

The City of Easton & The Easton Parking Authority

Part VI Strategic Plan Parking Management
Part V Projected Parking System Financial Performance

Tim Tracy and Greg Shumate

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Parking Study Final Presentation

PRESENTATION DISCUSSION TOPICS

- Existing Problems, Issues & Opportunities
- Future Challenges
- Parking System Operation/Management Recommendations
- Intermodal Parking Facility Project Review
- System Financial Performance Projection

PART VI STRATEGIC PLAN FOR SYSTEM MANAGEMENT

Scope of Work

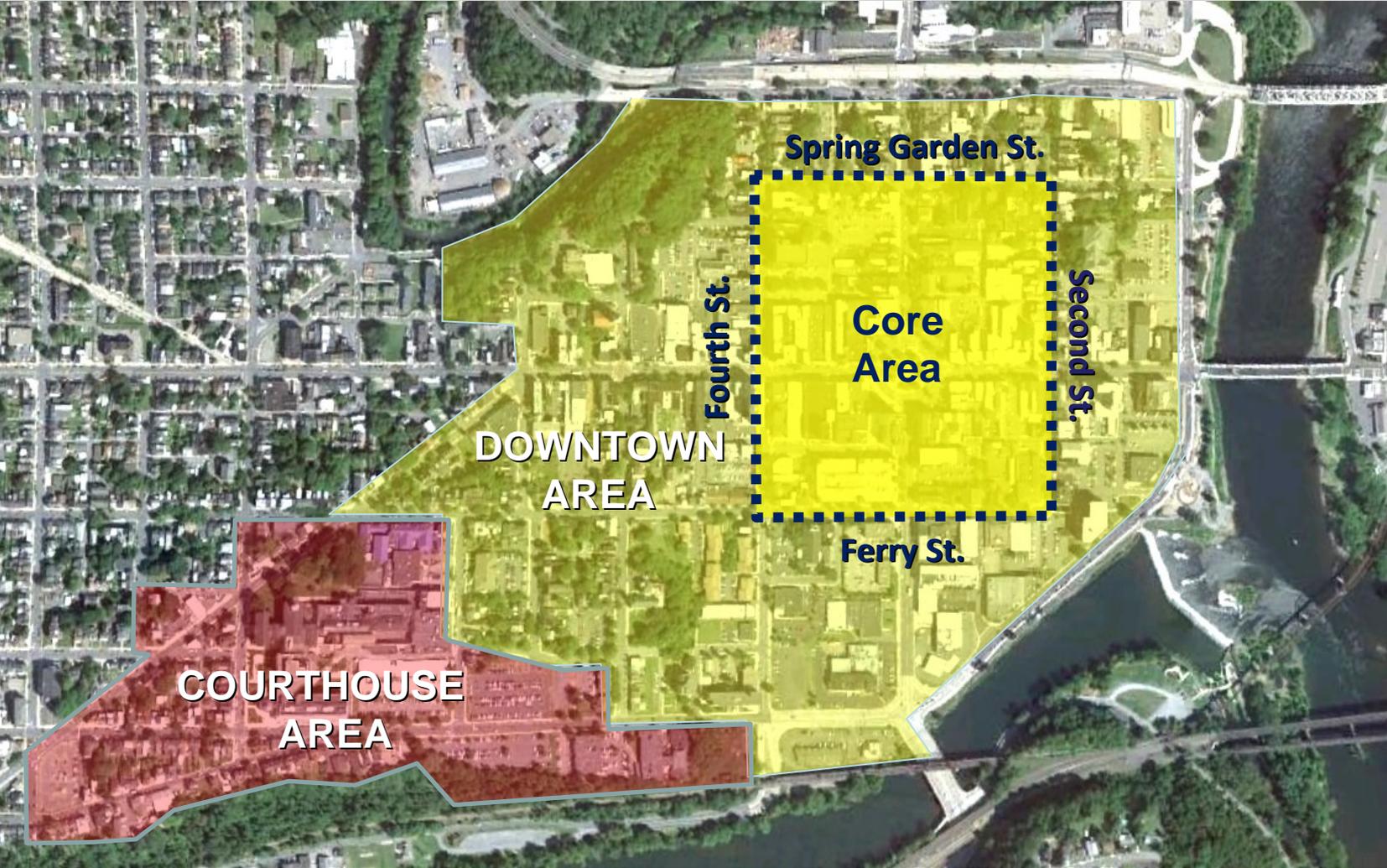
- **Operating Policies Changes for On-Street System and Off-Street Parking Facilities**
- **Propose Parking Rates Changes as Warranted**
- **Recommend Short- and Long-Term Parking Management Options**
- **Identify Potential Future Parking Project Undertakings**

PART V PROJECT PARKING SYSTEM FINANCIAL PERFORMANCE

Scope of Work

- **Assess Financial Consequences of Recommended Policy and Rate Changes**
- **Assess Market for the Intermodal Parking Facility**
- **Propose Plan of Operations for the Intermodal Parking Facility**
- **Prepare Baseline Financial Pro Forma for the Expanded Parking System**

