

**PARKING STRATEGIC PLAN:**  
***REVIEW OF TECHNOLOGY***  
***RECOMMENDATIONS***

**Presentation to  
City Parking Committee**

**August 4, 2016**

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# AGENDA



1. Overview of City Credit Card Policy
2. Parking Cards
3. In-Car Meters
4. Pay by Phone Apps
5. Smart Meters
6. On-line Services
  - Website Improvements
  - On-line Parking Citation Payments
  - On-line Permits

# CREDIT CARDS

## City Policy Overview

- Can be used to pay:
  - Property Taxes
  - Motor Vehicle Registrations
  - Library fees
  - City Clerk fees
  - Community Development fees
  - Water / Sewer Billing
  - Fire Department fees
  - Parking fees
  - Rec fees & Beaver Meadow Golf
- \$1.50 minimum charge
- 2.79% fee; passed on as “Convenience Fee” **EXCEPT FOR PARKING KIOSKS & GOLF COURSE WHICH ARE ABSORBED BY CITY**



# CREDIT CARDS

## Parking & Credit Cards

- Increasingly common in society for small purchases
- Accepted at Kiosk Meters, but not mechanical meters
- Started accepting in 2010 (date Kiosks installed)



# CREDIT CARDS

## Parking & Credit Cards

- Can also be used to pay tickets, leases, & P-Cards:

- Customer must pay in person or via phone only
- No on-line payment capability
- **Customer pays 2.79% convenience fee**
  - **\$10 = \$10.28**
  - **\$20 = \$20.56**
  - **\$100 = \$102.79**



# CREDIT CARDS

## Parking & Credit Cards

- **Tickets August 2015 - 2016:**
  - **1,058 Tickets (\$43,709) paid with credit cards**
    - 4% +/- of all Tickets
  - **\$1,219 in Transaction Fees**
  - **FY2017 Budget \$312,000; credit card fees, if absorbed by City, would cost:**
    - 50% of Tickets = \$4,352
    - 75% of Ticket = \$8,705



# CREDIT CARDS

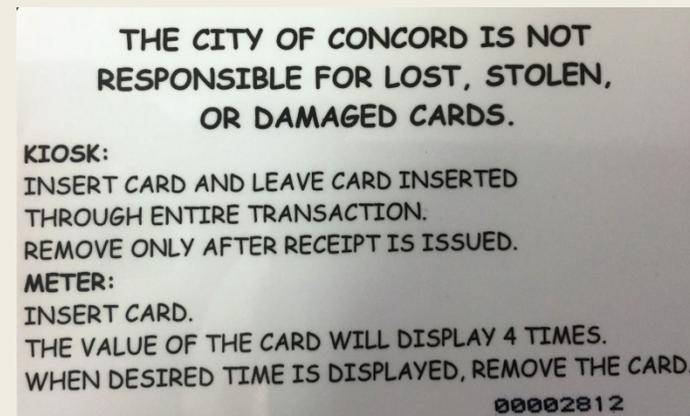
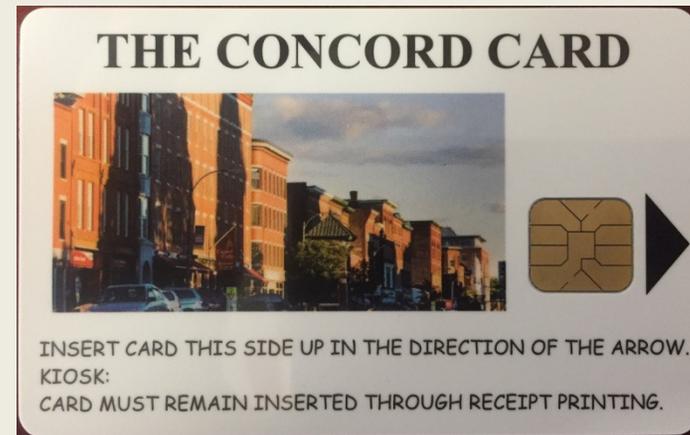
## Credit Cards & Kiosks

