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# **A Deeper Dive Into Parking Happiness with Bend**

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# The Parking Multiverse



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# The Parking Multiverse

## Technology Partner

- Revenue
- Innovation
- Market Share

## Parking Operator

- Advanced Technology
- Efficient Management
- Revenue Optimization

## Government

- Compliance
- Revenue
- No Drama

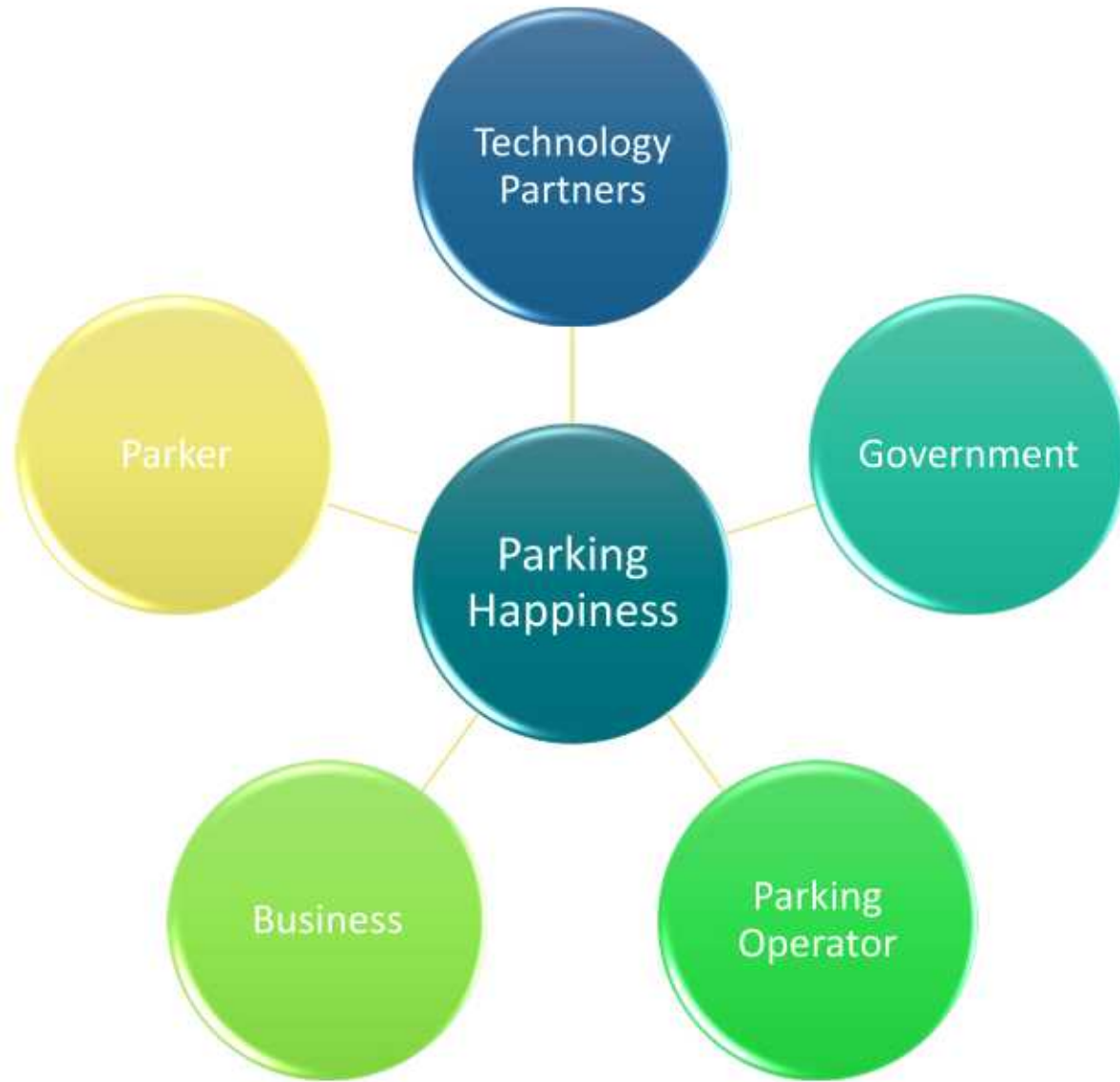
- User-Friendly Apps
- Clear Signage
- Availability Information
- Affordable Rates
- Accessibility
- Responsive Support

## Parker

## Business

- Free
- Easy
- No Citations (EVER)





# Parking Happiness = ?

**The pursuit to leave behind negativity and see parking as a key, positive part of community living and user experience.**



# Bend's Roadmap towards Parking Happiness



# Our end goal

When have we achieved  
Parking Happiness in Bend?



