CITY COUNCIL CONFERENCE

MUNICIPAL BUILDING CONFERENCE ROOM
201 WEST GRAY, NORMAN, OK

JUNE 25, 2013

5:30 P.M.

1. **DISCUSSION REGARDING THE DOWNTOWN PARKING LOT BUSINESS PLAN AND FOR THE CAMPUS CORNER PARKING METER REPLACEMENT PROJECT AND POSSIBLE FUNDING OPTIONS.**

Downtown Lot and Campus Corner Parking Management

City Council Conference

June 25, 2013

Agenda

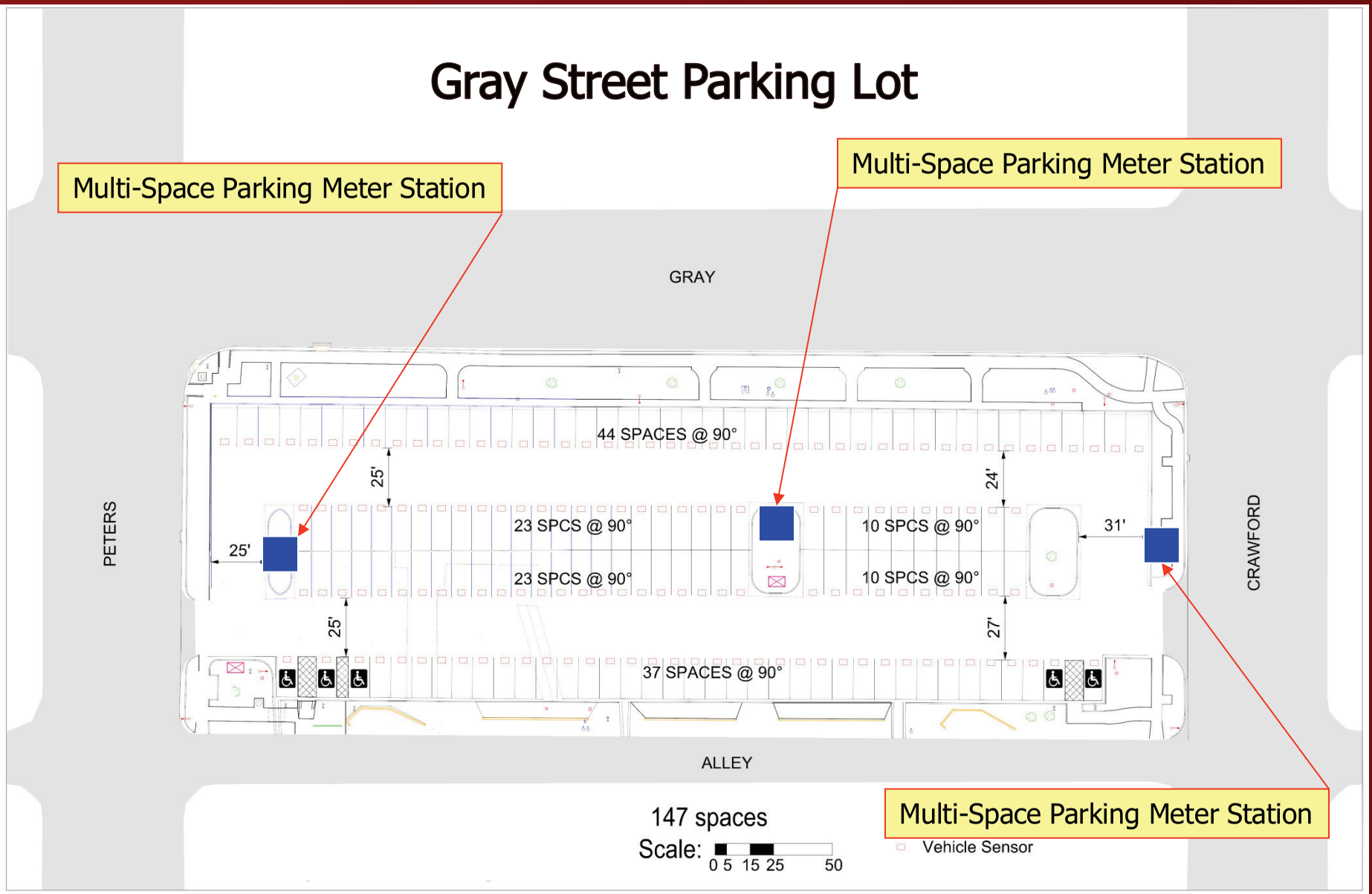
- Downtown Parking Lot Update
  - Status of Multi-space Smart Meter System Installation
  - Cost and Revenue
  - Additional Options for Customers
  - Parking Management Business Plan
- Campus Corner
  - Status of Parking Meters Upgrade Installation
  - Cost and Revenue
  - Parking Management Business Plan

