

INTEROFFICE MEMORANDUM

June 02, 2014

MEMO TO: Ruffin Hall
City Manager

FROM: Mike Kennon, PE, Transportation Operations Manager
Gordon Dash, CAPP, Parking Administrator

SUBJECT: Budget Note 09 – Nighttime and Weekend Parking in the Decks

A Council member expressed interest in paid night and weekend parking in downtown parking decks. This memorandum provides background information, potential revenue increases as well as other factors to consider.

The focus of this memorandum is on paid night and weekend parking in the parking decks because data shows that from Thursday to Saturday, the decks are close to capacity and sometimes completely full with the night crowd. Many vehicles are entering after 10pm, with some leaving as late as 3am. Nights and weekends are also the main times when vandalism and other criminal activities occur, so it is hoped that charging for parking in the late night and weekend hours will decrease instances of crime in the decks.

The majority of cities in the U.S. do not charge for on-street parking after a certain time in the evening, and even fewer cities charge for on-street parking on the weekends. There are a few exceptions such as in high-tourist cities where the decks are paid parking 24 hours a day, seven days a week and are constantly running at full capacity. At this time, moving to paid on-street parking during the night and weekend hours is not supported by the city's parking data.

The downtown city-owned parking lots already charge for parking 24 hours a day, seven days a week, except for during city-observed holidays, and have done so for a number of years.

Background

- Eight parking decks with 8,303 parking spaces.
- Fees are charged Monday-Friday, 7am-7pm, and during special events.
- Overcrowding in decks, safety concerns and vandalism happens disproportionately at night when Parking staff are not available to monitor or assist customers.
- Daytime office staff who park downtown are subsidizing the maintenance of the decks for those who park at night or during weekends.
- In North Carolina, Charlotte, Wilmington and Asheville all charge for off-street night and weekend parking.

Potential revenue and savings from night and weekend parking

- Paid night and weekend parking is feasible in the Wilmington Station, Moore Square, Cabarrus, City Center and Municipal parking decks due to the high usage of these decks during nights and weekends.
- According to the International Parking Institute, special event and night parking rates vary widely amongst cities. Since Council already approved the \$7 rate for certain recurring special events that were in place at the time of approval, this fee could be

applied consistently to the other special events that have since been granted a \$5 rate. \$5 would be charged on non-event nights for those exiting the ramp after 7pm and for those parking on non-event weekends.

- Would cost \$358,474 for equipment to take payment electronically.
- Conservatively, this would generate \$483,583 in year 1 and \$900,000+ every year after.
- Potential cost savings of \$41,340 due to staffing reductions because the night parking fees would be collected through new pay-on-exit machines that would be installed in the exit lanes in each deck. This would provide for the reduction in cashier hours from the current 10pm to 7pm.

Other factors and considerations

- To partner with business owners whose employees work 2nd and 3rd shirts, we could offer a discounted contract rate, with access restricted to certain hours, such as 4pm to 6am.
- Validation programs allowing merchants to offer free or discounted parking, with the merchants paying the cost of the parking charges could be implemented.
- Cashier lanes could go unattended at any time, due to the electronic payment systems, allowing staff to move about and perform customer service duties.
- At least one supervisor would be needed on duty during the night and weekend hours, with two supervisors required during the heavy usage periods of Thursday, Friday, and Saturday evenings. Vehicles and cell phones would be necessary for these supervisors. These costs have been taking into considering within our revenue projections.

| Analysis of Potential Annual Revenue Generation For Paid Night and | | | | | |
|---|--|------------------------------|--------------------------|----------------------------|--|
| | Total Weeknight Exits (18:45- 6:00) | Weeknight Revenue | Weekend Exits | Weekend Revenue | Total Revenue Generated |
| Municipal | 20,885 | \$ 67,876 | 28,961 | \$ 94,123 | \$ 161,999.50 |
| Wilmington St. Station | 45,406 | \$ 147,570 | 84,931 | \$ 276,026 | \$ 423,595.25 |
| Moore Square | 28,374 | \$ 92,216 | 29,705 | \$ 96,541 | \$ 188,756.75 |
| City Center | 35,260 | \$ 114,595 | 26,875 | \$ 87,344 | \$ 201,938.75 |
| Cabarrus | 6,495 | \$ 21,109 | 8,505 | \$ 27,641 | \$ 48,750.00 |
| Total | 136,420 | \$ 443,365 | 178,977 | \$ 581,675 | \$ 1,025,040 |

***Assumptions**
 Parking exit data was taken from a scan of vehicle entries/exits of the decks and extrapolated for one full year of parking.
 Night and weekend parking rate of \$5.
 65% of cars parked actually pay.