



## Anchorage Community Development Authority Validation Agreement

1. I agree to use the validator provided by Anchorage Community Development Authority (ACDA) only for patrons who will be parking in ACDA facilities.
2. Term Dates: \_\_\_\_\_
3. I have selected the following validator option:
  - 1) Minute Discount \_\_\_\_\_
  - 2) Full Validation \_\_\_\_\_
  - 3) Fixed Validation \_\_\_\_\_ (For events not more than 7 calendar days)
4. I understand that I am responsible for remitting payment to ACDA for all validations performed with the validator aligned with my account.
5. I agree to pay ACDA a \$200 loss/damage deposit for each validator issued to my account. I understand the entire deposit will be refunded, provided I return the equipment in the same condition as when it was issued to me. I understand that ACDA has thirty (30) calendar days from the equipment return date to provide the refund.
6. I agree to inform ACDA of any damage to the validator and allow only ACDA authorized personnel to provide maintenance on it. My contact at ACDA is the Parking Services Manager at 276-PARK (7275).
7. Renter (Company Name) \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_
8. Contact Name (Print) \_\_\_\_\_
9. Contact Name (Signature) \_\_\_\_\_
10. Contact Phone: \_\_\_\_\_
11. Contact Email: \_\_\_\_\_

Rental Approved

\_\_\_\_\_  
ACDA Executive Director Signature

\_\_\_\_\_  
Date



## **Anchorage Community Development Authority Garage Parking Validation Program**

### **Overview**

The Garage Parking Validation Program is a convenient way for event organizers and business owners (clients), to show customer appreciation by paying for some or all patron parking fees.

ACDA operates four gated parking garages which dispense time stamped “tickets” to hourly customers at the entry. The gate system tracks the customer time spent in the garage, and assesses the applicable parking fee at the pay device the customer chooses, based on time elapsed and the parking rate.

If the customer inserts a validated ticket at either the pay on foot device or at the pay In lane, the pay station recognizes the specific validation and either discounts the customer parking fee prompting the customer to pay the remainder, or opens the gate to allow exit. Tickets are validated via a hole-punch pattern that is unique to the client and the validator machine rented.

ACDA then invoices the validation client for the validation transactions tracked at our garage pay stations.

### **Benefits to the Business Owner or Event Organizer?**

- Positive public relations with customer when validating the ticket
- Return customers who appreciate the organizer’s willingness to pay for part/all of the parking fees
- Faster exit process for the customer, particularly when customer arrives at pay station and owes no parking fees
- Ability to factor the cost of the validation program when setting rates for goods, services, event tickets, etc.
- Opportunity for parking discounts

### **Benefits to the Validator Clients and Garage Customer?**

- Discounted or “free” parking
- Faster exit

### **Benefits to ACDA?**

- Faster exits help us with garage efficiency
- Popular perk for requestor/organizer creates loyalty & repeat business

### How Does it Work?

- Prospective client fills out the Validation Agreement
- Parking Services Department reviews the request for approval
- Loss/damage deposit of \$200 per validator machine recorded via check, cash or credit card
- Validator machine and gate equipment are setup & programmed
- Validator and instructions are given to client
- ACDA tallies validator use and prepares client invoice
- Client returns validator machine(s)
- ACDA issues the client loss/damage deposit refund within 30 days
- ACDA sends invoice to client

### What Does This Cost / What Are the Options?

All client cost is based upon the option selected, and the hourly rate posted at the applicable garage(s). Please see options below:

Discount		Value @ \$1/Hr.
60	Min.	\$1.00
120	Min.	\$2.00
180	Min.	\$3.00
240	Min.	\$4.00
300	Min.	\$5.00
360	Min.	\$6.00
420	Min.	\$7.00
480	Min.	\$8.00
540	Min.	\$9.00
600	Min.	\$10.00
660	Min.	\$11.00
720	Min.	\$12.00
*Full	Open	\$1/Hr. X Tot. Hrs
**Fixed	See	Fixed Table

**\*Full Validation:** Gives the customer free parking for the duration of the stay. ACDA invoices the client for all parking used, at the current garage rate, for each validation.

**\*\*Fixed Validation: Event parking only – not available for periods of more than seven (7) calendar days.** This option gives the CUSTOMER “free” parking for each exit when a properly Validated ticket is inserted at

the exit. After the event, ACDA invoices the client per the following rate table:

Min. Cars	Max Cars	Cost Per Car
1	50	\$8.00
51	100	\$7.00
101	150	\$6.00
151	200	\$5.00
201	250	\$4.00
251	300	\$3.00
301	Up	\$2.00

### **FAQ**

**Q - What if the customer loses their ticket?**

A - Customer is required to pay the posted lost ticket fee and client is not invoiced for the transaction.

**Q- What if the customer forgets to get his ticket validated?**

A - Customer is required to pay full parking fees at the pay station.

**Q - What if the customer's validated ticket is unreadable at the pay station?**

A - The customer should press the call button for help and a Parking Services Representative or Security Officer will assist.

**Q- What if the ACDA pay on foot or pay in lane accepts the validated ticket, but fails to recognize the validation/discount?**

A - The customer should press the call button and a Parking Services Representative or Security Officer will assist.

**Q - What if a validated ticket is punched more than once? Will that equal more than one validation?**

A - No. The programming recognizes only one hole-punch per ticket.

**Q - Do validations really improve the exit flow?**

A - Yes! Particularly when the exit transaction does not require the customer to pay.

**Q - Who oversees the validation program at ACDA?**

A - The Parking Services Manager, [info@acda.net](mailto:info@acda.net), or 276-PARK

Q - **Is there a minimum validation volume required for merchants and businesses that use a validator year around?**

A - No. However, there is a \$150 per month minimum invoice. This ensures that the validator machines are being used by clients who actively participate in the program.

Please take note that no validation program ensures 100% accuracy. There will be instances of unreadable tickets and/or unrecognizable validations. The transaction itself relies upon a properly validated ticket, good customer care of the ticket, and a properly operating pay station.

Tickets that are creased, folded, wet or damaged will rarely result in a successful exit transaction. Tickets that are hole-punched incorrectly or in a manner that damages the magnetic stripe, will not read the validation. In the above situations the customer is responsible for paying any applicable fees, or seeking help from a Parking Services Representative or Security Officer by ringing the call button at the pay station.

Anchorage Community Development Authority – Parking Services  
Parking Services Manager  
700 W. 6<sup>th</sup> Avenue #206  
Anchorage, AK 99501  
(907) 276-PARK (7275)  
[www.acda.net](http://www.acda.net)



**Pay On Foot**



**Validator**



**Pay In Lane**

Revision 1/13/2010