



Comprehensive Parking Study: The City of Staunton, VA

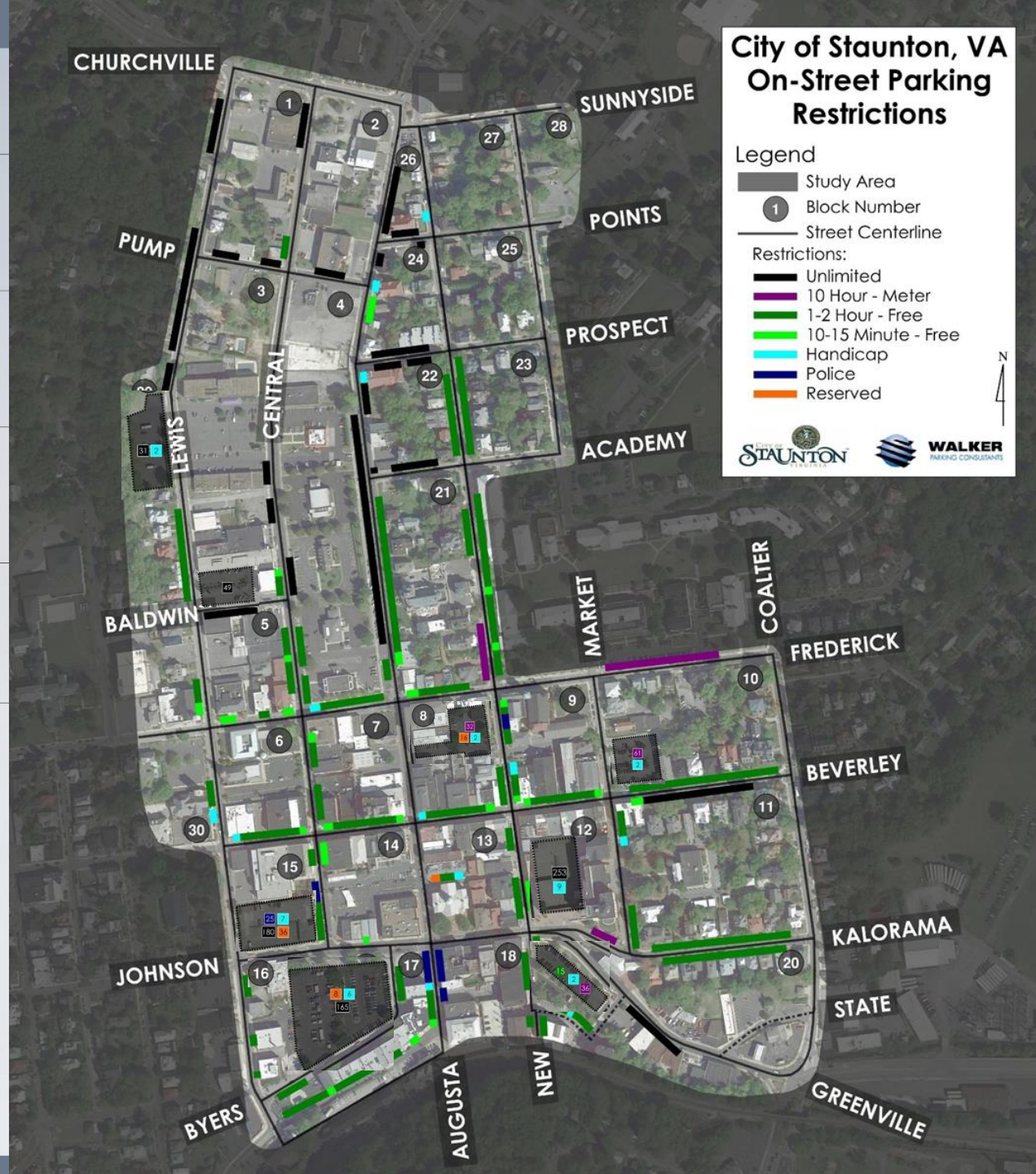
Presentation of Draft Findings and Recommendations

