



## City of Cleveland Department of Public Works, Division of Parking Facilities Parking System Enhancement Project Summary

### *Cleveland City Council Presentation*

**Presenters:**

**Frank D. Williams, Director  
Department of Public Works**

**Kim Johnson, Commissioner  
Division of Parking Facilities**

**Greg Shumate, Senior Associate  
DESMAN Inc. (Consultant)**





# City of Cleveland Parking System Enhancement Project

## *Presentation Agenda:*

- Meter System Project Modernization Benefits
- Multi Space Unit / Video Demonstration
- Cellular Payment Application / Video Demonstration
- Automatic License Plate Recognition Enforcement
- Ordinance Amendments
- Return on Investment
- Next Steps





# City of Cleveland Parking System Enhancement Project

## *Meter System Project*

### *Modernization Benefits*

- Customer-friendly and convenient payment options.
- Configurable system that allows parking systems regulations, rates, and general information to be easily conveyed to users.
- Capacity to easily make system and programmatic adjustments in response to parking supply and demand changes throughout the city.
- Technology that provides analytics of the City's on-street parking usage and financial performance.
- Will enhance management's ability to monitor and respond to parking problems in real time.
- More efficient and effective enforcement







# City of Cleveland Parking System Enhancement Project

## *The New Technology*

### **The Multi-Space Units /Video Demonstration**

- Glare-resistant, alphanumeric, color touchscreen
- Solar powered, with battery back-up
- Accepts coin and credit cards
- 24-month Warranty
- ADA compliant design





# City of Cleveland Parking System Enhancement Project

## The New Technology

### Cellular Payment Application / Video Demonstration

- No acquisition cost to the City
- Works with regular and smartphones
- Pay by Zone and skip going to pay stations



Zone Filtering



Find My Car



Parking Availability





# City of Cleveland Parking System Enhancement Project

## *The New Technology*

### **The ALPR Mobile Enforcement Solution**

- Parking Division enforcement vehicles to be equipped with ALPR Cameras and System Software Server
- Real-time communication interface with Clerk of Court's parking citation issuance platform.





# City of Cleveland Parking System Enhancement Project

## City Ordinance Amendments

### Ord. No. 131.78 and 131.79 Amend Parking Facility Rates

Collect fees and charges as established by the Board of Control for the Willard Garage, Canal Basin Park, Northcoast Municipal Parking Lot, West Side Market Parking Lot and Gateway East Garage

Willard	Current Rate	Proposed Rate	North Point	Huntington	Memorial Plaza	E 6th Garage
First Hour	\$3.25 1-60min \$1.50 for each additional ½ hr	\$4.00 1-60min \$2.00 for each additional ½ hr	\$3.00/15 min.	\$2.00/15 min.	\$10.00 1- 60 min \$12.00 61-120 min \$17.00 121 min	\$3.00/15 min
Daily Max	\$10.00	\$12.00	\$13.00	\$10.00	\$17.00	\$13.00
Reach Max	over 3 hours	3 hours	over 1 hour	over 1 hour	over 2 hours	over 1 hour



# City of Cleveland Parking System Enhancement Project

## *City Ordinance Amendments*

### **Ord. No. 401.33 – Parking Meters**

Parking Meter Defined:

For purposes of this Ordinance, a parking meter is defined to include, but not limited to single space electronic device, multi space electronic device and a mobile application based device.

### **Ord. No. 403.04 and 453.01c**

- Parking enforcement hours expanded from 6:00 pm to 10:00 pm
- Option to limit free parking on Saturdays and Sundays.





# City of Cleveland

## Parking System Enhancement Project

### *City Ordinance Amendments*

#### **Ord. No. 453.01**

#### ***Section A Amendments***

Amend from parking in a space to parking in a zone and remit a parking fee rather than payment by coin.

#### ***Section B Amendments***

Authorize the Director of Public Works to:

- charge and collect fees, established by the Board of Control
- set hours of operation
- set days of operation
- set intervals of time per parking zone
- adjust parking rates based on customer demand

*The proposed amendment will allow the Director of Public Works and the Division of Parking Facilities to provide a higher level of customer service by using data-driven responses to ever-changing parking demands.*



# City of Cleveland Parking System Enhancement Project

## City Ordinance Amendments

Ord. No. 453.01 (*New Rates to be based on new 3-Tier Pricing Strategy*)

### Base Rate Schedule:

Parking Duration of Stay	1 <sup>st</sup> hr.	2 <sup>nd</sup> hr.
Base Hourly Rate <i>(Accumulative Cost)</i>	\$1.50 <i>(\$1.50)</i>	\$1.50 <i>(\$3.00)</i>



# City of Cleveland Parking System Enhancement Project

## City Ordinance Amendments

Ord. No. 453.01 (New Rates to be based on new 3-Tier Price Strategy)

### Progressive Rate Schedule:

- Allows parkers who wish to remain parked for more than 2 hours, but to do so they will be obligated to pay a higher rate with the passing of each subsequent 2-hour period.

