



# AGENDA ITEM REQUEST FORM

**Town Manager's Office**

**Bud Bentley**

Department Submitting Request

Assistant Town Manager

**REG COMMISSION**    **DEADLINE TO**  
**Meeting Dates 7:00PM**    **Town Clerk**

- Dec 7, 2010**                      Nov 23 (5:00 pm)
- Jan 11, 2011                      Dec 31 (5:00 pm)
- Feb 8, 2011                      Jan 28 (5:00 pm)
- Mar 8, 2011                      Feb 25 (5:00 pm)

**ROUNDTABLE**    **DEADLINE TO**  
**Meeting Dates 7:00PM**    **Town Clerk**

- Dec 14, 2010                      Nov 30 (5:00 pm)
- Jan 25, 2011                      Jan 14 (5:00 pm)
- Feb 22, 2011                      Feb 11 (5:00 pm)
- Mar 22, 2011                      Mar 11 (5:00 pm)

- Presentation                       Reports                       **Consent**                       Ordinance
- Resolution                       Quasi Judicial                       Old Business                       New Business

**SUBJECT TITLE:    Purchase of Digital Payment Technologies (Digital) Multi-Space Pay Station from PARKER SYSTEMS of Orlando Florida**

**EXPLANATION:** We budgeted this fiscal year to purchase multi-space pay stations. Multi-space pay stations have many advantages over single space meters such as their ability to accept credit cards, paper money and significantly increase cash management & accountability. In contrast, a night out in our downtown requires our customers to carry from 12 to 16 quarters to feed a single space meter. We have two pay stations in the El Prado Parking Lot, which at the current time do not accept credit cards, but we are moving quickly to upgrade these meters so our customers can utilize credit cards there.

Our customers are asking for this higher level of service having experienced it at the El Prado Lot and other cities.

We are recommending the Commission approve the purchase of five Digital pay stations for an estimated expenditure of \$60,175.60. The pricing is based on an original 2008 bid by the Lee County Parks Department less an additional 5% discount offered by Digital for orders received prior to December 31, 2010, an additional saving of \$2,902. The pricing proposal is **Exhibit 1**. The Lee County contract, which terminates on July 31, 2011, provides us lower prices for five pay stations than a more recent bid by the City of Fort Lauderdale.

We considered meters by Parkeon and Digital, which are the two leading providers in Florida. We are recommending the purchase of Digital meters based on our research. Attached is a copy of the staff report (**Exhibit 2**) to the City of South Miami Commission that explains the results of their evaluation. We also reviewed the recent purchase of Digital meters by the City of Fort Lauderdale who has both Parkeon and Digital pay stations.

The five pay stations would be located as follows:

1. Two pay stations will be installed on Commercial Boulevard between El Mar and Ocean Drive. A meter will be placed mid-block on the north and south sides of the street.
2. Two pay stations will be installed in the A1A Parking Lot, which will also serve the Wings Parking Lot.
3. One pay station will be installed to serve the El Mar Lot.

Most of the removed single space meters will replace older meters in our system that have outlived their useful life and we will replace the Resident Permit parking at Municipal Park with meters.

These new meters will allow us to evaluate their impact on revenues, customer satisfaction, and parking occupancy before we consider purchasing additional meters.

**RECOMMENDATION:** We recommend the purchase of five Digital multi-space pay stations from Parker Systems.

**EXHIBITS:** 1. Digital Proposal  
2. South Miami Staff Report

**FISCAL IMPACT AND APPROPRIATION OF FUNDS:** Expenditure of approximately \$60,200

\$50,000 was set aside in the Parking Fund for this purchase. We will transfer approximately \$10,200 from the Capital Other than Building account, which has a budget of \$15,000 since we believe this purchase has the higher priority and more of a positive economic impact on the downtown business district.

