

PUBLIC PARKING PROGRAM – UPDATE OF TWO-YEAR IMPLEMENTATION PLAN

Public Works Department

City Council November 13, 2018

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BACKGROUND

- 1. 2016 Strategic Parking Plan (Plan) addressed future parking needs with a phased approach;
- 2. 2017 City Council approved alternate plan consisting of six incremental rate changes and six program enhancements;
- 3. June 14, 2018 Presented a program update with recommendations to Transportation Committee;
- 4. As of July 1, 2018 All rate adjustments have been implemented and enhancements being evaluated for feasibility.

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PUBLIC PARKING PROGRAM UPDATE

- On-street / Surface Lot Hourly Rates increase of repeated space availability; increase in parking garage patronage;
- Festival of Lights (FOL) pricing strategy included a discounted prepay option;
- Contracted additional security services for downtown parking structures;
- 4. Discounted Employee Permit Parking program was launched; and
- 5. Value Priced Monthly Parking Permit strategy did not change the demand of parking garages, facilities continue to be in high demand.



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PUBLIC PARKING PROGRAM UPDATE CHALLENGES

Decrease in number of available spaces.

- 1. 179 spaces lost since March 2017;
- Potential loss of 900 existing spaces due to proposed development;
- 3. Potential estimated reduction of annual net revenues: \$360,000; and
- Feasibility of proposed parking enhancements being evaluated due to potential reduction in revenues.

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STRATEGIC PARKING PLAN ADDITIONAL RECOMMENDATIONS

- 1. Replace garage access and revenue system:
 - a) Current system manufacturer no longer in business parts and service becoming more difficult to secure;
 - b) Original cashiering equipment no longer compliant with Payment Card Industry (PCI) standards. Separate terminals purchased to allow payment processing; and
 - c) New technologies available allow multiple payment options including mobile pay, merchant validation and special event rate pricing.



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STRATEGIC PARKING PLAN ADDITIONAL RECOMMENDATIONS

Modify end time of parking garage evening hours of operation:



- a) Thursday, Friday and Saturday 9:00 p.m. to 1:00 a.m.
- b) Reduce need for parking attendant during minimal garage use time of 1:00 a.m. to 3:00 a.m.



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ALTERNATE PROGRAM INITIATIVES



In response to changing conditions downtown, consider exploring:

- 1. Extending the hours of operation in the parking garages;
- 2. Allocate parking facility sale proceeds to Parking Fund;
- 3. Review the parking fine base amount and recommend fee changes;
- 4. New development surcharge; and
- 5. Implement a demand responsive rate structure based on location and occupancy.

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- 1. Marketing overlay with the Fox Performing Arts Center:
 - a) Live Nation, Inc. sends an email to all ticketholders prior to event, which contains parking information;
 - b) Box office purchasers are provided downtown parking information; and
 - c) Republic Parking System creating website allowing visitors to browse for a parking facility based on the downtown interest.

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TRANSPORTATION COMMITTEE INQUIRIES

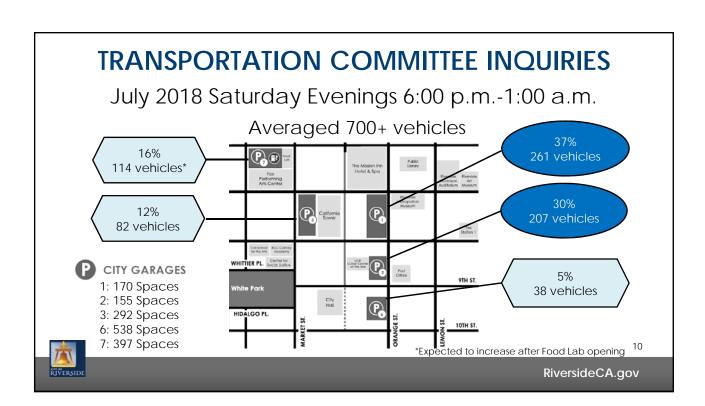
2. Parking behaviors related to downtown interests – drivers park as close to final destination.

Peak evening hour may indicate downtown visitors arriving to dine

July 2018 - Vehicle Entries at All Parking Garages by Day (Actuals)			
Hours Captured	Thursday	Friday	Saturday
6pm-7pm	225	281	377
7pm-8pm	416	474	506
8pm-9pm	279	393	364
9pm-10pm	128	266	338
10pm-11pm	107	322	462
11pm-12am	122	356	487
12am-1am	67	180	268
Total Vehicles	1,344	2,272	2,802



Table reflects proposed end time of 1:00 a.m.



RECOMMENDATIONS

That the City Council:

- 1. Receive an update on Parking Program Area;
- 2. Approve the implementation of additional Plan recommendations for:
 - a) Replacement of the garage access and revenue systems; and
 - b) Modify the evening rate hours of operation;
- 3. Review the strategic alternate parking program initiatives and direct Public Works Dept. to analyze the strategies for future implementation; and
- 4. Adopt a Resolution amending the Parking Rate and Hour Schedule to reflect the modified end time of parking garage evening hours of operation and update the language for clarity.



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