

## *The Break Room* with Todd Clark, Mobility Coordinator, August 5, 2025

Narrator:

You tuned in to another edition of *The Break Room*. A weekly conversation about how the city of Saint Augustine works from those who do the work every day. Hosted by the City of Saint Augustine's communications director Melissa Wissel, *The Break Room* offers a closer look at the different city departments and provides updates on current and upcoming projects and events and now your host Melissa Wissel.

Melissa Wissel:

Welcome to *The Break Room*. I'm Melissa Wissel, communications director for the City of Saint Augustine, thanks for tuning in. The city of Saint Augustine has finally made the hard decision to completely discontinue the use of its beloved ParkNow Card. The card will no longer be accepted as a form of payment at city managed kiosks or the parking garage so to give us the 411 on ParkNow Cards, the parking Finder website shuttles, and anything else parking and mobility related we have mobility coordinator Todd Clark in studio. Todd, welcome back.

Todd Clark:

Thank you for having me Melissa.

Melissa Wissel:

Well you you always are busy.

Todd Clark:

Yeah.

Melissa Wissel:

But parking is the thing.

Todd Clark:

it's expanding everyday

Melissa Wissel:

So, lots of things to talk about so let's start with ParkNow Cards. I would venture first before we get started this announcement was a lot More well, better well, what well better more received than when we made the announcement a year ago that the cards were going to be phased out but this is official they're going away.

Todd Clark:

Yeah. They are going away unfortunately there is a component in the machine that's no longer going to be valid. The card reader is going away and it has to be replaced with another card reader. So this card is no longer compatible with the new technology.

Melissa Wissel:

And where are we we're going to use when. You say there will be a card reader, you're talking like if I want to put my credit card in.

Todd Clark:

Correct, that's it it's it's going to be a chipreader and tap. There won't be a strip anymore strip reader in these machines

Melissa Wissel:

OK

Todd Clark:

That's the strips are actually going away by 2029 with all credit card companies. Yeah that's,

Melissa Wissel:

OK well you heard it here first if you didn't know that I. Didn't know that.

Todd Clark:

yeah That's.

Melissa Wissel:

Awesome so let's talk about the ParkNow. So where the parking discount maybe is what we really also want to talk about is the discount but actually let's circle back real quick they're going away September 30th give our listeners what's the deal with how do I get the money off my card.

Todd Clark:

OK so right now at 50 Bridge Street in the customer service area where you pay for water bills, occupational licenses, you are able if you have balance on your card you can come in and you can surrender that card and they will cut you a check for what's left on the balance of the card and you have until December 29th of the year 2028. So, it's not an emergency right now but if you do have your card and you do want to come in and get a check for it, you can do that.

Melissa Wissel:

Or use it because you've got 2 months left, we're beginning of August here so you've got till the end of September to use the balance on the card so come on down I think in September there's a lot of discounts in town for Saint Johns county residents so it's a good time to come down and use your card. Take advantage of the resident discounts at some of the attractions and other things.

Todd Clark:

And it is a slow time of the year so you know you have access to the businesses.

Melissa Wissel:

The discounts, so let's talk about the resident discount. That is we've been using ParkStAug as our mobile app which is also the ParkStAug.com is the website. Give us the, tell us about how do I get my resident discount if I'm not already registered how do I register?

Todd Clark:

So, to register, you will go to ParkStAug.com. And what you want to do is you want to have your driver 's license and your registration documents in your whatever device you're going to use and you're going to attach those documents and fill out the application and then we have a few people who work on approving these. And then you will get an e-mail notification that you've been approved for discount and then at that time you can do one or 2 things, you can either download the mobile app and use the mobile app or we will be able to type your license plate into the kiosk itself and then the back end will know that you're a discounted parker.

Melissa Wissel:

OK so let's let's focus on that for a second so let's start with, I don't want to use a mobile app but I come downtown and I park, I've been registered I've told the city here's my license plate number, remind me again how do I get that. I walk up to the machine?

Todd Clark:

yes you're going to walk up to the kiosk you're going to hit the start key and then you will follow the prompts on the screen and then it will guide you through and right now we do take bills and coins and we do use credit cards. We have uh it's VISA, MasterCard and Discover, we don't take Amex right now.

Melissa Wissel:

Something that I find funny for myself sometimes I forget my plate number and when I walk out to my car sometimes I see people standing at the kiosk and if there's one or 2 people in their group there's somebody standing at the kiosk and someone else has run back over to the car to get the plate. Number so maybe just snap a picture.

