



Date: April 17, 2019
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: Introducing Enhanced Parking Technology and Mobile Payment Solution

The Department of Public Works continues to improve resident and visitor parking experience by embracing technology enhancements. Many cities have adopted new standards for on-street parking solutions and are transitioning to multi-space pay stations (MSPS) instead of single-stall meters. This change allows cities to provide a streamlined parking solution and introduce convenient mobile payment options.

MSPS are currently used in all City beach lots and have been deployed in many cities, including San Diego, Berkeley, and Pasadena, as an on-street parking solution. These cities have found that the installation of MSPS has increased parking space occupancy and turnover, decreased credit card processing times, and reduced coin collection frequency. This has helped increase parking revenue and decrease parking operational costs.

MSPS are compatible with mobile payment solutions, offering users flexibility and convenience by eliminating the need to revisit a meter or pay station to add time to their parking session. In November 2018, a mobile payment pilot program was implemented at all beach lots in partnership with Passport, Inc. Since deployment, payment transactions have doubled each month and staff has received praise from both users and business owners. In addition to mobile payments, coin and credit card options will continue to be offered.

When installing on-street MSPS, a space numbering plan is established to provide users a convenient way to pay for their parking session at any MSPS within the metered zone. MSPS offers a variety of payment confirmation methods, such as pay by space, pay and display, and license plate recognition, enabling City staff the opportunity to achieve a more efficient operation.

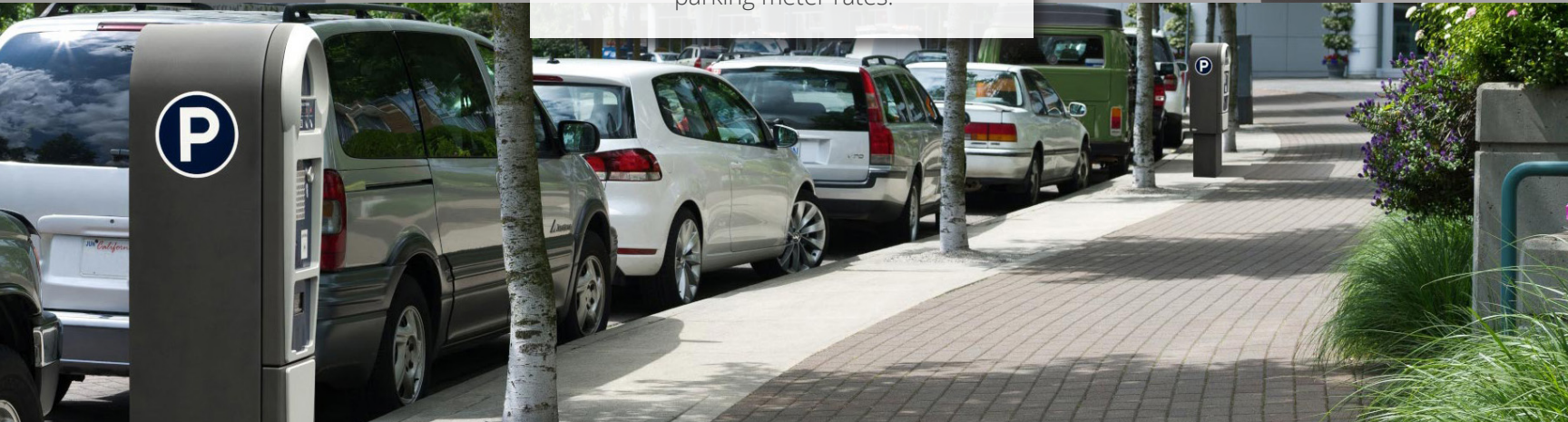
If you have any questions regarding this matter, please call April Walker at (562) 570-6561.

ATTACHMENT: NEW ON-STREET PARKING SOLUTION INFORMATION FLYER

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NEW ON-STREET PARKING SOLUTION

The parking industry continues to embrace technology enhancements to improve the customer experience. Many cities are adopting new standards for on-street parking solutions which include a transition to multi-space pay stations versus single-stall meters. Multi-space pay station technology has the potential to increase occupancy and turnover of parking spaces, provide more complete and timely information and statistics, increase parking meter revenue, and provide greater flexibility and control of parking meter rates.



WHAT?

New multi-space pay stations are being installed, offering the newest technology for improved customer experience.

WHEN?

Installation is scheduled for May/June along Broadway and Third Street in the Downtown Parking District.

WHY?

- Provide more payment options for parking customers, including mobile payments through the Passport, Inc. Application (downloadable through Apple App Store and Google Play)
- Allow easy programming changes for holidays, and special events
- Pay stations automatically notify City staff when service or collection is needed, making parking operations more efficient.
- Pay stations connect to the City's Smarking data analytics platform, providing valuable data for parking usage, date, time, and payment type.
- One multi-space pay station can replace multiple single-stall meters, reducing visual blight and obstacles in the public right of way.
- Single-stall (traditional) meters are becoming increasingly costly and difficult to replace.

PAY STATIONS BENEFITS:

- Multiple power solutions: battery-operated, solar powered, direct electrical connection
- Contains backup system to immediately report malfunctions
- Larger coin cannister reduces collection frequency
- Seamless integration with mobile payment technology for a complete parking solution
- Real-time credit card processing to reduce processing fees
- Provides business parking incentive options