Duration of Parking Stay	1 <sup>st</sup> hr.	2 <sup>nd</sup> hr.	3 <sup>rd</sup> hr.	4 <sup>th</sup> hr.	5 <sup>th</sup> hr.	6 <sup>th</sup> hr.	7 <sup>th</sup> hr.	8 <sup>th</sup> Hr.
<b>Progressive Hourly Rate</b> <i>(Accumulative Cost)</i>	<b>\$1.50</b> <i>(\$1.50)</i>	<b>\$1.50</b> <i>(\$3.00)</i>	<b>\$3.00</b> <i>(\$6.00)</i>	<b>\$3.00</b> <i>(\$9.00)</i>	<b>\$4.50</b> <i>(\$13.50)</i>	<b>\$4.50</b> <i>(\$18.00)</i>	<b>\$6.00</b> <i>(\$24.00)</i>	<b>\$6.00</b> <i>(\$30.00)</i>



# City of Cleveland Parking System Enhancement Project

## *City Ordinance Amendments*

Ord. No. 453.01 (*New Rates to be based on new 3-Tier Pricing Strategy*)

### **Special Event Rate Schedule:**

<b>Special Event Rate *</b> <i>(Flat Rate)</i>	<b>\$20.00 Special Event Flat Rate</b>
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*\* Applicable only when and where on-street parking will be allowed during Special Events*





# City of Cleveland

## Parking System Enhancement Project

### *Capital Cost & On-Going Operational Cost*

#### **Capital Costs**

- \$5,000,000 Capital Improvement Fund Procurement Budget for acquisition and installation

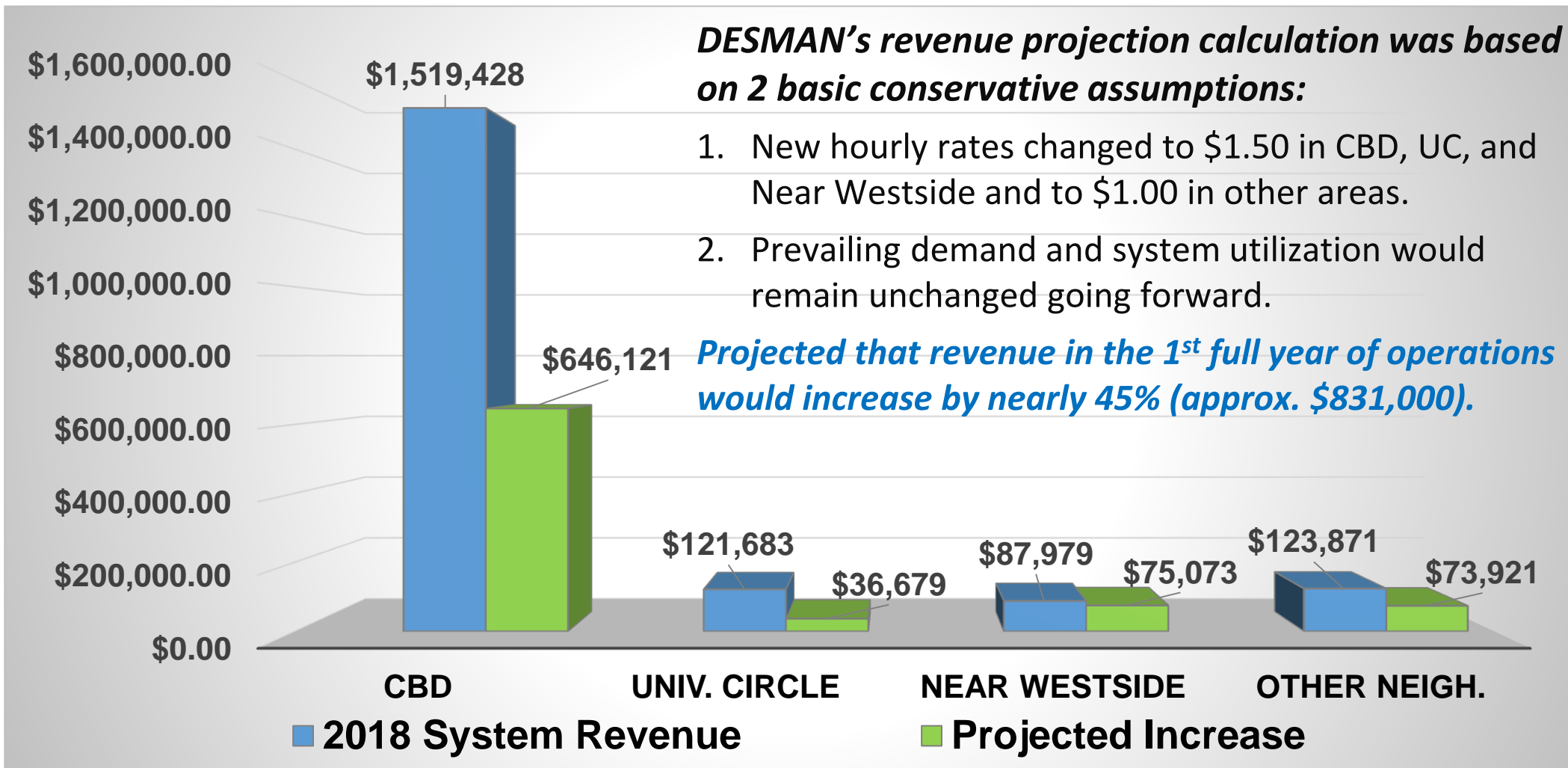
#### **On-Going Operational Cost Increases and Savings**

