



Meters

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interpreter

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Work Session Agenda Item 2
September 26, 2022

International Bridges Department-
Management Update Parking

• Organizational Integration

Parking Division

One Stop Shop

Manages meter reservations and permits

Streets and Maintenance

Traffic Engineer approves proposed meters, and SAM installs poles and striping

Parking Enforcement

Parking Enforcement Division enforces parking regulations and issues citations

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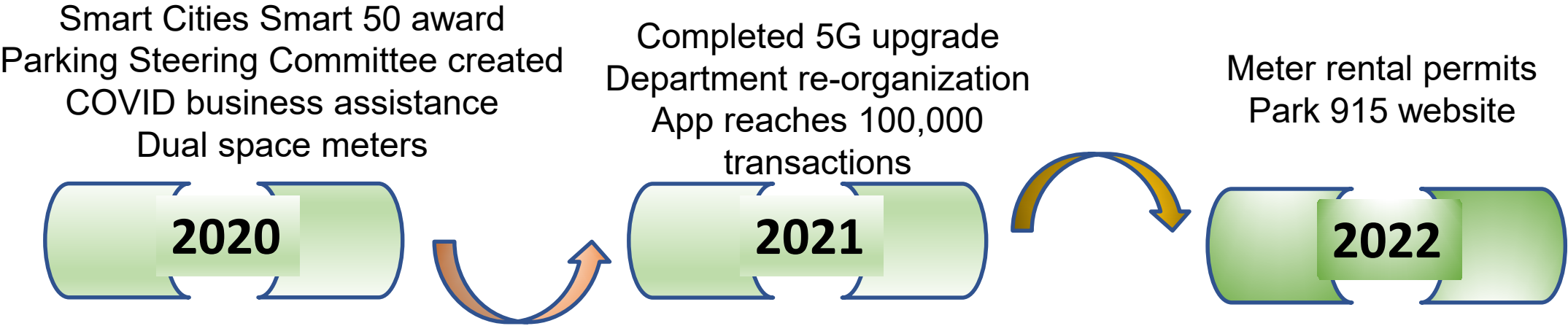
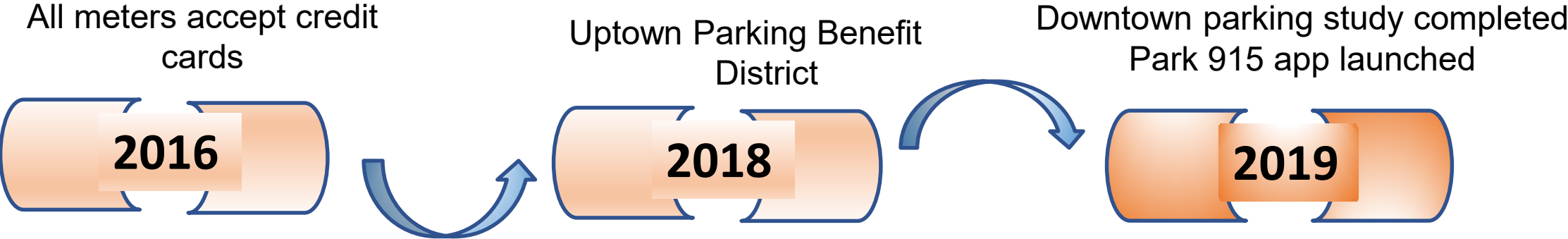
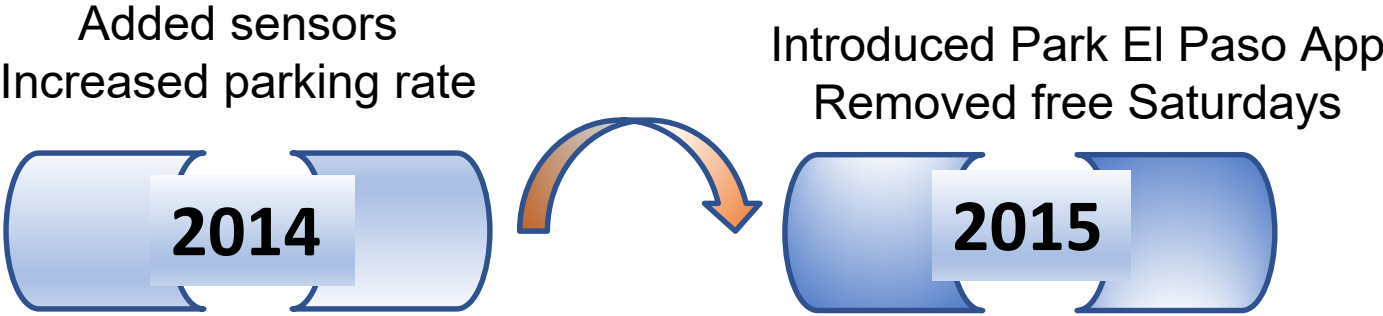
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Parking Transformation - Results

