

Information Item

Date: January 8, 2018

To: The City Manager

From: Gregory M. Turner, Assistant City Manager

Subject:

Pay by Phone Applications for On-Street Parking

Strategic Focus Area: Quality Transportation
Strategic Objective: Improve Integrated Road Network
Strategic Plan Action Item: No
Key Work Item: No



The Department of Transportation has investigated the possibility of offering Pay by Phone as an option for payment of on-street parking spaces. After surveying other municipalities we determined that two providers are most often used. Passport Parking and Park Mobile both offer comparable services which allow a customer to pay the require parking fee using either a toll free telephone number or a smart phone application.

There are additional expenses and fees associated with these services. A convenience fee charged by the provider, typically \$0.35 per transaction and a credit card processing fee. The credit card transaction fees can be as high as \$ 0.25 per transaction.

Several of the municipalities surveyed absorb the convenience fee and the credit card processing fee. The current City of Winston-Salem rate of \$ 0.25 per hour for single space meters and \$ 0.25 for the first hour at the pay stations is not sufficient to cover the expenses of a pay by phone application. Staff thinks that in order to cover these expenses, the minimum parking rate needs to be at least \$1.50 per hour. Below is a table of the hourly on-street parking rate for municipalities that use Pay by Phone with the Pay by Phone company they use also listed.

City of Durham	City of Greensboro	City of Asheville	City of Chapel Hill
\$1.50 per hour	\$0.75- \$1.00 per hour	\$1.50 per hour	\$1.75 per hour
Passport	Park Mobile	Passport	Park Mobile

The existing on-street pay stations are capable of integrating with a pay by phone application. However, the existing 550 single space meters are not and would require either replacement with a modern single space meter or a multi-space pay station. It would cost approximately \$1,275,000 to replace all these older single space meters with 75 pay stations.

The existing pay stations would offer parking rate flexibility without replacing equipment and would support the Pay by Phone option. Last budget year, the City earned approximately \$91,000 in revenues from the 12 machines on-street and the two machines in the City Hall South and Forsyth County Government Center lots.