

Princeton Parking Overview



DIXON PROFILE

→ Extensive parking and traffic management experience

→ On and off-street programs:

- Technology Operations
- Customer Service
- Procurement
- Collections
- Maintenance
- Security/Safety
- Enforcement

→ Revenue reconciliation

→ Efficiency analysis

→ Overall recommendations and training

DIXON Clients:

AK	Juneau	CA	San Leandro
CA	Alameda	CA	Seal Beach
CA	Anaheim	CO	Denver
CA	Beverly Hills	FL	Seaside
CA	Downey	HI	Maui
CA	Livermore	ID	Boise
CA	Los Angeles	IL	Oak Park
CA	Napa	MI	Ann Arbor
CA	National City	NJ	Atlantic City
CA	Newport Beach	NM	Albuquerque
CA	Oakland	NV	Las Vegas
CA	Oceanside	NV	Reno
CA	Ontario CC	OR	Portland
CA	Palo Alto	TX	Austin
CA	Pasadena	TX	Dallas
CA	Riverside	UT	Park City
CA	San Francisco	UT	Salt Lake City
CA	San Jose	UT	Springdale
CA	Santa Cruz, Port	WA	Seattle
CA	Sausalito	WA	Vancouver

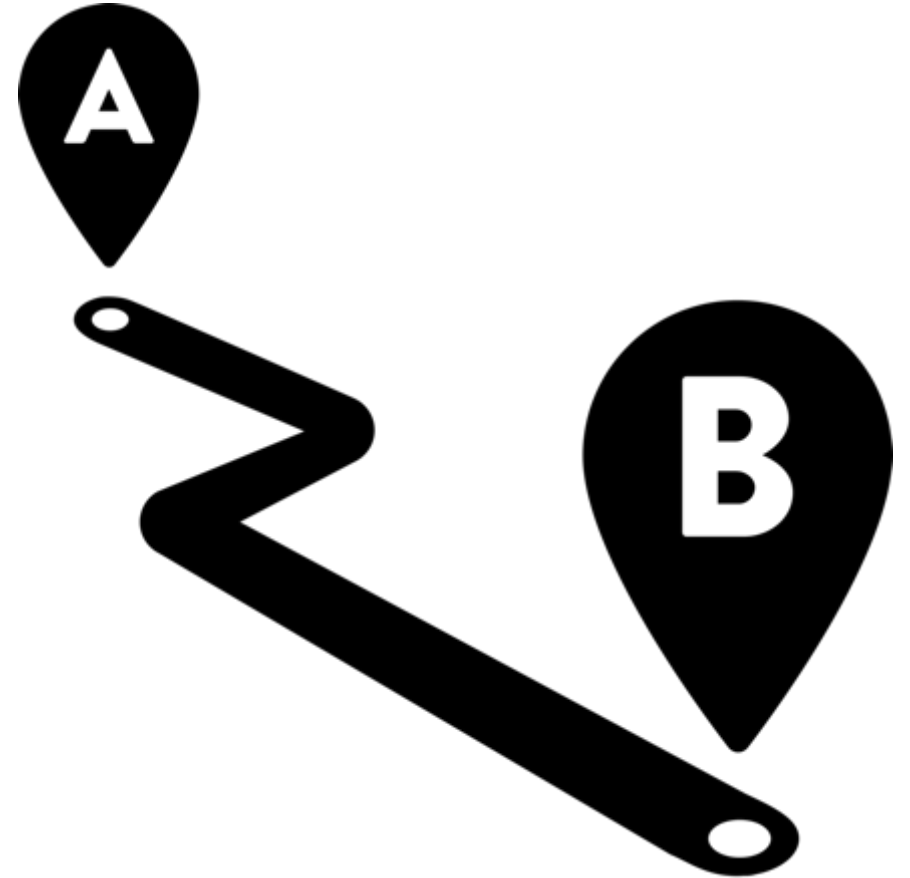
Understanding Your Municipality's Needs

→ What are your parking objectives?

