



**Winston-Salem**

# PARKING PROGRAM MODERNIZATION

Public Works Committee – September  
2024

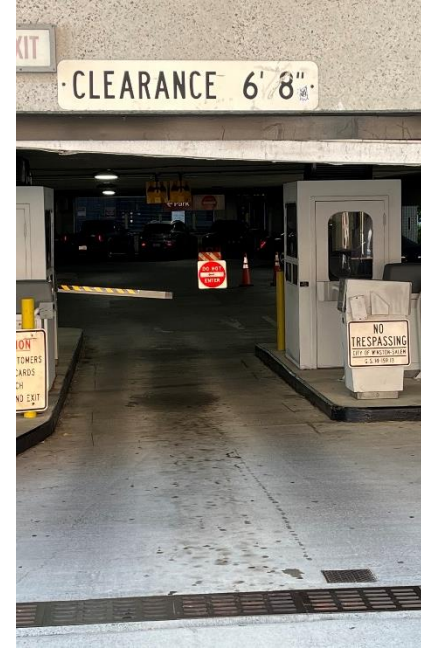


**Winston-Salem**



# OVERVIEW OF THE PARKING PROGRAM

- ▶ City Maintained Facilities
  - ▶ Two parking decks – 6<sup>th</sup>/Cherry/Trade and 4<sup>th</sup>/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
- ▶ Enforcement
  - ▶ Three enforcement officers patrolling 8AM-5PM Monday – Friday
  - ▶ Primarily Downtown Area



# STATE OF THE OFF-STREET PARKING PROGRAM

- ▶ Gate arms
- ▶ Ticket spitters
- ▶ Attendant booths
- ▶ Infrastructure from decades ago

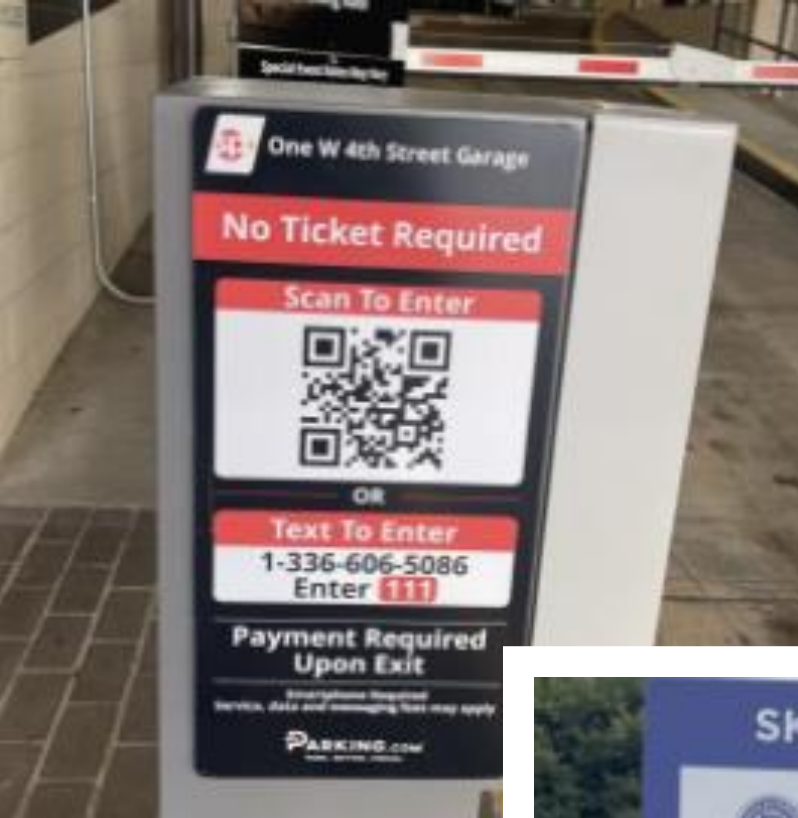


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# STATE OF THE ON-STREET PARKING PROGRAM

