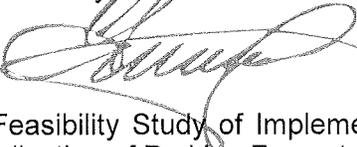


**Date:** October 21, 2014

**To:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Report to the Board: Feasibility Study of Implementing an Online Self-Service Parking Payment Service for Collection of Parking Fees at County-Owned Parks

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At the April 8, 2014 Board of County Commissioners (Board) meeting, the Board approved Resolution No. R-349-14 (Attachment 1) sponsored by Commissioner Esteban L. Bovo, Jr. directing the County Mayor or County Mayor's designee to study the feasibility of implementing an online fee collection program via the Miami-Dade County web portal which:

- (a) at a minimum, allows visitors to pay daily parking fees for County parks in advance online and prints a receipt to be displayed on the vehicle's dashboard; and
- (b) would allow visitors to purchase parking passes for Miami-Dade County Parks, Recreation and Open Spaces Department's (PROS) annual parking pass program.

The Board also directed that the feasibility study should consider funding implementation of this program through the collection of a transaction fee, and that a written report with the results of the feasibility study be presented at a meeting of the Board of County Commissioners.

#### Introduction and Background

PROS charges a parking fee at these Regional parks: Amelia Earhart Park, Crandon Park, Greynolds Park, Haulover Park, Homestead Bayfront Park, and Matheson Hammock Park. Currently parking fees are collected by an attendant at PROS' toll booths or at pay stations at PROS' marinas. Collection of parking fees at toll booths involves a significant number of daily cash transactions and results in additional queuing time for patrons waiting to enter park facilities during peak use times such as weekends or holidays. The handling of cash at toll booths presents additional security and audit/accountability issues.

#### Online Process Feasibility

After careful review, an online process with a printed receipt and/or a mobile web application designed to allow a receipt to be scanned was not found to be an industry best practice. This method of parking fee collection is typically used in limited circumstances, such as events with a small entry window for "VIP" parking passes upon the purchase of tickets to the entry of an event – such as purchasing a ticket and pass to a Miami Heat game and parking at the American Airline's Arena, where an attendant scans the printout with a hand-held device. An online process does not account for excess demand and "full" parking lots which occur during busy weekends and holidays at area-wide parks with parking fees. It would be more efficient to utilize a system that eliminates toll operations to the greatest extent possible to avoid queuing issues and maximize public access.

#### Parking Fee Collection Best Practices

Currently the best practices in the parking fee collection are a combination of Pay by Phone, Pay and Display through parking meters and collection via an attendant during peak periods. The process under review by PROS is a Pay by Phone system coupled with Pay and Display through pay stations. This system is currently in use by high volume parking fee collection agencies such as the Miami Parking Authority within the City of Miami, the City of South Miami, the City of Coral Gables and the City of Miami Beach. By providing this service, PROS would be allowing customers to use the same system to pay for parking. When paying by phone, motorists register their mobile phone number, tag

number and credit card number with the Pay by Phone provider. Once registered with a free Pay by Phone account, users key in the location number and the amount of parking time desired. The patron will simply identify the parking location number and the payment is then confirmed and processed. Park visitors will be able to use any smartphone. Park users would also have the option of paying with cash or credit/debit cards at a pay station and displaying their receipt on the dashboard of their vehicles. Payment enforcement is the key to ensuring the highest fee collection level possible and parking tickets issued by Parking Enforcement Officers is the best practice with this system. This mobile enforcement unit also provides security in parking lots.

#### Equipment Cost and Parking Lot Conversion

A Pay by Phone, pay station, or online parking system would require conducting an inventory of parking spaces, restriping of parking lots to include numbering for each space and establishing pay stations and signage, as not all patrons will want to or have the ability to Pay by Phone. Depending on the penetration of Pay by Phone, the number of pay stations may be reduced, lowering the capital cost and monthly maintenance fees resulting in greater net revenue to PROS. Currently, PROS does not have the "up front" capital funding to convert the existing toll booth parking operation to a modified Pay by Phone and pay station operation.

#### Conclusion and Recommended Next Steps

The County has approached the Miami Parking Authority to provide a partnership proposal that will include the use of Miami Parking Authority equipment, technology and enforcement and provide an appropriate revenue share with Miami-Dade. If the Miami Parking Authority and County are unable to come to terms for a partnership, PROS will continue developing a funding strategy for a Pay by Phone service and pay station parking operation for County parks and will explore other private sector opportunities through the appropriate procurement method. PROS will provide the Board with a report on the outcome of securing either the Miami Parking Authority or other party through the procurement process to provide these parking payment services. If you need additional information, please contact Jack Kardys, Director, Miami-Dade County Parks, Recreation and Open Spaces Department at (305) 755-7903.