- *Immediate*
- *Within 12 months*
- *5 years*
- *10 years+*

→ Develop a parking solution roadmap

- *Consider the end user experience*
- *Long term planning, technology refresh*
- *Incremental investments, phased approach*
- *10 years+*



Alternative Options

→ Opportunity to promote transit

- *Maximize transit schedule: convenience for night & weekend*
- *Reduce SOV*

→ Remote parking locations

- *Incentives and benefits*
- *Special events*

→ Ridesharing discounts & promotions

- *Designated drop-off location*
- *City policy for non-designated drop-off penalty*



Parking Occupancy Goal = 85%

→ Smart parking technology allows the City to adjust rates and hours of operation to dynamically manage occupancy.

- Allows pricing to fluctuate by time of day, season and location.
- Adjust prices to account for supply and demand.
- Alleviates the high volume of customers not willing to pay certain prices for parking and provides open spaces and promotes turnover
- Create opportunity to market non-peak times and lower rates.



On-Street Technology: Meters & Pay Stations

→ Single-space vs. multi-space meters (pay stations)

→ Considerations:

- *Ease of use*
- *Signage*
- *Fees*
- *Aesthetics*
- *Collections*
- *Revenue*
- *Enforcement*



IPS



MacKay



Parkeon



T2



IPS

On-Street Technology: Multi-Space Configurations

Pay and Display

- Purchase parking session time at the pay station and return to vehicle to display the receipt on dashboard.

Pay by Space

- Park in labeled space and pay at the pay station using space number.
- No need to return to vehicle; payment is electronically tied to space number.

Pay by Plate

- Enter license plate number at the pay station to record payment.
- This method does not require drivers to return to their car.



Meter Inventory Assessment

- Loading Zone Management
 - Monetization of spaces
 - Commercial loading hours
 - Active passenger loading & drop off
- Remove Parking Meter from Illegal Parking Spaces
 - Conduct an on-street audit



Mobile Payment

- Ability to provide additional payment options
- Merchant validation & incentives / Valet / Permits
- White-label / Creation of parking brand
- Transit integration



On-Street Technology: Rate Structures

Tiered/Demand-Based Rate

Hourly rates vary by location based on occupancy rates

Demand-Responsive/Time of Day

Peak occupancy times are priced higher

Pay-to-Stay

Based on the amount of time spent parking

Hourly rate increases with the length of stay

Peak vs. Non-Peak Season

Rate & time limits

Other Rate Structure Considerations

- Modify garage validations & free parking to complement on-street parking goals
 - Longer stays – reconsider ½ free
- Permit cost vs. alternative solution value
 - Cost to drive vs. public transit
 - Encouraging mode shift; reduce SOV trips
- Validation & incentives
 - Need to address fraudulent abuse
- Citation penalties
 - Increase to achieve compliance



Description	Created By	Create Date	D
(10/17/2013 - 10/19/2013)	Brian	10/17/2013 3:52 PM	
\$1.00 Off (10/17/2013)	Brian	10/17/2013 3:34 PM	
\$1.00 Off (10/17/2013)	Brian	10/17/2013 3:32 PM	