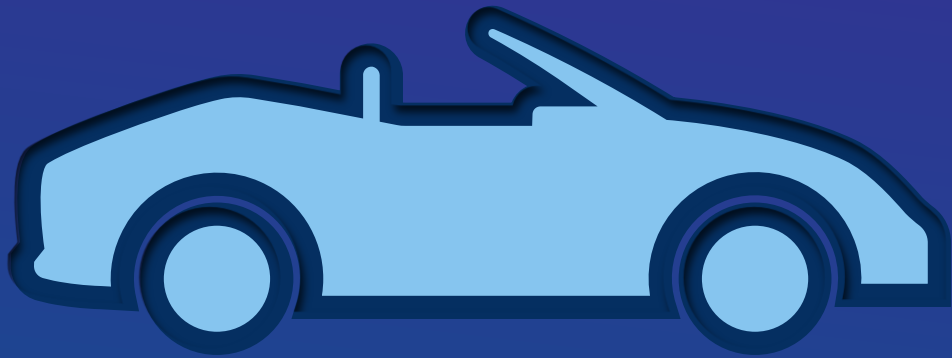
- ▶ \$0.25 parking meters
- ▶ Pay stations
- ▶ Various time restricted zones



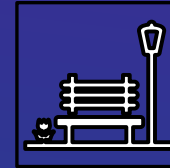


OUR COMPETITION





Where is an available space?



How close can I park to my destination?



How much will it cost me?

WHAT DO PARKERS WANT?



# WHY MODERNIZATION?

- ▶ See Previous Slides....
- ▶ ....Maintenance Please!



# WHY MODERNIZATION?-THE REAL REASONS

## ➤ **USER EXPERIENCE!!**

- Modern equipment
  - Convenient transactions
  - Access to space availability, location details, and rate structure
  - Streamline on-street and off-street parking
- 
- Capability of flexible/dynamic parking rates for special events
  - Reduce the parking subsidy





# CONSIDERING WHAT?

- Current condition of equipment
- Peer city rates and practices
- 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



