



City of
OAKLAND
California

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News from: Oakland Public Works

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Photo/Video Opportunity

Oakland Announces Upgrade Installation of New Smart Parking Meters

Oakland, CA – Oakland Public Works announces 3,800 new Smart Parking Meters will be installed starting Monday, May 19, 2014, providing more convenient parking options for the public in retail and commercial areas throughout Oakland.

There are a total of 7,800 parking meter spaces across the City, 4,000 of which are handled by the multiple-space payment kiosks that will remain in place. The 3,800 on-street, single- (or double-headed) meter spaces are all scheduled to be converted to Smart Parking Meters by July 31, 2014. This includes approximately 700-725 old, broken or missing meters, as well as new meters in commercial districts as approved by the City Council.

In keeping with the City's commitment to investing in technology and infrastructure, on January 21, 2014, Oakland City Council approved the Parking Meter Conversion Upgrade Project. The project will convert all City's "on-street, single-space, coin-only" parking meters to new "Smart Parking Meters". This technology upgrade will provide more options for the public and will improve the management and operation of Oakland's parking system through access to real-time data and information.

Oakland chose this new technology because it makes parking easier for the users! Smart meters offer multiple payment options: coins, credit cards, debit cards and pay-by-phone all available so the user can choose which they prefer. This will help keep your meter paid in full, and reduce parking citations.

"The City of Oakland is thrilled to be able to offer this technology upgrade to the parking experience for our shoppers, patrons of local businesses and the general public with these state-of-the-art Smart Parking Meters," said Mayor Jean Quan. "Shop Local/Shop Oakland will be even easier and more convenient because you can make your own choice to pay by credit card, coin or by cell phone. It's good for people, our businesses and the City."

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. If the Smart Parking

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Meter is in need of repair, it automatically sends a wireless message to a repair technician, improving efficiency to return failed meters to service quickly.

The new Smart Meters are being provided by IPS (a design, engineering and manufacturing company) focused on low-power, wireless telecommunications and parking. Smart meters are uniquely designed to replace just the top portion of the meter, reusing the existing pole and base. By reusing the existing poles and using clean solar power, new Smart Parking Meters are a win-win for the City and the environment.

The new meters accept Visa, MasterCard, American Express, Discover and pay-by-phone. An LED-lit display on each meter provides information about the hours and rates for that location. The hours and rates for parking will remain the same: Monday through Saturday, at \$2 an hour or 50¢ for 15 minutes.

Project Schedule

Beginning May 19, 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 impacts to parking and driveway access are minimized. All new meters are scheduled to be converted on or before July 31, 2014.

Community Outreach

Informational brochures announcing the new Smart Parking Meter project are being distributed throughout all business and commercial areas of the City. The website www.oaklandnet.com/parking has more information, as well about parking rules and regulations. Community meetings are being held in each City Council District and the dates and times are posted on the website also, as well as the use of social media on Oakland's Facebook and Twitter.

The Smart Meter project is a turnkey approach to assure funding levels are in place for the purchase of infrastructure and ongoing costs of the new technology. The total cost of the project is \$5.8 million. When parking revenues over five years are combined overall, the project pays all of its costs (including the \$2.5 million for the equipment, installation and software). The City expects a 20% decrease in citation revenues, due to two primary reasons: 1) enhanced payment options make it easier to keep meters paid in full; and 2) more working meters and the self-reporting of malfunction.

The new meters also are helping to advance the City's efforts of upgrading technology and increasing sustainability of our infrastructure. The City joins several other major cities installing the new smart parking meters. They are more reliable, in part, because they use the solar battery instead of AA

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batteries. The new Smart Parking Meters will prevent the need to dispose of over 91,200 AA batteries per year through the use of solar power.

The City of Oakland is committed to providing services to the public, residents and the business community. This project is another part of the City's multi-million dollar reinvestment into technology and infrastructure upgrades that are financed through increased revenues received that will offset expenditures.

For additional information about this specific conversion project as well as all general parking-related matters in Oakland, please visit www.oaklandnet.com/parking.

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