

PARKING PAY STATION PLAN

— Administration & Regulatory Affairs Department —

Presentation title

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Technology 10 Years Ago



Technology Now



The Original Luke Pay Station

- Selected by RFP in 2005
 - 6 week pilot
- 1,054 pay stations managing 9,200 spaces
- Revenue DOUBLED in FY07 post implementation
- Features:
 - Pay by coin, cash or credit card
 - Pay and Display
 - Multiple rate structures
 - Internal system monitor activity and service alerts



Current Challenges

550 pay stations no longer supported after December 2016 (PCI Compliance in jeopardy)

Paper Jams

Network Communications

Processing Time

Solar Power / Battery Life

Our Solutions

- Publish RFP to replace entire fleet
- Extend current contract to update fleet technology
- ~~• Do nothing – 550 machines stop accepting credit cards in December 2016 (\$5.8 million meter revenue loss over 5 years)~~



Our Evaluation

Item Cost/Value	RFP	Extend Contract
Pay Stations	\$ 10,000,000	\$ 10,000,000
Operations	\$ 3,885,000	\$ 3,885,000
Internal Costs	\$ 50,000	\$ 10,000
Training	\$ 41,392	\$ 18,643
Potential loss	\$ 997,920	\$ -
Public Education	\$ 342,000	\$ 171,000
TOTAL	\$ 15,316,312	\$ 14,084,643

Extending contract will save \$1,231,669

New Pay Station Features

- Pay by Plate
 - No need to leave receipt on dash
 - License Plate Recognition Vehicles (LPR) for compliance
- Extend by Phone – receive reminder texts or re-up from cell phone
- Improved solar panel/battery performance
- Faster modem and connection speed
- Paper jams sensors - pay station automatically go out of service and send alert to service meter
- Separate maintenance and collections compartments