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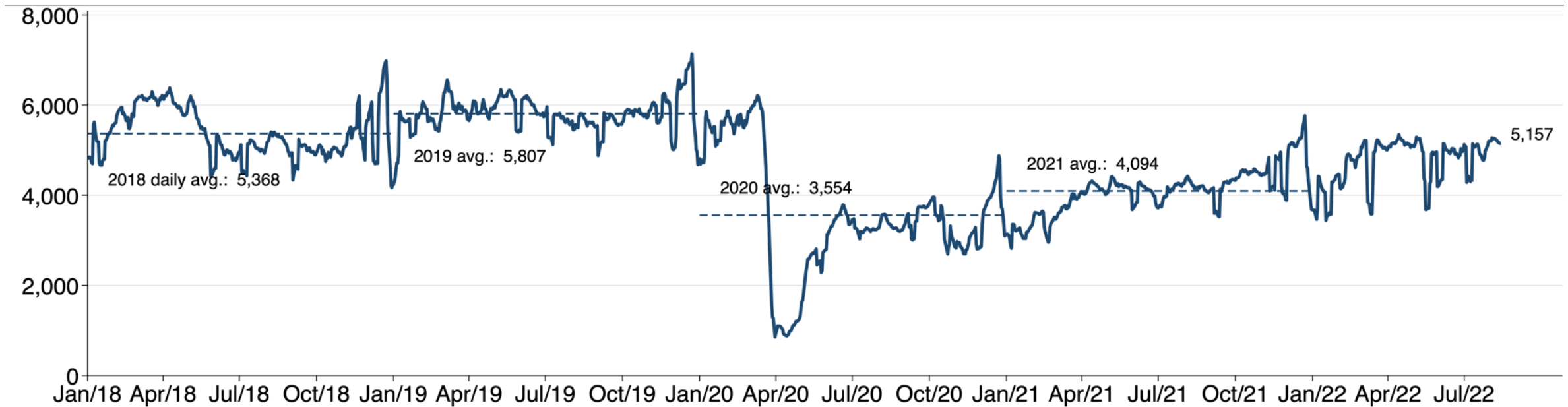


Parking Meter Transactions

- Daily transactions 10% below 2019 avg
- 4% increase in credit card revenue from 2021 to 2022 YTD
- 2% increase in app revenue from 2021 to 2022 YTD

