



Source: Public Works *John*

Agenda Item No: REP 81-13

To: City Council
From: City Manager and Staff *MM*

Council Meeting Date: June 3, 2013

Re: Credit/Debit Card Payment Capability at Multi-Space Pay Machines in City Parking Garages

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration a report concerning the recommendation to program multi-space pay machines in City parking garages to accept credit/debit cards as a form of payment.

DISCUSSION:

The Parking Task Force, commissioned by Council to determine the best use of Parking Utility's assets, made a recommendation in their final report addressed to Mayor McDavid, that the multi-space pay machines utilized in three of the five currently operational City-owned parking garages (6th & Cherry, 10th & Cherry, and 5th & Walnut) be configured to accept payment by credit/debit card.

Each multi-space pay machine is already equipped to take credit/debit cards as they utilize the same reader currently being used for EZ-Park cards. There would be a \$20 per month increase, per machine, assessed by Access Parking for EMS Core, a back-end server that tracks finances, generates reports, and sends text and e-mail alerts concerning machine malfunctions. There are no individual card transaction fees assessed by Access Parking.

Through the use of credit card capable parking meters currently in place on Ninth Street, staff found that the average fee per credit/debit card transaction, assessed by credit card companies, is \$0.08. This is commonly referred to as an interchange fee. Staff has determined these fees can be charged to the same merchant account, Elavon, that the credit card capable parking meters currently utilize. Through the use of data acquired from Access Parking, staff was informed that one of their customers with similar demographics to Columbia, currently utilizing four multi-space pay machines, found that 52% of all transactions made at the multi-space pay machines, are credit/debit card transactions.

In an effort to maximize customer convenience and encourage motorists to use vacant inventory in the City-owned parking garages, staff recommends Council authorize staff to program the multi-space pay machines in City-owned parking garages to accept payment by credit/debit cards.

FISCAL IMPACT:

There would be an increase of \$1,440 in EMS Core fees assessed to the Parking Utility budget per year for the six pay machines (two in each of the three garages) at \$20 per month per machine.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

Significant investments in the physical, community, and business environment, as well as the tools to leverage economic strength, will bring vibrancy and diversity of culture, professions, and businesses, and lead to major attractions.

People and vehicles will have access to downtown businesses and services and enhance movement within and throughout the downtown area.

SUGGESTED COUNCIL ACTIONS:

If Council agrees with staff recommendation, authorize staff to program multi-space machines in City parking garages to accept payment by credit/debit card.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	No	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	6.1
Operating/ Ongoing	\$2,880.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	6.3
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	