



LEGISLATIVE REVIEW COMMITTEE
Meeting Action Report

Committee: Transportation

Members: City Representative Beto O'Rourke (Chair)
City Representative Susie Byrd
City Representative Rachel Quintana
City Representative Steve Ortega (absent)

Date of Meeting: January 07, 2010

I. Presentation, discussion and action on creating bicycle rental stations within the City of El Paso.

Summary:

Staff reviewed the bicycle share (rental) programs in France, Spain, Canada, and Washington, D.C. and identified other programs that are being developed in the United States. Staff explained the financial model utilized in Washington, DC to fund the bike program and explained that advertising can be used to offset costs. Staff is recommending that a bicycle rental program be incorporated into the design of the Bus Rapid Transit corridors.

The LRC commented on the status of the City's bike plan and the need to incorporate the bicycle rental program with the bike plan. The LRC also asked staff to review the costs and benefits of a bicycle rental program and how such program could be economically implemented by the private sector.

Action Taken:

The LRC voted 3-0 to accept staff's recommendation to incorporate a bicycle rental site into the design of the Bus Rapid Transit Corridors and to move forward with a proposal. The bicycle share program should be financed privately.

Disposition:

Staff's recommendation will be brought before the Mass Transit Board.

II. Presentation, discussion and action on a parking meter Pilot Demonstration of Duncan Technologies "Pay by Space" and IPS Group "Single Space Parking Meter" systems that allow multiple payment options including credit and debit cards.

Summary:

Staff provided the LRC with options for updating the City's parking meters. The primary two industry options are "Pay by Space" stations and "Single Space Meters". Both options stress customer

convenience, multiple payment options, wireless capability for real time performance and financial data, efficient enforcement ability and increased revenue potential. Staff is recommending that a pilot demonstration program be initiated utilizing both technologies to determine which technology is more cost effective. The pilot demonstration program is estimated to be \$30,000 for the first year to be paid for by operational cost savings.

Action Taken:

The LRC voted 3-0 to accept staff's recommendation to initiate a pilot demonstration program utilizing the two technologies. The LRC requested that staff provide a cost benefit analysis and a funding plan for the replacement of all the City's current parking meters. Further, the LRC requested that, upon the completion of a proposed scope of work for a Downtown Parking and Traffic Circulation Plan, it be brought before the LRC for discussion.

Disposition:

Staff's recommendation will be brought before the City Council.

III. Presentation and discussion of Sun Metro performance measures and goals for the time period of Fiscal Year 2009 and Fiscal Year 2010.

Summary:

Staff reviewed FY 2009 and FY 2010 statistics and provided FY 2010 goals. Mr. Banasiak included YTD numbers from Austin, Phoenix, and Albuquerque. The LRC asked that the accuracy of the information be verified, and that the FY 2010 goals be improved. The LRC expressed concern that the FY 2010 goals should be more challenging. A comparable report should also be developed for paratransit service. Additionally, the LRC expressed concern that effective marketing was not being used and asked that Sun Metro develop a marketing plan. The plan will be brought back as an action item before the LRC.

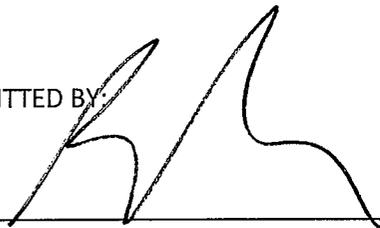
Action Taken:

The LRC requested that an update of Sun Metro's performance goals be provided at the next Mass Transit Board meeting.

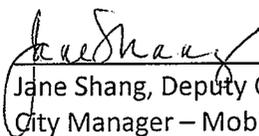
Disposition:

Sun Metro's performance measures for fixed route and paratransit service will be presented at the next Mass Transit Board meeting.

SUBMITTED BY:



City Representative Beto O'Rourke, District 8
Chair, Transportation LRC



Jane Shang, Deputy City Manager
City Manager – Mobility Services



Bicycle Share Program





Brief History

- Earliest bike share program was started in Amsterdam in the 1960's
- First project in the United States was in Portland, OR in 1994 begun by private interests and evolved into a bike rental business
- Bicycle share programs have been popular throughout Europe such as Paris' Velib (2007) and Montreal's Bixi (2009)
- Currently Washington, D.C. is the only US City to have an operational bike share program



Program Characteristic Types

- Membership/Subscription
 - Users are provided with a membership card to check out bicycle
- Partnerships
 - Public/Private partnerships have been developed where the municipality is provided with donated bicycles by private organizations in return the donor is allowed to advertise in the bicycles.



