



# Parking Program Review

*November 4, 2024*



Pre-2019 – Off-street & event parking enforced by consultant (McLaurin).

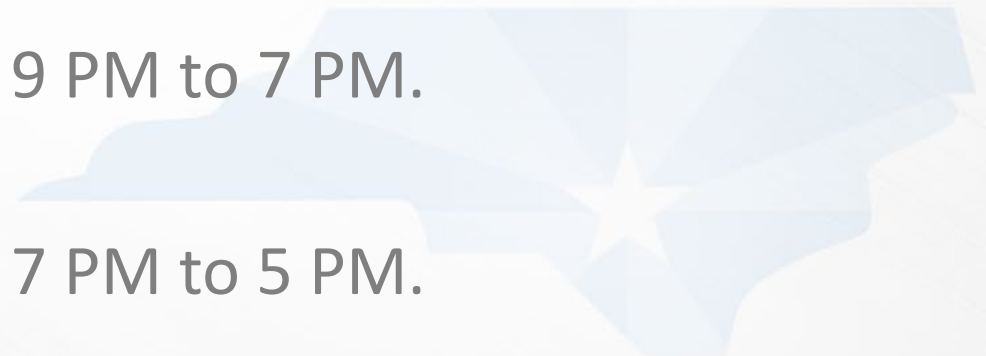
2019 – On-street parking program began; Event Rate reduced from \$10 to \$5.

2020 – New consultant (Republic) began enforcement.

Enforcement paused due to COVID; Resumed July 1, 2021.

2023 – End of parking enforcement revised from 9 PM to 7 PM.

2024 – End of parking enforcement revised from 7 PM to 5 PM.





Enforcement is 9AM-5PM, Monday-Friday.

Weekends – Free unless special event is active.

Special event rate – \$5/day. On-street parking is not subject to special event rates.

On-street rate – \$1/hr; No max.

Surface lot & parking deck rate – \$1/hr; Max of \$5/day.  
- Parking decks have first hour free.

Monthly Permit – \$50/month/space; Hospitality Permit – \$25/month/space.



Approximately 6.5 acres of surface lot parking

- 1,800+ City-maintained public parking spaces downtown
- Franklin Street Parking Deck = 295 spaces
- Hay Street Parking Deck = 363 spaces

Consultant walks through both decks a minimum of 3 times a day.

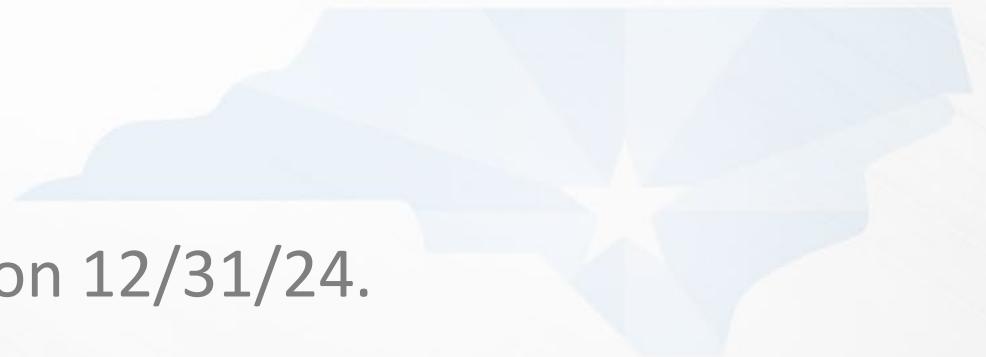
Maintenance of parking decks/lots performed by Consultant and Parks & Rec; Major items (e.g., elevator, fire suppression system) performed by 3<sup>rd</sup> party.

General cleaning performed daily; Power scrubbing of decks is performed quarterly.

Contract Covers 4 Main Areas:

1. Operations: *Staffing & salaries, field supplies, and event management.*
2. Administration: *Payment processing, insurance premiums, online program accessibility, banking expenses, and management fee/profit.*
3. Equipment: *Vehicle expenses, parking meter maintenance, software & data fees.*
4. Maintenance: *Parking deck/lot cleaning*

Note: Both enforcement vehicles are paid in full on 12/31/24.



Commercial Sweeper & Scrubber Machine Lease – Lease of a scrubber truck for cleaning parking decks

Parking Deck and Lot Cleaning and Maintenance which includes:

- Daily trash pickup and removal from decks and lots including sweeping and blowing, power sweeping, and power scrubbing
- Graffiti removal
- Minor painting
- Cleaning facilities
- Pressure washing
- Facilitating contractor repairs related to elevator, electrical, structural, plumbing, and HVAC.



