



# INTEROFFICE MEMORANDUM

TO: Jade Riley  
FROM: Tyler Johnson  
DATE: March 6, 2015  
SUBJECT: Parking Meter Technology Update Direction

The City of Boise is ready to move forward with upgrades to the current meter technology. New technology will improve customer service in a number of ways, but will also help with parking policy and decision making. Technology upgrades will offer more payment options, reduce the abuse of courtesy time, introduce new wayfinding options, and integrate with the downtown parking system.

Parking Services has been tasked with presenting some different available options for the upcoming purchase. With approximately 1500 parking spaces in operation today, the city needs to either replace all existing technology with new parking meters, or purchase new technology for the core of downtown and repurpose old meters in the outlying areas.

Several different options are available with the wayfinding and vehicle detection devices. There are two industry leading companies that Parking Services has been communicating with, both offer similar options, but each has advantages either in cost or available features. The City of Boise should make a determination on how many meter/sensor combinations should be installed, and the type of wayfinding that will be offered to the public.

With the installation of new technology and wayfinding capabilities upfront and ongoing costs will be incurred. To cover these costs, a future rate adjustment will likely be needed to help offset operation costs and properly align rates of on-street parking spaces with the off-street infrastructures.

In order to help facilitate a successful parking campaign, Parking Services would like to retain a consultant to help select the best wayfinding and vehicle detection combination for the City of Boise.

# PARKING METER TECHNOLOGY

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Parking Services

Craig Croner & Tyler Johnson

Friday, March 06, 2015



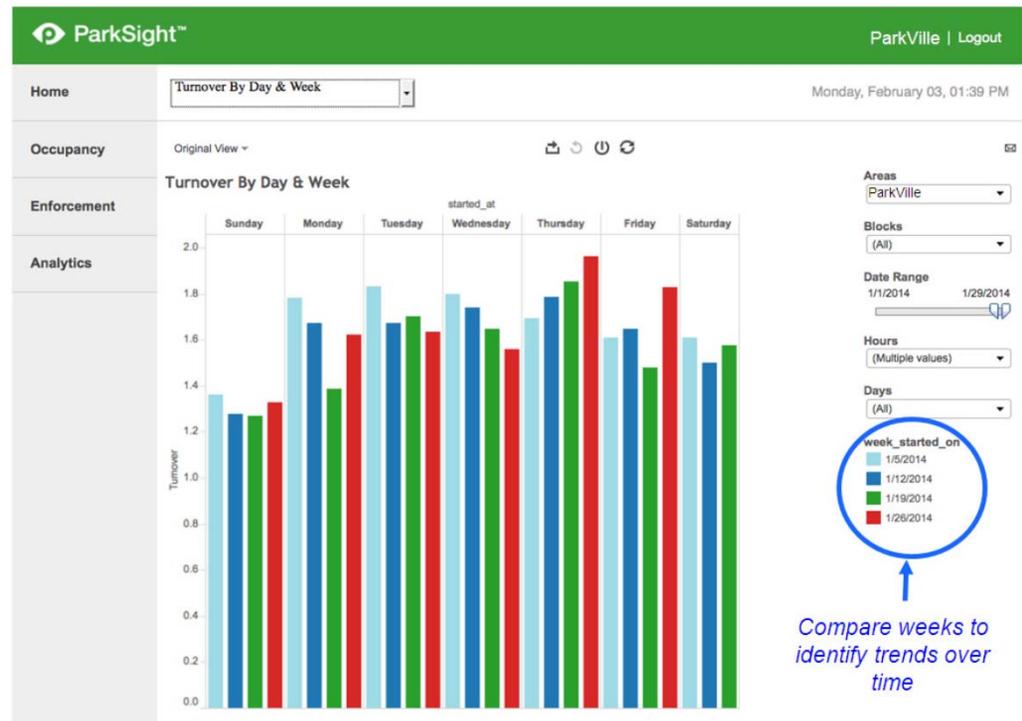
# Benefits of “Smart Parking”

- Reduce congestion
- Better space utilization
- Increased commerce for merchants
- Customer experience with a WOW!