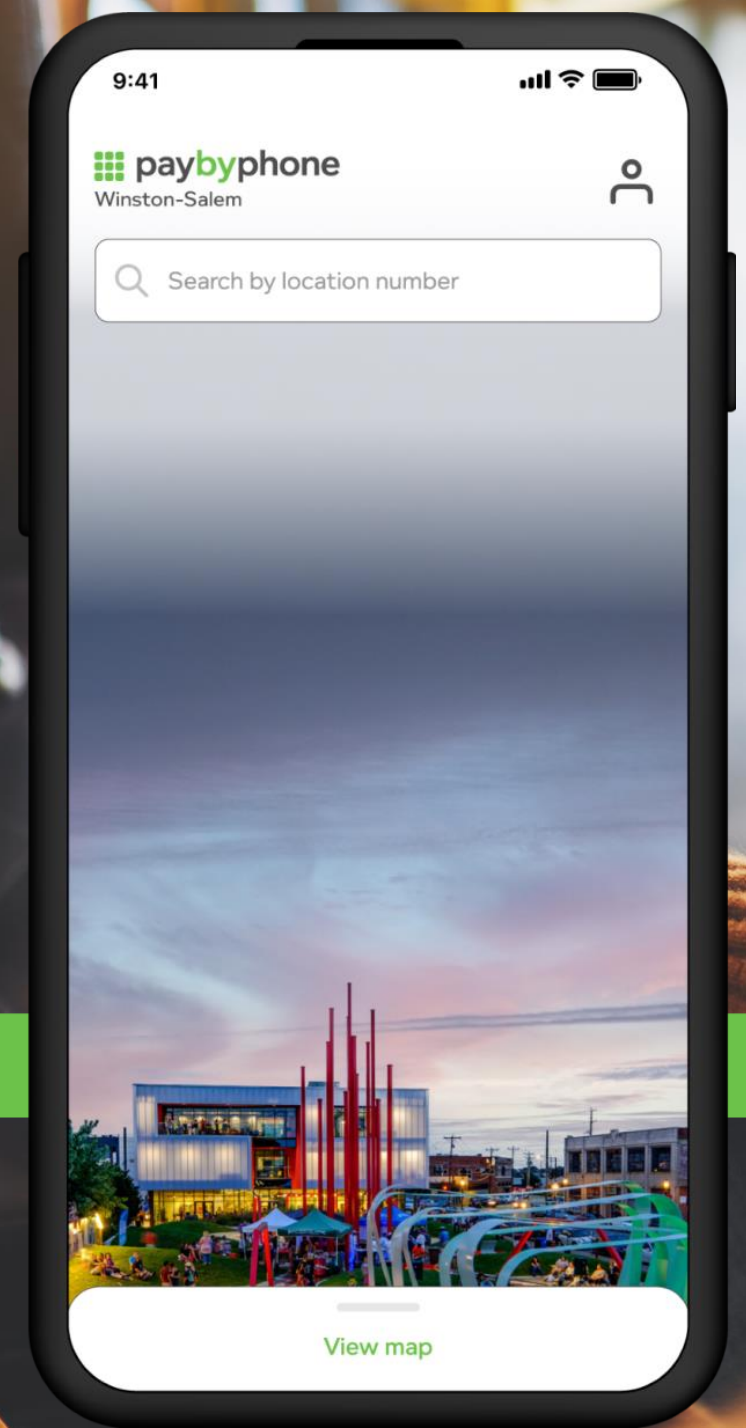


Winston-Salem

# City of Winston-Salem

# Public Works Committee

September 10, 2024



# Introductions

City of Winston-Salem Team	PayByPhone Team
Reid Hutchins – Transportation Operations Manager	Sang Hwang – Regional Director of Sales – Northeast
Jeffrey Fansler – Director of Transportation	
Bobby Croom – Assistant Director of Transportation	

# On Street Operations: PayByPhone



# 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



# Methods to Initiate a PayByPhone Parking Session

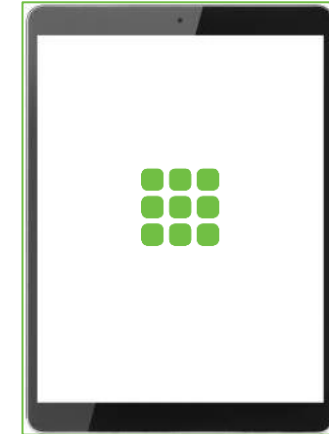
App



