



**Honorable Mayor and Members of the Hermosa Beach City Council**

**APPROVE AN AGREEMENT WITH FLOWBIRD AMERICA, INC., TO REPLACE  
PARKING METERS IN LOTS A, B, AND C**

(Senior Management Analyst Ken Bales)

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**Recommended Action:**

Staff recommends City Council:

1. Authorize the purchase of multi-space parking meters from Flowbird America, Inc. through a cooperative purchasing agreement with Omnia Partners for an amount not to exceed \$400,000 (**Attachment 2**);
2. Authorize the City Attorney to authorize modifications to the proposed agreement, if needed; and
3. Authorize the City Manager to execute the proposed agreement, with the City Clerk attesting the proposed agreements, subject to approval by the City Attorney.
4. Appropriate \$115,000 to the Police Department Equipment Replacement Fund to cover the purchase of Beach Lot multi-space meters

**Executive Summary:**

The City currently has a total of 14 IPS Group, Inc (“IPS”) mutli-space parking meters that cover Lot A, Lot B, and Lot C (“Beach Lots”). These meters have been in place for over 10 years and have reached the end of their useful life. Additionally, the meters were implemented without a lettered keypad for license plate entry since current processes utilize space numbers to associate spaces to paid parking sessions. With the implementation of parking automated license plate reader (“ALPR”) technology over the next few months, it is necessary to replace these meters with upgraded meters that include lettered keypads. Staff utilized this opportunity to research and recommend a new vendor, Flowbird America, Inc. (“Flowbird”), that provides additional technology capabilities and significant operational cost savings over the lifespan of the meters. The agreement with Flowbird will also provide the City the option to purchase additional parking meters to begin the citywide transition from single space to multi-space meters in CIP 113.

**Background:**

The current Beach Lot meters provided by IPS have reached the end of their useful life with over 10 years in service. The 14 meters are allocated across the Beach Lots with a

total of four in Lot A, two in Lot B, and eight in Lot C (**Attachment 1**). The meter utilization varies amongst the meters with some meters having significantly more transactions each month depending on location. The low utilization of certain meters, high adoption rate of ParkMobile LLC (“ParkMobile”) pay by app services, and upgraded technology within the Flowbird meters doesn’t necessitate the 1:1 replacement of multi-space meters in the Beach Lots that traditionally would occur which is why staff is recommending the purchase of 11 replacement meters. This reduction in meters will yield ongoing operational cost savings in addition to saving approximately \$24,000 in capital expenditures. The new Flowbird meters can handle multiple business rules and are highly configurable for future changes to the parking environment.

The Flowbird meters will integrate with the City’s existing parking vendors including Turbo Data Systems, Inc. (“Turbo Data”) and Genetec, Inc (“Genetec”), for parking permits and citation issuance, and ALPR enforcement. Additionally, Flowbird will provide the installation and configuration services as part of the initial deployment and work with staff to install at specified locations.

In addition to the Beach Lot parking meter replacements, staff recommend utilizing the proposed agreement (**Attachment 2**) as the procurement vehicle to purchase and install the 11 multi-space meters that will replace 170 single space meters as part of CIP 113 – Phase 1 and beyond.

**Analysis:**

The City is at an inflection point with its physical parking meters. In a June 2023 parking meter assessment, the vast majority of meters were rated as in poor or very poor condition. Instead of replacing 1,613 parking meters citywide on a 1:1 basis, staff have recommended a 16:1 replacement of single space meters with multi-space meters across the City in CIP 113. Once completed, this action will result in hundreds of meters being removed from the public right-of-way, upgraded technology with ability for customizations to the parking environment, and significant operational cost savings over the life of these new meters.

The first phase of CIP 113 will focus on Pier Ave and Lot D and see a total of 170 single space meters replaced with 11 multi-space meters. The pricing model of IPS and Flowbird differ tremendously. IPS currently charges a monthly fee of \$9.35/month per single space meter and \$30/month per mutli-space meter. These monthly fees have been rising year-over-year with the latest in July 2025 being 20%. In addition to the monthly fees, IPS charges a \$.07 and \$.13 transaction fee on all credit card transactions, for single-space and multi-space meters, respectively. Currently, credit card transactions account for approximately 95% of all parking revenue. Flowbird charges a flat \$68/month per meter fee regardless of the number of transactions at that meter. For CIP 113 – Phase 1 alone, the monthly cost savings would result in an annual cost savings of \$10,098 before the transaction fee savings are taken into consideration.

The Beach Lots account for approximately a third of parking revenue citywide and the cost savings from these locations will be significant. Utilizing historical data from 2024, the City spent a total of \$27,917 in transaction fees and \$5,040 in monthly subscription fees for a total operational expenditure of \$32,957 for the 14 Beach Lot multi-space meters. During this same period if the 11 Flowbird meters were installed, the City would have only spent \$8,976 in operational costs for a total annual cost savings of \$23,981 (**Attachment 3**). This amortized over the projected 10-year lifecycle of the Flowbird meters is \$239,810 in cost savings to the City over continuing with IPS.

**Fiscal Impact:**

The City’s wide physical parking meter infrastructure is at the end of its useful life due to aging individual meter conditions. With upgrades to the parking environment, newer meters are necessary to work with the City’s implemented parking technology.

The upfront capital expenditure is expected to cost approximately \$200,000 for the 22 new Flowbird multi-space meters that will replace the 14 Beach Lot meters and CIP 113 – Phase 1 meters. Sufficient funds are currently budgeted within CIP 113 to fully cover the capital costs for Lot D and Pier Ave. However, an appropriation increase is necessary to cover to additional costs for the Beach Lot meters. There is sufficient existing operating appropriation to support the ongoing annual service costs. Over the expected 10-year lifecycle of the new meters, operational cost savings are projected to exceed the initial capital investment, resulting in long-term budgetary savings for the City.

Agreement Request		
Request Amount	Budget Dept. Account #	Total Contract Amount
Not to Exceed \$400,000	001-3302/6-4201 301-8113	Not to Exceed \$400,000

**Attachments:**

1. Beach Parking Lots Meter Allocation Plan – Transition to Flowbird
2. Professional Services Agreement – Flowbird America, Inc.
3. Flowbird vs IPS Total Cost of Ownership Analysis

**Respectfully Submitted by:** Ken Bales, Senior Management Analyst

**Concur:** Mick Gaglia, Lieutenant

**Concur:** Joe SanClemente, Public Works Director

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Jason Baltimore, Interim City Attorney

**Approved:** Steve Napolitano, Interim City Manager