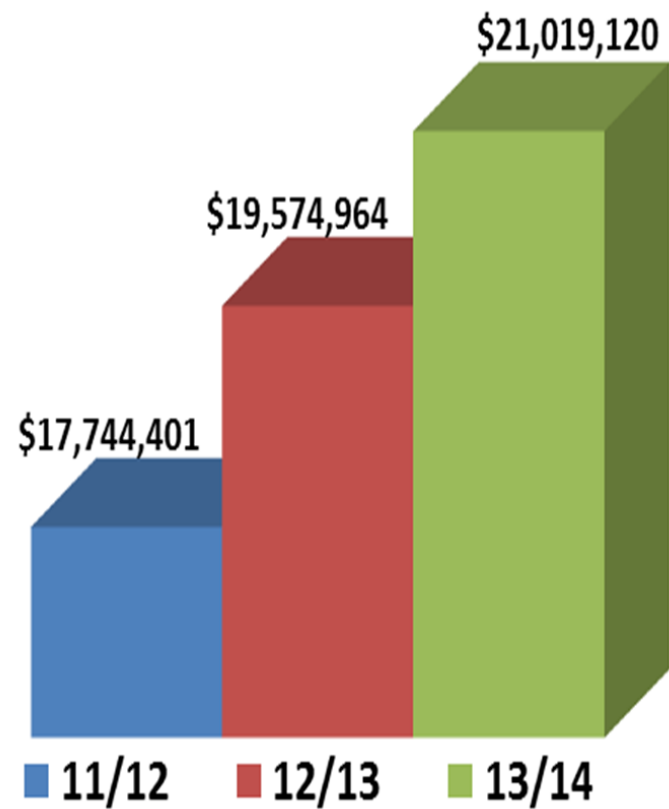


California State Parks
Orange Coast District

**FACILITATING
REVENUE GENERATION
THROUGH
TECHNOLOGY**



When there is a focus...



Technology in Use

- Camping Reservations
- Automated Pay Parking Machines
- Debit/Credit Card Acceptance
- Pay By Phone for Parking
- Shower Token Program
- Proud Partnership Opportunities (Sunline, WaveTrack, Inc.)
- Concession Partnerships (CVAC, CCA, DSBIA)
- Special Event Partnerships (Hurley Pro, Doheny Blues Fest, Doheny Surf Festival)



SAVE THE TIME



Download Passport Parking

Available on the App Store | GET IT ON GOOGLE PLAY

OR Call

847-380-4332

ZONE 303



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State Beach Ocean Lifeguard Tryouts

Huntington - March 8
San Clemente - March 15
Crystal Cove - March 22



All tryouts begin at 9:00 am
For more information 949-492-0802
Lifeguards start at \$14.91 per hour

Automated Pay Parking Machines

Positives

- Self-service for visitor
- Understood by users
- Works well at small lots adjacent to beach or trailhead where kiosk is not available
- Offer hourly options
- Park, Pay, Play...

Misconceptions

- APPM program does NOT save in staffing costs
- Credit/Debit Transactions costly and some contract issues
- Lifespan >5 years
- \$13,000 install complete
- Necessitates permits (considered a structure)

Pay By Phone

Positives

- Self-service for visitor
- Works w/ or w/out APPM
- Offer hourly options
- No structure or facility
- No cost to Department
- Enforcement simple
- Signage offered by Partner
- Park, Pay, Play...

Misconceptions

- Program does need wi-fi or cell coverage
- Cannot serve visitors who do not possess cell phone
- Works well in small lots, still testing large lots
- Dept should provide additional signage
- Cost to Dept if associated with an APPM program

Credit/Debit Card Terminals

Positives

- No more personal checks
- Another payment option
- Offers receipt for purchase
- Does not need POS system to operate
- Enforcement simple

Misconceptions

- Program does need wi-fi or internet base
- Credit/Debit Transactions costly and some contract issues
- CMAS Contract +/-
- Like APPMs & PBP Dept needs to update report of collection processes

Where We Are Headed ...

- **Utilize Reservation Systems** to communicate with our constituents, offer discounts, validate ideas
- **Automated Pay Parking Machines** for the short term (3-5 years)
- **Develop a Point of Sale (POS) system** which accepts all forms of payments, collects visitor information, generates reports , and allows for accountability within and audits of our revenue generating programs
- **Pay By Phone Parking** expand as technology and programming improves and remove APPMs as machinery degrades
- **RFI, Smart Cards, Tap Pass** replaces shower token program and expands visitor options to pay for other expenses
- **RFID and Bar Code Scanning Capabilities-** track passes, gain visitor information, understand visitor needs
- **SaniStar** and other opportunities which protect and provide



And With Whom

- Business Partners
 - **Surfline, Passport Parking, LAZ Parking, SaniStar, TCA** partners who have added value, can increase our marketing footprint, and share our values
- Concession Partners
 - **CVAC, Ruby's Shake Shack, Beachcomber** who add value to the park and provide a high quality amenity for our visitors
- Special Event Partners
 - **Doheny Blues Festival, Surf Festival, Hurley Pro**, who believe in the mission and speak the same language

Great Traits

- Increases market branding
- Utilizes social media to market DPR and expand the brand
- Brings DPR along as technology changes
- Communicates well
- Understands our challenges
- Long Term Relationship

WHAT OCD SUGGESTS

- Pilot multiple POS systems throughout the Dept in the coming year
- Update RoC processes, accept electronic reports
- Capture visitor information and use it
- Adapt or die – Swim with a buddy

REASONS TO PLAY IN STATE PARKS

- Reason #1: Play More Travel Less
- Reason #2: You Can't Roast Marshmallows in a Hotel Room
- Reason #3: Board games are a boring family activity
- Reason #4: It's your backyard. You should use it
- Reason #5: It's not TV, or your Ipod, or on YouTube
- Reason #6: Step out of the Ordinary and into State Parks
- Reason #7: A dose of nature is always the best medicine
- Reason #8: Your children actually want you to participate
- Reason #9: If you were lucky enough to get a campsite, you are lucky enough
- Reason #10: Shhhh! Playing outdoors is fun. Let's keep it our secret!
- Reason #11: The only thing you will overlook is the ocean
- Reason #12: The trail begins here, where you end up is your business
- Reason #13: Whales visit us each year. Why won't you?
- Reason #14: Because Camping is intense in tents