



City of Santa Barbara
Downtown Parking Committee

Memorandum

DATE: July 11, 2019

TO: Downtown Parking Committee

FROM: Robert J. Dayton, Transportation Planning and Parking Manager
Victor Garza, Downtown Plaza and Parking Manager

SUBJECT: TRENDS IN PARKING MANAGEMENT AND TECHNOLOGY

RECOMMENDATION:

That the Downtown Parking Committee and staff discuss future needs and goals related to parking management.

DISCUSSION:

One of the key elements of the Five Year Strategic Financial Plan is the implementation of parking technologies that could generate additional revenue. In the coming months and years, Downtown Parking (DTP) will be researching ways to improve customer service, generate additional revenue, and optimize use of the limited on- and off-street parking supply, while supporting the City's economic vitality and quality of life, and maintaining a fiscally sustainable operation that can re-invest in the vitality of Santa Barbara.

In the short term (12 months), this means:

- Implementing an online self-service portal to enable customers to purchase Monthly, Commuter, and Resident Parking Permits, pay permit account bills, and pay Fee Due envelopes.

Mid-range (1-2 years) goals include:

- Implementing operational efficiencies to reduce or maintain staffing costs.
- Identifying new revenue sources.
- Expanding enforcement capabilities to increase compliance while reducing the number of parking citations issued.

Long-term (1-5 years) goals include:

- Accommodating and managing new and growing demand for parking and curb use in the Downtown area, including new residential development, increases in

demand for delivery services (Uber, Lyft, food delivery, Amazon, etc.), shared mobility, and driverless cars.

- Improving revenue collection by “closing the loop” in hourly lots.
- Balancing curb management and collecting fees for curb uses as necessary.

Changes in urban development patterns, rates of vehicle use and ownership, the proliferation of ride share and delivery services, the introduction of driverless vehicles, and other new demands on urban land and curb space are driving rapid changes in the parking industry. Parking management technology is advancing quickly to meet these changing needs.

License Plate Recognition (LPR) is driving nearly all new enforcement technology, curb management, and Parking Access and Revenue Control Systems (PARCS).

- In gated parking systems, LPR can replace paper tickets. A vehicle’s license plate is scanned on entry then scanned again upon exit to determine the fee due. These PARCS can integrate with pay-on-foot stations and mobile payment systems to reduce the need for exit gate staffing.
- In gateless systems, LPR can enable the rapid entry and exit of large volumes of vehicles with minimal need for fee due enforcement.
- LPR systems integrate with parking management software that can streamline billing for unpaid fees.
- LPR enables “chalkless” enforcement and makes it possible for an enforcement officer to scan a large volume of vehicles in a short time.
- LPR allows a vehicle’s license plate to be used as its permit, easing RPP administration, replacing costly proximity cards, and replacing hang tags.

Use and development of **mobile payment services** continues to grow.

- App-based services such as ParkMobile, Pay-By-Phone, and Passport allow customers to pay for parking using a mobile phone app. These apps integrate with many popular PARCS, metering, and enforcement systems.
- Web-based services, such as HonkMobile, allow customers to pay for parking using their phones without having to download an app. The customer simply scans a QR code posted on a sign, and is directed to a website where they enter their license plate and pay using Apple/Android Pay, PayPal, or a credit card. Signs can also have NFC chips embedded to enable customers to pay using Apple or Android Pay and simple holding their phone in proximity to the sign.

Parking management systems can provide integrated platforms for administering all parts of a parking operation, including enforcement, payments, permit management, residential parking, and billing. These systems include online customer portals, which allow customers to apply for permits, pay bills and citations, and manage their parking accounts. These platforms usually integrate with a variety of PARCS and mobile payment vendors. This integration simplifies management of the entire parking operation, providing a “one-stop” system for serving customers and managing revenue and parking use.

With the growth of online shopping, Uber and Lyft, the proliferation of delivery services, and new shared mobility options, demand for valuable curb space is higher than ever. All of this new demand has made **curb management** an increasingly critical component of parking operations.

- Pricing is a key component of regulating use of the curb. The absence of any priced street parking in Santa Barbara is very unusual for a city this size. Large cities, such as New York, have also begun to price use of loading zones.
- The industry is trending away from individual meters and towards pay-on-foot stations coupled with mobile payment options. The integration of LPR makes enforcement very efficient.
- Investing street parking revenues back into the neighborhoods where parking is priced remains a best practice.
- Emerging artificial intelligence enables monitoring and managing curb use from stationary mounted cameras.

Next Steps

DTP continues to evaluate our operational needs and financial models. Our short-, mid- and long-term goals will drive our choice of technology and systems. Purchase and implementation of a new parking management system is included in our approved Capital Improvement Plan and we hope to go to bid for this system within the next three months. The Fiscal Year 2021 budget includes full automation of Lot 8. In addition to reducing staffing costs, the automation of Lot 8 will serve as a pilot for new technology and operational models. Unless given approval to raise hourly rates, and/or implement on-street priced parking to offset rising staffing costs, capital costs, and the cost of the Shuttle, reducing staffing costs is the most expedient strategy to meet flat or declining revenues. The outcome of this project will help determine how and where we can modify our operations and implement new technology to improve efficiency and reduce costs.

The Downtown Parking Committee will continue to review and advise the City on any proposed changes to operations and parking management.