



Kriss Worthington

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CONSENT CALENDAR

November 18, 2014

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington
 Councilmember Gordon Wozniak

Subject: City Manager Referral: Implement the PayByPhone Parking Technology
 as Used by San Francisco and UC Berkeley

RECOMMENDATION:

Refer to the City Manager to examine the feasibility of implementing the PayByPhone parking technology as used by the City of San Francisco and UC Berkeley.

BACKGROUND:

Smart Phones and IVR Touch Tones can all utilize the service with no pre-registration requirements. PayByPhone is a rapidly growing parking technology, which allows customers to pay their meter via telephone, cell phone apps, or the Internet. Additionally, the service offers text message reminders when their meter is about to expire.

PayByPhone is an accredited parking payment technology, accredited by Visa under the highest security standards available, and is PCI Level 1 compliant. This service is currently operating in the City of San Francisco and the UC Berkeley Campus. The adoption rate for all of the participants would improve thanks to our proximity to other nearby programs.

Local businesses and Berkeley residents, including those with special needs or disabilities, would benefit greatly from this service, which enables customers to pay for their meters without having to return to their vehicles for payment.

ENVIRONMENTAL SUSTAINABILITY:

Less cars will drive around the block looking for a place to park if they can pay easily by phone.

FINANCIAL IMPLICATIONS:

\$1,500 startup costs.

CONTACT PERSON:

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