- Current Parking Inventory
- Surveyed Parking Utilization
- Use/Abuse of Curbside Spaces
- Assessment of Current Parking Management Strategies
- Johnson Street Garage Repair, Maintenance, and Life-cycle Costs
- Goals and Objectives of the Parking System
- Parking System Operating and Maintenance Costs
- Draft Recommendations
- Open Discussion



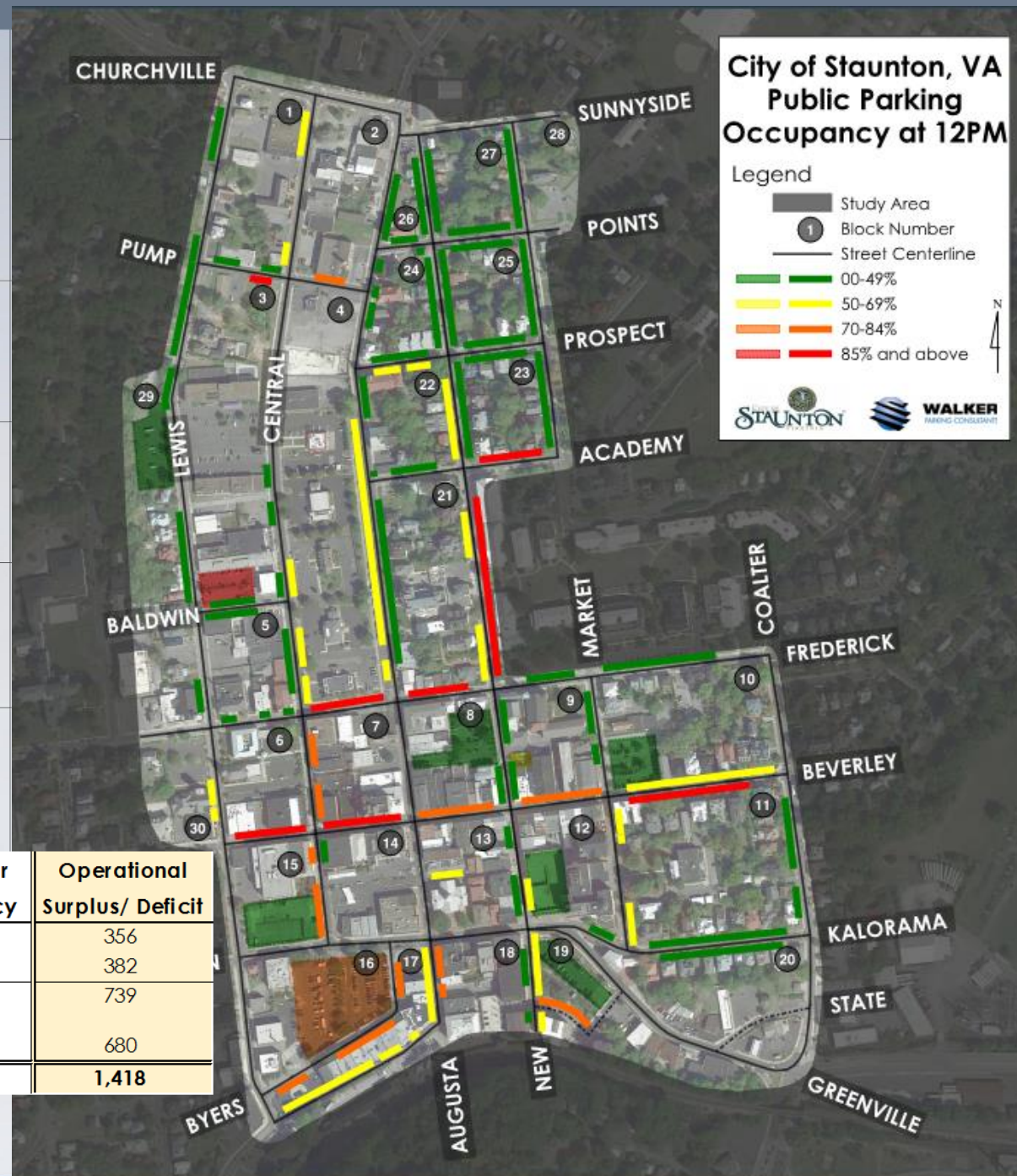
Public Parking Inventory

Total of 949 City owned/operated Off-Street Spaces and approximately 917 on-street spaces



