

**GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT**

**RESOLUTION NO. 2013-100**

**APPROVE ACTIONS REGARDING THE  
IMPLEMENTATION OF A PILOT PROGRAM  
RELATIVE TO A SYSTEM FOR THE COLLECTION OF PARKING FEES  
AT THE LARKSPUR FERRY TERMINAL**

October 11, 2013

**WHEREAS**, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), at its meeting of September 20, 2013, set a Public Hearing for October 17, 2013, to receive public comment on a proposal to establish a parking fee at the Larkspur Ferry Terminal (LFT); and,

**WHEREAS**, staff has been investigating a number of possible methodologies for collecting parking fees, including use of FasTrak® and/or All Electronic Tolling technologies, Clipper®, the more traditional methods currently employed by other transit properties, and a number of emerging technologies that make it possible to collect parking fees without investment in equipment and other expensive hardware; and,

**WHEREAS**, in evaluating possible approaches, staff has been guided by three goals: 1) customer ease of use and maximization of customer privacy protection; 2) District ability to monitor and enforce use by customers; and, 3) ability to maximize revenue collection balanced by low overhead and maximum efficiency; and,

**WHEREAS**, staff recommends implementing a selected methodology, as a Pilot Program, which can be implemented in the timeframe envisioned by the *Larkspur Ferry Strategic Vision* and meet the above three goals; and,

**WHEREAS**, based on the above, staff recommends a Pilot Program using the Parkmobile payment system as the selected methodology; and,

**WHEREAS**, with the Parkmobile payment system, customers register for free and can then use the internet, a toll-free telephone service or download a mobile App for the iPhone, Android, Windows or Blackberry smart phone to conduct the parking transaction; and,

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**WHEREAS**, very little District effort will be required, as there will be no hardware or software to purchase, install, construct or maintain to collect the parking fee, and Parkmobile handles all transactions and customer service; and,

**WHEREAS**, Parkmobile transactions are linked to the license plate number of the vehicle parking in the lot, thus eliminating the need to display tickets on a dashboard or require a parking stall number assignment; and,

**WHEREAS**, Parkmobile presents a number of advantages to the District, as set forth in the staff report attached hereto; and,

**WHEREAS**, under the proposed Pilot Program, the District pays Parkmobile the following fees:

Customers using Mobile App per transaction	\$0.45
Customers using Web page per transaction	\$0.50
Customers buying Monthly Permit	\$1.00

and,

**WHEREAS**, the above fees include all bank and credit card processing costs, and the one-time set up fee to Parkmobile for the monthly permit process is \$500.00; and,

**WHEREAS**, staff proposes that the Pilot Program run for a two-year term in order to fully evaluate the benefits of the Parkmobile payment system and what other alternatives might exist; and,

**WHEREAS**, it is in the best interests of the District, permissible by law and in compliance with the District's procurement policy, to select Parkmobile for the Pilot Program; and,

**WHEREAS**, while the full cost of the Pilot Program is unknown, the revenue generated from collecting a parking fee will significantly offset the transaction fees paid to Parkmobile; and,

**WHEREAS**, the Transportation Committee at its meeting of October 10, 2013, has so recommended; now, therefore, be it

**RESOLVED** that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District hereby authorizes the implementation of a Pilot Program regarding the systems and technology for the collection of parking fees at the Larkspur Ferry Terminal, to begin in January 2014, and to continue for a period of up to two years; and, be it further

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**RESOLVED** that the Board hereby authorizes the General Manager to enter into an Agreement with Parkmobile, Atlanta, GA, for the use of its mobile parking fee collection technology solution.

**ADOPTED** this 11<sup>th</sup> day of October 2013, by the following vote of the Board of Directors:

**AYES (15):** Directors Arnold, Belforte, Breed, Cochran, Fredericks, Moylan, Rabbitt, Reilly, Sears, Snyder, Theriault and Yee; Second Vice President Stroeh; First Vice President Grosboll; President Eddie

**NOES (0):** None

**ABSENT (4):** Directors Campos, Pahre, Sobel and Wiener

  
**James C. Eddie**  
**President, Board of Directors**

**ATTEST:**

  
**Janet S. Tarantino**  
**Secretary of the District**

Attachment: Agenda Item No. 4, "Approve Actions Relative to a Pilot Program Relative to a System for the Collection of Parking Fees at the Larkspur Ferry Terminal" Transportation Committee/Committee of the Whole Meeting of October 10, 2013



Agenda Item No. 4

To: Transportation Committee/Committee of the Whole  
Meeting of October 10, 2013

From: Jennifer Mennucci, Director of Budget & Electronic Revenue  
James P. Swindler, Deputy General Manager, Ferry Division  
Joseph M. Wire, Auditor-Controller  
Denis J. Mulligan, General Manager

Subject: **APPROVE ACTIONS RELATIVE TO A PILOT PROGRAM RELATIVE  
TO A SYSTEM FOR THE COLLECTION OF PARKING FEES AT THE  
LARKSPUR FERRY TERMINAL**

### **Recommendation**

The Transportation Committee recommends that the Board of Directors approve actions relative to a pilot program relative to a system for the collection of parking fees at the Larkspur Ferry Terminal, as follows:

- 1) Authorize the implementation of a pilot program regarding the systems and technology for the collection of parking fees at the Larkspur Ferry Terminal; and,
- 2) Authorize the General Manager to enter into an agreement with Parkmobile for the use of its mobile parking fee collection technology solution,

with the understanding that the pilot program will begin in January 2014 and will continue for a period of up to two years.