- 84 Kiosk Meters; 1.5 +/- million transactions since 2010
- \$0.21 / Transaction Fee:
  - 2 hour minimum garages
  - 1 hour minimum street
- \$0.75 / Hr. - \$0.21 = Net \$0.54
  - **28% revenue loss, BEFORE debt service & WEB fees!!!**
- \$50,000+ Year in Credit Card Fees! **PAID BY CITY**
- \$50,000 / year for “WEB” costs (cellular access, licensing, & maintenance fees). **PAID BY CITY**



# PARKING CARDS

- Currently available from the City
- Sell \$88,000 +/- annually:
  - \$55,000 +/- from State of New Hampshire
  - 294 +/- Employees
- NO DISCOUNT provided (need to re-examine)
- Cost approximately \$3.50 to produce
- \$20 minimum; \$100 maximum
- Unlike credit cards, NO TRANSACTION COSTS for City



# PARKING CARDS



- Works at older Cale kiosk machines (75 +/- of 84 kiosks)
- Works at some older mechanical meters, but not all (4 & 10 hr. meters only!)
- Unclear how many active cards exist
- Cannot deactivate if lost or stolen
- Low utilization / not well marketed
- Money cannot be added to cards on-line; must visit Parking Division

# PARKING CARDS

## Options

- Transition from POM Card to Cale Parking Card:
  - \$0.50 +/- each (Cale) vs. \$3.50 each (POM)
  - Customers would need to “trade in” current cards
  - Will work at all Cale kiosks
  - Unclear if compatible with existing mechanical meters
    - **Serves as disincentive to park further off Main Street!!!**
  - Unclear if compatible with proposed Smart Meters
    - **Incentive to go with single vendor for meters? Or discontinue cards?**
- Improve marketing
- Consider offering discount
- Consider abandoning & replace with Phone App or In-Car Meter?

# PARKING CARDS

## Pro Forma Assumptions

- Presumes City still offers cards
- Transition to Cale Cards from POM
- Expenditure:
  - \$4,500 / Year (Purchase Cards)
  - Flat FY2017-2026
- Revenues:
  - Included with all meter parking revenues
  - FY2017 \$88,000 in sales = 12% of total meter revenues (currently around \$750,000 – on-street, lots, & garages)

# IN-CAR PARKING METERS

- 7 US cities & some universities.
- 200 clients worldwide
- Available in Manchester, Dover, & Portsmouth
- 2,100 devices active in NH (October 2015)
- Parkers use same meter in all member cities
- Revenues apportioned between member communities using averages.
  - Reviewed every 3-6 months



# IN-CAR PARKING METERS

- Start up fee of \$5,000+/-
- 16 week start up period to get up & running
- Can offer discounts and special rates (such as a residential rate)
- Not capable of merchant validations



# IN-CAR PARKING METERS

- Unit cost = \$29.95 + S&H
  - Typically sold with \$10 free parking
- Transaction fees 5.25% +/- includes credit card fees
- Has a wallet feature (like EZ Pass for NHDOT)
- Membership fee of \$1.10 / month (\$11 if paid in full)
- Can offer discounts and special rates (like a residential rate)
- No warning when about to expire

**Save time & money**  
Increase convenience & peace of mind

www.easypark.bm  
Easy Park on 03-1 PARX  
Making Parking Easy!  
off 00197149 on

No more coins or scratch vouchers  
Pay for the time you use  
Reduce the risk of fines

The advertisement features a woman in a business suit smiling and holding a yellow Easy Park in-car parking meter. The meter's screen displays '03-1' and 'ZONE'. Below the meter are three icons: a stack of coins, a clock, and a 'FINE' sign with a dollar sign. The background is a blue and yellow gradient.

