



“THE BIRTHPLACE OF THE STATE OF NEW YORK”
OFFICE OF THE MAYOR

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For Immediate Release:

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**White Plains Announces Expansion of *ParkWhitePlains*,
City’s Mobile Parking App
*Record Usage of App Seen***

WHITE PLAINS, NY – April 19, 2016. Last spring, White Plains introduced *ParkWhitePlains*, a mobile parking App specifically designed for the City. *ParkWhitePlains* was developed with customers in mind, utilizing technology to make parking easier and help parkers avoid getting a ticket. To date, parkers have been able to utilize the App while parking in the City’s many off-street garages and lots.

At the time Mayor Roach commented, “This is the type of technology our residents, businesses, shoppers and work force can embrace and get excited about. No other municipality in Westchester has a parking infrastructure like White Plains,” said Mayor Roach. “We’re leveraging our network of municipally-owned garages and lots to make parking easier, faster, more convenient, and less stressful.”

It seems that these words have borne out. Each month since its inception *ParkWhitePlains* has seen increased monthly usage. Usage levels started at 6,767 in May of 2015 and have increased steadily since then. This past month of March was another record month with 27,811 transactions. About 1,000 people use the system each work day.

(More)



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With this kind of success, the City sought to expand the availability of the service and has just completed a testing period for implementation of *ParkWhitePlains* to the on-street meter spaces. Expansion to the entire on-street meter system is now underway. *ParkWhitePlains* stickers are now being affixed to the on-street meters in the downtown area. Those stickers mean that the meter is part of the *ParkWhitePlains* system, thus allowing customers to utilize the app to pay for parking. The stickers have been affixed to on-street, single-space meter spaces on the following streets: Waller Avenue, Lyon Place, Gedney Way, Pleasant Avenue, Haarlem Avenue, Glenn Street, Bond Street, Fisher Lane, Holland Avenue, Mamaroneck Avenue (between Main and Maple), Post Road (between Broadway and MLK), and Main Street. The Parking Department will also begin to fill in the various "core" streets between Main and Maple before expanding to other areas.

And there's more good news: The City is now testing the implementation of an automated parking discount system using bluetooth beacons for parking patrons who utilize the *ParkWhitePlains* App to pay for their parking. Here's how the beacon system works: The customer starts his/her parking session as usual using *ParkWhitePlains*. The customer enters a business with the beacon. The App "sees" the bluetooth beacon in the restaurant and begins a 20 minute countdown which it displays on the customer's phone. If the customer is still in the restaurant at the end of 20 minutes, he/she will automatically get a parking discount courtesy of the business. Hudson Grille on Mamaroneck Avenue has agreed to be the City's testing location. The Parking Department hopes to have the beacon system fully tested and ready to offer to businesses within the next month.

About ParkWhitePlains

Parkers can easily download *ParkWhitePlains* through the App Store for iPhone and Google Play Store for Android. Parkers can also manage their parking through the *ParkWhitePlains* mobile web application, which is accessible on any device with an internet connection at ParkWhitePlains.com.

The *ParkWhite Plains* App is free and offers a quick registration process. It allows parkers to easily and quickly pay for parking without utilizing a meter, manage their parking, and extend their parking time remotely. The App offers a visual countdown timer to help parkers keep track of the time left in their parking session.

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