

# Agenda Report

**TO:** CITY COUNCIL  
**Date:** November 20, 2006

**THROUGH:** FINANCE COMMITTEE

**FROM:** CITY MANAGER

**SUBJECT:** ISSUANCE OF A PURCHASE ORDER TO DUNCAN PARKING TECHNOLOGIES INC. FOR \$228,000 FOR THE PURCHASE OF MULTISPACE PARKING METERS AND AMEND THE 2007 OPERATING BUDGET

## **RECOMMENDATION**

It is recommended that the City Council:

1. Authorize the issuance of a purchase order to Duncan Parking Technologies Inc. for the purchase and installation of 32 multi-space parking meters to be placed along Colorado Boulevard in the amount not to exceed \$228,000. Competitive Bidding is not required pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services.
2. Recognize and appropriate \$228,000 from the 2006 Equipment Lease Line of Credit Financing for the purchase of 32 pay by space multi-space parking meters to the Non Department Account 8503-213-952139

## **OLD PASADENA PARKING METER ADVISORY COMMISSION**

The Old Pasadena Parking Meter Advisory Commission reviewed the staff recommendation and recommended approval at their October 19, 2006 meeting.

## **EXECUTIVE SUMMARY**

The Department of Transportation is continually searching for opportunities to achieve greater operational efficiencies in managing on street parking through new technologies. The Parking Division conducted a Pilot Study in 2004 to determine if the

use of multi-space parking meters would be a desirable option for the City in the near future. The Pilot included four different vendors and two different types of multi-space meter technology, "pay and display" and "pay by space".

The Study, conducted over a three month period at no cost to the City, provided valuable information on the benefits of multi-space technology and indicated that pay by space technology is preferred by motorists. The study showed that multi-space meter technology provided operational benefits particularly in very active commercial areas that experience high demand for parking and parking turnover.

Staff proposes replacing approximately 163 single space parking meters with 32 multi-space parking meters along both sides of Colorado Boulevard from Terrace Drive to Los Robles Avenue.

### **BACKGROUND**

The Multi-space Parking Study conducted in 2004 was one of a series of measures undertaken by the Department of Transportation over the past three years to improve overall service delivery and management of Pasadena's parking services.

The use of multi-space meters to manage on-street parking offers the following benefits versus single space meters:

- Convenience of multiple payment options
- Multi-lingual capabilities
- Operation via two-way communication
- Reduction of sidewalk clutter and improved aesthetics
- Enhanced security
- More efficient collection and enforcement
- Reduced maintenance
- Remote programming options
- Payment via cell phone
- Back office software for more extensive meter data collection and reporting

The Pilot Program looked at two types of multi-space meter technology, "pay and display" and "pay by space". "Pay and display" technology allows users to pay for parking at a centrally located multi-space meter and then display a receipt with the expiration time on the inside of the car. "Pay by space" technology requires the user to indicate a designated space when paying at the meter.

Results from the Pilot Study indicated that motorists parking in Pasadena preferred "pay by space" technology which avoided the motorist having to return to their vehicle. The Study also indicated that motorists utilized the option of paying by credit card. Credit card usage at the multi-space meters during the Pilot averaged around 30%.

Staff has continued to explore multi-space meter technologies since the Pilot Program by replacing two pay by space meters in the Union/EI Molino parking lot with Reino pay by space meters. In the seven months that the meters have been in operation there has been a 35% increase in revenue over the same period from FY2005.

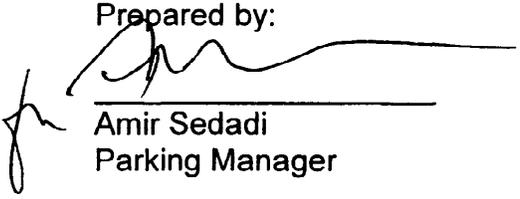
The purchase of these two Reino meters has allowed staff to test another benefit of the multi-space meters, wireless communication with citation issuance equipment. The Reino meters in the Union/EI Molino parking lot are configured to communicate wirelessly with Parking Enforcement handhelds and direct officers to expired spaces. This decreases the time an officer must spend at the lot and allows for more field operations. This technology will be available for the on street meters as well and will increase the efficiency of parking enforcement.

The City of Las Vegas has had 50 Reino pay by space meters in place for a year and is reporting great success with them. Las Vegas is reporting a 35% usage rate for credit cards and has been able to optimize meter collections through the Reino meters' wireless communication. The meter informs the collections officer when the meter is nearing coin capacity which allows collections to be made only when necessary, instead of using a route system.

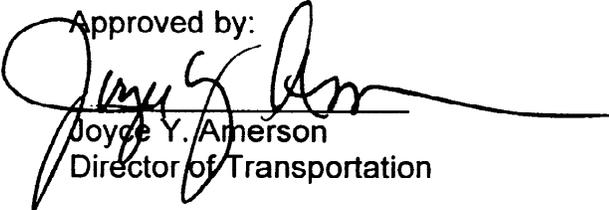
### **FISCAL IMPACT**

Sufficient funding is available in the 2006 Equipment Lease Line of Credit Financing Program to cover the cost of purchasing the multi-space parking meters. The debt service to repay the financing will be budgeted from parking funds in future recommended operating budgets. There will be no debt service payment due in fiscal year 2007.

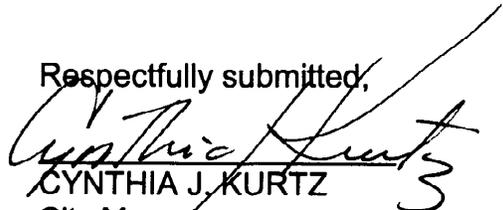
Prepared by:

  
Amir Sedadi  
Parking Manager

Approved by:

  
Joyce Y. Amerson  
Director of Transportation

Respectfully submitted,

  
CYNTHIA J. KURTZ  
City Manager