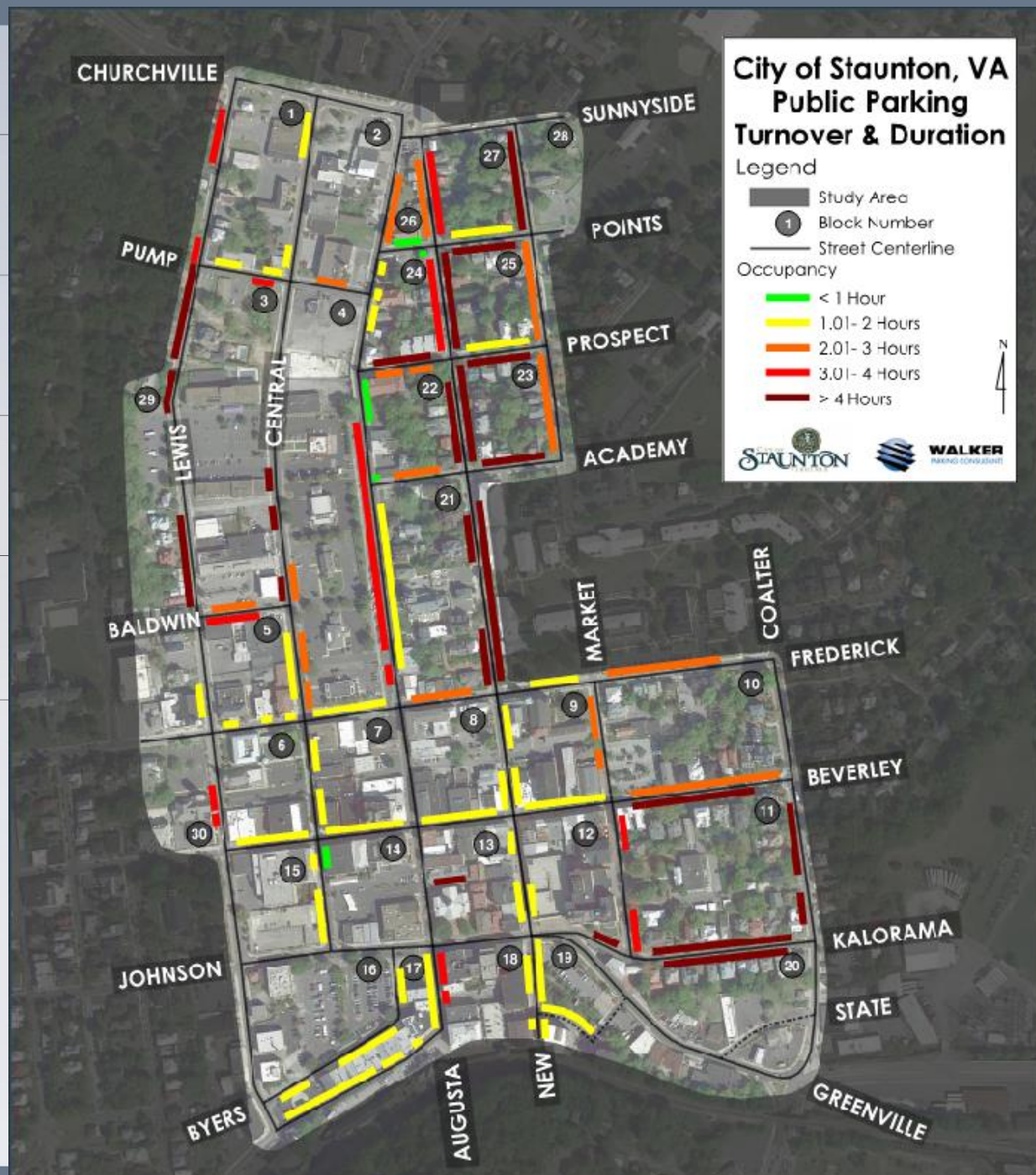
Surveyed Occupancy during Peak Hour

Hourly occupancy
surveys conducted from
9 a.m. through 5 p.m. on
Thursday, February 2nd,
2017



