Report to the Downtown Parking Management Group

DATE ISSUED: January 31, 2007

ATTENTION: Downtown Parking Management Group
                      Agenda of February 1, 2007

SUBJECT: Second Interim Report on Downtown Multi-space Parking Pay Station Pilot Project

SUMMARY
THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE.

BACKGROUND

On June 5, 2006, 50 Cale Multi-space Pay Stations were put into service at various Downtown locations. These Cale meters replaced 309 POM single-head parking meters previously installed at these locations. This completed the implementation of the Downtown Multispace Parking Pay Station Pilot Project, formerly known as the Downtown Multispace Parking Meter Pilot Project.

This 9-month pilot project was undertaken by the City in partnership with the Downtown Community Parking District to evaluate multi-space parking meter technology and its potential for broader application within the City. The use of this 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. The technology also provides a broader range of payment options including credit cards and is likely to become one of many important components necessary to maximize overall parking utilization.

City staff, with input from key stakeholders, identified various criteria to be used to evaluate the success of this pilot project, (Attachment 1). Prior to the implementation, baseline data was gathered with respect to the evaluation criteria for later comparison with data gathered during the pilot project period.

On October 4, 2006, City staff issued a first interim report which was submitted and reviewed with the DPMG on October 5, 2006

DISCUSSION

The purpose of this 7-month interim report is to provide relevant project-to-date data along with the status of certain project related issues. A final report and recommendations is currently being prepared and will be provided before the end of February 2007.

COST

Parking Meter Operations is tracking and comparing the cost for installation, maintenance and collection of the new technology against the conventional single-head meters.

Service	Cost		
	Single Head	**Multi-space**	**Difference ($)[1]**
New meter/pay station	$487	$7,812	+$4,793
Installation	$257	$171	-$1,422
Removal	$213	$49	-$164
New meter/pay station with installation	$744	$7,983	+$3,370
Monthly cost of meter maintenance (per meter)[2]	$4.70	$93.07	+$24.08[3]

ENFORCEMENT

Parking Enforcement and Parking Administration are tracking injury reports, citation issuance and revenue, and enforcement officer time.

Injury Report

No injuries were recorded during this evaluation period, but Parking Enforcement Officers (PEOs) continue to comment on how they feel the enforcement of printed tickets on taller vehicles puts a strain on their neck.

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[1] Using the pilot project ratio of one (6.20) single-head meters for each multi-space pay stations.

[2] Field services only, including repairing jams and changing batteries.

[3] Increase in monthly maintenance costs is attributed to higher costs of supplies and materials and increased labor costs associated with two hour response time.

Parking Citations	Single Head 6/5/05 – 1/5/06	Multi-space 6/5/06 – 1/5/07	Difference (%)
Number issued	2,984	2,325	-22.1 %
Revenue generated to date[4]	$96,051	$53,120	-44.7%

Time Per Block to Enforce Meters

As previously reported, Parking Enforcement is estimating that it is taking at least four times longer to check for violators in "pay and display" multi-space metered areas. This does not include time to issue parking citations for violators. We are working with staff to more accurately determine the actual increase in time necessary to enforce meter violations with the new technology. In addition and as requested by the DPMG, a comparison of the average actual time used to patrol/enforce a block face with new vs. old technology.

Some enforcement issues are created by inconsistencies between the new technology and the municipal code. One area which is contributing to the increased time to enforce multi-space metered areas is when customers purchase time from locations other than where they parked. In most instances those tickets are for different hourly rates. This requires the officer calculate the amount purchased versus the time and rate of the location the customer actually parked. Transportation Engineering is currently working to resolve these discrepancies in the municipal code.

OPERATIONS

Parking Meter Operations and Transportation Engineering are collecting information to compare items such as parking space usage and turnover, parking meter revenue, and meter reliability and collection time.