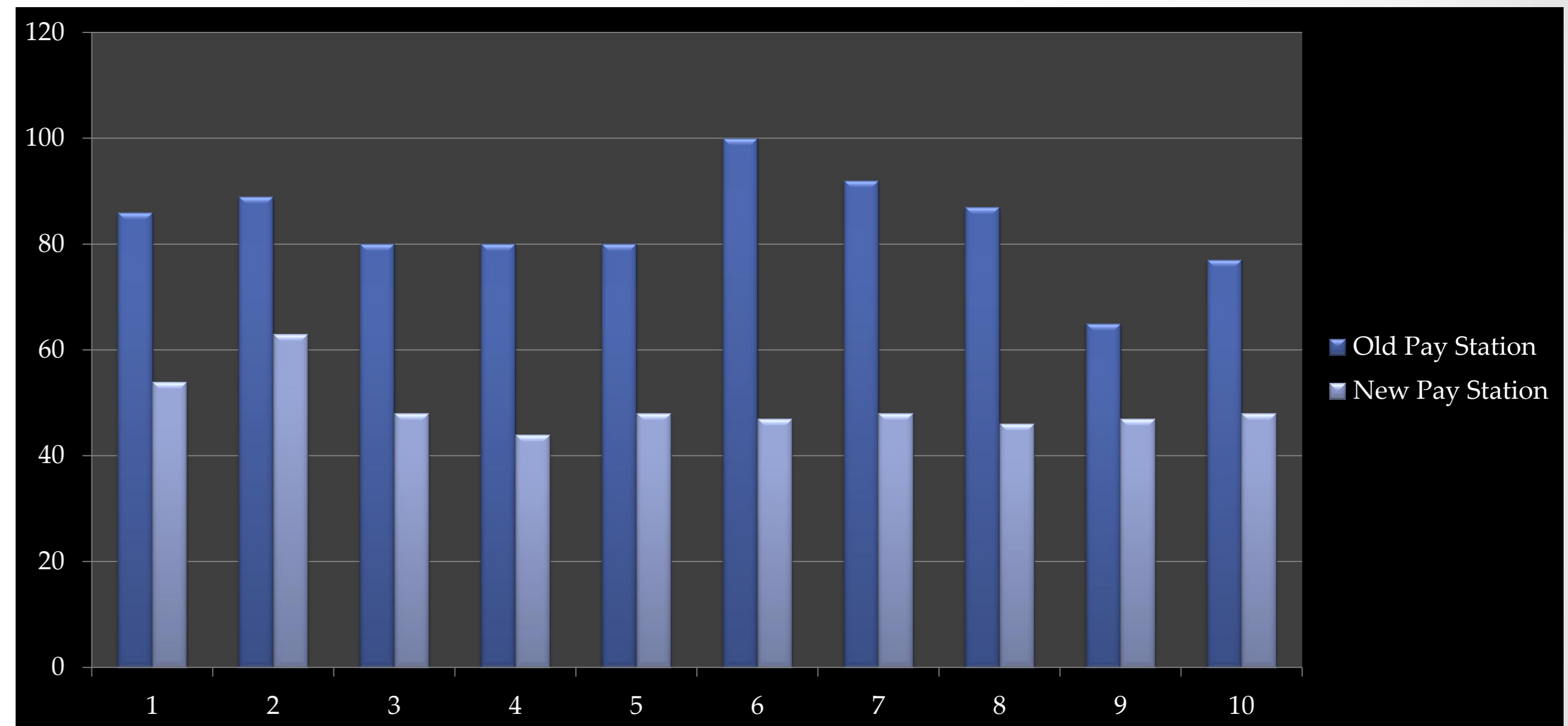
New Pay Station Testing

- Two pay stations in testing since May 2015
- Third deployed in September 2015
- Testing Results

	Old Pay Station	New Pay Station	Increase/Decrease
Battery Alerts - 30 days	459	0	-100%
Bill Jams - 3 months	14.5	4.5	-68%
Card Reader Fault - 3 months	11.5	2.5	-78%
Paper Jams	3.5	2	-42%