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Wayfinding

Portland, OR

- Branding of 6 downtown garages
- Color coded levels

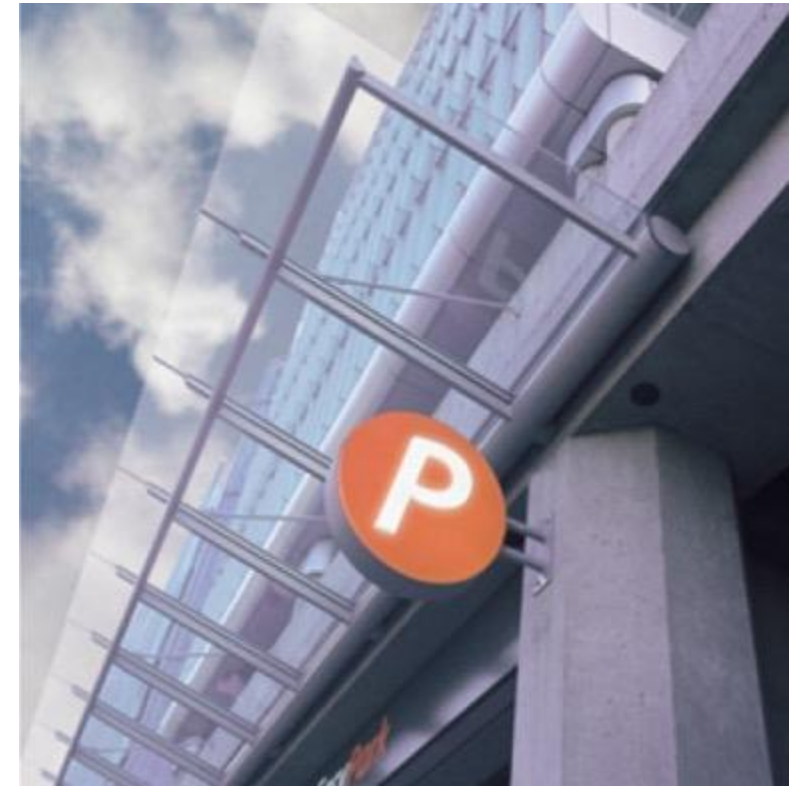


San Francisco, CA

- Internally illuminated signs

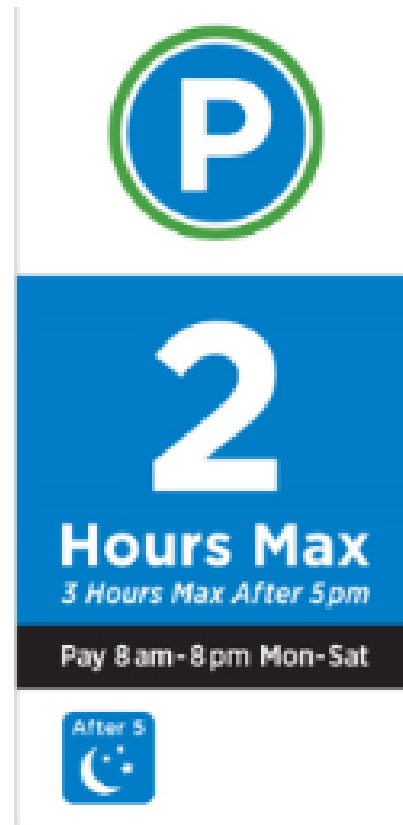
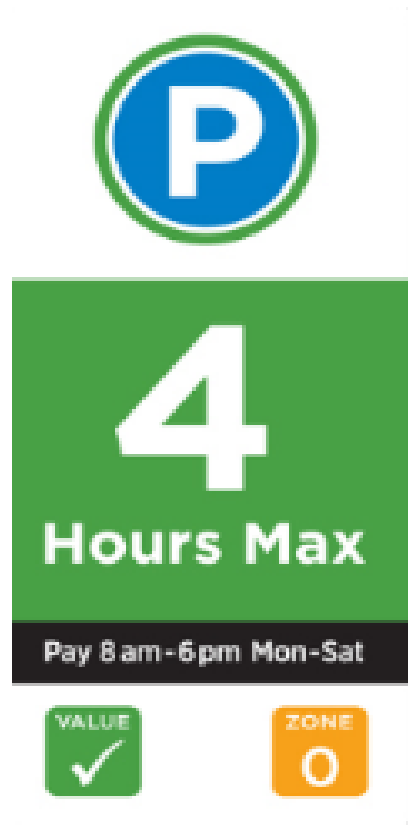
Vancouver, BC

- Branding of more than 50 facilities
- Themed levels



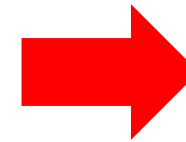
Wayfinding

Seattle, WA



Wayfinding: Boulder, CO

- Brand identity
- Design and implementation of an innovative parking guidance system to assist visitor's in finding available parking within the downtown core



