



Parking Workshop

January 31, 2013



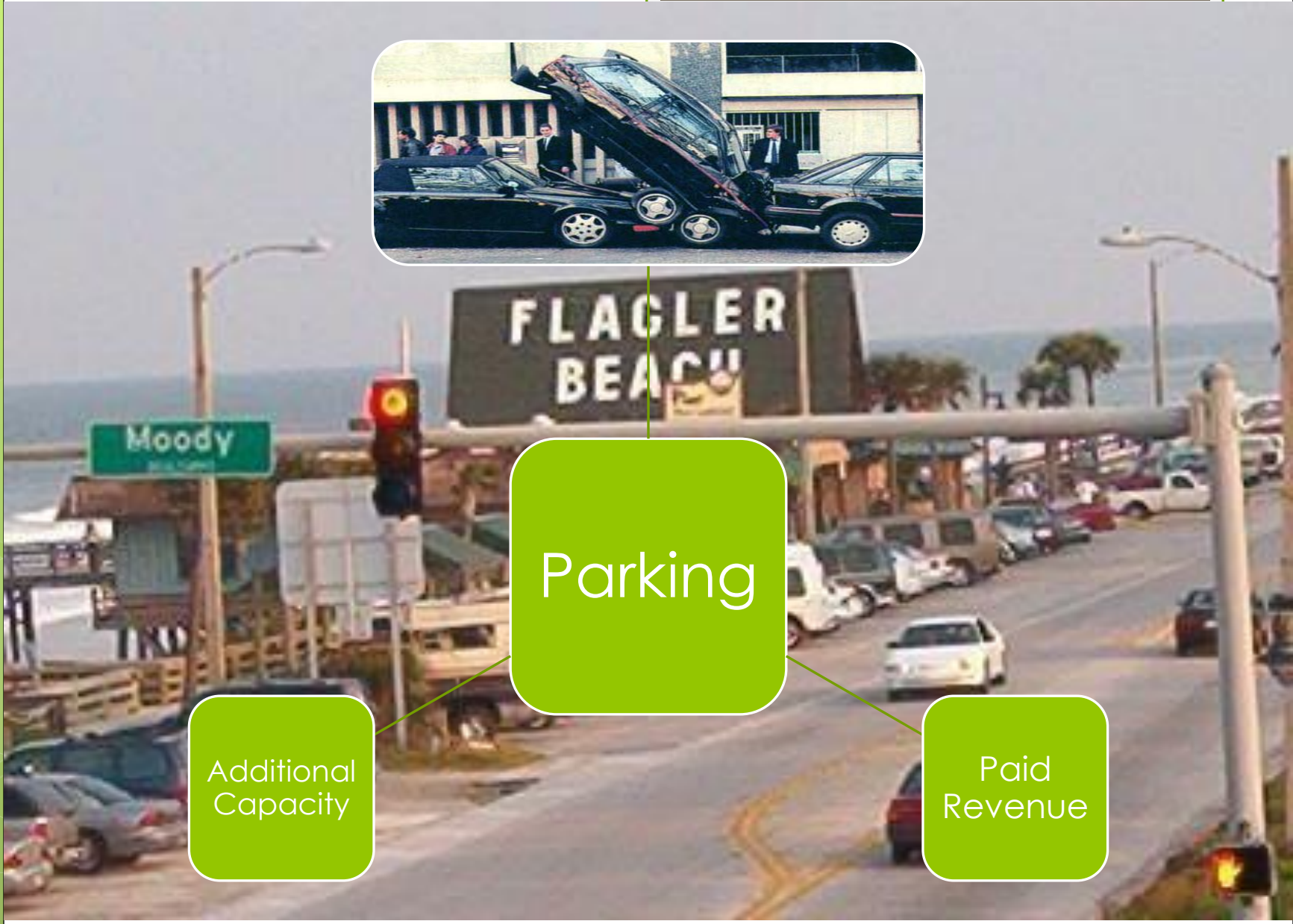
FLAGLER
BEACH

Moody

Parking

Additional
Capacity

Paid
Revenue



The Need For Additional/Paid Parking

Why?

