



**CITY OF MARTINEZ**

**CITY COUNCIL AGENDA  
July 10, 2013**

**TO:** Mayor and City Council  
**FROM:** Tim Tucker, City Engineer  
**SUBJECT:** Parking Meter  
**DATE:** July 5, 2013

**RECOMMENDATION:**

- A. Adopt resolution accepting the proposal from IPS Inc. and authorizing staff to purchase 165 credit card enabled parking meters.
- B. Adopt resolution establishing parking meter rates as \$0.50 per hour at 10-hour parking meter locations.
- C. By Motion direct staff to initiate the process of amending Sections 10:36.060, Fees, of the Martinez Municipal Code to establish a maximum parking meter fee of \$1.00 per hour whereas the exact meter rate will be set by a future resolution approved by the Council.

**BACKGROUND:**

Last summer 62 parking meters on Main Street, between Castro and Court were retrofitted on a trial basis with credit card enabled electronic meter mechanisms on loan from IPS Inc. On May 1, 2013 the Council reviewed a report on our parking meters usage and rates. Staff was directed to expand the area served by the credit card enabled meters to include approximately 100 additional meters in the proximity of juror parking areas. In order to ensure that the City selected the best available meter to meet our needs, the Council directed staff to advertise a Request for Proposals (RFP) from vendors that provide credit card enabled single spaced meters. Council also requested staff provide an update of the credit card meter usage. Lastly the Council discussed parking meter rates. There was a consensus to raise parking meter rates in areas of the Parking District that are currently \$.25 per hour to \$.50 per hour. The Council was in favor of raising rates in other areas downtown, however, no consensus was reached on the amount of the increase or the approach to raise these rates.

DISCUSSION:

***Parking Meter Selection:***

Staff advertised an RFP for the purchase of credit card enabled parking meters. The City received and reviewed proposals from four vendors, including IPS Inc., MacKay Meter, Duncan and POM. The proposals were evaluated and ranked based on design, experience, compliance with specifications, references, capital cost and operating costs. Based on the evaluation of the proposals, staff recommends the purchase of IPS Inc. meters. A brief summary of staff's evaluations are included below.

***IPS Inc.:*** IPS has extensive experience, the design of their meters is very user friendly and of high quality. In addition their meters are competitively priced. IPS has been manufacturing credit card enabled meters for over ten years. They have over 100,000 units deployed in over 40 states. This is well over the number of meters deployed by all other vendors combined. IPS's unit replaces the top portion of our existing meters which have a tendency to fog under certain weather conditions. Throughout the City's test period the IPS meters have functioned very well. Lastly, they compare favorably for both the initial capital and operating costs.

***MacKay Meter:*** MacKay's credit card enabled meter is similar in design to the IPS meter in that it completely replaces the top portion of our existing meters. MacKay could not provide any references for their product. Martinez would be their first permanent deployment. They have had a test deployment in San Francisco for the last 12 months. However, San Francisco continues to expand its use of IPS meters which is perhaps an indication of their preference. MacKay Meters are also the most costly product in terms of both capital and operating costs.

***Duncan and POM:*** Both Duncan and POM mechanisms are designed to be placed within the existing meter housings, behind and below the existing plastic lenses. Experience shows that the existing lenses have a tendency to fog up. Although staff is continuing to work with MacKay Meters and their distributors on correcting this problem a solution has not been identified. Until the fogging issue resolved, it is recommended that the Duncan and POM units not be considered as viable options. In addition POM referenced list indicated they have only recently (April & May 2013) deployed similar units and in only a few locations. Duncan meters have only been deployed 6 to 12 months in only a hand full of locations.