Incentives Parking System



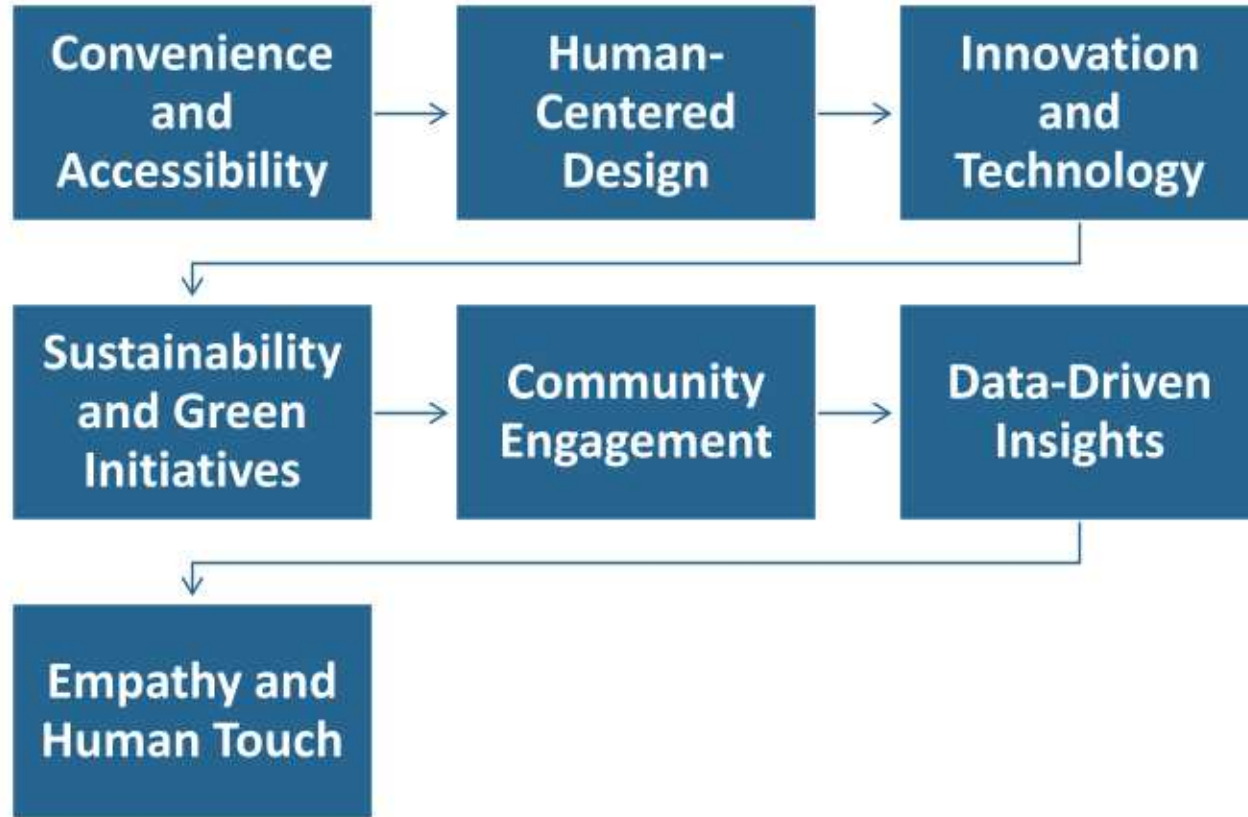
Limited Enforcement need  
because rules are intuitive and  
user friendly



