



CITY OF CAMBRIDGE
Traffic, Parking and Transportation
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MEMORANDUM

To: Rich Rossi
From: Susan Clippinger
Date: May 30 2014
Re: *Report on the feasibility of allowing Cambridge residents and visitors to pay parking violations instantly via cell phone application.*

The Traffic, Parking and Transportation Department (TP&T) is committed to using technology to simplify the delivery of services. Currently, residents and visitors can complete numerous TP&T transactions online; however, payment by Smartphone is currently not available. The Department has been investigating two different systems that would add the option of pay-by-phone for parking violations.

Each system evaluated operates in a similar fashion. For instance, when a driver receives a parking violation, the barcode printed on the ticket can be scanned with a Smartphone equipped with either app and payment can be made “instantaneously”. However, because current ticket issuing devices are not synced in live time, printed tickets generally become active in the database system the day after issuance and handwritten paper tickets issued by other entities generally take at least five days to become active in the system. Both pay-by-phone systems evaluated adapted to these two situations by saving the ticket information in the app; as soon as the ticket becomes active in the system, the Smartphone produced a notification that the ticket could be paid.

Generally speaking, each Smartphone application offers three benefits:

1. Ability to easily pay;
2. Notifying user to pay scanned ticket before the overdue fines get added; and
3. Operating in Boston and Cambridge, therefore making it convenient for the people who park in both Cities.

Terrible Lab’s *Ticket Zen* and Xerox’s *Paytix*, were the two systems evaluated.

Ticket Zen can currently be used to pay violations in the City. The *Ticket Zen* app uses the unique violation number to “scrape” the City’s online web payment system to complete transactions. *Paytix*, which is created by the City’s current ticketing vendor Xerox, will be launched this summer and will fully integrate with the current ticketing database system.

As an aside, the City currently absorbs TP&T user's credit card fees and pay by cell will be no different; however, for all new credit card applications implemented throughout various City departments for customer payment ease, the City policy of charging convenience fees will be in effect.

A critical difference between the two apps is that Xerox is the only PCI Compliant system (approved as meeting the Payment Card Industry Standards for Data Security). A PCI compliant system ensures that a company processes, stores, maintains, or transmits credit card data in a secure environment. Such an environment prevents outside hackers from obtaining a customer's personnel data information.

The project evaluations team was comprised of members of the TP&T Department, Finance Department and City Manager's office. The evaluation team recommends that the City endorse and promote the Paytix system. This recommendation is primarily based on PCI Compliance; however, the team concluded that Paytix's will also most accurately integrate with the collections and payment database and will not charge additional user fee.

The City is actively working with Xerox to test the Paytix system with the goal of a summer launch of the application.