



# MIAMI BEACH

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NO. LTC # 288-2009

## LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and  
Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 26, 2009

SUBJECT: **iPARK - UPDATES**

As you may recall, the iPark (In-Vehicle Parking Meter) is a device about the size of a "Sunpass" which allows the user to pay for parking at any metered space on Miami Beach from the convenience of inside their vehicle. The iPark was launched on November 24, 2008 and the following serves as an update to its very successful launch.

The Parking Department has sold over 2,800 units and over 3,000 reloads through August 2009. Each unit costs \$20.00 and as a limited time introductory offer, the iPark included a reload of \$20.00 for Miami Beach residents and \$10.00 for non-residents. In addition, Miami Beach residents are provided an hourly rate of \$1.00 per hour reduced from \$1.25 per hour at metered parking spaces south of 23<sup>rd</sup> Street (Zone A). This represents a 20% discount for metered parking in South Beach!

Effective October 6, 2009, iPark reloads became available online. All existing customers received an email encouraging them to register for future purchases of reloads. Other online services, including iPark sales will be available in November 2009. Clearly, online availability brings a new added dimension to the versatility of the iPark. The following are some excerpts of comments received from users that have purchased reloads online:

*"Thank you thank you thank you for entering the 21st century with our ipark. i love the darn little thing and now to fill it on like, like the sunpass, it is great. tks. Mef"*

*"I am so happy that I can get online access to my iPark transponders. The website is easy to use. Miami Beach is still the best place to live."*

*"Just using your site for the first time. Looks great!!!"*

*"This is GREAT!!!! Nice job folks!!"*

*"Love this new way of adding funds and keeping track of my ipark account"*

*"Am SO excited - I think iPark is one of the best innovations ever adopted on the beach! Thanks"*

*"I'M VERY HAPPY WITH THE PROGRAM...."*

In addition, the iPark is now available at the following retail outlets:

Publix on the Bay  
1920 West Ave

Publix - Dade Blvd  
1045 Dade Blvd

Publix - 68th and Collins  
6876 Collins Ave

Walgreens  
100 Lincoln Road

Walgreens  
524 Jefferson Avenue

Walgreens  
2300 Collins Avenue

Walgreens  
7340 Collins Avenue

This added convenience of online availability of reloads (and eventually iPark sales) as well as availability at expanded retail outlets, such as Publix Supermarkets and Walgreens is expected to increase sales substantially. Moreover, reloads and iPark sales will also be available via an IVR (Interactive Voice Response) system which is expected to be available later this year.

Other enhancements and promotional efforts for the iPark, include suction cup holders (provided at no additional fee) that will display the device on the inside windshield of the driver's side and the City's Communications Department is developing promotional pieces on MBTV; MB Magazine; and other media.

Please let me know if you would like additional detail, or if you have questions regarding the iPark device.

JMG/TH/SF

C: Tim Hemstreet, Assistant City Manager  
Hilda Fernandez, Assistant City Manager  
Saul Frances, Parking Director