Rating Sheet  
Credit Card Enabled Parking Meter

Company	Experience	Design/Spec. Compliance	References	Capital Cost <sup>1</sup>	Monthly Cost <sup>2</sup>
Duncan	10	5	15	\$75,679	\$5.94
IPS	20	20	18	\$77,929	\$7.18
MacKay	3	15	0	\$91,242	\$7.75
POM	5	5	5	\$87,375	\$6.10

<sup>1</sup>Based on 150 meters

<sup>2</sup>Per meter - based on 11 transactions per month

Rating 0-20 with 20 being highest

**Usage:**

Attached is the IPS “Monthly Statistics” printout for 2013. On Main Street the credit card enameled meters average eleven transactions per meter per month. The average cash transaction is \$0.38 compared to an average credit card transaction of \$0.83. The IPS meters have reduced our cash collection an average of 17% resulting in savings in bank and third party (Brinks) handling fees. It is believed that as our parking meter rates increase to become more in line with other communities, credit card usage will also increase. It is also believed that the placement of meters in high use, long term parking areas will also increase credit card usage.

**Parking Meter Rates:**

The Council has informally discussed the need to update parking meter rates to meet long term parking goals. Staff has researched meter rates and hours of operation. Minimum meter rates in surrounding communities range from \$1.00 per hour to over \$3.50 per hour. Council has indicated a need to raise the City’s long term meter rates from \$0.25 to \$0.50 per hour. The attached resolution would implement this increase when the new meters are installed.

The Council has also indicated a need to raise meter rates in other areas of the parking district. Currently 2-hour and 4-hour zones are \$0.50 per hour. The Council indicated a preliminary preference to raise these rates incrementally.

Municipal Code Section 10.36.060 Fees, reads as follows:

Parking meter fees within the established parking meter zones (Section 10.36.020) shall be no greater than \$.50 per hour for all meters. All meters, with the exception of loading/unloading zones, shall have a minimum time limit of 2 hours, and maximum time limit of 10 hours. Meters for loading/unloading zones shall have a maximum time limit of 30 minutes. The exact meter rates and durations shall be set by resolution.

*(Ord. 1264 C.S. § 4, 1999.)*

Should the Council desire to incrementally increase rates above the upper limit of \$0.50 allowed in our Municipal Code the Council would need to adopt an ordinance amending the code section. Staff recommends raising the upper limit to \$1.00 per hour. Once the upper limit is established the Council would need to adopt a resolution setting the exact rates.

**FISCAL IMPACT:**

Comparative bids were based on the purchase of 150 units. Staff recommends purchasing 165 units which includes three spare units along with a small inventory of spare parts. The recently adopted budget for Fiscal Year 2013/14 included \$100,000 of Parking Services funds for the purchase of new credit card enabled meters.

**Budget:**

Meters (165), installation and shipping	\$ 85,750
Spare part inventory	\$ 4,250
<b>TOTAL</b>	<b>\$ 90,000</b>

**ACTION:**

- A. Adopt resolution accepting the proposal from IPS Inc. and authorizing staff to purchase 165 credit card enabled parking meters.
- B. Adopt resolution establishing parking meter rates as \$0.50 per hour at 10 hour parking meter locations.
- C. By Motion direct staff to initiate the process of amending Sections 10:36.060, Fees, of the Martinez Municipal Code to establish a maximum parking meter fee of \$1.00 per hour whereas the exact meter rate will be set by a future resolution approved by the Council.

Attachments:

Resolutions

IPS Monthly Statistics

Downtown parking map

**APPROVED BY:**



City Manager

RESOLUTION NO. -13

ADOPT RESOLUTION ACCEPTING THE PROPOSAL FROM IPS INC.  
AND AUTHORIZING STAFF TO PURCHASE 165 CREDIT CARD  
ENABLED PARKING METERS

WHEREAS, the City of Martinez maintains parking meters in the downtown area; and

WHEREAS, there is a general benefit to the public, merchants and City to enable the electronic meters to accept credit card payments on and in the vicinity of Main Street and in high use long term parking areas; and

WHEREAS, staff issued a Request for Proposal to from vendors to evaluate and select the most qualified meter for the City; and

WHEREAS, credit card enabled meters supplied by IPS Inc. were determined by staff to be the best value; and

WHEREAS, the cost to purchase and install 165 electronic mechanisms that accept credit card transactions is estimated to be \$90,000; and

WHEREAS, the current budget for Fiscal Year 2013-14 includes \$100,000 for this purpose.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Martinez, that proposal from IPS Inc. to supply credit card enabled parking meters is accepted and staff is authorized to purchase 165 meters.