Accounts	Budget	This Purchase	Balance
310-500.640 Equipment	\$50,000	\$50,000	\$ -0-
Transfer from 310-500.630 Capital Other than Buildings	\$15,000	\$10,200	\$4,800
Total		\$60,200	

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials

*CA*

# Exhibit 1

## Town of Lauderdale-By-The-Sea - Digital Meter Proposal

Line Item	Description	List Price	LBTS	Qty	LBTS
				5	<u>Extended Price</u>
<b>Luke Paystation Hardware &amp; Software</b>					
1	120 VAC LUKE Paystation (Cold Rolled Steel), including:	6,990.00	5,592.00	5	\$27,960.00
2	LCD Color Display Radius	760.00	608.00	5	\$3,040.00
3	2 inch Thermar Printer	1,160.00	928.00	5	\$4,640.00
4	Coin Acceptor - Radius - US/CA-L w/coinbag	1,079.00	863.20	5	\$4,316.00
5	Bill Validator (1000 notes)	1,320.00	1,056.00	5	\$5,280.00
6	Dual Card Reader (Mag Stripe/Embedded Chip)	550.00	440.00	5	\$2,200.00
7	Pmt Option Coin US Bill/CC/Coin	85.00	68.00	5	\$340.00
8	P Labels- IP/L/S Set of 2	43.00	34.40	5	\$172.00
9	Paystation BOSS License	300.00	240.00	5	\$1,200.00
10	20 Watt Solar Power	1,580.00	1,264.00	5	\$6,320.00
11	GSM Modem - Wireless Communications	605.00	484.00	5	\$2,420.00
12	Paper	40.00	32.00	5	\$160.00
		14,512.00	11,609.60	5	\$58,048.00
		Price per Luke	\$11,609.60	5	\$58,048.00
	<b>Additional Year End Discount</b>	5%	\$11,029.12	5	\$55,145.60
	<b>Additional Saving</b>		\$580.48	5	\$2,902.40
<b>Services</b>					
21	Installation, Set up and Testing (on existing concrete pad)	350.00	350.00	5	\$1,750.00
26	Freight (estimated)	300.00	300.00	5	\$1,500.00
	Subtotal	\$650.00	\$650.00		\$3,250.00
	<b>Total Pricing</b>				\$58,395.60
	<b>Unit Price</b>		\$11,679.12	5	\$58,395.60
<b>Inventory</b>					
28	Spare, Coin Bag	145.00	116.00	5	\$580.00
29	Spare, Bill Stacker	300.00	240.00	5	\$1,200.00
		445.00	356.00	5	\$1,780.00
<b>EMS Pricing</b>					
31	Reporting (per paystation, per month)	50.00	25.00	5	Operating Expense
32	Real Time Credit Card (per paystation, per month)	50.00	25.00	5	
33	Monitoring and Alarming (per paystation, per month)	50.00	25.00	5	
38	<b>GRAND TOTAL (Turn Key Project) - Solar Pay Stations</b>		\$12,035.12		<b>\$60,175.60</b>
NOTES: 10% Discount on EMS Services if paid (1) year in advance					
TERMS: 50% down with order, Net 30 days after delivery					
Price reflects 20% discount from list for Lee County Parks "piggyback" contract					



City of South Miami

# Multi-Space Pay Stations Workshop



## Summary

- Why change to a multi space parking system?
- Evaluation process of functionality and service
- Evaluation of pricing for multi space parking system



## Why the Change?

1. ACCOUNTABILITY
2. Single-space meters are high maintenance
3. Customers are identifying malfunctioning meters before the city
4. Revenues loss due to malfunctioning meters
5. Customer friendly - more payment options
6. Revenue reporting and analysis
7. Increased customer service



## Evaluation Process

- Collected information about multi-space parking system from multiple sources
- Established city's needs
- Evaluation of vendors and products
- Presentation of selected vendors
- Field testing & recommendations

### Meter Comparison



Key Functionality	Digital	Parkeon
Solar Panels Usage	9	10
Accountability	10	7
Flexibility of System	10	7
Security-Theft Proof Design	9	9
Management Software Capabilities	10	8
Service	10	8
Warranty	10	10
Online Service (EMS)	10	6

### Meter Comparison



Key Functionality	Digital	Parkeon
PCI Compliant on Visa Web site as validated payment application	10	6
Ease of changing rates, messages, screen, ticket header and footer (free of charge by city staff)	10	4
Integration with the City's citation device (AutoCITE X3)	10	3
Large, bright, graphical screen capable of announcement, ads, city event notification	9	4
Easily changeable between Pay By Space/Pay And Display/Pay By License	10	6
Ease and accuracy of reporting	10	7
Overall reliability and addressing issues in the field	10	7
Communication reliability when operating in Pay by Space	9	6
Overall flexibility and ease of operation and management	10	6
Overall ease of transaction by public	9	6
<b>TOTAL</b>	<b>175</b>	<b>120</b>



## **Staff Recommendation**

After comparing and evaluating

- functionality
- service

staff's recommendation is:

