



FOR IMMEDIATE RELEASE

December 6, 2016

MEDIA CONTACT

Rob Weinhold, Fallston Group

rob@fallstongroup.com

410.420.2001 (office); 443.690.0765 (cell)

Reston Town Center Announces Paid Parking Activation Date

ParkRTC app and other payment options will go live on January 3, 2017

Reston, VA (December 7, 2016)—Reston Town Center today announced that Tuesday, January 3, 2017 will be the formal activation date of its paid parking initiative.

Beginning on January 3, Reston Town Center employees, guests and patrons will be able to park more quickly using state-of-the-art wayfinding and parking guidance systems, pay for parking from the comfort of their own vehicles, extend parking time without having to run to an expiring meter, view and print receipts online and take advantages of discounts and validations from participating retailers and businesses.

Mobile pay parking is available through the free *ParkRTC* app, available for download through the iPhone App Store or Google Play. Supported by Passport (www.passportinc.com), the largest provider of mobile payment software for parking in North America, the *ParkRTC* parking app allows visitors to pay for street or garage parking using their mobile devices.

More than 21,000 people have already downloaded the *ParkRTC* app and were eligible to win a \$500 Reston Town Center gift card – 10 winners were previously drawn. To continue outreach, between now and February 1, 2017 (next drawing date), those who download the app will be eligible to win one of ten additional \$500 Reston Town Center gift cards. For more information about the drawing, click [here](#).

Patrons who choose not to download the app can use one of four garage pay stations or call 571.485.7790 to pay for parking by entering their zone, vehicle information, length of stay and preferred payment method (credit or debit card). RTC retail employees will be able to park free of charge, and there are additional payment options for frequent and daily patrons and employees as shown in the “RTC Paid Parking at a Glance” chart below. The app will not track consumer demographic or buyer behavior information.

In addition to *ParkRTC*, patrons can currently access the new *LiveSafe* mobile safety technology through the free *LiveSafe* app, whose features are available upon download of the



ParkRTC app. Guests can use the LiveSafe app to communicate directly with RTC safety and security teams in real-time about a health emergency, lost child or pet, light outage, suspicious activity or emergent situations.

For more information about paid parking at RTC, visit www.restontowncenter.com/parking.

RTC Paid Parking at a Glance



PARKING AT A GLANCE

| | | PARKRTC | PARKRTC WITHSPARK | PAY STATION | PHONE | MONTHLY DIGITAL PERMIT |
|------------------|--------------------------------------|--------------------|-----------------------------|---------------------------|------------------------|---------------------------|
| | BEST FOR... | OCCASIONAL PATRONS | CASH PAYMENTS (GARAGE ONLY) | FREQUENT OR DAILY PATRONS | PHONE PAYMENT SERVICES | RETAIL & OFFICE EMPLOYEES |
| REGISTRATION | REQUIRES ONE-TIME REGISTRATION | ● | ● | | | ● |
| PARKING SESSIONS | REQUIRES SESSION START EVERY VISIT | ● | | ● | ● | |
| | USED TO START A SESSION IN GARAGE(S) | ● | ● | ● | ● | |
| | USED TO START A SESSION ON STREET(S) | ● | | | ● | |
| PAYMENTS | PAY BY CREDIT OR DEBIT CARD | ● | ● | ● | ● | ● |
| | PAY BY CASH | ● | | ● | | |
| | AUTOMATIC CREDIT CARD PAYMENTS | ● | ● | | | |
| SPECIAL FEATURES | ADD MULTIPLE VEHICLES TO ACCOUNT | ● | ● | | | ● |
| | RECEIVE VALIDATIONS& SPECIAL OFFERS | ● | | | | |
| | PRINT & STORE RECEIPTS | ● | ● | | | |
| | FIND MY CAR | ● | ● | | | |
| | OPTIONAL LIVESAFE ADD-ON | ● | ● | | | |

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, luxury residences and a four-diamond Hyatt Regency hotel. 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.