

## Project: Accessible Parking Intake Service Design

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

### Project Stakeholders:

- Parking Services
- Parking Enforcement Services
- 311 & Integrated Service Centre
- Customer Communications Services
- Financial Services / Bylaw Ticket Administration
- Legal Services
- Accessibility Advisory Committee

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.

### **Situation**

In looking to identify all necessary process changes & software User requirements, the Parking Program team hit a major roadblock in obtaining User & stakeholder buy-in.

They encountered two major hurdles:

- 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.

### **Action**

Recognizing the complexity of their service environment, Traffic Operations engaged participants from across the multiple functional areas in a Service Experience Design project, 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.

- Were seamlessly integrated with other cross-functional service processes in such a way that the unique needs of both the accessible parking community & the Teams were neither overlooked nor neglected.

### **Outcome**

Parking Services used the Service Experience information & insights generated to confidently provide their 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 specific 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.
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