# IN-CAR PARKING METERS

 [My Account](#) | [Login](#)

[FAQ](#) [News](#) [Contact Us](#)

- [Home](#)
- [About EasyPark](#)
- [Sign Up Now](#)
- [Locations](#)
- [News](#)
- [Business/Commercial](#)
- [Municipalities & Campuses](#)

[\\* Click here for updates on related charges for your location effective May 1, 2015](#)



## Welcome to EasyPark in Manchester, NH!

Manchester joins Dover and Portsmouth in New England to provide the convenience of the EasyPark in-vehicle parking meter program to its residents.

**Remember! You may use your EasyPark device in Dover and Portsmouth as well as Manchester!**

### Account Login

Email Address:

Password:

[LOGIN](#)

[Forgot Password?](#)

[SIGN UP NOW](#)

# IN-CAR PARKING METERS

## Pro forma Assumptions

### ■ Expenditures

- **\$17,500 start up cost (Year 1, FY2017)**
  - Set-up & meter purchases if retailed by City) (FY2017)
- **\$5,150 in cost FY2018; increases 1% annually**
  - Assumption: City retails units
- **City does not have to retail units – parkers can purchase directly from vendor**

### ■ Revenues

- **\$12,500 (FY2017) from meter sales**
- **Reduced to \$5,100 in FY2018 (pass thru cost for meters if retailed by City)**
- **Modest annual increases FY2018-2026**

# PAY BY PHONE APPS

- Increasingly popular; especially in larger cities
- User friendly
- Convenient
- Compatible with kiosks, smart meters, & mechanical meters
- Compatible with all smart phone platforms
- Numerous providers in market place



# PAY BY PHONE APPS

**MOBILE**



**NOW!**



**SALE**



# PAY BY PHONE APPS



Available on the  
 App Store

Get it on  
 Google play

# PAY BY PHONE APPS

- Colleges & Universities
- Fort Lauderdale FL
- Miami FL
- Louisville KY
- Chicago IL
- New York NY
- New Haven CT
- Omaha NB
- Tampa FL
- Hollywood FL
- Madison WI
- White Plains NY
- Washington DC



# PAY BY PHONE APPS



The sign is green with white and black text. At the top left is a white 'P' in a circle. To its right is 'UMASS AMHERST' in white and red. Below that is 'To Pay for Parking:' in white. Then 'DOWNLOAD Parkmobile App' in white on a black background. Below that is 'PARKING ZONE#' in white, followed by '0000' in large white numbers on a black background. Then 'www.parkmobile.com' in white on a black background. Below that is 'or Call 877-727-5717' in white. At the bottom left is the Parkmobile logo with a smartphone icon and the text 'Parkmobile PARKING MADE SIMPLE'. At the bottom right is a QR code with the text 'Park.Scan.Go.' below it.

**UMASS AMHERST**

To Pay for Parking:

**DOWNLOAD**  
**Parkmobile App**

**PARKING ZONE#**  
**0000**

**www.parkmobile.com**  
or Call 877-727-5717

**Parkmobile**  
PARKING MADE SIMPLE

**Park.Scan.Go.**

- Voluntary participation
- Free to download
- Relies on license plate enforcement
  - **VOLUNTARY!!!** (NH Law)
- Pay with wallet, major credit card, or Pay Pal
- Warning before meter expires (text message)
- Vendor provides signage & stickers at no cost
- Vendor may share in marketing costs

# PAY BY PHONE APPS

- **Costs:**
  - Transaction Fees: \$0.15 - \$0.25
  - Credit Card Fee: \$0.21 / transaction. Possibly less (2.79%?)
  - Total: \$0.36 - \$0.40 / Trans with Credit Card
- **\$0.75 - \$0.40 = \$0.35**
  - **53% revenue loss / transaction if paid by City!**
- Transaction cost paid by City or Parker
- Wallet feature (like EZ Pass); can replenish account as desired
- Wallet feature reduces transaction costs

