

PARKING PROGRAM PRESENTATION

Public Works Committee Meeting June 2021

OVERVIEW OF THE ON-STREET PARKING PROGRAM

- 1230 on-street parking spaces downtown (not including loading zones).
- About 550 of these spaces are controlled by single space meters that are not capable of accepting credit card payments.
- About 100 of these spaces are controlled by a multi-space pay stations that do accept credit card payments.
- The remaining spaces are time limited using signage.
- Currently not using pay-by-phone app.

GOALS OF THE PROGRAM

- Encourage the short-term use of on-street parking so customers visiting the downtown business and restaurants can find convenient and accessible parking.
- Encourage long-term parking customers to park in off-street parking facilities such as decks and lots.

PARKING RATES



- Single space meters are \$0.25 per hour or part thereof. Customers are limited to the time restriction posted on the signs. Typically, 1-3 hours.



- Pay Stations have a tiered rate structure that begins with \$0.25 for the first hour and progressively increases up to a maximum of \$10.00 for 6 or more hours. Customers choose the length of time desired, not limited by a maximum length of stay. The progressive rate structure encourages short term parking.

PARKING ENFORCEMENT

- Three parking enforcement officers
- Enforcement Monday – Friday, 8 am to 5:00 pm



ON-STREET PARKING RATE COMPARED TO OTHER MUNICIPALITIES

City of Durham	City of Greensboro	City of Asheville	City of Chapel Hill
\$1.50 per hour	\$0.75- \$1.00 per hour	\$1.50 per hour	\$1.75 per hour
Uses Passport Parking pay-by-phone app.	Uses Park Mobile pay-by-phone app.	Uses Passport Parking pay-by-phone app.	Uses Park Mobile pay-by-phone app.

PAY-BY-PHONE APPS

- Surveyed other municipalities and determined that Passport Parking and Park Mobile are the two providers used most often.
- Both offer comparable services which allow customers to pay the required parking fee using either a toll free telephone number or a smart phone application.
- There are additional fees associated with these services.
- A convenience fee charged by the provider, typically \$ 0.35 per transaction and a credit card processing fee from a bank and a processing center.
- The credit card processing fee can be as high as \$ 0.33 per transaction plus 2.9% of the charge.
- For example, a customer uses a credit card to pay \$ 1.00 parking fee, The convenience fee along with the credit card fee could total as much as \$ 0.73.

WHO PAYS THE FEES?

- The convenience fee along with the credit card fees can either be paid by municipality or passed along to the customer.
- If the municipality absorbs the fees, then the parking rate must be sufficient to cover the additional expenses.

ADVANTAGES OF PAY-BY-PHONE APPS

- Ability to pay quickly through a smart phone or toll-free telephone number.
- Customer receives alert via a smartphone when time is expiring.
- Ability to add time if needed.
- Ability to integrate with other parking technologies.
- No investment in new hardware (pay stations and meters).

DISADVANTAGES TO PAY-BY-PHONE APPS

- Inability of customers to interact with familiar technology such as meters.
- No all customers own smart phones.
- Requirement to set up an account prior to using the app.

UPGRADING CURRENT PARKING EQUIPMENT

- Pay stations are capable of accepting cash, coin, and credit card payments as well as the capability of integrating with pay-by-phone apps. The cost of a new pay station is about \$15,000.
- The existing single space meters are not capable of accepting credit card payments. Credit card capabilities will require replacement by either a modern single space meter or a pay station. The cost to replace a single space meter with a modern single space meter is about \$1,000 per meter with a monthly fee of \$5.00 per month and a credit card processing fee.

QUESTIONS?

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