

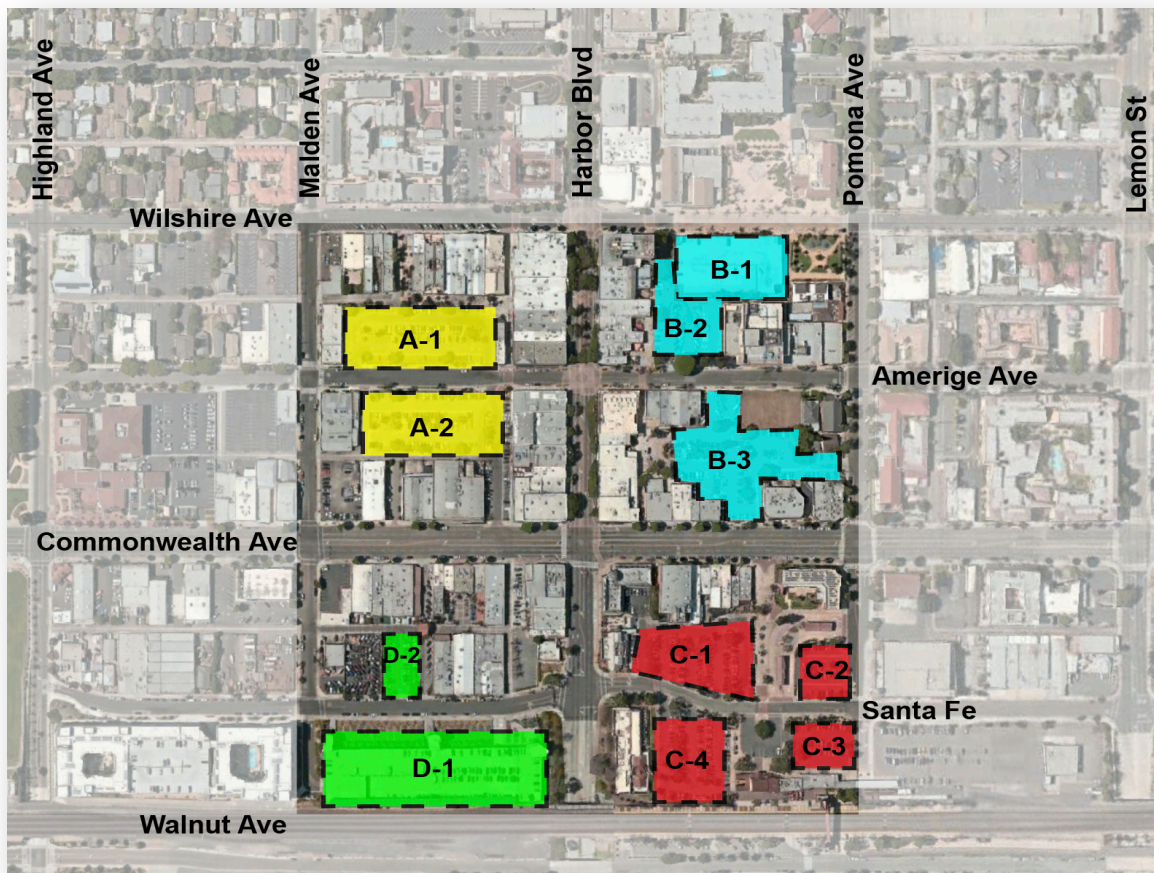
SCOPE AND COST

Fee Based Parking – Pilot Project

SP+ will assist the City of Fullerton with the implementation of a fee-based parking pilot program. The proposed pilot program would include nine (9) surface lots and two (2) parking structures. A fee would be charged three days per week, from Thursday through Saturday from 9pm – 1 am. The pilot program is proposed to run for up to twenty-four (24) weeks.

Parking Boundaries Map

The pilot program boundaries encompass a portion of the City's parking system and include 1,907 stalls.



Lot ID	Total Stalls
A-1	129
A-2	101
B-1	324
B-2	44
B-3	170
C-1	104
C-2	42
C-3	43
C-4	93
D-1	816
D-2	41

Plan of Operations

Kiosk pay stations will be strategically placed throughout the lots and structures in coordination with Public Works staff. Locations would be established based on foot traffic patterns and proximity to destinations with consideration given to infrastructure (i.e. sun for solar power) and security needs (i.e. visibility). Nineteen (19) kiosk pay stations are recommended. Additionally, the eight (8) existing kiosk pay stations in the SOCO parking structure (D-1) will be activated for use beginning with the pilot program. The kiosks will collect the fee via credit card and associate the payment with the license plate number entered by the customer. SP+ will also offer a pay-by-app option; customers pay a convenience fee of \$0.35.

