

Antonio R. Villaraigosa

Office of the Mayor City of Los Angeles

MAYOR VILLARAIGOSA & COUNCILMEMBER LABONGE ANNOUNCE COMPLETION OF INSTALLATION OF NEW COIN & CARD PARKING METERS

New Meters Generated Additional \$230,000 in September

LOS ANGELES – Mayor Antonio R. Villaraigosa and Councilmember Tom LaBonge today announced the completion of the installation of 10,000 new Coin & Card parking meters that are providing more convenient and reliable service and more revenue for the City.

Data from the Los Angeles Department of Transportation (LADOT) found that in September 2010, the new meters had generated \$230,000 in additional net revenue. This exceeds the original projection by LADOT that the new meters would generate an \$1 - 1.5 million in additional revenue each year.

"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, these meters are helping contribute to the City finances while providing more reliable and convenient service to drivers."

"I'm a huge proponent for easy parking in the City and the coin and card meters simply makes parking easier," Councilmember LaBonge said. "The easier the meter is to use, the better it is for motorists and the better it is for the City. I'm interested in having more of these meters throughout the City."



"With these new meters LADOT strives to increase reliability and ease of use of parking in Los Angeles.," said Rita L. Robinson, LADOT General Manager.

"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.

Approximately 37% of the City's 40,000 meters have been upgraded to accept credit cards. These modern meters will generate more than 50% of the City's parking meter revenue.



The new meters have been operational approximately 99% of the time, and they call for repair if they are vandalized or malfunction. If a Coin & Card meter needs service, it sends a wireless message to a technician, improving the efficiency of repair to return failed meters to service quickly.

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.

The meters are uniquely designed to replace just the top portion of the meter, reusing the existing pole and base. They are stronger and more vandal proof than the old coin meters. The new meters accept Visa, Mastercard and American Express.

Drivers are required to pay to park at every meter, and if payment is not accepted at a meter the driver must use another form of payment or find another meter to avoid a citation. A display on each meter provides information about the hours and rates for the meter. Also a sticker outlining the City's rules will be applied to each new meter.

Parking meters in the City cost between \$1 -\$4 per hour depending on the location and demand in the area.