Downtown Parking Lot

Council Resolution No. R1112-112

- Adopted on May 8, 2012
- Converted City Parking Lot from free parking to metered parking by the hour
- Uses Multi-Space Meter Technology
- Capital Cost of $141,990.50 to be paid by Norman Downtowners Association (Check from Republic Bank, in the amount of $150,000, received on March 8, 2013)
- City to repay investment without interest using revenue generated by parking fees over an indefinite period (managed by the Finance Department)
- System became partially operational on January 28, 2013

Gray Street Parking Lot



Parking Lot Management System

- Multi-Space Meters
- Hand Held Enforcement Devices
- Parking Space Vehicle Sensors

Parking Management System

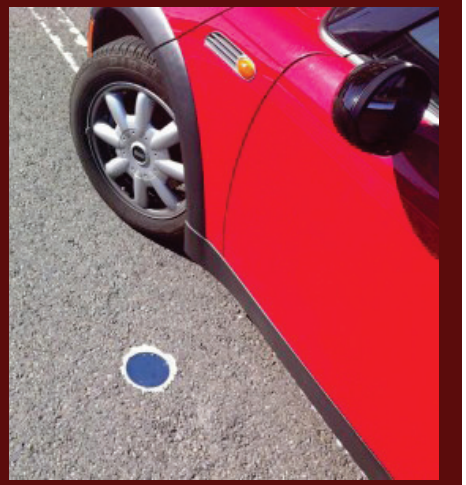
- Multi-Space Meter
  - Cost: $20,865 for 3 Units
    - Driver parks and pays based upon the parking space number
    - Accepts cash, credit cards, tokens and cell phone payment
    - Requires PSO Enforcement
    - Validation by merchants for customer refund
    - Easy to reprogram if management strategy changes (e.g., rate increase)

Status: Installation Completed
Units became operational on January 28, 2013

Parking Management System

- Parking Space Sensor
  - Tracks individual parking space occupancy
  - Communicates with Multi-Space parking meter unit
  - Resets meter when vehicle pulls out of a space with left over time
  - $78,110 for 146 spaces ($535 per space)

Status: Installation Scheduled for August 2013?



Parking Lot Use

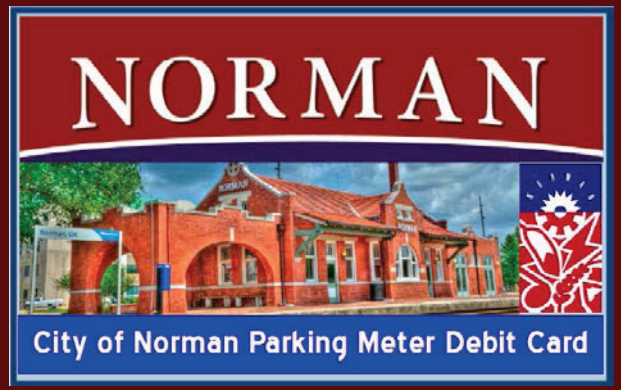
Before Installation of Meters
Occupancy > 90%