Current Popular Programs

- There are many bicycle share programs around the world, but these are the most popular
 - Velib in Paris, France (1,450 stations with a fleet of more than 20,000 bicycles)
 - Bicing in Barcelona, Spain (400 stations with a fleet of more than 3,000 bicycles)
 - Bixi in Montreal, Canada (300 stations with a 3,000 bicycle fleet)
 - SmartBike in Washington, D.C. (10 stations with 10 bikes per station; totaling a 100 bicycle fleet)



Potential Users

- **Bus Riders**
- **Private Citizens**
- **Government Employees**
 - City Hall, Union Depot, County Offices, Federal Offices
- **Students**
 - UTEP, EPCC
- **Private Businesses**
 - Banks, Corporations, Business offices
- **Tourists**
 - Develop bicycle tours to points of interest



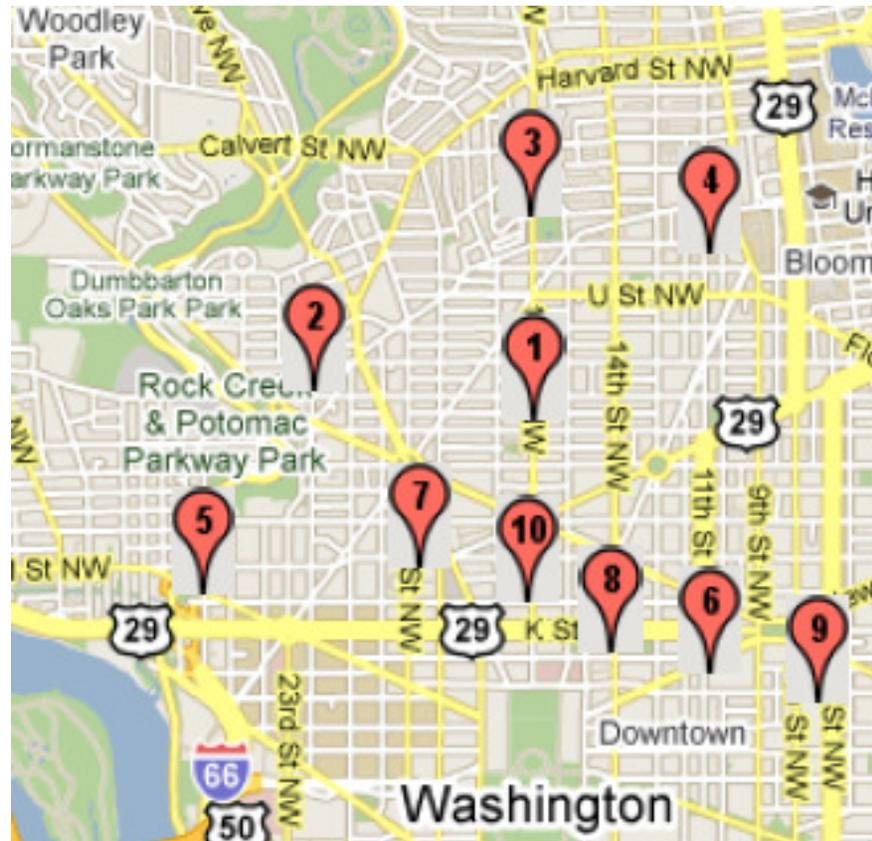
Developing Bike Share Programs in the United States

- Boston, MA is working with Bixi Montreal to introduce the Bixi system to Boston beginning Spring 2010
- San Francisco, CA initiated a pilot program in 2007, but no operational program has been developed
- Chicago, IL is currently working on the scope of the program with B-Cycle which is a company similar to Bixi Montreal



Bike Sharing in Washington DC

SmartBike DC



- SmartBike DC has 100 bikes at 10 locations in the heart of the city.
- The bikes can be returned to any of the kiosk locations.



Bike Sharing in Washington DC

SmartBike DC

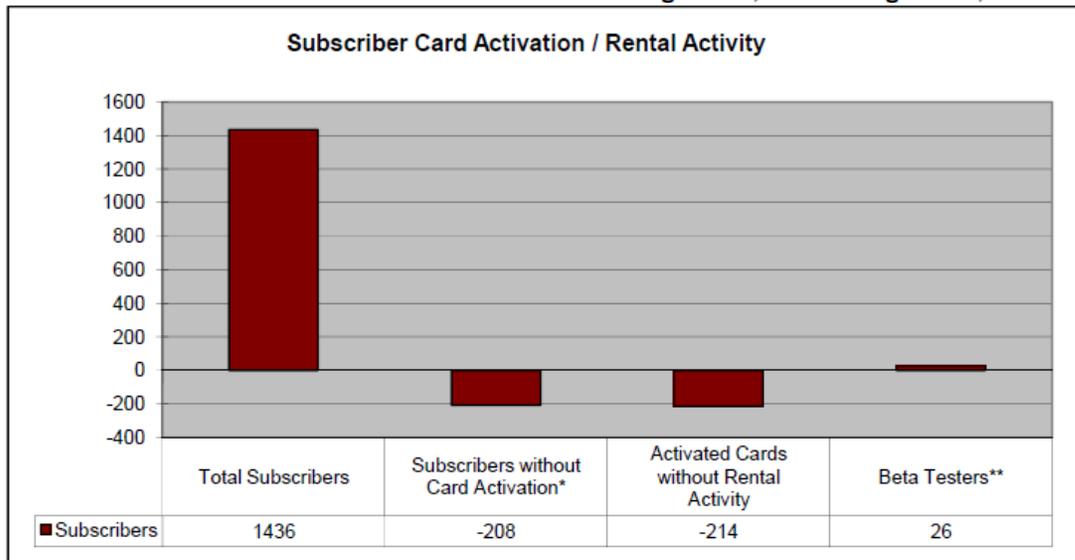
- **Public-Private Venture (District Department of Transportation DDOT-Clear Channel)**
- **Annual cost to the City has been \$0 since Clear Channel Outdoor operates SmartBike DC as part of the bus shelter program for the DDOT**
- **Clear Channel has exclusive advertising rights in the city's bus shelters**
- **The bikes and stations are cleaned and repaired by Clear Channel Outdoor's teams**
- **All revenues from subscriptions and usage fees are paid to DDOT**



