

WINCHESTER PARKING AUTHORITY
July 23, 2015

MEMBERS PRESENT: Dick Helm, Kim Burke, Howard Manheimer & David Dillard

MEMBERS ABSENT: Mike Miller

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Perry Eisenach & Derek Gomes

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:28 a.m. at which time it was determined a quorum was present.

II. REVIEW OF JUNE 2015 MEETING MINUTES

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

III. REVENUE REPORT FOR JUNE 2015 (Quarterly)

Anderson reported that the grand revenue total for June 2015 was \$89,502, an increase of \$8,704 or 11% in comparison to June 2014. Total hourly revenue for June 2015 was \$23,766, an increase of \$3,025 or 15% in comparison to June 2014. Rent revenue for June 2015 was \$39,971, an increase of \$3,583 or 10% in comparison to June 2014. Total meter and fine revenue for June 2015 was \$24,380, an increase of \$1,109 or 5% in comparison to June 2014. Miscellaneous revenue for June 2015 was \$1,100 due to the collection of fees for a broken gate arm replacement at Court Square Autopark and administrative cleaning charges invoiced to SABF for staff clean up of Braddock Autopark and lots after the Shenandoah Apple Blossom Festival. Validation coupon revenue for June 2015 was \$285, a decrease of \$113. Total hourly parking tickets for June 2015 was 13,972 showing a decrease of 583 tickets in comparison to the previous month. At the end of June 2015, there were 933 spaces or 67% total utilization of spaces being rented at all four parking garages with a total of 467 spaces available for rent. Of the 467 spaces available for rent, 252 spaces were located on the roof and 215 spaces were located undercover. At the end of June 2015, the total revenue for FY 2015 was \$1,124,363 or 8% in comparison to the previous fiscal year.

Anderson reported that the total revenue for the fourth quarter of 2015 was \$311,815, an increase of \$26,820 or 9% in comparison to the fourth quarter of 2014. Total meter and fine revenue for the fourth quarter of 2015 was \$73,215, a decrease of \$663 or -1% in comparison to the fourth quarter of 2014. Total hourly revenue for the fourth quarter of 2015 was \$95,079, an increase of \$10,974 or 13% in comparison to the fourth quarter of 2014. Total rent revenue for the fourth quarter of 2015 was \$136,451, an increase of \$17,384 or 15% in comparison to the fourth quarter of 2014. Miscellaneous revenue for the fourth quarter of 2015 was \$1,100, an increase of \$658 or 149% in comparison to the fourth quarter of 2014. Total

validation coupon revenue for the fourth quarter of 2015 was \$1,980, a decrease of \$1,593 or -45% in comparison to the fourth quarter of 2014. Total SABF reserved ticket revenue reported in the fourth quarter of 2015 was \$3,990, an increase of \$60 or 2% in comparison to the reserved ticket revenue reported in the fourth quarter of 2014.

Burke noted that overall revenues were continuing to proceed in the right direction however; Court Square Autopark has experienced decreases in its hourly revenues. Helm inquired as to why the hourly revenues at Braddock Autopark continue to rise. Anderson explained that increases in the hourly revenues at Braddock Autopark are due in part to former monthly rental customers deciding to become hourly customers because of the implementation of the hybrid rental system. Anderson added that successful attendances at downtown events have played a key role as well. Anderson noted that the GW Autopark has been doing well with its revenues also.

Manheimer asked when WPA switched its previous monthly rental system over to the hybrid system at Braddock Autopark and began to run its operations by capacity at that garage. Anderson replied that the switchover was implemented approximately one year ago. Dillard asked if WPA has executed any advertisements for garage space rentals to the public. Anderson replied that WPA had developed and proceeded with a marketing program that included a poster with garage rental information being placed at the kiosk on the pedestrian mall and ads being placed on Channel 6. Burke added that signage has been improved within the garages that provide rental information and additional signage has been placed outside the garages that inform the garages are open for general public parking use. Helm stated that overall most individuals find out about space rental information through the signage in the garages and by word of mouth. Helm added that challenges do occur with enticing out of town customers to use the garages for their parking needs.

