

City of Racine: On-Street Parking Modernization

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Current State of the City





Outdated space-based parking meters.



 Lost revenue and poor user experience.



• Need for a license plate number (LPN)-based system.



Parking

- Decal Placement (Text2Pay)
- Enhance Efficiency
- Improve Revenue Collection
- Technology Deploy All Rates

Adding

 Adding Enforcement: Integration of Passport's enforcement tools with realtime monitoring and citation capabilities.

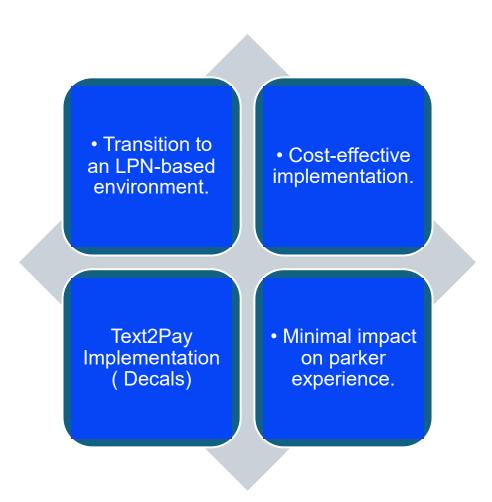


Timeline and Deliverables

- Phase 1: LPN Switch (30–45 Days)
- • Phase 2: Curbside Refresh (60 Days)
- Phase 3: Enforcement Discovery (30 Days)
- Phase 4: Enforcement Go-Live (3 Months)
- • Phase 5: Website Integration (3 Months)

Phase 1: LPN Switch (30-45 Days)





Phase 2: Curbside Refresh (60 Days)



- Installation of new branded signage.
 - Activation of Text2Pay and Guest Checkout features.



Passport's sign designs have been optimized to drive utilization

Passport has conducted multiple rounds of end-user testing to identify what parkers are looking for when they read parking payment signage

- ADA compliant: clear, clean color contrast and built like a regulatory sign
- Prominent zone #: this is what return parkers are immediately looking for
- Clear call to action: "Pay with the app" is the quickest way to get to that download or transaction
- Supporting information: city logo for credibility + URLs





Passport will provide signs and decals that display the short code and keyword needed for Text to Pay. If you currently have adequate signage, we will provide decals with just the Text to Pay information to accompany existing signage.

Text to Pay Signage



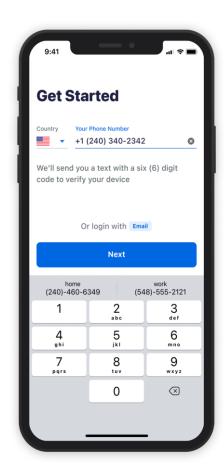


Sign up at PassportParking.com or text "Park" to 30843 to begin your session.

One message per request, Msg & data rates may apply, Reply Help for help or STOP to cancel. passport.com/terms-and-conditions • passportinc.com/privacy-policy



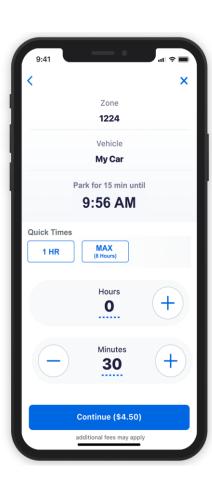
Passport Parking App Overview



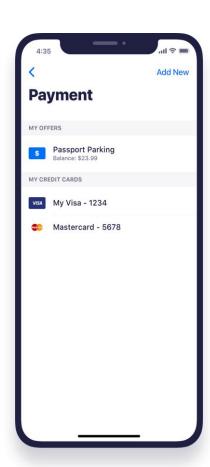
Easy account creation & quick log in



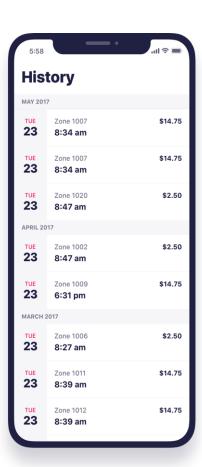
LPN & space-based environments supported