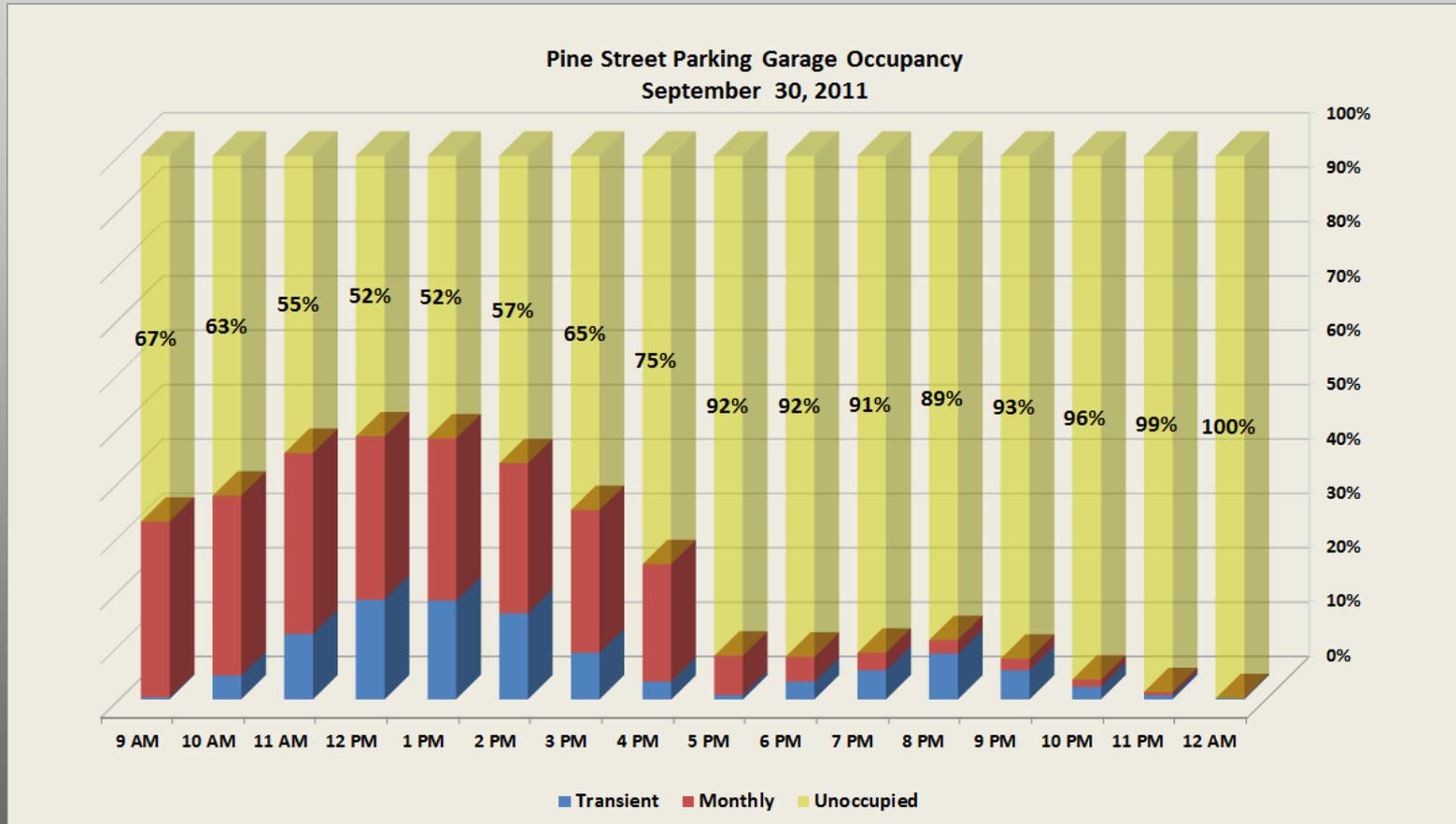
STUDY AREAS



PARKING SYSTEM PROBLEMS & ISSUES

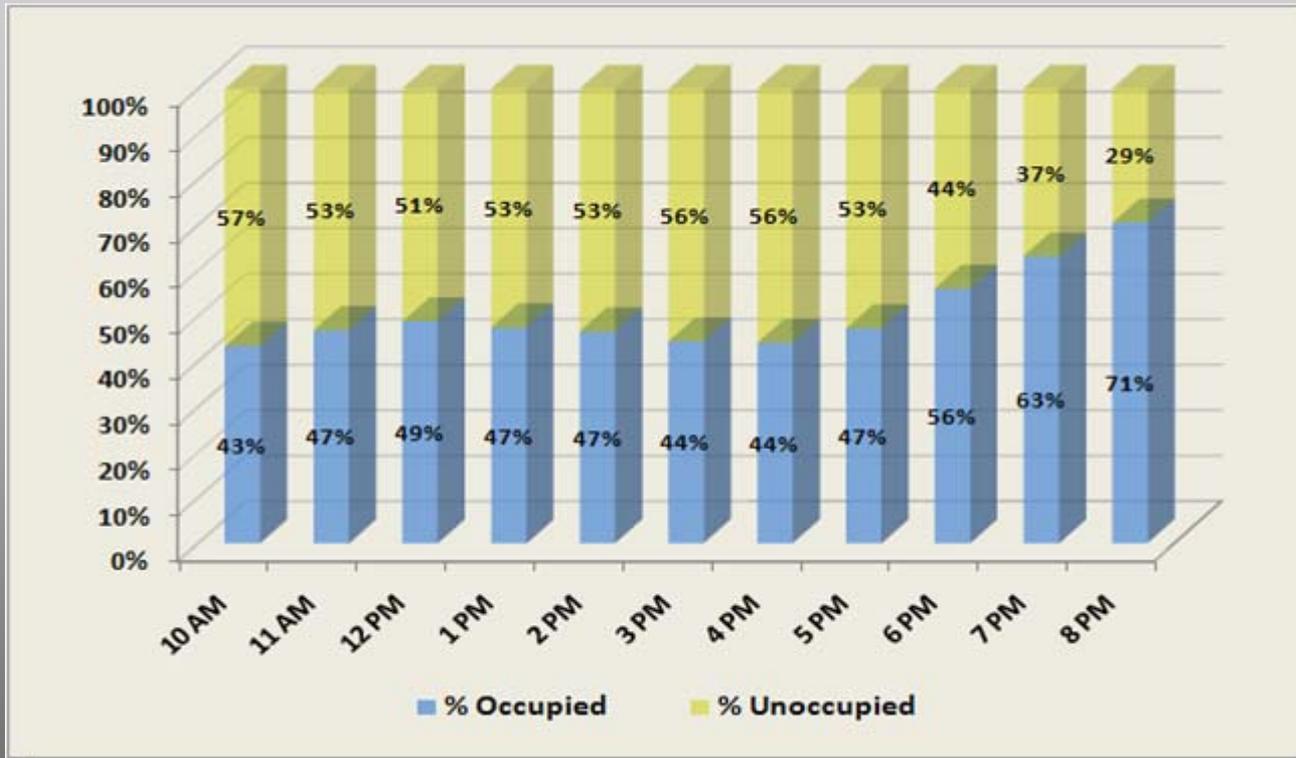
- **PINE STREET GARAGE** - primary asset , seasonal underutilization and will be in need of replacement
- **ON-STREET METER SYSTEM** – principle revenue generator and system is in need of equipment and technology upgrade
- **PARKING DEMAND** – driven by restaurant/entertainment trade, visitor attractions and special events with activity surge during July and August
