

WINCHESTER PARKING AUTHORITY
January 23, 2014

MEMBERS PRESENT: Dick Helm, Kim Burke, Jeffery Rives, Mike Miller & Howard Manheimer

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Katherine Herrmann, Douglas Hewett & Gillian Greenfield

I. CALL TO ORDER

Vice Chairman Burke called the meeting to order at 7:33 a.m. at which time it was determined a quorum was present.

II. REVIEW OF DECEMBER 2013 MEETING MINUTES

The minutes were submitted by Vice Chairman Burke and, without objection, were unanimously approved.

III. REVENUE REPORT FOR NOVEMBER & DECEMBER 2013 (Quarterly)

Rives reported that the grand revenue total for November 2013 was \$71,195, a decrease of \$546 or -1% in comparison to November 2012. Total hourly revenue for November 2013 was \$16,416, an increase of \$96 or 1% in comparison to November 2012. Rent revenue for November 2013 was \$33,473, a decrease of \$585 or -2% in comparison to November 2012. Total meter and fine revenue for November 2013 was \$20,720, a decrease of \$395 or -2% in comparison to November 2012. There was no miscellaneous revenue to report for November 2013. Validation coupon revenue for November 2013 was \$586, an increase of \$338 in comparison to November 2012. Total hourly parking tickets for November 2013 was reported at 8173 showing a decrease of 5,537 tickets in comparison to the previous month. At the end of November 2013, there were 982 spaces or 70% of total utilization of spaces being rented at all four parking garages with a total of 419 spaces available for rent. Of the 419 spaces available for rent, 315 spaces were located on the roof and 104 spaces were located undercover. At the end of November 2013, the total revenue reported for FY 2014 thus far was \$425,256 or 5% in comparison to the previous year.

Rives reported that the grand revenue total for December 2013 was \$80,352, an increase of \$14,418 or 22% in comparison to December 2012. Total hourly revenue for December 2013 was \$21,603, an increase of \$6,374 or 42% in comparison to December 2012. Rent revenue for December 2013 was \$38,346, an increase of \$6,561 or 21% in comparison to December 2012. Total meter and fine revenue for December 2013 was \$20,090, an increase of \$1,488 or 8% in comparison to December 2012. Rives brought to the attention of the Authority the noteworthy increase in meter revenue for December 2013 at \$14,400, an increase of \$2,558 or 22% in comparison to December 2012. There was no miscellaneous revenue to report for December 2013. Validation coupon revenue for December 2013 was

\$313, a decrease of \$5 in comparison to December 2012. Rives noted that increases in revenue across the board was due to the Christmas shopping season, especially in the hourly revenue category, space rental increases, and an increase in rent payments being received before the beginning of the new year. Total hourly parking tickets for December 2013 was reported at 11,820 showing an increase of 3,647 tickets in comparison to the previous month. At the end of December 2013, there were 984 spaces or 70% of total utilization of spaces being rented at all four parking garages with a total of 417 spaces available for rent. Of the 417 spaces available for rent, 327 spaces were located on the roof and 90 spaces were located undercover. Rives noted that Court Square Autopark has the highest occupancy level at this time. Rives cautioned the Authority that the Monthly Parking Report for February 2014 will show a loss of 22 renters at Court Square Autopark because a company who paid for their employee's spaces at that garage discontinued subsidizing the parking expense and passed it back onto its employee's individually. As a result, 22 space rentals were lost. Rives mentioned potential growth for roof parking still exists. At the end of December 2013, the total revenue reported for FY 2014 thus far was \$505,608 or 8% in comparison to the previous year.

