

# Parking Meter Management

*RR25-1271 Contract Amendment with IPS Group, Inc  
For the delivery of parking meter services*



# AGENDA

- Today's Action:
  - *IPS Group Contract Amendment*
- Parking Management in Denver
- Positioning Denver for the Future
- IPS Group Contract



# RR25-1271 IPS Group Contract

- Approves a contract amendment with IPS Group, Inc.:
  - + \$2M for a new total capacity of \$6.5M
  - + 2 years for a new end date of 10-31-2027
- Contract Scope of Services:

**Meter & Pay Station  
Installation**

**Meter & Equipment  
Maintenance**

**Software System  
Operations**



# Paid Parking and Management

## Paid Parking

- 1937 – Council authorizes parking meter use
- 1941 – First meters (2,000) installed in 1941
- 1964 – Rate increased from 5 to 10 cents per hour
- 2002 – Meter rates go up to \$1.50 per hour
- 2004 – Meter rates go back down to \$1.00 per hour
- 2011 – IPS smart meter implementation (4,500)
- 2021 – Emergency meter upgrade\*
- 2022 – Rate increase from \$1 to \$2/hour

## Curbside Action Plan (2023)

- Manage demand and behavior to promote access and economic activity first
- Paid parking is only one mgmt tool available
- Time limits, duration, etc. matter as much
- Recognize/program various curbside uses
- Accomplished through Curbside Area Management Plan (CAMP) program

\* 10-year lifespan



# Alignment with City Goals

## Vibrant Denver

- Encourages all modes of travel
- Promotes economic activity through curbside access

## Affordable Denver

- Offers flexible parking rates/products
- Provides patrons with choices based on cost and destination proximity

## Safe Denver

- Improves traffic flow and reduces congestion
- Creates a safer environment for all modes

## Great Government

- Asset light approach reduces implementation costs and improves customer service
- Revenue generation for city services
- Improve information for parking enforcement



# Future Curbside Management Priorities

- Expanding paid parking based on demand and utilization
- Creating a demand-based pricing program
- Modernize paid parking ordinances
- Preparing for future technology and more customer options
- Aligning with transit and mobility goals

## Dynamic Pricing

- Low ROI, requires real time occupancy, implementation challenges, user confusion
- Curbside management goals can be accomplished with demand-based pricing

Vs.

## Demand-Based Pricing

- Utilization based pricing, time limit, and duration recommendations
- Incorporated into current approach
- Supported by Curbside Action Plan





# Opportunities through remaining IPS lifecycle

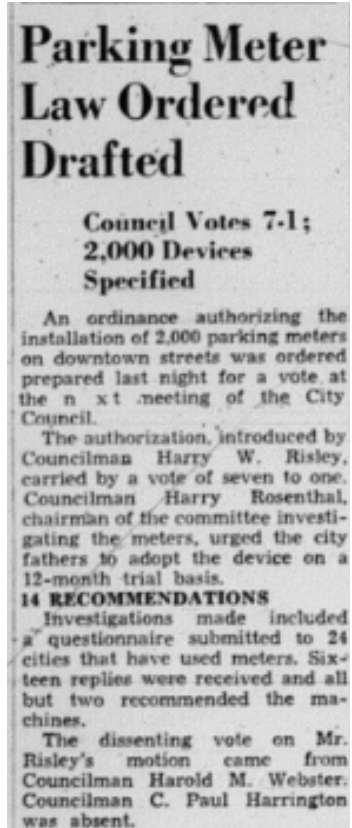
- **User convenience** - multiple payment options (coins, cards, mobile, contactless)
- **Smart and efficient** - solar powered, wireless, with real-time monitoring and data
- **Policy implementation** - supports demand based pricing and easy rate adjustments
- **Low maintenance** - self-diagnostics, modular design to reduce service costs and maintenance time



# Today's Action: RR25-1271 IPS Group Contract

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  - + \$2M for a new total of \$6.5M
  - + 2 years for a new end date of 10-31-2027
- Why amend the current contract?
  - Maximize contract capabilities and meter lifespan
  - Avoid unnecessary capital investment costs
  - Mitigate administrative and resource challenges
  - Continue enhanced payment flexibility & customer service

(Tap to Pay, Pay by Phone)





# Questions?