- **SYSTEM USERS** – locals prefer lots and meters to Pine Street Garage, average duration at on-street space is less than 2 hours while visitors are prone to park at Pine Street Garage
- **SYSTEM MANAGEMENT** – requires operational coordination and more daily oversight
- **INTERMODAL PROJECT** – key to long-term future development, but initial demand for extra spaces is low

PINE STREET PARKING GARAGE: Space Utilization



ON-STREET PARKING HOURLY UTILIZATION: Overall Downtown Area vs. Core Area

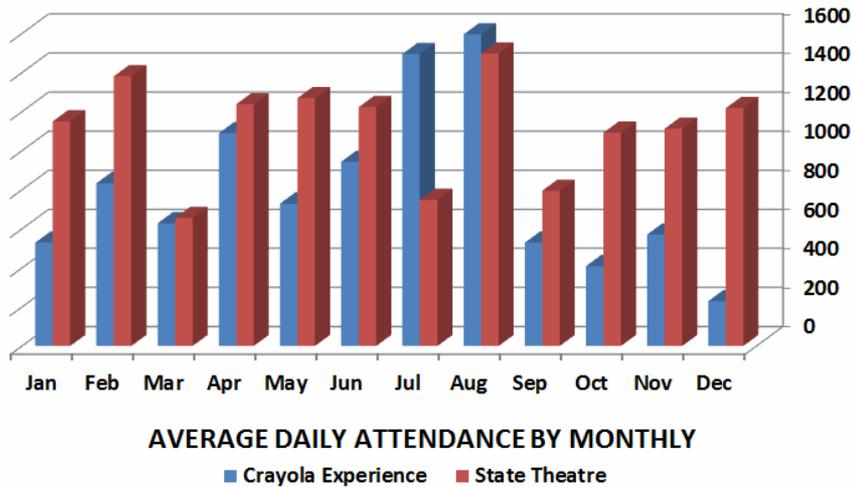
OVERALL DOWNTOWN AREA



DOWNTOWN CORE AREA ON-STREET PARKING SUPPLY: Turnover, Duration of Stay & Overtime Parkers

