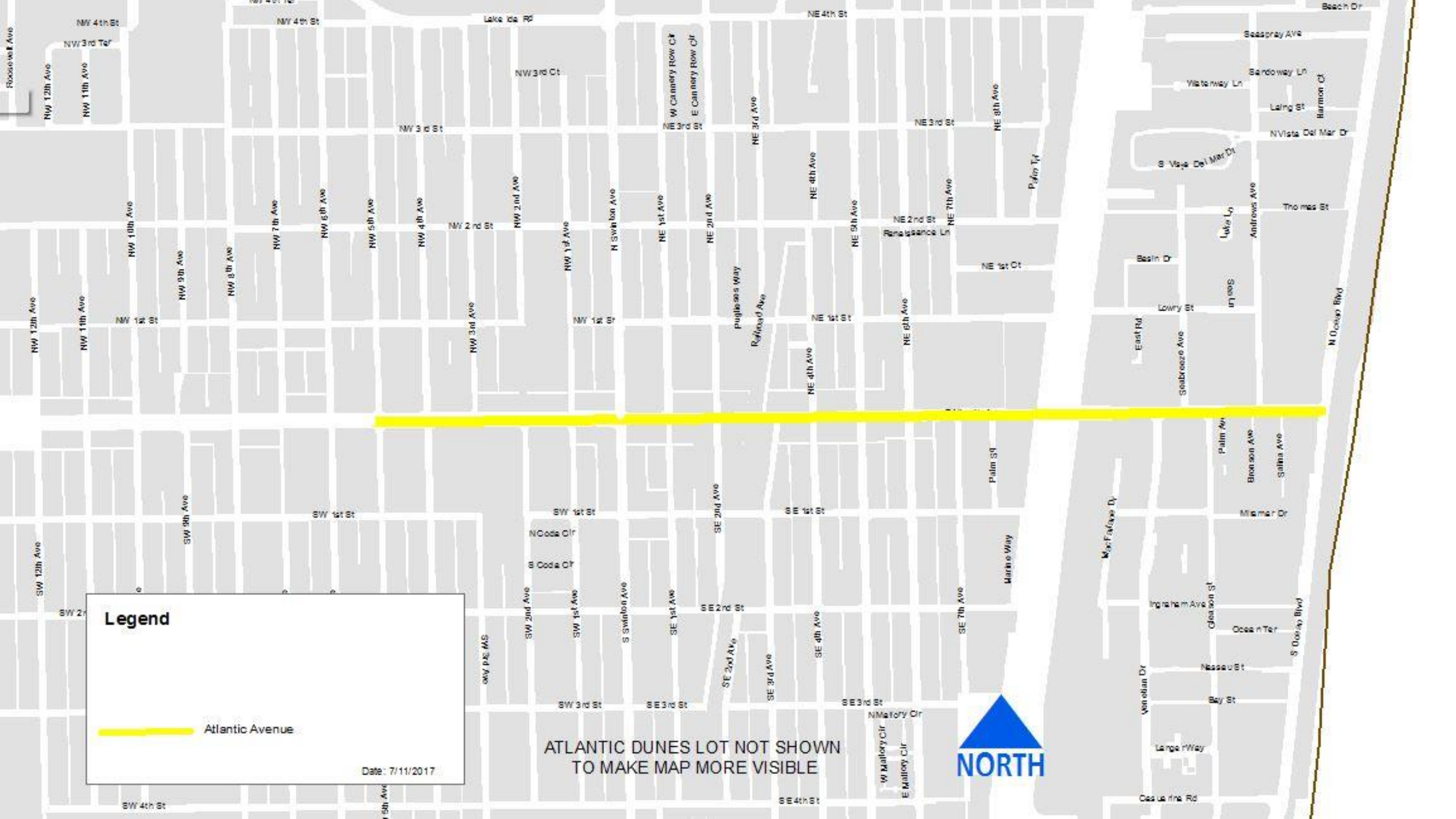


PROPOSED PARKING MANAGEMENT PLAN





Legend

Atlantic Avenue

Date: 7/11/2017

ATLANTIC DUNES LOT NOT SHOWN
TO MAKE MAP MORE VISIBLE







Legend

 DRB_Parking_Areas_PAID_GARAGES

 DRB_Parking_Areas_LOTS-FREE

Date: 7/20/2017

ATLANTIC DUNES LOT NOT SHOWN
TO MAKE MAP MORE VISIBLE





PARKING MANAGEMENT PLAN

HIGHEST RETURN

STREETS	EFFECTIVE METER HOURS	METER TIME LIMIT	METER RATE PER HOUR
ATLANTIC AVENUE	8AM – MIDNIGHT	2 HOURS	MON-FRIDAY 8:00AM - 5:00PM - \$ 2.00 FRIDAY AFTER 5:00 - \$3.50 SAT AND SUN - 8:00AM - MIDNIGHT- \$ 3.50
CENTRAL BUSINESS DISTRICT – PURPLE	8AM – MIDNIGHT	4 HOURS	EVERYDAY 8AM TO MIDNIGHT - \$ 2.00
CENTRAL BUSINESS DISTRICT – GREEN	8AM – MIDNIGHT	6 HOURS	EVERYDAY 8AM TO MIDNIGHT- \$ 1.50
SURFACE LOTS	8AM – MIDNIGHT	6 HOURS	EVERYDAY 8AM TO MIDNIGHT - \$ 1.50
GARAGES	24 HOURS	UNLIMITED	EVERYDAY ALL DAY - \$ 1.00