Rives reported that the total revenue for the second quarter of 2013 was \$243,231, an increase of \$27,772 or 13% in comparison to the second quarter of 2012. Total meter and fine revenue for the second quarter of 2013 was \$69,590, an increase of \$8,324 or 14% in comparison to the second quarter of 2012. Rives brought attention to the increase of \$9,489 or 24% in meter revenue alone for the second quarter totaling \$48,400. Total hourly revenue for the second quarter of 2013 was \$54,812, an increase of \$5,623 or 11% in comparison to the second quarter of 2012. Total rent revenue for the second quarter of 2013 was \$117,023, an increase of \$13,835 or 13% in comparison to the second quarter of 2012. Total miscellaneous revenue for the second quarter of 2013 was \$6, a decrease of \$394 or -99% in comparison to the second quarter of 2012. Total validation coupon revenue for the second quarter of 2013 was \$1,800, an increase of \$384 or 27% in comparison to the second quarter of 2012. Rives noted that the large increase of 24% in meter revenues alone was due in part to the rate structure changes in designated metered areas that were implemented in July 2013.

Chairman Helm arrived and continued with the meeting.

IV. EXECUTIVE DIRECTOR'S REPORT FOR DECEMBER 2013

Anderson reported the following:

- The parking garages have been through their appraisals for insurance purposes.
- The First Night Winchester New Year's Eve event had the garages very busy. WPA operated under normal automation for the event where the parking fee was \$0.50 per hour. The garages did experience traffic delays. The garages collected approximately \$1,500 in parking fees from the event.
- The sprinkler main pipe in the basement at Court Square Autopark had a pinhole rusted into the pipe due to its age and deterioration. Winchester Sprinkler performed the necessary repairs and informed that the pipes have a

- life expectancy of 25 years and the pipes at Court Square are now 30 years old. The pipes will need to be replaced in the near future.
- Apple Blossom NIMS meetings began on January 8, 2014 and will continue on a regular basis once per month until May 2014.
 - Ned Cleland of Blue Ridge Design and Perry Eisenach, Director of Public Utilities are currently working on the construction document for renovations to be completed at Braddock, Court Square, and Loudoun Autoparks. Court Square Autopark is the first garage scheduled for renovation work followed by Loudoun Autopark then Braddock Autopark.
 - Whitaker Parking Systems has completed the necessary updates to operate the credit card on file payment option for monthly rentals. Staff will begin testing the credit card program before it is officially launched.
 - The Authority meeting minutes are now being posted online for viewing on the City website.
 - WPA maintenance staff has been actively working on snow and ice removal during the recent inclement weather events. Thus far, WPA has received four calls from the public inquiring about free parking in the garages being available during inclement weather.

Manheimer asked Anderson if WPA would be actively ticketing vehicles with parking violations during extremely cold temperature days to which Anderson replied yes. Helm added the Authority is using its own discretion in deciding when to implement free parking during inclement weather events. Currently, the Authority will consider opening the garages for free only when a state of emergency is declared by the city or if snow plan C is put into effect. Helm suggested that the Authority revisit this policy at the May meeting.

V. OLD BUSINESS

1. Global Parking Discussion Update

Burke informed the Authority that the Parking Committee has completed its marketing ideas discussion. The committee discussed the following items:

- Information cards on garage parking options to be distributed. Cards may be sent or given to individuals who receive and pay for parking violation tickets.
- Advertisement banners are posted on City website.
- WPA advertisement poster was placed in pedestrian mall kiosk. In return for use of kiosk space, OTDB has been authorized space in the bulletin boards at the four garages for their advertising purposes.
- WPA brochures have been provided to the Visitor's Center for distribution.
- Have asked downtown businesses to put on their customer cash register receipts advertisement about parking. David Smith owner of Village Square Restaurant submitted a sample receipt from his cash register as a guideline for other businesses who may wish to participate.
- Have added the words "public parking" to the current parking wayfinding signs displayed at the garages.
- Map of downtown area was created by the GIS coordinator which includes the "You Are Here" symbol to assist the public. The Marketing Coordinator

has created the border for the map. These maps are located in all four parking garages. The maps highlight shopping, dining, and attractions in the downtown area. OTDB will assume control of the map and update or add to it as it deems necessary if they so choose.

