

Agenda Report

TO: CITY COUNCIL **Date:** April 9, 2007
FROM: CITY MANAGER
SUBJECT: UPDATE ON ACTIVITY AND STATUS REPORT FOR FEE
BASED TEMPORARY OVERNIGHT PARKING EXEMPTION
SYSTEM

RECOMMENDATION

This report is for informational purposes only.

BACKGROUND

On June 26, 2006, City Council approved the implementation of a new fee based automated system that would issue temporary overnight parking exemptions (TOPEs) at a cost of \$3 per exemption per vehicle, per night. This new system changed the previous method which allowed residents and visitors to phone-in requests for TOPEs at no charge. It was anticipated the new system would enhance overall Parking Enforcement operations and generate sufficient revenue to cover the costs involved with purchasing five temporary overnight parking exemption kiosks (TOPEKs) and operating the temporary overnight parking exemption program.

On October 23, 2006, the TOPEKs were activated and began dispensing TOPEs 24 hours a day, seven days a week. Also activated during this reporting period was the TOPE on-line purchase system (TOPEO), which went on-line February 8, 2007.

The following information addresses kiosk and on-line system operation, activity/revenue, and customer feed-back:

System Operation

Evaluation of parking enforcement operations during this reporting period showed that the new system has reduced the amount of time previously allocated for the manual collection of data used to create and distribute a master list of all exemptions issued for each day. The use of the TOPE receipts has also assisted

the Police Department with their overnight enforcement services as they no longer have to rely on a list; they just verify the presence of a valid TOPE on the vehicle. The new system allows dispatch officers more time to manage other parking enforcement issues.

On February 8, 2007, the Department of Transportation introduced the Temporary Overnight Parking Exemption Online (TOPEO), an online version of the TOPE which allows internet users to access the City's website to purchase, print and display a receipt used as a Temporary Overnight Parking Exemption. The TOPEO system accepts Visa and MasterCard. Users are charged a \$1 convenience fee per transaction.

TOPE receipts are displayed face up on the driver's side dash board and must be clearly visible to enforcement personnel. Users who purchase a TOPE from the kiosks must write in their vehicle license plate number. Those who purchase a TOPE online will have the license plate printed on the TOPE. In either case, the license plate and expiration date must be clearly visible. TOPEs allow for more accurate enforcement versus the old phone in system. Fewer errors will be made when issuing an overnight parking citation, which will result in fewer contested citations.

Customer Feed-back

Staff has received approximately 30 emails and 20 phone calls regarding the TOPEK system. The most common complaint was driving to a TOPEK was inconvenient compared to the old phone-in system. Two calls were also received about mechanical failures. The mechanical failures occurred when the TOPEK did not dispense change or issue a refund receipt. The customer did receive a TOPE at the time and was later reimbursed the lost change. Other concerns voiced were the need to have an on-line system and the requirement of having to pay for overnight parking. The majority of comments and complaints were received within the first four-weeks of operation and each was personally addressed by staff. Since the implementation of the TOPEO system, comments and complaints have drastically reduced.

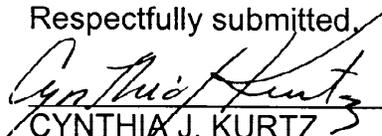
Initially, the system was programmed to prevent fraud by restricting a customer from purchasing more than 2 TOPEs with a credit card. The customer was forced to use cash for the remaining TOPEs that were purchased. The system has been modified to increase the number of TOPES that can be purchased to 20.

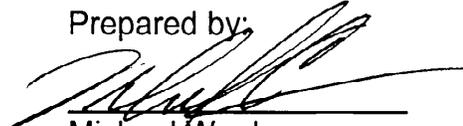
CONCLUSION

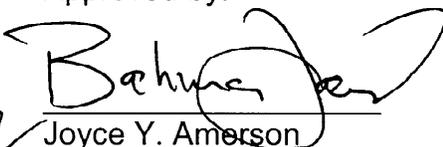
Overall, the fee-based temporary overnight parking exemption system has enhanced the efficiency of operations for parking enforcement, Police Department, and citation processing services.

FISCAL IMPACT

Revenues for FY 2007 are expected to be \$180,000. The purchase price of the TOPEKs was \$107,000, and installation and set up costs have totaled \$18,456. Development costs for the TOPEO system totaled \$15,000 and maintenance costs are \$500 per month. Operational expenses for the TOPE program for FY 2007 are projected at \$17,000. For FY 2008 revenues for TOPEs are projected at \$200,000. Operational and debt service costs will be included in the FY 2008 Recommended Operating Budget.

Respectfully submitted,

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