Parking Meter/Pay Station	Single Head 6/5/05 – 1/5/06	Multi-space 6/5/06 – 1/5/07	Difference (%)
Collection time per meter	15.5 hours/wk (1 min./meter)	4.2 hours/wk (10 min./meter)[5]	-72.9%

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[4] When comparing revenues from year-to-year, you must consider that revenues generated from last year's citations have had more time to be collected and revenue received is expected to be greater than corresponding periods in the current year. Maximum revenue collection rates are not experienced until 18-24 months after the citation is issued.

[5] Two staff members are needed to perform collection duties (5 minutes per staff member). One staff member is required to monitor the revenues collected and left in the vehicle as well as ensure the safety of the second staff member performing the actual revenue collection. The collection time noted does not include travel time or depositing of revenues.

No. of malfunctions	141	138[6]	-2.1%
Meter revenue	$264,235[7]	$262,867	-0.05%

Parking Occupancy, Duration and Turnover

A parking duration study is being conducted by Transportation Engineering. The initial study that was conducted and final study will allow for a comparison of these factors before and after the installation of the multi-space parking pay stations.

Parking Supply

Traffic Engineering has conducted a study to determine the effect on the parking supply that would result from installing parking space markings (parking T's) adjacent to the new technology multi-space parking pay stations. The study found that all, but three block faces, had parking T's in place adjacent to the new technology parking pay stations. A field evaluation was conducted on these three block faces and summarized below are the locations and the number of parking spaces with and without parking T's:

Location	Spaces without Parking T's	Spaces with Parking T's
'J' Street (10th Avenue – 11th Avenue) North Side	6	5
2nd Avenue (Island Avenue – 'J' Street) West Side	6	5
'F' Street (Park Boulevard – 13th Street) North Side	7	6

Based on the evaluation of these three blocks, the installation of parking T's would result in a decrease in parking supply of approximately 16%.

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[6] Malfunctions are attributed to several factors including printer jams, communication problems, and problems with the anti-pin module, a door mechanism that needed replacement on several Multispace pay stations. The later three issues have been resolved.

[7] From June 5, 2005, through September 5, 2005, the number of parking meters fluctuated in the area where the 309 parking meters were removed for the pilot project. Therefore, it is difficult to do a complete and accurate revenue comparison since some of the meters were not installed during the entire analysis period.

PUBLIC ACCEPTANCE

With the assistance of key stakeholders like the DPMG and CCDC, staff is collecting information to evaluate overall public acceptance of the new technology. Information such as the number of meter service requests and complaints, citation appeals, and anecdotal information from businesses and users of downtown parking will be compared. A customer survey was developed to gain public and user input.

Customer Survey

Customer surveys were developed in two different formats to target specific types of customers (Attachment 2 and 3). One format to survey users of the technology and a second intended to gather input from stakeholders such as downtown residents, businesses, and other downtown parking users.

The surveys were designed to compile information on convenience, ease of use, advantages, disadvantages, and aesthetics in relation to the new technology parking pay stations. Staff surveyed users on-site at various locations throughout the Pilot Area in January 2007. The stakeholder survey was posted on the CCDC website and invitations to participate in the survey were sent via email to identified stakeholders.

The survey results are currently being analyzed, appear to be positive overall, and will be included in the final report.

Number of Complaints and Number of Positive Comments

Traffic Engineering and Parking Administration are tracking input they receive from parking users. To date, we have received two (2) complaints and one (1) contact which included both positive and negative comments. The following comments pertaining to the new technology were communicated:

- Lack of available parking for residents because of high occupancy levels (*700 block of Kettner Blvd)*
- New meters do not refund unused time on pre-paid parking meter cards
- Multi-space meters are an aesthetic improvement and presumably a cost effective option
- Pay station would not accept coins

Parking Enforcement staff has also received some comments from citizens regarding the multi-space pay stations:

- Cannot locate where to pay

- Signs are inadequate or not visible
- When single-head meter not seen, assume parking is free
- Pay station does not give the maximum time allowed when using a credit card
- New technology is confusing, especially for foreign visitors and tourists
- Pay stations do not always accept the methods of payment (credit cards, debit cards or coins)

Requests for Appeal

To date, the Parking Administration, Appeals section has processed a total of 15 appeal requests for citations associated with the multi-space pay stations. However, there is a shrinking backlog of appeals to be reviewed which could include appeals relevant to this project. Therefore the following data may not include all appeals submitted and or received prior to January 5, 2007.