The screenshot shows a mobile app interface for a ParkPlus account. At the top, there is a status bar with LTE, 91% battery, and 1:38 PM. Below that is a green header with a logo on the left and text: "Welcome", "Account balance: \$", and "No Active Session". A hamburger menu icon is on the right. The main heading is "Add Account Funds". Below this is a text block explaining the process: "Select the amount of funds that you would like to pre-load onto your ParkPlus account. Parking costs will then be debited from this amount when you activate parking with your cell phone. An initial \$25.00 minimum payment is required to set up an account. The minimum payment amount is \$25.00." There is a "Less" link with up and down arrows. Below the text is a "Amount:" label and a green button labeled "Select an Amount" with a dropdown arrow. Underneath is a text input field with the placeholder "Enter other amount...". A disclaimer states: "Pressing the [Proceed to Payment] button will redirect your browser to a secure web site (www.beanstream.com) for payment processing." Below this is a green button labeled "Proceed to Payment". At the bottom, there is a section titled "Low Balance Notification ?" with a toggle switch that is currently turned "On".

# PAY BY PHONE APPS

## Pro Forma Assumptions

### ■ Expenditures

- No money carried for implementation
  - Signage & stickers provided by vendor
- No money carried for marketing
  - Should reconsider!
- Assumes Parker pays transaction & credit card fees
  - Could explore hybrid model – City pay for wallet transaction fees, but not credit card fees?

### ■ Revenues

- Revenues included with all meter revenues (not separated)

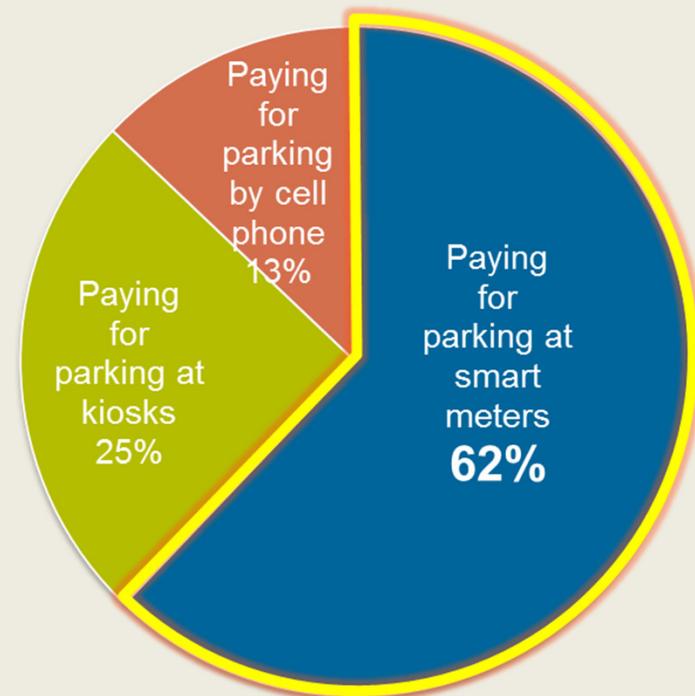
# SMART METERS



# SMART METERS

- **Concord:**
  - 84 Cale Kiosks
  - 375 existing mechanical meters
  - 315 new meters proposed
- Increasingly popular
- Variety of vendors
- Accepts coin, P-Card, tokens, & credit cards
- If meter malfunctions, only 1 space affected
- Will still accept cards if coin slot jammed

**Survey: Which payment method would you prefer on-street?**



# SMART METERS



## REVOLUTION UPGRADE KITS



## Revolution Pay Station Upgrade Kits

IPS Revolution Upgrade Kits are designed to retrofit existing pay stations. This maximizes current investment and infrastructure, while upgrading to the latest parking meter technology. The kit updates outdated components with new IPS technology and features. Designed with the service technician in mind, the modular components can be easily removed, serviced, and replaced with no more than a screwdriver. Cities benefit from lower equipment upgrade costs, ease of maintenance, and reduced overall cost of ownership.



### Key Benefits

**Flexibility:** The upgrade kits are available in pay-by-space, pay-and-display, and pay-by-plate models. A simple change of the keypad and a firmware update are all that are required to support the different modes.

**Unparalleled Power Efficiency:** Powered by environmentally-friendly solar panels and combination battery packs to maximize ongoing power.

