City of Delray Beach
Parking Management

City Commission Workshop
June 13, 2017

The City of Delray Beach and the Community Redevelopment Agency have partnered on two parking studies during the past seven years. In 2010, the Delray Beach Parking Management Plan was created, which evaluated the existing parking supply and operations within the downtown study area, as well as identifying strategies to efficiently manage and to attempt to offset expenditures for parking. The 2010 Parking Management Plan identified available inventory, investigated a number of parking-related issues, and provided specific recommendations for improving efficiency of the parking system. The stated purpose of the plan was to ensure that the available parking supply is used to its maximum before new parking facilities would need to be considered for construction.

Additionally, in 2016, Kimley-Horn and Associates (KHA) was contracted to perform a downtown parking demand study, which has determined such factors as the number of parking spaces that remain available to the public during peak parking hours as well as the average length of time a parking space is occupied by a single vehicle.

The Inventory

Currently the city has 3,277 total available parking spaces which are located in parking garages, surface lots and on-street parking spaces. The inventory breakdown is:

- **Parking Garages** – A total of 727 spaces are located in the Old School Square (525 spaces) and Federspiel (202 spaces) parking garages. For most of the time, parking in these garages is free. However, parking spaces are currently charged a flat rate of $5 on Thursday, Friday and Saturday from 4 p.m. until midnight.
- **Central Business District – On Street Parking** – A total of 941 spaces are available on the street in the Central Business District. All spaces are free and are limited to 2-hour parking. There are two categories of 2-hour parking; either 8 a.m. to 6 p.m. or 8 a.m. to 8 p.m. depending on location. Of the spaces in this count, 72 are located on West Atlantic between Swinton Avenue and I-95.
- **Central Business District – Surface Lots** – 909 spaces are available. Of these spaces, 408 are located west of Swinton Avenue, with the majority of these located at City Hall and the Public Library. All spaces are free and many are limited to 8 hour parking between the hours of 8 a.m. to 8 p.m.
- **Beach/Barrier Island - Paid Parking** – There are 700 marked parking spaces available on the barrier island. All are currently designated as paid parking (although not all smart meters are installed yet due to construction activities at the beach). A total of 432 spaces are located within the six surface parking lots (all currently metered) and 268 parking spaces are available on A1A adjacent to the Beach Promenade (225 spaces) and on Atlantic Avenue between the Intracoastal Waterway and A1A (43 spaces).

Availability

The parking demand study completed in 2016 indicates there is little difference in parking availability based upon the time of year (season vs. non-season). On-street parking during peak season, which was measured in January 2016, experienced the highest weekday parking occupancy between 8 p.m. and 9 p.m. During this one hour period, parking spaces were 93 percent occupied. Weekend parking occupancy ranged between 77 percent and 96 percent throughout the day. During the off-peak season, measured in April 2016, the peak parking occupancy hour was actually earlier (6 p.m. to 7 p.m.), but the utilization remained the same at 93 percent. Weekend parking occupancy during off-peak season, however, was higher ranging between 93 percent and 98 percent through the day.

Surface Lot Utilization Trends		
	Peak Season (January 2016) Average Occupancy 8 to 9 p.m.	Off Peak Season (April 2016) Average Occupancy 8 to 9 p.m.
Tuesday	67%	69%
Thursday	69%	70%
Friday	93%	91%
Saturday	99%	91%

Based upon the 2016 parking demand study, on average, visitors parking on the street in the Central Business District are staying an average of an hour and a half to two hours. The earlier Parking Management Plan data from 2010 indicated that the average person who parked on the street at that time stayed for just slightly longer than two hours, averaging about two and a half hours per stay. The amount of time that a parking space is occupied by the same driver is an important measurement to determine the number of visitors to an area, but this also provides valuable insight concerning rate structure should the free, on-street parking be converted to metered parking.

As one can see from the utilization figures above, on Friday and Saturday nights around dinner time, it is highly unlikely that a driver will easily find an open parking space near their destination within the Central Business District. This holds true regardless of the season.