- Red arrows with the words “Walking Mall” have been painted inside the garages pointing out the location to the pedestrian mall.
- WPA is currently working with Pam Lam of the Discovery Museum to develop a business discount program that area businesses can offer discounts to WPA monthly parkers in the garages. Template of the Discovery Museum’s discount was used as a sample.
- The WPA decided not to add advertising to the downtown area map, however; the committee would like to suggest that WPA develop a lease agreement and approve its use to lease advertising space in the parking booths located in the parking garages. The suggested fees for event advertising space on the glass in the booths is \$75 per month for the large glass panes and \$50 per month for the smaller glass panes.

Rives inquired as to who would be held responsible for the adding and removing of advertising placed inside the booths to which Burke replied WPA staff would be tasked with it because only five glass panels would be involved. Burke noted that only one poster would be allowed per space and proceeded to ask the Authority for their approval in pursuing the selling of ad space in the booths. Helm and Miller agreed that if the committee believed this would be an important way to generate revenue it would be worth trying, however, the Authority does not want the booths to look unsightly or unorganized. Burke agreed that if problems should occur with the selling and managing of the ad spaces in the booths, WPA will discontinue the practice.

Burke addressed the Authority about implementing capacity operations for the garages, especially at Braddock Autopark. The committee has addressed mounting concerns about the amount of available parking for the public, especially within Braddock Autopark. The concerns were that there will not be enough parking available to accommodate the anticipated demands of the Taylor Hotel and adjoining restaurants. After reviewing the current garage management operations, anticipated increases for parking due to the development of downtown, and the implementation of automation in the parking garages, the committee has recommended that the Authority transition to capacity operations instead of the current space number operation. It is the committee’s opinion that capacity operations will allow the Authority to efficiently utilize and manage all of its parking spaces therefore fully maximizing its spaces and revenue potential.

Burke explained to the Authority that its current automated computer software is designed to operate an entire garage based upon its total number of spaces and continually calculate how many spaces are being utilized and how many spaces are available. This allows full control of how many vehicles are allowed into the garage at all times by imputing the actual number of spaces rented, subtracting that number from the total number of spaces in the garage, therefore allowing the remaining open spaces to be used for transient parking. The software continues to calculate the activity in the garage and when it becomes full, will automatically close the garage to transient parking only. A “Lot Full” sign will be displayed notify the public that there

is no available parking at that time and the ticket dispenser will shut off. As transient vehicles exit the garage, the software will reopen the garage for transient customer parking. Monthly parkers will always have an open space to use in the garage that they rent in. Capacity operations will eliminate the need to monitor monthly rental only levels with space numbers and increase the number of transient parking available since the base number for actual space rentals can be adjusted as needed.

Miller inquired how capacity operations would affect the current rental rate differential between roof parking and undercover parking. Burke explained that the rental rates would have to be the same across the board since monthly parkers would be able to park anywhere they choose within the garage. Anderson added for an example, Braddock Autopark has approximately 90 spaces on the ground level designated for transient parking only. The remaining upper two levels are designated for monthly rentals only. During special events, the demand for transient parking is very high especially at this garage, however there are empty rental spaces that are not being utilized because signage and management operations currently prohibits transient parkers from venturing past the ground level. Capacity operations would assist in alleviating this situation by removing level distinctions and space numbers therefore allowing all empty spaces to become available for parking throughout the entire garage. Burke noted that with automation of garages and the removal of booth attendants, there is possibly no other viable alternatives to adequately monitor and enforce specific space designations or areas within the garages, especially during special events when demand for transient parking is very high.

Helm stated that he would like the Authority to further investigate all possible options on garage operations using automation before making any finalized decisions. Burke reminded the Authority that City Council would like a compilation of parking strategy goals submitted to them by January 2015. This will inform Council if and how the Authority can continue and maintain its self-sufficiency. Helm asked Anderson if the Authority's financials were adequate to which Anderson replied yes and it will be included in the parking strategy goals to be submitted to Council. Helm recommended that the Authority continue to study further the option of capacity operations with Burke requesting that capacity operations be focused upon and added to the agenda for further discussion at the next meeting.

