TO:

The United States Conference of Mayors  
ATTN: Judy Reid  
Excellence in Public/Private Partnership Awards  
1620 Eye Street, N.W., 4th Floor  
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FROM:

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Title: Coin and Credit Card Parking Meter Upgrade

While parking meters and changes to parking policies can almost certainly prompt a strong public reaction, the City of Los Angeles, and the Los Angeles Department of Transportation in partnership with US Conference of Mayors Business Council Member and San Diego based IPS Group Inc., have used the latest in solar power and wireless technologies to forever improve the way that people interact with the traditional parking meter in the City of Los Angeles. In doing so, this project has not only garnered tremendous public support, improvements in parking/transportation operations, but has generated millions of incremental annual revenue for the City.

The new meters also are helping to advance the City’s efforts to become more sustainable. The City of Los Angeles now has the most solar-powered parking meters in the country. They are more reliable, in part, because they use the solar battery instead of AA batteries which need frequent replacement. The new Card & Coin Meters will prevent the need to dispose of 40,000 AA batteries per year through the use of solar power. "By reusing our existing poles and using clean solar power, these new Coin and Card meters are a win-win for customers, the city, and the environment," added Mayor Villaraigosa.
Executive Summary for 2012 Excellence in Public/Private Partnership Awards Award

The following results after the initial deployment of 10,000 cash & credit card meters supplied by IPS Group, source: CITY OF LOS ANGELES Staff Report, November 29, 2010 (enclosed):

Comparing April 2010 to October 2010, the 10,000 new Card & Coin Meters have seen the following benefits:

- Now operating at greater than 99% up-time
- Complaints to the Meter Hotline down 55% (for all meters Citywide)
- Parking meter citations are up 15% since more meters are working and enforceable
- Contested meter citations are down 75%
- Meter revenue has increased nearly 50%
- Credit card payments now account for more than a third of meter revenue
- Estimated net increase of $3 million annually in parking meter revenue

"Since we installed the first of these new meters in May, they immediately began earning their keep in the City of Los Angeles," said Mayor Villaraigosa. "By generating $230,000 in additional revenue in just one month [September 2010], these meters are helping contribute to the City finances while providing more reliable and convenient service to drivers."

What makes this even more impressive is that this entire project was accomplished without any upfront capital payments by the City, and is designed to pay for itself without any decrease in net revenue for the City. The agreement requires no capital outlay, guarantees net positive revenue, and provides for a portion of each lease payment to later be applied toward purchasing the meters. If the City opts to continue leasing, the City will own the meters after three years of lease payments.

As a result of the positive results, this specific project has expanded to include approximately 20,000 parking meter spaces in the City of Los Angeles, or 50% of the 40,000 meters in the City. This unique partnership with The City of Los Angeles and IPS Group Inc. is truly a best-in-class example of the kind of achievements that are possible when Cities and Business work together to find creative solutions to everyday needs.