



## **FOR IMMEDIATE RELEASE**

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## **Reston Town Center Announces Innovative Parking and Public Safety Enhancements**

### *Cutting-Edge Technology Enables Mobile Safety Communications Platform*

Reston, VA (August 9, 2016)—Reston Town Center (RTC) is enhancing the customer experience in its world-class, award-winning community by introducing *ParkRTC* and *LiveSafeRTC*, two new, integrated digital parking and safety technologies that will provide an even safer place to live, work and shop. Reston Town Center is a Boston Properties destination offering more than 50 shops, 30 restaurants, an 11-screen cinema, family parks, open-air pavilion, luxury residences and a four-diamond Hyatt Regency hotel.

Beginning on Monday, September 12, those who patronize the Reston Town Center will experience two state-of-the-art technologies accessible through free downloadable apps to enhance their living, working and shopping experiences:

1. Mobile Pay Parking—the *ParkRTC* app is now available for immediate download through the iPhone App Store or Google Play. ParkRTC, powered by Passport, Inc., makes it easy for customers to find and pay for parking.
2. Mobile Safety Communications—the *LiveSafeRTC* app, powered by LiveSafe, Inc., will be available for download beginning September 12 (*ParkRTC* app download required to access *LiveSafeRTC* app features).

### **Mobile Pay Parking**

Consistent with Reston Town Center's (RTC) original long-term plan for the community, RTC will transition from free to paid parking on September 12. Supported by Passport ([www.passportinc.com](http://www.passportinc.com)), the largest provider of mobile payment software for the parking and transit industries in North America, customers will be able to download the ParkRTC parking app and pay for street or garage parking using their mobile devices. Patrons will now be able to:

- Find parking more quickly using enhanced wayfinding and parking guidance systems (directional signage to available parking spots, etc.).
- Pay for parking from the comfort and safety of their own vehicles.



- Extend parking time remotely, without having to run to an expiring parking meter.
- View and print parking receipts online, at the patron's convenience.
- Take advantage of discounts or validations from participating retailers and businesses.
- Eliminate long lines while exiting or entering garages as the new system does not rely on tickets or machines at the point of entry or exit.
- Avoid surcharges as Boston Properties will absorb all credit card transaction fees for patrons.

To encourage patrons to download the app, from now through October 1, patrons can enter to win one of 10 \$500 shopping sprees to Reston Town Center. For more information about *ParkRTC*, visit [www.restontowncenter.com/parking](http://www.restontowncenter.com/parking).

In addition to the parking functionality, *ParkRTC* will also have the ability to launch a safety application that deepens its existing capabilities.

### **Mobile Safety Communications**

As part of Reston Town Center's ongoing commitment to provide a safe place to live, work and shop, a new mobile application will be activated to add an additional layer of patron safety. Supported by LiveSafe ([www.livesafemobile.com](http://www.livesafemobile.com)), the technology allows all RTC guests to send and receive critical real-time safety and security information. Incorporating this technology will enable guests to engage directly with RTC safety and security professionals should either an emergent or non-emergent situation arise. Patrons will benefit by now being able to:

- Receive messages about emergent situations such as severe weather warnings.
- Receive directions on how to react upon notification of an emergent circumstance.
- Report quality of life tips to RTC (parking complaints, light outage, clean-up situation).
- Report suspicious activity to RTC safety and security teams in real-time.
- Seek real-time help in an emergent circumstance (lost child, health emergency).
- Request an escort service to walk to vehicle, in-person or virtually.
- Receive location-specific messages using the software's geofence capabilities.

"We realize moving from a free to paid parking model gives some pause; however, Reston Town Center leadership continually focuses on strategies to enhance customer convenience, safety and overall quality of life. The technological integration is an enormous step in advancing both of these historical and very worthwhile goals," says Peter D. Johnston, Boston Properties' Executive Vice President for the Washington, D.C. Region. He adds, "Boston Properties will continue to invest in the Reston community through world-class facilities, family-oriented events, top brand attractions, innovative technologies and nonprofit donations."



Boston Properties will continue donating money and in-kind resources (more than \$1 million dollars annually) to support Reston's greater community.

**About Reston Town Center**

Established in 1990, Reston Town Center is an acclaimed outdoor venue with more than 50 retailers, more than 30 restaurants, a multi-screen cinema, family parks and much more. At the center's hub of Fountain Square, the Pavilion hosts special events, concerts, and festivals throughout the year, plus ice-skating in winter. For more information on shopping, dining and events at Reston Town Center, visit [www.restontowncenter.com](http://www.restontowncenter.com).