



City of
OAKLAND
California

Media Contact:

Karen Boyd
510-238-6365
kboyd@oaklandnet.com

News from: **The City of Oakland**

FOR IMMEDIATE RELEASE

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New Technology, Grace Period Make Parking in Oakland More Convenient

OAKLAND, CA – The City of Oakland continues its efforts to improve the experience of drivers parking at metered spaces, both on-street and in off-street lots and garages. A variety of enhancements make it easier to pay for parking, avoid parking tickets and enjoy the offerings of Oakland’s vibrant commercial districts. These include:

- New pay-by-phone technology
- A five-minute grace period pilot program
- Self-serve payment kiosks in garages
- New meters that accept credit/debit cards
- A holiday parking promotion to encourage people to shop in Oakland

New Pay-by-Phone Technology

Thanks to the new pay-by-phone technology available at most of the City’s nearly 4,100 parking meters and multi-space parking kiosks, drivers no longer need to have coins or a credit card to pay for parking. The Parkmobile pay-by-phone application, launched in April 2012, allows customers to pay for and tailor their parking sessions directly from their mobile phones. Since launching five months ago, more than more than 10,500 users have registered and used the app for more than 66,500 transactions.

“We’re embracing new technology to make parking at a metered space in Oakland more convenient,” said Mayor Jean Quan. “Drivers no longer need to dig for change or swipe a credit card to pay for parking. The Parkmobile pay-by-phone application also allows drivers to add time to their meter remotely, without having to leave a store or restaurant and drop additional coins in the meter.”

The extension of parking cannot exceed the time limit restrictions for that particular meter. For example, if a driver initially pays for 1 hour of parking at a 2-hour maximum meter, he/she would be able to extend the parking session by an additional hour up to the maximum two hours allowed. Extensions of parking time are separate transactions and are charged a transaction fee.

For a nominal fee, the new parking system makes paying for parking far more convenient:

- Customers can bypass inserting change or credit cards into meters or pay stations by calling a **toll-free number**, using a QR code, tapping their phones on a NFC sticker, or by accessing the **Parkmobile Smartphone application** to start and end their parking sessions

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- After a quick enrollment, all parking charges will be applied to the user's secure credit card on file
- The Smartphone application allows customers to receive text message reminders when their time is running out.

To inform the public of this pay-by-phone option, each of the City's parking meters and kiosks now bear a green sticker with instructions to pay by phone. The City's parking enforcement officers' handheld devices are equipped to receive up-to-the-minute information about the payment status for each vehicle that uses the Parkmobile service.

To register for Parkmobile, users will need to take a few minutes to set up a free account by either:

- calling 1-877-727-5718;
- signing up at www.parkmobile.com; downloading the mobile app available for iPhone, Android, Windows 7 and Blackberry.

After setting up an account, a driver can start using the system with his/her registered mobile phone immediately.

Five-minute Grace Period

Drivers parking in Oakland will also appreciate the "Five-Minute Grace Period" pilot program that continues throughout the city. For those who use the multi-space parking kiosks that generate a receipt, the program provides a "five-minute grace period" after the expiration time on their receipt before a Parking Control Technician (PCT) will issue a citation. For drivers parked at a single-meter space, the PCTs will void citations that have not been issued if the driver arrives while the parking citation is still being written. Dubbed the "driver-arrived" dismissal, this procedure was instituted in mid-December 2011 at the same time as the "Five-Minute Grace Period" pilot program.

At the Finance & Management Committee meeting on October 23, City staff recommended that the "Five-Minute Grace Period" pilot program and "driver-arrived" dismissal procedure continue based on the positive feedback from citizens and the business community. The report estimated these two parking enhancements would cost approximately \$254,148 annually in lost revenue.

For convenience, non-expired parking receipts from multi-space kiosks can be used at any metered parking space in Oakland.

Self-serve Payment Kiosks in Parking Garages

Drivers who use City-owned parking garages in downtown will appreciate that the majority of them are now using modern, self-serve payment kiosks that accept credit and debit cards, along with cash, for payment. The system speeds up the payment and exiting process and helps the environment by replacing paper entrance tickets with plastic tokens that can be reused.

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New Parking Meters to Accept Credit/Debit Cards

Beginning in January 2013, the City of Oakland plans to launch a multi-year project to replace approximately 3,800 single-space meters and 20 multi-space kiosks with new meter heads that allow parkers to use credit and debit cards as well as coins to pay for parking. Plans call for replacing 1,300 meters the first year and 600 each year thereafter until all of the identified meters have been upgraded. The new advanced meters will utilize solar power and have a wireless network connection to a web-based management system that will notify parking operations staff, in real time, of any faults such as coin jams via text message and/or email.

Holiday Parking Promotion

In mid-November, the City of Oakland will announce a Holiday Parking promotion to help stimulate business in Oakland's commercial districts during the upcoming holiday shopping season. Stay tuned for details!

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