- Parking capacity is a real issue
- To promote pedestrian traffic (Streetscaping Investment) – Adequate parking is a necessity
- Identified as a 2012/2013 FY Strategic Goal (Parking Fees) & (Move Public Works/Steel Building)
- Goals support direction of “Generating Additional Revenue” and “Economic Development”

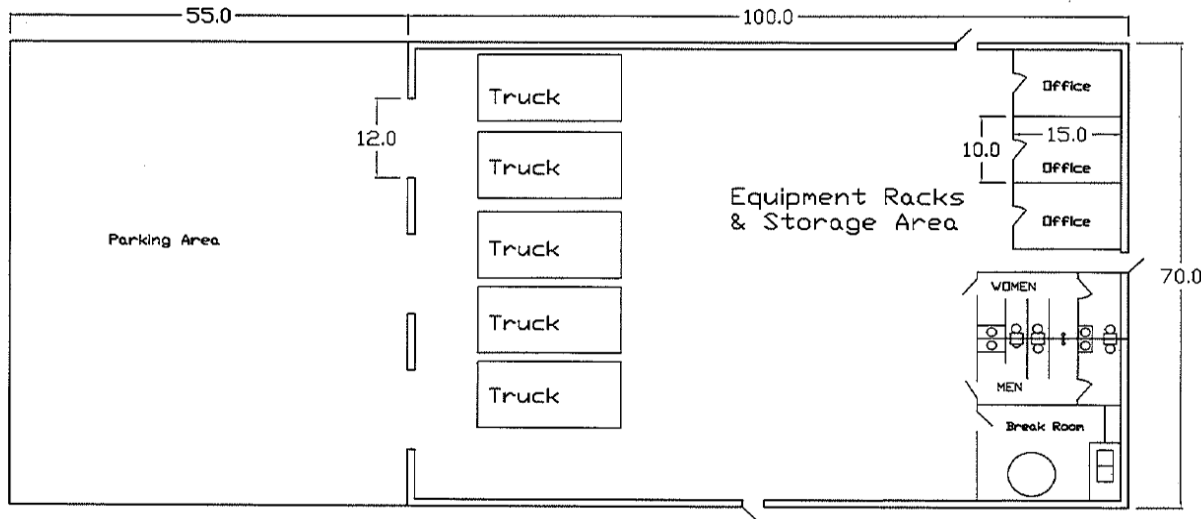
The Need For Additional/Paid Parking

Why Now?

- Our City has been “discovered”
- A source of new/additional City Revenue
- Means of maintaining/increasing our City's level of services – Beach Costs, Pier, Police, Fire, Sanitation and Maintenance
- Limited Space East of ICW
- Storm Mitigation – “Recovery