\* \* \* \* \*

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at an Adjourned Regular Meeting of said Council held on the 10th day of July, 2013, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ

RESOLUTION NO. -13

ESTABLISHING PARKING METER RATES AT \$0.50 PER HOUR AT  
10-HOUR PARKING METER LOCATIONS

**WHEREAS**, the City of Martinez maintains parking meters in the downtown area; and

**WHEREAS**, there is a general benefit to the public, merchants and City to establish parking meter rates that generate revenue to maintain existing downtown parking facilities; and

**WHEREAS**, there is a general benefit to the public, merchants and City to establish parking meter rates that generate revenue to expand existing downtown parking to meet current and future needs; and

**WHEREAS**, it has been determined increasing the 10-hour parking meter rates to \$.50 per hour will help generate a portion of the needed revenue to maintain and expand downtown parking.

**NOW THEREFORE, IT BE RESOLVED** by the City Council of the City of Martinez, that the 10-hour parking meter rates be established at \$.50 per hour effective no later than October 1, 2013.

\* \* \* \* \*

**I HEREBY CERTIFY** that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at an Adjourned Regular Meeting of said Council held on the 10th day of July, 2013, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK  
CITY OF MARTINEZ



**PDF Complete**  
 Your complimentary use period has ended.  
 Thank you for using PDF Complete.  
 Click Here to upgrade to Unlimited Pages and Expanded Features

**IPS Group Inc.**

**Single Space Parking Meter Management System**

City: Martinez CA

User: ttucker

**Monthly Statistics**

Year:

2013

Zone:

**As of 7/3/2013**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
# Meters Reporting Revenue	60	59	59	59	59	57	57					
Total Cash	\$2,580	\$2,482	\$2,852	\$2,912	\$2,882	\$2,519	\$257					
Total Credit	\$436	\$506	\$582	\$568	\$566	\$530	\$52					
Total SmartCard	\$0	\$0	\$0	\$0	\$0	\$0	\$0					
Total Revenue	\$3,016	\$2,988	\$3,434	\$3,480	\$3,448	\$3,049	\$309					
Cash %	86	83	83	84	84	83	83					
Credit %	14	17	17	16	16	17	17					
SmartCard %	0	0	0	0	0	0	0					
Avg Cash/Meter	\$43	\$42	\$48	\$49	\$49	\$44	\$5					
Avg Credit/Meter	\$7	\$9	\$10	\$10	\$10	\$9	\$1					
Avg SmartCard/Meter	\$0	\$0	\$0	\$0	\$0	\$0	\$0					
Avg Revenue/Meter	\$50	\$51	\$58	\$59	\$59	\$53	\$6					
# Cash	6,707	6,599	7,410	7,633	7,475	6,538	685					
# Credit	525	588	700	673	684	632	65					
# SmartCard	0	0	0	0	0	0	0					
# Total	7,232	7,187	8,110	8,306	8,159	7,170	750					
Avg # Cash/Meter	112	112	126	129	127	115	12					
Avg # Credit/Meter	9	10	12	11	12	11	1					
Avg # SmartCard/Meter	0	0	0	0	0	0	0					
Avg # Total/Meter	121	122	138	140	139	126	13					
Avg Cash Trans	\$0.38	\$0.38	\$0.38	\$0.38	\$0.39	\$0.39	\$0.38					
Avg Credit Trans	\$0.83	\$0.86	\$0.83	\$0.84	\$0.83	\$0.84	\$0.80					
Avg SmartCard Trans	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00					
Avg Trans	\$0.42	\$0.42	\$0.42	\$0.42	\$0.42	\$0.43	\$0.41					
**** Data refreshed nightly ****												

Corporate Web Site: www.IPSGroupInc.com

