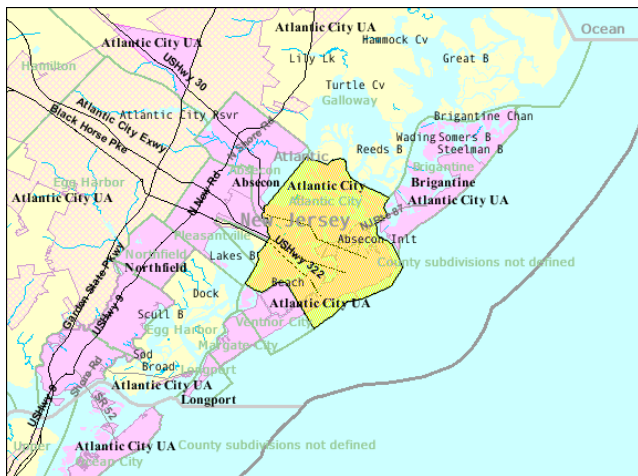




Atlantic City, NJ
Create and Manage
Comprehensive Parking Plan
January 2016

Atlantic City, NJ

Atlantic City is a resort city on New Jersey's Atlantic coast that's known for its many casinos, wide beaches and iconic Boardwalk. Established in the 1800s as a health resort, today the city is dotted with glitzy high-rise hotels and nightclubs. In addition to gambling at slot machines and table games, the casinos offer spa treatments, performances by famous comedy and music acts, and high-end shopping. In 2010, it had a population of 39,558. Located on Absecon Island, it was incorporated on May 1, 1854, from portions of Egg Harbor Township and Galloway Township. The city borders Absecon, Brigantine, Pleasantville, Ventnor City, West Atlantic City and the Atlantic Ocean.



Atlantic City was the inspiration for the American version of the board game Monopoly, especially the street names. Since 1921, Atlantic City has been the home of the Miss America pageant.

On-Street Parking Situation

The on-street parking system included 1,177 spaces managed by 1,026 coin only single-space meters and 14 multi-space paystations. The parking meters hours of operation were 8am to 11pm Monday to Saturday with a rate structure of 25 cents per 15 minutes of parking (\$1 per hour). Revenues for 2014 and 2015 were \$494,836 and \$ 521,227 respectively. Many of the single-space parking meters were the older mechanical type and were in very poor condition. The housings are rusty and some street blocks include as many as 1 in 4 meters that were defective. In addition to the parking

meters being old and in disrepair, they also have mechanical locks, meaning there is little or no audit control over meter access.

The City is currently in the midst of a period of revitalization. Large-scale revitalization efforts are currently underway and will transform the City's Waterfront, Central Business District, Main Street corridor, and permitted residential parking areas. Along with this revitalization come concerns that parking needs may not be met, and in turn, economic revitalization will suffer.



In February of 2016, the City issued an RFP seeking the development of a Comprehensive Parking Management Plan that will more effectively meet the parking needs of City visitors, clients and shoppers, municipal and private sector employers and their employees, residents, and commuters. Responding vendors were asked to provide recommendations and strategies for (1) improved parking system management within the City of Atlantic City, and (2) identifying the opportunities for increasing the supply of parking spaces within the City of Atlantic City.

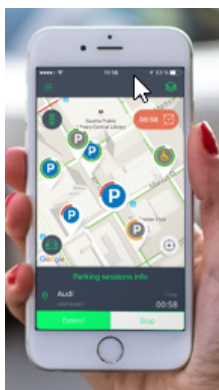
Project Approach

Upgrading the Atlantic City parking system required a comprehensive approach that addressed the specific needs of the system. The system includes four distinct parking zones each having different consumer demographics. Beach parking, commercial core, municipal and courthouse, and shopping outlets each presented individual challenges that needed to be addressed. Additionally, Atlantic City receives about 30 million tourists annually with the largest portion occurring during the summer months. Through careful examination of the parking system and through consultation with the key stakeholders, we were able to provide a solution that addressed the immediate and long-term needs of Atlantic City.

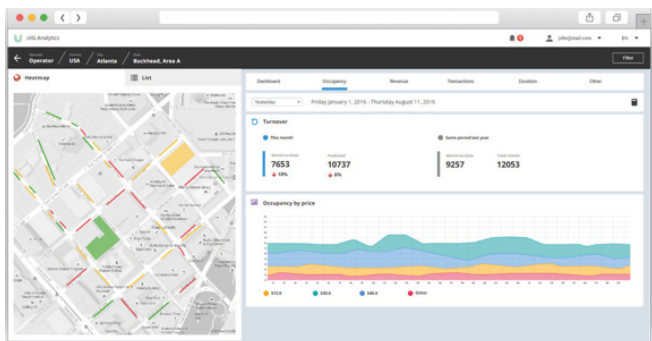
Solution

The solution for Atlantic City included various partners and technologies. ParkTrans Solutions considered the needs of Atlantic City as well as prime contractor and designed a system that delivered leading edge technology in the most financially efficient manner possible. ParkTrans utilized the Urban Innovation Group software platform as the cornerstone to the system and selected best of breed meter technologies to implement the on-street infrastructure. This "solution" approach created a system that is financially efficient, maximized the financial value of the system, addressed the current needs of the City, and positioned the City for the deployment of future parking technologies.

Urban Innovation Group is a global developer of smart parking solutions leveraging cutting edge technologies to enable sustainable development strategies for city of any size. UIG's core mission is to deliver highly scalable, economically efficient, and user-friendly solutions to cities of any size.