Proposed T & D /Maintenance Building at WWTP Complex





Hobby/Storage

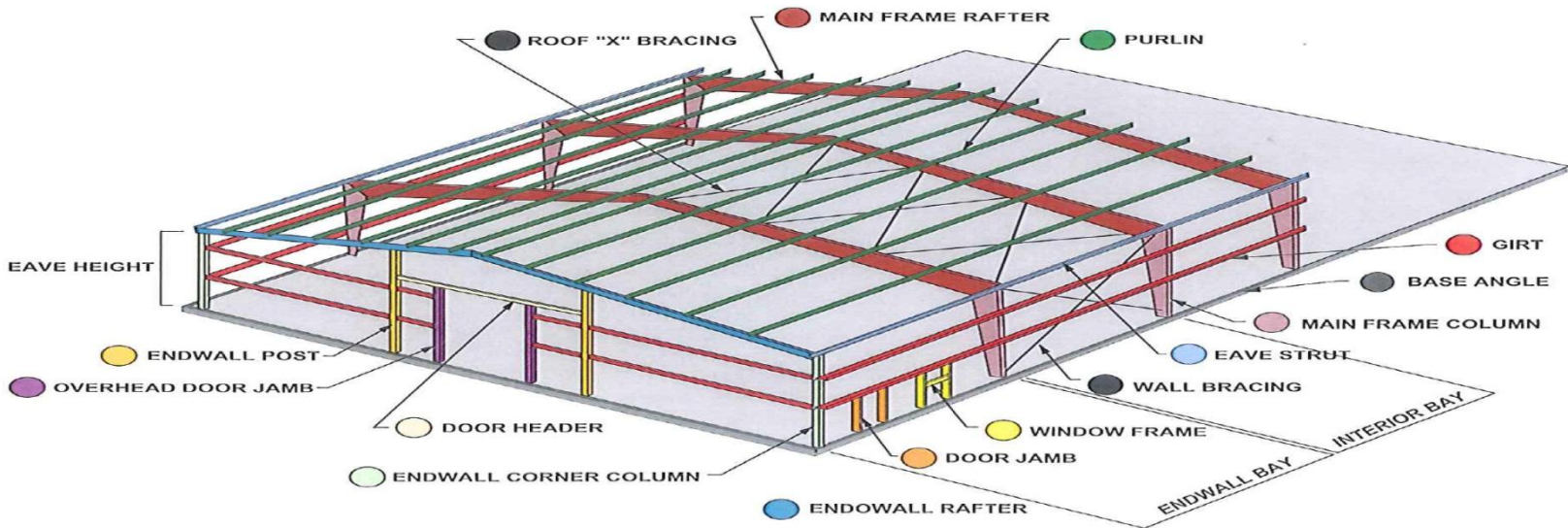
Office/Storage



STRUCTURAL DESIGN

Along with your building materials and blueprints, all customers receive a construction manual and instructional DVD. Rhino buildings feature an easy bolt-together design that many do-it-yourself buyers appreciate.

Rhino's all bolt together design ensures these buildings fit the right way. Rhino is well known as having the most helpful customer service team in the industry. They will help you at every step of the way. Rhino can also provide names of erection contractors in many areas of the country.



New T&D/Maintenance Building at the Waste Water Treatment Plant Complex

Task					
	Description	Units	No.	Unit Price	Total Price
	1. General Requirements	LS		5,000	\$5,000
	2.Plans & Architectural	LS		4,000	\$4,000
	3.Bonding	LS		3,500	\$3,500
	4.Survey & Geo Testing	LS		7,500	\$7,500
	5.City Permitting	LS		1,000	\$1,000
	6.Site Preparation	LS		10,000	\$10,000
	7.Florida Power & Light	LS		5,000	\$5,000
	8.SJRWMD Permit	LS		5,000	\$5,000
	9. Soil & Erosion Control	LS		1,000	\$1,000
	10.Concrete 70' X 100" X 6'	SY	778	40	\$31,120
	11. Steal Building: inc. 3 OH doors w/operators, 4 per door, insulation, electric outlets and bay lights, utilities & fixtures and interior walls				
		LS		75,750	\$75,750
	12.Erection	LS		25,000	\$25,000
	13.Parking Base 70' X 55'	SY	444	15	\$6,660
	14. Asphalt	Ton	48	90	\$4,320
	15. Demo of Maint., T&D and S. 4th Street	LS		16,000	\$16,000

Total

\$200,850

Paid Parking How Could It Work?

- ❑ New parking technology offers numerous options: (space #, tag #, pay – by - phone)
- ❑ Paid approach to discourage residential right-of-way parking.(Central, Daytona, Flagler)
- ❑ One parking fee throughout City ?(\$1.00 per hour?)
- ❑ Graduated parking fee – East/Beach at A1A /South Central higher fee vs. Daytona and Flagler Avenues. (1.00 per hr. - .75¢ - .50¢) or (\$1.00per hr. - .50¢ - no charge) ?
- ❑ Flagler Beach residents – parking pass at no or minimum yearly charge?
- ❑ Offer yearly pier pass holders same rate as Flagler Beach residents?
- ❑ Design approach that incorporates merchant participation – vouchers, reimbursement for parking?
- ❑ Begin paid approach in center of city; encouraging parking “turnover” ?
- ❑ Following “center” implementation; consider extending paid parking along A1A?
- ❑ Consider “trolley” or “tram” to move people from South Flagler to “center city” and between 5th Street’s North/South?

LUKE II



Multi-Space Pay Station

Public and private parking operators are realizing the benefits of multi-space pay stations: increased revenue, reduced operational costs, and superior customer service, to name just a few. Consumers also enjoy the added convenience, diverse payment options, and ease of use provided by pay stations. LUKE II is a highly secure, flexible pay station suitable for on- and off-street deployments. LUKE II fulfills customer service expectations and delivers superior performance and significant contributions to operators' top and bottom line.