**Digital Payment Technology  
LUKE**



## **PARKING METHODS**

- 1. PAY BY LICENSE PLATE (PBL)**
- 2. PAY BY SPACE (PBS)**
- 3. PAY AND DISPLAY (PND)**





## Pay-by-Space (PBS) Transaction Flow

1. Park in space
2. Note space number
3. Go to pay station
4. Enter space number
5. Select amount of time
6. Insert payment
7. Collect receipt (optional)
8. End of transaction



## Pay & Display (PND) Transaction Flow

1. Park in space
2. Go to pay station
3. Select amount of time
4. Insert payment
5. Collect receipt
6. Return to vehicle
7. Display receipt on dash
8. End of transaction

## Pay & Display vs Pay-by-Space

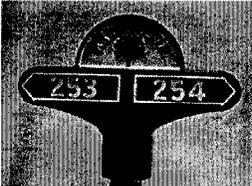
<p><b>■ Pay-and-Display</b></p> <ul style="list-style-type: none"> <li>• Simpler enforcement (look at dash), but takes longer.</li> </ul> <p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• No preliminary set up. cheaper to roll out.</li> <li>• Miami, Miami Beach, Fort Lauderdale</li> </ul> <hr/> <ul style="list-style-type: none"> <li>• Requires parkers to walk to meter then back to car to display ticket.</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Longer to enforce.</li> <li>• Prone to fraudulent disputes</li> <li>• Dependency on paper</li> </ul>	<p><b>■ Pay-by-Space</b></p> <ul style="list-style-type: none"> <li>• Better for large locations with shopping and restaurants</li> <li>• Parkers don't have to walk back to their car</li> <li>• Allows to pay for any space from any meter</li> <li>• Easier to create reserved/no parking spaces</li> <li>• Allows for complete integration with Pay-by-cell</li> <li>• Allows for quick and simple enforcement through AutoCITE X3</li> <li>• GREEN (low paper usage).</li> </ul> <hr/> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Cost of adding space numbers to parking stalls</li> </ul>
--	---