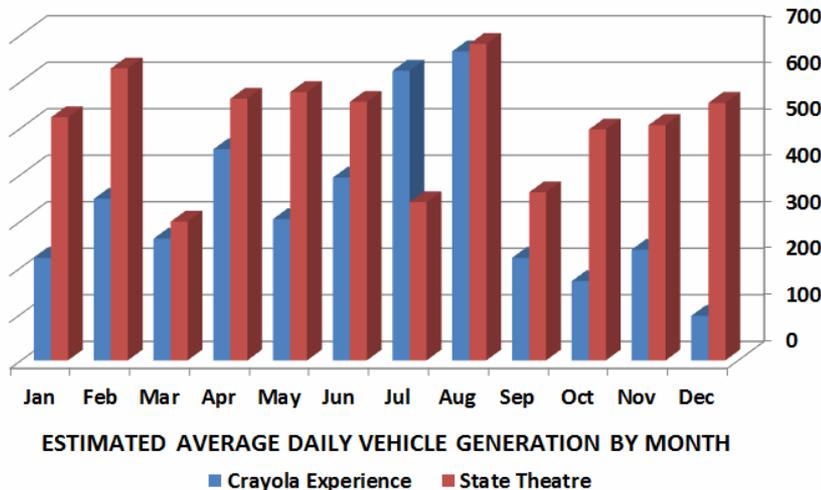
CORE AREA															
On-Street Parking Space Restrictions	On - Street Spaces	Vehicles Parked Per Time Period									Total Vehicles Parked	Over-Time Parking	Average Length of Stay	Vehicle Turnover by Space	
		1Hr	2 Hrs	3 Hrs	4 Hrs	5 Hrs	6 Hrs	7 Hrs	8 Hrs	9 Hrs					
No Meter 5 Minute	5	21	0	2	0	0	0	0	0	0	0	23	2	1.2	4.6
12 Minute	17	45	1	2	0	0	0	0	0	0	0	48	3	1.1	2.8
No Meter 15 Minute	9	30	2	1	0	0	0	0	0	0	0	33	3	1.1	3.7
2 Hour	174	374	85	26	6	10	3	1	3	5	513	54	1.5	2.9	
2 Hour ADA	5	12	1	0	1	0	0	0	0	0	14	1	1.3	2.8	
No Meter 2 Hour	48	101	17	16	3	12	1	1	0	0	151	33	1.8	3.1	
3 Hour	202	308	102	44	35	11	7	3	8	11	529	75	2.0	2.6	
3 Hour ADA	4	5	0	0	0	0	0	0	0	0	5	0	1.0	1.3	
10 Hour	48	30	8	8	2	0	0	2	2	4	56	0	2.6	1.2	
No Meter ADA	1	1	1	0	0	0	1	0	0	0	3	0	3.0	3.0	
No Parking 10a - 6p, M-F	4	2	0	0	0	0	0	0	0	0	2	2	1.0	0.5	
Loading Zone	2	2	2	0	0	0	0	0	0	0	4	0	1.5	2.0	
Total	519	931	219	99	47	33	12	7	13	20	1381	173	1.8	2.7	
% of Parker Vehicles		67%	16%	7%	3%	2%	1%	1%	1%	1%	100%	13%			
% of Parker Vehicles		15%	18%	7%	3%	2%	1%	1%	1%	1%	100%	13%			

VISITOR ATTRACTIONS: Account for Significant Share of Parking Demand



Non-Conflicting Seasonal Demand for Parking

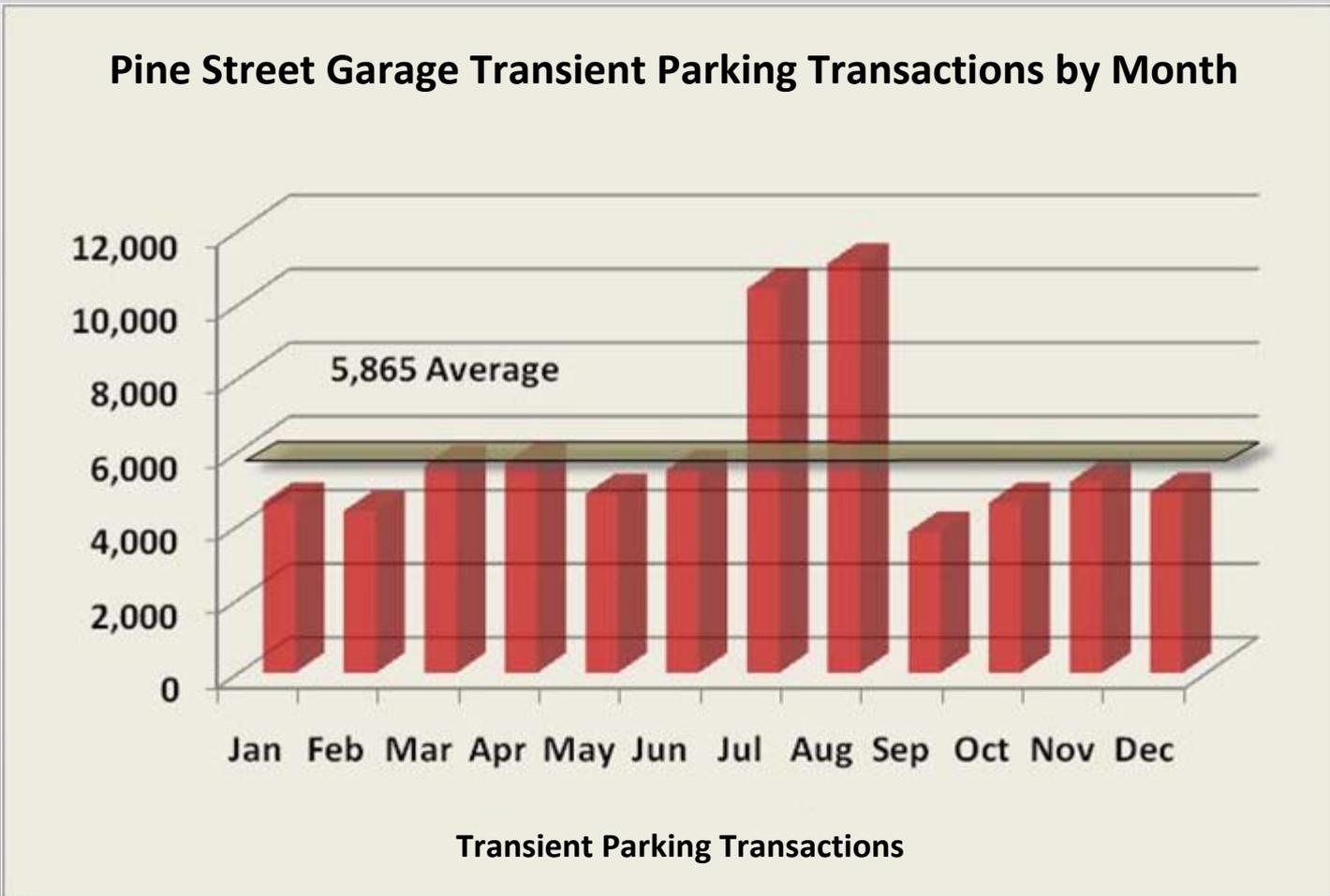
- Crayola – Summer
- State Theatre – Winter/Fall



