

City of Lake Geneva Parking Commission
October 15, 2014– 6:00pm
Conference Room 2A, City Hall
Minutes

1. **Meeting called to order at 6:07pm.**

2. **Roll Call**

Present: Chairman Krause, Flemming and Swangstu. Absent: Alderman Kordus. Absent (Non-Voting): Chamber of Commerce President Schaefer. Also Present: Parking Manager Mullally

3. **Approval of Minutes from September 3, 2014 meeting**

Krause requested under the “Present” line Schaefer’s name be removed and added to the “Also Present” line to reflect that he is a non-voting member.

Swangstu/Flemming motion to approve minutes as amended. Motion carried 3 to 0.

4. **Comments from the public limited to 5 minutes.** None.

5. **Acknowledgement of Correspondence.** None.

6. **Update on Smart Card Research**

Mullally briefly updated the Parking Committee on other municipal smart card programs. (She stated that she would revisit the update at the next meeting whereas the rest of the members would be present). Mullally stated that she met with the Parking Manager at the City of Appleton where they have continued to expand their Digital Luke II pay station system which currently takes smart cards. The process is as follows: Parking users buy smart cards in \$20-\$25 amounts at their City Hall to use around the City’s existing multi and single meter system. When paying, the user would use the smart card in place of a credit card. The machine then prints a receipt of payment showing the remaining balance on the smart card. Mullally thought that the process was easy and worked well. The minimal costs for the smart cards (1,000 minimum) are \$5.00 each and \$1,200 for a software program called Meter Management that updates the cards with parking amounts. However, Mullally stated that not all municipality smart card programs worked well. For instance, Philadelphia and New Haven, Connecticut discontinued their programs; which included New Haven’s Shop Park Dine program. The reason why Philadelphia discontinued their program was due to users opting to use their own credit cards, as well as New Haven experienced too many technological difficulties. Other municipalities like Harrisburg and Des Moines, Iowa have successful programs which work for them because it is user friendly and acquires parking revenue upfront. One of the concerns that Mullally has is that the manufacturer POM has not updated its technology in recent years except for offering a prepaid parking card program. However, the company is stable and its software is user friendly.

Krause asked if someone would lose their money if they pay for a smart card with a high dollar amount. Mullally stated the card could be turned off with the Meter Management system.

7. **Parking App Presentation given by Damon from Park Mobile**

Damon Harvey represented Parkmobile, a company in the field of electronic and digital parking solutions. Parkmobile can integrate with the City's existing parking system in citation writing, permit and residential permitting solutions, and parking pay-by-mobile solutions.

Harvey explained that his background is both in the private and public sector as he was a former Washington D.C. staffer on the Transportation and Infrastructure Committee. He now serves as a Senior VP for the Public Sector Solutions at Parkmobile.

Harvey gave an overview of who Parkmobile is in the parking industry which includes:

- The company being a PCI-DSS level 1 compliant and Certified Service Provider
- 2.5 million users in the U.S.
- Servicing 600 locations in 37 States
- Awarded service by NYCDOT throughout NYC
- Over 1.2 million transactions initiated monthly in the U.S.
- Ability to service large municipalities such as Houston, Nashville, LA, Washington D.C., and Milwaukee as well as similar-sized municipalities to Lake Geneva as Rehoboth Beach, DE (1,373 population expanding to 25,000 during summer months)

Harvey stated that Parkmobile is a mobile hub for municipalities and gave an overview of the types of services that could be provided for Lake Geneva including:

- Pay-by-Phone mobile App
- Access control
- Price demand (Different rates at different times of day)
- Real-time communication
- Digital permitting/residential permitting
- Marketing Strategy
- Client and Customer Support
- Seamless integration with the City's current Digital/Duncan parking system
- \$2 million policy in the event of a breach

Harvey explained how those customers/users could register for a free one-time registration to enjoy pay-by-phone services integrating with the City's parking meters:

1. First step is to provide new account holders cell number (up to five)
2. Second step to provide automobile license plate (up to five)
3. Final step is to provide credit card number, PayPal Visa Checkout account or establish a stored-value solution.

Open Loop System: Once the user establishes an account they are allowed to access their membership to other participating municipality systems such as Houston or Indianapolis

Once a member, users can pay from their car using a phone app or by making a call to pay for parking; purchases conveyed real time to enforcement handhelds (Duncan X3) and pay machines (Digital Luke II).

Harvey showed an example of logging onto the mobile app via laptop:

Process shown: User clicking their Parkmobile parking app (icon) on their smart phone, clicking onto a “parking zone” created by a municipality or utilizing stall marker numbers; choosing parking time duration; confirming purchase and showing an “active sessions” time remaining feature (which tells users when time has expired).

Harvey explained the process of a user registering or applying for a residential or short-term digital permit.

Harvey stated that the City could save costs on permitting expenses by letting users print their own digital permits and/or reservations themselves through the City’s website. The process would require the user to log onto the City’s website, choose from duration of parking time and location which would correspond with their license plates. The information would be sent to the Parking Department whereas the Department would confirm or deny the permit. In the event that the permit was confirmed, the user would proceed to print the permit which would contain a WR code with unique hash value code.

Harvey explained Parkmobile Validation Programs for local Merchants.

Merchants need only to purchase QR Code Coupons and can then offer them to customers for discounted parking when paying through the app in the designated area. Customers can scan QR code or manually enter a promo code which encourages users to redeem their coupon or draws them back to the merchants. Harvey explained that the validation program can be customized to meet the needs of Lake Geneva’s merchants.

Krause went through a demonstration of the mobile app on the screen to purchase parking utilizing the City’s stall number as a parking zone. Krause commented that users could pay for parking in their car in the rain, “This is what I want to see at some point, this is where it is going, everyone has a smart phone in their pocket.”

Krause said that the goal is eliminate the obstruction of poles and stall markers.

Flemming stated that he needed to leave therefore Krause announced that the quorum would be broken and closed the discussion with Harvey.

Harvey ended with information on social media services and stated that if the Parking Commission needed more information that he could organize a webinar.

8. Adjournment

Swangstu/Flemming motion to adjourn. Motion carried 3 to 0.

Next Meeting Wednesday November 19, 2014 at 6:00pm