Parking Enforcement Equipment & Technology

→ Handhelds & Printers

- Smart Phones
- Proprietary

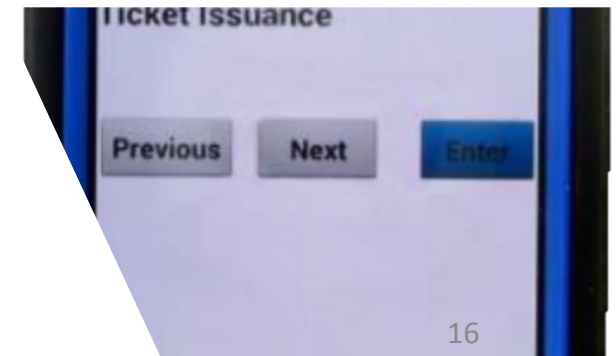
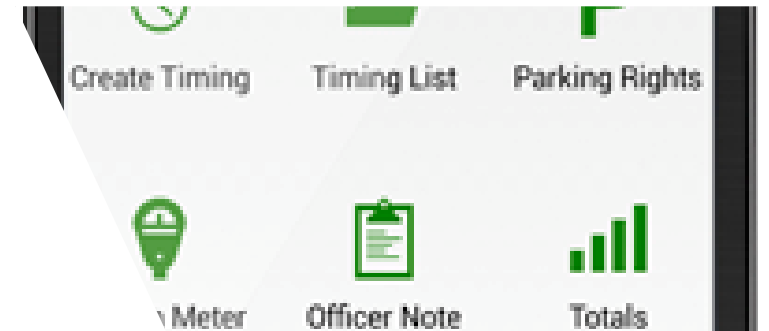
→ Automated License Plate Recognition (ALPR)

- Timed Parking
- Scofflaw Capture
- Pay by Plate
- Digital Permits
 - *RPP*
 - *Employee Parking*
 - *Special Events*



Parking Ambassadors

- Main enforcement objective is: **compliance**
- Eyes and ears for the community
 - *Daily sign audits/assessment*
- Information representatives
- Technology solutions
 - *LPR*
 - *Automated handhelds*



Valet / Reserved Parking

- Convenience to visitors and customers
- Designated point of destination
- Reduction in traffic congestion from motorists circling for open parking spaces
- Coordination between restaurant/business owners and the City



Parking Enforcement & Availability

→ Vehicle Impound

- *Street Sweeping*
- *Scofflaw Capture*
- *Pro-active Vehicle Abatement*
- *Auto Boot*
- *Windshield Immobilizer*



→ Citation Processing

- *Vehicle & Municipal Code Understanding*
- *Mail & Phone-based Payment Options*
- *Parking Citation Manual Processing*
- *Delinquent Notices*



Considerations

- RFP versus Sole Source
- Best Value vs Low Price
 - *Defined SOW / Change Orders*
- Pilots / Trials
- Turnkey Solutions
- Integration / Application Program Interface (API)
- Performance Standards
 - *System Uptime*
- Engagement
 - *Community*
 - *Staff*
 - *Admin*
 - *Political*

Parking Management System

Five Functional Areas

- Financial Analysis
- Operations
- Asset Management
- Workforce Management
- Maintenance

Vendor interfaces are customizable and can be tailored to a specific customer need.

Decision Support System

- Robust & Reliable
- Modular / Flexibility / Expandable
- Open Standards / Scalable
- Dashboard / Reporting

Parking Management System (PMS) makes it possible to manage, track & visualize parking operations

Things to Consider

Develop a customized service program that addresses your ongoing & future needs.

Consider integration of technology advancements to further improve delivery & quality of life for your community.

Develop an open & transparent relationship with vendors; with ongoing review of performance data & feedback.



- **Your Mission & Vision**



CONTACT



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