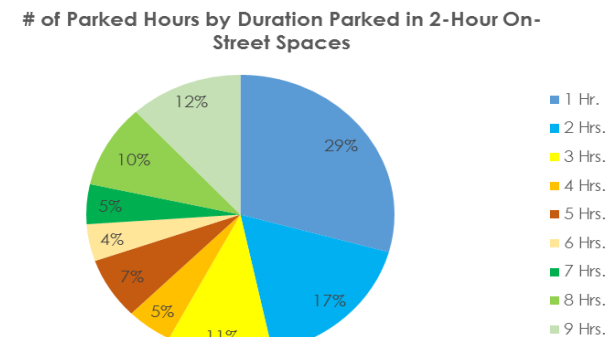
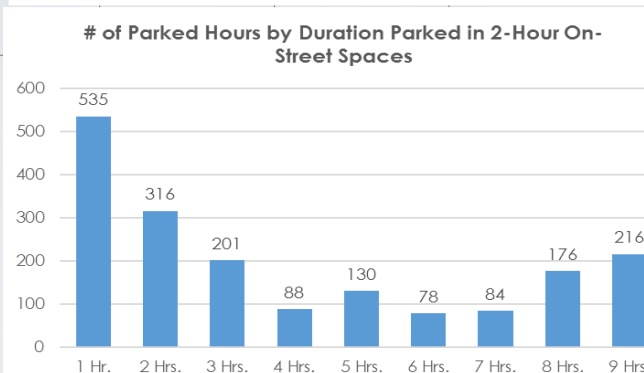
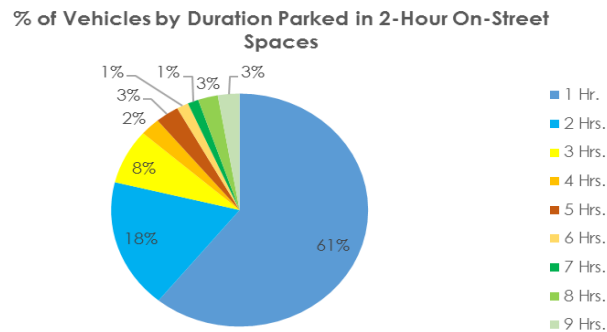
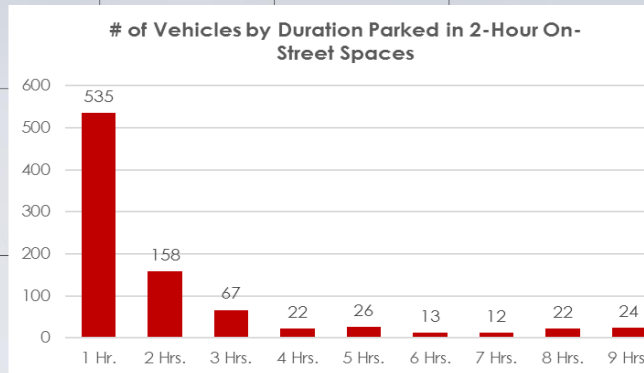
Type	Parking Supply		Peak Hour Occupancy	Operational Surplus/ Deficit
	Actual	Operational		
On-Street	917	779	423	356
Public Off-Street	949	854	472	382
Public Subtotal	1,866	1,634	895	739
Private Off-Street	1,248	1,186	506	680
Total	3,114	2,819	1,401	1,418

On-Street Parking Turnover and Duration Surveys



On-Street Parking Turnover and Duration Surveys

# of Vehicles by Parked Duration									Total Vehicles	Total Parked Hours	Average Parked Duration	Average Vehicle per Space
1 Hr.	2 Hrs.	3 Hrs.	4 Hrs.	5 Hrs.	6 Hrs.	7 Hrs.	8 Hrs.	9 Hrs.				
535	158	67	22	26	13	12	22	24	869	1,824	2.04	2.10



As many of 480 vehicles that park for two hours or less could have parked in the spaces occupied by the 186 vehicles that parked in violation of the two-hour limit.