Todd Clark:

That's the perfect way to do it yeah yeah snap a photograph of your of your license plate that way it's in front of you with the kiosk get to the and the parking enforcement is done through the license plate itself our officers have license readers either on the top of the car or on their phone they really don't look at the receipts on dashboards anymore OK. And when we are going to continue to give a receipt. For those people. Who will our you know business people that do use those as a you know for tax purposes.

Melissa Wissel:

OK so I'm going to I'm going to ask you to repeat that if anybody wasn't really listening so I can put a receipt on my dashboard but we have technology, that is a license plate reader?

Todd Clark:

Yeah, the the the cars have cameras on top of them and then there's laptop inside the car the car drives down the road and it reads the license plates with the it's called LPR license plate recognition technology and that tells the officer inside of the car whether that car has paid or not and then if the car is not paid they will issue a citation. They do have readers on their phones. They have Android phones and it's a little scanner they can scan the plate and it can tell them whether that car that was that license plate is paid or not. You could still continue to put the receipt on your dashboard if you'd like. They they don't really look at those very often, but they they can cross reference it so it's up to you.

Melissa Wissel:

so. Even if I oh because whether I'm registered or not with the discount I still have to put my license plate number on the kiosk to get the receipt.

Todd Clark:

correct

Melissa Wissel:

OK. Seems obvious that was me having a moment OK.

Todd Clark:

The discount is in the back end. So that you know there's 2 companies that speak to one another, passport and flow bird, and then the kiosk reports to those companies so if you're if you're in the system as a discounted parker, the machine will know that you are, so you can still get your discount that way.

Melissa Wissel:

Alright so ParkStAug.com to register ParkStAug is the mobile app. I'm I'm going to do a quick identification because if folks are just now tuning in you're listening to *The Break Room* I'm Melissa Wissel communications director for the City and Todd Clark is with me he is our mobility coordinator we're talking about ParkNow cards being discontinued however not the discount and the mobile app, ParkStAug, I download that, I can use it. And the other advantage to the mobile app other than convenience, what it helps me so if I'm. Halfway across town, downtown I should say.

Todd Clark:

Correct. so let's say you started a 4 hour s4-hour at the Fort and then you're having dinner you know on the other side of town at Harrys you can't make it back to your car you can just go to the mobile app and start a new session and then pay for time so you don't get a parking ticket. it's very easy.

Melissa Wissel:

So it makes it convenient so I can do it I need I can I can park my car and walk away and forget about it I could use the mobile app but like you said I can just sign in at the kiosk to pay for it and I don't need the mobile app.

Todd Clark:

And on the side of all the kiosks we do have the the mobile app zone so it's good to take a picture of that zone so you know what zone you're in. When you're in accepted then you can put that in the phone you can even download the mobile app while you're eating or having a drink?

Melissa Wissel:

Something I do want to also point out we've gotten some calls recently and there are some other parking lot companies who manage lots. People get towed, they get tickets, and we just want to be clear and in defense of the city our kiosks are very clearly labeled with the city logo, crest, the city crest.

Todd Clark:

That is correct and just hit the start key it will tell you that we are the city of Saint Augustine if you see central parking or another address that is not connected to the City of Saint Augustine, that is a private business.

Melissa Wissel:

OK few other things here we've got a few more minutes still. Let's talk about the parking Finder. It's a website we recently kind of announced, it it's been going, we've had it active for a couple of years, but we're trying to remind folks about it since there's all this talk about parking. Where do I park? There's nowhere to park. Tell us about the parking finder web platform that we have.

Todd Clark:

So it is web-based and it's got you can log on to the Parking Finder and what it does is it will tell you whether parking is likely or unlikely in an area. Eventually we will also have an events platform on the Finder so if there is a let's say there's the sing out loud concert that will tell you where you can shuttle in from.

Melissa Wissel:

OK

Todd Clark:

If you can't find parking downtown.

Melissa Wissel:

OK so I've seen it, I've used it it's really cool it's all color-coded with available not available it's not quite granular down to the spot is open but it can it does tell me in that area. You mentioned Sing Out Loud. What can you tell us about Sing Out Loud coming up? There will be shuttles?

Todd Clark:

Yes there will be shuttles.

Melissa Wissel:

What's the situation with that?

Todd Clark:

So the locations for shuttles for Sing Out Loud this year will be the Broudy's Lot 198 West King Street. We'll also have 301 San Marco which is down by the there's a restaurant called DOS I believe and also we will have the health department on San Sebastian View, the Admin building . And we've also secured the lot that's just to the northwest of that in the county facility it's called the permit service lot and there is a wooden bridge that connects those 2 parking lots and we will have security there guiding people to the bridge so they can pick up the shuttle for Sing Out Loud at the admin building.