LUKE II Features for Consumers

- Range of convenient payment options, such as coins, bills, credit cards, smart cards, value cards, campus cards, coupons, and Pay-by-Phone
- Contactless payments for rapid parking transactions
- Extend-by-Phone service provides expiry reminders and the ability to add time via mobile phone
- Large color screen that is easy to read
- Prompts in multiple languages
- Ability to pay for parking or add time using any pay station in the system
- Coin escrow refunds consumers' money upon a cancelled transaction
- 38-key full alphanumeric keypad for easy license plate entry
- Easily recognizable design identifies machine as a parking pay station

LUKE II Features for Parking Operators

- Separate maintenance and collections compartments for enhanced security
- Theft-resistant design to protect coins, bills, and internal components
- Enhanced locking mechanism and electronic lock support for added security
- PCI compliant and PA-DSS validated system ensures credit card data security
- Pay-and-Display, Pay-by-Space, and Pay-by-License Plate on the same pay station
- Remote configuration of rates and policies saves time and money
- Integration with leading parking technology partners for a complete solution
- Flexible rate structures and diverse payment options can increase revenue
- Reduced maintenance and collections costs
- Real-time credit card processing to reduce processing fees and eliminate bad debt
- Real-time reporting and alarming
- Complete audit trail and rich analytics

Location	# Spaces	Rate per Hour	Hours Per Day	Days per week	Weeks per year	% Occupancy	Total
Pier/Boardwalk	133	\$ 1.00	8	5	48	60	\$ 153,216.00
Veterans Park	46	1.00	8	5	48	40	\$ 35,328.00
S 2nd Street	36	1.00	8	5	48	40	\$ 27,648.00
S 3rd Street	29	1.00	8	5	48	30	\$ 16,704.00
S 4th Street	8	1.00	8	5	48	20	\$ 3,072.00
S. 4th Street P/L	24	1.00	8	5	48	30	\$ 9,216.00
S 5th Street	4	1.00	8	5	48	20	\$ 1,536.00
S 6th Street	8	1.00	8	5	48	20	\$ 3,072.00
N 2nd Street	36	1.00	8	5	48	20	\$ 13,824.00
N 3rd Street	17	1.00	8	5	48	20	\$ 6,528.00
S 5th Street P/L	24	1.00	8	5	48	10	\$ 4,608.00
Fisherman's Net P/L	39	1.00	8	5	48	40	\$ 29,952.00
N 3rd Street P/L	27	1.00	8	5	48	20	\$ 10,368.00
N 5th Street P/L	27	1.00	8	5	48	40	\$ 20,736.00
S Central Avenue	36	1.00	8	5	48	30	\$ 20,736.00
S Daytona Avenue	13	1.00	8	5	48	30	\$ 7,488.00
N Central Avenue	24	1.00	8	5	48	10	\$ 4,608.00
N Daytona Avenue	12	1.00	8	5	48	0.05	\$ 1,152.00
S. Flagler Avenue ROW	30	1.00	8	5	48	0.05	\$ 2,880.00
S. Flagler Multi-Modal	75	1.00	8	5	48	10	\$ 14,400.00
	648						\$ 387,072.00

Ticket Enforcement Revenues

# Spaces # 40% of total	Cost per parking infraction	# of tickets/week	Weeks/Year	Total
259.2	\$ 15.00	1.3	48	\$ 242,611.20

Total Estimated Parking Revenues \$629,683.20

Paid Parking Cost –(Capital)

Each Parking Kiosk

- Cost = \$10,305.20
- Set-up Fee = \$139.20
- Monthly Fee = \$80.00 X 12 months = \$960
- Annual Maintenance = 10% cost of unit
\$103.00/unit
\$11,507.40/Kiosk Unit

Minimum #Kiosks (Center City Only)