Cost/Benefit Analysis

SmartBike DC

USAGE STATISTICS FOR PERIOD: August 13, 2008 - August 31, 2009



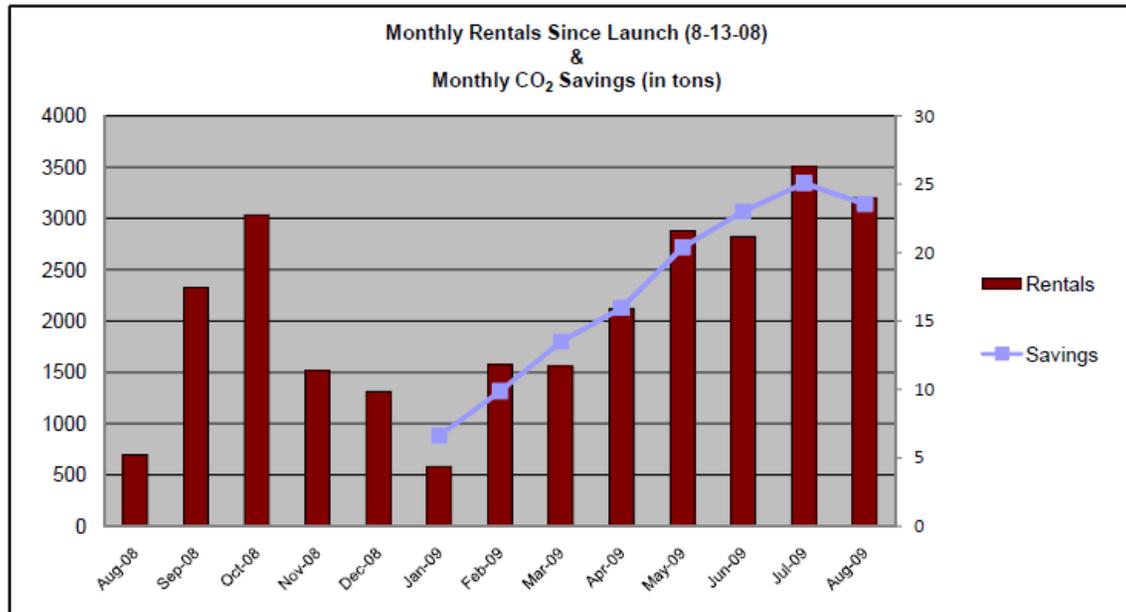
**A beta tester is someone who tests a product before it is released. *Includes most recent subscribers, who may not have activated yet.

**Beta Testers expired on 02/16/09

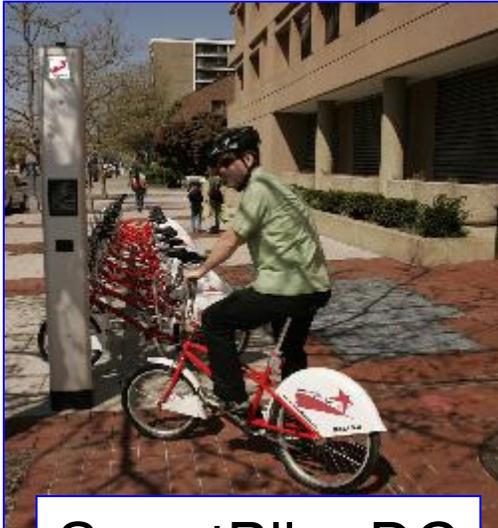
- Individual annual subscription: \$40 (\$37.83 plus 5.75% sales tax \$2.17)
- 1200 members
- 100 trips a days
- Revenue \$48,000 year



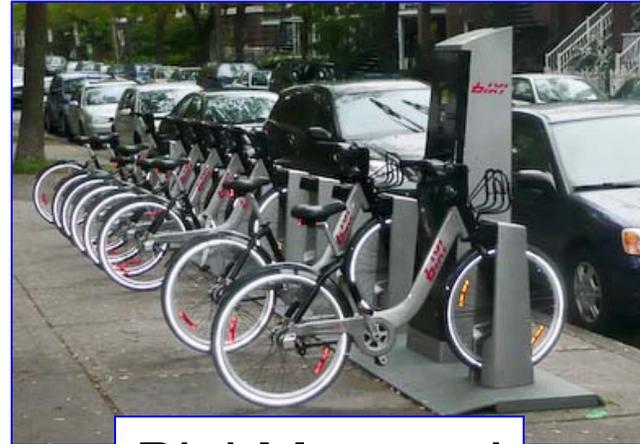
Cost/Benefit Analysis SmartBike DC



- **1 bike has been stolen in the first 12 months of the program.**
- **Vandalism has been minimal since operations began on August 2008.**
- **The average CO₂ (Carbon Dioxide) savings was calculated based on the activity of the card and the replacement of vehicular trips.**



SmartBike DC



Bixi Montreal



Bicing Barcelona



Velib Paris



LRC Directive

- Sun Metro requests direction from the LRC to develop bicycle share program that could be incorporated into the current transit and future RTS services.