VI. NEW BUSINESS

1. Request from Gillian Greenfield

Helm presented to the Authority the request from Gillian Greenfield to agree upon setting a long term lease agreement for two spaces (that provide access) located on the Palace Lot in order to provide rear access for the two businesses (Awabi Restaurant and Taxi USA) that currently occupy her rental property. The two specific spaces in question were part of a parking arrangement previously between the Authority and the former owner of the property, Bruce Downing.

Helm asked Anderson if there were any specific terms of agreement that was previously made with the Bruce Downing contract to which Anderson replied that no

formal arrangement was officially made with Mr. Downing when he rented the lot spaces. Anderson explained that the rates for renting lot spaces currently is \$42 per space per month with any future rate increases to be applied as necessary.

Greenfield expressed to the Authority that as a property owner, it would appear that collectively she and the Authority would not be good stewards to the tenants if the parking spaces could not be provided to the businesses that lease from her property. Greenfield added that her desire was to obtain reasonable long term access for her tenants.

Helm expressed concerns with signing a long term lease agreement for lot rentals because of the possibility that such a lease may impede upon the potential of future development projects that could occur. Helm cited the example of metered spaces on the Palace Lot being forfeited in order for the City to build the public restrooms and splash pad for the pedestrian mall. If any long term leases would have been in place on the spaces affected at Palace Lot at that time, the restrooms and splash pad would not have been able to be constructed. Helm stated that the Authority would be willing to consider a six month or annual revocable lease agreement only for said spaces at Palace Lot. Greenfield expressed that she did not agree with this decision and questioned what if anything may change concerning the Palace Lot. Helm explained that even though nothing is certain, the City has expressed interest in possible future development projects that would affect parking in the Palace Lot therefore; the Authority would not be willing to agree to any long term lease agreements for spaces that would hinder any project considerations. Burke and Miller agreed with Helm with Burke adding that as long as the lease would be made revocable, a 1 year agreement should be considered acceptable. Manheimer asked what revocable time limit would be given to which Helm replied the standard of 60 days would apply. Helm asked Greenfield for clarification as to which the lease agreement would be with either the landlord or the tenant. Greenfield replied it would be with the landlord/ property owner and not the tenant.

On motion duly made by Miller and seconded by Burke, the Authority approved to offer Greenfield a standard revocable lease agreement of one year for two spaces on the Palace Lot to accommodate the tenants that lease from her property. Stipulations that are to apply for this lease are to be for access only to the two spaces on Palace Lot at the rate of \$42 per space per month with any possible future rate increases to be applied as necessary.

2. Request from Frederick County Farm Bureau

The Frederick County Farm Bureau submitted a request to the Authority for permission to use the Palace and Hable Lot on Saturday September 20, 2014 from 7 a.m. to 4:30 p.m. as a staging area by the 4-H Club for children's activities during the Annual Mainstreet Ag. Day event. Anderson reminded the Authority that it approved this same request last year for this event for a flat fee of \$50 per lot totaling \$100. Rives asked if the Farm Bureau would be responsible for any cleaning up of the lots to be used to which Anderson replied yes. Anderson informed the Authority that this was a very popular event for downtown and the Farm Bureau use of the lot did not create any problems for the Authority.

On motion duly made by Miller and seconded by Rives, the Authority approved the request from the Frederick County Farm Bureau to use the Palace and Hable Lot on Saturday September 20, 2014 from 7 a.m. to 4:30 p.m. as a staging area by the 4-H Club for children's activities during the Annual Mainstreet Ag. Day event for the flat fee of \$50 per lot. It is expected that the Farm Bureau be responsible for any damages to the lots as well as the cleaning of each lot after use.

3. Autopark rates for SABF 2014

Anderson informed the Authority that the public has been expressing an interest in knowing what the parking rates will be in the garages during this year's Shenandoah Apple Blossom Festival. Anderson asked the Authority if it wanted to continue with the same rates that were applied last year or would it like to consider an increase in the rates.