Assessment of Current Parking Management Strategies



- There is **no single-source responsibility center** and parking planning, operations, maintenance, enforcement, and adjudication is decentralized.
- Parking access and revenue control **equipment has exceeded its useful life**, has been discontinued by the manufacturer, and is no longer being supported.
- Downtown employs a **jumble of complimentary and fee-based management strategies** for its on-street and off-street facilities.
- The City's fee-based assets have to compete with its complimentary parking spaces which encourages **"searching" for a free space**.
- Fines for parking violations were increased to encourage compliance but the use of manual chalking, paper citations, and continued non-compliance suggests **investment in new enforcement strategies and technologies is required**.
- The City's parking enterprise fund **requires transfers from the general fund** every year and that budget does not include long-term repair and maintenance. Transfer for last full reporting year equaled \$168,298.

Johnson Street Garage Repair, Maintenance, and Life-cycle Costs



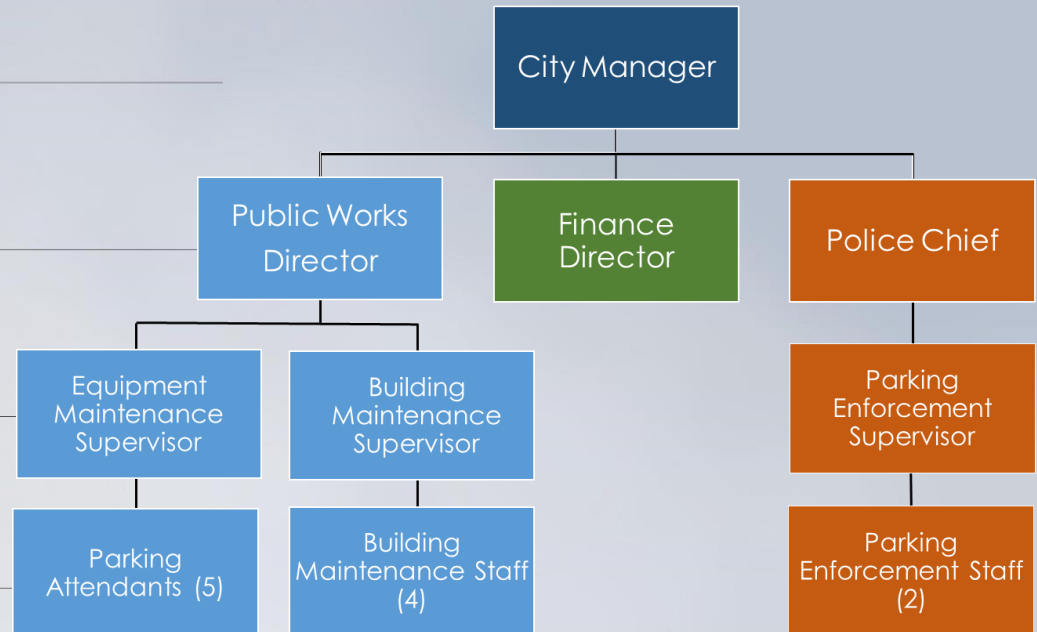
The total cost to keep the Johnson Street garage operational for the next 20-years has been estimated at **\$2.5 million**, a fee that includes design, cost contingencies, and construction administration.

Goals and Objectives of the Parking System

- Provide the most efficient and **friendly parking experience** to patrons and visitors.
- **Maximize performance of on-street parking spaces** in commercial areas by encouraging high vehicle per space turnover and discouraging long term parking.
- Off-street facilities should offer **management flexibility** to meet the needs of short-term and long-term parkers.
- Performance data and management flexibility for off-street facilities is the **foundation of parking as economic development**.
- Parking as public infrastructure must be well maintained functionally and structurally and **funds** from user fees, special taxes, and/or general fund transfers **must be committed to this purpose**.



