

Parking solution creates safer streets; increases parking revenue



Background

Bridgeport, Connecticut's largest city with 150,000 residents, has long suffered from the impacts of suburbanization that occurred in the U.S. during the mid-20th century. The resulting population loss, homelessness, poverty and criminal activity only served to further hamper city revitalization efforts over the years.

In 2018, city officials launched a new, 10-year revitalization plan under the leadership of Mayor Joseph Peter Ganim that proved different. Based on the City's core values and organized around four highly integrated pillars, the revitalization plan served as a blueprint for city investment that was focused on making sustained, incremental progress on the challenges that had held Bridgeport back from reaching its full potential.



ORGANIZATION

City of Bridgeport, CT

KEY CHALLENGES

A 10-year revitalization plan required improvements to downtown pedestrian and biking traffic through enhanced, smarter parking enforcement.

KEY BENEFIT

With the help of MPS and the remotely monitored SafetySticks, parking behaviors immediately started to change making the streets of downtown Bridgeport much safer.



The plan would serve as a blueprint for how City Leaders, through a mix of infrastructure investment, redevelopment and community safety programs, would create a more “vibrant and livable” Bridgeport over time.

On the topic of improving safety, the City embraced the Vision Zero Network. Vision Zero, a community-wide strategy designed to make city streets safer by reducing, or even eliminating entirely, all traffic-related injuries and fatalities through a mix of education and awareness, transportation infrastructure investment and safety programs. One major focus under Vision Zero for Bridgeport was the need to improve downtown pedestrian and biking traffic in downtown Bridgeport through enhanced, smarter parking enforcement.



I continue to be impressed with the technology MPS [offers] to enforce parking rules. [We] rely on this technology daily.”

- **Steve Auerbach,**
Parking Manager,
City of Bridgeport

The Solution

Bridgeport City officials approved a 30-day pilot study proposed by Municipal Parking Services (MPS), a smart parking managed services company to assess the effectiveness of its Sentry SafetyStick™, a patented, internet-connected, no parking zone enforcement monitor.

A one-of-a-kind product, MPS Sentry SafetySticks provide parking enforcement authorities with a 24/7/365 remotely managed, camera-enabled, no parking loading enforcement capability without adding more costs to what was already a cash-strapped city.

