

## Parking Gets Peachy in Madeira Beach

*Residents and Visitors Get a striking upgrade with 29 CALE Parking Meters*

Technically, the color is “Salmon,” but with the most eye-catching meter color created for Florida yet, Madeira Beach’s 29 new pay stations cannot be missed.

Madeira Beach, a coastal beach town off of Tampa Bay, is known for its “Old Florida” charm intertwined with modern attractions, making it a no-brainer for vacationers around the world. The city prides itself on listening to its residents and guests, making enhancements to make it a better place to work and play.

That’s why, in December of this year, a vibrant update was made to the city’s public parking pay stations. 29 new salmon colored CALE CWT Meters boast a new color and an updated system for visitors and residents.

“It was time to move towards more modernization where people could use an app to pay for parking. That’s more of the ‘norm’ now,” says Chris Tarkenton, Parking Department Supervisor for the City of Madeira Beach. “It’s also more convenient for visitors who might be caught up at a restaurant. They don’t have to worry about running back to their car to add more time.”

The 29 new parking meters are a vast upgrade from the ones residents are used to. The Cale Web Terminal Compact (CWT) lights up with a Color Display screen and is enhanced with ‘Pay by Plate’ technology. Visitors can simply enter their license plate number, parking duration, payment and be on their way.



“Switching from ‘Pay-and-Display’ to ‘Pay-by-Plate’ made tracking incredibly easy for us,” says Tarkenton, “It also makes it easier for residents who have a different parking permit. Residents have a back-up for their usual permit sticker...it’s all loaded into our system. It’s peace of mind on both ends.”

The most exciting addition to the meters is the new compatibility with ‘WayToPark,’ a mobile payment app that allows guests to add time to their parking spot straight from their phone. According to Tarkenton, this is a feature that visitors are used to seeing and expect to have available to them.

As for the color chosen for the meters? It was unanimous. Out of 5 color options, the Madeira Beach City Commission voted for the hue that would boast “Beach Life” the best, Salmon.

“They are much more noticeable for out-of-town visitors,” says Tarkenton, “It fits with the beach community lifestyle here. It was a great choice all around.”

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