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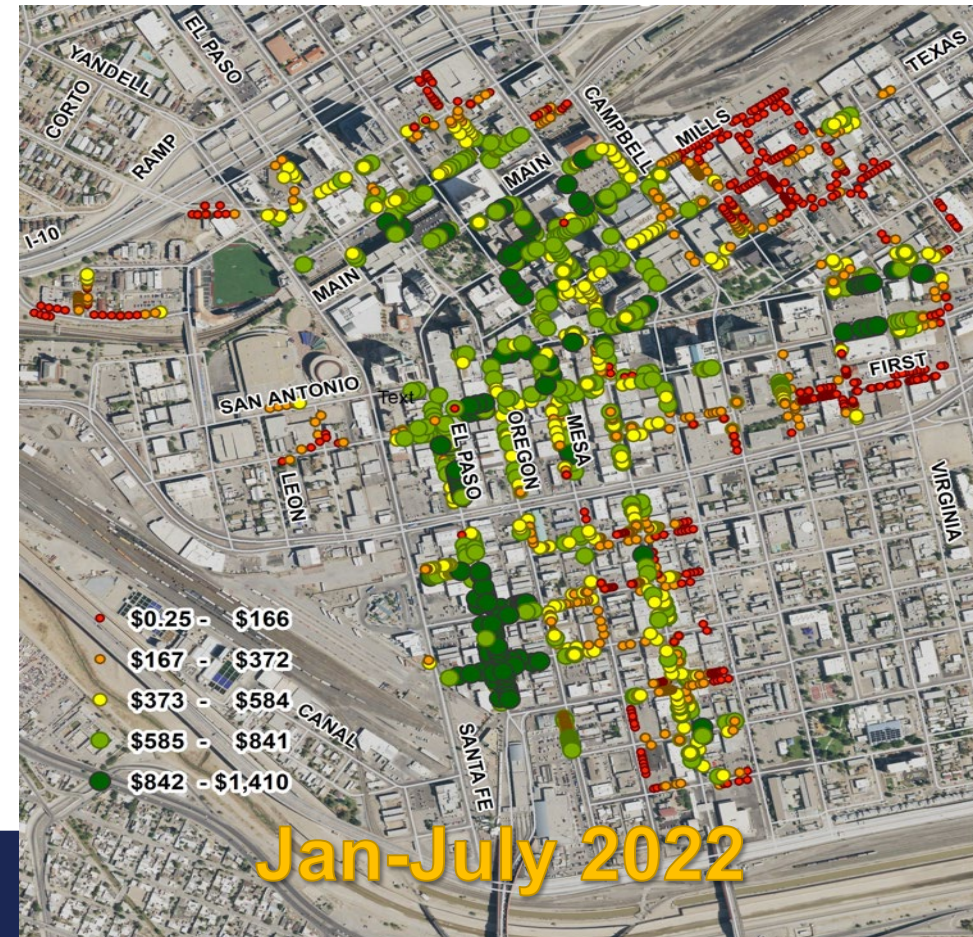
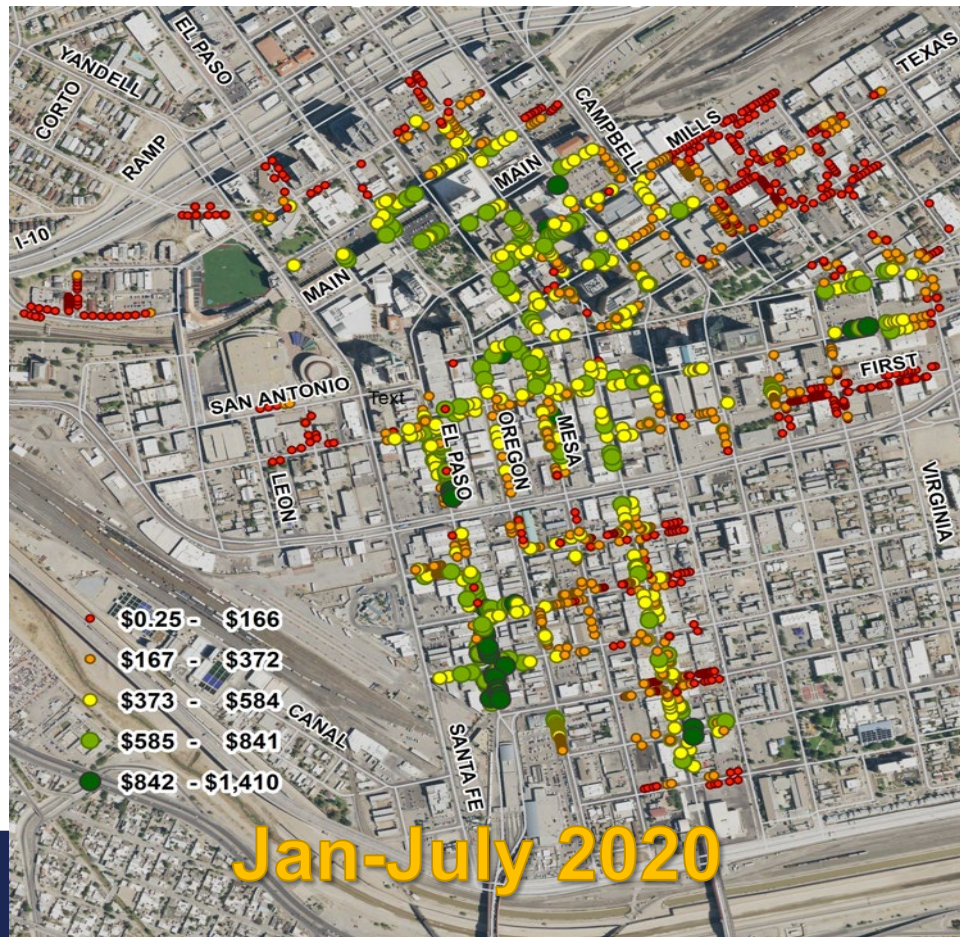
Downtown Meter Revenue