After Installation of Meters
Occupancy < 40%

Additional Payment Options for Customers

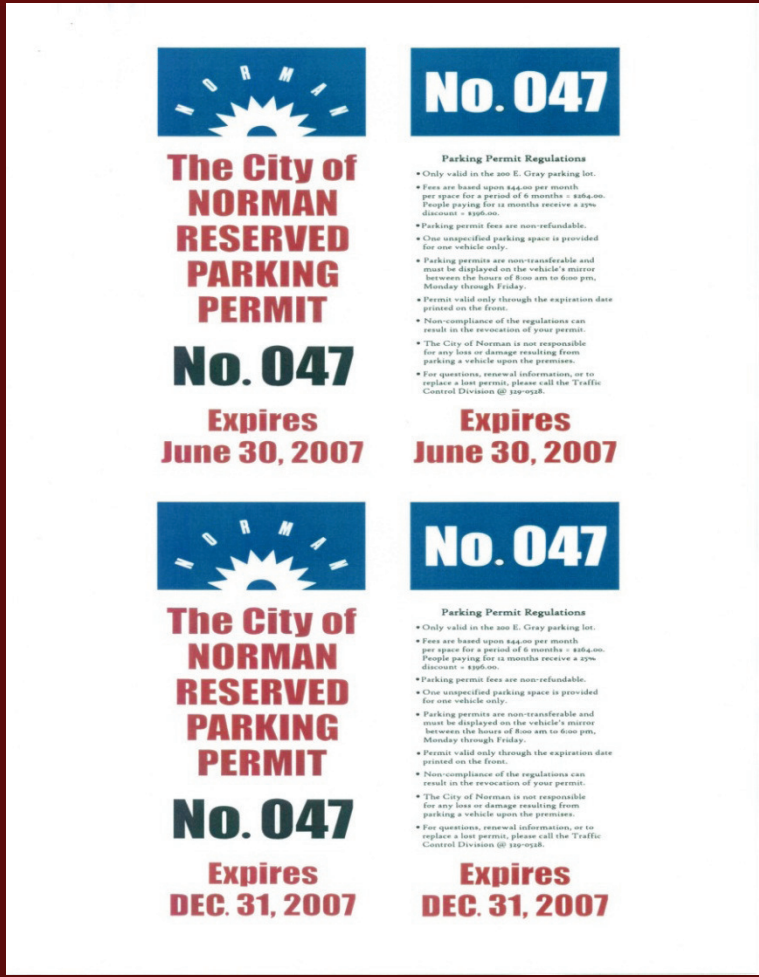
- Tokens (Cost - $360)

- Smart Cards (Cost - $7,072.12)