Powerful rate engine to manage rates, rules & regulations



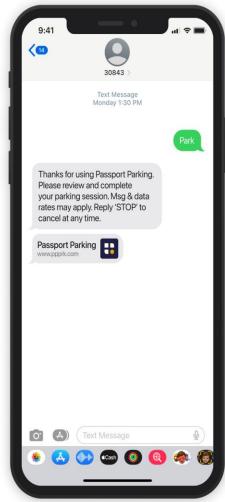
Credit card, debit card & wallet options

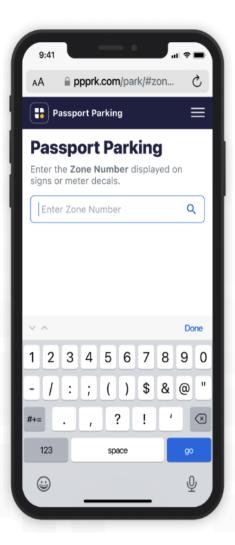


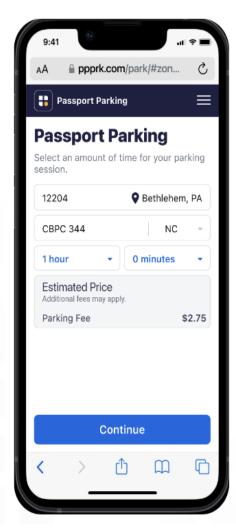
Account management, easy session extensions & e-receipts

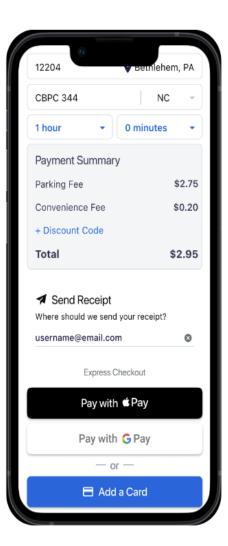
Text to Pay

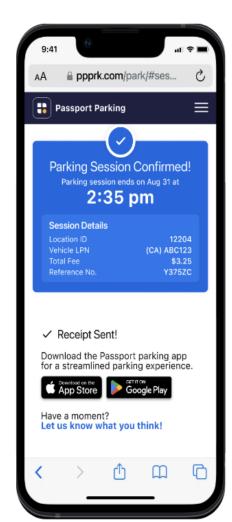
Passport Parking example:













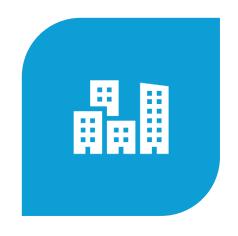
Phase 3: Enforcement Discovery (30 Days)







• HANDHELD DEVICES FOR REAL-TIME MONITORING.



• REVENUE DEPOSITED DAILY INTO CITY ACCOUNTS.



Phase 4: Enforcement Implementation & Go-Live (3 Months)

 Passport will dedicate a Project Manager for the project. Weekly progress calls with team by passport.

Comprehensive training for city personnel.