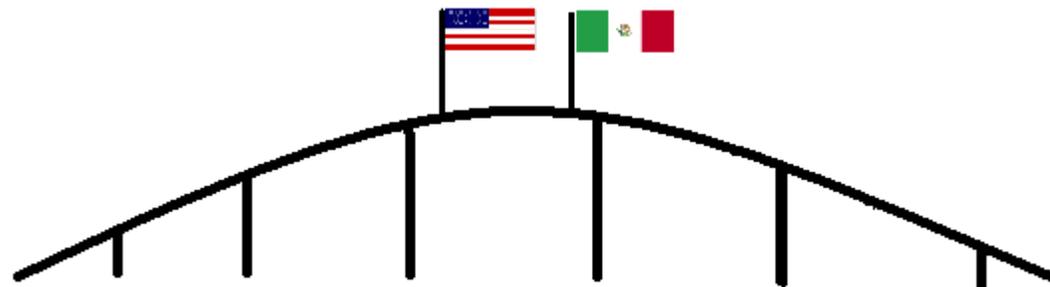
Thank you
Questions



INTERNATIONAL BRIDGES DEPARTMENT

PROPOSED PARKING METER PILOT DEMONSTRATION

JANUARY 2010



International Bridges El Paso, Texas



Brief Corporate Overview

- Serve more than 2,000 clients worldwide, including:
 - 2,000 parking meter clients
 - 600 parking enforcement handheld clients
 - 200 citation processing clients
 - 100 debt collection services clients
 - 10 parking management outsourcing clients
- Our market presence and breadth of offerings place us in the center of trends and initiatives
 - Large cities striving to manage parking in tandem with transit and transportation policies
 - Medium cities searching for ideal equipment solutions to serve diverse parking sites
 - All cities searching for increased revenue and improved customer service

Our direct experience suggests that “integration” and “innovation” will be keys for public parking programs.

Duncan's Integrated Solutions

Integrated Partner Solutions



Vehicle Sensors



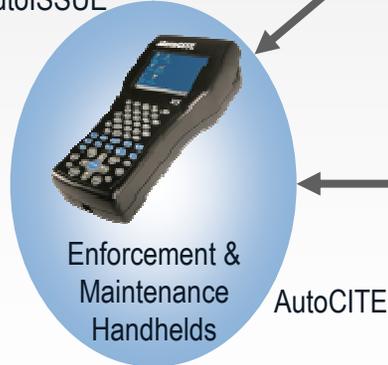
Booting & Towing Solutions



Parking & Enforcement Products and Technologies

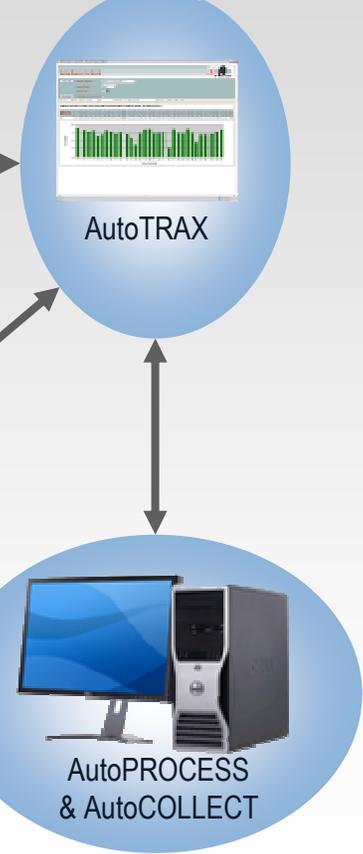


AutoISSUE

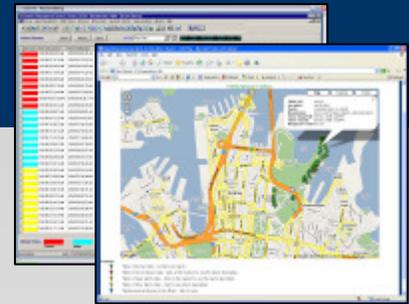


Duncan Offerings

Parking Management Information Systems



Duncan's Parking Technology



Duncan AutoTRAXSM
Integrated Parking Management System



Proven, Durable, Secure Meter Solutions & Convenient Payment Methods for Consumers. Pay for parking using coins, credit/debit card, cell phone, or Smart Card.



Fully Integrated System Solution and Real-time Parking Management through Duncan's AutoTRAX. Duncan's AutoTRAX system provides remote meter status monitoring, rate adjustment capability, and management reporting features, allowing parking program personnel to see the status of every meter and zone, change parking rates, and view and respond to alerts for needed maintenance, collections, meter violations, and more.

Proven, Durable, Secure Meter Solutions & Convenient Payment Methods for Consumers.



Can't Get Back to Feed the Meter? Add additional time remotely through "pay at any meter" or pay-by-cell options. Payment information is updated right back to the meter.

Integrated Enforcement. Duncan's integrated AutoCITE X3 solution allows enforcement officers to identify active violations based on real-time reporting from meters – dramatically enhancing enforcement efficiency.



Automated Communications with Technicians in the Field. Duncan's AutoTRAX Field Service Manager Application provides instantaneous alerting and diagnostic data on meters to maintenance technicians in the field.