Parking Citation Appeals	No. Requested	No. Upheld	No. Dismissed
Appeals	15	13	2
Administrative. Hearings	4	TBD	TBD
Court Hearings	TBD	TBD	TBD

OTHER ISSUES

Other key issues impacting or resulting from this project which have been identified and either resolved or remain outstanding include the following:

Americans with Disabilities Act (ADA) Compliance

After the implementation of the project, it was determined that the multi-space pay stations may not be in compliance with City, State, and or Federal ADA requirements. City staff worked with Cale and Cale agreed to lower the meters 1.5 inches at Cale's expense to resolve that issue. In addition, agreement was reached as to the appropriate ADA standard to be used for any subsequent installations of the multi-space technology. Cale and City staff completed that work on October 1, 2006 and this issue is now resolved.

Credit Card Reconciliation

Initially staff had difficulty reconciling credit card deposits to multi-space pay station source transactions. Cale has been working diligently with staff to resolve the issue. City staff also met with staff from the City of Portland, Oregon who currently have 200 Cale meters installed. Portland was not experiencing the same reconciliation problems. However, Portland is using real-time authorization for their credit card transactions. In January, Cale reconfigured the pay

stations for real-time credit card authorization. Staff is now reviewing/reconciling the real-time transactions and will include the results in the final report.
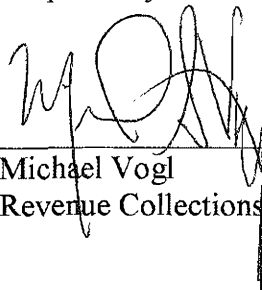
Enforcement

Enforcement difficulties remain as a key concern. Staff is working with the Enforcement staff to mitigate these concerns. It was recommended that enforcement staff contact other jurisdictions to determine how they have dealt with these same enforcement issues. In addition, certain issues related to Multi-space pay station related discrepancies in the municipal code are being addressed which will resolve some of these enforcement related issues.

Cale Post-Project Options

There has some question regarding what will happen at the end of the project with respect to the pilot project equipment, etc. Cale is the City's selected vendor for the pilot project and any subsequent city-wide expansion of this technology for a period of four (4) years subsequent to the end of the pilot project. It may have been previously reported to the DPMG that any subsequent city-wide expansion would require a new procurement process to select a vendor and procure multi-space pay stations. This was not correct and Cale is the City's select vendor for this technology for the next four (4) years.

With Cale's agreement, the City can extend the current contract for the pilot project equipment at the pilot project cost.

Respectfully Submitted,

Michael Vogl
Revenue Collections Manager

EVALUATION FOR MULTI-SPACE METERS
May 17, 2006

This is the data we will be collecting as the baseline before we go-live with the new Multi-space meters on June 5th. We will be collecting the same data after the new meters are installed as evaluation criteria for success. There are four different time frames methods. They should be collected using the same method after go-live for comparison. These are:

    a) One time cost/revenue
    b) 9month period/ Biweekly data per block face
    c) One time 9 month period per beat (before and after pilot)
    d) 9 month period/Biweekly data per block (both sides - not face)

COST: (Parking Management will collect baseline): Installation and maintenance, and collection. We will compare the cost of installing and maintaining, and collecting the new devices versus the cost of installing and maintaining conventional single head parking meters.