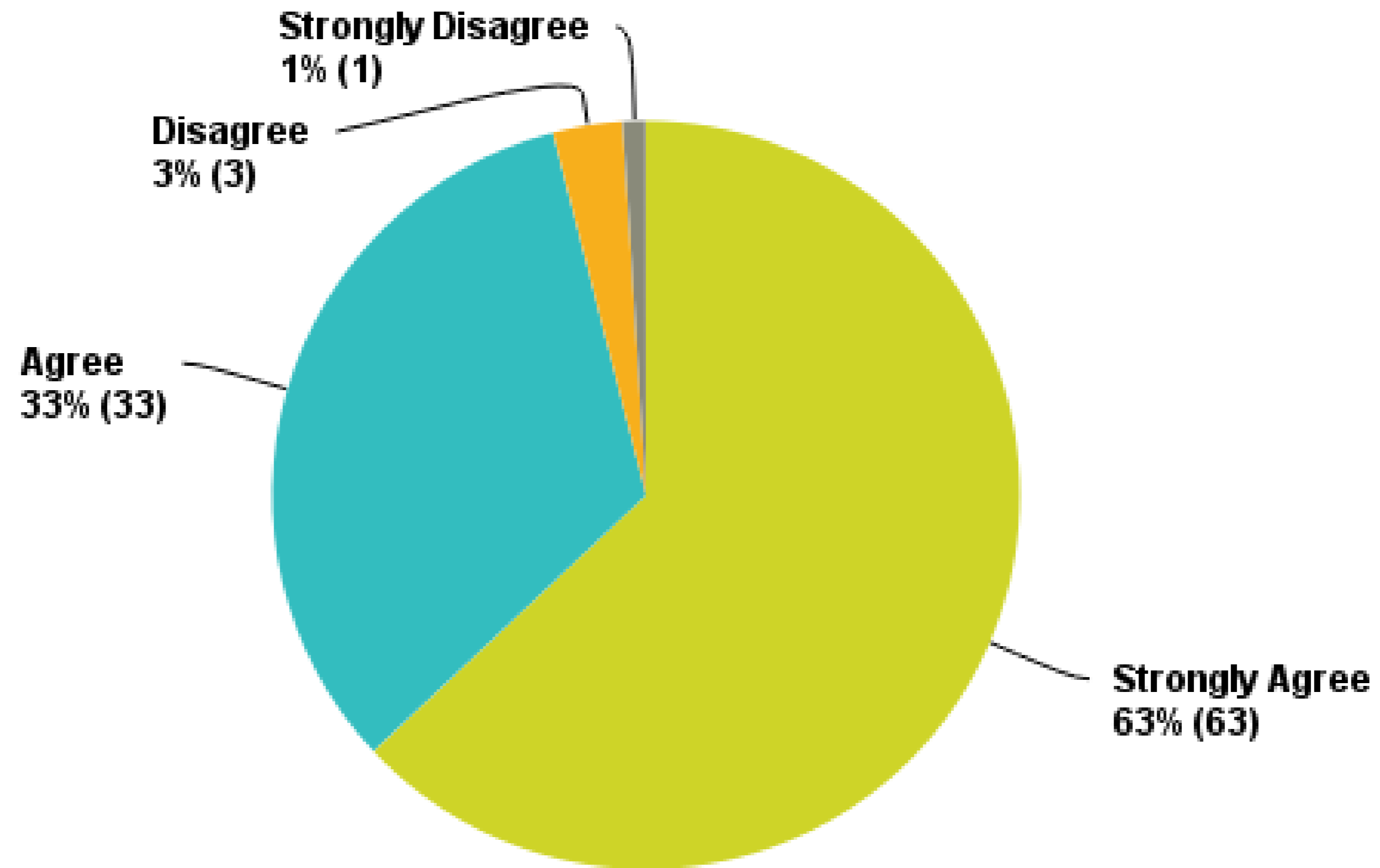
Customer Wait Time

- Average wait time old pay stations – 83.6 seconds
- Average wait time new pay stations – 49.3 seconds
- 41% decrease in wait time



Customer Experience

Survey Question:
The instructions are clear and easy to understand



Recommendation

- Allocate \$13.88 million in funding and extend existing pay station contract to 2021
 - \$10 million – up to 1,500 pay stations
 - \$3.88 million – warranties, hosting, network, spare parts over 5 years
- Refresh pay stations as they age over a 5-year period
- Parking Management Special Revenue Fund to repay debt for pay stations
- Immediately addresses PCI problem and upgrades technology one year ahead of RFP schedule

Deployment Plan

- 550 pay stations refreshed by Dec 2016
- Replace existing 1,054 pay stations over 5 years
 - All new deployments will be subject to a stakeholder review process.
- Long-term: cell phones change the business model