Integrate your entire operation into Passport's platform













License Plate Recognition

Mobile ticket issuance

Letter generation & e-citations

Integrated payments processing service

Back office & reporting, customer payment & management portal

Mobile payments

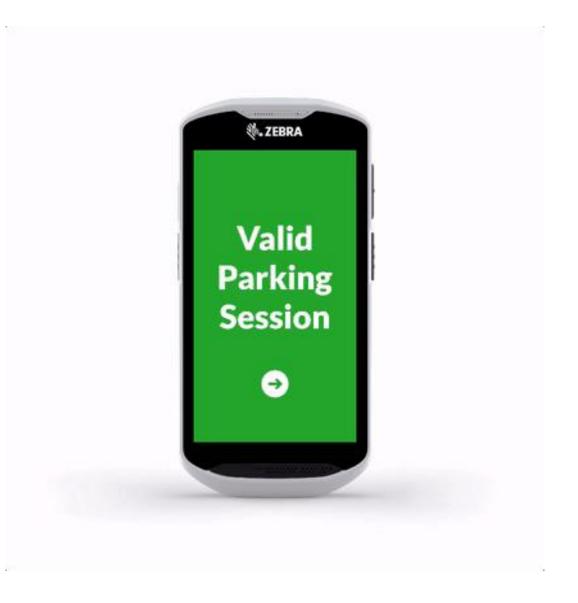


Monitor zones quickly and efficiently on handhelds

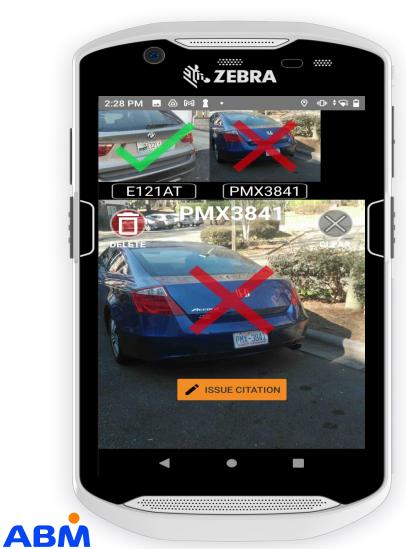
Find valid parking sessions in as little as two keystrokes

- Save hours of battery life
- Operate in inclement weather
- Quickly correct an invalid entry
- Issue citation directly from invalid search
- Automatic last second check to ensure there is no valid session before citation is issued





Handheld License Plate Recognition



- Scan the License Plate with the device
- Quickly verify a valid parking session with a visible green check mark or red x

- Custom configurations
- Information at enforcement officer's fingertips
- Auto-populating fields







Enter vehicle details

Enter violation details

Capture images & notes

Issue tickets in under a minute

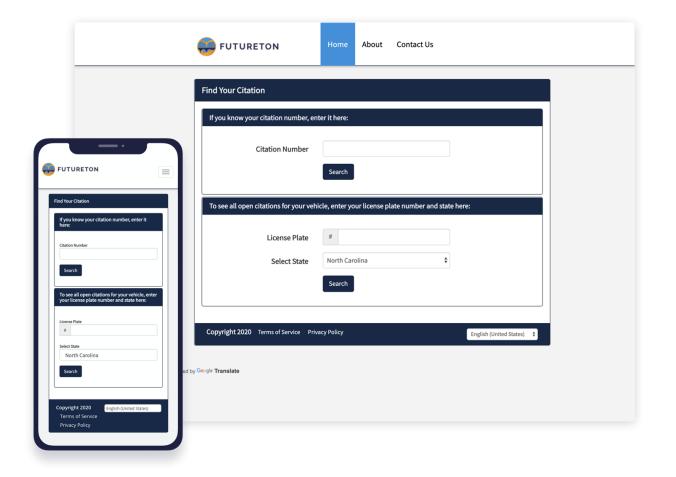


Allow people to search and pay for citations online

Real-time data for real-time payments

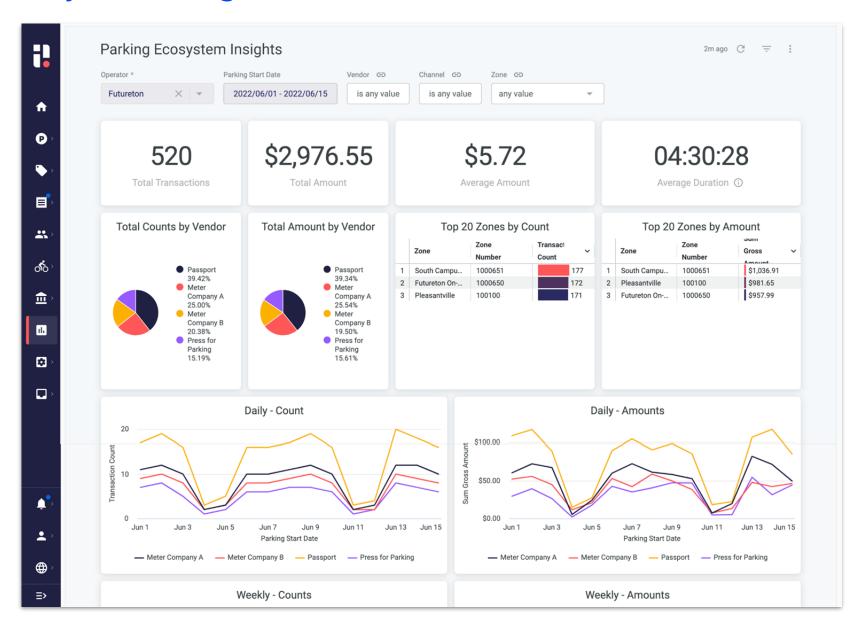
 Encourage immediate payments to help increase revenue by allowing violators to pay online or through their mobile device after issuing a ticket

