



Paid Parking Workshop

November 16, 2010

Does the Long and Winding Road End at a Parking Kiosk?

- Allows those non-residents who utilize the City's beach assets to pay their fair share toward its maintenance, reducing overall tax burden on residents.
- Effective use of parking kiosks will provide a stable revenue source.
- Revenues will be used primarily to maintain, repair, and expand beach parking lots and accesses.
- Parking kiosks are solar powered, vandal resistant fee collection devices that are easy to install, operate and maintain.

Pilot Program

- Conduct a One Year Pilot Program
- Obtain Kiosks under a “Lease To Buy” program Instead of an Outright Initial Purchase
 - Reduces Initial Cost by \$85,000 for ten kiosks
- Allows Practical Evaluation based on Actual Experience in Fernandina Beach without the long term Commitment
 - Although the Loan Contract can be structured with a right to non-appropriation, such action could Negatively Affect the City’s Bond Rating.

Legal Issues?

Authority

- Legality of imposing paid parking at city lots

Grants

- Consider any applicable grant requirements which might limit City's ability to impose paid parking

Overnight Parking

- **Shouldn't be an issue as it is** Already Enforced

- City Attorney's Opinion

Impact on Beachfront Businesses

- There are a number of options available to provide convenient parking access for affected businesses:
 - Reserved Parking (See Comment)
 - Number of Spaces per Capacity
 - Validate Parking? (See Comment)

Unintended Consequences

- Use of Side Streets for parking to avoid paid lots and neighborhood impact
 - Ocean Avenue area
 - First Avenue
 - West of Fletcher Avenue
- Only practical solution is No Parking Signs and Enforcement (similar to Shrimp Festival)
 - *Education (Pamphlets, Websites)
 - *Enforcement (Citations, Towing)
 - *Compliance

Beach Access Lots?

- Parking by Permit Only? YES
- Parking by Paid Receipt? NO
- Free Parking? NO

Boat Trailer Parking

- No Discussion in Workshop
- Permit? Seasonal and Daily YES
 - Sold at the City Marina and at the Police Department
- Kiosk or Honor Box? NO

Permits for Residents

- Discussion Point / No Fee for Residents
- Available to:
 - All Vehicles Registered in City
 - All Vehicles Registered to City Resident
- Valid for two year period
- Permit issuance would be done by the Police Department

Seasonal Permits?

- Should there be permits for other frequent visitors?
 - Weekly / Monthly / Seasonal
 - Special pricing for County Residents?

Premium Parking Lots?

- Should we have a premium lot where even permit holders pays to park? NO

Comparable Communities

- What do we want to consider?
 - Only Beach Communities?
 - Only Northeast Florida Communities?
 - Why compare at all? Too many Variables!
- Should Fernandina Beach be known for having FREE parking as a point of distinction in the tourism marketplace?

Parking Kiosk Durability?

- Salt Air / Water Environment
- Vandalism? (Repairs / Lost Revenue / Patron Dissatisfaction)
- Vendor Contract Guarantee
 - Not the experience of other communities with similar coastal environments

Payment Method?

- Methods of payment accepted:
 - Coin? NO
 - Increases cost of kiosk and results in significantly higher collection / maintenance expenses
 - Downside is that limits fee structure options
 - Currency YES
 - Credit / Debit (non PIN) Card YES
- Kiosk uses sealed, numbered cash box
 - No Access by Attendants
 - Sealed Delivery to Bank or City Finance

Enforcement Period

- April 15 – October 15
- 8:00 AM – 8:00 PM
- Seven Days a Week

Expense Projection

Initial Lease – One Year

- 10 Kiosks @ \$2,054 each = \$24,648

On-going Operating Costs

- 10 Kiosks @ \$45 ea. per month X 6 months
= \$2,700
- Code and Parking Enforcement Officer X 6 months
=\$17,000
- Other Operational Costs @ 10% of Revenue (Signage, Paint Striping, Concrete Slabs, General Maintenance)
= \$21,313
- Total Annual Operating Cost Estimate: \$65,661

Revenue Projection

- Revenue from Kiosks @ 456 Parking Spaces at 47% Occupancy
= \$192,888
- Citations at \$25/each @ 5 per day @ 90%
= \$20,250
- Total Annual Revenue Potential
= \$213,138 - \$300,000

Cost/Benefit Analysis

With no cost to city residents this pilot program will generate between \$150,000 to \$250,000 in additional annual revenue.