Interactive Voice Response (IVR)

A banner for the PayByPhone IVR system. It features a green header with the text 'Park &amp; Pay using paybyphone'. Below the header, there are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'. To the right of these buttons, it says 'or pay online: paybyphone.com' with logos for VISA, Mastercard, and American Express. At the bottom left, it says 'or call 1-888-860-7275'. A green circle highlights the phone number.

Backoffice Portal



Apple Watch



Alexa



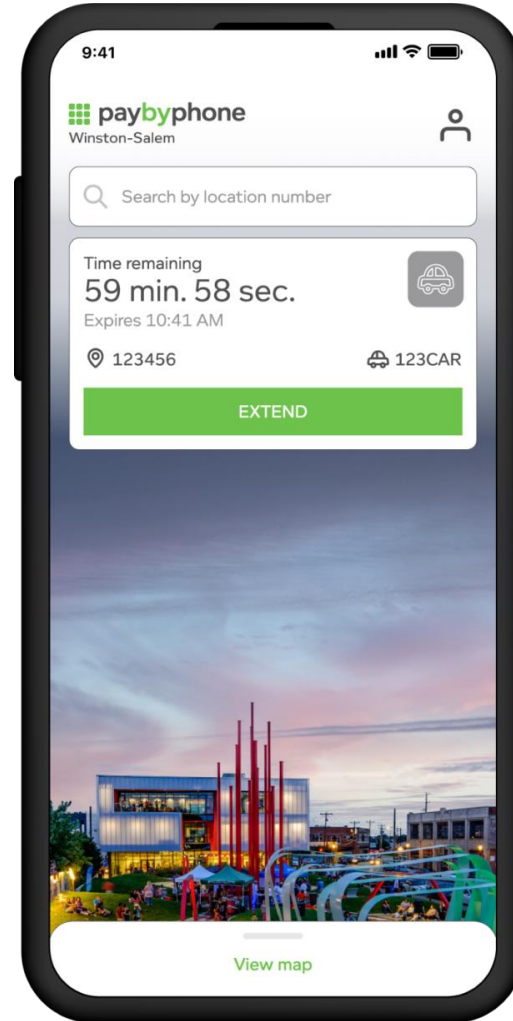
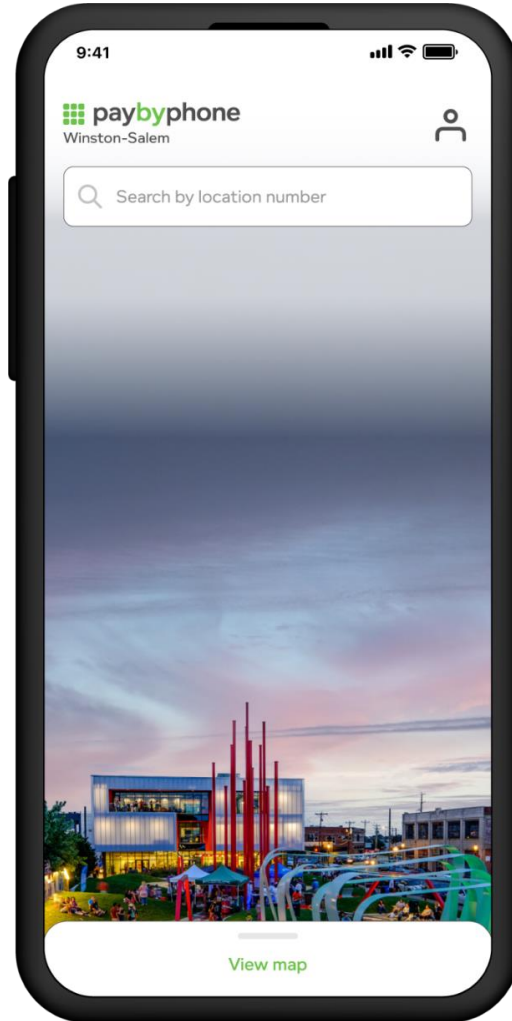
Siri




