

Parking Management Plan Implementation

MAY 1, 2018



Background (2010 – 2016)

2010 – Parking Management Plan Study performed in response to high demand during peak times. Evaluated guidance for future parking needs.

2013 - Block 117 (Gladiola Lot) Garage Feasibility Study performed but not implemented.

2016 - Downtown Core Parking Demand & Utilization Study performed. Evaluated parking space capacity.



Background (2017 - Current)

Early 2017 a new Parking Manager is hired. Reviews 2010 plan and begins implementing concepts that are not obsolete and align with desires of the community.

2017 - Smart metering system is implemented. Pay meter by App and pay tickets online become available. Increases compliance and brings collections from 30% success to 66% success aligning with industry standards.

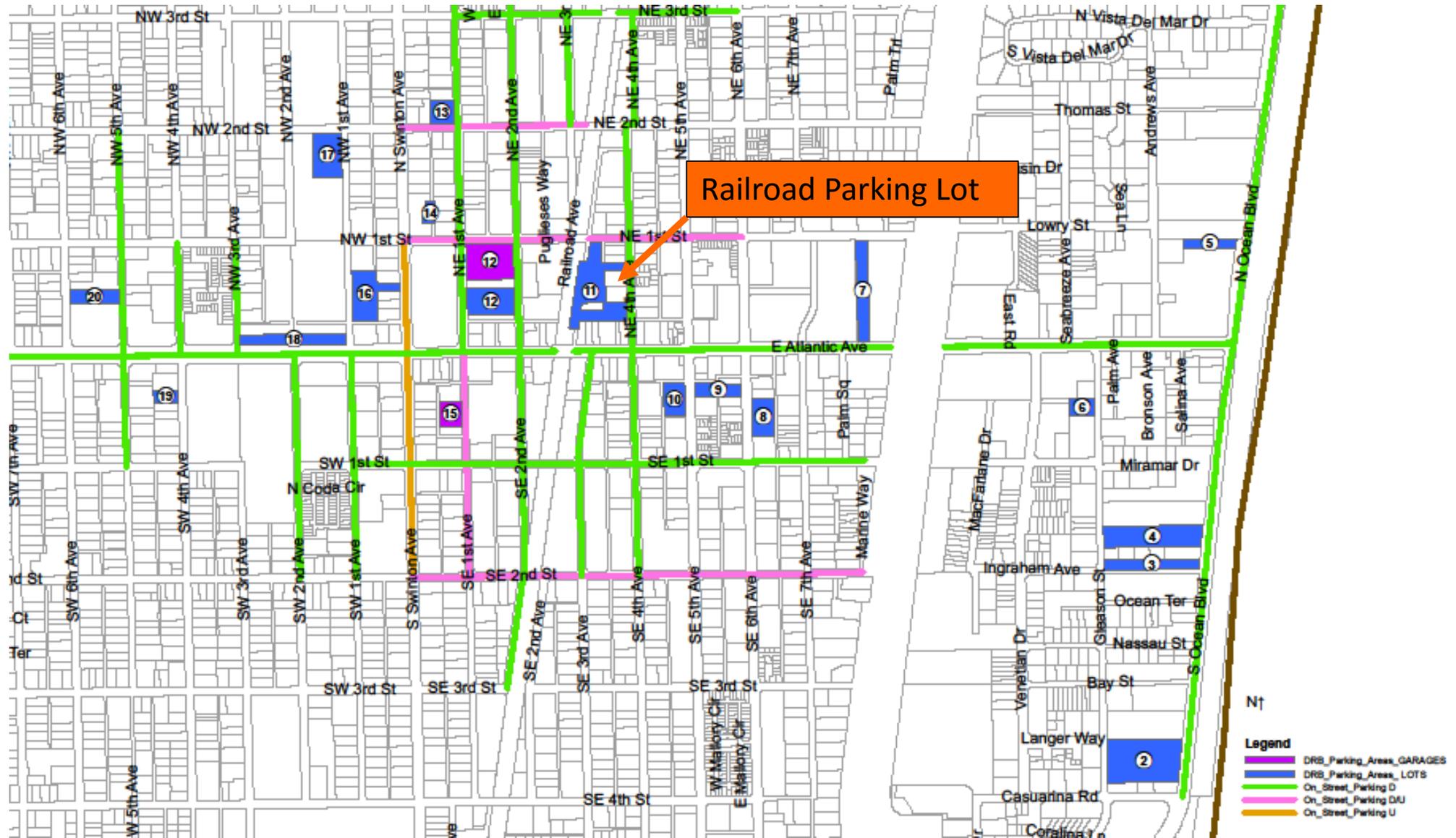
December 2017 – Proposal to implement downtown parking fees.



Surface Lots

Current Policy

Combination of unlimited, 2 hour and 8 hour maximum



Ordinance Revisions

Category	Current Practice		Original Proposal		Current Proposal	
	Rate	Time	Rate	Time	Rate	Time
<u>Metered Parking Locations</u> on Atlantic Avenue from Swinton to 5th Avenue and one block north and one block south of Atlantic	\$0	Combination 2 hour and 6 hour maximum Combination 8am - 8pm, 8am - 6pm	\$2/hour	6pm - 2am	\$2/hour	9am - 9pm Sunday - Thursday 9am - 2am Friday - Saturday
<u>Surface Lots</u>	\$0	Combination of unlimited, 2 and 8 hour maximum	\$0	No changes	\$0	9 hour maximum between 8am - 9pm at Railroad lot; No changes all other lots
<u>Garages</u>	\$5/flat	Thursday - Saturday 4pm - midnight	\$5/flat	Monday - Saturday 4pm - midnight	\$5/flat	Monday - Saturday 4pm - midnight 14 hour maximum



Revenue

The estimated revenue is based on several factors:

- 2010 Parking Study determined customers are parked for an average of 2.5 hours.
- 2016 Parking Study and staff observation determined 65% occupancy on weekdays and 85% occupancy on weekends.
- PMAB recommended rate of \$2 per hour. Comparable with neighboring average.

2019 Revenue Estimate	
Prior Proposal	Current Proposal
\$1.08 million	\$1.36 million



Ordinance

- Allows for future rate adjustments to accommodate demands.
- Gives authority to adjust rates to the City Manager with input from the Parking Management Advisory Board.
- Places a \$3 cap on adjustments by the City Manager.



Conclusion

- Implements best practices to manage high parking demands.
- Implements simple system of a hourly rate.
- Increases prime parking spot availability through encouraging turnover.
- Expands free parking for downtown employees.