Non-Conflicting Daily Demand for Parking

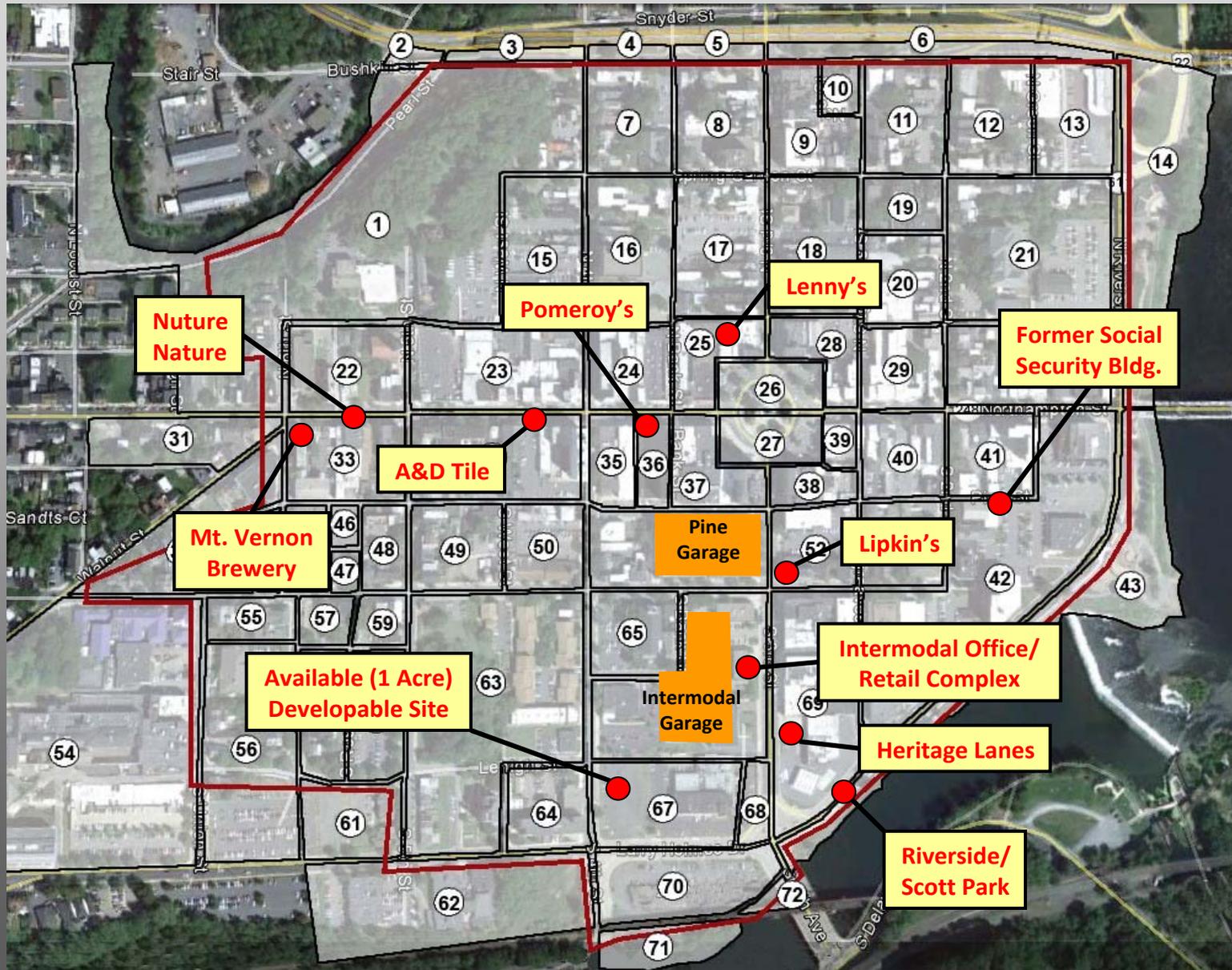
- Crayola – AM Hours
- State Theatre – PM Hours

PINE STREET PARKING GARAGE SEASONAL USAGE: Transient Parking Transactions by Month



Critical to be able to accommodate
and capture peak season vehicle generation

NEW DOWNTOWN DEVELOPMENT PROJECTS:

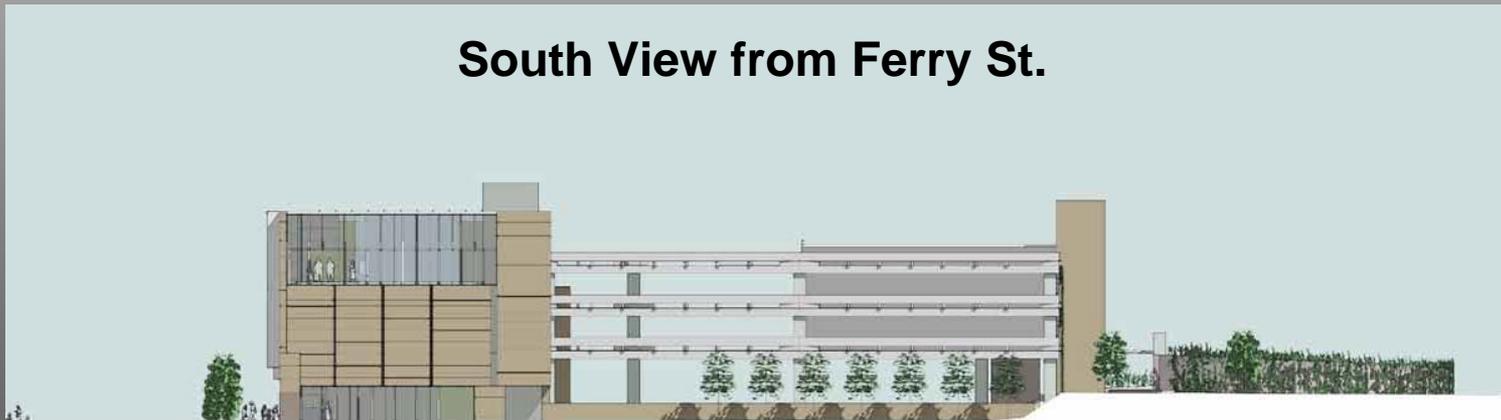


LANTA INTERMODAL PARKING GARAGE & COMMERCIAL CENTER

West View from Bank St.



South View from Ferry St.



NEW DEVELOPMENT: Vehicle Generation & Capture

Block #	Project Name	Project Land-Uses	New Development Qty Measure	Parking Provided	DAYTIME DEMAND		EVENING DEMAND	
					Estimated Vehicle Accumulation	Potential Capture	Estimated Vehicle Accumulation	Potential Capture
36	Pomeroy's Phase I	Restaurant	5,500 SF	0	12	57	21	66
		Retail	11,000 SF		20		20	
		Residential	22 Units		5		25	
36	Pomeroy's Phase II	Medical Office	6,000 SF	0	85	111	8	33
		Undetermined Use	4,000 SF		1			
		Residential	22 Units		5		25	
52	Lipkins	Restaurant	3,000 SF	0	6	8	12	12
		Residential	6 Units		1		5	
33	Mt. Vernon Brewery	Restaurant/Brewery	6,032 SF	20	13	0	24	0
		Office/Conference Room	3,315 SF		7		0	
		Museum	655 SF		0		0	
66	Intermodal Office/Retail Complex and Parking Garage	Restaurant	4,767 SF	376	12	50	19	20
		Retail	4,767 SF		2		0	
		Museum	12,500 SF		11		0	
		Office/training Facility	13,150 SF		24		0	
		Bus Transfer Station	4,767 SF		1		1	
43	Riverside and Scott Parks			35	0.0	0	0.0	0
34	WEST/A & D Tile Buildings	Restuarant	5,555 SF	17	14	0	22	0
		Residential	21 Units		0		0	
34	Nurture Nature Center	Office	10,317 SF	30	22	0	0	0
		Conference/Banquet	10,317 SF		0		0	
		Science Center	10,317 SF		9		0	
38	Lenny's	Restaurant	4,252 SF	0	11	11	17	17
		Residential	1 Units		0		0	
69	Heritage Lanes	Retail	27,162 SF	54	10	10	0	0
42	Former Soc. Sec. Bldg.	Office	9,282 SF	15	17	0	0	0
TOTAL VEHICLES					246		147	
Pine St. Garage					170		83	
Intermodal Garage					50		10	
On-Street					26		54	

PARKING SYSTEM CHALLENGES

- **Implement existing Park Meter Rate Ordinance**
- **Extend service life of the Pine Street Garage for 4-7yrs.**
- **Finance and develop of the proposed LANTA Intermodal Garage**
- **Secure developer for the proposed Intermodal Commercial Center**
- **Manage parking demand during and after the Pine Street Garage is taken out of service**
- **Define and implement eventual redevelopment plan for the Pine Street site after the clearance of Parking Garage**

RECOMMENDATIONS: On-Street Parking Meter System

- **Raise on-street meter parking rate in Downtown to \$.75 per hour as per approve Parking Ordinance**
- **Raise on-street meter parking rate in Courthouse area to \$1.00 per hour as per approve Parking Ordinance**
- **Change Downtown Core Area parking time limits to 1-hr max. in Center Square and 2-hr elsewhere in Core Area**
- **Formulate and implement simplified and uniform on-street parking regulation signage plan**
- **Plan and implement transition to credit card capable meters in Core Area**
- **Establish parking meter installation standards**

RECOMMENDATIONS: Parking Enforcement

- **Change Downtown on-street enforcement hours from 8am–6pm to 10am-8pm Monday through Saturday**
- **Institute downtown parking enforcement on Sundays between 12noon-6pm**
- **Equip Parking Enforcement personnel with handheld ticket issuance devices**
- **Restructure current graduating penalty charge for offenders who let extended time passes before paying parking citations – offer discount for prompt payment of fines**

