

**NOTICE OF STUDY SESSION
Parking Meter Presentation**

CITY HALL, Fifth Floor
6801 Delmar Blvd., University City, Missouri 63130
Monday, March 10, 2025
6:00 p.m.

AGENDA

1. Meeting called to order
2. Changes to Regular Agenda
3. Parking Meter Presentation
4. Adjournment

The public may also observe via:

Live Stream via YouTube:

https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ

Posted this 7th day of March. 2025.



University City Parking Meter Presentation

Recommendation for Implementing the Flowbird Parking System

Agenda

- Introduction
- Current Parking Meter Status
- Current Challenges
- Potential Solution/Recommendations
- Revenue Trends
- Next Steps
- Conclusion



Introduction

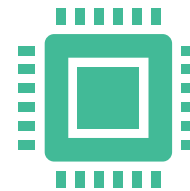
Objective



Streamline parking
operations.



Increase revenue.



Implement user-friendly,
cost-effective solutions.

Current Parking Meter Status

ENFORCED
MON-FRI

HOW TO USE ELECTRONIC METER

FREE TIME
Push the BLUE button for up to 20 minutes of FREE time

TOKENS

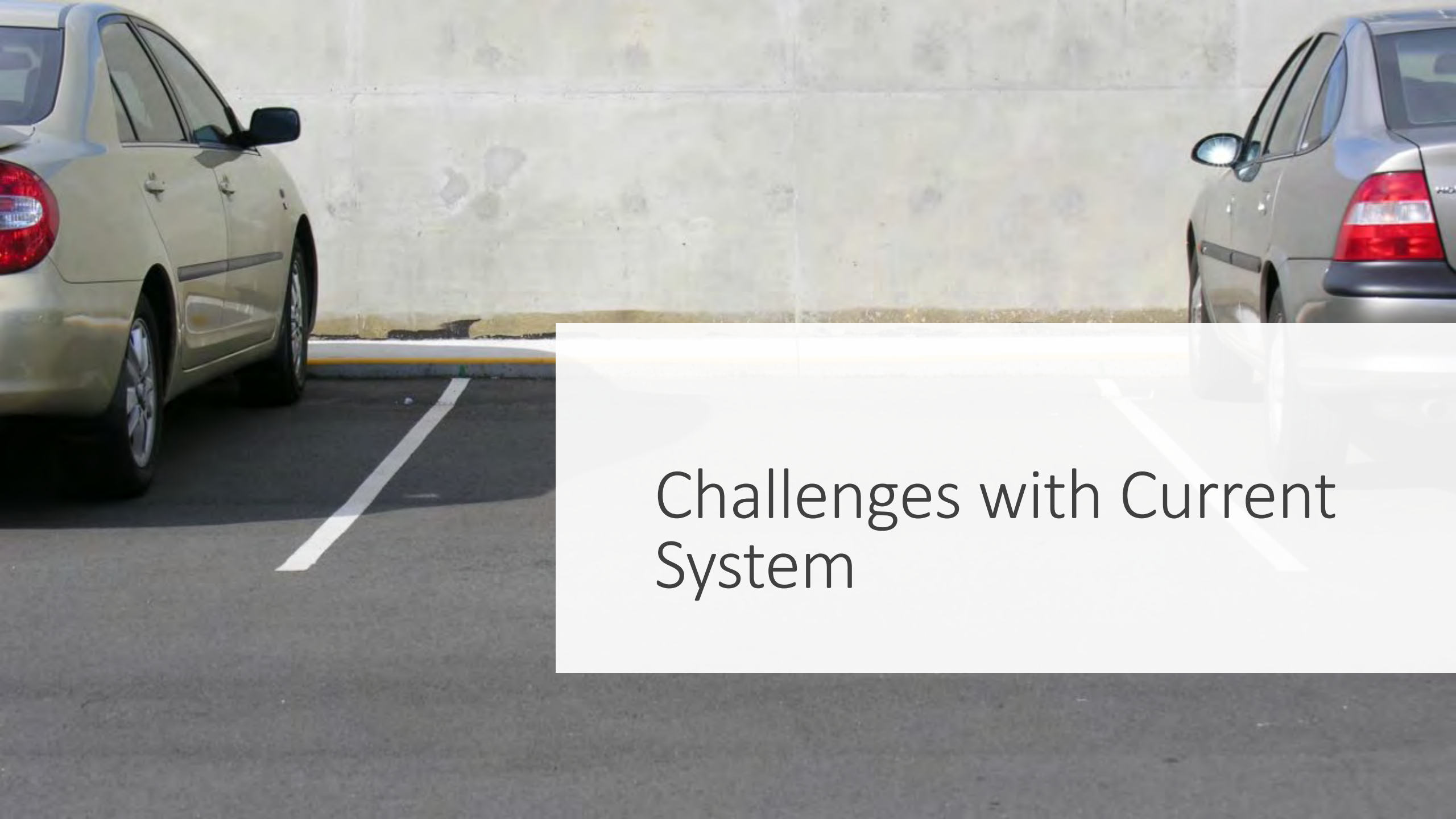
Coins	Tokens
25¢	\$1.20 (12 tokens)
50¢	\$2.40 (24 tokens)
1.00	\$4.80 (48 tokens)