Duncan VM - Customer Convenience

- **Easy to use**
 - Intuitive customer interface
 - Select space, pay and go
 - No need to return to car to display ticket
 - Multi-lingual instructions
- **Multiple payment options**
 - Coins, Tokens
 - \$0.50, 1Peso, 2Pesos,
 - \$5.00 and \$10 Pesos
 - Credit Card, Smart Card
 - Cell Phone (mPARK®)
- **Wireless capability**
 - Real-time performance data
 - Real-time financial data





Duncan VM - Payment Options



Coin Payments



Credit / Debit Card and Smart card payments



Pay by Cell Phone payments

Duncan VM - Efficient Enforcement

```

ENFORCEMENT
01:Expired -2:00:00
02:Credit +0:35:00
03:Credit +0:07:09
04:Expired -0:17:00
05:Expired -0:05:00

08/27/04 10:58:00
    
```

Enforcement Screen at Meter



Drive by / In-vehicle Enforcement with Enforcer Flipdots



AutoISSUE Wireless Integration



Multi-Space Meter		
Space	Expired	Location
474	20 hrs	3906 SUNSET BLVD
475	1 hrs, 2	3906 SUNSET BLVD
476	17 hrs	3906 SUNSET BLVD
479	1 min	3906 SUNSET BLVD
481	20 hrs	3906 SUNSET BLVD
483	19 hrs	3407 SUNSET BLVD

Duncan's Pay-by-Space meters only take 1/4 to 1/2 of the time to enforce, as compared to other solutions



Benefits of Pay by Space

- **Improve citizen convenience and satisfaction**
- **Simple customer operation, works just like a single space meter**
- **Conveniently located – easy to see and close to walk to**
- **No return trip to place a ticket inside car windshield**
- **Easy to enforce – all spaces expiry status visible from the street**
- **Greatly reduces visual clutter on your streets**
- **Fully integrated with enforcement handheld**
- **Unit completely digital, no paper, no printer, no cutting blades**
- **Reduces Service and Maintenance costs**
- **Can be managed by our AutoTRAX wireless management system**
- **Each space can be programmed individually**
- **Disabled – 30 minutes zones- loading zones- Restaurant valet parking**



IPS Group's Major Customers

Utility Meters and Cellular Products

- Georgia Power
- Alabama Power
- Kansas Electric Power Co-op
- Westar Energy
- AT&T
- Unicel (Rural Cellular Corp)
- Allegheny Power, PA



Parking Meter Installations and trial locations include:

- City of Beverly Hills, CA
- City of West Hollywood, CA
- City of Huntington Beach, CA
- City of Laguna Beach, CA
- City of Los Angeles, CA
- City of Denver, CO
- City of Minneapolis, MN
- City of Columbus, OH
- City of Norwalk, CT
- City of Phoenix, AZ
- City of Arlington, VA
- City of Baltimore, MD
- City of Jacksonville, FL



Single Space Meter Overview

Primary Features of the IPS Meter

- Multi Payment using Coin, Credit Card, Debit Card, Smart Card, or Pay-By-Cell
- Web-Based On-Line Management System
- Wirelessly Networked for Ultimate Control
- Solar Powered Battery System
- Highly Visible Expiry Indicator





Key Points of Interest

Easily adaptable to current system...

- Existing housings, cashboxes, keys, poles and signage are retained
- Existing cash collection systems, canisters, collection carts and methods are retained and optimized with the availability of real-time data
- No change to enforcement of single-space meter concept

Key Points....

- The average IPS revenue per space has been 20% to 30% higher than other non-credit card mechanisms.
- The cost of the IPS meter can be 40%-50% cheaper to install per space than a Pay-and-Display meter (assuming \$8000 per pay-n-display managing 10 spaces)



IPS Single Space Meter Summary

IPS Smart Meters provide all the features of single space meters with the following additional benefits:

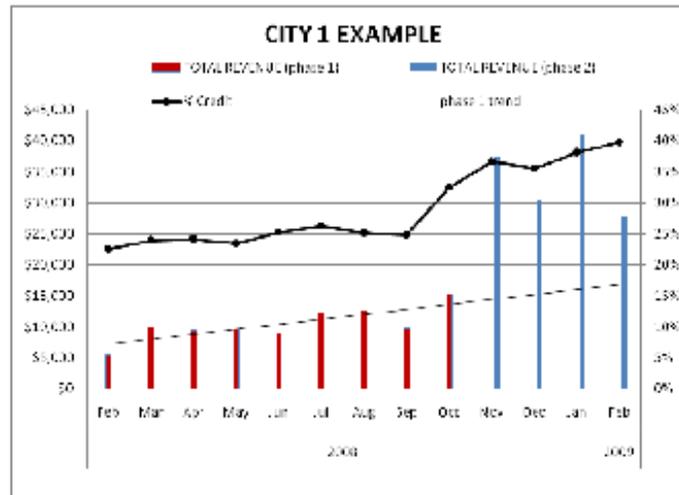
- Credit Card Payment is a major advantage
- Multi-Payment Options provide extra Convenience
- Cash and Card Auditing Capability
- Improves Meter Servicing Efficiency by Live Status Reporting via text message or email
- Solar Powered for Maximum Battery Life