### **Summary**

One of the elements of the Larkspur Ferry Strategic Vision adopted by the Board on July 12, 2013, addressed implementation of a parking fee at the Larkspur Ferry Terminal. This topic has been under consideration since 2009 as part of the Strategic Plan for Achieving Long-Term Financial Stability. It is one of the last of the 33 strategic initiatives identified in that plan that has not yet been implemented to address the District's deficit. The imposition of a parking fee is not the pilot program being proposed in this report.

On Friday, September 20, the Board of Directors set a Public Hearing for October 17, 2013, to receive public comment on the amount of a proposed parking fee at the Larkspur Ferry Terminal. Consistent with Board guidance, the hearing will consider daily fees that would range from \$2.00

to \$5.00, a monthly pass for prepaid parking, the time of day and days of the week covered by the parking fee, and possible dynamic pricing strategies.

The method and cost to collect and process parking revenues is still under review. District staff has been investigating a number of possible methodologies for collecting parking fees at the Larkspur Ferry Terminal. These methodologies include use of Fastrak and/or all electronic tolling technologies, Clipper, as well as more traditional methodologies currently employed by other transit properties — for instance Caltrain and BART. There are also a number of emerging technologies that make it possible to collect parking fees without investment in equipment and other expensive hardware.

In evaluating possible approaches, staff has been guided by three goals:

1. Customer ease of use and maximization of customer privacy protection;
2. District ability to monitor and enforce use by customers; and,
3. Ability to maximize revenue collection balanced by low overhead and maximum efficiency.

While the District continues to evaluate the various available and emerging technologies, Staff recommends implementing a selected methodology as a pilot program. The selected methodology can be implemented in the timeframe envisioned by the Larkspur Ferry Strategic Vision and should meet the above three goals.

Based on the above, Staff recommends a pilot program using the Parkmobile mobile payment system. In the Parkmobile solution, customers register for free and can then use the internet, a toll-free telephone service or download a mobile App for the iPhone, Android, Windows or Blackberry smart phone. Customers can then conduct the parking transaction by use of the Parkmobile system. Very little District effort will be required — there will be no hardware or software to purchase, install, construct or maintain in order to collect the parking fee. Parkmobile handles all transactions and customer service. Parkmobile transactions are linked to the license plate number of the vehicle parking in the lot. There is no need to display tickets on a dashboard or require a parking stall number assignment.

Parkmobile presents a number of advantages to the District:

- a. Parkmobile offers a very flexible solution. Users can pay either with credit card or with a Paypal account linked to a checking account. The system therefore accommodates those who wish to pay by credit card and can also accommodate those who wish to pay cash by using Paypal. Users can pay via internet, toll free number or smart phone.
- b. Parkmobile is one of the only vendors that allows for a monthly permit, as well as pay-by-the hour methodology.
- c. Parkmobile is experienced with applicable California privacy laws. It is certified in security standards by the Payment Card Industry Council (PCI Certified). Protecting District customer privacy is a high priority and will be met by Parkmobile.
- d. Parkmobile is compliant with the Americans with Disabilities Act (ADA) including among other features 24/7 toll free TTY access to its Help Desk.

- e. Parkmobile is the provider for a number of local government agencies, including the City of Vallejo, the City of Oakland, the City of Sausalito and the Presidio Trust. Parkmobile's local government partners are satisfied and have given Parkmobile good references.
- f. Parkmobile's pricing proposal is fair and reasonable and is the same as that provided to other local governments.

Under the proposed pilot program, the District pays Parkmobile the following fees not to exceed:

Customers using Mobile App per transaction	\$0.45
Customers using Web page per transaction	\$0.50
Customers buying Monthly Permit	\$1.00

The above not to exceed fees include all bank and credit card processing costs. The one-time set up to Parkmobile is \$500.00 for the monthly permit process.

Staff proposes a pilot project of up to a two-year term to fully evaluate the benefits of the Parkmobile system and to evaluate what other alternatives might exist. The District's procurement policy, as adopted by the Board, allows the waiver of a competitive process when a determination is made that the best interests of the District are served and when permissible by law. It is the Staff's recommendation that it is in the District's best interest to select Parkmobile for this pilot, which will allow the District to operate and fully assess a parking fee program with a company that has experience and a solid reputation with public entities for similar programs.

**Fiscal Impact**

The initial fiscal impact is a cost of \$500.00 to set up the monthly permit process. The fiscal impact for costs is unknown but the revenue generated will significantly offset the transaction fees paid to Parkmobile. Actual revenue generation from the proposed parking fee has not yet been determined, as the pricing for daily and monthly fees will be discussed in the outreach process preceding the public hearing.