 Violators can also appeal citations online





Parking Ecosystem Insights







Phase 5: Pilot Program with Flowbird Kiosk Replace outdated meters with Flowbird Kiosk. Pilot program to install 2 Flowbird Kiosk in highdemand parking areas.

Flowbird will handle installation and servicing of the kiosk.

Evaluate pilot results to determine scalability for additional installations.



Flowbird Kiosk Locations

- ABM performed a case audit using coin revenue collected for the prior 2
 years. Below are our findings on how the City of Racine can utilize installing
 kiosks along with the passport app to boost revenue.
- ABM recommends installing two (2) Kiosk in these key locations:
- West side of 5th St. & 6th St. on Main Street
- Corner of 7th St. & Wisconsin Ave
- Our recommendation is based on revenue collected within the outlined area of Kiosk placement.
- Currently, Main St, from State St to 7th, shows a high demand for parking and will benefit the most from the use of a Kiosk. Staggering the Kiosk throughout the area will allow many different demographics to use the Kiosk, giving us the feedback that will be needed moving forward.
- Currently, ABM's recommendation is to start with the placement of the two (2) kiosks listed above.
- Not using coins eliminates the need to have meter crews collect revenue, saving the City the cost of employees, and Loomis pick-up



Rate Zones

- The detailed map below outlines ABM's recommendations for different rate zones. Using a Kiosk requires all parkers to start a new parking session as the prior parkers' time does not carry over once the space is vacated.
- This is especially true for 2-hour parking zones where we are seeing a large amount of piggybacking off a prior parker's time.
- BLUE- 2-hour parking \$1.50 per hour
- RED- 4-hour parking \$1.40 per hour
- PURPLE- 25 minutes- \$1.60 per 25 Minutes
- Based on the data provided, we believe that the 10-hour parking rate should be eliminated.

 West Racine and Uptown are currently being collected on a 2-week basis, generating about a quarter of revenue and turnover compared to downtown. At this time, we feel that the passport signage would be more beneficial in that area with the possible addition of a Kiosk at a later date if well accepted by the Public and the City of Racine.

