



SFMTA
Municipal
Transportation
Agency

Parking Access and Revenue Control Systems (PARCS) & General Off-Street Parking Update

SFMTA Board of Directors

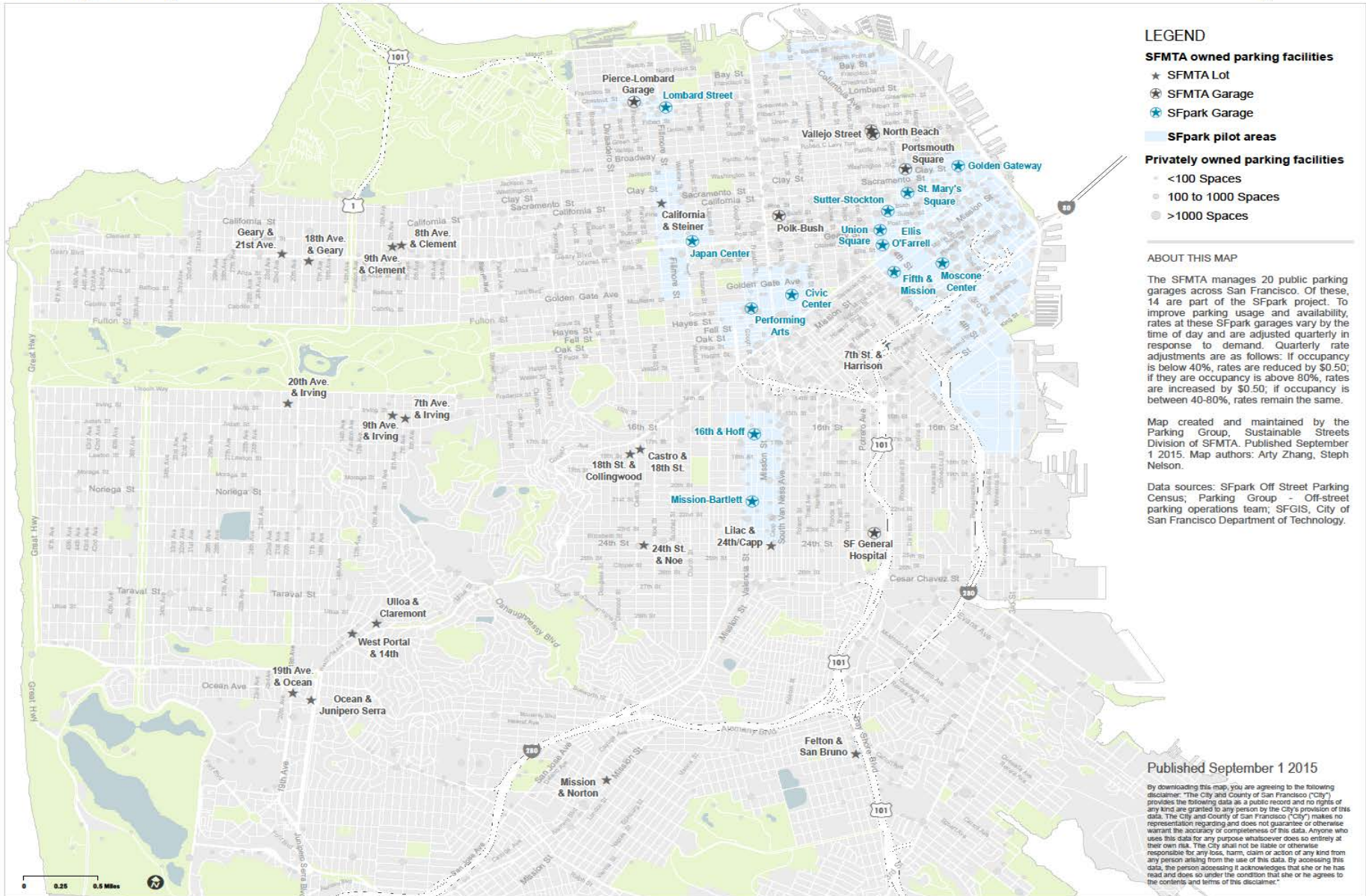
April 19, 2016

Introduction

- The 22 parking facilities (garages and lots) generated approximately \$94 M in gross revenue and \$47 M in net revenue in Fiscal Year 2015
- Current Parking Access and Revenue Control System (PARCS) is well past its useful life and must be replaced to maximize revenue security, assure credit card payment security and improve customer service
- Procurement, Implementation and Maintenance of a PARCS with Skidata

Parking Garages and Lots

Parking Garages and Lots, City of San Francisco



What is PARCS

- **Parking Access & Revenue Control System**

- Hardware & Software of Parking Operations
 - Entry / Exit Station, Pay Station, Software etc.

