

Project Client: City of Edmonton, Traffic Ops
Project Champion: Director, Traffic Operations
Project Duration: 6 months

Residential Permit Parking Service Experience Blueprinting

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Project Environment

The Director of Traffic Operations wanted to use their Parking Studies findings to guide the **replacement** of their existing Residential Permit Parking (RPP) program & digital service technology **with a modernized version**.

Given the diverse nature of multiple service delivery stakeholders impacted by this Project, **program design & prioritization frictions needed to be addressed:**

- **Competing User needs** in the form of equitable access & cost-effectiveness in terms of operational requirements.
- **Insufficient visibility** into the impacts of previously hidden expectations that surfaced from among several different internal service sections, departments and stakeholders.

A Service Experience Blueprinting project was designed to help:

- **Validate, prioritize and assess** the utility & viability of their parking studies' findings & recommendations for use in improving their program.
- **Achieve consensus** on a customer-focused Frame of Reference to guide the alignment of service processes, resources and customer needs moving forward.
- Ensure improved policy alignment and **User engagement** across key customer touchpoints.

Traffic Operations & its Service Delivery stakeholders were able to **identify areas of opportunity for optimal interaction** with RPP Residents.

Traffic Ops subsequently used this information to update their program with process alignment & user engagement **enhancements that improved consistency & ease of use**, delivering better permitting and online experiences for both the Residents & the City.

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Objectives

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Actions Taken

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Outcomes