Increase Revenue & Improve Cash Flow

PRIMARY BENEFITS

- Credit card revenue deposited daily, and less cash in lots/on streets.
- Larger average Credit Card transactions vs. CASH (2x-3x)
- Easier to increase parking rates, without the inconvenience and costs that have existed historically
- Increased meter uptime
- **RESULT:** 20%-30% increase in revenues



SAMPLE - X	2008												2009	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Avg Cash Transaction	\$0.90	\$0.77	\$0.78	\$0.79	\$0.77	\$0.80	\$0.83	\$0.84	\$0.77	\$0.79	\$0.90	\$0.90	\$0.92	\$0.89
Avg Credit Transaction	\$1.37	\$1.58	\$1.64	\$1.73	\$1.74	\$1.82	\$1.81	\$1.77	\$1.70	\$2.21	\$2.72	\$2.69	\$2.76	\$2.72
Credit vs Cash	1.5x	2.1x	2.1x	2.2x	2.3x	2.3x	2.2x	2.1x	2.2x	2.8x	3.0x	3.0x	3.0x	3.1x
Rate per Hour	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00



IPS Management System Overview

Primary Benefits of the IPS Web-Based System

- No need for local software installation
- Software updates are automatic
- Always will use the latest in encryption and security available on the market
- Real-time data available anywhere, any time
- Intuitive point-and-click user operation



Reduce Operating Expenses & Manage More Effectively

Reduce Expenses

- Optimize cash collection
- Faster response to meter faults means less meter downtime
- Credit can be cheaper than cash

Manage More Effectively

- Improved enforcement
- Updates take place in 24 hrs
- Manage by exception
- Full credit / cash audit capability
- Actively manage maintenance programs

Main Menu | Coin Box Volume

Coin Box Volumes

This report shows the cumulative coin box volume/value (since the last collection) for each meter on a given day and is sorted by the cashbox value in descending order. The % full calculation is based on the dollar value of coins which is set in the text box below.

Date: 01/22/2009 Refresh Show: All Records Max Coin Box value in \$: 100 Update

Pole Serial Number	1c	5c	10c	25c	\$1	\$1 token	Invalid	Total#	Total\$	% full
0	25	75	117	1	1	0	0	440	96.00	96
1	85	150	254	7	0	0	0	517	85.61	86
2	28	88	221	3	0	2	2	320	86.16	86
0	34	74	207	3	0	0	0	314	62.85	63
2	47	71	208	0	0	1	1	317	58.47	58
1	40	50	190	0	0	0	0	290	56.61	57
2	21	51	184	0	0	0	0	275	55.28	55
0	38	45	172	1	1	1	1	265	51.60	52
4	28	38	182	0	0	0	0	250	50.86	51
0	57	51	162	0	0	0	0	270	48.85	49
0	9	45	169	0	1	0	0	220	48.75	48
4	22	38	168	2	0	1	1	229	47.89	48
9	25	41	152	1	0	0	0	243	46.89	46
1	37	42	160	0	0	0	0	243	46.16	46
1	55	55	157	0	0	0	0	267	45.52	45

Data At Your Fingertips 24/7!

