



Pittsburgh PARKING Authority

The Value Parking Network

PRESS RELEASE

FOR IMMEDIATE RELEASE

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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.

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