Parking Initiatives – FY17

Maria Irshad, CAPP
Assistant Director
ParkHouston

- Manage 9,200 paid parking spaces
- Monitor and maintain 1,000+ parking pay stations and meters
- Support compliance of parking regulations
- Administer parking permits including Residential Permit Parking, Valet, Commercial Zone and Newsracks
- Generate $20.4 million annually for the Parking Management Special Revenue Fund (8700)
- $7 million annual transfer to General Fund
Agenda

- Parking Guidance System
- Citation Management System
- Car-Share Pilot
- Pay by Phone RFP
- New Pay Stations
- Questions
Overview

Since building more on-street parking is not a viable option, we must better manage our existing supply.

**HOW**

- Invest in technology
- Improve communication
- Provide accurate parking availability data
- Support alternative modes of transportation
Parking Guidance System

- Perceived Lack of Parking
- Improve Air Quality
- Reduce Circulation
Parking Guidance System

- Partner with private operators
- Direct parkers to available spaces
- Static and dynamic signage
- Website/app with real-time data
Parking Guidance System

- Awarded $3.2 million in CMAQ funding
- Finalizing funding agreement with TxDOT
- RFP issued by December 2016
- Targeting 7 parking facilities for inclusion in pilot
- System stabilized by end of 2017
- **Total Project Cost: $4.1 million**
- **City Investment: $900K**
Citation Management System

- T2 Flex Systems awarded 7 year contract via RFP in 2009
  - Citations
  - Parking permits
  - Electronic maintenance workflow
  - Online options for customers
- $12.1 million in payments processed annually via citations issued or permits sold offsets licensing costs.
Citation Management System

- Booting increased 201% post-implementation.
- More accurate vehicle owner data = more notices = more resolved citations (30% increase in revenue).
- MWBE goal -11%. Vendor exceeded goal with 21%.
- Total 7 year expenditure on system: $1.72 million including $812K for implementation and development.
Citation Management System

- Five year software licensing/hosting and maintenance agreement
- Includes $10,000 per year for customizations/integrations.
- Sole source agreement
- Successful solution and City has a substantial investment in hardware, software and training
- Integrates with pay station software
- Projected City Council Agenda: August 2016
- **Investment: $957,258 (total five year cost)**
- Funding for FY17 costs is included in the adopted budget.
# T2 Flex Contract Expenditures

<table>
<thead>
<tr>
<th>Item</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Licensing/Hosting/ Test database/ Vehicle Ownership data</td>
<td>$114,246</td>
<td>$114,246</td>
<td>$116,531</td>
<td>$118,862</td>
<td>$121,239</td>
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<tr>
<td>Pay by Phone Integration</td>
<td>$13,891</td>
<td>$13,891</td>
<td>$14,169</td>
<td>$14,452</td>
<td>$14,741</td>
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<td>LPR Integration</td>
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<td>$7,548</td>
<td>$7,699</td>
<td>$7,853</td>
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<tr>
<td>Business Intelligence Dashboard</td>
<td>$1,083*</td>
<td>$12,995</td>
<td>$12,995</td>
<td>$13,255</td>
<td>$13,520</td>
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<tr>
<td>Report bundles</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
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<tr>
<td>Handheld Maintenance</td>
<td>$1,320</td>
<td>$1,320</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
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<tr>
<td>Mobile App Licensing fee (20% discount)</td>
<td>$22,500</td>
<td>$21,000</td>
<td>$21,420</td>
<td>$21,848</td>
<td>$22,504</td>
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<tr>
<td>Handheld device printers (one-time)</td>
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<tr>
<td>On-site Optimization (one-time)</td>
<td>$27,000</td>
<td>$-</td>
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<tr>
<td>System Integrations &amp; Customizations</td>
<td>$12,500</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$10,000</td>
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<tr>
<td><strong>ANNUAL TOTAL</strong></td>
<td><strong>$217,940</strong></td>
<td><strong>$180,852</strong></td>
<td><strong>$182,663</strong></td>
<td><strong>$186,116</strong></td>
<td><strong>$189,857</strong></td>
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<tr>
<td><strong>FIVE YEAR TOTAL</strong></td>
<td><strong>$957,428</strong></td>
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</table>

*Business Intelligence Dashboard fees do not begin until June 2017 in Year 1*
Car-share

**WHY?**
- Reduces parking demand
- Reduces miles traveled
- One car-share vehicle takes 13 vehicles off the road
- Reduces greenhouse gas emissions
- Drive cars by the hour or the day – 24/7
Car-Share Pilot

- Designate on-street spaces for car-share vehicles only
- Location, location, location
- Midtown has the density to support car-share
- Alternative transportation for residents, visitors
- Selected vendor will compensate City for on-street spaces
Car Share Pilot

- RFP published December 2015
- Designate 4 on-street parking spaces for car share vehicles only
- Expand car share to up to 14 spaces during pilot period
- 18-month pilot period to determine expansion
- Projected City Council agenda: October 2016
- Investment: NONE
## Proposed Locations

<table>
<thead>
<tr>
<th>Phase</th>
<th>Number of Spaces</th>
<th>Street</th>
<th>Cross Street #1</th>
<th>Cross Street #2</th>
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<tbody>
<tr>
<td>Phase 1</td>
<td>2</td>
<td>Bagby</td>
<td>Pierce St</td>
<td>Gray</td>
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<td>2</td>
<td>McGowen</td>
<td>Main</td>
<td>Travis</td>
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<td>Phase 2</td>
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<td>To be reviewed and finalized in coordination w/PWE Traffic Engineer</td>
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<tr>
<td>Phase 3</td>
<td>5</td>
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<td>To be reviewed and finalized in coordination w/PWE Traffic Engineer</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>14 spaces</strong></td>
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</table>
Pay by App/Phone RFP

- Deployed in September 2011
- RFP issued in June 2016
- Customers pay for parking by phone or app.
- Reduces need to collect/service meter
- Customer receives receipt by email/text
- Transaction fee $0.35
- Revenue neutral for City
Pay by App/Phone RFP

- Turn key solution
- White label app
- Marketing campaign
- ‘Find my car’ functionality
- Merchant validation program
- Evaluations underway
- City Council agenda: October 2016
- Investment: NONE
Pay Stations

- City Council approved $10 million for a five-year contract to refresh pay stations in October 2015.
- Phase 1 completed in March 2016 (276 pay stations)
- Phase 2 to be completed before end of 2016 (291 pay stations)
- Phase 3 – Fall 2017
- Phase 4 – Fall 2018
- Phase 5 – Fall 2019
Pay Stations

Features
- Pay by plate
- Text alerts
- Faster transactions
- Paper jam sensor
- Service alerts
- Projected City Council Agenda: August 2016
- **Investment: $2.1 million**
Downtown Houston
Phase 2 Deployment

- Phase 1
- Phase 2
Questions?