



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

C-24

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6383 • FAX (562) 570-6012

June 5, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution authorizing the City Manager to execute a contract with Parkeon, Inc., in an amount not to exceed \$350,000 to purchase up to 41 multi-space parking meters without advertising for bids, and increase appropriations in the Tidelands Fund (TF 411) and the Department of Public Works (PW) by \$190,000 for the immediate purchase of up to 20 multi-space parking meters for installation at The Pike. (District 2)

DISCUSSION

On April 17, 2006, the City of Long Beach launched a 90-day trial of five new Parkeon pay-and-display parking pay stations that replaced 22 single-space parking meters in The Pike area downtown. These solar-powered electronic kiosks accept Mastercard or VISA debit/credit cards and coins to pay for parking.

This demonstration project was developed to address the challenge of patrons wishing to park on-street in The Pike area where the meter rate is set at \$2 per hour. With individual meters, parking for the two-hour maximum time limit requires that 16 quarters be deposited into each parking meter. The Parkeon multi-space parking meters provide more flexible payment options, accepting credit and debit cards, as well as coins, which provides greater convenience for motorists.

Parkeon meters were selected for the demonstration after a city review team met with four providers of multi-space parking meters. Because this is a fairly new technology, each company was invited to bring in a working meter to demonstrate the operation of their parking pay stations, and discuss their company's experience with the operation of their systems in other locations. After considering the pros, cons and options that were presented, staff selected the Parkeon pay-and-display machines for the demonstration project, both for operational flexibility and the company's overall experience with similar operations.

Many benefits have been realized from the operation of these Parkeon multi-space meters, including better management of our parking operations. Down time has been reduced because staff is notified through wireless communication of any problems or malfunctions. The use of solar power also allows for an environmentally-friendly solution that enables real-time credit and debit card payments.

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June 5, 2007
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Revenues with the Parkeon stations increased by 19% as compared to the same period in 2005 when single spaced meters operated in the same location. Almost 60% of the total revenue was paid by credit card.

The Parkeon machines also provide greater benefits for merchants and motorists. The Downtown Long Beach Associates (DLBA) downtown guides assisted the City in conducting a survey of users for one week following the demonstration project. Of the 142 respondents, the majority liked the machines (59%) and supported expanding the demonstration program (65%). A survey of the merchants was conducted on the City's behalf by The Pike management, and the results showed that the merchants, too, were in support of expanding the trial throughout The Pike.

A resolution to purchase the additional meters from Parkeon is included for your approval.

This matter was reviewed by Deputy City Attorney Lori A. Conway on May 24, 2007, and Budget Management Officer Victoria Bell on May 25, 2007.

TIMING CONSIDERATIONS

City Council action on this matter is requested on June 5, 2007 so that the meters can be installed.

FISCAL IMPACT

Funding for the immediate purchase of up to 20 multi-space parking meters in the amount of \$190,000 is unbudgeted; therefore, an appropriation increase is requested in the Tidelands Fund (TF 411) in the Department of Public Works (PW).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

CFA:SG:mm
Attachment

P:CltFY06-07 Parkeon Parking Meters07-057-PCL

for 
GERALD R. MILLER
CITY MANAGER

1 RESOLUTION NO.
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE A CONTRACT WITH PARKEON,
6 INC. WITHOUT ADVERTISING FOR BIDS, TO PURCHASE
7 UP TO 41 MULTI-SPACE PARKING METERS IN AN
8 AMOUNT NOT TO EXCEED \$350,000
9

10 WHEREAS, a City review team met with four providers of multi-space
11 parking meters and Parkeon meters were selected; and

12 WHEREAS, the City launched a 90-day trial of five new Parkeon pay-and-
13 display parking pay stations that replaced 22 single-space parking meters in The Pike
14 downtown. These solar-powered electronic kiosks accept MasterCard and Visa
15 debit/credit cards and coins; and

16 WHEREAS, this demonstration project was developed to address the
17 challenge of patrons wishing to park in The Pike area where the meter rate is \$2.00 per
18 hour. The Parkeon multi-space parking meters provide more flexible payment options,
19 which provides greater convenience for motorists; and

20 WHEREAS, many benefits have been realized from the operation of these
21 Parkeon multi-space meters, including better management of City parking operations.
22 Down time has been reduced because staff is notified through wireless communication of
23 any problems or malfunctions. The use of solar power also allows for an
24 environmentally-friendly solution that enables real time credit and debit card payments;
25 and

26 WHEREAS, as a result, no useful purpose would be served by advertising
27 for bids to purchase these multi-space parking meters and to do so would constitute an
28 idle and useless act and an unnecessary expenditure of public funds;

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
2 follows:

3 Section 1. The City Manager is hereby authorized to enter a contract with
4 Parkeon, Inc. for the purchase of up to 41 Multi-Space Parking Meters in a sum not to
5 exceed \$350,000, with the specific purchase of 20 meters right now for installation at The
6 Pike.

7 Sec. 2. This Resolution shall take effect immediately on its adoption by the
8 City Council, and the City Clerk shall certify the vote adopting this Resolution.

9 I hereby certify that the foregoing Resolution was adopted by the City
10 Council of the City of Long Beach at its meeting on _____, 2007, by the
11 following vote:

| | | | |
|----|---------|-----------------|-------|
| 12 | Ayes: | Councilmembers: | _____ |
| 13 | | | _____ |
| 14 | | | _____ |
| 15 | | | _____ |
| 16 | Noes: | Councilmembers: | _____ |
| 17 | | | _____ |
| 18 | Absent: | Councilmembers: | _____ |
| 19 | | | _____ |

20
21 _____
22 City Clerk

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24
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26
27
28 LAC:bg
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