City remains responsible for:

- Structural repairs
- Electrical repairs including light bulb replacement
- Plumbing and drainage repairs
- HVAC maintenance and repairs
- Parking equipment purchase and repairs
- Elevator repairs and maintenance
- Painting, striping, landscaping, signage, pot repairs, curb and sidewalk repairs
- Contract security (if desired by City)
- Snow removal and ice abatement
- Credit card fees, permit fees, assessments, applicable sales and use taxes, and collection efforts related to unpaid parking citations.

Contract scheduled to expire in 2025.

City Departments & Consultant are working to address the following:

- Maintenance concerns & capabilities
- Security options
- Utility optimization
- Enhanced ongoing meetings and communication to address issues such as gate arms and trash

Franklin Street deck utilization is expected to increase due to Crown Event Center activity.



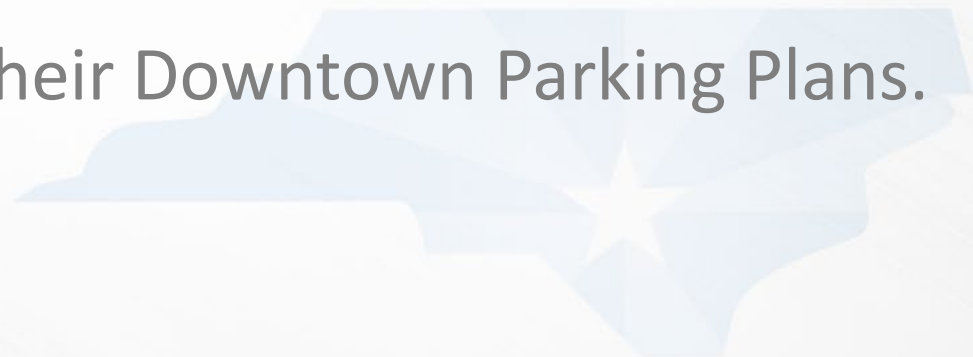


# What Do Other Cities Do?

<u>City</u>	<u>Hours of Enforcement</u>	<u>Days of Enforcement</u>	<u>On-Street Rate</u>	<u>On-Street Max</u>	<u>Parking Deck/Lot Rate</u>	<u>Parking Deck Max</u>	<u>Event Rate</u>
Asheville	8:00 AM - 6:00 PM	Mon - Sat	\$2.50/hour	2 Hour Limit	\$2.00/hour	\$15	\$9 (single day events) \$7 per day (multi-day events)
Boone	8:00 AM - 5:00 PM	Mon - Sat	\$1.00/hour	2 Hour Limit	\$1.00/hour	N/A	N/A
Charlotte	7:00 AM - 10:00 PM	Mon - Sat	\$1.50/hour	2 Hour Limit	N/A	N/A	N/A
Durham	8:00 AM - 7:00 PM	Mon - Fri	\$2.25/hour	2 Hour Limit	\$2.25/hour	\$24.75	\$7
Greensboro	8:00 AM - 5:00 PM	Mon - Fri	\$1.00/hour	\$10	\$1.00/hour	\$10	\$5 - \$10 per event
Raleigh	8:00 AM - 6:00 PM	Mon - Fri	\$1.00/hour (first 2 hours) \$2.00/hour (after 2 hours)	\$14	\$1.00/hour (first 2 hours) \$2.00/hour (after 2 hours)	\$14	\$10
Wilmington	9:00 AM - 6:30 PM	Mon - Sat	\$2.50/hour	\$23.75	Varies	\$12	\$10; \$20 during Concerts
Winston-Salem	8:00 AM - 5:00 PM	Mon - Fri	\$1.00/hour	\$9	\$1.00/hour	\$9	N/A
Fayetteville	9:00 AM - 5:00 PM	Mon - Fri	\$1.00/hour	\$8	\$1.00/hour	\$5	\$5

*All information gathered on 10/21/2024*

Charlotte and Greensboro recently updated their Downtown Parking Plans.