Downtown Racine

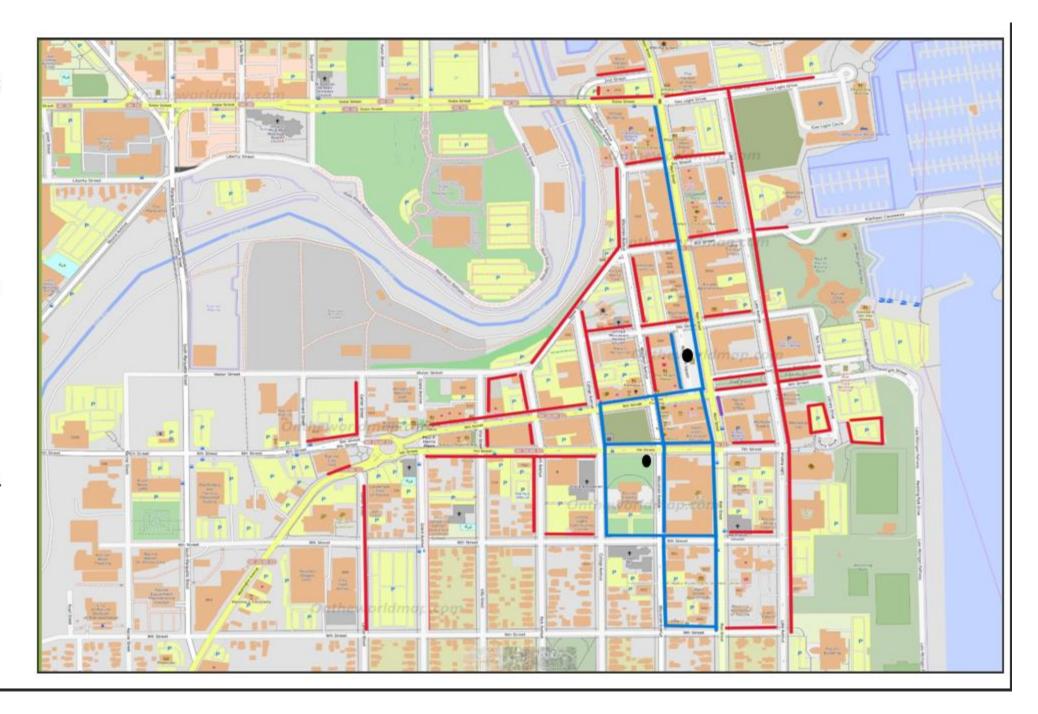
Blue - 2 hours - Zone

Red - 4 Hours - Zone

Purple - 25 Min- Zone

Kiosk # 1 Location: West Side of Main st, Between 5th st & 6th st.

Kiosk # 2 Location: Corner of 7th st, & Wisconsin Ave.





• Monthly Average collections- Based on a three (3) month audit.

Revenue Collection Data January - March 2025

- Main Street Blue average Monthly \$ 11,967.00
- Downtown Red- Monthly \$ 3800.00
- Uptown \$82.00
- West Racine \$706.00
- McMynn \$193.00
- Our recommendation on the placement of the Kiosk
- It is based on monthly collections in the five (5) routes.



Revenue Collection Data January - March 2025

MONTH	LOCATION	AMOUNT
January	Blue Routes	\$12,860.00
January	Red Routes	\$4,300.00
January	Uptown	\$90.00
January	West Racine	\$700.00
January	McMynn	\$200.00
February	Blue Routes	\$10,731.00
February	Red Routes	\$2,900.00
February	Uptown	\$69.00
February	West Racine	\$640.00
February	McMynn	\$160.00
March	Blue Routes	\$12,311.00
March	Red Routes	\$4,200.00
March	Uptown	\$89.00
March	West Racine	\$780.00
March	McMynn	\$220.00
January	Total	\$18,150.00
February	Total	\$14,500.00
March	Total	\$17,600.00

Uptown Racine

Blue- 2 hours - Zone

Green - 10 hours -Zone

Uptown Lot 1 1422 Ann St Uptown Lot 2 1423 Ann St

Red Free Parking

Uptown Lot upper -1300 Washington Ave

Uptown Lot lower -1300 Washington Ave

Uptown Lot -1529 Maiden Lane



West Racine

Blue - 2 Hours - Zone

Green - 10 Hours - Zone

West Racine Lot-1215 Hayes Ave

West Racine Lot-1216 Hayes Ave

West Racine Lot-1125 Hayes Ave





Phase 6: Website Integration (3 Month)

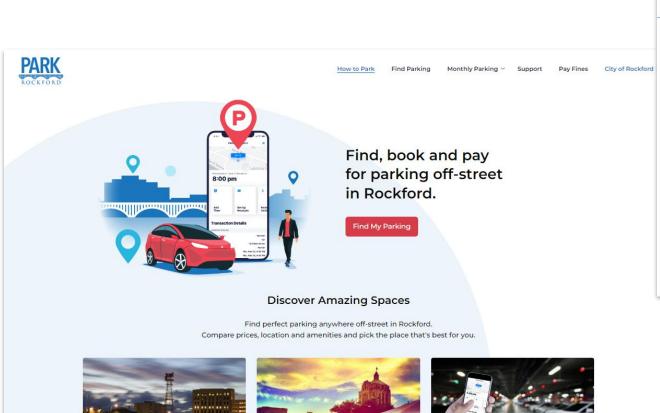
- • Centralized platform for:
- - Parking maps and rates.
- User accounts and permits.
- Parking prepayments and citation disputes.
- Integration with Passport systems for:
 seamless operations.