RECOMMENDATIONS: Off-Street Facilities

- **Develop parking way-finding signage plan**
- **End free City employee parking in Pine Street Garage – establish discounted monthly rate in conjunction with remote free parking option**
- **Establish special discount evening parking rate for employees of downtown restaurants/entertainments businesses**
- **Acquire and develop Church Street and 4th Street site initially as surface lot and later as parking garage**
- **Upgrade Parking Access & Revenue Control Technology at Pine Street Garage**

RECOMMENDATIONS: Parking Rates

OFF-STREET PARKING RATE CHANGE

Duration	Current	Proposed
1 Hours	\$2.00	\$0.50
2 Hours	\$4.00	\$1.00
3 Hours	\$6.00	\$4.00
4 Hours	\$8.00	\$6.00
5 Hours	\$10.00	\$8.00
6 Hours	\$12.00	\$10.00
7 Hours	\$14.00	\$12.00
Max	\$16.00	\$14.00
Event	\$3.00	\$4.00
Monthly Rates	Current	Proposed
Regular Monthly	\$60.00	\$70.00
City Employees	N/A	\$30.00
PM Business Employees	N/A	\$10.00

ON-STREET PARKING RATE CHANGE

Duration	Current	Proposed
12 Min.	\$0.10	\$0.25
20 Min.	N/A	\$0.25
30 Min.	\$0.25	N/A
1 Hours	\$0.50	\$0.75
2 Hours	\$1.00	\$1.50
3 Hours	\$1.50	\$2.25
10 Hours	\$5.00	\$7.50

Establish effective link between rates charged at On-Street Meters and in Off-Street Parking Facilities in order to affect choices made by system users

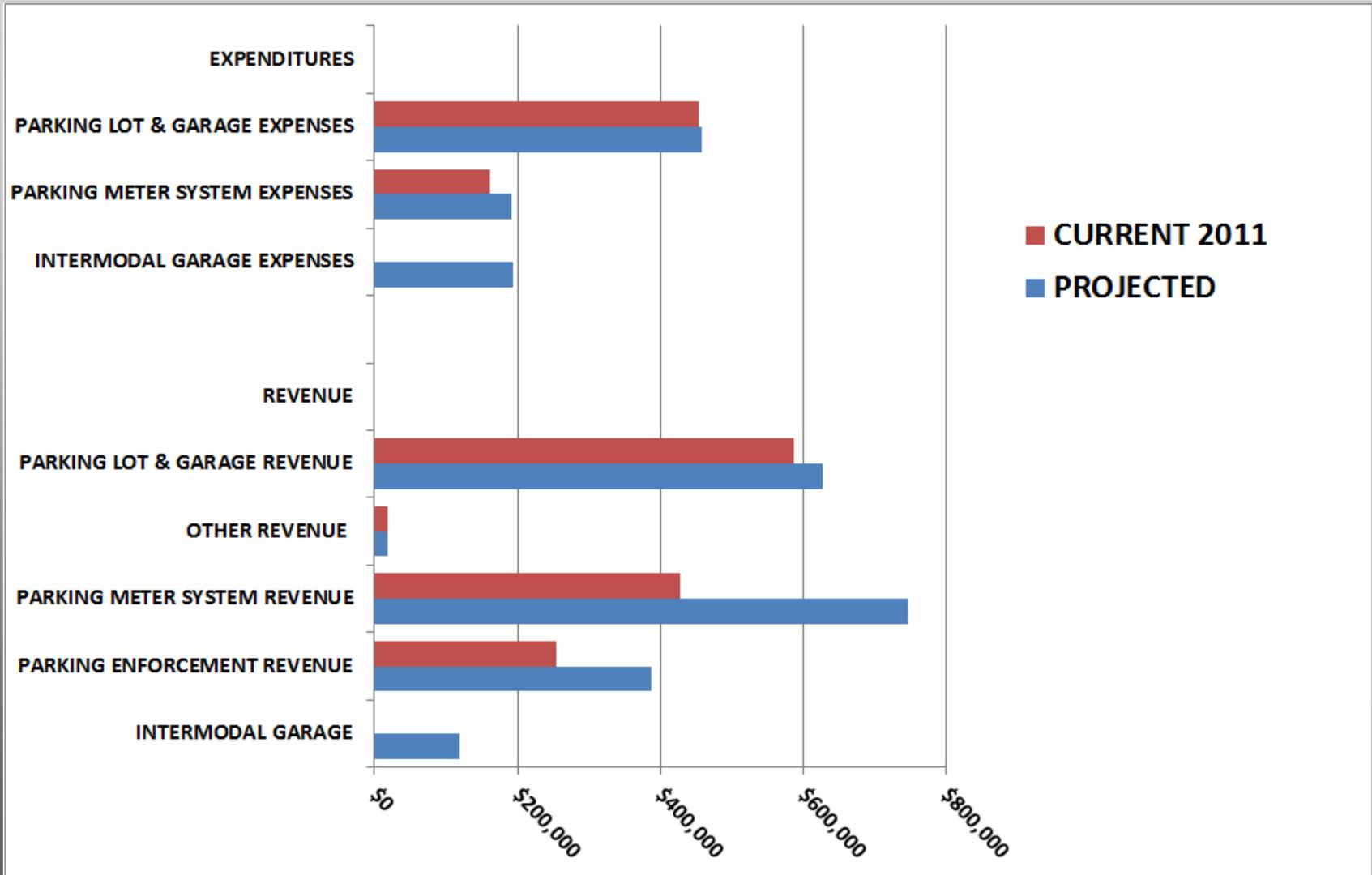
RECOMMENDATIONS: System Management

- Assign programmatic and operational accountability for the system to qualified in-house manager
- Develop public parking web-site for permit sales, meter bagging request, payment parking fines and special event parking plans with links to civic and visitor attraction sites.
- Consider operating trolley circulator bus during major special events, festivals and during peak summer season