Factors	Method
Cost per single space meter	One time cost present meter and Multi after **(JOSE)**
Cost of installation	One time cost present meter and Multi after **(JOSE)**
Monthly Cost of meter maintenance	9month period/ Biweekly data per block face **(JOSE)**

ENFORCEMENT: (Parking Management will collect baseline): Issues related to the time that it takes to enforce the new devices versus the time that it takes to enforce conventional single head parking meters.
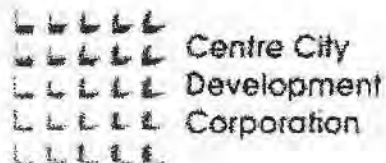
Factors	Method
Injury reports	One time 9 month period per beat (before and after pilot) **(ALINA)**
Number of citations issued and revenue	9 month period/Biweekly data per block (both sides-not ace) **(DAN DICKEL)**
Time per block to enforce meters	Two week special collection/per beat, before and after pilot **(ALINA)**

OPERATIONS: (Parking Management and Traffic Engineering will collect): We will evaluate the parking occupancy increase or decrease when compared to what we have now. Revenues from the different type of payment method separated (coins, bills, cards, credit cards, etc.) We will also evaluate the increase in parking supply.

Factors	Method
Collection time per meter	9 month period/Biweekly data per block face **(JOSE)**
Number of malfunctions	9 month period/Biweekly data per block face **(JOSE)**
Pilot area meter revenue	One time 9month period revenue before and after pilot **(JOSE)**
Usage per meter/space	Part of Duration study **(TRAFFIC ENG.)**
Parking Turn Over/space (parking supply)	Part of Duration study **(TRAFFIC ENG.)**

PUBLIC ACCEPTANCE: We could track the number of meter service requests/complaints. This is the area where we need CCDC and the DPMG to assist us. We will need anecdotal information from businesses and users of on street parking downtown, and if there are funds available, potentially a survey during a public education campaign.

Factors	Method
Number of Complaints	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Review factors to be included in a survey	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Number of Positive Comments	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Public Acceptance	PIO will send Outreach documentation **(PIO)**

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PAY & DISPLAY PARKING USER SURVEY

Location: O Marina   O Ballpark   O East Village

Block Name & Number (Optional): _____

How often do you use the Pay & Display meters?

O   O   O   O
Daily   Weekly   Monthly   Rarely

Do you prefer the Pay & Display meters to the single head meters?

O   O
Yes   No

Was the signage along the block adequate in number and located properly?

O   O
Yes   No

Were the messages displayed on the signage clear and easy to understand?

O   O
Yes   No

Was it easy to locate the Pay & Display meter after you parked?

O   O
Yes   No

Was the Pay & Display meter located within a reasonable distance to your vehicle?

O   O
Yes   No

Did you find the Pay and Display meter easy to use?

O   O
Yes   No

Do you think the option of paying with a credit card is beneficial?

    ○   ○

   Yes   No

Do you feel that replacing multiple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

    ○   ○   ○

  Improves   Detracts   Neutral

Comments: _____

_____

_____

_____

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PAY & DISPLAY PARKING SURVEY

As part of CCDC's comprehensive public outreach process, CCDC is conducting a survey to gather information about the Pay & Display parking meters. Please take a few minutes to answer the following questions:

1. Location:

○ Marina   ○ Ballpark   ○ East Village

2. Block Name & Number:

3. How often do you, your customers/guests/employees use the Pay & Display meters?

○ Daily   ○ Weekly   ○ Monthly   ○ Rarely   ○ Unknown

Comments:

4. Do you feel that the Pay & Display meters are conveniently located?

○ Yes   ○ No

Comments:

5. Do you feel that you, your customers/guests/employees benefit from being able to use a credit card at the Pay & Display meters?

○ Yes   ○ No

Comments:

6. Do you, your customers/guests/employees prefer the Pay & Display to the single-space meters?

◯ Yes ◯ No

Comments:

7. Do you feel that replacing mulitple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

◯ Improves ◯ Detracts ◯ Neutral

Comments:

8. Have you noticed any problems with the Pay & Display meters?

◯ Yes ◯ No

Comments:

9. What advantages have you noticed to the Pay & Display meters?

10. What disadvantages have you noticed to the Pay & Display meters?

11. Have you benefited from the installation of the Pay & Display meters?

○ Yes ○ No ○ Neutral

Comments:

12. Overall, what is your opinion of the Pay & Display meters?

Submit Survey

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