

LRB RESEARCH & ANALYSIS

SEPTEMBER 13, 2006 AGENDA

ITEM 44, FILE 060641

PUBLIC WORKS COMMITTEE

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File # 060641 is a substitute resolution relating to the issuance of a Request for Proposals for the purchase and installation of multi-space parking meters.

Background

1. From May through July of 2004, DPW had multi-space meters installed on a trial basis on North Jefferson Street from East Wells Street to Mason Street. The meters, installed at no cost to the City, reduced the number of meters and made meter payment more convenient by accepting credit and debit cards. During the last two weeks of the trial DPW surveyed meter users and area businesses. DPW indicates the results of the surveys were positive.

The pilot project showed that are several advantages of using multi-space meters. These advantages include:

- Provided option for credit card and debit card payment in addition to coins
 - Increase in meter revenue (3.2%)
 - Made parking enforcement more efficient
 - Reduced the frequency of coin collections
 - 14% of all transactions used credit cards
 - 25% of all meter revenue was derived from credit card use
 - 64% of all credit card payments were at the maximum value of \$2 whereas 6% of the coin payments were at the maximum.
 - The average credit card payment was \$1.71, whereas the average payment with coins totaled \$0.78.
 - Meter management system provided real-time transaction information
 - Meter management system provided information for adjudication, financial management, auditing and monitoring meter up-time status and cashbox capacity
 - Provided a means to reserve the parking space
2. The 2006 Budget authorized \$1.3 million in capital funding for the installation of multi-space meters in Milwaukee's central business district (downtown).
 3. DPW estimates that at least 100 multi-space parking meters will replace approximately 1,500 parking meters in downtown Milwaukee.

Discussion

1. This resolution authorizes the Commissioner of Public Works to issue Request for Proposals for the purchase and installation of multi-space parking meters in order to obtain the best possible solution that is technologically sound, cost-effective, reliable, durable and aesthetically pleasing.
2. DPW anticipates awarding the contract before the end of 2006 and installation of the meters to begin during the spring of 2007.

FISCAL IMPACT

The resolution has no fiscal impact. The 2006 Budget authorized \$1.3 million in capital funding for the multi-space parking meter project.

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LRB Research & Analysis
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