- Meter usage has rebounded from COVID period

Source: City of El Paso International Bridges, January 1 to July 31.

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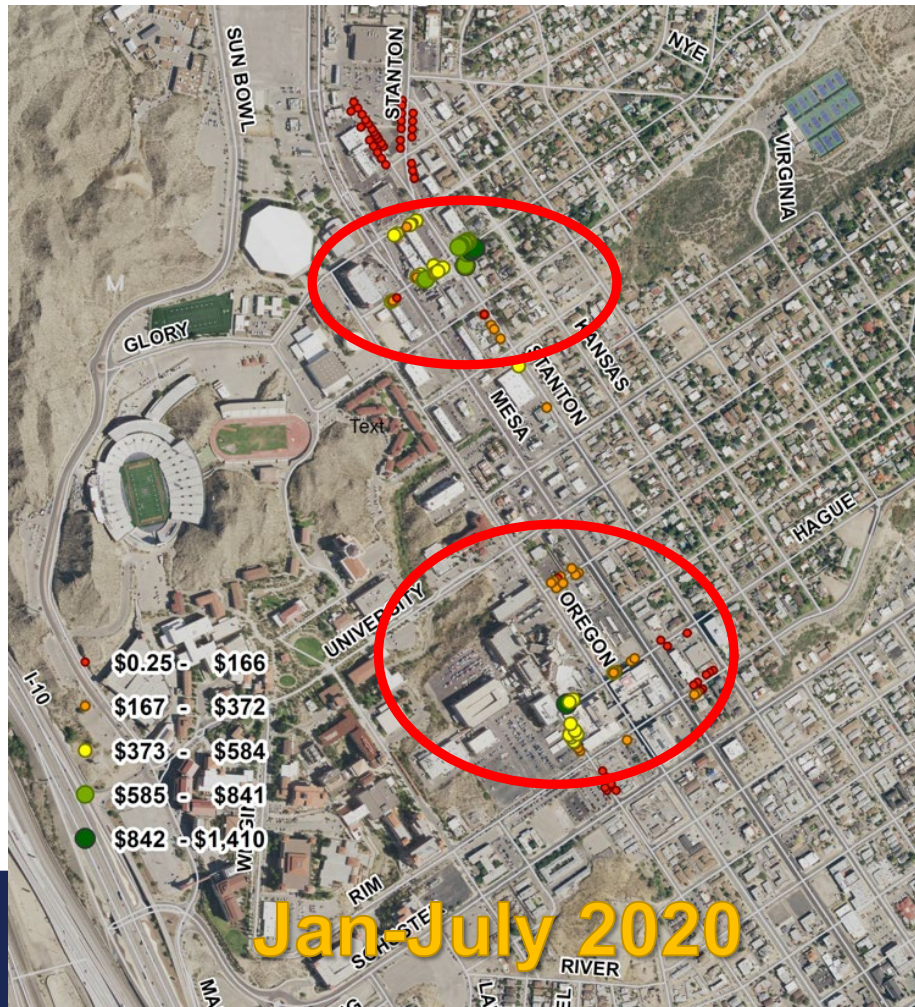
Uptown Meter Revenue

- Meter usage has rebounded from COVID period

Source: City of El Paso International Bridges, January 1 to July 31.

