



City of Santa Barbara
Downtown Parking Committee

Memorandum

DATE: February 1st, 2018

TO: Downtown Parking Committee

FROM: Justin Berman, Parking Coordinator

SUBJECT: Testing New Parking Technologies (Helena Parking Lot)

RECOMMENDATION:

That the Downtown Parking Committee (DPC) receive an update from staff regarding ongoing efforts to implement innovative technology in the Helena Parking Lot with the goal of improving the customer experience system wide.

DISCUSSION:

Downtown Parking staff is researching new technologies and innovative ways of managing the parking supply. The Helena Parking Lot is a small, unstaffed parking facility that offers ninety minute parking to the general public, along with a limited number of permits to nearby businesses. This facility provides an opportunity for Downtown Parking to test new technologies and to ensure the technologies can be used in other parts of the parking system. Introducing innovative technology furthers our goal of improving the customer service experience for our parking patrons; limits customer citations whenever possible; reduces the enforcement costs; and helps manage public parking supplies to better serve customer parking demands. It is also important that any new systems communicate effectively with our existing system.

PROGRESS TO DATE:

Downtown Parking staff has received presentations from multiple companies including Global Parking Solutions, T2 Systems and PayByPhone. Global Parking solutions is a company that works with our Skidata Vendor. T2 Systems Pay and Display is the system that Waterfront Parking uses along the beach, and PayByPhone is one of the largest mobile payment platforms in the world.

Based on our research of other municipal parking operations, including our own Waterfront and Airport departments, as well as other operational considerations, Transportation Operations recommends implementing a combination of T2 LUKE

hardware and the mobile platform PayByPhone. We chose T2 Systems LUKE II because of its ability to accommodate pay by plate, or pay by space technology. Pay by plate records each parker by their vehicles plate. Pay by space records the parking session according to a specific space location. Each has its own benefits and drawbacks, but the flexibility allows for a range of options.

This flexibility allows for a greater amount of future possibilities and adaptations. Additionally, the LUKE II hardware is already in use in the Waterfront parking lots, so customers may already be familiar with the system. The LUKE II will provide a familiar payment option at the entrance and exit of the parking lot; while the PayByPhone option will allow our customers to easily pay and extend their parking duration without returning to the lot, which will help them avoid citations. Combining LUKE II with a mobile payment option would provide Santa Barbara with a flexible revenue control system that could adapt to any future changes in the parking industry.

The Luke II system provides many great benefits for parking operators. The system can operate as a pay and display, pay by space and pay by license plate all using the same pay station. The Luke II has flexible rate structures as well as diverse payment options that can increase revenue by allowing customers the option to pay using many different methods; including coins, bills, credit cards, smart cards, pass cards (value cards, campus cards), coupons, and Pay-by-Phone services. These technological capabilities provide a valuable service to our patrons improving our customer service even further.

PayByPhone provides a mobile option that is at the forefront of parking technology. Customers can pay for their parking using any internet connected mobile device. The PayByPhone platform accepts all major forms of payment including Apply Pay, Android Pay, Pay Pal and all major credit card providers. Customers can even pay for their parking using the new Apple Watch.

We are seeking technology that will have the ability to work not only in the Helena Parking lot but also in others areas of our parking system. The technology should limit the amount of citations necessary by giving customers the more options to pay and extend their parking sessions. Lastly, the new technology should provide us with new and effective ways to manage the limited parking supply in Santa Barbara.

FINANCIAL:

At this time, there is sufficient funding appropriated in the Downtown Parking Capital Improvement Program for the installation of the recommended pay station and cameras in the Helena Lot. Connections for power and data were installed when the Helena parking lot was first constructed. Last year, with DPC approval, staff established a flat fee for the Helena Lot similar to what is now charged in the Waterfront Parking Lots.