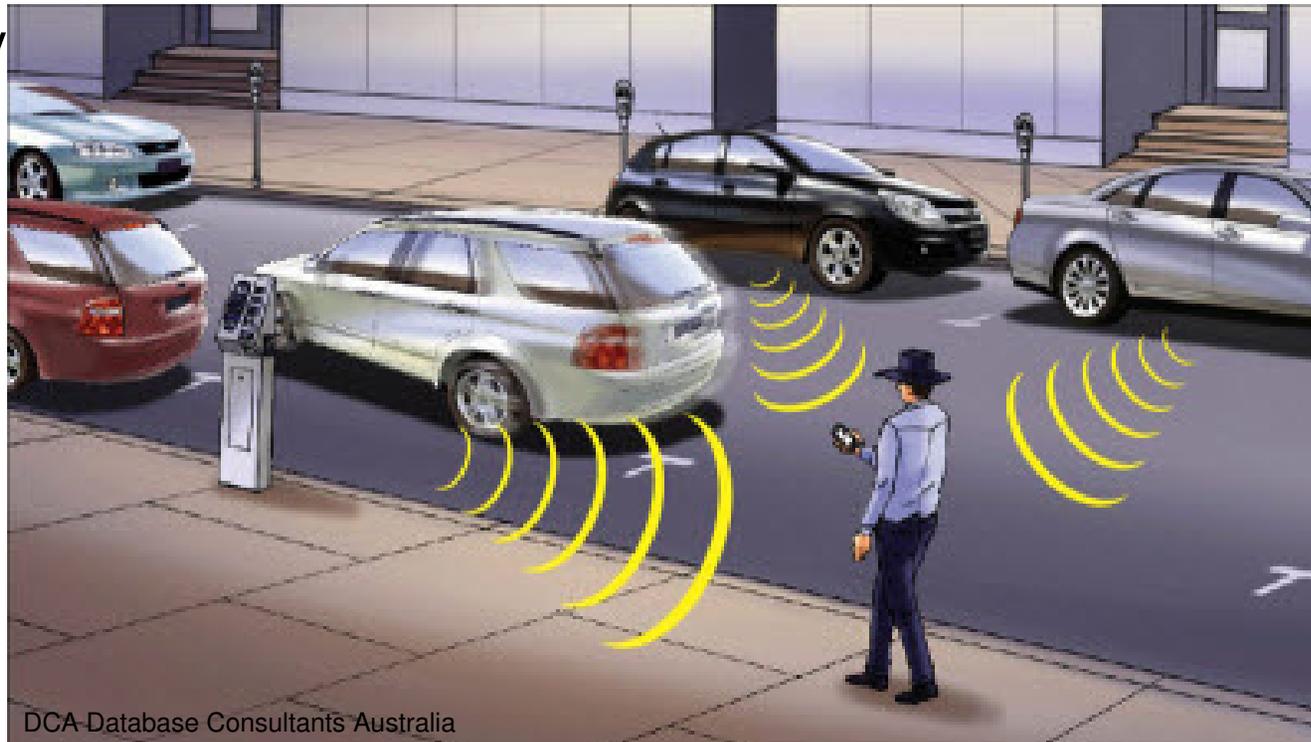
VEHICLE DETECTION TECHNOLOGY

S E R V I C E S O L U T I O N S S U C C E S S



Sensors, based on secured wireless technology, are installed in the ground in roadways, parking areas or any place that requires vehicle parking monitoring. The sensors detect vehicle arrival and departure information and determine when a vehicle is in violation. This information is transmitted wirelessly to the handheld mobile device held by the officer when the sensor is in range and the officer is alerted to violations.

This Technology may be used to allow for the rigorous enforcement of time limits and the charging of progressive rates.



RECOMMENDATIONS

S E R V I C E S O L U T I O N S S U C C E S S



The International Bridges Department

Recommends the Following:

1. That the Department purchases two (2) refurbished “Pay by Space” stations from Duncan Solutions and twenty four (24) “Single Space Meters” from the IPS group for a Pilot Demonstration of the two technologies. The Pilot Demonstration Cost for the first year is of the order of \$30,000. Pilot Demonstration will be funded through operational savings
2. That the Department develops a plan of action, with budgetary implications, for the upgrade of the parking meters to allow convenient multiple payment methods.

PARKING METER PILOT DEMONSTRATION BUDGET

S E R V I C E S O L U T I O N S S U C C E S S



DUNCAN SOLUTIONS

ITEM	NUMBER	COST PER METER	COST
VM Multi-Space Parking Meter (Refurbished)	2	\$4,500	\$9,000
Configuration and Set-Up	2	\$50	\$100
Training	1	\$3,000	\$3,000
Installation and Commissioning	2	\$400	\$800
AutoTRAX Wireless Parking Management	2	\$468	\$936
Annual Customer Support	2	\$100	\$200
Credit Card Transaction Fee	1200	\$0.13	\$156
DUNCAN TOTAL			\$14,192

IPS GROUP

ITEM	NUMBER	COST PER METER	COST
Single Space Electronic Meter Mechanisms with Credit Card Capability	24	\$500	\$12,000
Secure Wireless Gateway/Data Fee	24	\$45.00	\$1,080
Management System License Fee	24	\$24.00	\$576
Credit Card Transaction Fee	1200	\$0.13	\$156.00
IPS TOTAL			\$13,812

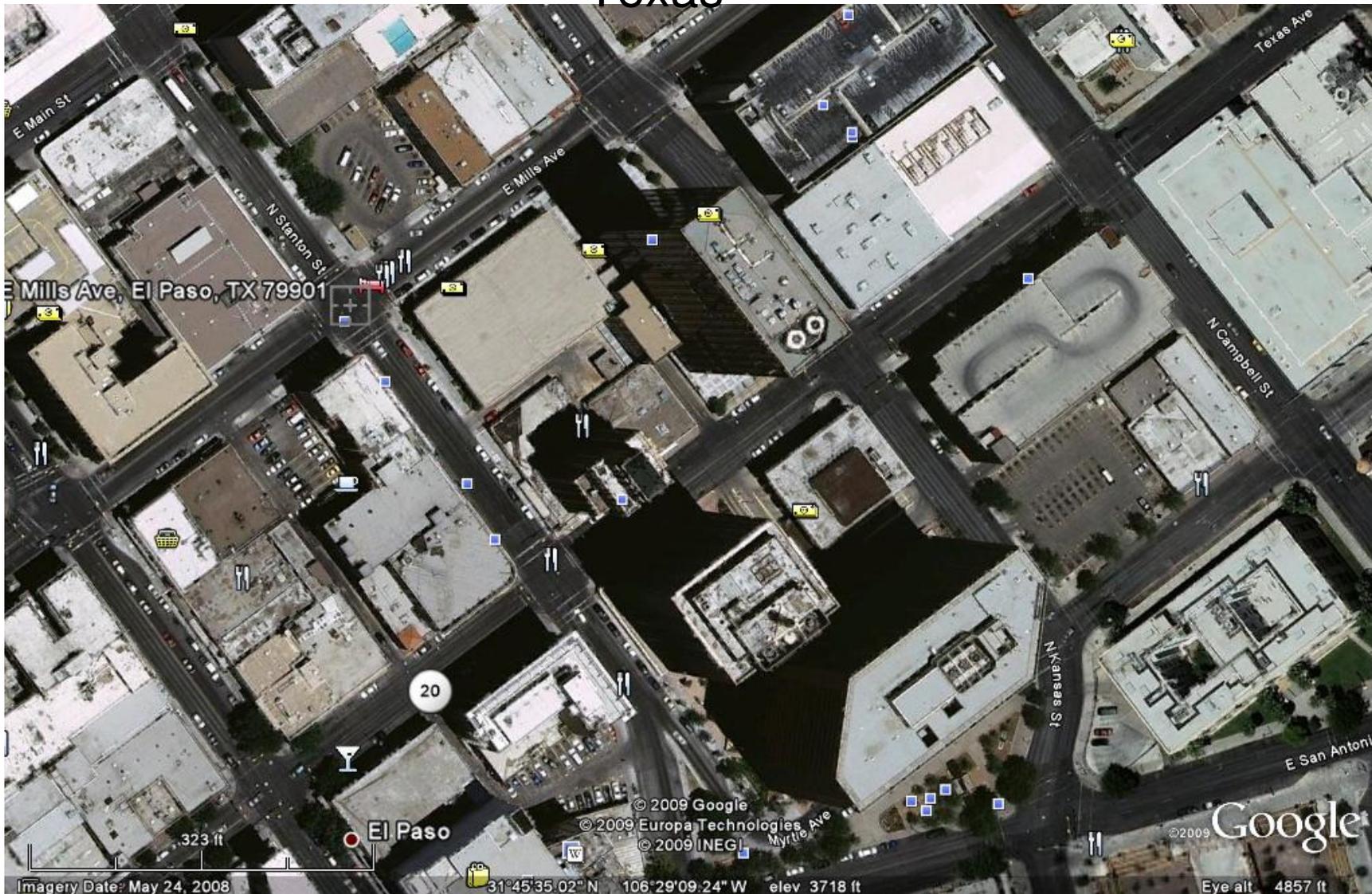
CONTINGENCY			\$1,996
PILOT DEMONSTRATION COST			\$30,000