- Costs increases tied to:
  - *Added payroll cost for extended enforcement patrol hours by Div. of Parking Facilities' PEO's.*
  - *Cellular communication service fees for real-time system-wide virtual connectivity.*
  - *Credit card processing fees.*



# City of Cleveland Parking System Enhancement Project

## DESMAN's 2019 Return on Investment Projection





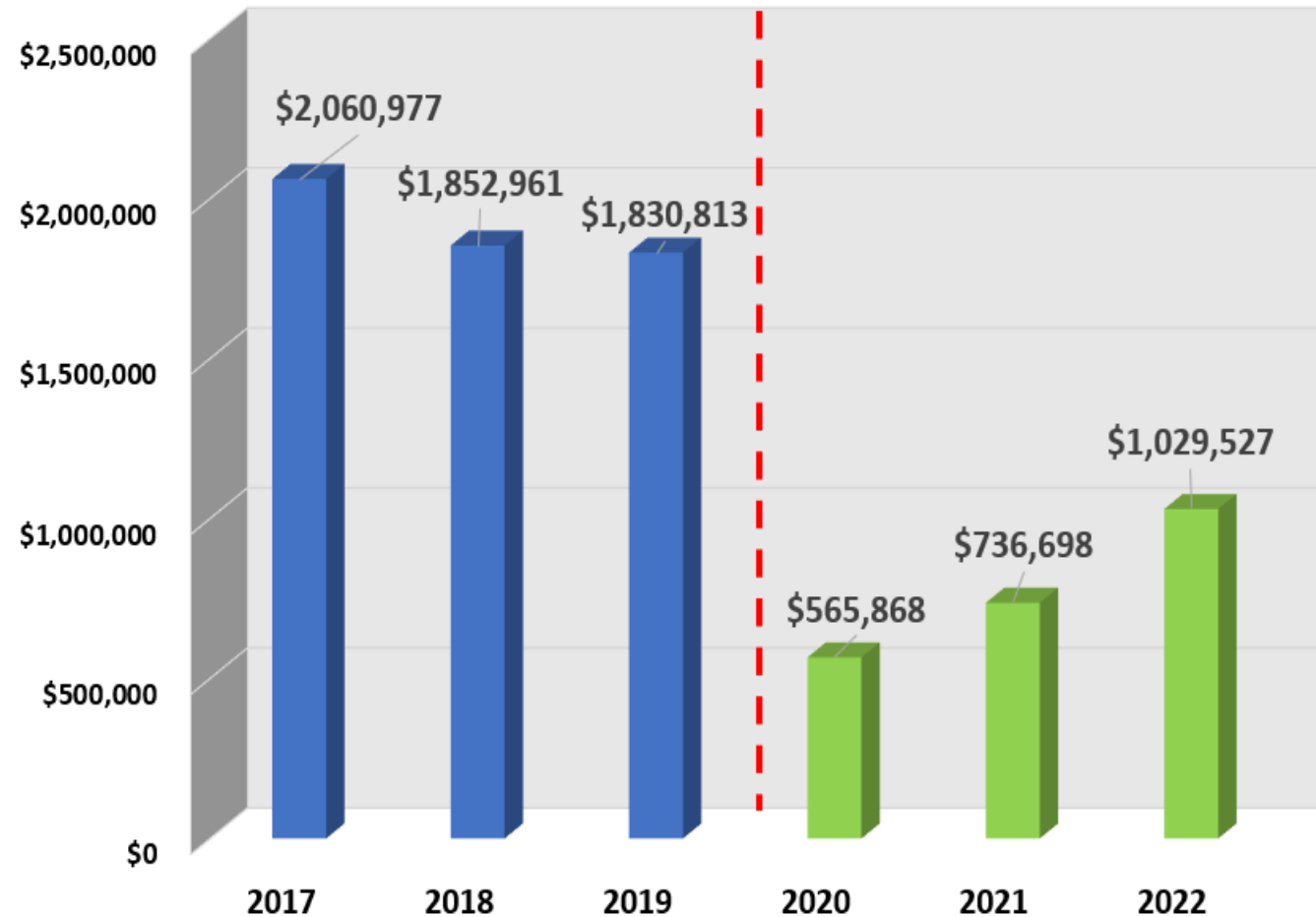
# City of Cleveland Parking System Enhancement Project