# Parking Data

- Documented information will
  - Improved parking management
  - Help make informed policy decisions
  - Create an integrated parking network in downtown Boise



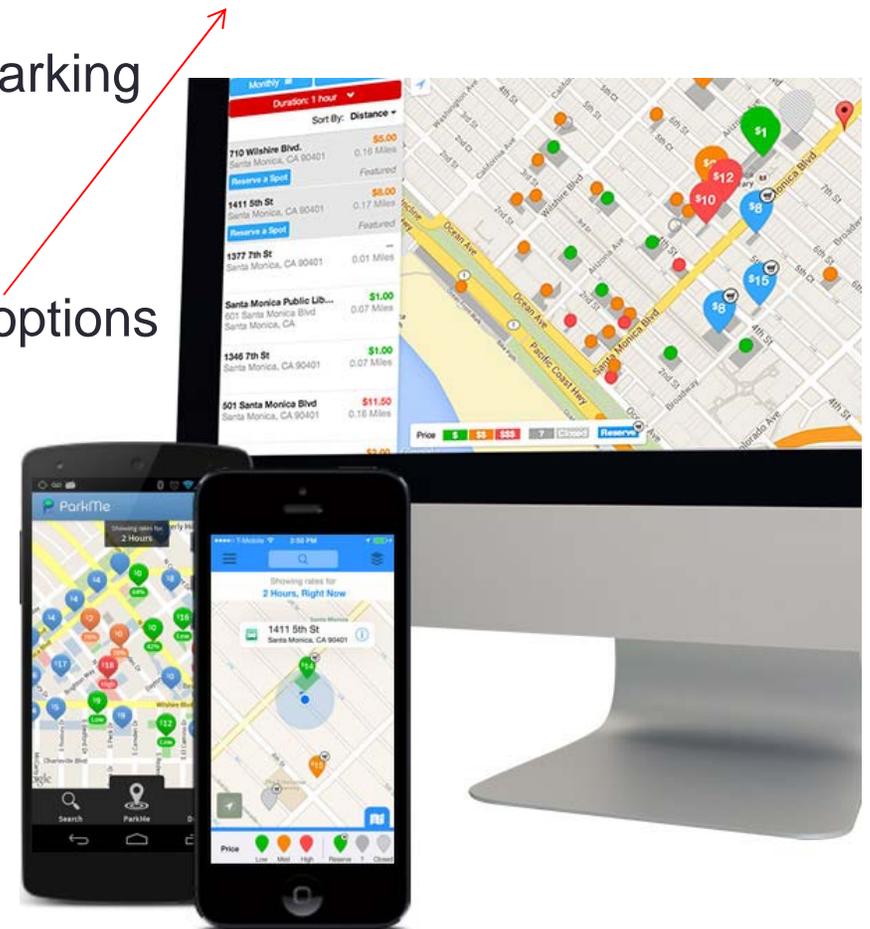
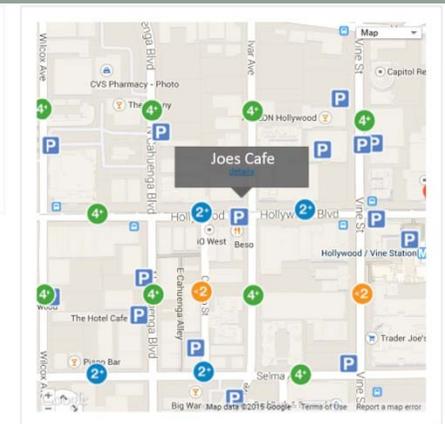
# Wayfinding

- Reduces
  - Congestion
  - Frustration with finding available parking
  - Citations
- Promotes
  - Partners businesses with parking options
  - Mobile payments
  - Use of underutilized areas
  - Cost vs. location
  - “Find Your Car” (Pin Drop)

Step 1: Enter your address below to get started!

Joe's Cafe

6350 Hollywood Blvd, Hollywood, CA 90021



# Parking Meter Purchase

- New Parking Meters
  - Capitol Cost
    - Originally proposed (811 Meters)
      - \$600,200
    - Expanded option (1514 Meters)
      - \$1,211,735



# Annual Operation Cost

- IPS Group Operational cost
  - 811 New Meters
    - \$116,511
  - 1514 New Meters
    - \$217,507



# Technology Options

- IPS Group
  - Currently installed in some areas of Boise
  - Reduces courtesy time abuse
    - ParkMe wayfinding <https://www.parkme.com/>
- Streetline
  - Enhanced wayfinding/data/reports on space usage
  - Additional integration necessary for full functionality
    - Parker wayfinding <http://www.theparkerapp.com/>
- Mobile Payment Options
  - 3<sup>rd</sup> party contract needed to activate mobile payments (e.g. ParkMobile)

# Variable Rates

- Philosophy
  - Increase hourly rates for high demand areas
  - Reduce rates for perimeter & underutilized areas
- Benefits
  - Increases churn
  - Provide less expensive options



# Next Steps

- Consensus on number of new meters
- Direction on rate methodology
- Direction for parking campaign consultant