available (plenty of parking available), more than two spaces are available (some parking) or less than two spaces are available (limited parking). The app also delivers information about parking space time limits, pricing, and whether meters take credit cards or coins.

The smartphone app called Parker™ by Streetline will provide Indy's residents and visitors real-time insight for finding open parking spaces where sensors have been activated. Some of the features of Parker include:

- Real-time information in select areas of Indianapolis to guide drivers to open and available curbside parking spaces; Parker updates automatically when car is parked or moved from the parking space.
- "Follow me" navigation with a native map application to guide motorists to their chosen parking destination.
- Easy access to rates, hours and time limits for metered and on-street parking where available.
- The ability to enter an address and view parking options nearest to that destination.
- Mark areas on the map to keep track of where a car is parked (and later get guidance back to the car), set reminders, take a picture of a car and take notes about the location. Parker also saves parking history data for easy access later.
- Rate and comment on parking locations and set reminders noting great locations.
- Option to register and pay for parking via mobile payment partner Parkmobile.

Parker™ is available now as a free download at iTunes and the Android Market.

Beginning today, Wednesday, February 29, ParkIndy has activated the free smartphone application.

Sensor installations downtown have been completed on the spokes from Monument Circle (Market Street from Capitol to Pennsylvania avenues, and Meridian Street from Ohio to Washington streets), and in Broad Ripple on Guilford Avenue, Broad Ripple Avenue, North College Avenue, East Westfield Boulevard and Winthrop Avenue. In addition, ParkIndy has installed sensors in the 300-700 blocks of Mass Ave.

ParkIndy's introduction of way-finding technology in Indianapolis will make parking more convenient.

ParkIndy will install additional sensors throughout Downtown and Broad Ripple later this year.

CUSTOMERS CAN PAY BY PHONE AT EVERY METER IN INDY

As of today, the innovative and optional convenience of paying by phone is now available at every parking meter in Indianapolis through Parkmobile. The new system will allow motorists to feed the meter by phone at the parking space and add time to the meter remotely, using a smartphone application, cell phone or a land line.

Parkmobile is one of the largest suppliers of cashless parking systems in the United States and provides the technology to ParkIndy, which operates the city's parking program.

Motorists can use the technology in a variety of ways:

- Pay at a parking meter or pay box by using a smartphone application
- Pay at a parking meter or pay box by calling a customer service number
- Receive notices of when a meter is going to expire and add time using the application

Parkmobile charges a 25-cent convenience fee for each transaction. This convenience fee is among the lowest in the United States and pays for the service provided by Parkmobile, a sub-contractor to ParkIndy. Parkmobile will donate 10% of all convenience fees to Indianapolis charities. ParkIndy will not be reimbursed for any portion of the convenience fees collected by Parkmobile.

There are three easy ways to register to use this convenient new service:

- Customers can download the mobile application at www.parkmobile.com or at their mobile app store.
- Go online at www.parkmobile.com.
- Call 1-877-727-5007 and punch in the required information, including the meter space/zone number and the duration of their stay.

Credit cards will be charged appropriately. Payments are processed in real time. Normal parking fees apply when using ParkIndy Parkmobile at parking meters. All information entered into the system is encrypted, protecting confidential credit information.

REMINDER

HOW TO USE MULTI-SPACE PAY BOXES

Please feel free to share this reminder on how to use the multi-space pay boxes for those who may not be familiar with the multi-space pay boxes. Using the multi-space pay boxes can be accomplished in three easy steps:

1. On any multi-space pay box, motorists can key in the parking space number that appears on the pole beside their parking space and press the “Enter” button.
2. Insert coins or a credit/debit card and add time with the “Plus” button.
3. Then press “OK” to complete the payment.

You Can Pay at Any Box to Renew Your Time

Each transaction is distinct with each pay box, so please wait until your original time is almost up to maximize your purchased time.

Pay Box Hotline

ParkIndy’s goal is to provide customers with a better parking experience. That’s why we are pleased to announce the creation of a 24-hour hotline for motorists who may need help at a pay box. Our 24-hour help line is active. The phone number – (317) 524-2247 – is posted on all pay boxes. A customer can call this number if he or she has a question about using the pay boxes or would like to report any problem with a pay box. We invite motorists to call us to report any pay box problems as quickly as possible so issues can be addressed in a timely and efficient manner.

Reporting Broken Meters

Motorists are reminded that any problems with broken meters should be reported by calling the meter hotline at (317) 327-5255 or by emailing info@parkindy.net. This number is posted on all parking meters as well as on the back of any ticket.

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