



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Brooke A. Levin
Interim Director, OPW

SUBJECT: Parking Meter Upgrade Conversion Project **DATE:** April 25, 2014

City Administrator:

Date:

Approval: **/s/ Fred Blackwell**

4/28/14

INFORMATION

This Informational Memorandum is announcing implementation of Parking Meter Upgrade Conversion Project.

The City of Oakland is converting 3,800 existing “coin-only, single-space, on-street parking meters with new Smart Parking Meters. The new meters are being provided by IPS Group, Inc., (IPS), a design, engineering and manufacturing company focused on low-power, wireless communication parking devices. The new Smart Parking Meters provide a credit card enabled single-space meter mechanism which retrofits onto the current on-street parking meter poles. In addition, the meters offer multiple payment options (coins, credit/debit cards and pay-by-phone). Smart Parking Meters use solar powered/rechargeable battery technology and are managed wirelessly through a web-based management system, which means no additional technology infrastructure is required.

On January 21, 2014, in keeping with the City’s commitment to investing in technology and infrastructure, the Oakland City Council approved the Parking Meter Upgrade Conversion Project (City Resolution No. 84804 C.M.S.). This technology upgrade will improve the management and operation of Oakland’s parking system through access to real-time data and information.

The installation of the Smart Parking Meters will benefit businesses and citizens by providing increased payment options. The multiple payment options should reduce citation exposure and increase parking access to area merchants. The installation of Smart Parking Meters will create a more efficient and friendly parking experience for parking patrons. The project is projected to pay for all costs with a net zero impact to the City over the next five years.

Parking meter times, parking rates, operational days, etc. will remain unchanged. Enforcement and citations will also remain unchanged. A new feature is that the wireless network management system alerts Parking Meter Technicians via email or text in the event of required maintenance or malfunction. As a result, meter functioning times will increase, improving customer service. This has been the experience of other cities implementing this technology

(Sacramento, Berkeley, Manhattan Beach, San Rafael and Concord). Currently San Francisco is installing 30,000 of this same technology.

Background

Of the 7,800 parking meter spaces across the city, 4,000 are handled by the multiple-space payment kiosks that will remain in place. The 3,800 on-street single (or double-headed) meter spaces will all be converted to Smart Parking Meters by July 30, 2014. Approximately 700 to 725 new meters to be installed, this consist of old, broken and missing meters as well as new meters within commercial districts that were approved by City Council. An additional Informational Memorandum is forthcoming, detailing the exact number and locations of the new meters.

Communication & Outreach

A thorough communication outreach plan is being implemented to ensure a smooth transition for the public. RDJ Enterprises, a sub-contractor of IPS, is working closely with the Oakland Public Works Department (OPW) and the City Administrator's Communication team to ensure timely, accessible information is provided prior to each phase of the project. Announcement brochures will be distributed in all commercial and business districts in advance of the upgrade. A new website has been launched and a new section will be included to address questions and provide new Smart Parking Meter operating instructions (www.oaklandnet/parking). A series of community meetings, media releases, and of course the use of social media and multi-lingual documents, will all reach out to the public. Where new parking meters are being added, there will be advance notice via stickers on the poles themselves.

Implementation

The project timeline began on March 3, 2014 with an anticipated completion date of July 31, 2014. Several partners including the OPW's Bureau of Infrastructure and Operations, Oakland Police Parking Enforcement Unit, Finance Department and the City Administrator's Office are involved in different aspects of the project, from financing and software, to installation of meter heads, parking enforcement, collections and community outreach.

There are three phases of implementation:

1. In March, Public Works Traffic Maintenance began replacing missing or broken meter poles in preparation for the new Smart Parking Meter "heads." On May 1, 2014, they will begin installing the new poles and street markings for the meters in the new locations.
2. Beginning mid-May, the new meter heads are scheduled to be converted. Simultaneously, parking enforcement technicians and meter repair technicians will receive training by IPS.
3. From mid-May through July 31, 2014, the community can expect to see City staff working on the installations, Monday through Saturday, from 7 a.m. to 7 p.m. Crews will operate vans and trucks and have temporary traffic safety cones and flags that will be moved along the lane of traffic so that impacts to parking and driveway access are minimized.