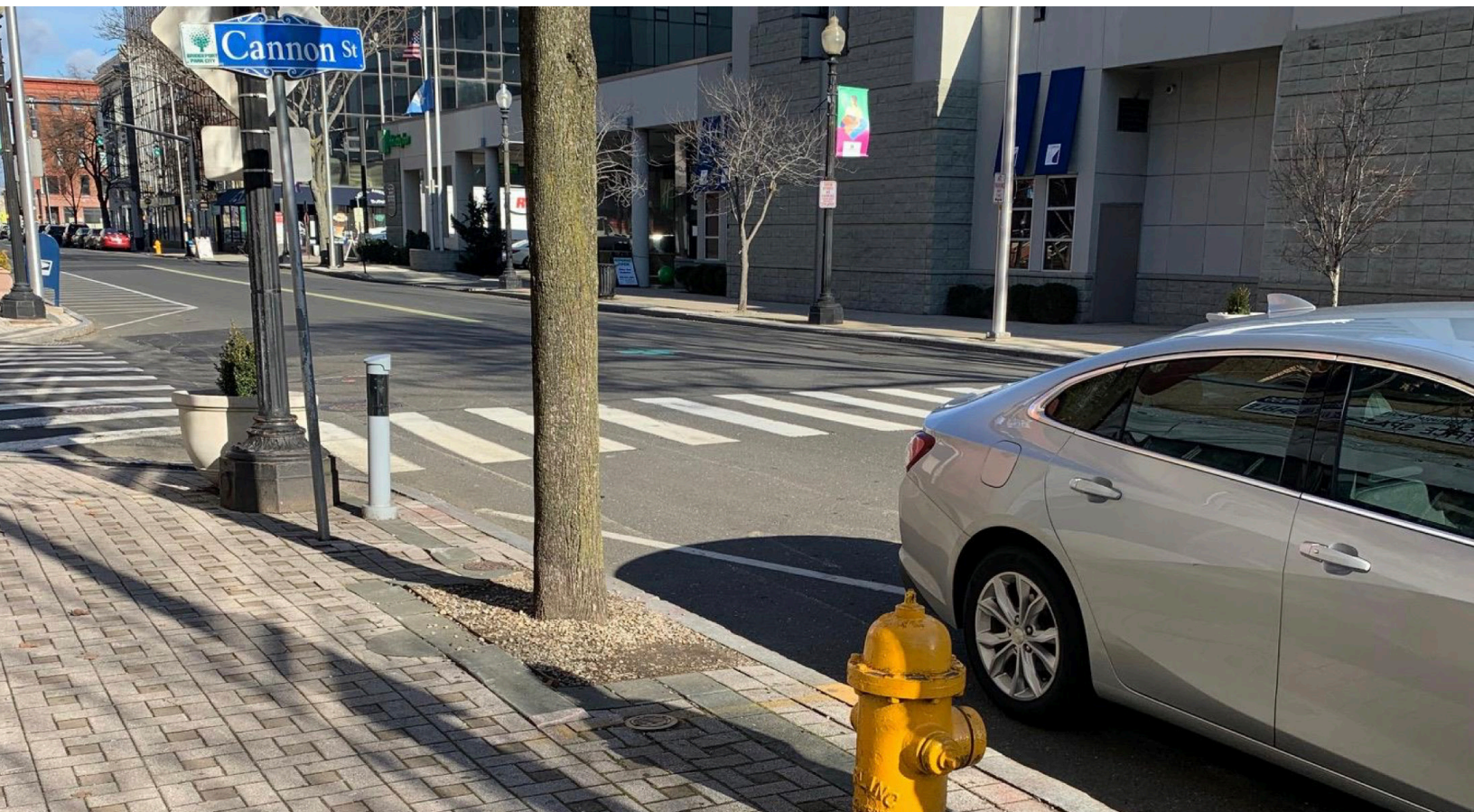
MPS offered Bridgeport a 100% turnkey solution that included managed services, and no parking and loading zone enforcement features. The solution also included all of the required infrastructure, equipment and software, as well as the remote monitoring services required to execute the pilot study.

When an illegal parking instance occurred, the MPS Sentry SafetyStick would capture an image of the violator's license plate, add a time and location stamp, and then share that visual evidence with Bridgeport parking enforcement authorities for review and violation issuance. As violators became more aware of the new, remotely monitored SafetySticks, parking behaviors immediately started to change in Bridgeport.

Parkers began choosing safer parking options rather than risk receiving a costly parking violation in the mail. The added benefit of the study was proof that improved parking enforcement meant SAFER STREETS for every Bridgeport residents and visitors.



MPS is a proud sponsor of Vision Zero.



The Outcome

With the installation of the SafetySticks, instances of illegal parking decreased from an average of eleven violations daily to about ten per month total. The SafetySticks also served to increase the number of no parking and loading zone violations being issued by a factor of 5X which served to vastly improve the health of the Bridgeport General Fund. Under MPS and its remotely managed monitoring service, parking violation revenue realization increased from an average of \$80 to over \$400 per month.



Safer streets, improved parking behaviors and increased General Fund revenues served as evidence that the MPS SafetySticks were highly effective tools that could help Bridgeport realize its objectives of making its streets safer and the community more vibrant and livable. These objectives were also achieved without the City having to make a large, capital investment thanks to MPS and its unique managed services parking enforcement solution.

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PLAN

BRIDGEPORT

FINANCIAL BENEFITS



4X
INCREASE IN
GROSS REVENUE



+20%
PAYMENT
COMPLIANCE
IMPROVEMENT



+3000%
SUPERIOR
ENFORCEMENT
EFFICIENCY
(IN DEC 20)



4:1
VENDOR
CONSOLIDATION



99%+
REDUCTION IN
MAINTENANCE
BREAK-FIX
EXPENSE



99.99%
SYSTEM
UPTIME