Current Parking Meter Status

**Total meters
citywide: 322**

**Meters needing
replacement: 133
(41%)**

Some meters
blocked by
restaurant
barricades.



Challenges with Current System

Challenges with Current Meters

Meters blocked by outdoor dining spaces.

Coin collection process outdated/inefficient.

Challenges with battery failure/physical damage.

Challenges with Current System

Manual collection of coins is unsafe and labor-intensive.

High maintenance costs and outdated technology.

Reduced parking revenue due to inefficiencies.

Need for a user-friendly, cost-effective solution.

Revenue Trends

Parking Meter Collection:	Fiscal Year	Amount	
	2019	\$140,560.21	
	2023	\$3,917.02	
Parking Garage Fund:	Fiscal Year	Amount	
	2019	\$9,988.75	
	2023	\$1,475.65	



Potential Solutions



Potential Solutions

- Coined Meter Replacements
- Mobile Parking Applications
- Digital Pay Stations (Kiosks)





Coined Meter Replacements

- Duncan Parking: \$13,772.50 for 25 meters.
- POM Inc.: \$13,125 for 25 meters.





Passport Parking

Parking Applications

- No physical meters required.
- Users pay via mobile app or using a QR Code.
- Low-cost implementation and maintenance.





Passport Parking

Passport Parking App

- System only that can be setup by parking zones and license plate.
- Signage would be placed on street poles, on existing meters etc. with a QR code and information on how to download the Passport App to pay for parking
- Passport charges the user \$0.37/transaction
- Payment processing fees paid by the City: gateway fees are \$0.05/transaction and merchant secure payment processing is 2.9% + \$0.25/transaction.
- Currently utilized in Clayton, MO, (Saw a 17% increase in parking revenue from 2022 to 2023).





Digital Pay Stations (Kiosks)

- Flowbird Urban Intelligence: \$69,600 for 12 kiosks. Mobile App available. (Does not include vendor fees)
- Total Parking Solutions (Vendor): \$141,140 for Flowbird kiosk pay stations and CWT pay station.





What is Flowbird?

- Flowbird is a simple service that allows motorists to pay for parking using their mobile device or computer.
- The enforcement personnel who are patrolling use provided handheld mobile devices, which look up current records of valid parking payment transactions for vehicles.
- For users: There is no need to print a receipt as evidence of payment. However, you can still print a summary of your tickets via the Flowbird website.



Next Steps

1. Review and select recommended solution.
2. Implement removal process of current parking meters.
3. Commence new parking solution.
4. Educate the public on new payment options.
5. Monitor performance and revenue changes.



Thank You