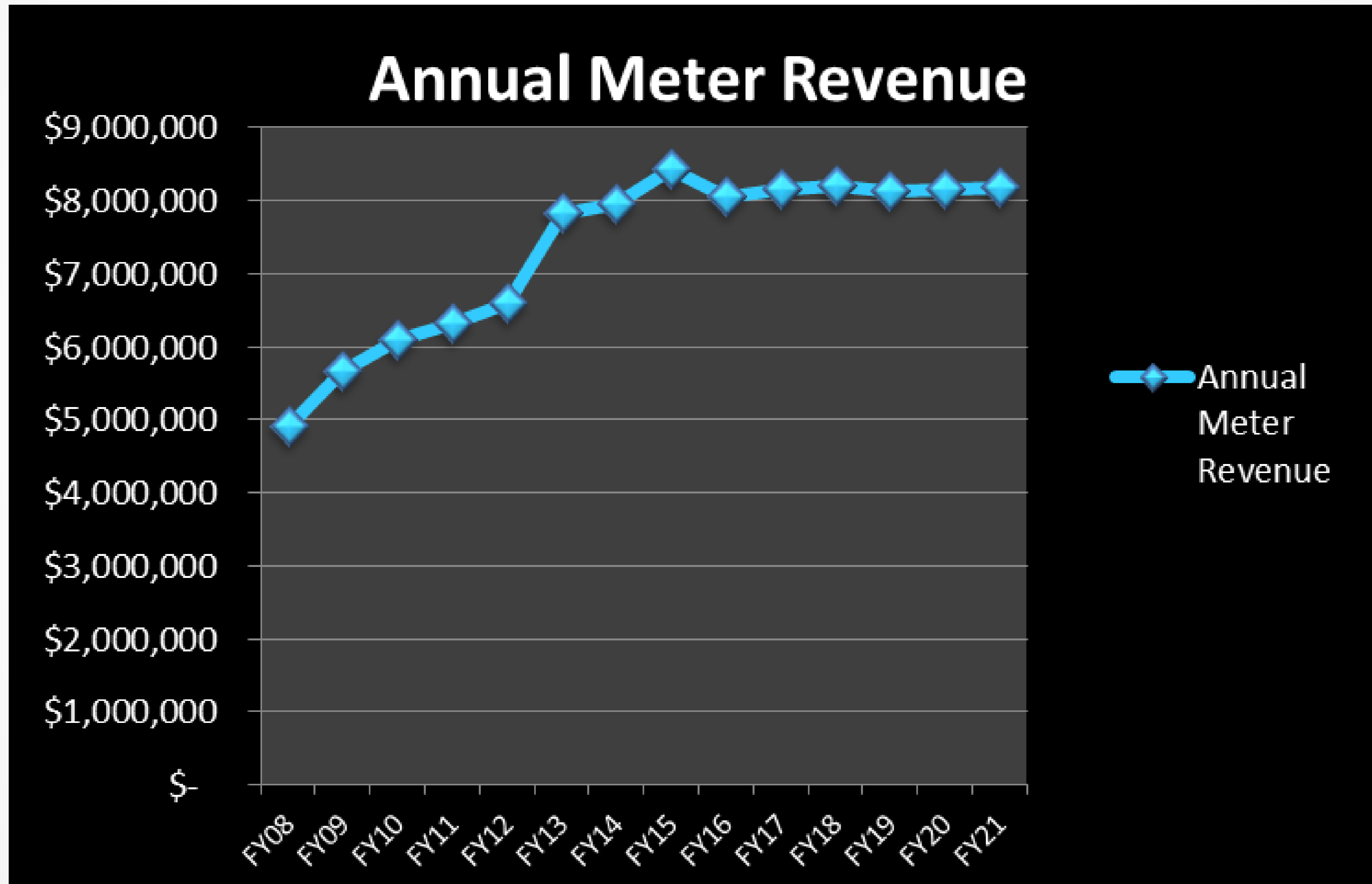


QUESTION & ANSWER

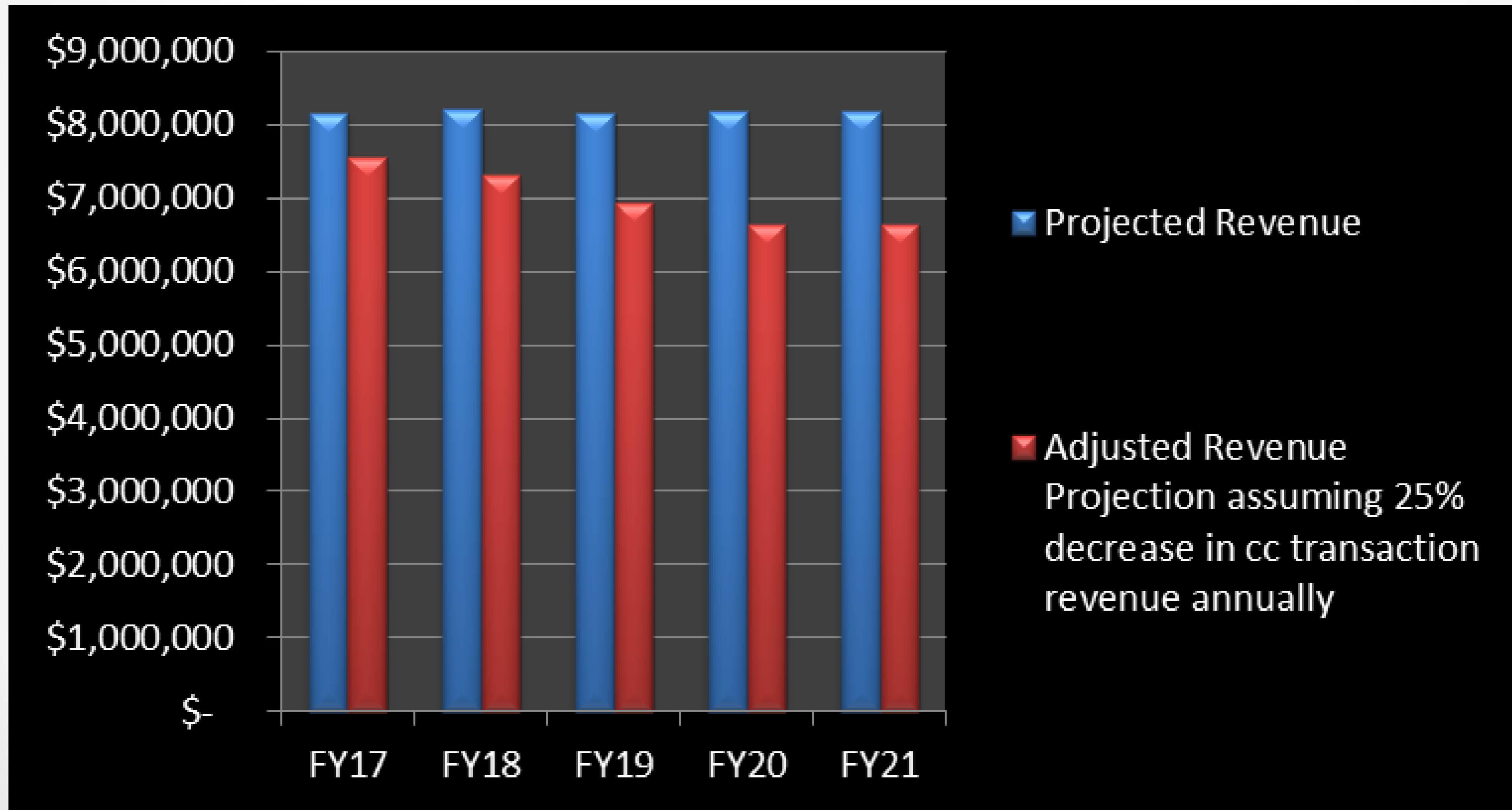
Appendix

- Meter Revenue FY08 – FY15 Actuals, FY16-FY21 Projected
- Risk – Meter Revenue Reduction
- Customer Survey details (3 slides)
 - List survey slides