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Meter July YTD Revenue (Heat Maps)

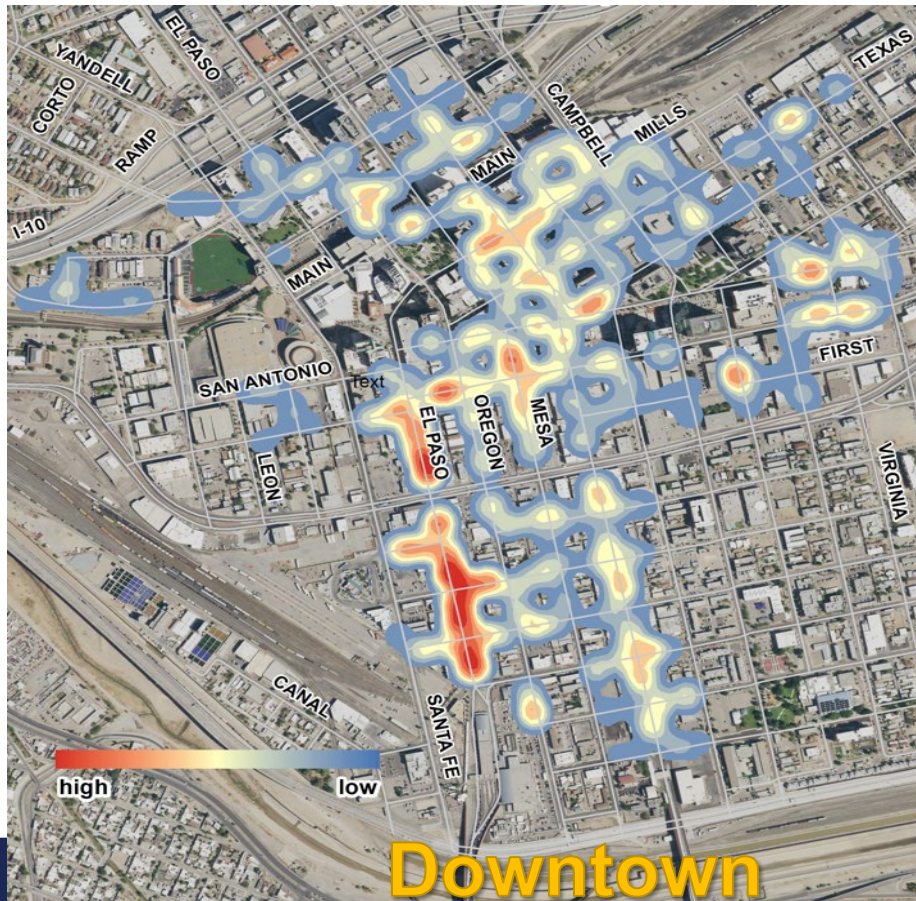
Highest Revenue— El Paso St. to Overland

Highest Revenue— Cincinnati and Boston areas

Source: City of El Paso International Bridges, usage revenue from January 1 to July 31, 2022. Heat map (kernel density algorithm) measures statistically significant neighborhoods of individual meter revenue (meters with high or low values next to other meters with high or low values).

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Adaptive Shift During Covid-19



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Assisted 26 local businesses during state and local restrictions for indoor dining by providing 52 “Free Parking” spots for pick-up and delivery services in the downtown and uptown areas

Downtown Parking Study

Completed

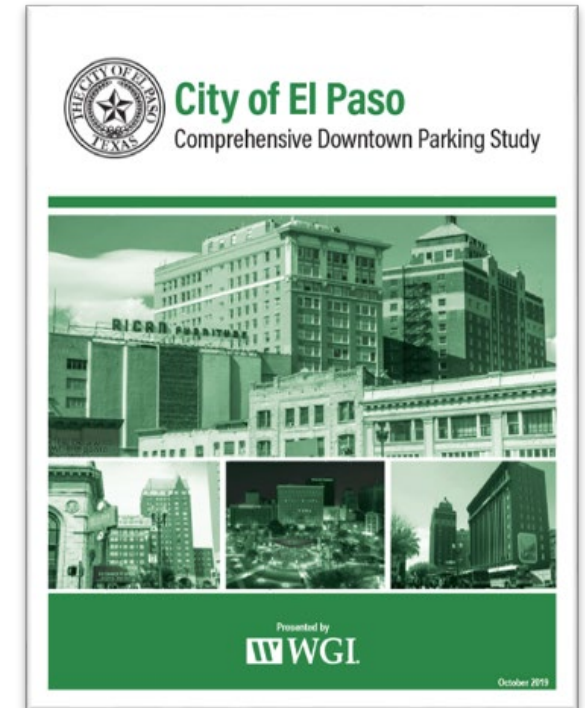
1. Marketing & communication plan
2. Parking technology
3. Stakeholder coordination
4. Expand parking branding program
5. Parking task force
6. Parking organization