Siri: "Park with PayByPhone"



# Demo: PayByPhone App



# Off Street Operations: PayByPhone







## Off-Street Solution

### Current Infrastructure and Scope of Operations:

- Removal of gate arms and ticket spitters
- Automated processes
- Implementation of clearly branded signs
- Roughly 1,600 spaces
  - 6<sup>th</sup> /Cherry/Trade Parking Deck
  - 4<sup>th</sup>/Church Parking Deck
  - City Hall North Lot
  - City Hall South Lot
  - Forsyth County Government Lot
  - Park and Shuttle Lot 7<sup>th</sup>/Marshall
  - Trade and Liberty Lot
  - Union Station Lot

# Off-Street Fixed License Plate Reading Cameras

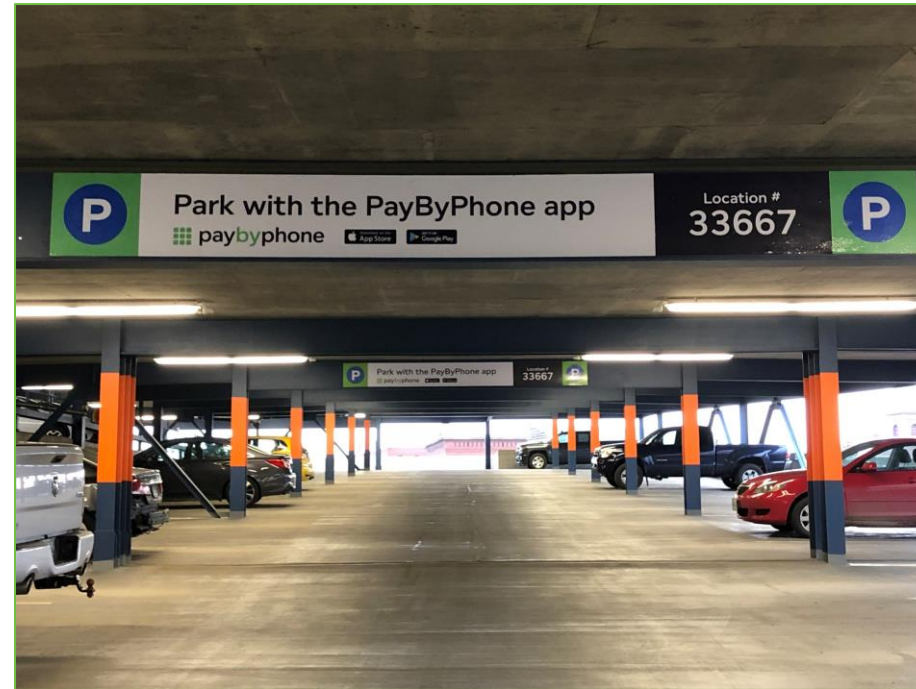
Entrance Lanes



Exit Lanes



# Example Off-Street Parking Signage



# Enforcement Platform: gtechna

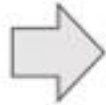


# Operational LPR Enforcement Methods

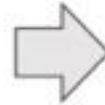
## Automatic Enforcement -unmanned



Camera Read



Invoice review



Get address by DMV



Invoice by mail

# How does a PayByPhone and the City of Winston-Salem Partnership Look?

- Parker uses PayByPhone Application to park on Liberty Street
- Parker pays \$1.50 for one hour of parking
  - PayByPhone per transaction fee is \$0.30
  - Credit card processing fees are \$0.22 + a 2.95% variable rate based off total transaction cost
- City of Winston-Salem receives  $\$1.50 - \$0.30 - \$0.22 - \$0.04 = \$0.94$  off a one-hour parking session

# Proposed Parking Rates

## Current Rate Structure

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

## Proposed Rate Structure

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

## Benchmarking Peer Cities

- Wilmington: \$2.50 on-street, \$1.00 for first hour then \$2.00 after in off-street lots
- Durham: \$2.50 on-street, \$2.25 off-street
- Charlotte: \$1.50
- Raleigh: \$1.00 for first hour, \$2.00 after
- Greensboro: \$1.00 – is wrapping up a parking study

# Proposed Parking Fine Increases

## Proposed Ticket Fine

- Winston-Salem: \$30 up from \$15

## Benchmarking Peer Cities

- Charlotte: \$25
- Raleigh: \$20
- Durham: \$30
- Wilmington: \$20

## Improved parking fine appeal process

- Online portal where parker uploads information for an appeal



## Parking Operations in Past Five Years



- Pre-Covid (2019) Revenues Including On-Street and Off-Street: \$916,957.82
  - Equipment is in working order, beginning to show signs of extreme wear and tear
- Post-Covid (2022) Revenues Including On-Street and Off-Street: \$692,768.87
  - Equipment begins to fail in parking deck structures
  - Paystations and parking meters begin to show signs of failure – 333 repair tickets since March 2021
- Current Revenues (1/24 to 8/24) Including On-Street and Off-Street: \$612,189.44
  - Early 2024: 4<sup>th</sup> and Church Parking Deck equipment goes offline
  - Late 2023: 6<sup>th</sup>/Cherry/Trade equipment begins to fail, exit gate arms currently not working
  - Paystations and parking meters are consistently out of order and pose expensive repairs

# Projected Revenues Under New Parking Management System

On-Street Parking	
Hourly Rate set by City	\$ 1.50
PayByPhone Fee	\$ 0.30
Credit Card Fixed Fee	\$ 0.22
Credit Card Processing Variable	\$ 0.04
Total Fee to parker if city covers all fees	\$ 1.50
City Receives (Per transaction)	\$ 0.94
City Receives (Per 4 hour session)	\$ 5.44
Revenue Per Day for On-street Facilities (450 spaces x \$1.50 x 4hrs)	\$ 2,448.00
Expected revenue per year based off cell above x 250 operating days	\$ 612,000.00

Parking Ticket Revenues at a \$30 violation: \$300,000 at 10,000 tickets issued annually

Off-Street Parking	
Hourly Rate set by City	\$ 1.00
PayByPhone Fee	\$ 0.30
Credit Card Fixed Fee	\$ 0.22
Credit Card Processing Variable	\$ 0.03
Total Fee to parker if city covers all fees	\$ 1.00
City Receives (Per transaction)	\$ 0.45
City Receives (Per 4 hour session)	\$ 3.45
Revenue Per Day for Off-Street Facilities (500 spaces x \$1.00 x 4hrs)	\$ 1,725.00
Expected revenue per year based off cell above x 250 operating days	\$ 431,250.00

Note: The lowered fee only applies to the first hour when the initial transaction is completed



# Implementation - High Level



**Merchant Processing**



**Signage**



**Integrations**



**Marketing**

# 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

# WHAT'S NEXT

- WSDOT to coordinate 2 drop-in public meetings in September
- City Council consideration – October 2024
- Notice To Proceed – November 2024
- Implementation – Spring 2025



# Questions & Comments