Another important consideration when discussing parking utilization is the required amount, and location, of parking that is provided to the employees working for downtown businesses. The Downtown Development Authority (DDA) has attempted to quantify this amount by distributing questionnaires to downtown merchants and restauranteurs. At this time, the best estimate that they have been able to provide is that there are between 2,000 and 3,000 active employees in the downtown area. Some of the larger employers have dealt with this issue by providing on-site parking for their employees, including the Seagate Motel, Colony Motel, Marriott Hotel and the Hyatt Place.

Earlier this year, the City of Delray Beach worked with the DDA to develop and implement a Downtown Employee Parking Program. The program included allowing employees to park in the South County parking garage at a cost of $20 per month. Hours available to park in the garage were from 3 p.m. until 3 a.m. and a Downtown Roundabout Trolley was provided to shuttle employees to their places of business. The DDA promoted the program with the area businesses. However, after offering the program, no employee parking passes were ever purchased. Employees reported issues with wanting to be able to park closer to their jobsite (since that parking was free), fear of entering the parking garage late at night with the day's cash tips in their pockets, the $20.00 per month expense, and the inconvenience of having to wait for a shuttle.

Management Plan Implementation

Recommendations that have been implemented from the 2010 Parking Management Plan include utilization of new technologies, such as smart meters and mobile apps so that a visitor can pay for additional time using his or her cellular telephone as well as procuring the services of a private parking management company.

Lanier Parking Management started providing parking management services on June 1, 2017. Responsibilities that will be handled through this contract include:
- Implementation of the parking program per City ordinance and policy, including:
  - Collecting and accounting for all revenues from meters and citations
  - Responsibility for meter preventive maintenance and repair
- Enforcement of parking spaces per City ordinance and policy
- Managing the real-time citation system
- Other duties include:
  - Training and customer service
  - Office administration
  - Personnel
  - Maintenance of parking garages
  - Special event staffing

New technology also has begun to replace old around the City with the installation of the new multi-space parking meters that can be programmed to charge adjustable rates throughout the day and are equipped to accept currency and credit cards rather than coins. Some of the additional technologies that are available for implementation within the next several months include:
- ParkMobile telephone application to allow downtown patrons to pay the meter by phone
- Passport Citation Management
- Digital Permitting
- Handheld devices for parking enforcement staff to check on payments
- License plate recognition camera for the Old School Square garage

- License plat recognition on a vehicle to enforce parking regulations along City streets
- Purchase of a maintenance / collection vehicle for the use of the Lanier staff

Rates

With the use of the new smart meter technology, a variety of rates can be set on an unlimited basis. That is, the new smart meters can be used to impact demand. When demand is high, rates can be set to push the demand away from the most intense use. When demand is low, rates can be lowered to attract demand. Rates can be set to provide resident discounts and can be varied by time of day/day of week/length of stay/or by the season. Parking rates can be set by resolution of the City Commission and can be changed based upon the experience of the use of the parking spaces.

Implementation Topics

- Timeline for Phase II- Implementation of the use of smart meters between the Intracoastal Waterway and Swinton Blvd. on Atlantic Avenue. Setting demand driven rates throughout the Central Business District (including dealing with the employee parking issue).
- Consistent regulations in parking enforced areas
  - May require revisions to City ordinance which are not clear. There is conflicting language in different sections of the ordinance.
- On-Street Parking Spaces
  - What are the best rates, enforcement hours, time limits, employee parking rates, residential parking rates, monthly parking rates, in order to ensure that these spaces are utilized to their highest and best use?
- Off-Street Parking in Surface Lots
  - What are the best rates, enforcement hours, time limits, employee parking rates, residential parking rates, monthly parking rates, in order to ensure that these spaces are utilized to their highest and best use?
- Off-Street Parking in Garages
  - What are the best rates, enforcement hours, time limits, employee parking rates, residential parking rates, monthly parking rates, in order to ensure that these spaces are utilized to their highest and best use?
  - Establish Demand-Driven Pricing – encourages users to park in lower demand areas.