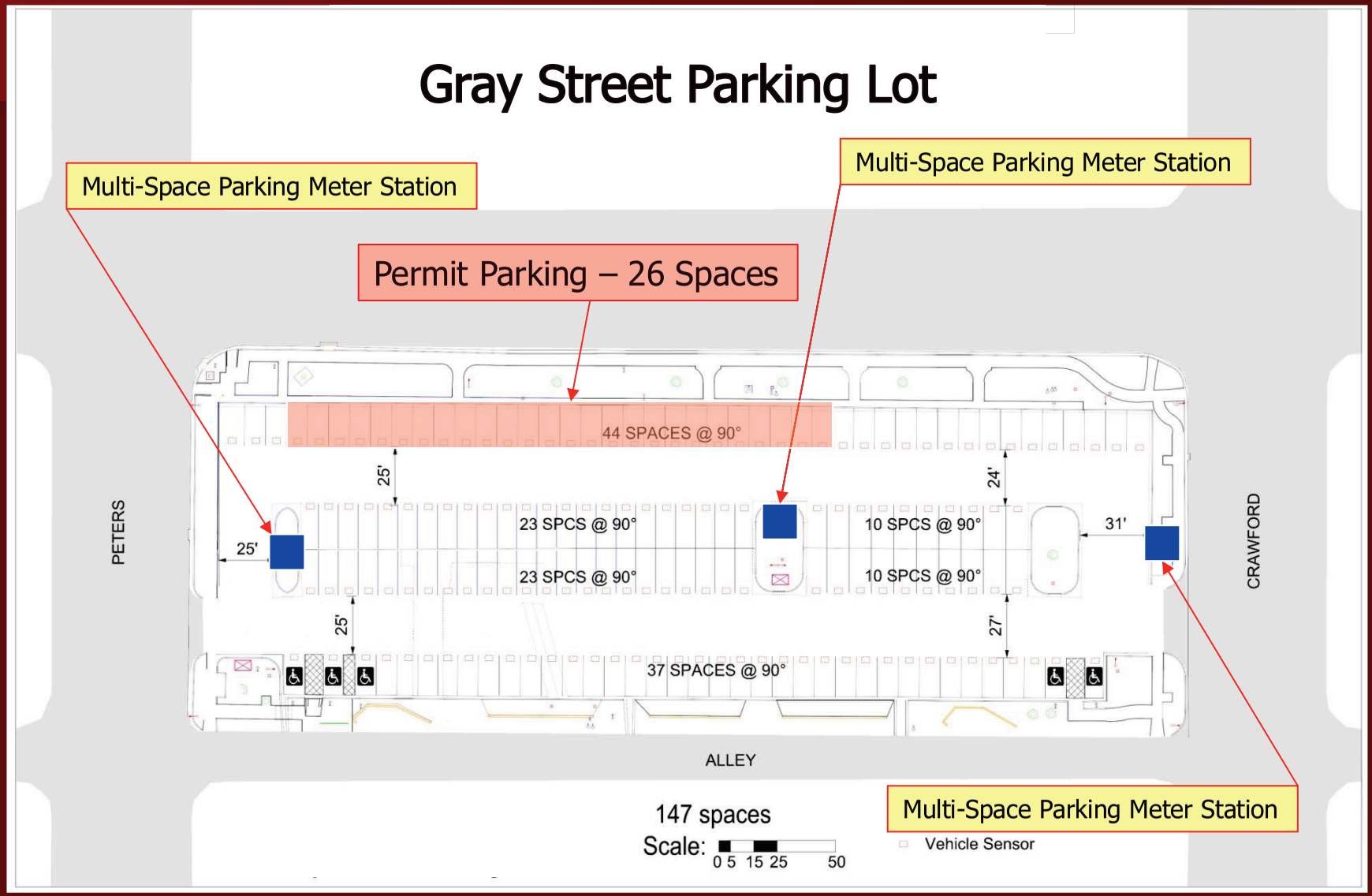
Permit Parking

- Permit Fees
  - Implementation Cost ~ $1,000
    - Signs
    - Permit application forms
    - Information brochures
    - Permits



Visor Hanger

Permit Parking



Parking Management System – Downtown Lot Cost Summary

Component	Cost
Multispace Meters (3)	$20,865.00
Software	$2,000.00
Vehicle Sensors (146)	$78,110.00
Hand Held Enforcement Unit	$9,300.00
Additional Customer Payment Options (Tokens and Smart Cards)	$7,432.12
Project Management, Implementation and Training	$16,250.00
Total	**$131,251.50**

Operating Cost

- Total Annual Operating Cost - $13,507.50
  - Auto Trax Parking Management (licensing, remote internet access, system hosting, wireless communications and telephone and internet support - $1,980 per year
  - Wireless fee for Vehicle Sensors - $8,760 per year
  - Credit Card Transaction Fees - $2,767.50 per year (27 daily transactions average @ $0.41 per transaction)

Operating Revenues

Daily MSM Revenue Summary

FY 13

February 2013

		2-2 Saturday	2-3 Sunday					2-9 Saturday	2-10 Sunday					2-16 Saturday	2-17 Sunday	2-18 Holiday			2-23 Saturday	2-24 Sunday				
	2/1			2/4	2/5	2/6	2/7	2/8		2/11	2/12	2/13	2/14	2/15			2/19	2/20	2/21	2/22		2/25	2/26	2/27	2/28
Revenue																									
Credit Card	$22.25			$21.25	$18.25	$22.50	$14.00	$21.00		$16.50	$20.25	$23.50	$17.25	$26.50			$22.25	$30.75	$36.75	$36.75		$31.50	$25.00	$25.00	$30.75