Attachment: Resolution R-349-14

c: Alex Ferro, Chief of Staff, Office of the Mayor  
Michael Spring, Senior Advisor, Office of the Mayor and Director, Department of Cultural Affairs  
Jack Kardys, Director, Parks, Recreation and Open Spaces Department

Attachment 1

MEMORANDUM

Agenda Item No. 11(A)(3)

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**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

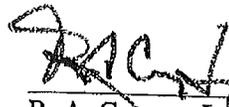
**DATE:** April 8, 2014

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution directing Mayor to study the feasibility of implementing an online self-service parking payment service for collection of parking fees at county-owned parks and to present a report to the Board with the results of the feasibility study at a meeting of the Board of County Commissioners within sixty (60) days  
Resolution No. R-349-14

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The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Esteban L. Bovo, Jr.

  
\_\_\_\_\_  
R. A. Cuevas, Jr.  
County Attorney

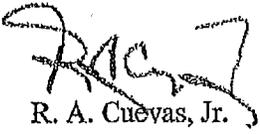
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**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** April 8, 2014

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(3)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A)(3)  
4-8-14

RESOLUTION NO. R-349-14

RESOLUTION DIRECTING MAYOR OR MAYOR'S DESIGNEE TO STUDY THE FEASIBILITY OF IMPLEMENTING AN ONLINE SELF-SERVICE PARKING PAYMENT SERVICE FOR COLLECTION OF PARKING FEES AT COUNTY-OWNED PARKS AND TO PRESENT A REPORT TO THE BOARD WITH THE RESULTS OF THE FEASIBILITY STUDY AT A MEETING OF THE BOARD OF COUNTY COMMISSIONERS WITHIN SIXTY (60) DAYS

WHEREAS, employees of the Miami-Dade County Parks, Recreation and Open Spaces Department are responsible for collecting parking fees at various county-owned parks; and

WHEREAS, collection of these fees involves a significant number of daily cash transactions; and

WHEREAS, collection of parking fees is often associated with extended waiting times for residents waiting to enter park facilities; and

WHEREAS, requiring Miami-Dade County Parks, Recreation and Open Spaces Department employees to handle large sums of cash presents a potential safety risk; and

WHEREAS, the Board wishes to provide a safer working environment for its employees while improving visitors' and residents' use and enjoyment of our world-class parks system,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:**

**Section 1.** This Board directs the Mayor or Mayor's designee to study the feasibility of implementing an online fee collection program via the Miami-Dade County web portal which:  
(a) at a minimum, allows visitors to pay daily parking fees for County parks online and prints a receipt to be displayed on the vehicle's dashboard; and (b) would allow visitors to purchase

parking passes for Miami-Dade County Parks, Recreation and Open Spaces Department annual parking pass program. The feasibility study should consider funding implementation of this program through the collection of a transaction fee.

**Section 2.** This Board directs the Mayor or Mayor's designee to, within sixty (60) days following adoption of this Resolution, complete the feasibility study and present a written report with the results of the feasibility study to the Board at a meeting of the Board of County Commissioners.

The Prime Sponsor of the foregoing resolution is Commissioner Esteban L. Bovo, Jr. It was offered by Commissioner **Sally A. Heyman**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

<b>absent</b>	Rebeca Sosa, Chairwoman	<b>aye</b>
	Lynda Bell, Vice Chair	<b>aye</b>
Bruno A. Barreiro	<b>aye</b>	Esteban L. Bovo, Jr. <b>aye</b>
Jose "Pepe" Diaz	<b>absent</b>	Audrey M. Edmonson <b>aye</b>
Sally A. Heyman	<b>aye</b>	Barbara J. Jordan <b>aye</b>
Jean Monestime	<b>aye</b>	Dennis C. Moss <b>aye</b>
Sen. Javier D. Souto	<b>aye</b>	Xavier L. Suarez <b>aye</b>
Juan C. Zapata	<b>aye</b>	

The Chairperson thereupon declared the resolution duly passed and adopted this 8<sup>th</sup> day of April, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK



By: Christopher Agrippa  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

A handwritten signature in black ink, appearing to be "M. Rizo", is written over a horizontal line.

Monica Rizo