## Return on Investment

### Impact of COVID-19

- 2022 Meter system revenues were 50% of pre-COVID revenue high in 2017
- The CBD has historically accounted for approximately 80% of the system's annual revenue.
- CBD portion of annual revenue gains in the future is likely to be lower as a result of office workers' attachments to hybrid and stay-at-home work arrangements.

## Annual Meter System Revenue





# City of Cleveland Parking System Enhancement Project

## *Other contributing factors proven to support increased revenue generation expectations despite the impact of COVID:*

- Elimination of *“Parking Session Piggybacking”*
- Introduction of the credit card payment option
- Enlightened system regulatory and policy changes
- Planned system expansion (*more parking zones*)
- Enhanced Enforcement - High user compliance









# City of Cleveland Parking System Enhancement Project

## PROVEN INDUSTRY OUTCOMES:

**Prior to COVID other similar Cities in our region have all realized ROI's in 2-3 years**

Peer Cities	Columbus, OH	Cincinnati, OH	Detroit, MI	Indianapolis, IN	Pittsburgh, PA
Parking System Brand					
System Website	<a href="http://www.columbus.gov">www.columbus.gov</a>	<a href="http://www.cincyezpark.com">www.cincyezpark.com</a>	<a href="http://www.parkdetroit.us">www.parkdetroit.us</a>	<a href="http://www.parkindy.net">www.parkindy.net</a>	<a href="http://www.pittsburghparking.com">www.pittsburghparking.com</a>
<b>Downtown Enforcement Hours</b>					
Monday - Friday	7AM - 3:30AM	9AM - 9PM	7AM - 10PM	7AM - 11PM	8AM - 6PM (M-Th)
Saturdays	7AM - 3:30AM	9AM - 9PM	7AM - 10PM	7AM - 11PM	8AM - 12AM (F/Sat)
Sundays	9AM - 1PM	2PM - 9PM	FREE	FREE	FREE
Holidays	FREE	FREE	FREE	FREE	FREE
<b>Downtown Parking Meter System Hourly Rates</b>					
CBD Meter Rates	\$1.00/\$1.50	\$2.75	\$2.75	\$1.50	\$4.00
Special Event Meter Rates	N/A	\$15		N/A	N/A

**Cleveland's revised post-COVID outlook for ROI likely to be 5 to 6 years**





# City of Cleveland Parking System Enhancement Project

## *Next Steps*

- Vendor contract negotiations
- Hardware/Equipment order and programming
- Parking Zone Planning
- New signage installation
- Installation of New Smart Units
- Training of Div. of Parking Facilities operations staff
- Roll-out of Public Information Campaign





## City of Cleveland Department of Public Works, Division of Parking Facilities Parking System Enhancement Project Summary

**QUESTIONS**