Helm asked Anderson if any problems occurred with the sales and use of employee passes last year to which Anderson replied that even though the passes do pose some difficulties, there is enough expressed interest for the Authority to continue to offer this program. Anderson informed the Authority that in the past the rates for the Friday of the festival (\$10) was always set at least \$5 cheaper than the Saturday of the festival (\$15) because attendance levels were always much lower on that day however, in the several years the attendance levels for Friday have increased to near the same levels as on Saturday. Anderson advised the Authority that because of this it may want to consider increasing the parking rate for the Friday of the festival this year. Helm asked Anderson for her recommendations on this in which Anderson replied that she would like to see the rates for both Friday and Saturday of the festival to be the same adding that SABF applies the same rates for parking at the Braddock Autopark for both days of the festival. Miller agreed stating that this would add a sense of consistency for the public and would allow for the Authority to gain additional revenue. Helm expressed concerns with charging \$15 for the Friday of the festival citing the reason that many people attend the festival for only a few hours on Friday as compared to attending the festival all day on Saturday therefore the public may not receive the increase for Friday very well. Anderson reminded the Authority that on Saturday the public can acquire return passes from staff which will prevent the customer from having to pay again to enter the garage if they choose to leave during the day. The return passes are valid for the entire day and interchangeable at all four garages. This same procedure could be applied to Friday as well therefore allowing the rate increase to be a little more acceptable to the public.

On motion duly made by Rives and seconded by Burke, the Authority approved to increase the parking rate for the Friday of the Shenandoah Apple Blossom Festival at the garages from \$10 to \$15. The Saturday rate will remain at \$15.

4. Rate increase discussion

Anderson explained to the Authority that many of WPA customers are inquiring about the possibility of rate increases in the near future. Burke noted that projections on revenue were based on what has been done in previous years pertaining to regular scheduled rate increases. Burke added that thus far the

Authority has been doing well on its revenues without having to enforce scheduled rate increases. Manheimer noted that the projections will be contingent upon the Authority's decision of whether or not to convert to capacity operations. Manheimer added that the capacity decision alone could impact overall revenues either in a positive or negative manner.

Burke stated that the Parking Committee adamantly recommended capacity operations as the only viable way to maximize the parking garages fullest income potential. Helm stated that there are many ideas and ways to expand and improve upon garage management. Ideas such as charging a premium price for specific designated areas of parking in comparison to a lower standard rate for general parking areas could be applied. Burke agreed that the Authority needs to look at other options and ideas for improving upon operating garages with automation however; the major concern is using all available spaces in the garages at any given moment without having to turn customers away when spaces are open. As for example, spaces designated for monthly rentals that are currently not being rented remain empty because it is not considered an open space to hourly customers. Capacity operations will eliminate that conflict by removing the notion that a particular numbered space or area has to be held open at all times even though it is not rented. Burke also explained that it is very difficult to monitor specific space or space numbered parking as it is now, it would be expected to be continually monitored if this was to be attempted with capacity operations because the customer would expect this if being charged a premium rate.

Rives inquired if all the garages would be operating under capacity in which Helm replied that Braddock Autopark is intended to be the test model for this before implementing capacity at other garages. Rives also asked if large group accounts would be unhappy with a decision such as this to which Anderson replied that WPA currently only has approximately 20 large user groups that rent 10 or more spaces. Manheimer asked when were the peak periods of use occurring at Braddock Autopark to which Anderson replied that is it very busy during lunch, weekends, Friday evenings, throughout the entire weekday, and during special events. Anderson added that renovation work is scheduled to begin this spring at Court Square, Braddock, and Loudoun Autoparks and this could affect the decision to use capacity operations, especially for the garages that currently house stored vehicles. Burke stated that it will be difficult to consider any rate increases until a decision is made about capacity operations.

Helm recommended that the Authority should have a basic understanding of how the current parking management equipment operates and a better understanding of how capacity operations function before making any final decisions. Anderson stated that she will do research on automated facilities that use capacity operations and compile a report to discuss and review with the Parking Committee before submitting the report to the Authority. Anderson assured the Authority that she would have the report completed by next month.

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:56 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday February 27, 2014 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: _____