



Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: July 18, 2016

Re: Amending Chapter 14 of the Code of Ordinances and Parkmobile Program Update

Executive Summary

Staff has prepared for Council consideration an amendment to Section 14.1, Definitions, of the City Code of Ordinances to modify the definition of a parking meter to encompass the utilization of technology. The updated definition will assist with parking enforcement activity and to better serve customers. Staff has also provided an update of the Parkmobile Pilot programs.

Discussion

Parking Meter Mobile App Technology

On December 1, 2014, Council authorized a parking services agreement with Parkmobile to provide a service to parking customers that facilitates the activation and payment of parking transactions using mobile technology. An amendment to that agreement was authorized by Council on June 1, 2015 to increase the customer transaction fee from \$.35 to \$.45, and eliminate the credit card transaction fee paid by the City.

For the period of August 15, 2015 through May 15, 2016, over 15,200 transactions were made via Parkmobile, at the 513 Parkmobile capable parking meters. This number surpassed staff expectations and is an indicator that customers would benefit from an expansion of Parkmobile's technology at all City parking meters.

Customer feedback concerning the mobile technology has, for the most part, been highly positive. Many customers have expressed their appreciation of having another form of payment which allows them to pay "on the go". Additionally, they have indicated that the app is easy to download, navigate, and stores vehicle information for quicker payment of future parking transactions. They also like the ability to remotely extend time on their meter, up to the maximum time allotted per ordinance. Out-of-town customers appreciate the ability to pay for parking utilizing the same Parkmobile app they use in other cities, including St. Louis and Kansas City. Customers without a smartphone have expressed satisfaction at being able to call Parkmobile, via their phone number printed on the Parkmobile-capable meters, to pay for their parking over the phone.

Negative feedback has come primarily from customers who have received a parking citation even though they had utilized the Parkmobile app. The majority of these instances stem from the customer incorrectly inputting their license plate information into the app, such as entering a letter "O" for a zero or an "L" for a one. In these cases, customers are typically granted leniency once they contact the City. Parking enforcement staff does an excellent job of educating our customers in how to avoid this type of mistake. Once the



error has been identified and corrected, it's unlikely that the customer will encounter additional problems since the correct information is stored in the app. Customers have also voiced their displeasure with the \$0.45 transaction fee charged by Parkmobile. This fee includes both the credit card processing charge and Parkmobile's user fee. However, staff has found that most customers feel that the convenience of the mobile technology outweighs the dissatisfaction of the user fee. Customers also still have the option of using coins at the meters rather than the mobile technology.

Downtown Employee Parking Permit Program

On June 15, 2015, Council authorized an amendment to Chapter 14 of the City Code of Ordinances to modify parking zones in the downtown area in order to create a Downtown Employee Parking Permit Pilot program. The CID was involved with launching the pilot program and continues to actively promote it. The program allows downtown employees to purchase a \$35 per month permit through Parkmobile, which allows them to park at any on-street 10-hour meters which are located north of Broadway. Initially, 200 permits were authorized for the program, and staff estimates about 70 permits sold per month. This pilot program has been successful and staff recommends that it should continue. Staff believes that additional 10-hour meters south of Broadway would be beneficial, and currently working with the CID to evaluate and determine other locations to expand the program.

Staff will continue to monitor and evaluate the feasibility of both programs (mobile app and Downtown Employee Parking Permit), but since both are serviced by Parkmobile, staff will reference all future reports as the Parkmobile Program. Staff anticipates that the programs will be discussed as part of the Parking and Traffic Management Task Force.

Staff also proposes to amend Section 14.1, Definitions, of the City Code of Ordinances at this time to include utilization of technology.

Fiscal Impact

Short-Term Impact: Revenue neutral or possible increase in revenue due to better occupancy rates at metered spaces.

Long-Term Impact: Unknown.

Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Downtown, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Comprehensive Plan Impacts:

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
12/01/2014	R225-14- authorizing a parking services agreement with Parkmobile USA, Inc. and Parkmobile Group B.V. to allow for the activation and payment of parking transactions using mobile technology
06/01/2015	R96-15-authorizing a First Amendment to Parking Services Agreement with Parkmobile USA, Inc. to allow for the activation and payment of parking transactions using mobile technology
06/15/2015	R100-15-Authorizing a license agreement with Parkmobile for a software application relating to a proposed downtown employee parking permit pilot project.
06/15/2015	B144-15-Amending Chapter 14 of the Code of Ordinances as it relates to downtown parking zones

Suggested Council Action

Pass the ordinance amending Section 14.1, Definitions, of the City Code of Ordinances to modify the definition of a parking meter to encompass utilization of technology.