Parking supports quality of life,  
economic and physical mobility



# Parking Happiness



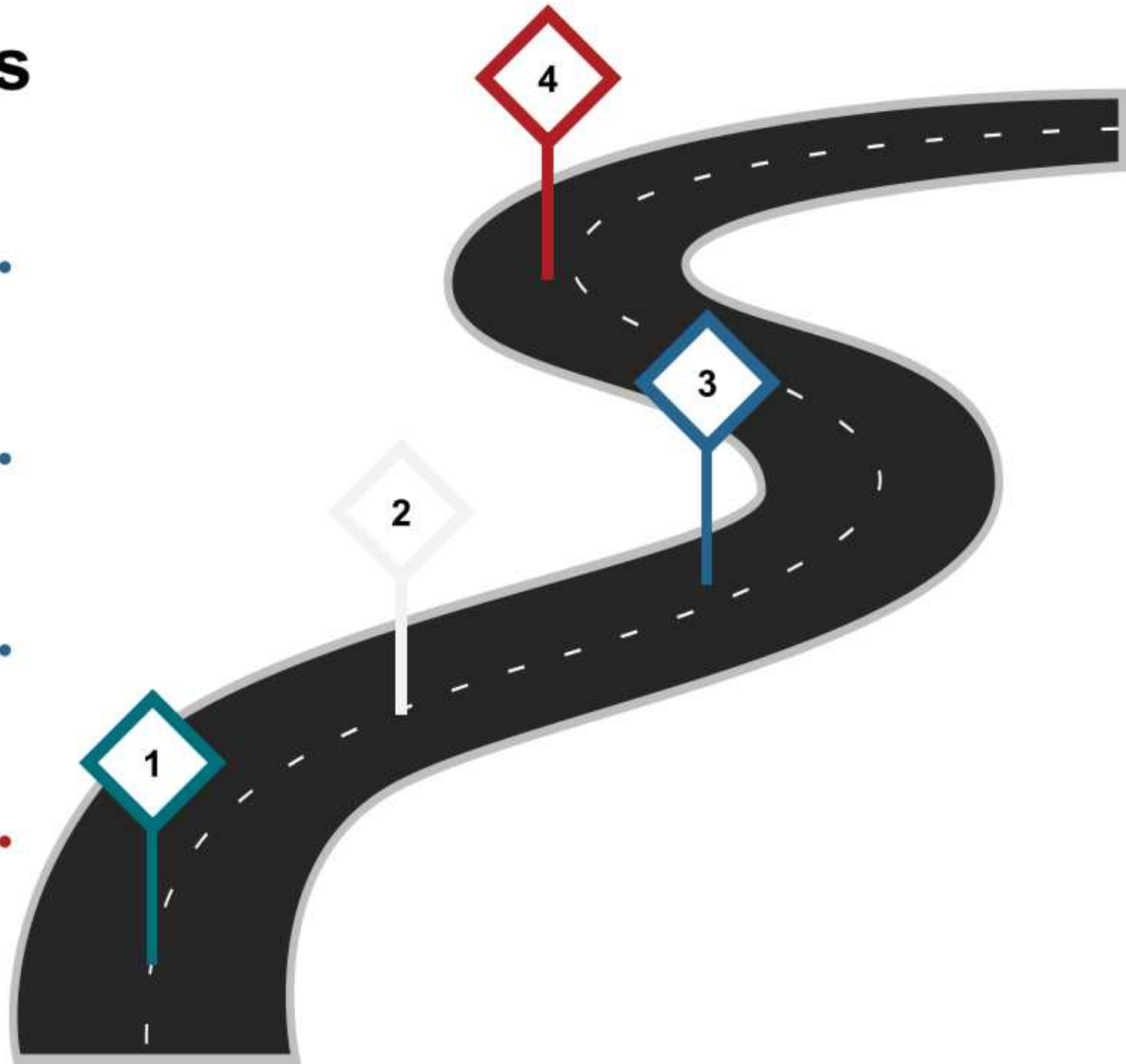
# Roadmap Touchpoints

01 History Lessons - Where did we start

02 The power of IDEATION

03 The Role of Technology

04 Tackling Policy Inertia with data-driven solutions



# Ideas to achieve Parking Happiness

## Accessible Spaces

- Ensure easy entry and exit to every space.

## Affordable Options:

- Budget-friendly parking solutions. ADD Value!

## Clear Signage:

- Simple and visible directions.

## Tech Integration:

- User-friendly payment methods.

## Security Measures:

- Safe parking environment.

## Local Collaboration:

- Engage with the community.

## Flexible Solutions:

- Tailored to local needs.

## Customer Feedback:

- Regularly seek input for improvements.

## Efficient Operations:

- Streamlined parking processes. Innovate! Don't be afraid of new tech!

## Environmental Considerations:

- Sustainable practices if possible.



# Be BOLD

Dream!



Know where you're going



User focused engagement



Human Centered Design



Apply Design Thinking mindset:



Desirable / Doable / Feasible



# Create Parking Happiness!



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