Coin	$56.75			$43.05	$64.80	$55.35	$58.25	$64.65		$46.75	$58.15	$56.90	$49.95	$64.65			$58.30	$53.65	$57.00	$62.80		$43.70	$50.25	$57.00	$50.45
Smart Card	$0.00			$0.00	$0.00	$0.00	$0.00	$0.00		$0.00	$0.00	$0.00	$0.00	$0.00			$0.00	$0.00	$0.00	$0.00		$0.00	$0.00	$0.00	$0.00
Mpark	$0.00			$0.00	$0.00	$0.00	$0.00	$0.00		$0.00	$0.00	$0.00	$0.00	$0.00			$0.00	$0.00	$0.00	$0.00		$0.00	$0.00	$2.00	$1.53
Total	$79.00			$64.30	$83.05	$77.85	$72.25	$85.65		$63.25	$78.40	$80.40	$67.20	$91.15			$80.55	$84.40	$93.75	$99.55		$75.20	$75.25	$84.00	$82.73
Transaction Count																									
Credit Card	24			26	24	25	15	29		23	20	29	21	32			23	27	43	40		34	26	27	30
Coin	97			79	91	86	86	99		67	75	100	82	102			87	75	88	101		62	78	79	76
Smart Card	0			0	0	0	0	0		0	0	0	0	0			0	0	0	0		0	0	0	0
Mpark	0			0	0	0	0	0		0	0	0	0	0			0	0	0	0		0	0	1	1
Total	121			105	115	111	101	128		90	95	129	103	134			110	102	131	141		96	104	107	107
Percent Revenue																									
Credit Card	28.2%			33.0%	22.0%	28.9%	19.4%	24.5%		26.1%	25.8%	29.2%	25.7%	29.1%			27.6%	36.4%	39.2%	36.9%		41.9%	33.2%	29.8%	37.20%
Coin	71.8%			67.0%	78.0%	71.1%	80.6%	75.5%		73.9%	74.2%	70.8%	74.3%	70.9%			72.4%	63.6%	60.8%	63.1%		58.1%	66.8%	67.9%	61.00%
Smart Card	0.0%			0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%			0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.00%
Mpark	0.0%			0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%			0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	2.4%	1.80%
Total	-			-	-	-	-	-		-	-	-	-	-			-	-	-	-		-	-	-	-

