



## SAN MATEO POLICE DEPARTMENT

Ed Barberini  
Chief of Police

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### **MEDIA RELEASE / COMMUNITY ALERT**

**For Immediate Release No. 20200217-006**

**Monday, February 17, 2020**

#### **Parking Enforcement in San Mateo grows to new level with hybrid model.**

*San Mateo will begin new and improved parking enforcement services this month (February 2020)*

The City of San Mateo's Police and Public Works Departments evaluated our parking enforcement strategy during 2019. Following a presentation to our City Council, we were tasked with redesigning our parking enforcement service to accommodate the various parking needs throughout San Mateo and provide a level of service delivery our city deserves.

The City of San Mateo re-engineered our approach to parking enforcement, designing a hybrid model. The model consists of scalable, contracted services, to address downtown parking, our growing residential parking permit program, and other regular services; while retaining police-specific resources to handle abandoned vehicle abatement and other requests that might require a community policing-type response. Following a request for proposals (RFP) and evaluation process with multiple candidates, the City acquired the services of Serco – a full service parking enforcement company. The San Mateo City Council approved contracting with Serco at their November 18, 2019 meeting. Serco's staff will soon be a familiar part of the streetscape on foot, bicycle, as well as in vehicles throughout the city.

Serco will supplement a new model with enforcement on street sweeping, Residential Permit Parking Program (RPPP), downtown lots and metered parking, and commercial zones. The police department's abandoned vehicle enforcement program will continue to be managed by City employees.

Serco employees will be uniformed (see images) and held to the same high standard as City employees while interacting with the public. This parking management improvement was championed by community leaders and business owners alike. It is the City's goal to continue to provide the highest possible level of customer service.

To report parking violations, please call SMPD Dispatch at (650) 522-7700. All parking enforcement program questions can be directed to (650) 522-7742.

Abandoned vehicles can still be reported online at:

<https://www.cityofsanmateo.org/685/Report-an-Abandoned-Vehicle>.

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*Protect with Honor / Serve with Pride*

To learn more about parking and transportation planning, please visit:  
<https://www.cityofsanmateo.org/2125/Parking-and-Transportation>.

**MEDIA CONTACT**

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