RECOMMENDED PILOT DEMONSTRATION LOCATION

S E R V I C E S O L U T I O N S S U C C E S S



Two City Blocks Bounded by Mesa, Mills, Kansas and Texas



BENEFITS OF PARKING METERS UPGRADE

S E R V I C E S O L U T I O N S S U C C E S S



- EASE OF USE
- MULTIPLE PAYMENT OPTIONS
- LESS CASH IN METERS
- INCREASED CREDIT AND DEBIT CARD PAYMENTS
- FULL CREDIT AND CASH AUDIT CAPABILITY
- ALLOWS FOR INCREASED ENFORCEMENT
- INCREASED REVENUE OVER NON-CREDIT CARD MECHANISMS
(20 - 30% INCREASE ACCORDING TO IPS GROUP)

QUESTIONS OR COMMENTS

THANK YOU



Sun Metro

Ridership	2009		2010		Goal	Austin	Phoenix	Albuquerque
	Month	YTD	Month	YTD	2010	YTD	YTD	YTD
Total	1,094	3,528	1,081	3,451	13,125	2,227	41,723	10,760
Passengers per Hour	26.6	27.4	24.2	25.0	22.4	33.2	31.1	32.5
Farebox Recovery Ratio	18.75%	24.02%	19.70%	20.14%	18.44%	10.00%	22.00%	11.00%
Passengers per Capita		23		23		47	16	24

Affordability								
Cost per Trip	\$3.05	\$2.55	\$2.82	\$2.81	\$3.57	\$0.77	\$3.06	*
Comparing fares- Full Fare	\$1.25	\$1.25	\$1.25	\$1.25		\$1.50	\$1.75	\$1.00

Safety								
Collisions per 100,000 Miles	1.3	1.5	1.6	1.8	1.4	2.0	1.0	
Worker's Comp Claims per 100 Employees	2.1	3.5	0.8	4.1	0.0	6.0		

Maintenance								
Preventitive Maintenance	100.0%	100.0%	99.0%	99.0%	98.0%	99.2%		
Road Calls	417	1,692	142	546	3,400	955		

Customer Satisfaction								
On-Time	96.0%	95.0%	95.0%	93.0%	97.0%	91.2%		
Missed Trips	0.4%	0.6%	0.1%	0.2%	0.3%	0.1%		
Detailed Bus Cleanings per Month	268	697	330	991	3,590			
Customer Complaints per 100,000 Passengers	10	15	15	16	13	37		
Shelters / Bus Stops	148 / 3,044	148 / 3,044	148 / 2,998	148 / 2,998	298 / 3,000	703 / 3,095	2,504 / 4,262	217 / 2,884
Schedule Displays / Bus Stops	122 / 3,044	122 / 3,044	122 / 2,998	122 / 2,998	498 / 3,000			

Paratransit								
Passengers per Vehicle Hour	1.7	1.8	1.7	1.7	1.6	2		
On-Time	92.0%	91.0%	88.0%	89.0%	93.0%	88.6%		
Cost per Trip	\$50.74	\$42.35	\$41.12	\$39.30	\$48.01	\$53.30	\$23.10	\$32.90
Collisions per 100,000 Miles	2.1	1.5	2.1	2.3	1.4	2		

*ABQ Ride is currently updating their accounting procedures