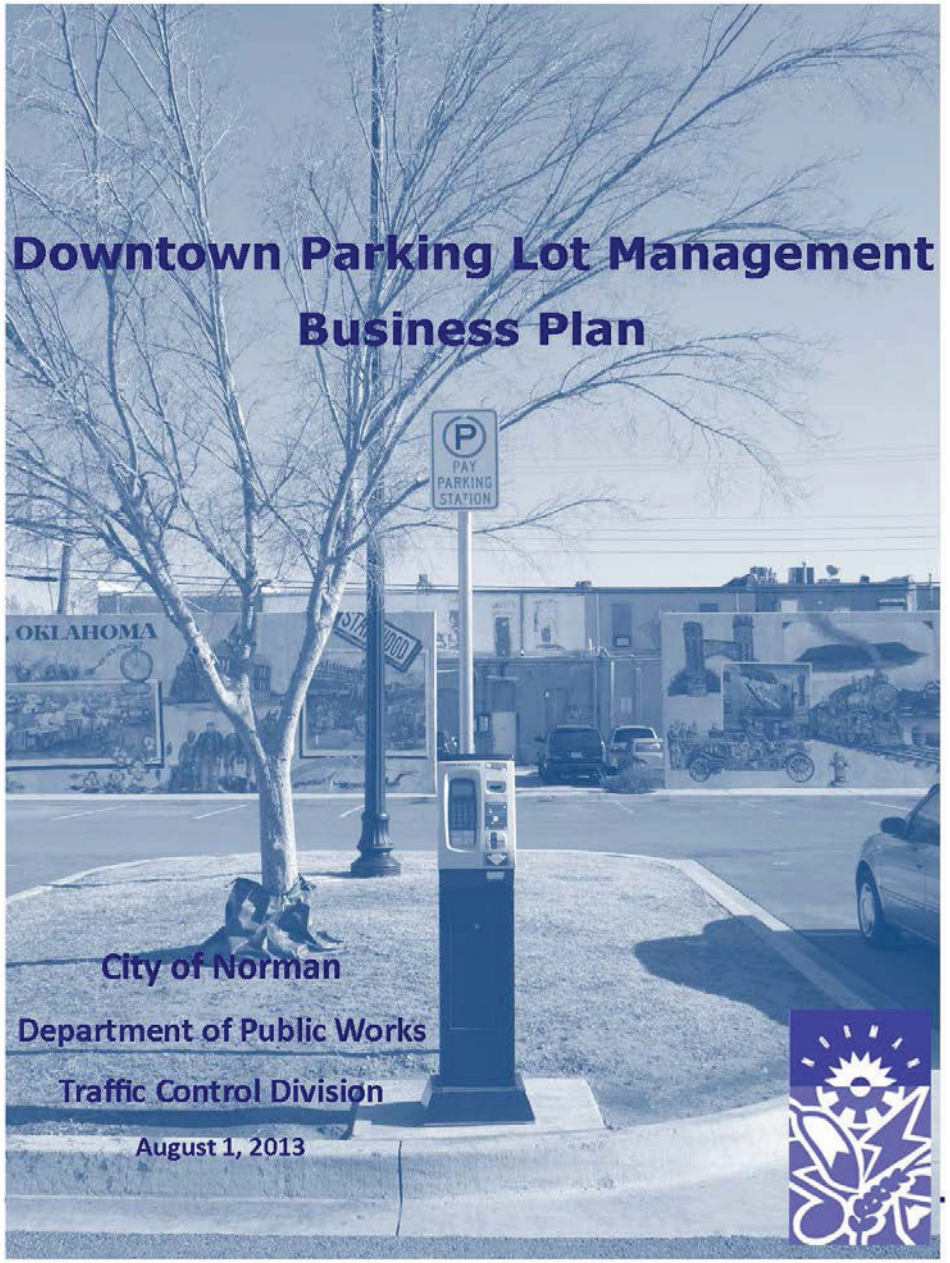
Current Operating Revenues

- Average Daily Collection (February 2013) - $79.89
  - 30.20% Using Credit Card
  - 69.80% Using Coins
- Projected Current Annual Collection - $19,972.50

Proposed Additional Annual Revenues

- Tokens - $ 5,000
- Smart Cards - $ 5,000
- Permit Parking - $15,000

- Projected Revised Annual Collection - $45,000


Downtown Parking Lot Management
Business Plan
PAY
PARKING
STATION
OKLAHOMA
City of Norman
Department of Public Works
Traffic Control Division
August 1, 2013

Parking Management System Business Plan

- Developed under the direction of the City Manager with input from the Council Planning and Transportation Committee and the Norman Downtowners Association
- Establishes Hourly Rate (could be variable based on demand)
