

Project Client: City of Edmonton, Traffic Operations
Project Champion: Director, Traffic Operations
Project Duration: 4 months

Accessible Parking Intake Service Design

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Project Environment

The Parking Services team initiated a Digital Project to **develop an online self-service process** that provided time-limited free parking to Accessible Parking Placard Holders.

Identify all necessary process changes & software User requirements, and overcome roadblocks in obtaining User & stakeholder buy-in:

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Objectives

- A multitude of unique permit usage & stakeholder impact scenarios was making it **difficult to pinpoint User needs** on which to base an effective, manageable intake process.
- **Insufficient understanding of data & CX requirements** concerning all aspects of the intake & enforcement service process was creating excessive inconvenience for Users.

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Actions Taken

A Service Experience Design project was designed to ensure that the updated accessible parking program & self-service processes:

- **Avoided conflicts** arising from misaligned definitions & competing expectations.
- Could be **managed efficiently**, minimizing potential abuse of the parking exemption program.
- **Seamlessly integrated** with other cross-functional service processes in such a way that the unique needs of the accessible parking community were neither overlooked nor neglected.

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Outcomes

Service Experience information & insights provided the IT Digital Project Team with:

- A set of **clearly articulated User experience & service process requirements** that they could immediately put into action.
- **Visibility & insights** into which service experience challenges to target via digital delivery.
- **Clearly identified communication & interactivity opportunities** that could support a Strategic Communications Plan intended for both internal & external audiences.