ROI: First Year \$1,179,848 after expenses; Second Year \$2,015,516 after expenses

PARKING MANAGEMENT PLAN

MEDIUM RETURN (APPROX. 15% LOWER HOURLY RATES)

STREETS	EFFECTIVE METER HOURS	METER TIME LIMIT	METER RATE PER HOUR
ATLANTIC AVENUE	8AM – MIDNIGHT	2 HOURS	MON-FRIDAY 8:00AM - 5:00PM - \$ 1.75 FRIDAY AFTER 5:00 UNTIL MIDNIGHT - \$ 3.00 SAT AND SUN 8:00AM TO MIDNIGHT- \$ 3.00
CENTRAL BUSINESS DISTRICT – PURPLE	8AM – MIDNIGHT	4 HOURS	EVERYDAY FROM 8:00AM -MIDNIGHT - \$ 1.75
CENTRAL BUSINESS DISTRICT – GREEN	8AM – MIDNIGHT	6 HOURS	EVERYDAY FROM 8:00AM TO MIDNIGHT - \$ 1.25
SURFACE LOTS	8AM – MIDNIGHT	6 HOURS	EVERYDAY FROM 8:00AM TO MIDNIGHT - \$ 1.25
GARAGES	24 HOURS	UNLIMITED	EVERYDAY ALL DAY - \$ 1.00 with first hour free

ROI: First Year \$445,201 after expenses; Second Year \$1,258,829 after expenses

PARKING MANAGEMENT PLAN – LOWEST RETURN (APPROX. 25% LOWER HOURLY RATES)

STREETS	EFFECTIVE METER HOURS	METER TIME LIMIT	METER RATE PER HOUR
ATLANTIC AVENUE	8AM – MIDNIGHT	2 HOURS	MON-FRIDAY 8:00AM - 5:00PM - \$ 1.50 FRIDAY AFTER 5:00 UNTIL MIDNIGHT- \$2.75 SAT AND SUN 8:00AM TO MIDNIGHT- \$ 2.75
CENTRAL BUSINESS DISTRICT – PURPLE	8AM – MIDNIGHT	4 HOURS	EVERYDAY FROM 8:00AM TO MIDNIGHT - \$1.50
CENTRAL BUSINESS DISTRICT – GREEN	8AM – MIDNIGHT	6 HOURS	EVERYDAY FROM 8:00AM TO MIDNIGHT - \$ 1.25
SURFACE LOTS	8AM – MIDNIGHT	6 HOURS	EVERYDAY FROM 8:00AM TO MIDNIGHT - \$ 1.25
GARAGES	24 HOURS	UNLIMITED	EVERYDAY ALL DAY - \$ 1.00 with first hour free

ROI: First Year \$ 354,191 after expenses; Second Year \$1,165,089 after expenses

BEACH PARKING

STREETS	EFFECTIVE METER HOURS	METER TIME LIMIT	METER RATE PER HOUR
A1A	8AM – MIDNIGHT	4 HOURS	MON-FRIDAY 8:00AM - MIDNIGHT - \$ 3.00 SAT AND SUN 8:00AM – MIDNIGHT - \$ 4.00
SURFACE LOTS	8AM – MIDNIGHT	UNLIMITED	EVERYDAY 8AM – MIDNIGHT - \$ 2.00

ROI: First Year \$1,730,020 after expenses; Second Year \$1,781,921 after expenses

RESIDENT PARKING PERMITS/PASSES

PERMIT TYPE	EXPECTED PURCHASE RATE	ANNUAL PERMIT RATE	REVENUE GENERATED FOR YEAR
GARAGE ONLY	1.5%	\$95.00	\$94,050.00
GARAGE & SURFACE LOTS	1.25%	\$144.00	\$118,800.00
ALL METERS EXCEPT ATLANTIC AVENUE AND MARINA DISTRICT	1%	\$240.00	\$158,400.00
MARINA DISTRICT	NO PROPOSED CHANGE	\$60.00	\$3,175.00

VALET PARKING PERMITS

VALET SPACES	NUMBER SPACES PERMITTED	CHARGE FOR HOW LONG	PRICE PER PARKING SPACE PER YEAR	CITY REVENUE GENERATED PER YEAR
CURRENT LEASE	32	\$7.00-\$10.00 FOR 4 HOURS, ADD \$5 AFTER 4 HOURS	\$1,489.08	\$47,650.56
PROPOSED LEASE	32	DETERMINED BY BUSINESS	HIGH - \$4,062.37 MEDIUM - \$2,974.96 LOW - \$2,865.67	HIGH - \$129,995.84 MEDIUM - \$95,198.72 LOW - \$91,701.44