



MIAMI BEACH

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NO. LTC # 018-2009

LETTER TO COMMISSION

TO: Mayor Matti H. Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: January 15, 2009

SUBJECT: iPARK (IN VEHICLE PARKING METER) - UPDATE

Last year, an amendment to the City's parking rate ordinance adjusted several rates including parking meter rates in South Beach from \$1.00 per hour to \$1.25 per hour. The implementation of the new parking meter rate was conditional to the implementation of the iPARK, an in vehicle parking meter roughly the size of a pocket calculator which allows the user to initially purchase and subsequently reload a value of time either via telephone with a credit card or at the City's Parking Department. Each iPARK cost \$20 and this cost is passed on to the user at cost from the City. Reloads are available in \$25 and \$50 values.

Currently, the Parking Department has an introductory offer which will expire January 31, 2009 or while supplies last. The introductory offer includes the iPARK unit which comes preloaded with \$20 worth of parking for bona fide residents and with \$10 worth of parking for non-residents. This essentially provides Miami Beach residents with an iPARK at no cost! Unsatisfied customers are refunded the cost of the iPARK and any unused time from a reload purchase (if any) within 30 days of purchase. As an added benefit for Miami Beach residents, a Miami Beach Resident iPARK is available which provides a 20% discount off of the South Beach meter rate; therefore, instead of a \$1.25 per hour, bona fide residents using the iPARK continue to enjoy the \$1.00 per hour rate.

iPARK sales began on Monday, November 24th and it has been a great success! There have been 834 iPARKs (753 resident and 81 non-resident) sold to date (see attached). While sales were expected to be brisk, they have exceeded all expectations. In fact, iPARK sales are so successful that the Administration will place an item on the agenda of the January 28, 2009 Meeting of the Mayor and City Commission seeking an approval and authorization for funding to continue iPARK sales for the remainder of FY 08/09.

The Parking Department is developing an expanded sales network for the iPARK similar to the City's Parking Smart Card (incidentally a new and improved Parking Smart Card is expected to be available within the next 30 days). More information regarding the new Parking Smart Card will be forthcoming. The expanded sales network may potentially include Publix Supermarkets, Walgreens, CVS, and other retailers. More details regarding the expanded sales network will be available once a program is formalized.

C: Jose Smith, City Attorney
Robert C. Middaugh, Assistant City Manager
Tim Hemstreet, Assistant City Manager
Hilda Fernandez, Assistant City Manager
Saul Frances, Parking Director

CITY OF MIAMI BEACH PARKING DEPARTMENT
iPARK SALES

	NOVEMBER <small>[beginning 11/24/08]</small>		DECEMBER		JANUARY <small>[as of 1/15/09]</small>		TOTALS	
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iPARK SALES	NOVEMBER		DECEMBER		JANUARY		TOTALS	
	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT
iPark Devices - Resident	44	\$ 880.00	589	\$ 11,780.00	120	\$ 2,400.00	753	\$ 15,060.00
iPark Devices - Non-Resid	5	\$ 100.00	52	\$ 1,040.00	24	\$ 480.00	81	\$ 1,620.00
	49	\$ 980.00	641	\$ 12,820.00	144	\$ 2,880.00	834	\$ 16,680.00

RELOAD SALES	NOVEMBER		DECEMBER		JANUARY		TOTALS	
	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT
\$25 Reloads Residents	4	\$ 100.00	114	\$ 2,850.00	43	\$ 1,075.00	161	\$ 4,025.00
\$25 Reloads Non-Resid	0	\$ -	23	\$ 575.00	18	\$ 450.00	41	\$ 1,025.00
	4	\$ 100.00	137	\$ 3,425.00	61	\$ 1,525.00	202	\$ 5,050.00
\$50 Reloads Residents	2	\$ 100.00	67	\$ 3,350.00	22	\$ 1,100.00	91	\$ 4,550.00
\$50 Reloads Non-Resid	1	\$ 50.00	13	\$ 650.00	8	\$ 400.00	22	\$ 1,100.00
	3	\$ 150.00	80	\$ 4,000.00	30	\$ 1,500.00	113	\$ 5,650.00
TOTAL RELOADS	7	\$ 250.00	217	\$ 7,425.00	91	\$ 3,025.00	315	\$ 10,700.00
% OF TOTAL METER REVENUE		0.04%		0.74%				