

Committee(s):	Date(s):
Residents' Consultation Committee Barbican Residential Committee	1 September 2014 15 September 2014
Subject: Automated Payment System for Temporary Car Parking	Public
Report of: Director of Community and Children's Services	For Information
<u>Summary</u>	
<p>The Barbican Estate Office has been looking at efficiencies in delivering the temporary car parking service. In February 2013 the Barbican Residential Committee approved the introduction of an Automated Payment System (credit and debit card payment using text, touch tone internet and mobile technology) for Temporary Car Parking.</p> <p>The Department of the Built Environment already had a contract in place with 'PayByPhone' and the Barbican Estate Office joined the contract and introduced their system for Temporary Car Parking.</p> <p>This report reviews this system after its first year.</p> <p>It is recommended that the report be noted and the system is reviewed again in 2015, with a view to eventually phasing out of the physical use of the old Carbon-Paper tickets.</p>	

Main Report

Background

1. The Barbican Estate Office reviewed a number of options for the receiving of payments from temporary car parking for residents and to also replace the current ticketing/invoicing system that has been in place for many years.
2. An Automated Payment System from PayByPhone was introduced for the City of London's on-street parking in November 2011 and into the Barbican Estate Car Park's in April 2013.

Current Position

3. Temporary Car Parking for residents is free for the first 5 hours. After a visiting car has been parked for a period of 5 hours they can either pay for a further 24 hours using the Automated System or the Estate Concierge will issue a Carbon Paper ticket.
4. The Automated System is then complete at this initial stage (which takes less than one minute); however the current Carbon Paper ticket system for temporary car parking continues for both residents and officers. It is both bureaucratic and time consuming, with payments mainly made by cash or cheque via costly individual invoices raised by the Chamberlain's Department. Please refer to Appendices 1 and 2.
5. The current charge for Temporary Parking is £9.67 for the Carbon Paper System or £8.67 for the Automated System, which is a discounted rate.
6. Temporary Car Parking at present generates the following income per annum:-

Year	Ticketed Visitors	Total
2010	8,156	£70,494
2011	7,384	£64,837
2012	7,805	£71,806
2013	7,795	£73,588

7. Visitor's details are entered onto the Estate Concierge's Car Park Log Book. There are approximately 5 visiting cars to each car park per day and currently 35% of paying visitors are using PayByPhone.

8. The following table displays the durations that residents use Temporary Car Parking for.

Number of Days	1	2	3	4	5	6 or more
Length of Stay	80%	11%	4%	1%	2%	2%

Annual Review

Residents Survey

9. A survey was sent to all residents via the email broadcast regarding PayByPhone's Automated Payment System in June 2014. There were 203 responses and the full results are listed in Appendix 3.
10. Overall residents were over 70% Moderately Satisfied and above with the PayByPhone service.
11. Generally the feedback from residents:-
- 'Confusion'
 - 'Two Systems??'
 - 'What to do with the 5 hour free period'
 - 'Paid on one, but received a further charge on the other'

Concierge Staff Survey

12. A survey was sent to all concierge staff regarding PayByPhone's Automated Payment System in July 2014. The full results are listed in Appendix 4.
13. 100% of staff thought that PayByPhone has been successful since its launch and with over half saying it should fully replace the Carbon-Paper tickets.

Proposal

14. Following the annual review the Barbican Estate Office will be looking to enhance and improve the following:-
 - Information on how Temporary Car Parking and PayByPhone can be used
 - The possibilities of incorporating the benefits of what the Estate Concierge provide via the old Carbon-Paper ticket system for residents/visitors with the Automated Payment System.
15. To review and redistribute the marketing material for the PayByPhone service including:-
 - Posters/fliers
 - Website
 - Stickers
 - Mailings to residents
 - City of London website
 - Barbican Estates newsletter
 - Email broadcast service
16. The Estate Concierge to reiterate to residents the benefits of the PayByPhone automated system and for them to assist residents with any confusion they may have. The key benefits of an Automated Payment System include:-
 - No cheques
 - No cash
 - No continual use of credit/debit cards
 - Monies paid upfront
 - Customer friendly 24/7 modern system, with local rate telephone numbers

- Estate Concierge can still control the Bays, Times and Charging onsite 24/7
 - Non paper based system
 - No set up costs
 - Reduced cost and time raising invoices
 - Benefit to the car park account of reduced costs (despite the fees and reduced temporary car parking charges)
17. The Barbican Estate Office will continue to utilise the Automated Payment System for temporary car parking which will be in accordance with the City's Procurement Strategy. The system represents good value as the Barbican Estate Office benefits from the City's current PayByPhone contract price which terminates in November 2016.
18. To review the Temporary Parking Systems again in 2015.

Financial and Risk Implications

19. Providers of Automated Payment Systems typically charge a small fee for each transaction; which is currently be 30p.
20. The Barbican Estate Office will continue to pay for these transaction fees. If all customers take up this service there is a potential cost to the Barbican Local Risk Budget of £2,400.
21. All parking payments are pre-authorized and flow directly from the customers' bank to the merchant account of the service provider and then transferred to the City of London's account.
22. All registration data is entered over secured encrypted channels and fully compliant with PCI DSS (Payment Card Industry Data Standards).

Strategic Implications

23. Automated Payment Systems for parking meets the City's Community Strategy vision; the provision of high quality, cost effective and responsive parking service.

Consultees

24. The Town Clerk, the Chamberlain, the Comptroller & City Solicitor, the City Planning Officer, the Department of Built Environment and Estate Concierge have been consulted in the preparation of this report and their comments are included.

Conclusion

25. An Automated Payment System that incorporates the entire temporary car parking service would provide a far more efficient system and benefits the residents. The annual review in 2015 will look at the effectiveness of the proposals in this report and a possible date for phasing out the old Carbon-Paper System.

Background Papers:

Car Park Strategy Working Group report 23 February 2005

Car Park Strategy report 18 July 2005

Car Park Strategy report 1 September 2008

Car Park Strategy report Stage 1 26 January 2009

Car Park Strategy update report 08 June 2009

Car Park Update Report 30 November 2009

Streets and Walkways Committee 21 March 2011

Barbican Estate Car Park Efficiency Strategy Working Party 12 September 2011

Automated Payment System for Temporary Car Parking 11 February 2013

On-Street Parking: Pay & Display 17 July 2014

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