Website sample in a glance...

Utilize the current flow in the design

Find Parking by Location >

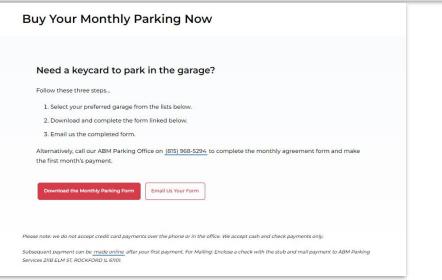




Find Parking at Events >

Find Monthly Parking >





Conclusion



• A phased, seamless transition.

 Benefits: Modernized parking system, enhanced revenue, improved compliance, and user satisfaction.

ABM Parking
 Services commitment to Racine.

Proform

Month 6

24,570.00 \$

7.371.00 \$

Month 7

26,000.00 \$

7.800.00 \$

Month 8

24,180.00 \$

7.254.00

Month 9

22,425.00 \$

6,727.50 \$

Month 10

27,040.00 \$

8.112.00 \$

22,215.00 \$

11,683.75

22,215.00 \$ 22,215.00

\$ 11,929.28 \$

10,285.72

10,531.25

11,683.75

Month 11

7.194.00 \$

23,980.00 \$ 24,000.00

Month 12

7,200.00

Year 1

299.885.00

89,965.50

260,679.44

266,580.00

129,171.06

137,408.94

\$

Month 5

26,325.00 \$

7.897.50

Description

On Street Revenue

Net After Inc Fee

Supplus to City

Current Monthly Fixed Charges

Proposed Monthly Expenses

Violation Revenue (30% of Revenue) \$

Month 1

6.954.00 \$

21,723

\$ 22,215.00 \$

\$ 10,531.25 \$

\$ 11,683.75 \$

143,226

22,215.00 \$

10,531.25 \$

11,683.75

164,950

22,215.00

10,531.25

11,683.75

22,215.00 \$

10,531.25 \$

11,683.75 \$

22,215.00 \$

10,531.25 \$

11,683.75

\$ 23,180.00 \$

Month 2

22,740.00 \$

6.822.00

Month 3

29.120.00 \$

8.736.00 \$

Month 4

26.325.00 \$

7.897.50 \$

Total Net Revenue	\$ 30,134.00	\$ 29,562.00	\$ 37,856.00	\$ 34,222.50	\$	34,222.50	\$ 31,941.00	\$	33,800.00	\$ 31,434.00	\$ 29,152.50	\$ 35,152.00	\$ 31,174.00	\$	31,200.00	\$	389,850.50
Expenses:	 ,	 ,	.,		_	,	.,	_	-,	 .,	 -,	-,	-,	•	-,		,
Payroll (Wages & Salary)	\$ 3,094.40	\$ 3,094.40	\$ 3,094.40	\$ 3,094.40	\$	3,094.40	\$ 4,141.60	\$	3,094.40	\$ 3,094.40	\$ 3,094.40	\$ 3,094.40	\$ 3,094.40	\$	4,141.60	\$	39,227.20
Vacations	\$ 142.80	\$ 142.80	\$ 142.80	\$ 142.80	\$	142.80	\$ 214.20	\$	142.80	\$ 142.80	\$ 142.80	\$ 142.80	\$ 142.80	\$	214.20	\$	1,856.40
Sick	\$ 138.99	\$ 138.99	\$ 138.99	\$ 138.99	\$	138.99	\$ 208.49	\$	138.99	\$ 138.99	\$ 138.99	\$ 138.99	\$ 138.99	\$	208.49	\$	1,806.88
Payroll Tax	\$ 299.28	\$ 299.28	\$ 299.28	\$ 299.28	\$	299.28	\$ 448.92	\$	299.28	\$ 299.28	\$ 299.28	\$ 299.28	\$ 299.28	\$	448.92	\$	3,890.64
Workers Comp	\$ 120.59	\$ 120.59	\$ 120.59	\$ 120.59	\$	120.59	\$ 180.88	\$	120.59	\$ 120.59	\$ 120.59	\$ 120.59	\$ 120.59	\$	180.88	\$	1,567.66
401K Plan	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$ 50.00	\$	50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$	600.00
H&W Premium	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$	240.00	\$ 240.00	\$	240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$ 240.00	\$	240.00	\$	2,880.00
Violation Notice Letters/Fees	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-