This estimate is now based on allowing permit parking only at all access points and factoring a 47% occupancy rate during the six month period of this pilot program.

What Is A Parking Kiosk?

- A vending style machine that serves multiple parking spaces
- Can operate in *Pay & Display* or *Pay by Space* mode
- Accepts multiple payment options
- Integrates with other payment and enforcement technology
- Visually appealing / Environmentally friendly



Pay and Display

- Visitors approach the kiosk and pay for desired time
- Kiosk issues visitor a receipt
- Visitor places receipt on dash
- Visitors can “move” valid receipt until it expires
- Enforcement officer audits receipts for compliance



Pay by Space

- Visitors approach the kiosk and pay for desired time for designated space
- Visitors are issued a receipt at the kiosk upon payment
- The kiosk communicates compliance to Enforcement Officer's handheld device
- Visitors can add time from anywhere with pay by space mode



Multiple Payment Option

- Parking kiosks can be configured to accept
 - Coin
 - Currency
 - Credit card
 - Prepaid / City cards
- Additional payment options equals higher compliance and less parking violations
- Less parking violations equals higher visitor satisfaction

Nickel Meter Stops Overparking

OKLAHOMA CITY is cashing in on its car parking problem by charging all motorists a nickel to park for from 15 minutes up to an hour, depending on location. At each parking space on the curb is a nickel meter. When a nickel is inserted, a clock mechanism raises a red indicator for the allotted time. The traffic policeman, on making the rounds, passes out tickets where no indicator is showing.



In Oklahoma City, motorists pay 5 cents to park. This meter sees that all pay and no one over-parks.

Visually Appealing

- One kiosk can serve an entire block
- Industry ratio is typically 1:20 spaces
- Beach Lot Parking increases ratio



Environmentally Friendly

- Solar Powered with three year battery life
- Typical life span of parking kiosk is 7 – 10 years.
- Fully ADA Compliant
- Wireless communications



Paid Parking?

Parking managed by Kiosks and Permits?