- **Typical Life Span 7-10 years**

- Current PARCS installed early 2000's
- Current equipment obsolete which the vendor no longer carries/produces parts
- Current system can not adapt/upgrade to ever changing Payment Card Industry (PCI) Standards

- **New PARCS Benefits**

- Protects an important source of agency revenue
- Overall increase in customer service
- Creates real time audit/reporting opportunities



Benefits of New PARCS (Consumer)

- Increased Payment Card Industry (PCI) Standards
 - Europay, MasterCard, Visa (EMV) Chip and Pin Technology
 - Near field communication (NFC) Payment Option (Mobile Payments)
- Increased Customer Service
 - Faster Transaction Time
 - Increased Payment Options
 - Two way Intercom System
 - Cameras at every Point of Sale (POS) & all points of Ingress and Egress throughout each facility
 - Americans with Disability Act (ADA) Compliant
- Green Technology
 - Web Validation System (Ticketless)
 - Ability for Prepaid Parking (Ticketless)



Benefits of New PARCS (Operator)

- Oracle Real-Time Reporting
 - Predictive Analytics
 - Full portfolio view rollups
- Fiber Optic Cabling
 - Faster Transaction Time
 - City owned Fiber tied to all Facilities
 - Central Monitoring Station (CMS)
- Audit Controls
 - Better Revenue Integrity
 - Cameras on all Point of Sale (POS) Transactions
 - Intercoms at all Point of Sale (POS) Transactions
 - 24/7 Access to all facilities via the Central Monitoring Station
 - License Plate Recognition (LPR) in every Entry/Exit Lane

Central Monitoring Station

- Benefits of CMS
 - Master PARCS server tied into all locations
 - All Intercoms tied into CMS
 - All Cameras tied to CMS
 - 24/7 Assistance & Reporting



Early Accomplishments

- Fiber Optic cabling
 - Department of Technology (DT) working since February
 - First four locations installed and ready to go
- Work in Progress
 - Infrastructure design:
 - A&E design-build walkthroughs planned, week of May 9
 - Bi-Weekly coordination meetings
- MOU's
 - MOUs with Rec & Park and Portsmouth Plaza Parking Corp.
 - MOUs with DT & Public Works with proposed installation timeline

Next Steps

- **Kickoff Meetings**
 - Two weeks after Notice To Proceed (NTP) with Skidata and A&E Consultant
 - DT & MTA IT network-infrastructure design
- **Communications/Outreach Goals**
 - To inform: build understanding for the benefits of implementing the new PARCS
 - Attend community, neighborhood and merchant association meetings and conduct outreach and presentations about the new PARCS
- **Web/Social Media**
 - Write web copy/create SFMTA/PARCS project website. Post meeting announcements, project description and provide project updates

Project Timeline

Installation Period

- 33 Months from NTP
- May 2016 - January 2019

Warranty Period

- 3 Years After Install Period
- January 2019 – January 2022

Extended Warranty

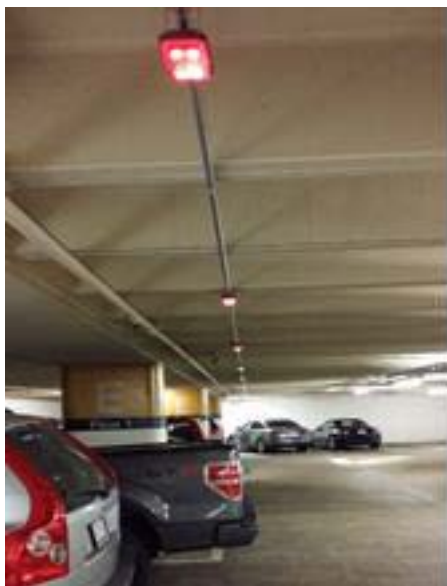
- 7 Years After Warranty
- January 2022- January 2029

Parking Related Projects

- **Garage Waterproofing**
 - Completed facilities: Performing Arts, Fifth & Mission, Sutter-Stockton
- **Garage Heating-Ventilation-Air Conditioning (HVAC)**
 - Completed: Civic Center
 - In Progress: Sutter-Stockton, Golden Gateway, Japan Center
- **Garage Elevator Modernization**
 - Nearing completion: Civic Center
 - Pending: Moscone Center, Sutter-Stockton, Vallejo Street, Polk-Bush
- **Lombard Garage Facelift**
 - Design approved—contract award pending

Parking Related Projects, cont'd.

- Q1, Q2 2016 Garage Rate Changes
 - Transient: Civic Center, Performing Arts, Union Square, Ellis-O'Farrell, Japan Center, Golden Gateway, and North Beach
 - Monthly, Effective 5/2: Fifth & Mission
- Garage Wayfinding Pilot—Sutter-Stockton



Parking Related Projects, cont'd.

- EV Chargers & Vehicle Sharing

- Policy Review & Expansion Planning



- Bicycle Lockers

- Installed at Golden Gateway, Moscone, Japan Center, Sutter Stockton, 5th & Mission, Ellis O'Farrell.

- LOTS – Ulloa St. parking lot- West Portal



- Installation of Art Mural – Moscone Garage

- Sites Unseen, SF Arts Commission & YBCBD