Insurance-Vehile Insurance	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$	300.00	\$ 300.00	\$	300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$	300.00	\$	3,600.00
Materials/Supplies/Signs	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$	100.00	\$ 100.00	\$	100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$	100.00	\$	1,200.00
Vehicle Lease/Finanace	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$	950.00	\$ 950.00	\$	950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$ 950.00	\$	950.00	\$	11,400.00
Vehicle Branding		\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-
R&M	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$	500.00	\$ 500.00	\$	500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$	500.00	\$	6,000.00
Enforcement Printer	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-
Registeration Wheels Fee	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$	20.00	\$ 20.00	\$	20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$	20.00	\$	240.00
Fuel	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$	300.00	\$ 300.00	\$	300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$	300.00	\$	3,600.00
Management Fee	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$	2,000.00	\$ 2,000.00	\$	2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$	2,000.00	\$	24,000.00
Passport License Set Up	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-
Licenses & Permits	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$ 50.00	\$	50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$	600.00
Telephone / DSL/Cell Patrol	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$	70.00	\$ 70.00	\$	70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$ 70.00	\$	70.00	\$	840.00
Uniforms	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$ 50.00	\$	50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$	50.00	\$	600.00
Office Space	\$ 2,105.19	\$ 2,105.19	\$ 2,105.19	\$ 2,105.19	\$	2,105.19	\$ 2,105.19	\$	2,105.19	\$ 2,105.19	\$ 2,105.19	\$ 2,105.19	\$ 2,105.19	\$	2,105.19	\$	25,262.28
CAPEX	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	\$	-
Total Expenses	\$ 10,531.25	\$ 10,531.25	\$ 10,531.25	\$ 10,531.25	\$	10,531.25	\$ 11,929.28	\$	10,531.25	\$ 10,531.25	\$ 10,531.25	\$ 10,531.25	\$ 10,531.25	\$	11,929.28	\$	129,171.06
Net Income	\$ 19,602.75	\$ 19,030.75	\$ 27,324.75	\$ 23,691.25	\$	23,691.25	\$ 20,011.72	\$	23,268.75	\$ 20,902.75	\$ 18,621.25	\$ 24,620.75	\$ 20,642.75	\$	19,270.72	\$	260,679.44
Management Inc Fee 1.5% NOI	\$ -	\$ -	\$ -	\$ -	\$	-	\$ -	\$	-	\$ -	\$ -	\$ -	\$ -	\$	-	 \$	-

19,602.75 \$ 19,030.75 \$ 27,324.75 \$ 23,691.25 \$ 23,691.25 \$ 20,011.72 \$ 23,268.75 \$ 20,902.75 \$ 18,621.25 \$ 24,620.75 \$ 20,642.75 \$ 19,270.72