PROJECTED FINANCIAL PERFORMANCE OF THE PARKING SYSTEM

EASTON PARKING SYSTEM REVENUE	2011 ACTUAL	Mature Yr 1	Mature Yr 2	Mature Yr 3	Mature Yr 4	Mature Yr 5
PARKING LOT & GARAGE REVENUE	\$587,038	\$626,724	\$645,525	\$664,891	\$684,838	\$705,383
RENT SPRING GARDEN LOTS	\$13,258	\$16,573	\$17,070	\$17,582	\$18,109	\$18,652
PARKING FACILITIES MONTHLY	\$154,504	\$210,358	\$216,668	\$223,168	\$229,864	\$236,759
PINE STREET PARKING GARAGE TRANSIENT	\$366,868	\$330,226	\$340,132	\$350,336	\$360,846	\$371,672
EVENT PARKING REVENUE	\$51,388	\$68,517	\$70,573	\$72,690	\$74,871	\$77,117
CARD FEES	\$1,020	\$1,051	\$1,082	\$1,115	\$1,148	\$1,182
OTHER REVENUE	\$18,961	\$17,611	\$18,139	\$18,683	\$19,244	\$19,821
PARKING METER SYSTEM REVENUE	\$427,564	\$747,092	\$769,505	\$792,590	\$816,368	\$840,859
PARKING METER REVENUE (DOWNTOWN METERS)	\$356,282	\$523,063	\$538,755	\$554,918	\$571,565	\$588,712
PARKING METER REVENUE (COURTHOUSE METERS)	\$71,282	\$224,029	\$230,750	\$237,673	\$244,803	\$252,147
PARKING ENFORCEMENT REVENUE	\$254,000	\$387,785	\$399,419	\$411,401	\$423,743	\$436,455
<i>PARKING TICKET REVENUE (METERS ONLY)</i>	<i>\$254,000</i>	<i>\$387,785</i>	<i>\$399,419</i>	<i>\$411,401</i>	<i>\$423,743</i>	<i>\$436,455</i>
INTERMODAL GARAGE	\$0	\$119,860	\$123,455	\$127,159	\$130,974	\$134,903
PARKING FACILITIES MTHLY	\$0	\$43,668	\$44,978	\$46,327	\$47,717	\$49,149
PARKING FACILITIES CITY EMPLOYEE & POLICE MTHLY	\$0	\$68,760	\$70,823	\$72,947	\$75,136	\$77,390
PARKING FACILITIES TRANSIENT	\$0	\$7,432	\$7,654	\$7,884	\$8,121	\$8,364
TOTAL PARKING SYSTEM REVENUE	\$1,287,562	\$1,899,072	\$1,956,044	\$2,014,725	\$2,075,167	\$2,137,422
EASTON PARKING SYSTEM EXPENSES						
PARKING LOT & GARAGE EXPENSES	\$454,967	\$458,723	\$472,485	\$486,659	\$501,259	\$516,297
SALARIES, WAGES & BENEFITS	\$200,571	\$165,640	\$170,609	\$175,727	\$180,999	\$186,429
DIRECT FACILITY OPERATING EXPENSES	\$101,869	\$101,952	\$105,010	\$108,161	\$111,405	\$114,748
IN-DIRECT FACILITY OPERATING EXPENSES	\$68,171	\$106,775	\$109,979	\$113,278	\$116,676	\$120,177
CAPITAL REPAIR EXPENSES	\$84,356	\$84,356	\$86,887	\$89,493	\$92,178	\$94,943
PARKING METER SYSTEM EXPENSES	\$160,600	\$192,031	\$197,792	\$203,726	\$209,837	\$216,132
SALARIES, WAGES, BENEFITS & SUPPLIES	\$110,600	\$112,031	\$115,392	\$118,854	\$122,419	\$126,092
METER SYSTEM REPAIRS & RENTALS	\$50,000	\$80,000	\$82,400	\$84,872	\$87,418	\$90,041
INTERMODAL GARAGE EXPENSES	\$0	\$193,347	\$199,148	\$205,122	\$211,276	\$217,614
SALARIES, WAGES & BENEFITS	\$0	\$96,260	\$99,148	\$102,123	\$105,186	\$108,342
DIRECT FACILITY OPERATING EXPENSES	\$0	\$56,281	\$57,970	\$59,709	\$61,500	\$63,345
IN-DIRECT FACILITY OPERATING EXPENSES	\$0	\$40,805	\$42,030	\$43,291	\$44,589	\$45,927
CAPITAL REPAIR EXPENSES	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL PARKING SYSTEM EXPENSES	\$615,567	\$844,101	\$869,424	\$895,507	\$922,372	\$950,043
NET OPERATING INCOME (Before Debit Ser.)	\$671,995	\$1,054,971	\$1,086,620	\$1,119,218	\$1,152,795	\$1,187,379

PROJECTED FINANCIAL PERFORMANCE OF THE PARKING SYSTEM



QUESTIONS & COMMENTS



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