  - $0.25 per hour for unlimited time (initially)
  - Anticipated revenue @ **80% occupancy** ~ $65,520 per year
- Time Limit
  - First Hour free (initially)
  - Unlimited (initially)
- Provision for long term parking (in the future)
  - Permit system
  - Designated spaces
  - Rate to be determined
- Hours of Operation
  - 8:00 am to 6:00 pm on weekdays (initially)
  - Expanded in the future

Proposed Bottom Line Financials

- Collections - $45,000 per year
- Operating Cost - $13,507.50
- Balance for Annual Loan Payment - $31,492.50
- Pay Back Time – Four years and four months

Downtown Parking Lot
Next Steps / Council Direction

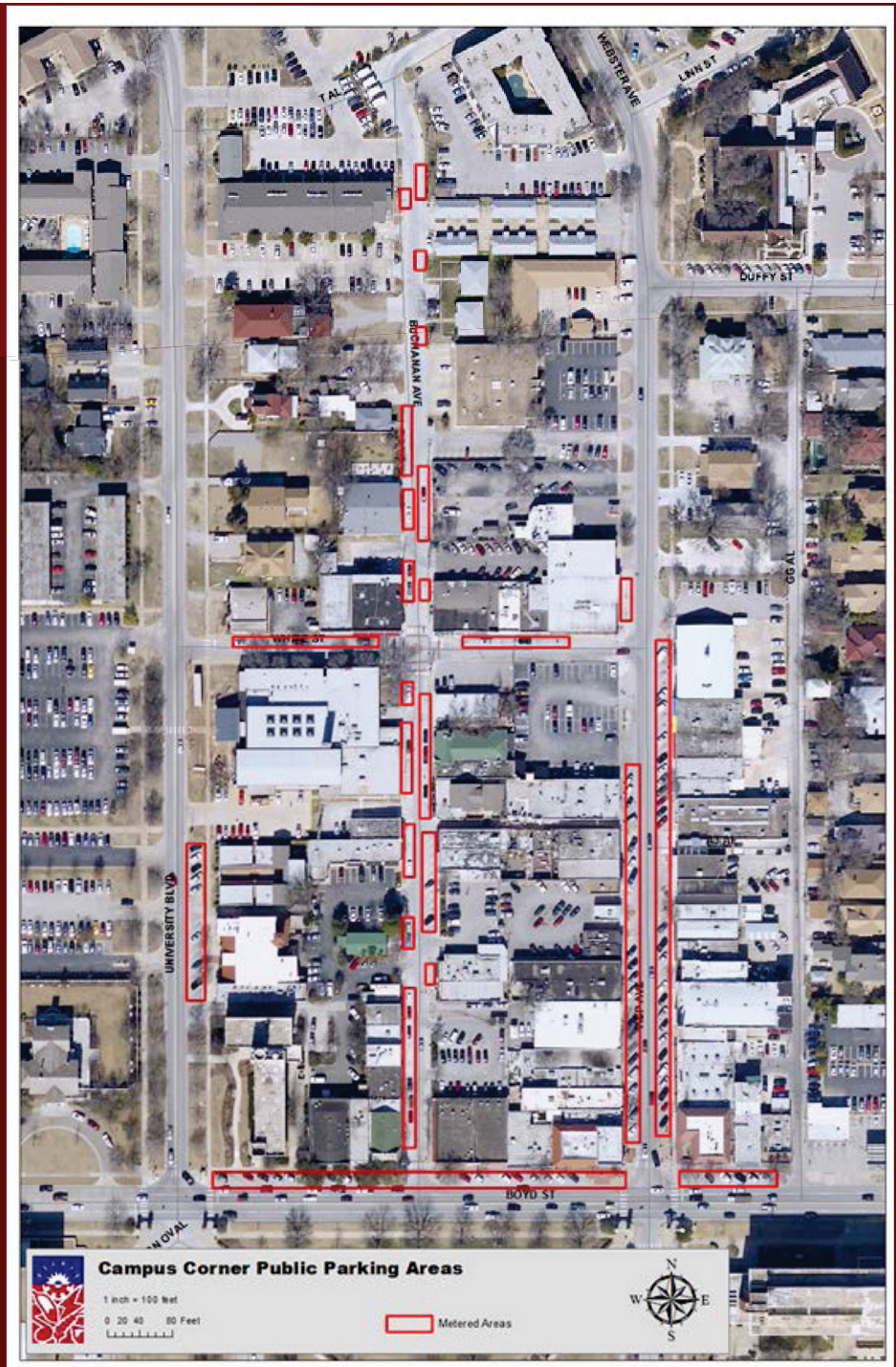
- Adopt Business Plan
  1. Creates long-term parking permit system
  2. Establishes / Promotes tokens and smart cards