Roles/Responsibilities of a Parking Manager position



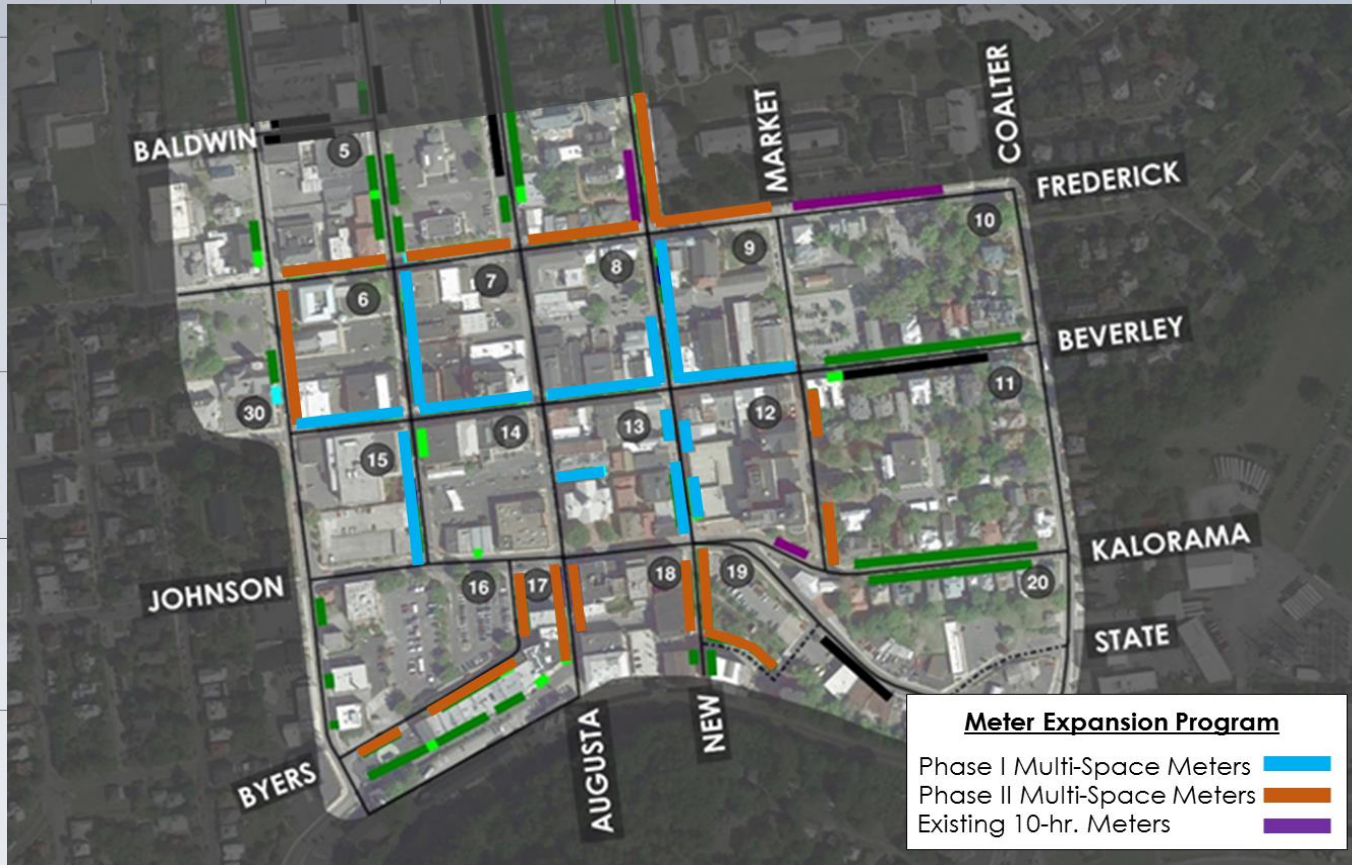
- Recommend **creating a champion of parking** position who would have responsibility for leading the parking mission.
- To better “hear” the voices of change and to build political leverage, it is recommended that the **City create a parking task force** to be appointed by the city manager.

