



MEMO

To: Mayor and City Council

From: Damion Pregitzer P.E. PTOE, Traffic Engineer

Date: December 11, 2018

Subject: Summary of Parking System information requested by City Council

At the November 13, 2018 meeting during a staff presentation on parking, City Council requested additional information on the following items:

QUESTION 1:

City staff was asked to provide a comparison of the first quarter FY 2018/19 Parking Meter Revenues after the new rates went into effect (July 1, 2018) to the previous year revenues for the same time period. Below is comparison of FY 18/19 revenues to a five-year average of the meter revenue for the Downtown (east parking) district only.

ACCOUNT NUMBER PARKING	ACCOUNT DESCRIPTION	FY 2018/19 ADOPTED
540-9601-345.10-01	KELLOGG LOTS	\$12,100
540-9601-345.10-02	LIBRARY METERS	\$66,100
540-9601-345.10-04	DOWNTOWN	\$450,000
540-9601-345.20-01	LOTS M & N CITY HALL	\$26,000

EAST PARKING (METERS ONLY)		\$554,200

Downtown Meters Only: First Quarter Comparison

Fiscal Year	July	August	September	Q1 Subtotal	Q1/Year (%)	FY Total
FY 13/14	\$10,098.19	\$12,486.55	\$10,179.05	\$32,763.79	21.5%	\$152,556
FY 14/15	\$10,408.36	\$10,286.48	\$10,513.51	\$31,208.36	20.1%	\$155,233
FY 15/16	\$15,024.08	\$11,764.01	\$14,155.65	\$40,943.74	25.9%	\$158,373
FY 16/17	\$11,854.87	\$12,506.51	\$14,588.59	\$38,949.97	24.9%	\$156,717
FY 17/18	\$11,690.02	\$15,430.00	\$10,461.95	\$37,581.97	24.1%	\$155,777
5-yr Av	\$11,815.11	\$12,494.71	\$11,979.75	\$36,289.57	23.3%	\$155,731
FY 18/19	\$24,879.66	\$32,005.36	\$22,388.36	\$79,273.38	23.3%	\$340,190

Current
Estimate

Adopted Budget FY 18/19 = \$554,200

Current Estimate = \$340,190

Estimated Shortfall = \$214,010

The previous five years of parking revenue results in an average first quarter amount that is equal to approximately 23.3% of the annual total. Therefore, using the first quarter actuals for FY 18/19 and dividing by 23.3% to get an estimated annual total of \$340,190. Taking the adopted FY 18/19 amount of \$554,200 and subtracting \$340,190 results in an estimated shortfall of \$214,010.

QUESTION 2:

What is the revenue projection for A) changing only the \$1/hour meters along Main Street (Duff Avenue to Pearl Avenue) to \$0.50/hour, or B) changing all meters to \$0.50/hour?

For reference, the revised estimated revenue for FY18/19 (from Question 1) for Downtown parking meters = **\$340,190**.

- A) Changing \$1.00/hour meters (Main Street only) to \$0.50/hour is estimated to result in total projected revenue of **\$285,760** (down \$54,430 or -16.0% reduction).
- B) Changing all meters in Downtown to \$0.50/hour is estimated to result in total projected revenue of **\$226,567** (down \$113,623 or -33.4% reduction).

QUESTION 3:

Other than Parking Fund, what are other sources of revenue for parking related capital improvements?

The main sources of funding that can be spent on parking improvements are;

- 1) **General Fund Revenue** [from property taxes – General Levy],
- 2) **GO Bond Revenue** [General Corporate Purpose < \$700,000 – Debt Service Levy],

- 3) **Local Option Sales Tax Revenue** [would compete against bike infrastructure, human service agencies, arts, and Parks & Recreation/Library funding], and
- 4) **Road Use Tax Revenue** (on-street parking only) [would compete with operations and street improvements].

QUESTION 4:

Can credit cards be used at City Hall for purchasing Smart Cards?

Customer Service in City Hall is not currently set up to take credit card payments for Smartcards; this is because the City uses third-party credit card processing services to take utility and other payments from customers. If the Council wanted this option in City Hall, Finance would determine what it would take to provide that service, what the additional costs would be, and how to manage those fees (i.e., absorb the credit card processing fee or pass along to the customer). Current policy for Parkmobile is to pass processing fees on to the customer.

The City also has the option to place credit card enabled Smartcard "charging stations" on the street, which will allow people to add time to a Smartcard only. The cost of a charging station is about \$900 per location and require a monthly data plan. This idea was presented to the Council without any direction given on the issue because Public Works staff is initiating a parking study that may recommend alternatives to this solution. It should be understood that under this option you cannot purchase the card at these charging stations. However, they could be made available for sale at more convenient Downtown locations, such as at the Ames Chamber of Commerce.

QUESTION 5:

What is the feasibility of issuing a warning for first time overtime meter violations?

The current system does not keep track of individual users and therefore does not allow the City to issue a warning. The Police Department has indicated that they are beginning an RFP process for a new ticket writing system. They have indicated they are searching for a parking management system that can accomplish the tasks needed for "first-time warnings". Their goal is for the new system to be implemented during the summer of 2019.