Staff Recommendations

- Authorize the installation of paid parking in all municipally controlled parking spaces where there are no parking meters currently.
- Direct staff to develop a series of rates which will set the highest parking rate where and when the demand is the highest, and the lowest parking rate where and when the demand is the lowest.
- Direct staff to establish a set of rates for non-high demand usage (monthly rates, seasonal rates, resident rates, Central Business District employee rates, etc.)
- Direct staff to review the current ordinances impacting all parking issues in order to develop a set of consistent rules and regulations.
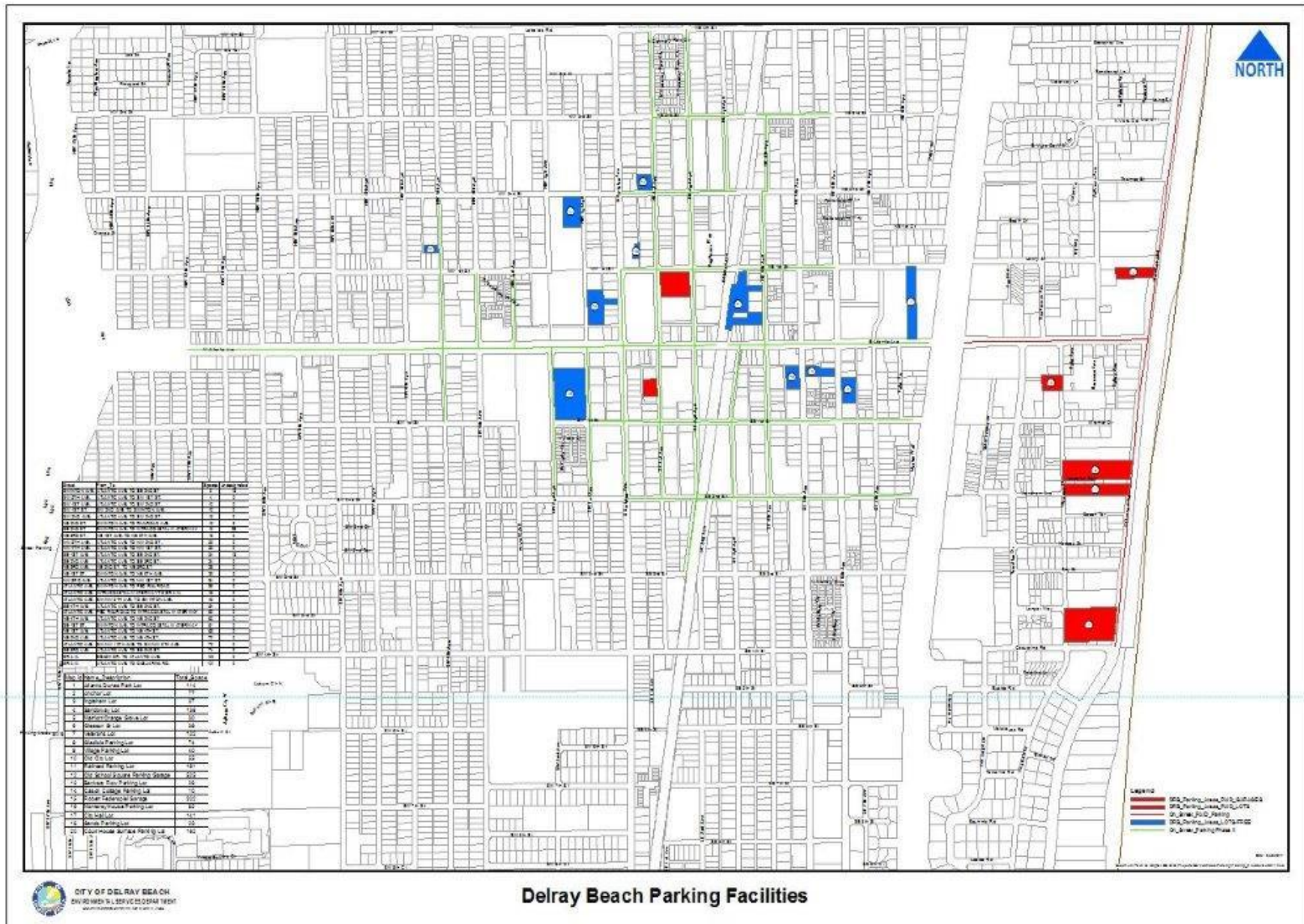
Exhibit A – Locations of Parking Availability

Delray Beach Parking Facilities

Exhibit B – Time Limits by Area