Off-Street Parking Operations & Management

- Recommend replacing the Johnson Street Garage, New Street Garage and Wharf Lot PARCS equipment with a Pay-On-Foot (POF) System. Total system costs could equal \$339,000.
- The Augusta, Hardy and RMA lots should have new parking meters installed and it is recommended that the City install pay-and-display technology. Total system cost could equal \$146,250.
- Maintenance contracts are not included in these figures and could, depending on the length of the contract, equal \$22,000 per year.



On-Street Meter Expansion Program



- The **Phase I central pay-and-display pay station expansion program** would impact 93 existing spaces and installation cost could equal \$90,000 (\$9,000 per unit).
- Presuming the Phase I program proves effective, the City would then commit to the second phase. 140 spaces would be impacted and installation is estimated to cost \$135,000.

Enhancements to Parking Enforcement

- **Handheld Ticket Issuance systems** now utilize “smart phone” technologies and enforcement applications for ticket issuance.
- Estimated capital costs include application, printer, software, system integration, and customer web portal and could equal \$32,000. Annual maintenance and service contract costs could equal \$5,500.
- If implemented, the City should **soften the fine structure** by incorporating a first warning system.
- Given that the cost to purchase and outfit a vehicle with **mobile LPR equipment** is approximately \$50,000, it is recommended that the city **delay a the decision** to purchase this technology until other improvements have been initiated, measured, and formalized.

Fines for Major Parking Violations in Comparable Communities

Violation	Stanton	Harrisonburg ⁽¹⁾	Fredericksburg	Williamsburg	Lynchburg	Lexington	Warrenton	Blacksburg	Charlottesville
Overtime 1st Offense	\$10	\$10	Warning	\$10	\$20	\$15	\$5	\$35	\$20
Overtime 2nd	\$50	\$10	\$15	\$30	\$20	\$20	\$10	\$35	\$20
Overtime 3rd	\$50	\$10	\$25	\$50	\$20	\$50	\$25	\$35	\$20
Overtime 4th	\$50	\$10	\$35	\$50	\$20	\$50	\$50	\$35	\$20
Prohibited Zone	\$20	\$10	\$25	\$10	\$30	\$15, \$20, \$50	\$10	\$50	\$10
Loading Zone	\$15	\$10	\$25	\$10	\$30	\$15, \$20, \$50	\$10	\$35	\$15
Handicapped Space	\$100	\$50	\$100	\$100	\$100	\$25	\$50	\$100	\$360

(1) Harrisonburg fines for overtime parking increase to \$25 after sixth citation and \$50 after eleventh citation.



System-wide Parking Operating and Maintenance Costs

	Capital Cost	FY2018	FY2020	FY2022	FY2024	FY2026	FY2028
Existing Enterprise Fund Expenditures							
Risk Management	---	21,228	22,300	23,500	24,700	25,900	27,200
Debt Service Cost (New Street Garage)	---	224,400	224,400	224,400	224,400	224,400	224,400
Total Existing EF Expenditures	---	\$245,628	\$246,700	\$247,900	\$249,100	\$250,300	\$251,600
Recommended Capital / Equipment Amortization							
PARCS Gates/Control Array	\$355,000	45,000	45,000	45,000	45,000	54,000	54,000
Off-Street Pay-by-Space Meters	\$146,250	19,000	19,000	19,000	19,000	22,800	22,800
Curbside Pay-and-Display Meters (1)	\$90,000	11,000	11,000	24,760	24,760	24,760	24,760
Fleet Vehicle & LPR Equipment	\$50,000	10,000	10,000	10,000	12,000	12,000	12,000
Total Capital / Equipment Amortization	---	\$85,000	\$85,000	\$98,760	\$100,760	\$113,560	\$113,560
Total Equipment Contract Management Cost (2)	---	\$29,600	\$29,600	\$29,600	\$35,500	\$35,500	\$35,500
Staffing and Benefits							
Parking Manager	\$87,770	87,770	96,500	96,500	106,200	116,800	116,800
Administrative Assistant (0.2 FTE)	\$8,000	8,000	8,800	8,800	9,700	10,700	10,700
Total Staffing and Benefits	---	\$95,770	\$105,300	\$105,300	\$115,900	\$127,500	\$127,500
Facility Maintenance Costs							
Johnson Street Garage (3)	\$2,500,000	130,000	130,000	130,000	130,000	130,000	130,000
New Street Parking Garage	\$150/sp/yr.	37,950	39,800	41,800	43,900	46,100	48,400
Surface Lots	\$50/sp/yr.	13,150	13,800	14,500	15,200	16,000	16,800
Curbside Spaces	\$25/sp/yr.	22,900	24,000	25,200	26,500	27,800	29,200
Total Facility Operations & Maintenance Costs	---	\$204,000	\$207,600	\$211,500	\$215,600	\$219,900	\$224,400
Total System Cost without Deck Debt Service	---	\$659,998	\$674,200	\$693,060	\$716,860	\$746,760	\$752,560