**Customization:** Configurable buttons include help screens, alternative languages, max time, and more.

**Improved Visibility:** LED lighting above the display provides enhanced visibility for motorists, technicians, and collections staff.

# SMART METERS

## Pro Forma Assumptions

- Single Space: \$725 / Each (Capital)
- Kiosk Conversion: \$6,000+/- Each (Capital)
  - New Kiosk = \$10,500+/-
- Licensing / Maintenance / Cell Fees = \$99 / Meter / Year (O&M)



# ON-LINE SERVICES WEBSITE IMPROVEMENTS

The screenshot displays the Concord, NH website with the following elements:

- Header:** "CONCORD New Hampshire's Capital City" in gold and blue text.
- Navigation Bar:** "YOUR GOVERNMENT", "CITY SERVICES", "OUR COMMUNITY", "DOING BUSINESS", and a "How Do I? HELP CENTER" button with a question mark icon.
- Search and Alerts:** A search bar for the city website, navigation icons (home, user, mail, share), and a "CONCORD ALERTS LEARN MORE" button with a bell icon.
- Left Sidebar:** Links for "Downtown Parking", "Meter Debit Card", and "Parking Bans". A grid of four service buttons: "ONLINE BILL PAY" (dollar sign), "REPORT A CONCERN" (speech bubbles), "NOTIFY ME" (envelope), and "CONCORD MAPS" (map icon).
- Breadcrumbs:** "Home > Your Government > Departments > Police > Parking Enforcement".
- Page Title:** "Parking Enforcement".
- Image:** A blue "PUBLIC PARKING" sign with a white "P" in a circle and an arrow pointing left.
- Main Text:** "Sound parking enforcement is important to the health, safety and economic vitality of the City. Our dedicated and productive enforcement staff is the heart of our effective parking enforcement program. A well designed enforcement effort enables the City to maximize its use of the existing parking supply."
- Section Header:** "Strategic Parking Plan Development".
- Main Text:** "In June 2014, the City engaged the consultant team of Nelson Nygaard / Desman Associates to develop a comprehensive strategic parking plan for the City. The [strategic plan](#), together with a [staff report](#) from the City Administration detailing specific recommendations and an implementation schedule, was presented to the City Parking Commission on June 27, 2014."
- Right Sidebar:** "CONTACT US" section with contact information for David Florence (Parking Supervisor) and Alison Sinisgallo (Parking Clerk), including phone, fax, and hours (Monday - Friday, 8:30 a.m. - 4:30 p.m.). A "CALENDAR" button is at the bottom.
- Accessibility:** Three "A" icons for text size adjustment.

# ON-LINE SERVICES WEBSITE IMPROVEMENTS



**BURLINGTON**

## Parking in Burlington... A Change for the Better

DOWNTOWN PARKING IMPROVEMENT INITIATIVE - BURLINGTON, VERMONT

[Home](#)

[Downtown Parking](#)

[Enforcement and Tickets](#)

[Residential Parking](#)

[Transportation](#)

[News and Events](#)

[FAQs](#)

[History](#)

[Contact Us](#)



Usage of Burlington's parking system is below optimal efficiency, especially in private parking facilities. A 2011 study reported that 35% of parking spaces were vacant