Three types of signage will be employed. Each parking lot or structure entrance will be signed with information regarding rates and rules. Directional signage with arrows will guide customers to the kiosk pay stations. These signs will display “Pay by Plate” or similar to advise customers that their license plate is needed to pay for parking. Lastly, each kiosk will have signage.

The pilot program will be staffed with five (5) employees: one (1) Supervisor, two (2) Ambassadors/attendants, and two (2) Enforcement Officers. The Supervisor and Ambassadors will work 5-hour shifts (8:30 pm – 1:30 am) while the Enforcement Officers will work 4-hour shifts (9 pm – 1 am).

Positions	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
Employee Group # 1							
Supervisor				5	5	5	
Attendant 1				5	5	5	
Attendant 2				5	5	5	
Enforcement 1				4	4	4	
Enforcement 2				4	4	4	

During the first two weeks of the pilot program, the Enforcement Officers will be providing courtesy citations/pilot program information for non-payment. Beginning in the third week of the pilot program, the Enforcement Officers will be issuing citations. SP+ will provide two vehicles for use by the Enforcement Officers; the City will be responsible to pay for gas.

Enforcement Officers will utilize license plate recognition (LPR) systems in combination with the payment information obtained from the kiosks to identify non-payment.

Pilot Program Costs

The pilot program will have two types of costs, those required to start the program (\$34,761.24) and those that are incurred on a weekly basis for the on-going operations of the pilot program (\$121,639.64). Total costs for the pilot program are \$156,400.88. Details are provided on the following page.

START-UP COSTS

Equipment:

T2 Machines (19 kiosk pay stations)	
Shipping	\$3,500.00
Installation	\$7,600.00
Removal	\$7,600.00
Bollards (6, including install)	<u>\$1,110.00</u>
	\$19,810.00
 Vigilant LPR (2 systems)	 \$5,000.00
 Total Equipment	 <u>\$24,810.00</u>

Signage:

Entrance signs (31)	1629.36
Directional signs (60)	\$3,156.60
Kiosk signs (27)	\$2,631.28
Vehicle Magnets (4)	\$300.00
Graphic Design and Setup	<u>\$500.00</u>
Total Signage	<u>\$8,217.24</u>

Staffing:

Employee Processing	\$334.00
Uniforms	<u>\$400.00</u>
Total Staffing	<u>\$734.00</u>

Contingency: \$1,000.00

TOTAL START-UP COSTS **\$34,761.24**

WEEKLY COSTS 24-Week Total

Equipment:

T2 Machines (19 kiosk pay stations)	
Rental	\$45,600.00
 Vigilant LPR (2 systems)	 \$3,500.00
Rental and Network Fees	
Total Equipment	<u>\$49,100.00</u>

Staffing: \$50,947.64

Operations:

Management Fees	\$9,000.00
Bank and Credit Card Fees	\$6,179.00
Liability Insurance	\$4,684.00
Vehicle Fuel	\$1,200.00
Data Processing	<u>\$529.00</u>
Total Operations	<u>\$21,592.00</u>

TOTAL WEEKLY COSTS **\$121,639.64**

TOTAL PILOT PROGRAM COSTS \$156,400.88

Pilot Program Utilization

SP+ staff conducted preliminary visual observation counts in February 2019 to identify the number of new parkers arriving after 9pm on Thursday, Friday, and Saturday nights. These counts can provide the City with the basis for a conservative revenue estimate for weekly activity during the pilot program.

City of Fullerton Projected Vehicle Counts		
Day of the Week	Lot ID	AVG Vehicle Count
Thursday 9PM-1AM Total Vehicle Count: 331	A-1	36
	A-2	40
	B-1	30
	B-2	15
	B-3	50
	C-1	30
	C-2	20
	C-3	10
	C-4	20
	D-1	65
	D-2	15
Day of the Week	Lot ID	AVG Vehicle Count
Friday 9PM-1AM Total Vehicle Count: 465	A-1	45
	A-2	60
	B-1	35
	B-2	30
	B-3	70
	C-1	40
	C-2	25
	C-3	25
	C-4	30
	D-1	85
	D-2	20
Day of the Week	Lot ID	AVG Vehicle Count
Saturday 9PM-1AM Total Vehicle Count: 565	A-1	55
	A-2	60
	B-1	65
	B-2	35
	B-3	80
	C-1	60
	C-2	25
	C-3	35
	C-4	40
	D-1	85
	D-2	25

Total new parkers counted over the three nights was 1,361 or an average of 453 vehicles nightly.

Fee Recommendations

SP+ recommends a fee of \$5, up to \$7 for the Fullerton market.