



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 238-2014

LETTER TO COMMISSION

2014 JUL 15 AM 10:21  
CITY CLERK'S OFFICE  
RECEIVED

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: July 14, 2014

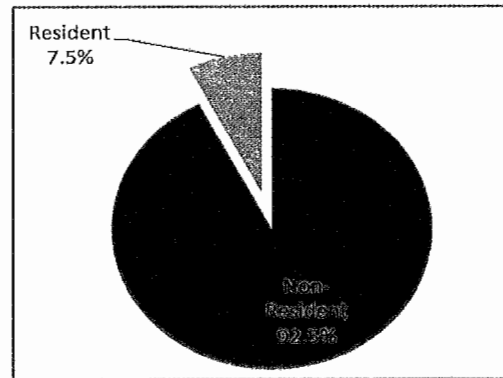
SUBJECT: **PARKMOBILE UPDATE**

ParkMobile (pay by phone service) was launched by the Parking Department, May 12, 2014. The following serves as an update on its progress.

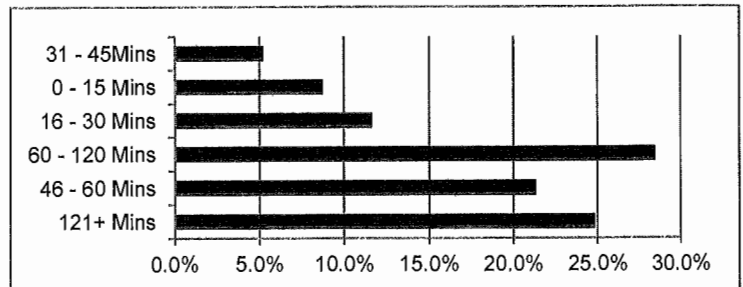
ParkMobile's adoption rate in Miami Beach is rivaling Washington D.C., which has one of the most successful programs in the country. In just seven weeks, the program has garnered 21,687 new members and growing strong. This equates to a new member every three minutes. The following are some key metrics since inception of the program:

Number of Transactions	90,818
Number of New Members	21,687
Average Transaction Value	\$ 2.63
Payment Total	\$ 238,555.00 (9% of total meter revenue)

Non-Resident	92.5%
Resident	7.5%
Total	100.0%

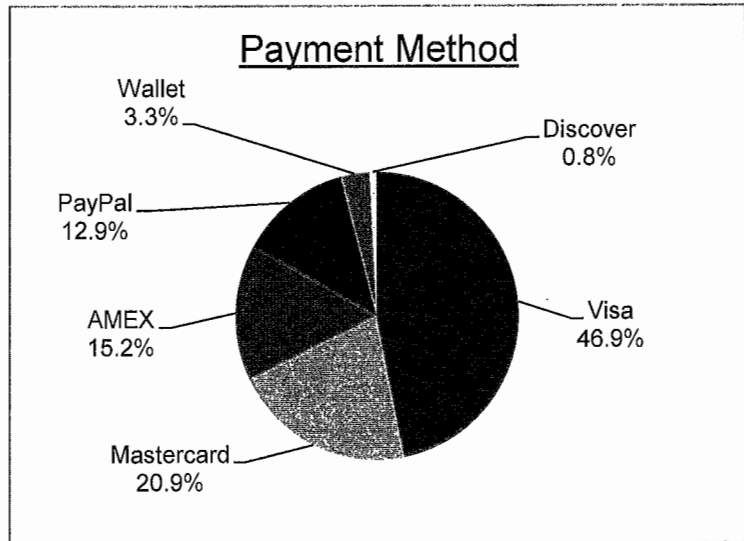


<u>Length of Sessions</u>	<u>% of TXNS</u>
121+ Mins	24.8%
46 - 60 Mins	21.3%
60 - 120 Mins	28.4%
16 - 30 Mins	11.6%
0 - 15 Mins	8.7%
31 - 45Mins	5.2%
<b>Total</b>	<b>100.0%</b>



**Payment Method**

Visa	46.9%
Mastercard	20.9%
AMEX	15.2%
PayPal	12.9%
Wallet (prepaid)	3.3%
Discover	0.8%
<b>Total</b>	<b>100.0%</b>



ParkMobile and representatives of the Parking Department held meetings with various stakeholders to promote ParkMobile's promotional programs and the City's ParkMe Miami Beach mobile application, and pay by license plate platform. Participants included: Miami Beach Chamber of Commerce, Greater Miami and Beaches Hotel Association, Ocean Drive Association, Alton Road Business Association, 1111 Lincoln Road, and AT&T. ParkMobile continues to be committed to expanding the already impressive adoption rate.

If you should have any questions, please contact Saul Frances, Parking Director via email or at extension 6483.

- c: Kathie Brooks, Assistant City Manager
- Patricia Walker, Chief Financial Officer
- Mark Taxis, Assistant City Manager
- Joe Jimenez, Assistant City Manager
- Marcia Monserrat, Special Projects Coordinator
- Saul Frances, Parking Director

  
JLM/KGB/SF

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