## Examples of Space Markers

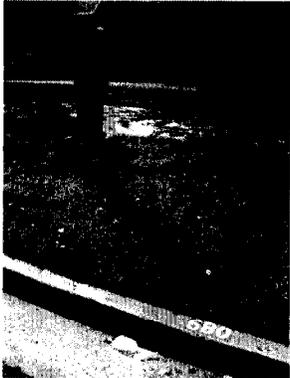


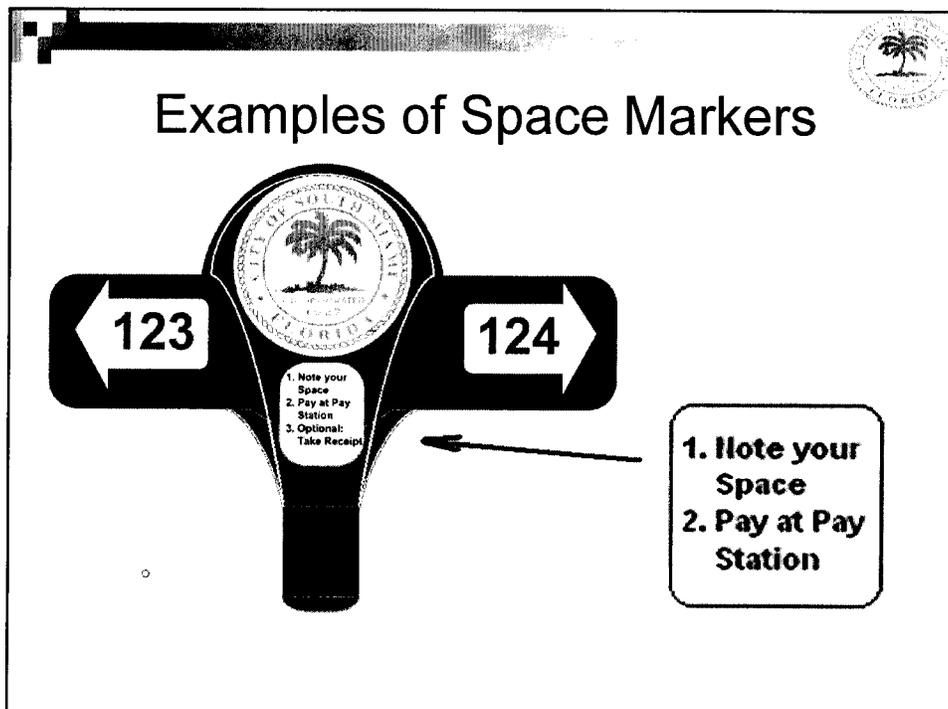
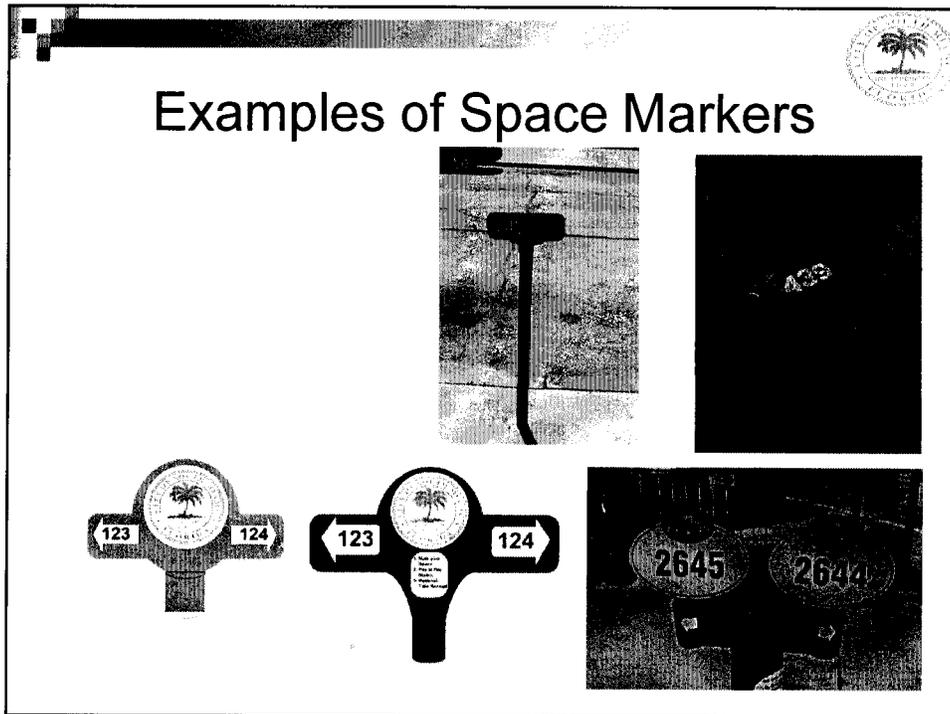
space marker











## Enforcement of PBS

The left screenshot shows the 'Main Options' menu with the following items: Site Wizard, Pay By Space (circled with an arrow), Tire Changer, Misc. Options, Communications (Upload/Download), Asset Mgmt., and Help/Configuration.

The right screenshot shows the 'Pay By Space' screen with the following data:

Space #	Expires At
1	Expired
5	Expired
6	11:20

Additional elements on the right screenshot include 'Location: LOT 1, 2ND FLOOR', a 'Title' field, and an 'Issue Cit.' button.

## Conclusion on Multi-Space Parking Methods

1. Pay by License (PBL) is not mature enough in North America to be effective. Additional costs and accuracy of enforcement devices need to be addressed. Potentially implement in the future as technology matures.
2. Pay by Space (PBS) offers the best customer convenience and choices in the locations where the meters are proposed. PBS allows the users to "promenade" throughout the shopping areas as well allows Restaurants to pay for the patrons' parking through Pay by Cell.
3. Pay by Space is much easier and faster to enforce and very difficult to contest the citations. This will increase the number and the accuracy of citations written.
4. Will need to come up with an effective methods of numbering spaces ranging between \$5-\$30 per space.



## Conclusion on Pay Station

1. Looking at comparison data and talking to a number of existing clients of both pay stations we decided that Digital LUKE is better suited to City's current and future parking requirements. The system offers greater flexibility and allows for greater control by the City staff over ALL aspects of the operation.
2. LUKE offers greater payment options to the paying public and allows for a much better parking experience through ease of use and transaction process.
3. The City also determined anecdotally that Digital tends to address issues found in the field faster and is more customer focused. Overall better customer service.
4. The City decided by piggybacking on Fort Lauderdale RFP the City will be able to expedite the purchase and installation process so as to provide resident, businesses and visitors with more paying option for parking Thanksgiving of 2010.