Proper management of a modern parking system requires access to system data and reports that provide useful and meaningful insight. UIG provides the platform for this. All parking data is collected and stored in one location so the parking system can be analyzed in its entirety. Through integrations with both MacKay and Parkeon, the UIG platform enables parking operation managers access and analyze system KPIs and metrics.



B&B Parking, the prime contractor, has extensive experience managing off-street and valet operations in Atlantic City. Their parking portfolio includes over 12 properties including hotels, surface lots, and retail parking. They are responsible for managing the on-street parking meters including the meter maintenance, collections, and customer service of the parking system.

J.J. MacKay Canada Limited is a recognized world leader in the parking control business. Incorporated in 1960, MacKay has gained global recognition by providing our customers with innovative products. MacKay has more than 500,000 fully electronic parking meter mechanisms in service worldwide and over 3000 pay stations.

The MacKay mkBeacon single space parking meter features credit card acceptance, solar power recharged batteries, state-of-the-art electronic coin discrimination and "Smart Card" technology. These units, capable of managing one or two parking stalls, were deployed in the Commercial and Municipal/Courthouse Zones. These zones had existing infrastructure and inventory that supported this technology. Dual space meters were used wherever possible, dramatically lowering the upfront capital cost and improving the annual operating costs of the system.



For the last 40 years, **Parkeon** has been in the business of supplying parking and transit systems around the globe. Globally, Parkeon systems can be found in over 3,500 cities in 55 countries.

Parkeon Strada units were installed in the Beach Blocks and Shopping Outlet Zones. These locations often contain large, continuous block-faces with high volume of parking inventory and often angled parking. The Strada units operate in Pay-and-Display mode and accept both coin and credit card transactions. The units contain a full color display that allows for communication and advertising to the parking public.



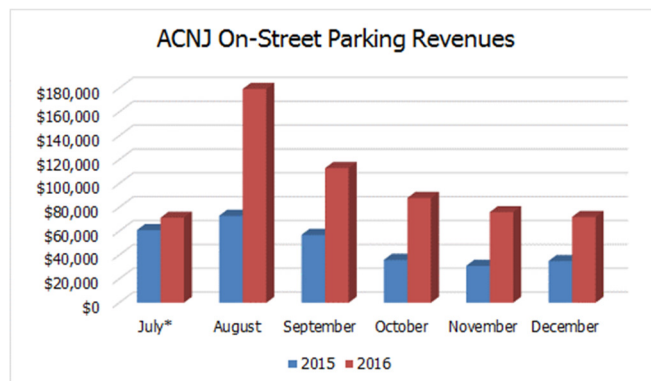
Dixon Resources Unlimited was founded with the direct goal of supporting municipal parking and transportation programs. DIXON likes to consider themselves to be the "Parking Coach" because they offer best in class parking and transportation solutions across a broad spectrum of services. DIXON has directly supported municipalities throughout the United States – developing extensive knowledge and hands-on experience with the solicitation, development, deployment, operation, and ongoing maintenance of solutions ranging from municipal parking programs to automated traffic enforcement systems.

DIXON conducted a preliminary operational and performance assessment of the Atlantic City, NJ parking system and their findings were incorporated into the final system design. DIXON has and continues to provide valuable insight into the day-to-day operations and processes of the parking system. Revenue collections controls, coordination of enforcement resources, enforcement personnel scheduling, and route management are critical components of oversight that DIXON helps oversee.

Revenue Results

Updating the parking system produced immediate results. The installation phase began on July 15, 2016 and a majority of the new parking meters were installed by August 1, 2016.

Revenues for the period examined (July - December) show a 105% increase in on-street parking revenues. Credit card usage accounts for over 40% of the current revenues with an average transaction size in excess of \$3.00.



Revenues for the period 7/16 through 6/17 are estimated at \$1.2m, an increase of over \$650,000 annually.

Project Partners

B&B Parking, Atlantic City, NJ
www.parkplaceparking.net

J.J. MacKay Canada Limited (MacKay Meters),
Nova Scotia, Canada
www.mackaymeters.com

Parkeon US, Moorestown, NJ
www.parkeon.us

Urban Innovation Group, Wilmington, DE
www.urbaninno.com

Dixon Resources, San Diego, CA
www.dixonresourcesunlimited.com

Leasing 2, Tampa, FL
www.leasing2.com

ParkTrans Solutions Contact Information

ParkTrans Solutions
Philadelphia, PA
www.parktranssolutions.com

Next Steps

New parking meters, zones, and rates were just the beginning. Atlantic City continues to identify areas for improvement. The next steps include:

- Auditing and redistributing the commercial loading zones
- Identifying additional areas for paid parking
- Introduction of mobile payment platform
- Enhanced data aggregation and business intelligence for the parking system



ParkTrans Solutions

ParkTrans Solutions was formed to bring the rapidly changing parking and transit markets together by offering a variety of services to its clients. For decades, both of these markets have operated independently and have been heavily reliant on cash transactions. Changes in technology now allow for the merger of these platforms in a way that improves both the system operations and the user experience. ParkTrans Solutions can offer its clients guidance on how to take advantage of the movement away from traditional systems and towards the flexibility and efficiencies that software based systems can bring. We offer our clients valuable insight into market conditions, technological developments, and provide real world and real time feedback on how our clients' solutions may fit into the evolving parking and mobility ecosystem. Our range of services include:

- Parking Asset Management
- Technology Planning
- Product Strategy & Customization
- Multi-Vendor Integration

Our ultimate goal is to bring "smart city" solutions to our partners and clients today while simultaneously thinking of the future. We develop solutions that will allow for seamless transition to tomorrow's technologies. All of this "future proofing" is done at costs today that are far below what traditional solutions have been.

