



Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: December 5, 2016

Re: Parking Meter Replacements Planned for January 2017

## Executive Summary

Staff has prepared a report for Council concerning replacement of downtown parking meter mechanisms, housings and accessories as well as the introduction of a new reloadable parking card that will replace the current EZ Park card.

## Discussion

Approximately 1,600 of our current parking meters have outlived their useful life and are experiencing very high malfunction rates. The FY2016 and FY2017 budgets included funding for the replacement of the meter's internal mechanisms as well as replacement of some meter housings. Purchasing bid this project in September and a contract was awarded to MacKay Meters, Inc.

Parking Utility staff intends to replace approximately 957 parking meter mechanisms during the first two weeks of January, 2017. The outer meter housings will remain, but the internal mechanisms will be upgraded to newer technology that should provide more data and fewer maintenance issues. The new meter mechanisms will accept coin and a new reloadable card (CoMo Park card) that will replace the current EZ Park card. An additional 710 parking meters will be replaced with new internal mechanisms as well as the outer housing to a double bay configuration, which consists of a single meter head that will allow the parking customer to choose between the parking stall on the right or left of the meter. Attached to this report is a photo of the new meter configuration and upgraded signage.

Staff has already installed 28 of these new meters on 4th Street between Broadway and Locust, and on Cherry Street between 4th and 5th Street, in order to allow for advance staff training and public feedback. The meters will receive coin only until the roll out of the new CoMo Park card in January.

Additionally, the Parking Utility has 170 newer meters that accept coin and credit/debit cards. The meters will also accept the new reloadable CoMo Park card when it becomes available online. These meters have monthly fees for the use of credit cards and must be kept in high use areas in order to remain cost effective, and have been moved closer to the University of Missouri campus area.

### **Reloadable Park Cards**

The current EZ Park card is still a very popular option for paying for an hourly parking space. With the new meter replacements, customers will have to exchange their EZ Park card for a new CoMo Park card to interface with the new meters with more reliable technology. This



exchange of cards, and card balances, will be the most complicated phase of the meter transition for the public. In order to make the transition as easy as possible, parking staff will transition all 1,600 meters over a nine-day period from January 7 through January 15, 2017. A marketing plan has been established for this transition and will begin the week of December 5th. Current EZ Park card customers will be instructed to visit the Public Works department where staff will be available to assist with transferring card balances to the new CoMo Park card, as well as instruction on how to use the new card and the new double-bay meter. Demos of the meters will be available in the Public Works department for current and new customers.

## **Parkmobile App**

Since the first week of October, all downtown hourly parking spaces are active for the optional Parkmobile app. This includes all 1,700 on-street hourly parking spaces and 433 hourly spaces located in the City's parking garages. All locations have had signs added or stickers applied to the meter explaining how to use the optional app. There are approximately 55 hourly spaces, in low-use areas of the downtown that are app-only spaces (no meter installed). These 10-hour spaces are primarily intended for use with the Downtown Employee Parking Program, but can be used by anyone. In addition there are 28 spaces on campus that are also app-only where there is very high usage of the app. With the exception of the aforementioned 83 Parkmobile only spaces, all other hourly spaces will continue to take coin and the reloadable parking card, as well as the Parkmobile app. Parking Staff will continue to monitor usage in these areas.

The attached graph illustrates the rapid growth in transactions using the Parkmobile app. While there is some decline in transactions when the University was out of session over the summer, the September and October numbers show the impact of expanding the option to additional hourly spaces, beginning the last week of the month. Initial data analysis appears to show that once a customer uses the app, they are highly likely to continue to use it frequently.

In November and December, the City is partnering with Parkmobile to promote an introductory offer to incentivize customers to try out the app. This promotion will coincide with the holiday shopping season in The District and will be actively promoted by Parkmobile, the City and The District.

## Fiscal Impact

Short-Term Impact: The cost of the new parking meter mechanisms, housings and accessories cost \$475,739.00 and was budgeted in FY2016/2017.

Long-Term Impact: No long term fiscal impact expected; however, the new meter mechanisms will result in less meter repairs and staff time for the repairs.



## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Downtown, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### Strategic Plan Impacts:

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

### Comprehensive Plan Impacts:

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

## 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.
08/01/2016	Amending Section 14.1, Definitions, of the City Code of Ordinances to modify the definition of a parking meter to encompass utilization of technology.

## Suggested Council Action

For information only.