# ON-LINE SERVICES WEBSITE IMPROVEMENTS

The screenshot displays the ParkPortsmouth website interface. At the top, there is a banner with a large blue 'P' logo and a collage of local scenes. Below the banner are three navigation tabs: 'PORTSMOUTH PARKING RATES' (highlighted in blue), 'EVENTS CALENDAR FOR PORTSMOUTH' (highlighted in red), and 'HIGH HANOVER PARKING GARAGE INFORMATION' (highlighted in blue). On the left side, a vertical menu lists various services: Off-Street Parking Lots, Pay & Display, 15 Minute Single Spaces, Handicap Spaces, Motorcycle Parking, Bicycle Racks, 3 - Hour Parking, 4 - Hour Parking, 72 - Hour Parking, Streetside Valets, Loading Zones, and Pay Parking Tickets. The main content area is titled 'PARKING RATES' and includes 'Enforcement Hours' (Mon-Fri, 9 a.m. to 7 p.m.; Sundays, Noon to 7 p.m.) and 'Five Metered Parking Rates/Zones:'. These zones are: A. High Occupancy Metered Parking (3-Hour Maximum, \$1.75 per hour), B. Standard Metered Parking (3-Hour Maximum, \$1.25 per hour), and C. Extended Metered Parking (4-Hour Maximum, \$1.25 per hour). To the right of the text are six circular icons representing the parking zones: A (red), B (blue), C (green), D (black), D (red), and A (red), B (blue), C (green). Each icon contains the zone letter and its maximum duration. Small text below each icon specifies enforcement hours: Mon-Sat, 9 AM to 7 PM; Sundays, Noon to 7 PM; and Holidays, No Charge.

**PARKPORTSMOUTH**

PORTSMOUTH PARKING RATES    EVENTS CALENDAR FOR PORTSMOUTH    HIGH HANOVER PARKING GARAGE INFORMATION

**Off-Street Parking Lots**

- Pay & Display
- 15 Minute Single Spaces
- Handicap Spaces
- Motorcycle Parking
- Bicycle Racks
- 3 - Hour Parking
- 4 - Hour Parking
- 72 - Hour Parking
- Streetside Valets
- Loading Zones
- Pay Parking Tickets

**PARKING RATES**

**Enforcement Hours**

Mon-Fri, 9 a.m. to 7 p.m.  
Sundays, Noon to 7 p.m.

**Five Metered Parking Rates/Zones:**

- A. High Occupancy Metered Parking**  
(3-Hour Maximum, \$1.75 per hour)
- B. Standard Metered Parking**  
(3-Hour Maximum, \$1.25 per hour)
- C. Extended Metered Parking**  
(4-Hour Maximum, \$1.25 per hour)

**A**  
3-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**B**  
3-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**C**  
4-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**D**  
15-MIN. MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**D**  
15-MIN. MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**A**  
3-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**B**  
3-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

**C**  
4-HOUR MAX  
ENFORCEMENT HOURS  
MON-SAT, 9 AM TO 7 PM  
SUNDAYS, NOON TO 7 PM  
HOLIDAYS, NO CHARGE

htm

# ON-LINE SERVICES CITATION PAYMENTS



[Home](#) | [Recreation](#) | [Business](#) | [Pay Online](#) | [Jobs](#) | [Meeting Agendas](#) | [City Calendars](#) | [Contact Us](#) | [Site Search](#)

[Home](#) » [Departments](#) » [Parking](#) » [Parking Ticket Payment System](#)

## Site Navigation

[Parking Home](#)  
[Online Payment FAQ](#)

This website and its contents are a service of the City of Manchester, NH

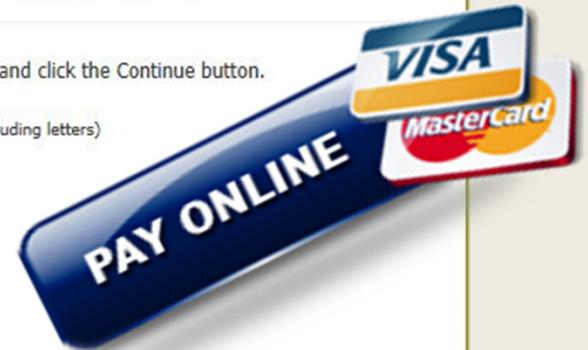


## City of Manchester, NH - Parking Ticket Payment System

To locate your ticket(s) please enter the information below and click the Continue button.