Melissa Wissel:

So we're listening in terms of the city of the demand and the need for parking, shuttling, trying to make these events and the parking experience for the not just the visitor but also our residents smooth and enjoyable. Sing Out Loud, are we the ones responsible for the shuttles I think the Sing Out Loud event actually runs those is that correct?

Todd Clark:

Yes so the Amp actually runs that and basically what they do is they just piggyback off of our contract with Candies Coachworks out of Gainesville, Florida and we hired them for The Amp and then we just basically have Candies just handles everything for us.

Melissa Wissel:

And they do a really good job.

Todd Clark:

Amazing. Fantastic.

Melissa Wissel:

And you did say Broudy's as well correct?

Todd Clark:

Yes we will be using Broudy's and we also use security to also help out as security at these lots.

Melissa Wissel:

OK, can you tell us about the Star circulator? It's working, people are using it, and it's you if I always when we promoted Concerts in the Plaza this year we tried to remind folks use your Saint John's county discount, park at the garage, hop the shuttle. And come down how's it going?

Todd Clark:

It's going great and this and this isn't an FDOT grant that we received from the state to pay for the star circulator. It runs 7 days a week from 10:00 AM to 10:00 PM and we are looking to expanding it for Nights of Lights on the Island. We're in the process we're going to make a bus stop over off of Arricola Avenue and it's gonna basically make the same stops that the beach bus does now and we're going to run that shuttle from 5:00 PM until either 10:00 PM or 11:00 PM. We haven't really quite decided yet, but we're going to be looking at running it every day during Nights of Lights. We're not running it on Light Up Night. We're going to start on Sunday after Light Up Night because we have a shuttle that's on the island Light Up Night that's going to be running from the Anastasia Baptist Church and RB Hunt School. Those are our 2 locations for Light Up Night. As for 4th of July we use The Amp and we use The Alligator Farm as a parking park and walk across the street right. Pick it up we we really The Amp usually has some has something scheduled.

Melissa Wissel:

yeah so the I think the light up, what's important about the Nights of Light shuttle at the beach is just to remind folks that our shuttle what you were just talking about the Star Circulator normally runs 10:00 AM to 10:00 PM but we do shut that down at I I think usually around 4.

Todd Clark:

We're we're shutting it down at 5:00 during the Nights of Lights yeah.

Melissa Wissel:

Because during Nights of Lights because it gets so crazy busy but what a great alternative we'll just move that service over to the island to let folks that are out at the beach and this is from the beach correct, out on A1A beach so the hotels and those current stops.

Todd Clark:

That's that's correct everything the beach bus does now we're hoping to stop at all those locations we do have a meeting in the first week of August with the city of Saint Augustine Beach, a representative there and will be meeting with them and getting full permission to

do this. We're hoping that we can do this all the time on the island we just we don't know we're gonna see how it goes with the Nights of Lights first.

Melissa Wissel:

Well and that's that was part of the vision with the circulator was that we would start having these different lines if you will so that's that's a great first step at doing that.

Todd Clark:

Yeah and eventually hopefully going to get a parking garage where the Brody lot is and then that's circulator we will probably maybe have its own route it probably might not it might at the beginning be tied to the current route. OK but then maybe expanding it to where it's its own little route.

Melissa Wissel:

Excellent yeah well you're keeping busy you're keeping people moving. We're out of time, we didn't even get to talk about, we had some other things, we had shuttles we had we were going to talk about the digital counts how did 4th of July go. You'll just have to come back.

Todd Clark:

all right. Thank you Melissa.

Melissa Wissel:

Thanks for coming down Todd. If you missed part of this broadcast and want to go back and listen from the beginning, you can find this and other episodes, past episodes at [CityStAugRadio.com](http://CityStAugRadio.com). We want to keep you informed about what's happening in and around the city and that you hear it here from the people who do the work to make it happen every day. Remember to stay connected with the city you can follow us on social our handle is @CityStAug. You can find us on Facebook, X, and Instagram and until next time, thanks for tuning in.

Narrator:

You've been listening to *The Break Room* a weekly program addressing projects and programs offered by the City of Saint Augustine. Join us each week as the city's communications director Melissa Wissel has in-depth conversations with the people who make our town work to meet the needs of our community. See you at this time next week for another edition of *The Break Room*.