

PARKING PROGRAM MODERNIZATION

Public Works Committee – November 2023

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OVERVIEW OF THE PARKING PROGRAM

▶ City Maintained Facilities

- ▶ Two parking decks – 6th/Cherry/Trade and 4th/Church
- ▶ Surface lot and shared facilities – City Hall North, City Hall South parking deck lower level, Forsyth County building parking deck lower level, Chestnut Street surface lot
- ▶ On-street parking

▶ In total over 2500 parking spaces

▶ Enforcement

- ▶ Two enforcement officers patrolling 8AM-5PM Monday – Friday
- ▶ Main enforcement takes place in the downtown area

EXISTING CITY OF WINSTON-SALEM EQUIPMENT



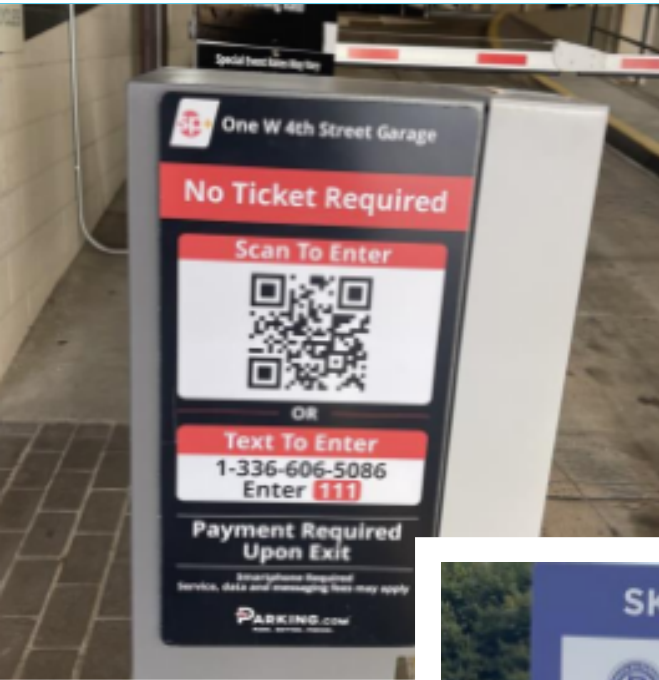
- ▶ Off-street Parking
 - ▶ Gate Arms and Ticket Booths
 - ▶ Infrastructure from decades ago
- ▶ On-street Parking
 - ▶ Parking meters
 - ▶ Pay stations

- ▶ In total over 2500 parking spaces

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OTHER PARKING OPTIONS IN DOWNTOWN WINSTON- SALEM

- ▶ Locations offering pay-by-phone options:
- ▶ First Presbyterian Church
- ▶ One W 4th Street Parking Deck
- ▶ Cherry/Marshall parking deck
- ▶ Surface lots on Trade/Liberty/Seventh

GOALS OF MODERNIZATION

- Partner with a vendor to provide: updated equipment, payment options using phone, enforcement software, and ticket appeal support for the program.
- Select a vendor that can operate both on-street and off-street operations
- Reduce the parking subsidy
 - Portion of the hourly rate goes to the vendor
 - Remaining rate goes to the city
- Capability of flexible/dynamic Parking Rates for special events
- Enforcement software modernization
- Ability to extend enforcement hours with the vendor accepting payment from app users 24/7

ADVANTAGES OF PARTNERING WITH A VENDOR

- Ability to pay for parking 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.
- Scalable
- Limited investment in new hardware (pay stations and meters). – equipment would be provided by selected vendor through contractual services
- Updated enforcement software

NEXT STEPS & QUESTIONS

- WSDOT to advertise Request for Proposals to select a new vendor
 - WSDOT to prepare a potential rate increased based off other municipalities to be presented to Public Works when new vendor is selected
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