- Install Parking Space Sensors – August 2013
  1. Negotiate contractual penalties with Duncan Technologies, Inc. for late delivery

Campus Corner

Bid No. B-1213-70

- Awarded by Council on April 23, 2013 to IPS Group for the purchase and installation of 159 new individual space "smart" parking meters and parking space sensors in the Campus Corner Area
- Bid Amount - $126,615
- Change Order No. 1 - $5,000 (for Maintenance, Performance and Statutory Bonds) – Total Contract - $131,615
- Installation scheduled for late July 2013
- System operational by August 1, 2013

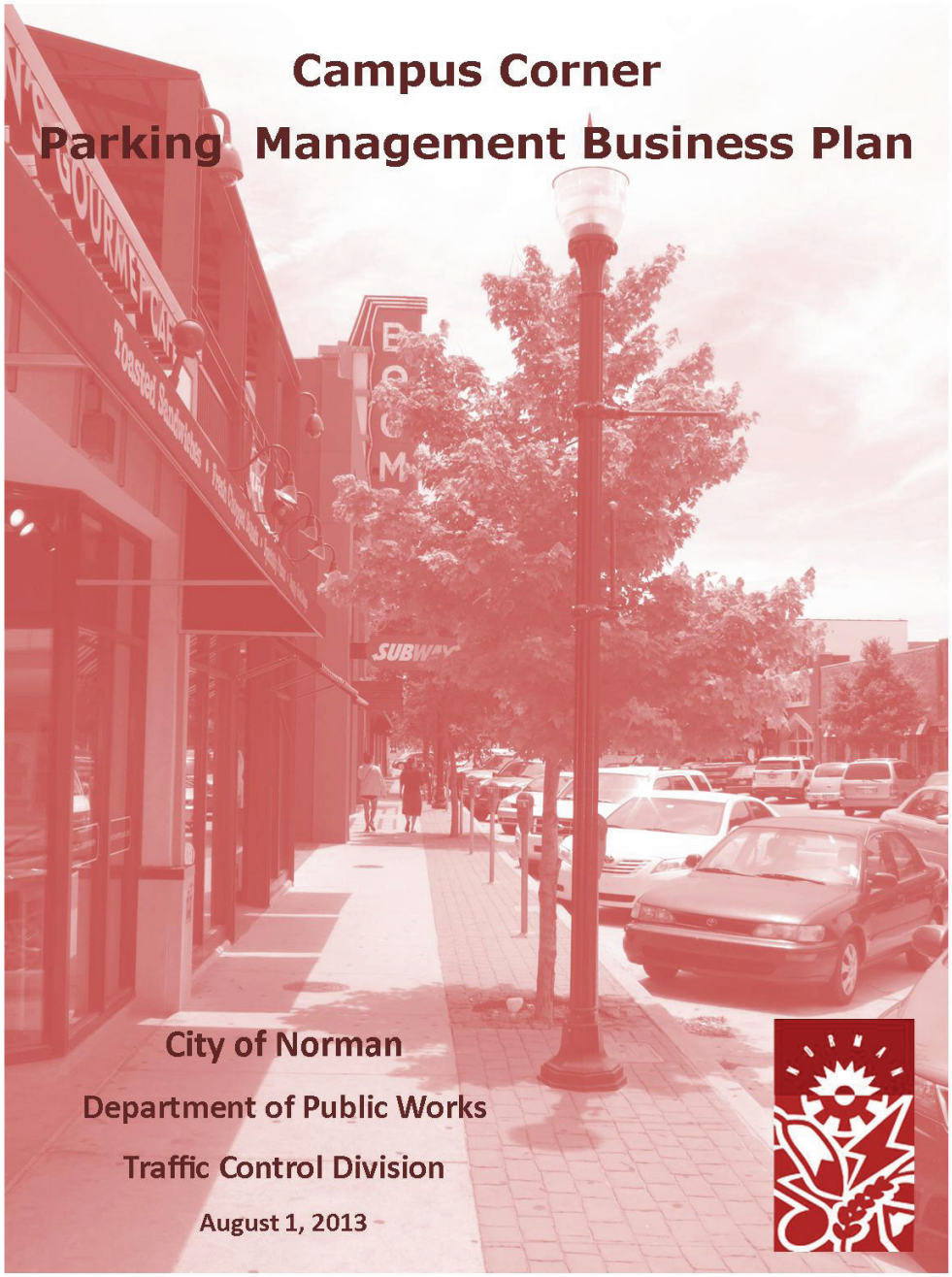

WEBSTER AVE
LINN ST
DUFFY ST
BUCHANAN AVE
UNIVERSITY BLVD
BOYD ST
Campus Corner Public Parking Areas
1 inch = 100 feet
0 20 40 80 Feet
Metered Areas
N
W
E
S

Campus Corner
Parking Management System

Parking Lot Management System

- Single Space "Smart" Meters
- Parking Space Vehicle Sensors

Campus Corner
Parking Management Business Plan



City of Norman

Department of Public Works

Traffic Control Division

August 1, 2013

Initial Capital Cost Summary

Component	Cost
Individual "Smart" Parking Meters	$75,620.00
Vehicle Sensors	$38,980.00
Shipping	$1,500.00
Spare Parts	$2,265.00
Project Management, Implementation and Training	$8,250.00
Bonds	$5,000.00
Total	**$131,615.00**

Annual Operating Cost

- Total Annual Operating Cost - $64,771
  - Wireless Gateway / Data Fee - $10,971 per year
  - Sensor System Management Fee - $6,678.00 per year
  - Real Time Sensor Reporting Fee – $5,247.00 per year
  - Credit Card Transaction Fees - $35,875 per year (350 daily transactions average @ $0.41 per transaction)
  - Regular Meter / Sensor Maintenance - $5,000 per year
  - Sensor Battery Replacement – $5,000 every five years

Parking Management System Business Plan

- Develop under the direction of the City Manager with input from the Council Planning and Transportation Committee and Campus Corner Merchants
- Establishes Hourly Rate - $1.00 for the first hour and $2.00 for the second hour
- Time Limit (two hours maximum)
- Hours of Operation – 8:00 a.m. to 6:00 p.m. Monday – Friday except holidays
- Commercial Loading Zone parking space management – three designated areas

Bottom Line Financials

- Revenues
  - Meter Collections - $357,000 per year
  - Expired Meter Citations - $25,000 per year
- Operation and Maintenance Cost
  - $64,771.00
- Enforcement Cost (1 FTE)
  - $55,195 (Salary, Benefits, Vehicle)
- Net Annual Revenue - $262,034.00

Campus Corner Parking Next Steps / Council Direction

- Adopt Campus Corner Parking Management Business Plan
- System Operational on August 1, 2013
- Coordinate with Campus Corner Merchants regarding TIF funds, future use of parking revenues

Questions?