



# **Pittsburgh PARKING Authority**

*The Value Parking Network*

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**CONTACT: David G. Onorato**

**412 560-2511**

**July 26, 2012**

### **NORTH SHORE CEREMONY LAUNCHES UPGRADE OF CITY'S ON-STREET METERED PARKING SYSTEM**

PITTSBURGH, PA, JULY 26, 2012 - An event featuring Mayor Luke Ravenstahl and Pittsburgh Parking Authority officials formally activated the first installation of a new generation of multi-space parking meters that, by late September, will result in the removal of some 3,000 of the single-space, on-street meters now in place across the city. Mayor Ravenstahl's ceremonial purchase of a Federal Street space triggered the operation of 12 meters surrounding PNC Park and established Pittsburgh as the first American city to adopt, on more than a pilot basis, the cutting-edge, pay-by-plate technology the new meters employ.

"It's a very straightforward process," the Mayor said. "Customers simply enter their license plate numbers into the meter's keypad, select their desired parking time, pay for it by coin or credit card and go on their way. Residents will find the process to be an improvement over the coin-dependent system being replaced, and visitors will experience an additional opportunity to discover Pittsburgh as the contemporary, technology-oriented city it has come to be," Mayor Ravenstahl noted.

Speaking prior to his parking purchase, the Mayor praised the aesthetic appeal of the new meter installations, describing it as "appropriately complementary to the many improvements we're seeing downtown and elsewhere in the city." He also congratulated Authority members for their adoption of a technology upgrade consistent with changes in Pittsburgh's economic profile. "In so many ways, we're a city on the move," Mayor Ravenstahl said. "It's entirely appropriate that the services our government units provide mirror that progress as well."

David Onorato, the Parking Authority's executive director, reported on the scope and timeline of the new meters' installation. "We're beginning here on the North Shore and will proceed, in sequence, to the South Side Works area, then to the balance of South Side, Oakland and finally to the downtown core." Mr. Onorato said that, in all, 500 of the

new-generation meters will be installed to manage both the existing 3,000 single-metered spaces and 500 new ones to be added during the installation process. “We’re well along in our field work to prepare the installation sites and will be installing in stages throughout the remainder of July and during all of August,” he said. “We expect all of the new units to be in place and operational by our target date.”

In addition to the new machines’ capacity to accept payment by credit card, Mr. Onorato cited another user-friendly component they were designed to provide. “We’ve been using multi-space meters for a number of years, principally in off-street lots in our busiest neighborhoods. But their operation involved the printing of a receipt that had to be returned to the parked vehicle for enforcement purposes.” He said the new models can still issue receipts if desired by the customer but reported that the need to display them as proof of the parking purchase has been eliminated. “Enforcement coverage will now occur directly at the meter site, and 60 of the new units will be dedicated to replacing the multi-space machines now in place.” Mr. Onorato reported that the Authority has produced and will distribute key fobs with space for patrons to record their license plate data for reference during the parking transaction. “Not many of us have committed our plate numbers to memory,” he said. “We’ll assist the transition process by giving the fobs to businesses in affected areas of the city for distribution to their customers.”

The expansion of the Authority’s multi-space meter network continues a long-term working relationship with Cale America, Inc., the Tampa-based supplier of the new models. The firm was represented at today’s event by Jeff Nethery, its general manager. Mr. Nethery described his company’s global reach, its substantial U.S. presence and its history of innovation in managing parking at unattended locations. More central to the expansion of its Pittsburgh involvement, he outlined Cale’s plans to acquaint local customers with the operation of pay-by-plate technology and other meter features. “Beyond their immediate impact, these units offer the capacity to accommodate virtually any future advances the Authority elects to adopt, including the pay-by-phone option now used in parts of some American cities,” Mr. Nethery said. He reported that Cale representatives were standing by to assist event attendees in their use of the North Shore meters already on site. “Our people also support Parking Authority personnel in presentations to neighborhood groups in areas scheduled for summer installations, and, together with the Authority, have established a Help Desk to respond to questions resulting from this major improvement in parking management,” he noted.

#

#

#

# Press Release



## **Local communities eager to learn about innovative parking upgrades**

**Pittsburgh, PA,** July 13, 2012 - Local communities were enthusiastic and positive when learning about the new parking upgrades planned by the Public Parking Authority of Pittsburgh (PPAP) and Cale America, Inc. The PPAP and Cale met with communities throughout the city the week of June 11, 2012 to provide information about the new pay-by-license parking meter system.

During the Oakland business association meeting on June 12, the PPAP and Cale presented the meter technology and answered questions. The meeting was attended by various Oakland organizations including the University of Pittsburgh, Carnegie Mellon University, UPMC, Oakland Business Improvement District, Oakcliffe Housing Club, Oakland Community Council, Oakland Planning & Development Corporation, Oakland Transportation Management Association, People's Oakland, Pittsburgh Partnership for Neighborhood Development and the United Way of Allegheny County. The consensus of opinion was that they were very pleased to hear about the upcoming improvements that are planned for the Pittsburgh parking meter program. The convenience of being able to use credit cards for payment in addition to coinage was seen as a real improvement. The businesses were thrilled with the new parking upgrades and expressed interest in the new meter installation being conducted before students return to school in the fall.

