Validation Program
For Downtown Parking

What is a "validation?"

Simply put: if you validate someone's parking, you are paying for them to park at full retail value. This program ONLY applies to the city owned garages: Marketplace Garage and Lakeview/College Street Garage and NOT for on-street parking or privately-owned facilities.

However, you can use this to pay for anyone's parking (customer, employee, guests, etc). Also, there are no limitations on who can participate (retail, offices, professional or personal) nor where they are physically located. Anyone or any business can buy validations.

Signing up

To sign up, provide the following information via email (lducharme@burlingtonvt.gov) or at parkburlington.com and we will set you up:

Date: _____

Contact person*: _____

Email*: _____

Phone*: _____

Business name (if applicable): _____

*Required

How to validate your parkers

Because we have two garage facilities and three different payment systems, you will need to know some details about the "parking session" you will be validating for your parker/customer/client. You will need to know **where** they parked and **how** they paid to determine which validation to provide.

To provide the appropriate validation, you will need to ask:

1) **Where** did you park?
2) **How** did you pay?

The following summarizes the parking scenarios where validation is possible and how to validate them:

- **Where: Marketplace Garage**
  - **How: ParkMobile**
    - The parker parks at the Marketplace Garage
    - The parker started a session with ParkMobile
    - You provide the customer a **ParkMobile promo code**
    - The parker enters the promo code and receives
      - 100% off parking
      - Up to $10
      - For a single use
  - **How: Cale PayStation (kiosk on ground floor)**
    - The parker parks at the Marketplace Garage
    - The parker started a session at the Cale PayStation **with a credit card***
    - You provide the customer a **Paystation promo code**
    - The parker enters the promo code at the Paystation before leaving and receives
      - 100% off parking
      - Up to $10 per use
      - For a single use
- **Where: Lakeview/College Street Garage**
  - **How: Pulled a Ticket**
    - The parker parks at the Lakeview/College Street Garage
    - The parker *pulled a ticket* upon entering the facility
    - You provide the customer a physical **Validation Coupon**
    - When the parker exits the facility
      - First, they swipe the ticket they pulled
      - Next, they swipe the coupon
      - They receive 100% off parking
      - Up to $8 per use
      - For a single use

*Validations are not available for some parking scenarios:

1) the customer paid with cash at the pay station in the Marketplace garage.
2) the customer parked on the street, in a lot or at a non-city owned garage.

However, this doesn't mean that you can't provide a validation for the customer to use on their **_next_** visit Downtown! You will not be charged if the validation it is never used.

How to get your validations

The following summarizes how validations will be provide to you relative to the parking/validation scenarios. After you sign up, we will work with you directly to ensure you have everything you need and understand how to execute the validation.

- **Marketplace Garage**
  - **ParkMobile**
    - We will provide you a "batch" of ***ParkMobile promo codes*** in a spreadsheet
    - Each code can only be used once
    - You manage their distribution in a manner that works with your operation
    - You can also choose how to distribute these codes to your parkers/customers (i.e. mail-merge into a form and print cards)
    - Be clear which system the code is for (Parkmobile or Paystation)
    - These codes are "virtual cash"
    - You will be invoiced monthly for all validations used
  - **Cale PayStation**
    - We will provide you a "batch" of ***Cale promo codes*** in a spreadsheet
    - Each code can only be used once
    - You manage their distribution in a manner that works with your operation
    - You can choose how to distribute these codes to your parkers/customers. (i.e. mail-merge into a form and print cards)
    - Be clear which system the code is for (Parkmobile or Paystation)
    - These codes are "virtual cash"
    - You will be invoiced monthly for all validations used
- **Lakeview/College Street Garage**
    - You will be provided a login to FlexVal
    - You will print sheets of 10 business card size validations
    - These can be cut up and distributed
    - Each code can only be used once
    - It will be up to you to manage their usage
    - These codes are "virtual cash"
    - You will be invoiced monthly for all validations used

- As noted above **Cash** pre-payments at Paystations are **NOT** able to be validated, because the payment has already been received.

Paying for your validations

After you have provided the validation to the parker, DPW will then develop an invoice and bill you once a month. All three of the methods will be summarized on a single invoice with transaction details provided upon request. As the program evolves, we expect to be able to provide detail with each invoice.