In-Progress

1. Parking enforcement
2. Wayfinding programming
3. Shared parking
4. Flexible parking policies
5. Parking rate fee structure
6. Update parking ordinance
7. Future parking structures/technology
8. Active parking management
9. Parking master planning

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Park 915 App Highlights



SMART CITIES
CONNECT
CONFERENCE & EXPO

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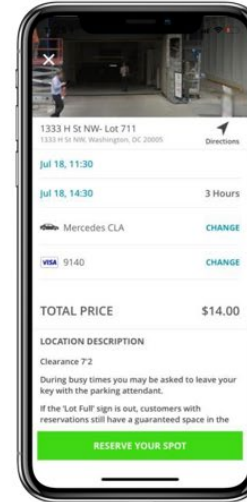
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- 45,000+ downloads as of June 2022
- 201,231 transactions as of Aug 2022
- Spanish language added Jan 2022
- UTEP added Spring 2022
- City wins Smart 50 Award in worldwide competition in Jan 2020
- Parking today 2020 awards finalist excellence in marketing
- City garages added Feb 2020

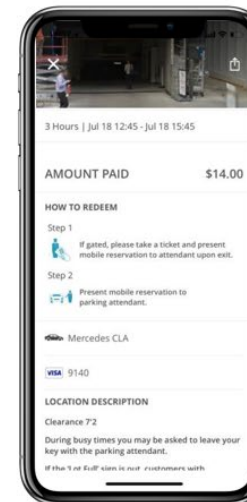
An easy and intuitive user flow for reservations



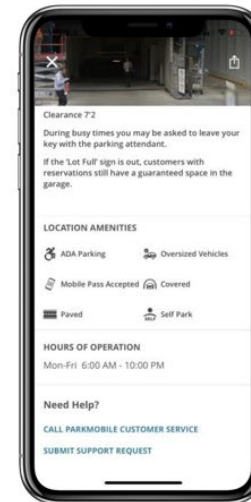
Search for
Parking



Location Details



Redemption
Instructions



Information related
to garage



Permit to gain access
to location

Voice of the Customer

- Worn Keypads
- Coin Jam
- Credit Card Jam
- Meter not giving Time
- Dead Batteries
- Graffiti
- Faded Domes
- Missing Decals
- Response time



Parking Meter/Sensor Upgrades

- Adding 145 metered spaces at Raynor PD parking lot
- Testing new pole mounted wireless sensors
- Added 125 subterranean sensors on South El Paso
- Added 304 Dual Space meters

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Park 915 Website Enhancements

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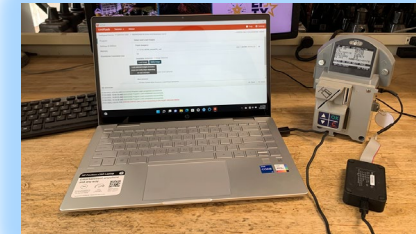
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Redesigned to provide customers enhanced parking meter info:

- Maps / Data
- Public-Private Lots / Garages
- Hours / Rates
- Meter Reservation

Parking Reorganization

- Supervisor position to Operations Manager
- Four Service Worker positions to Technicians
- Updated PEMs, Parkmobile, and GIS meter location databases
- Redesigned Accela system for meter rental permits



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Vehicle Upgrades

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Added 3 Ford Transit Connect Vans

Features:

- Lift-gate capabilities
- Smaller size to maneuver more easily

Updated safety features:

- Back up camera
- Alarm to warn when vehicle in reverse

Results of High Performing Workforce

- Keypad replacements
- Dome replacement
- Graffiti Removal
- Decal Replacement
- Shortened Response time
- Decreased Repair Turnaround