- 18 Kiosks X \$11,507.40 = \$207,133 1st year capital cost

Paid Parking Enforcement Costs

- Paid Parking Attendant \$24,960/year

Total First year costs

\$232,093

Payback Scenarios

- Revenue without enforcement revenue vs. cost

$\$387,072 / 232,094 = 6$ month payback

- Revenue with enforcement revenue vs. cost

$\$629,683 / 232,094 = 4$ month payback

Paid Parking: On-going Revenue/Cost

Year	*Revenue	# of Units	Costs of Units	Monthly Fee	Set up Fee	Maint. Cost	Enforce-ment Cost	Total Cost	Net Revenue
1	\$387,072	18	185,494	17,280	\$2,506	\$1,854	\$24,960	\$232,094	\$154,978
2	\$387,072	-	-	17,280	-	\$1,854	\$24,960	\$44,094	\$342,978
3	\$387,072	-	-	17,280	-	\$1,854	\$24,960	\$44,094	\$342,978
4	\$387,072	-	-	1,7280	-	\$1,854	\$24,960	\$44,094	\$342,978
5	\$387,072	-	-	17,280	-	\$1,854	\$24,960	\$44,094	\$342,978
									*\$1,526,890

* w/out enforcement revenue

Paid Parking Survey

City	Phone Number	Yes/No	No. of Paid Spots	Per Hour Charge	Special Rates for City Residents
Fernandina Beach	904-277-7305	no			
Ponte Vedra	904-575-3369	no			
St. Augustine	904-825-1034	yes	235 on street meters	\$1.50	.50¢ hour for St. John's County residents
*Ormond Beach	386-676-3297	yes	?	\$1.50	
Daytona Beach	386-671-7983	yes	100 all beachside	\$1.25	no
Ponce Inlet	386-236-2150	no			
Satellite Beach	321-773-4407	no			
New Smyrna Beach	386-424-2112	no			

* Paid lots are operated by Church organization(s).

Parking Estimates Along A1A Only

Location	Spaces	Daily Rate	3 Days Per Week	6 Months	Revenues	At 40% Occupancy	Totals
North A1A West Side	394	5	3	72	\$141,840	\$56,736	\$56,736
East Side	555	5	3	72	\$199,800.00	\$79,920.00	\$79,920
A1A South West Side	767	5	3	72	\$276,120.00	\$110,448.00	\$110,448.00
Pier & Boardwalk	133	5	3	72	\$47,880.00	\$19,152.00	\$19,152.00
Total Estimated Revenues							\$266,256.00

# Spaces # 20% of Total	Cost Per Parking Infraction	Number of Tickets/Per Week	Weeks Per Year 6 Months	Total
369.8	\$25.00	1	24	\$221,880.00

Total A1A	\$488,136.00
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What Are Other Community's Doing?



Pelican Bay tram driver Tom Cleary navigates the board walk near Pelican Bay's beach access in a brand new solar/electric vehicle on Monday. The Pelican Bay Foundation introduced its new solar-charged tram carts on Wednesday morning. The tram system, which has been in place for decades, transports guests and residents to the community's private beach and recreation areas. The community could cut transportation costs and 22,000 pounds of carbon-dioxide emissions per year with the new vehicles. Photographed Oct. 20, 2010. Aaron Hale/Staff. Naples, Florida

Headlines...

Myrtle Beach to install 82 credit card-capable parking meters

Parking on Sanibel - Permits & Fees

Jekyll Island Parking Fees Rising

Tybee Island raises parking rates

City of Cocoa Beach Approves New Parking Meters

Madeira Beach to modernize parking meters

We are not alone in our parking issues

It doesn't have to be like this....



It could be like this.....



Summary:

- ❑ **4th Street/South Flagler additional lots – add 85% to City’s parking lot capacity**
- ❑ **Inter-modal Hub: Park, Bike, Tram, Walk**
- ❑ **Paid Parking: Large revenue possibility**
- ❑ **Must be “Balanced” with business community**
- ❑ **Must be fair to Flagler Beach residents**
- ❑ **Revenue used for Beach Expense/Improvements**

Next Steps.....

- Decide if we wish to further pursue paid parking?
- Create a “Task Force” to further study: (Members to include; Resident , Business, Public Works Director, Finance Director, 1 Commissioner, and City Manager.)
- Visit/discuss City’s with paid parking.
- Investigate alternative “Multi-space” kiosk technology.
- Refine cost/benefit analysis.
- Make final recommendation to Commission by May 30, 2013.
- If ultimate policy is “Yes” make 2013/2014 FY Budget provisions.

Think of the Possibilities...\$.\$.\$.

