



Office of the City Manager

May 22, 2018

To: Honorable Mayor and Members of the City Council

From: *DWR* Dee Williams-Ridley, City Manager

Subject: Launching Parkmobile Pay-by-Phone Services

Residents, merchants and visitors to Berkeley are now able to pay for parking at any of the City's parking meters or pay stations using their mobile device via the Parkmobile pay-by-phone service. What's visible to our community is a simple, easy to use interface. Underneath, the completion of this Council referral reflects detailed collaboration between a number of departments: Public Works, Finance, Police, Information Technology, the City Attorney's Office and the City Manager's Office. Everyone from parking enforcement officers to finance staff are coordinated through a click on a phone.

The City uses a variety of tools to increase the safety, capacity, and ease of use of public transportation resources. Projects like the Hearst Avenue Complete Streets project make Berkeley's streets safer for all modes of travel, including walking, biking, taking transit, and driving. Likewise, the goBerkeley program actively manages parking to increase parking availability and reduce the harmful effects of circling for parking. By providing an option to pay for parking on the go, Parkmobile makes it easier for drivers to use the City's parking meters and pay stations while also avoiding citations. Customers can still pay for parking at meters using credit cards or coins.

### **How to Use Parkmobile**

To create an account or start a parking session, customers may download the Parkmobile application for Apple<sup>1</sup> and Android<sup>2</sup> or visit the Parkmobile website.<sup>3</sup> Customers who do not use a smartphone may also use the service by calling 1-877-727-5718 and following the IVR (Interactive Voice Response) prompts.

Upon finding a parking space, customers can enter the appropriate zone code for their parking space, which is located on bright green decals on the meters or pay station. To begin a parking session, customers enter their desired length of time and confirm their

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<sup>1</sup> <https://apple.co/2aPVvG9>

<sup>2</sup> <https://bit.ly/2qrJz2n>

<sup>3</sup> <https://bit.ly/2wLxWtI>

vehicle license plate and payment method. Users may also sign up for notifications when a paid parking session is about to expire, and add time remotely without returning to the meter if within posted time limits. The Parkmobile payment option is provided at no cost to the City, so the service provider adds a 35-cent user fee per transaction to cover all costs.

Displays on the meters themselves do not change after the phone transaction is complete. However, Parking Enforcement Officers are able to check payment status on their wireless handheld devices and will not cite vehicles that have paid using the Parkmobile service.

The option to pay for parking by phone or smartphone application is available in many cities nationwide. Within the Bay Area, Parkmobile may be used to pay for parking in Oakland, Walnut Creek, Vallejo, and San Leandro.

### **History**

The City Council passed a referral on November 18, 2014 to “examine the feasibility of implementing the PayByPhone parking technology as used by the City of San Francisco and UC Berkeley.”

On October 31, 2016, the City released a Request for Proposals (RFP) for mobile parking payment services (Specification No. 17-11084). Of the three proposals the City received, Parkmobile received the highest overall score based on customer service, training, and value for the service. The Berkeley City Council approved a contract with Parkmobile on October 3, 2017.<sup>4</sup>

cc: Jovan Grogan, Deputy City Manager  
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<sup>4</sup> <https://bit.ly/2GehZfr>