IV. EXECUTIVE DIRECTOR'S REPORT FOR JUNE 2015 & FY 2015 SUMMARY

Anderson reported the following:

- Staff has completed painting the walls in all three stairwells at Loudoun Autopark as part of the maintenance work plan. Other maintenance items in progress at the garage are as follows: painting railings, applying paint with a rust inhibitor on steel pans in each stairwell, replacement of flooring inside the elevator, repainting parking lines and lintels.
- Continue to trim the hedges and weeding the parking lots as needed.
- Working towards implementation of lot full sign and count monitoring program at Braddock Autopark. Currently, the system is in a test mode and when it is ready for use, monthly parkers will be notified of the changes. WPA will also ask the City for their assistance in the marketing and promotion of the new system to the public.

- WPA has received a bicycle for use by the Meter Enforcement Officer. The bicycle has been tuned, helmet has been purchased, and proper lights have been mounted. Currently, waiting for the yellow safety jersey with WPA logo order to be received before allowing the bike to be used on the road.
- Working to replace sun damaged and worn meter domes as needed.
- Working towards implementation of the Build 19 upgrade for our automated system. Working with purchasing office to review and approve proposal through contract document review process. Computer system will be offline for acceptance of credit card payments for approximately two weeks. WPA is hopeful that this upgrade will provide an additional payment option for monthly rental customers to choose from which is accepting automatic rental payments through credit card on file.
- Rockin Independence Eve event was held on July 3, 2015. The cost to park in the garages was \$5 per vehicle. The Sheriff Explorers Program volunteers managed the lanes and patrolled the rooftops during the event. It was a challenge keeping the public off of the closed rooftops with reports of people sitting on ledges, lighting sparklers, etc. This event also utilized the first four spaces on Hable Lot without incident.

Anderson explained to the Authority that the Friday Night Live event was the first time WPA experimented with using the lot full sign system at Braddock Autopark. WPA believed this event would be a good test run due to its high attendance levels. Currently, the lot full sign is being tested at Braddock Autopark only due to its above average parking demand by activating it manually with staff monitoring the garage for assistance. WPA goal is to operate the lot full sign and count monitoring system in an automated format. WPA will also use display additional signage to assist in conjunction with the lot full sign operation.

Burke asked if police were stationed at the rooftops of the garages during the Rockin Independence Eve Event. Anderson replied that the Sheriff Department staff did have manpower stationed at the rooftops; however, they still encountered problems and challenges.

V. OLD BUSINESS

1. Global Parking Discussion Update – Parking Meter Discussion

Burke informed the Authority that a Parking Committee meeting has been scheduled for August 25, 2015 at 3 p.m. in the conference room at GW Autopark main office. The topic of discussion scheduled for the meeting will be parking meter discussion and placement.

2. Proposed Indian Alley & Cork Lot Modifications Update

Anderson submitted printed photographs that illustrated the various options for the proposed Indian Alley and Cork Lot modifications that were submitted to Council for review. Eisenach noted that option 3 has been since revised with option 3 modified. After review of the option 3 revisions, Helm explained that this would impede any possible future lot improvements and would remove access into the lot from Cork St. Helm added that a suggestion was made to close off a portion of the Cork Lot which would remove the entrance from the street and turn that space into additional parking spaces. This would prevent buses, etc. from attempting to pull into the lot however; Council did not support this because vehicles could possibly be trapped inside the lot. Helm noted that connecting the lot to the alley would eliminate pedestrian conflicts but would create vehicular conflicts with traffic flow that would be difficult to enforce. Helm stated that it would be his preference to not have the lot connection with the alley because WPA would not benefit from such a change.

Manheimer asked if the Cork Lot filled up frequently to which Anderson replied yes the lot is very active. Helm observed that due to the high turnover rate for parking in the lot, a portion of the Cork St. entrance could be removed and replaced with a motorcycle or bicycle parking area. This could allow for a place on the lot where vehicles could turnaround easily. Manheimer inquired as to how many motorcycle spaces could be created on the lot to which Helm replied possibly up to 3 spaces for motorcycle parking. Manheimer noted that connecting the lot to the alley may provide additional space for vehicle turnarounds due to the length of the alley being wider than a parking space; however none of the options seemed to provide a sound solution for vehicular turnaround problems on the lot due to the areas small size. Dillard suggested creating a temporary turnaround on the lot with properly placed signage be tried on a trial basis in order to observe how well it would function before committing to any permanent alteration. Helm stated that Dillard's suggestion would be a viable option to consider however Council has control of the lot and WPA would need to provide a recommendation.

