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Reston Town Center Postpones Mobile Pay Parking until January 2017

LiveSafe App to go Live on October 1st, after Downloading ParkRTC App

Reston, VA (September 7, 2016)—Reston Town Center today announced its plans to delay the activation of its paid parking initiative until January 2017. Reston Town Center had been scheduled to fully activate both *ParkRTC* and *LiveSafe*, two integrated digital parking and mobile safety technology apps, next Monday, September 12th. However, after continuing to meet with tenants, listen to customer concerns and comprehensively assess the roll-out timing, Reston Town Center decided to postpone paid parking activation until January 2017. The *LiveSafe* app will continue to be available for free download and will be fully operational on October 1st of this year (after downloading the *ParkRTC* app). Downloading the *LiveSafe* app will provide users an opportunity to familiarize themselves with the technology in a substantive manner.

The postponement will allow additional time to educate customers about Reston Town Center's long-term paid parking policies and technologies. Reston Town Center will continue its outreach efforts and work toward achieving a greater level of understanding and comfort among its customer base, while moving toward a seamless paid parking transition in January 2017.

"There is no question Reston Town Center remains committed to strategies which enhance overall customer experience. The digital parking and mobile safety integration is an enormous step in advancing both of these historical and very worthwhile goals. We will continue to invest in the Reston community through world-class facilities, family-oriented events, top brand attractions, innovative technologies and nonprofit donations. A safe, family-friendly environment is always our top priority," said Peter D. Johnston, Boston Properties' Executive Vice President for the Washington, D.C. Region.

About the New Mobile Technologies

[Mobile Pay Parking](#)



Consistent with Reston Town Center's original long-term plan for the community, the property will transition from free to paid parking in January 2017. Supported by Passport (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 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 and transaction fees for patrons.

For more information about *ParkRTC*, visit www.restontowncenter.com/parking.

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 fully activated on October 1, 2016 to add an additional layer of patron safety. Supported by LiveSafe (www.livesafemobile.com), the technology allows all Reston Town Center guests to send and receive critical real-time safety and security information. Incorporating this technology will enable guests to engage directly with Reston Town Center 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 Reston Town Center (parking complaints, light outage, clean-up situation).
- Report suspicious activity to Reston Town Center 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.

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.