



Date: November 30, 2018
To: Patrick H. West, City Manager *T.H.W.*
From: *CB* Craig A. Beck, Director of Public Works
For: Mayor and Members of the City Council
Subject: New Passport Mobile Payment Application at Beach Lots

The Department of Public Works (PW) is excited to announce its partnership with Passport, provider of a hassle-free mobile parking payment app, which is now available on both Android and Apple devices. The initial Passport app rollout will take place on Monday, December 3, 2018. The app will allow residents and visitors to add time, or pay for a parking session in full, at the following City beach lots:

- Pierpoint Landing
- Marina Green
- Alamitos Beach
- Junipero Beach
- Belmont Pier
- Granada Beach
- LaVerne Beach
- 54th and Claremont
- 72nd Street
- Mother's Beach

PW is working with the City's parking operator, LAZ Parking, LLC (LAZ), to ensure complete integration between the mobile app and the beach lot pay stations. Users' mobile payments will register within the pay station software as would in-person payments. Pay station signage will also be updated, according to the City's adopted wayfinding program, to provide information to users about the Passport program.

Users will find lot-specific identifiers at each location to key into the Passport app on their mobile device along with their space number. A \$0.15 charge will be incurred by the user for each transaction, regardless of how much time is added. All beach lots will continue to allow payment at pay stations through credit card or coin.

The initial beach lot deployment of this program allows City staff to evaluate and analyze the effectiveness of this mobile payment solution. Data gathered over the next six months will allow staff to make recommendations for future implementation at other City lots and on-street parking programs.

If you have any questions, please contact me at (562) 570-6771.

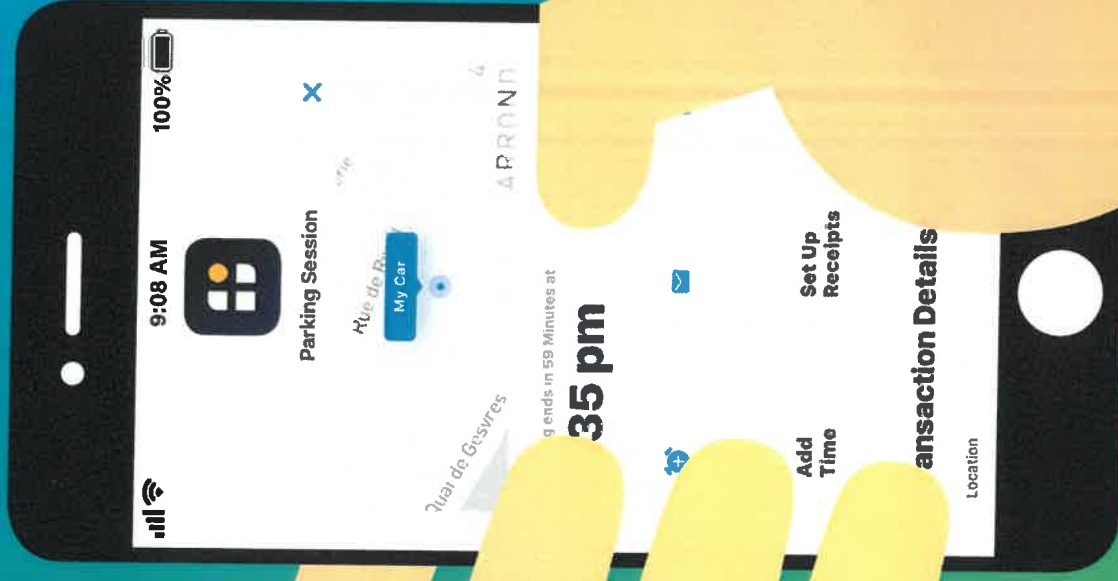
CB:MO:JC

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
DEPARTMENT HEADS

Park without the hassle.

Hassle-free mobile parking
payments now available with the
Passport Parking application!



CITY OF
LONG BEACH

