

Current Payment Operating System/Parking Rules (Pay-By-Space)

Pros

- Eliminates the requirement for entry/exit gates.
- Reduces delays at entrances/exits to parking lot.
- Utilizes all available space for parking.

Cons

- Requires regular monitoring or enforcement by staff.
- Customers forget space number and have to return to vehicle.
- Equipment not noticed by customers.

Abuse of Parking with existing rules

- Customers have first 2 hours free. Not required to enter vehicle license plate number for parking stall.
- Enforcement of parking rates/compliance not effectively monitored.
- Parkers from neighboring office buildings park on lot.
- Merchant employees park in prime parking areas.

Fundamentally, there are only two ways of effectively controlling parking; enforcement and rates. We have attempted to outline a number of recommendations that encompasses variations of the parking control methods.

Possible changes

Shopper's Lane Parking Solutions

1. Increase enforcement

Pros

- Potential increased meter payment compliance

Cons

- Will not stop poachers who pay a nickel every two hours
- Minimal increase in available spaces

Fiscal impact

- The cost of an extra officer is \$43,000 per year, which will be paid by the Shopper's Lane Parking Fund
- Minimal increases in parking citation revenue
- Potential increases in parking meter revenue

2. No cost validations (tokens) to merchants, eliminate 2 hour free period, \$1/hour

Pros

- Poaching is limited to those who can obtain free tokens from their place of business
- Potential increase in available spaces

Cons

- Does not eliminate poaching due to the validations' inherent lack of value to merchants
- May increase poaching as monthly parkers realize the savings involved in using the validations vs. buying a monthly permit

Fiscal impact

- Unknown loss of monthly parker revenue as monthlies switch to validations
- Cost of tokens is \$7,500 for a minimum of 10,000

3. Cost validations (tokens) to merchants, eliminate 2 hour free period, \$1/hour

Pros

- Poaching is eliminated as merchants must pay for the validations
- Increase in available spaces

Cons

- Merchants may be reluctant to pay for customer's validations

Fiscal impact

- Unknown increase of monthly parker revenue as poachers switch to monthly permits
- Cost of tokens is \$7,500 for a minimum of 10,000

4. Bay sensing (first 2 hours free)

Pros

- Keeps free period while stopping some poachers
- Gives parking occupancy data

Cons

- Will not stop all poaching once poachers figure out the system (back out of stall, pause, then re-enter stall to reset the sensor)

Fiscal impact

- Revenue neutral
- Estimated cost of \$200,000 for installation and \$7,500/month for maintenance

5. Gating the lots (first 2 hours free)

Pros

- Makes poaching more difficult because vehicles will have to leave the lot and re-enter.
- Allows only 4 hours poaching maximum if the “once per day per lot” rule is enforced.
- Increase in transient and monthly revenue as poachers are forced to pay or park someplace else

Cons

- Decrease in available spaces due to queuing space required for the gates

Fiscal impact

- Estimated cost of installation is \$400,000
- Additional cost of \$30,000/month for staffing
- Unknown increase of monthly and transient revenue as poachers are forced to comply or find parking elsewhere

6. Pay and Display Meters (first 2 hours free)

Pros

- Visible reminder to customer of when their meter expires in the form of a receipt
- Potentially easier to use than the current meters

Cons

- No guarantee customers would find new meters easier to use
- Existing meters are less than 5 years old and not ready for replacement
- Additional costs of supplies for the meters, i.e. paper
- Larger meter size
- Does not stop poaching
- No increase to revenue

Fiscal Impact

- Estimated cost of \$283,400 for installation plus supplies and monthly monitoring fees

7. Create additional time restricted spaces

Pros

- Preserves free parking while increasing turnover

Cons

- Does not solve the poaching problem, as employees can move their vehicles from space to space

Fiscal Impact

- Cost of additional signage

Recommendations:

Option #1 – Eliminate the 2 hour free parking period. Current paid parking rates would apply:

- **\$0.05.....3 Minutes**
- **\$0.10.....6 Minutes**
- **\$0.25.....15 Minutes**
- **\$1.00.....60 Minutes**

Option #2 -The Shopper's Lane Parking Fund subsidizes an enforcement officer that would be assigned exclusively to Shoppers Lane. Add additional signage regarding 2 hours free- once per day, per lot.

Option #3 – Switch from pay by stall to pay and display meter technology. Add additional signage regarding 2 hours free- once per day, per lot.