54.5%

Decrease in Customer Calls after the upgrade

13.5

June – Dec 2021
Monthly Average Calls

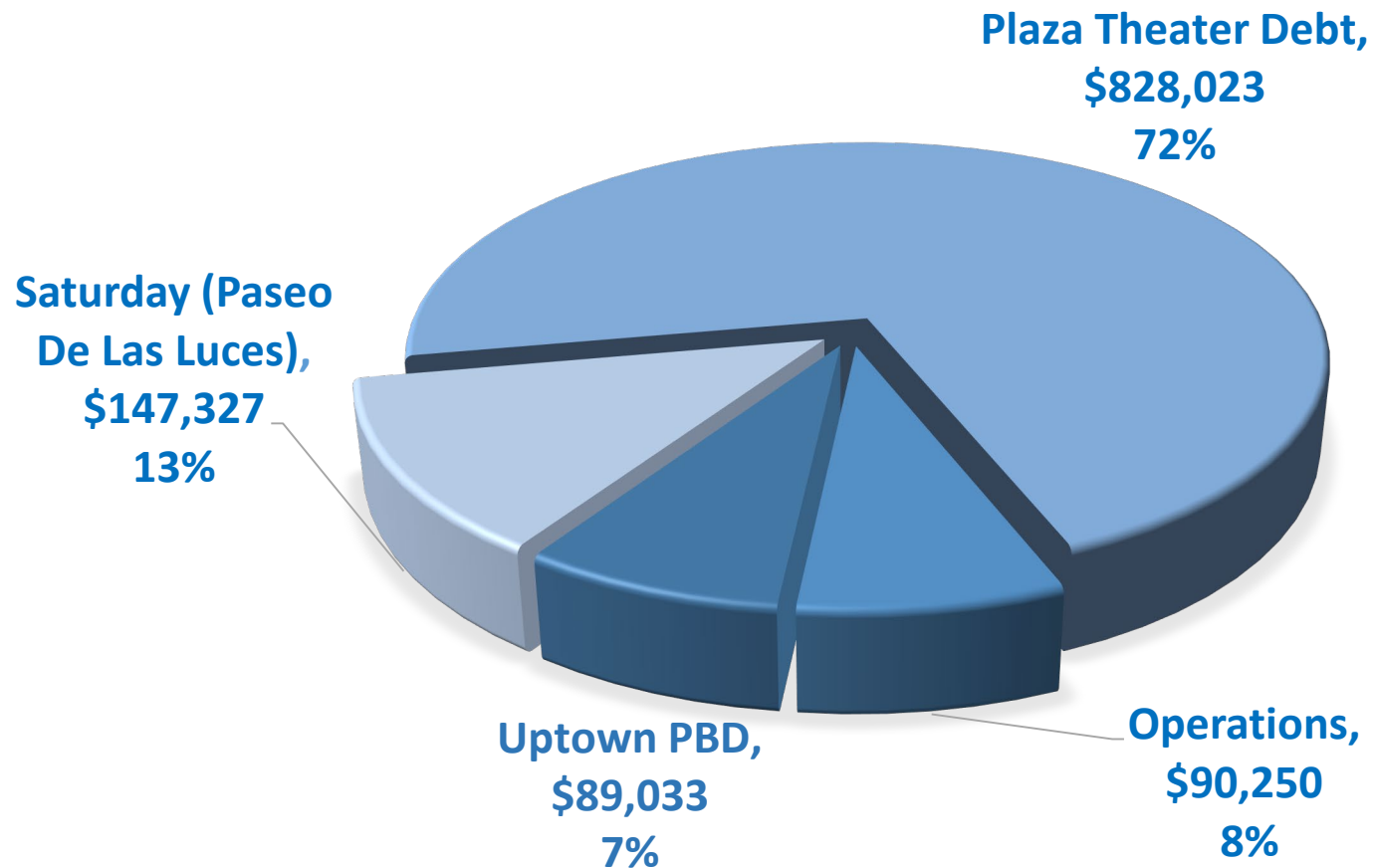
6.14

Jan – July 2022
Monthly Average Calls

FY22 Meter Revenue Disbursement

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Future

- Electric vehicle charging stations
- Extend operating hours downtown
 - Expand into new areas
 - Title 12 Ordinance clean-Up
- Wayfinding plan for downtown
 - Additional city lots
 - Shared parking
- Enforcement enhancements
 - Parking master planning
- Collaborating with Municipal Court / Police Dept
- Redesign residential parking program for downtown
 - Curb management strategies

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Mission

Deliver exceptional services to support a high quality of life and place for our community

Values

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople

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Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government