**Citation Number:** (as listed on the parking violation, including letters)

**Plate Number:** (as listed on the parking violation)



[Continue](#)

[Return To Search Type](#)

[Clear Form](#)

# ON-LINE SERVICES CITATION PAYMENTS



PORTSMOUTH CITY HALL, 1 JUNKINS AVENUE, PORTSMOUTH, NEW HAMPSHIRE 03801, TEL: (603) 431 - 2000  
City Hall Hours: Monday 8 a.m. - 6 p.m., Tuesday - Thursday 8 a.m. - 4:30 p.m., Friday 8 a.m. - 1 p.m.

## ONLINE BILL PAYMENT

[MOTOR VEHICLE ONLY \(Click here\)](#)

## PARKING TICKET, WATER/SEWER and PROPERTY TAX ONLINE PAYMENT

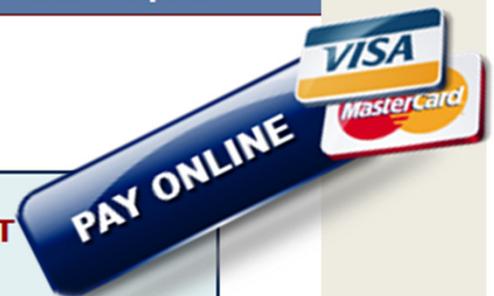
To make a payment(s), you will need:

- Parking Ticket:** Your parking ticket # or your plate #
- Water/Sewer:** Account # or location and amount due
- Property Tax:** Bill #, location, or owner
- Payment:** Your bank routing number and bank account number; or your creditcard\* information

[Click Here To:](#)

[SIGN UP and/or PAY](#)

[Parking Ticket, Water/Sewer, Property Tax Bills Online](#)



# ON-LINE SERVICES PARKING PERMITS



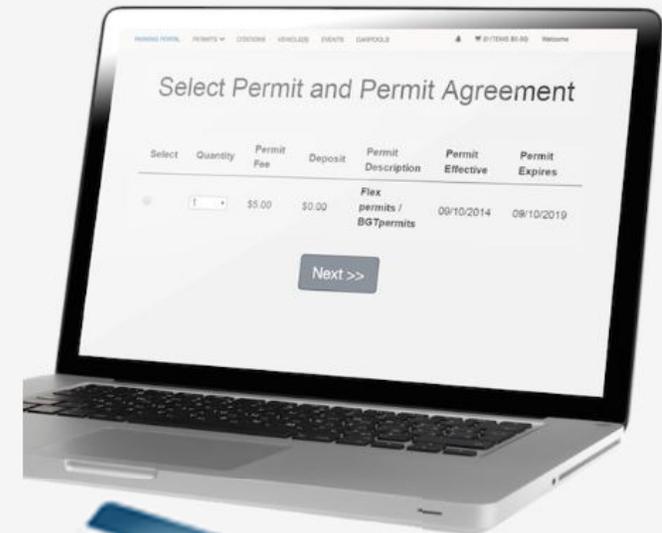
## Sell Permits Online

### Permit Sales

Your customers can purchase and renew permits online via your organization's website. Permits can be physical or virtual, require facility selection or not, and/or require certain documentation or not, etc.

### Payment Management

Depending on your business needs, set up payment configurations to include corporate contract, payroll deduction, student account, credit card, etc.



# ON-LINE SERVICES PRO FORMA ASSUMPTIONS

## Website

### ■ Costs

- \$10,000 - \$25,000
- Annual maintenance costs
- **NOT INCLUDED IN PRO FORMA**

## Citations

- 25,000+/- tickets / year
- Currently pay in person or by mail via 3<sup>rd</sup> Party "Lock Box".
  - Lock Box Cost= \$200 / Month +\$0.10 / ticket
  - Total \$5,000 / Year
- Costs
  - \$15,000 Software
  - \$3,500 Annual Fee
  - **NOT INCLUDED IN PRO FORMA**
  - Credit Card Fees paid by Parkers

## Permits

### ■ Lease to Permits in FY2019

### ■ Costs

- T2 = \$2,000
- Others: \$15,000 - \$20,000 +/- Software
- \$3,500 Annual Fee
- **NOT INCLUDED IN PRO FORMA**
- Credit Card Fees paid by Parkers

THE END