Eisenach informed the Authority that Council has reviewed the modified option and has indicated it will vote for modified option 1 with the exclusion of motorcycle parking. Manheimer asked if the Authority would be expected to fund any of the improvements or modifications to which Eisenach replied that the City will be financially responsible for the project. Helm reiterated Council's position that it would approve modified option 1 with the removal of motorcycle parking with improved vehicular turnarounds on the lot. Helm added that if WPA would need to sacrifice a parking space to improve the turnaround radius on the lot, it would comply.

On motion duly made by Manheimer and seconded by Burke, the Authority approved to support and recommend the modified option 1 proposal for the Indian Alley and Cork Lot modifications project and will not support option 3 modified.

3. Bus Parking on Cork Lot Signage Update

Helm informed the Authority that Anderson has developed signage improvements for the Cork Lot to address the issue of buses parking on the lot. Anderson submitted an illustration of the signage and noted that the fine amount of \$25 has been included. Dillard asked that if the ticket violation has not been paid within the timely manner that was appointed to it, will the cost of the fine be increased to which Anderson replied yes. Manheimer noted that perhaps the signage will be adhered to however; questioned if this would be enough of a deterrent to keep the buses from parking on the lot. Manheimer added that bus drivers may conclude the fine would be worth paying for the convenience of parking close to where they would load and unload their buses. Burke stated that the primary problem exists with school buses and questioned who would be responsible for paying the fine, the driver or the school system. Helm noted that once the proposed modification to the alley and lot is approved by Council, the closure of the Cork St. entrance to the lot would probably all but eliminate the problem of buses parking because of difficulties accessing the lot. Helm asked the Authority if it would approve to proceed with the signage installation. Burke asked what the timeframe would be for Council's approval of the lot modifications. Eisenach replied by stating if Council should approve the modifications, it may take approximately one month to complete the work, but would do so as quickly as possible. Helm suggested that the signage should be installed on the lot within the week. The Authority approved the bus parking prohibited signage to be installed on the Cork and Palace lots.

4. WPA Storage Room Update

Helm informed the Authority that a letter has been developed to send to the entities that are currently utilizing the storage rooms at all of the garages informing of WPA request that they consolidate to a central location for their storage needs. The garage WPA deemed as a central location is Braddock Autopark. Helm stated that the departments involved seemed to understand the request and added that WPA will need to in some way protect its operating equipment that is installed in said storage room. Helm asked Anderson if there was a need to compose a memorandum of understanding to address this. Anderson replied that she did not believe one was needed however could prepare one if deemed necessary. Anderson noted that the departments affected with the relocation to the Braddock Autopark storage room are OTDB, Facilities Maintenance, Inspections, and Full Circle Marketing (Dario Savarese).

VI. NEW BUSINESS

1. FY 2015 WPA Budget Summary

Anderson informed the Authority that its total expenditures for FY 2015 was \$1,104,582. Anderson added that the budget will be balanced and provided an updated revenue projections worksheet for review. Burke inquired as to when the current bond for the GW Autopark would be concluded to which Anderson replied that it was a 30 year bond. Helm noted that \$60,000 would need to be allotted for capital improvements and \$20,000 would need to be allotted for meter upgrade

purchases. Helm added that these expenditures would need to be portioned out for every other year and reminded the Authority of the importance of adhering to the additional capital improvements recommended under the advisement of our engineer. Helm also reminded the Authority that capital improvements would be deducted from the fund balance and that it is continuing to operate close to the edge of Council's recommendations and advisement of maintaining the fund balance at no less than \$200,000. Helm asked the Authority if it had any questions concerning the budget summary or revised revenue projections worksheet to which no questions were submitted.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:14 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday August 27, 2015 at 7:30 a.m. in the Conference Room at the Winchester Parking Authority Main Office located in the George Washington Autopark.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: _____

