

PARKING PROGRAM MODERNIZATION

Public Works Committee – October 2024





- ▶ Broken Gate arms
- ▶ Ticket spitters
- ▶ Outdated Meters
- ▶ Paystations
- ▶ Infrastructure from decades ago

STATE OF THE PARKING PROGRAM



Winston-Salem

WHY MODERNIZE?

▶ **USER EXPERIENCE!!**

- ▶ Modern equipment
 - ▶ Convenient transactions
 - ▶ Access to space availability, location details, and rate structure
 - ▶ Streamline on-street and off-street parking
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- ▶ Capability of flexible/dynamic parking rates for special events
 - ▶ Reduce the parking subsidy
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- ▶ Ordinance amendments/modifications that support a technology solution for municipally managed parking
- ▶ Set on-street hourly rate to \$1.50/hr.
- ▶ Increase parking violation fines
- ▶ Establish framework for EV charging in municipally managed parking areas

**CONSIDERING
WHAT?**

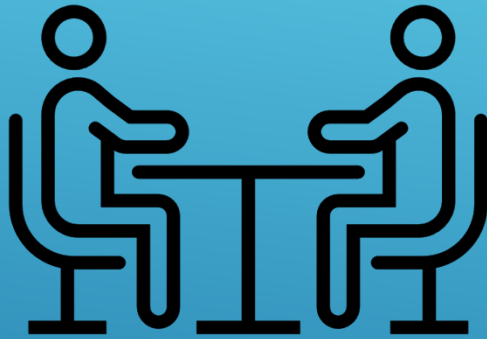
ON-STREET SOLUTION

- 1,400+ spaces
- Room to expand
- Removal of existing equipment
- Signs to be installed with clear City of Winston-Salem branding, replacing existing parking signs



OFF-STREET SOLUTION

- Automated processes using cameras
- Implementation of clearly branded signs
- Roughly 1,600 spaces
 - 6th /Cherry/Trade Parking Deck
 - 4th/Church Parking Deck
 - City Hall North Lot
 - City Hall South Lot
 - Forsyth County Government Lot
 - Park and Shuttle Lot 7th/Marshall
 - Trade and Liberty Lot
 - Union Station Lot



- ▶ Parkers use PayByPhone Application – pay \$1.50/hr to park
- ▶ City of Winston-Salem covers all associated fees including PayByPhone transaction fees and credit card processing fees.

HOW DOES A PARTNERSHIP WITH THE CITY AND PAYBYPHONE WORK?

PARKING RATES

Current Rate Structure

- \$1.00 Off-street Facilities
- \$0.25 On-Street Parking Meters
- \$1.00 On-Street Paystations

Proposed Rate Structure

- \$1.00 Off-street Facilities
- \$1.50 On-street

PARKING VIOLATION FINE

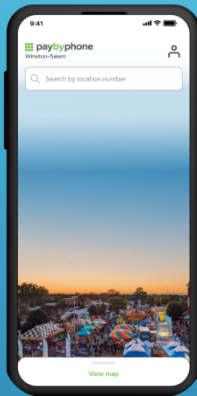
Current Violation Fine

- \$15

Proposed Violation Fine

- \$30

LONG TERM VISION



Parkers

- One time setup
- Easier to Park at City Owned Facilities
- Updated Processes
- New Payment Options
- Easy to Navigate Signage



Operational Improvements

- Updated Signage
- Parking Enforcement Upgrades
- Automated Processes
 - Data Availability
- Reduced Maintenance

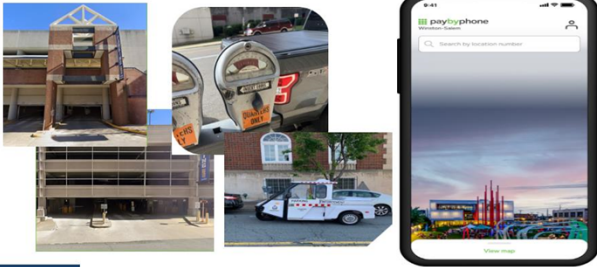


City of Winston-Salem

- Arts and Innovation
- Leader in Parking Management
- Creating a Solvent Parking Solution
- Invest in Future Capital Maintenance

Public Meeting

City of Winston-Salem Parking Program Modernization



WHEN AND WHERE

- Wednesday, September 18th - 11:00am – 2:00pm at the Kaleideum (120 W 3rd St, Winston-Salem, NC 27101)
- Monday, September 23rd - 5:00pm - 7:30pm at the Benton Convention Center (301 W 5th St, Winston-Salem, NC 27101)

WHAT

The City of Winston-Salem:

1. Received Requests for Qualifications and selected PayByPhone to assist the City in the goal of modernizing the municipal parking program
2. Is proposing a parking rate increase alongside increased violation prices
3. Is looking to increase user experience to make parking in the downtown area as streamlined as possible
4. Implementation of new enforcement technology
5. Invites you to attend at your convenience, speak to project staff, participate in demos, and provide comments on the proposed changes

For additional information, please contact:


Winston-Salem Department of Transportation
(336) 747-6868



WHAT WE HEARD...

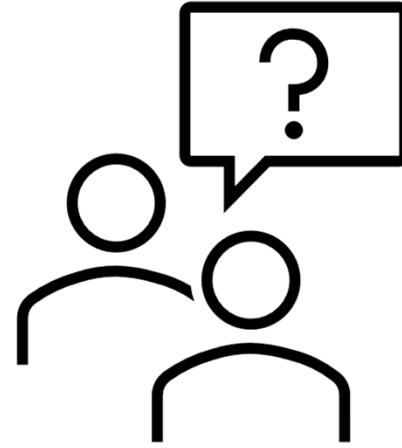
- WSDOT staff conducted two public meetings to gather feedback on the proposed plan
- Staff has attached comments received as Exhibit B
- Comments included:
 - Support for the modernization effort
 - Enforcement hours
 - Rate increase being too steep
 - How the city will market the rollout

WHAT'S NEXT...

- ▶ City Council consideration – October 2024
 - ▶ Notice To Proceed – November 2024
 - ▶ Implementation – Spring 2025
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QUESTIONS OR COMMENTS?