The Southside community was excited to hear about the innovative new meter technology during their meeting on June 12. It was remarked that the new pay-by-license plate technology will be a huge advantage for residents and visitors alike. It was further noted that it will save them time because they won't have to return to their car to display a receipt. The group in attendance was told that there are community outreach efforts underway, such as volunteers that will be on hand to help residents and visitors use the meters and Cale has set up a local customer service number that will be available 24/7.

**For Release 9 a.m. EDT, July 13, 2012**

The PPAP and Cale also attended the African American Chamber Meeting on June 15 and provided a short presentation and distributed handouts on the upcoming parking upgrades. The general sentiment of the group was that paying for parking should be as quick and convenient as possible and the new meter technology would achieve that.

For progress on the parking upgrades, the PPAP will regularly post updates to Twitter and Facebook. Links to both sites and meter information can be found at <http://www.pittsburghparking.com/>.

### **About Cale**

Cale America Inc. is based in Tampa, Florida and is a subsidiary of Sweden's Cale Group with more than 11,000 meters installed in over 125 cities throughout the US. Cale has been a multi-space meter provider for the Pittsburgh Parking Authority for nearly a decade.

### Contact Information:

Public Parking Authority of Pittsburgh  
David G. Onorato, CAPP  
Executive Director  
232 Boulevard of the Allies  
Pittsburgh, PA 15222  
412-560-2511  
[donorato@pittsburghparking.com](mailto:donorato@pittsburghparking.com)

CALE America Inc  
Jeff Nethery, General Manager  
13808 Monroes Business Park  
Tampa, FL 33635  
813-405-3900  
[jeff.nethery@caleamerica.com](mailto:jeff.nethery@caleamerica.com)

CITY OF PITTSBURGH



THANK YOU!

CALE AMERICA INC.

13808 Monroe Business Park  
Tampa, FL 33635  
Phone: 813.405.3900  
Fax: 813.405.3909  
support@caleamerica.com



PARKING MADE EASY  
PAY BY LICENSE PLATE



**CALE**  
AMERICA INC.

# Parking is as easy as 1-2-3

## Step 1: Enter license plate number



## Step 2: Insert payment



## Step 3: Print receipt (Optional)



# Press Release



## **City of Pittsburgh Selects Cale America to Upgrade Parking Meter System to New Pay-by-License Plate Technology**

Equal Opportunity Review Commission unanimously approves Cale's MWBE participation and applauds innovative approach

**Pittsburgh, PA June 6, 2012:** Cale Group's newest subsidiary, Cale America Inc, has been selected by the Public Parking Authority of Pittsburgh (PPAP) to upgrade its parking meter system. The new program will introduce pay-by-license plate technology which Cale has successfully implemented in cities such as Calgary and Amsterdam. Customers will enter their vehicle license plate number at a solar-charged multi-space meter and Cale's system will inform parking enforcement staff which vehicles are paid in real time. A cell phone payment option will also be offered, in the near future as an additional convenience. "We selected the vendor that offered the most advantageous product on the best terms," commented David Onorato, Executive Director for the PPAP. "Cale demonstrated that it can not only provide the right technology, but they also have an excellent track record of implementing successful parking programs throughout the US, Canada and Europe. Their thorough approach and commitment to local project support is refreshing and gives us great confidence that Pittsburgh will have one of the best parking programs in the world." Mr. Onorato also stated that motorists should start seeing the new multi-space meters in July and August.

On May 16, 2012, the Pittsburgh Equal Opportunity Review Commission heard Cale's plan and commitment to use women-owned and minority-owned businesses to help support the project. The plan includes using regional and local MBE and WBE firms to handle project management, marketing and public outreach and installation of the new meter system. Additionally, Cale will be setting up a local facility to handle secondary assembly of the meters, plus programming and testing – work that is normally handled in its Montreal or Tampa locations– to help meet the MWBE goals of the PPAP and City and to expedite the delivery and installation of the new meters. The commission thanked Cale for

**For Release 9 a.m. EDT, June 6, 2012**

*more*

its innovation and creativity in helping the City achieve its goals for minority firm participation in key city contracts.

**About Cale**

Cale Group incorporates over 50 years of experience in the design and development of secure and innovative parking terminals for unattended locations, as well as back office applications for technology updates, revenue management and control. Cale is a global company, headquartered in Kista, Sweden, offering innovative and cost-efficient products and services within unattended payment. Cale America Inc. is based in Tampa, Florida and is Cale's newest subsidiary with more than 11,000 meters installed in over 125 cities throughout the US. Cale has been a multi-space meter provider for the Public Parking Authority of Pittsburgh for nearly a decade.

## Contact Information:

Public Parking Authority of Pittsburgh  
David G. Onorato, CAPP  
Executive Director  
232 Boulevard of the Allies  
Pittsburgh, PA 15222  
412-560-2511  
[donorato@pittsburghparking.com](mailto:donorato@pittsburghparking.com)

CALE America Inc  
Jeff Nethery, General Manager  
13808 Monroes Business Park  
Tampa, FL 33635  
813-405-3900  
[jeff.nethery@caleamerica.com](mailto:jeff.nethery@caleamerica.com)