Technology 10 Years Ago
Technology Now

- iPhone
- 4K TV
- Smartwatch
- Self-driving car
The Original **Luke Pay Station**

- Selected by RFP in 2005
  - 6 week pilot

- 1,054 pay stations managing 9,200 spaces

- Revenue DOUBLED in FY07 post implementation

- Features:
  - Pay by coin, cash or credit card
  - Pay and Display
  - Multiple rate structures
  - Internal system monitor activity and service alerts
Current Challenges

- Network Communications
- Processing Time
- Solar Power / Battery Life
- Paper Jams
- 550 pay stations no longer supported after December 2016 (PCI Compliance in jeopardy)
Our **Solutions**

- Publish RFP to replace entire fleet
- Extend current contract to update fleet technology
- Do nothing – 550 machines stop accepting credit cards in December 2016 ($5.8 million meter revenue loss over 5 years)
## Our Evaluation

<table>
<thead>
<tr>
<th>Item Cost/Value</th>
<th>RFP</th>
<th>Extend Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Stations</td>
<td>$10,000,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Operations</td>
<td>$3,885,000</td>
<td>$3,885,000</td>
</tr>
<tr>
<td>Internal Costs</td>
<td>$50,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Training</td>
<td>$41,392</td>
<td>$18,643</td>
</tr>
<tr>
<td>Potential loss</td>
<td>$997,920</td>
<td>$ -</td>
</tr>
<tr>
<td>Public Education</td>
<td>$342,000</td>
<td>$171,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$15,316,312</strong></td>
<td><strong>$14,084,643</strong></td>
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</tbody>
</table>

Extending contract will save $1,231,669
New Pay Station Features

- Pay by Plate
  - No need to leave receipt on dash
  - License Plate Recognition Vehicles (LPR) for compliance

- Extend by Phone – receive reminder texts or re-up from cell phone

- Improved solar panel/battery performance

- Faster modem and connection speed

- Paper jams sensors - pay station automatically go out of service and send alert to service meter

- Separate maintenance and collections compartments
New **Pay Station Testing**

- Two pay stations in testing since May 2015
- Third deployed in September 2015
- Testing Results

<table>
<thead>
<tr>
<th></th>
<th>Old Pay Station</th>
<th>New Pay Station</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battery Alerts - 30 days</td>
<td>459</td>
<td>0</td>
<td>-100%</td>
</tr>
<tr>
<td>Bill Jams - 3 months</td>
<td>14.5</td>
<td>4.5</td>
<td>-68%</td>
</tr>
<tr>
<td>Card Reader Fault - 3 months</td>
<td>11.5</td>
<td>2.5</td>
<td>-78%</td>
</tr>
<tr>
<td>Paper Jams</td>
<td>3.5</td>
<td>2</td>
<td>-42%</td>
</tr>
</tbody>
</table>
Customer **Wait Time**

- Average wait time old pay stations – 83.6 seconds
- Average wait time new pay stations – 49.3 seconds
- 41% decrease in wait time
Survey Question:
The instructions are clear and easy to understand

- Strongly Agree: 63% (63)
- Agree: 33% (33)
- Disagree: 3% (3)
- Strongly Disagree: 1% (1)
Recommendation

• Allocate $13.88 million in funding and extend existing pay station contract to 2021
  o $10 million – up to 1,500 pay stations
  o $3.88 million – warranties, hosting, network, spare parts over 5 years
• Refresh pay stations as they age over a 5-year period
• Parking Management Special Revenue Fund to repay debt for pay stations
• Immediately addresses PCI problem and upgrades technology one year ahead of RFP schedule
Deployment Plan

• 550 pay stations refreshed by Dec 2016

• Replace existing 1,054 pay stations over 5 years
  o All new deployments will be subject to a stakeholder review process.

• Long-term: cell phones change the business model
Appendix

• Meter Revenue FY08 – FY15 Actuals, FY16-FY21 Projected
• Risk – Meter Revenue Reduction
• Customer Survey details (3 slides)
  ○ List survey slides
Risk – Actual and projected meter revenues
Risk – Reduction in Revenue if Credit Cards are not accepted

- Projected Revenue
- Adjusted Revenue Projection assuming 25% decrease in cc transaction revenue annually
Survey Question:
If you used PAY BY PLATE: Was it more convenient than displaying the receipt on the dashboard?
Survey Question:
Would you like to receive a text message when your meter time is nearing expiration?

- Yes: 74%
- No: 9%
- Maybe: 17%
1. Awesome!

2. I really like the text idea

3. Add illumination to keys

4. Very easy to use and simple

5. Still need paper receipts