Risk – Actual and projected meter revenues

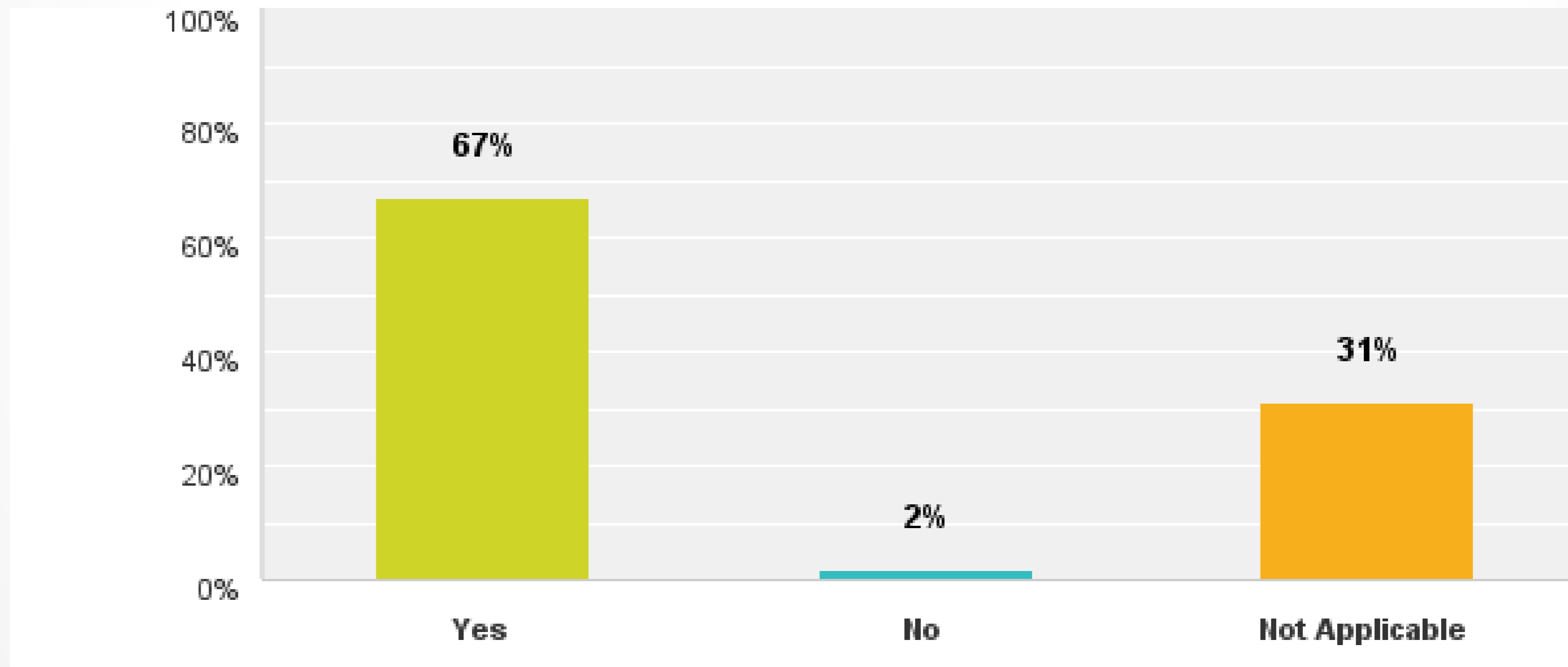


Risk – Reduction in Revenue if Credit Cards are not accepted



Customer Experience

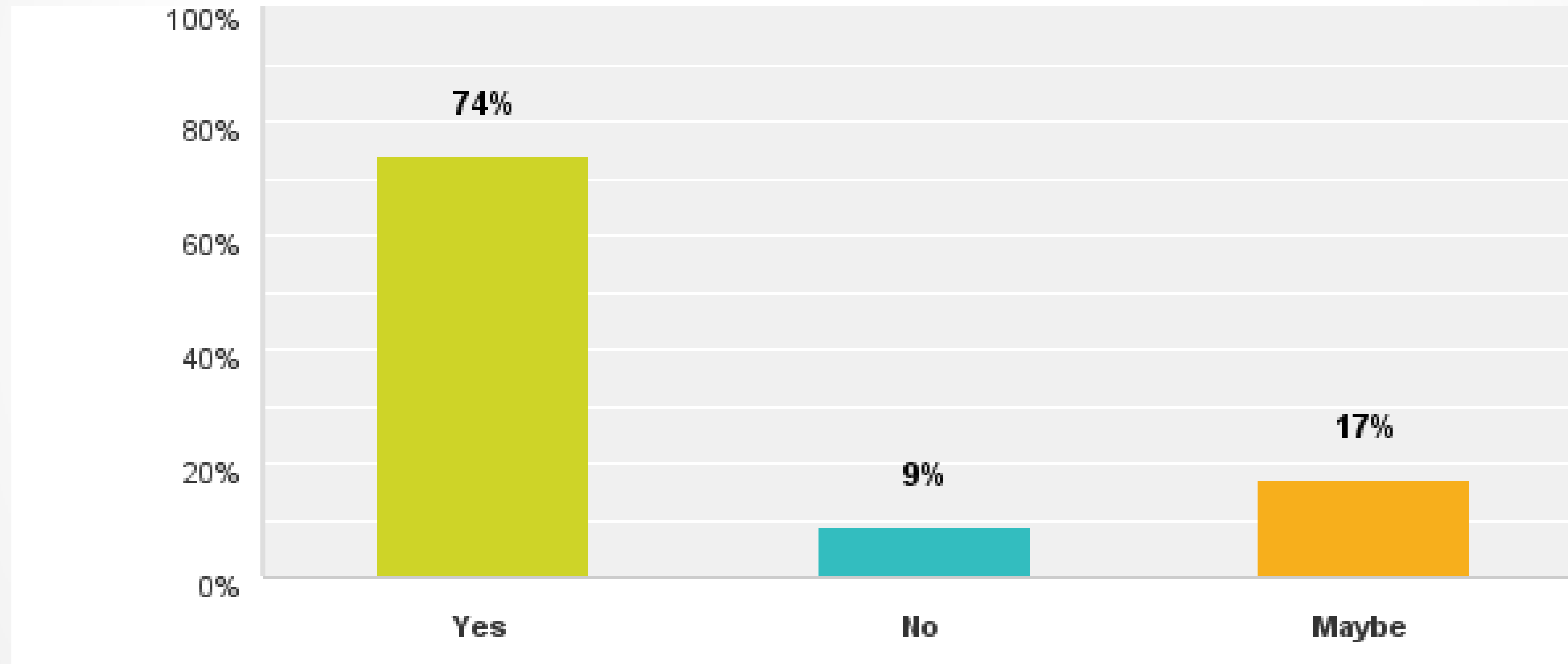
Survey Question:
If you used PAY BY PLATE: Was it more convenient than displaying the receipt on the dashboard?



Customer Experience

Survey Question:

Would you like to receive a text message when your meter time is nearing expiration?



Customer Feedback

1. Awesome!
2. I really like the text idea
3. Add illumination to keys
4. Very easy to use and simple
5. Still need paper receipts

