

CITY OF VENTURA

NEWS RELEASE

501 Poli Street
Ventura, CA 93001

For Immediate Release

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**City of Ventura to replace downtown parking pay stations
with new, improved model**

The City of Ventura will begin replacing Downtown parking pay stations on April 17, 2018, with a new, improved model that is compliant with the Payment Card Industry Data Security Standard (PCI DSS). The new technology offers enhanced screen displays and options for future software upgrades such as pay-by-cell. Installation will take approximately one week to be completed; each pay station will go live as it is installed. There are no changes to the current parking program rates and hours of operation.

Much like cell phones and computers, pay stations and pay station system technologies are rapidly evolving. The current base operating system on the original pay stations will no longer be in compliance with the PCI DSS therefore, the pay stations will be replaced. This recommendation is supported by the Downtown Parking Advisory Committee.

All net revenue from the parking pay stations goes back into Downtown and funds a Police Officer who is dedicated to making downtown a safer and cleaner place to visit. Parking revenue was recently used to install security cameras, lighting upgrades, and other improvements. The pay stations help to create turnover and open parking spaces allowing customers to find parking close to merchants.

This release is available on the City of Ventura website at www.cityofventura.ca.gov.###