



Webinar Series  
*United Spinal Association*

# Parking Mobility

Presenter: Mack Marsh



parking  
mobility



PARKI



Mack Marsh

Project Director  
Parking Mobility Program

Executive Director  
Access Empowerment

512-981-9628

[mack@parkingmobility.com](mailto:mack@parkingmobility.com)



## Accessible Parking

Parking is an essential part of every day life. Think about your frustrations during peak shopping times when a parking spot seems to be impossible to find.

People with disabilities experience that frustration every day. 20% of Americans has a disability or mobility impairment and yet less than 4% of parking is set aside for their needs.

25% of all accessible spaces is being abused at any given time rising to 75% during peak shopping times and inclement weather.



# Types of Violations



Parked with no plate/placard



Blocking



Expired and Altered Placards



## Community Response to the Problem



Most communities do little or nothing about the problem.

- Community leaders don't have disabilities
- Not directly affected
- Misunderstand the issue
- Are reluctant to budget funding



## Law Enforcement Response to the Problem

Most Law Enforcement Agencies do little or nothing about the problem.

- Officers don't have disabilities
- Not directly affected
- Misunderstand the issue
- Dispatch for service ineffective





## The Parking Mobility Program



## How Does Parking Mobility Work?

ENGAGE those directly affected

ENFORCE through nonconfrontational techniques

EDUCATE in a positive manner that changes behavior



# Parking Mobility

The Parking Mobility program is a community volunteer based solution to the ever increasing problem of accessible parking abuse. Parking Mobility provides technology designed to be easy to use, efficient and automated as much as possible. The technology is a tool to support community volunteers to report parking violations when they see them using their smartphone.

Parking Mobility leverages the high fines associated with accessible parking violations to engage those affected by the problem, educate the community and provide an efficient, turnkey solution to local governments committed to ensuring a safe community for their citizens.



## Every Report Counts

In partner communities reports result in a ticket being sent to the violator. The person cited can pay the fine or be offered an opportunity to take an educational alternative that teaches them about the importance of accessible parking spaces and the laws protecting them. This program has proven to reduce accessible parking abuse by as much as 80% in less than two years.



## Every Report Counts

Reports in communities that have not yet partnered with the Parking Mobility program are even more important. There has never been a comprehensive study of accessible parking abuse. This means there is no reliable data that we can use to educate local decision makers on the need for better enforcement and education efforts. We gather that data from people like you who use the Parking Mobility App to report violations. Once we have significant data in a given community, we provide that data to local decision makers to get them to deploy our program.



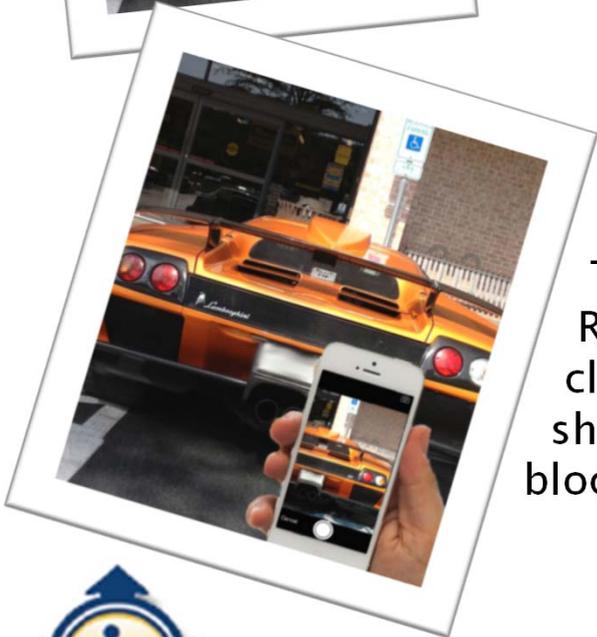
# Reporting a Violation

Take three photos of the violating vehicle:

The first photo should be of the rear of the vehicle, clearly showing the license plate.

The second photo should be of the front windshield showing the lack of a placard or an expired or altered placard. If the placard is expired or altered the photo should be as close as possible and demonstrate the expiration date or alteration.

The third photo should show the vehicle and the violation. Remember, a vertical sign properly marking the space should be clearly posted. In the case of a 'Blocking' violation, the photo should show the vehicle parked in the hashed clearance aisle or blocking a ramp or curbcut.





Join The

**parking  
mobility  
FAMILY**

Together we can end accessible parking abuse!

[www.parkingmobility.com/volunteer](http://www.parkingmobility.com/volunteer)

[www.facebook.com/ParkingMobility](http://www.facebook.com/ParkingMobility)





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For remaining questions, please contact  
Mack Marsh directly

Project Director  
Parking Mobility Program

Executive Director  
Access Empowerment

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