






Memorandum

TO: Kevin J. Jackson, Village Manager 

FROM: Tammie Grossman, Director of Development Customer Services 
Sean Keane, Parking & Mobility Services Manager 

FOR: Village President and Board of Trustees

DATE: May 9, 2023

SUBJECT: Launch of *ParkOakPark* App

The Village will officially launch *ParkOakPark* on May 5, 2023. *ParkOakPark* or "P.O.P." is a new custom mobile application that centralizes various parking services, including mobile pay-by-license plate parking, permit and vehicle license sales, and parking citation payment and management. The app, powered by Passport Parking, can be downloaded from the AppStore, Google Play, or parkoakpark.org.

Residents and visitors familiar with the Passport Parking app may continue to also utilize that app for pay-by-license-plate parking sessions, even as custom *ParkOakPark* signage is rolled out throughout the Village's paid parking zones. The first phase of custom signage will be installed by May 5, 2023 (weather permitting) at approximately 15 different paid parking locations throughout the Village. The remainder of pay-by-plate parking signs throughout the community will be updated by the end of this year.

Village staff has taken and will continue to take significant measures to market the new mobile application to the community, including:

- An article in the May/June edition of the OP/FYI
- Village website press release
- Ongoing Village social media promotions
- Village staff email signature promotions
- Banner sign in the Village Hall lobby



ParkOakPark

For further clarification, please contact Tammie Grossman, Director of Development Customer Services at 708.358.5422

Cc: Lisa Shelley, Deputy Village Manager
Ahmad Zayyad, Deputy Village Manager
Christina M. Waters, Village Clerk
All Department Directors