11,929.28 \$ 10,531.25 \$

22,215.00 \$

11,683.75 \$

22,215.00 \$ 22,215.00 \$

11,683.75

10,531.25 \$ 10,531.25 \$ 10,531.25 \$

\$ 11,683.75

22,215.00 \$

10,285.72

On Street Violation Revenue/Expenses-City With Free Limited Parking

Object Account Client Revenue	January FY 2024 Actual 25.010.00	February FY 2024 Actual 29,593.00	March FY 2024 Actual 22,884.85	April FY 2024 Actual	May FY 2024 Actual 12,542.00	June FY 2024 Actual 12,980.00	July FY 2024 Actual 15,772.00	August FY 2024 Actual 20,250.00	September FY 2024 Actual 14,364.00	October FY 2024 Actual 15,724.00	November FY 2025 Actual 11.874.00	December FY 2025 Actual 17,192.00	TTM Totals Actual 220,527.85
92010 - Wages	12,268.33	9,372.77	7,430.62	6,957.41	6,475.38	10,405.48	7,223.84	9,219.44	9,915.74	9,716.54	8,028.21	9,566.53	106,580.29
92190 - Vacation	898.04	686.07	543.92	509.26	486.56	761.68	528.75	674.86	725.84	711.25	587.66	700.27	7,814.16
92200 - Sick	0.00	0.00	0.00	0.00	171.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	171.68
92450 - Payroll Taxes		1,247.31	988.84	925.85	884.53		961.30		1,319.51	1,293.05	1,068.37		
•	1,632.63		697.77			1,384.73 977.13		1,226.89				1,273.08	14,206.09
92480 - Workers Compensa	1,152.06	880.11		653.33	624.17		678.35	865.75	931.11	912.43	753.89	898.34	10,024.44
92490 - 401K Plan	181.99	105.97	106.98	111.25	112.08	95.63	125.82	109.57	99.70	112.39	90.76	100.73	1,352.87
92500 - Union Benefits	0.00	0.00	0.00	0.00	0.00	5.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00
92560 - Health & Welfare	732.85	709.50	1,393.37	732.46	1,688.49	707.83	715.96	706.88	706.88	702.44	712.67	701.74	10,211.07
93810 - Personnel Selection	75.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	260.07	335.73
94410 - PLPD Excess Comp	1,332.36	1,332.36	888.24	888.24	888.24	888.24	888.24	888.24	888.24	888.24	888.24	888.24	11,547.12
94600 - Materials & Supp	0.00	0.00	0.00	24.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.99
95030 - Vehicle Lease	1,079.52	1,077.44	(1,774.64)	891.28	980.20	978.12	976.04	973.96	971.88	969.80	865.94	182.00	8,171.54
95860 - Parking Taxes	1,415.64	1,675.07	1,295.37	1,264.64	709.92	734.71	892.75	1,146.24	817.07	890.03	672.13	973.14	12,486.71
96200 - Auto Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.00	0.00	0.00	0.00	9.00
96220 - Auto Maintenance	832.95	714.36	361.28	76.80	16.00	1,597.04	(2.59)	1,171.07	885.05	122.10	458.24	29.00	6,261.30
96230 - Registration	352.00	4.50	6.70	4.50	5.26	184.37	4.70	4.74	4.66	4.50	352.24	4.74	932.91
96820 - Gasoline purchas	714.50	710.62	847.77	928.99	566.66	864.16	749.45	630.44	852.38	650.91	580.25	734.97	8,831.10
97011 - Wireless Services	143.69	109.94	82.60	92.30	30.96	0.00	0.00	173.38	134.58	172.05	64.38	66.34	1,070.22
97031 - Wireless Equipment	0.00	39.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39.04
97450 - Outside Services	10.23	7.79	6.93	5.14	4.02	6.06	4.04	6.03	6.09	5.51	12.58	16.12	90.54
97830 - Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71.85	0.00	71.85
98680 - Bank Charges	0.00	0.00	63.00	0.00	0.00	0.00	0.00	0.00	63.00	0.00	0.00	0.00	126.00
Client Direct Expense	22,822.45	18,672.85	12,938.75	14,066.44	13,644.15	19,590.18	13,746.65	17,797.49	18,330.73	17,151.24	15,207.41	16,395.31	200,363.65
Client VGP	2,187.55	10,920.15	9,946.10	8,275.56	(1,102.15)	(6,610.18)	2,025.35	2,452.51	(3,966.73)	(1,427.24)	(3,333.41)	796.69	20,164.20
91860 - Landowner Bank	25,010.00	29,593.00	22,884.85	22,342.00	12,542.00	12,980.00	15,772.00	20,250.00	14,379.00	15,724.00	11,874.00	17,192.00	220,542.85
99990 - Management Clear	(22,822.45)	(18,672.85)	(12,938.75)	(14,066.44)	(13,644.15)	(19,590.18)	(13,746.65)	(17,797.49)	(18,345.73)	(17,151.24)	(15,207.41)	(16,395.31)	(200,378.65)
Client Clearing	2,187.55	10,920.15	9,946.10	8,275.56	(1,102.15)	(6,610.18)	2,025.35	2,452.51	(3,966.73)	(1,427.24)	(3,333.41)	796.69	20,164.20



Thank You

Blaise Hometorwu Branch Manager





