

City Operations Parks and Roads Services

Edmonton

CO03040 Options for City-Owned Parking Machines

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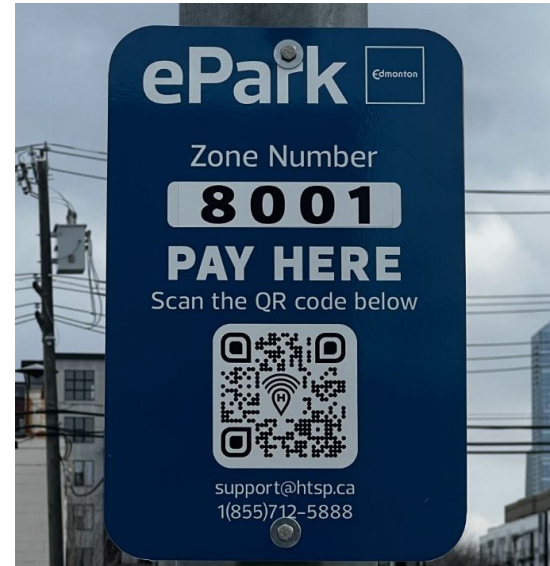
Background

- In 2024, Council approved initiatives to achieve operational savings and minimize the 2025 tax levy increase, including the removal of physical EPark payment machines.
- The former EPark payment machines became obsolete as they were not Payment Card Industry compliant and could not be repaired or upgraded.
- City transitioned to a mobile-only EPark payment system.



Financial Implications

- A minimum capital investment of \$2.8 million would be needed to replace a smaller number of machines.
- There is no current capital or operating budget for new physical parking infrastructure and no additional funding sources have been identified.
- Procurement and installation of a new system would not be operational before 2027.



Education, Outreach and Accessibility

- Two marketing campaigns were launched to assist with the transition.
 - The first encouraged users to download the HotSpot app to find and pay for parking.
 - The second educated visitors and seniors about all the payment methods.
- Outreach teams conducted 129 events with approx 2,500 customer interactions, providing hands-on assistance focusing on seniors and visitors.



Education and Outreach Results

- Since the removal of machines in April, app adoption has increased by 52%, reaching nearly 105,000 users by August, 95% of the previous parking app's user base.
- 311 inquiries decreased by 58%
- Digital, print and out-of-home media generated over 1.2 million impressions and 25,000 website visits, demonstrating strong awareness.
- QR code scanning is the most popular option, accounting for 66% of HotSpot transactions.



HotSpot Application Updates and Next Steps

- Explore alternative payment options, including an Interactive Voice Response (IVR) system by the end of Q1 2026, to improve accessibility for those without smartphones or data.
- Review and improve signage and address public concerns about security and data privacy.
- Comprehensive review of Edmonton's curbside management system to guide long-term investment and service delivery.



**Thank you.
Questions?**