# Parking Financials

	# of Spaces	Actual FY 2020-21	Actual FY 2021-22	Actual FY 2022-23	Actual FY 2023-24	Adopted Budget FY 2024-25
<b>Surface Lots:</b>						
Revenue	927	\$ 61,464	\$ 321,032	\$ 392,083	\$ 295,420	\$ 403,262
Expenditures		704,617	788,179	794,366	858,080	668,511
Profit (Loss)		<b>\$ (643,153)</b>	<b>\$ (467,147)</b>	<b>\$ (402,283)</b>	<b>\$ (562,660)</b>	<b>\$ (265,249)</b>
Annual Cost per Spaces		<b>\$ 760</b>	<b>\$ 850</b>	<b>\$ 857</b>	<b>\$ 926</b>	
<b>Parking Decks:</b>						
Revenue	787	\$ 153,177	\$ 172,576	\$ 133,228	\$ 134,286	\$ 114,000
Expenditures		392,235	327,988	359,276	444,416	429,998
Profit (Loss)		<b>\$ (239,058)</b>	<b>\$ (155,411)</b>	<b>\$ (226,048)</b>	<b>\$ (310,129)</b>	<b>\$ (315,998)</b>
Annual Cost per Spaces		<b>\$ 498</b>	<b>\$ 417</b>	<b>\$ 457</b>	<b>\$ 565</b>	
<b>Revenues:</b>						
		Actual FY 2020-21	Actual FY 2021-22	Actual FY 2022-23	Actual FY 2023-24	Adopted Budget FY 2024-25
Miscellaneous Revenues		\$ 59,328	\$ 161,041	\$ 109,225	\$ 121,654	\$ 165,474
General Fund Transfer		701,853	462,004	494,858		25,839
Violations		89,742	171,362	142,817	179,352	350,095
Current Parking Lots & Decks		214,641	493,608	525,311	429,706	557,101
<b>Total Revenues</b>		<b>\$ 1,065,564</b>	<b>\$ 1,288,015</b>	<b>\$ 1,272,211</b>	<b>\$ 730,712</b>	<b>\$ 1,098,509</b>
<b>Expenditures:</b>						
Contract		\$ 590,492	\$ 714,440	\$ 698,354	\$ 803,383	\$ 900,682
Operating		220,189	115,510	169,119	212,872	197,827
Transfer		158,726	158,726	158,726	158,726	-
Debt Payment		127,446	127,491	127,442	127,514	-
<b>Total Expenditures</b>		<b>\$ 1,096,852</b>	<b>\$ 1,116,167</b>	<b>\$ 1,153,642</b>	<b>\$ 1,302,495</b>	<b>\$ 1,098,509</b>
<b>Net</b>		<b>\$ (31,288)</b>	<b>\$ 171,848</b>	<b>\$ 118,569</b>	<b>\$ (571,784)</b>	<b>\$ -</b>

Investigate transitioning meters away from coin acceptance to ease maintenance

Review camera/LPR options for security/vandalism

Explore utility (e.g. electric power, water) optimization

Add pressurized water to Hay Street deck for maintenance





Review increasing event rate for Hay Street deck when stadium used, from \$5/day to \$10/day to increase program revenue and utilization of other parking decks/lots

Consider changing enforcement start time from 9:00 AM to 8:00 AM to match peer cities and increase revenue

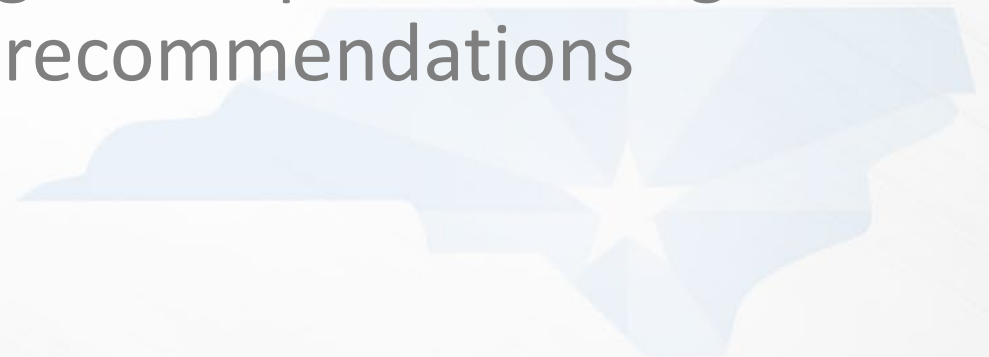
Investigate increasing on-street rate from \$1.00/hour to \$1.50/hour to incentivize parking deck/lot usage and increase revenue

Investigate additional wayfinding signage to attract users

Create an RFP for a parking program contractor or investigate bringing services in-house

Investigate shared parking agreements between City and privately owned/County owned facilities

Consider performing a Downtown Parking Plan Update through a consultant to develop best practices and recommendations





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