



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 138-2014

LETTER TO COMMISSION

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TO: Mayor Philip Levine and
Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: April 23, 2014

SUBJECT: **PARKING DEPARTMENT TECHNOLOGY ENHANCEMENTS - UPDATE**

As you may recall, the City's Parking Department is pursuing multiple technology enhancements that will provide added customer convenience as well as efficiencies in business and enforcement processes. The following serves as an update regarding the status of these technologies which are all based on the vehicle license plate; therefore, the LPR component is essential in order to launch some of these platforms.

Miami Beach Mobile "App" for Parking and Pay by Phone Service

The Miami Beach Parking Mobile App was developed by ParkMe to provide relevant information (location, hourly rates, hours of enforcement, etc.) for all municipal parking facilities, including turn-by-turn directions to your parking facility of choice; real time availability at all municipal parking garages; and pay by phone options through ParkMobile, the City's pay by phone service provider.

The iPhone version of the Miami Beach Parking Mobile App was deployed through a soft launch. The same version of the app is available on Android through the ParkMe branded app; however, ParkMe will deploy the Miami Beach branded app in an Android version concurrently with ParkMobile pay by phone service. This is anticipated to take place by the second week of May 2014. Additionally, ParkMe and ParkMobile are collaborating to redirect pay by phone service from our parking mobile app. This translates into one easy to use mobile app providing parking locations and information as well as a built-in payment option.

ParkMobile pay by phone service is anticipated to absorb former iPark customers. As you may recall, iPark was an in-car meter payment platform that required the purchase of reloads and display of the iPark on the vehicle dashboard. The original iPark model was discontinued by ePark, the manufacturer, in pursuit of a more advanced second generation. The second generation model was plagued with development issues that subsequently led to ePark's abandonment of the program and ultimately their dissolution.

Pay by Plate/Multi-Space Pay Stations:

The implementation of "pay by plate" deployment of new municipal pay stations will no longer require the display of a paper receipt on the vehicle dashboard. The vehicle's license plate will serve as their "displayed receipt" with payment of their parking session through pay stations (bills, coins, and credit cards). Users paying with a credit card at pay stations will also be able to opt for "Extend Pay" by inserting their mobile phone number and a text message will be sent to the customer with an option to "extend" their parking session.

Phase I deployed 350 pay stations in the South Beach area. Phase II is comprised of 400 new pay stations that will be deployed in Middle and North Beach. 50 of 400 new pay stations have been installed and the next order for 110 units is underway. The full deployment is anticipated to be completed before the end of the summer.

Online Permitting:

Multiple parking permit options will be available for online purchases and renewals utilizing the vehicle license plate in lieu of displaying a permit resulting in a "paperless" permit system. Municipal permit holders; access card holders; and resident/visitor permits may opt to manage their account online. Users will be able to set up an online account with their login and password. The online access card module is currently available to users.

The City's Information Technology Department is developing this portal. Varying components of this initiative are anticipated to launch within 60 to 120 days.

License Plate Recognition (LPR) Parking Enforcement

LPR handheld and mobile units will allow for real time database queries of all payment platforms for enforcement purposes. ParkTrak, the LPR equipment provider experienced various delays in achieving the handheld functionality required for Phase I and has informed the City of financial difficulties. OmniPark, a firm providing fully-integrated, hosted desktop application plus mobile enforcement, pay-by-phone services, electronic pay-boxes, and notice payment capabilities, has acquired the rights to service all ParkTrak customers and manage the hosted products and services; and currently have licensed rights to ParkTrak's IP exclusively. As you may recall, on April 9, 2014, the Mayor and Commission, approved the ParkTrak agreement termination via the Termination for Convenience provision stipulated in the Agreement with ParkTrak and concurrently approved an award to OmniPark, via a waiver of competitive bidding. This action put us on track to proceed with Phase II of the handheld units which OmniPark has committed to expediting upon execution of an agreement.

In closing, our goal is to launch pay by phone service jointly with the LPR initiative. The Administration is coordinating a launch event for these services with the Office of the Mayor and Commission, tentatively scheduled for the second week of May 2014. We will continue to transition pay stations to pay by plate in Middle and North Beach and release permitting modules as they come online.

If you should have any further questions, please contact Saul Frances, Parking Director via email or at extension 6483.

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