(1) Meter expansion Phase I estimated to occur in FY2019 and Phase II in 2021

(2) Assumes comprehensive contract management fee equal to 5% of total capital cost

(3) See Wiley-Wilson

Of the \$659,998 system cost estimated for FY2018 only \$85,000 is associated with debt on meters and improved parking control equipment

Potential Enterprise Fund Financials

	FY2018	FY2020	FY2022	FY2024	FY2026	FY2028
Operations, Maintenance & Debt Service						
Existing Fund Expenditures	245,628	246,700	247,900	249,100	250,300	251,600
Recommended Capital / Equipment Amortization	85,000	85,000	98,760	100,760	113,560	113,560
Total Equipment Contract Management Cost	29,600	29,600	29,600	35,500	35,500	35,500
Total Staffing and Benefits	95,770	105,300	105,300	115,900	127,500	127,500
Total Facility Operations & Maintenance Costs	204,000	207,600	211,500	215,600	219,900	224,400
Total O&M and Debt Service Costs	\$659,998	\$674,200	\$693,060	\$716,860	\$746,760	\$752,560
Parking System Revenues						
Existing Fund Revenue	323,300	323,300	387,900	387,900	465,600	465,600
New On-Street Meters Revenue	125,600	314,600	377,520	377,520	453,020	453,020
Total Parking System Revenues	\$448,900	\$637,900	\$765,420	\$765,420	\$918,620	\$918,620
Parking System Operating Profit or Loss	-\$211,098	-\$36,300	\$72,360	\$48,560	\$171,860	\$166,060
Parking System Profit w/out Debt Service Payments	\$143,302	\$318,100	\$426,760	\$402,960	\$526,260	\$520,460

With current parking rates and performance **and a \$1.00 per hour rate for new/expanded metered spaces** the parking system would achieve sustained financial self-sufficiency by FY2022.

Recommended Parking Management Improvement Plan

Task	FY2017		FY2018				FY2019				FY2020				FY2021				FY2022			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Create a Community-based Parking Task Force																						
Fund Repair/Maintenance of the Johnson St. Garage																						
Reinforce Role and Responsibility of Parking Fund																						
Create and Retain Parking Manager Position																						
Upgrade PARCS Equipment in Johnson, New, and Wharf Lot																						
Initiate Handheld Ticket Issue Enforcement System																						
Upgrade Parking Equipment in Augusta, Hardy, and RMA Lot																						
Initiate Web-based Jackson Hotel Validation System																						
Softening Violations/Fine Structure with First Time Warning																						
Initiate and Evaluate Phase I Meter Expansion Program																						
If Warranted Initiate Phase II Meter Program																						
If Warranted Initiate LPR Enforcement Program																						
Perform Surveys of Parking System Performance																						

City of Staunton, VA On-Street Parking Restrictions

Legend

- Study Area
- Block Number
- Street Centerline
- Restrictions:
 - Unlimited
 - 10 Hour - Meter
 - 1-2 Hour - Free
 - 10-15 Minute - Free
 - Handicap
 - Police
 - Reserved



Open Discussion

CHURCHVILLE

SUNNYSIDE

POINTS

PROSPECT

ACADEMY

MARKET

FREDERICK

BEVERLEY

KALORAMA

STATE

GREENVILLE

PUMP

LEWIS

CENTRAL

BALDWIN

COALTER

JOHNSON

BYERS

AUGUSTA

NEW

1

2

26

27

28

24

25

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5