

TRANSMITTAL MEMO

TO: The Council President

FROM: Peter Little, Executive Director

DATE: July 7, 2016

RE: Council Bill 16-0686



PARKING
OF BALTIMORE CITY
AUTHORITY

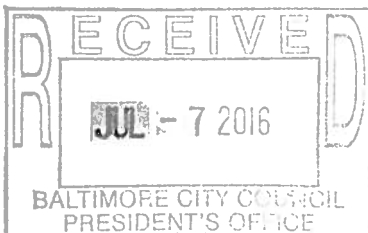
I am herein reporting on City Council Bill 16-0686, Valet Parking – Metered Parking – Multi-Space Methods. Introduced by the Council President at the request of the Administration (Parking Authority).

The purpose of this bill is to authorize certain alternative methods for the operation of multi-space metered parking; to correct, clarify, and conform related language; to repeal obsolescent provisions; and generally relating to the installation and operation of metered parking systems.

Over the past 12 years, the Parking Authority has improved the City's on-street metered parking program. We introduced EZ Park multi-space parking meters 12 years ago, and now have over 900 EZ Park meters throughout the City. EZ Park meters allow up to 15% more cars on each block face because parking spaces are not demarcated making it easier for parkers to find an on-street space. EZ Park meters also make it easier for customers to pay for parking because they accept credit and debit cards as well as cash. Where multi-space meters are impractical, we have installed over 2,300 "smart" single-space parking meters that accept credit and debit cards (as well as cash). These new methods of metering have improved the parking customers' experience, provided tools and data to better manage the City's valuable on-street parking assets, and resulted in a significant return on the City's investment in the meter program.

We would like to explore the potential of two new parking meter technologies – mobile-payment (also known as "pay-by-cell-phone") systems and pay-and-register-tag (also known as "pay-by-license-plate") multi-space parking meters. These new technologies have been successfully introduced in hundreds of cities in the United States and internationally. Both of these systems would make the metered parking experience more convenient for customers, would provide better data to the City, and would allow us to operate the City's metered parking program more efficiently.

Therefore, the Parking Authority supports the passage of City Council Bill 16-0686.



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