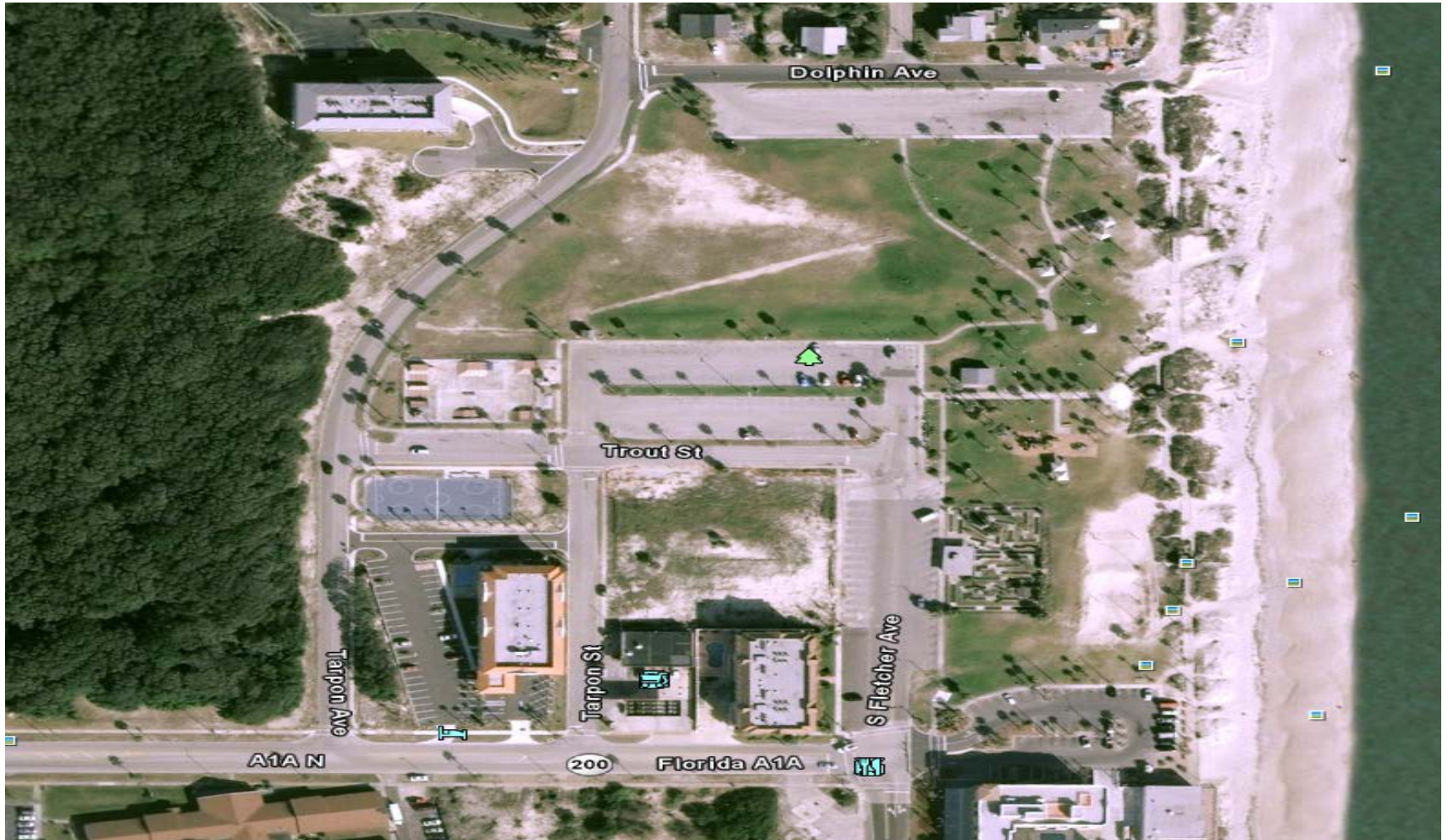
A. Beach Parking Lots

1. Main Beach – 265 spaces
2. North Beach – 18 spaces
3. Seaside Park – 53 spaces
4. Beach parking via Sadler access – 100 spaces

B. Beach Access Lots – 100 spaces (Permit Only)

C. City Marina - Boat Trailer Parking – 20 spaces

Main Beach Parking



Seaside Park and Sadler Beach



City Resident Permits?

City Resident Permits

- a. Permit Fee for Residents? (Personal Property Owner, Registered to Vote in the City)
- b. Valid Everywhere?
- c. City Resident Parking Only?
- d. Premium Parking?

Parking Fees

Parking Fee Rate

- a. Residential Permit (free or nominal)?
- b. \$2.00 per hour up to max of \$5?
- c. Daily Receipt (\$5 all day)?

Other Communities

What are other beach communities doing?

- With exception of St. Simons, all communities from Hilton Head SC to St. Augustine charge for beach parking

City	System	Enforcement Hours	Fee	Resident Annual Permit	Non-Resident Annual Permit
Hilton Head	Coin Box; P&D ?	Mar - Sept: 6a - 9p Oct-Feb: 6a -6p	Varies by lot: \$0.25/15 minutes in some \$4 / day	Yes - \$30	No
Tybee Island	P&D	8a - 8p / 365	\$3 - 1st hour; then \$1/hour	Yes - Free - vehicle registration address has to be in TI	Yes - \$100
St. Simons	None	N/A	N/A	N/A	N/A
Jekyll Island	Attendant	24 Hours	\$5/day	Yes - \$45	Yes - \$45
Jacksonville Beach	Attendant	F/S: 10 - 2 Sun: 10-12 Summer Only	\$5/day	No	No
St. Augustine Beach (St. Johns County)	Attendant	Mar - Labor Day	\$6 - Resident \$7 - Non-Resident	Yes - \$50	Yes - \$60

Cost Estimates

Initial Purchase

- 8 Kiosks @ \$11,500 each = \$92,000

On-going Operating Costs

- 8 Kiosks @ \$45 each per month X 6 months
= \$2,160
- Other Operational Costs @ 10% of Revenue
= \$33,768
- Total Annual Operating Cost Estimate: \$36,000

Revenue Estimates

- Occupancy rates were estimated for each of the parking areas during Peak and Shoulder season

Parking Area	# Spaces	Occupancy	
		Peak	Shoulder
Main Beach Lot	46	80%	30%
Main Beach Street	36	75%	30%
Main Beach Dolphin Lot	101	50%	20%
Main Beach Tarpon Lot	64	40%	20%
North Beach Lot	18	60%	25%
Seaside Lot	53	70%	30%
Sadler Beach Access	100	40%	15%
Marina Boat Trailer	20	30%	10%

Enforcement Resources

Enforcement / Security

- a. Code and Parking Enforcement Officers
- b. Police Officers / Reserve Officers
- c. Police Auxiliary Corps Volunteers





In Fernandina Beach, you can park all day for one low price!