

WINCHESTER PARKING AUTHORITY
July 24, 2014

MEMBERS PRESENT: Dick Helm, Kim Burke & Howard Manheimer

MEMBERS ABSENT: Mike Miller

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Katherine Herrmann, Eden Freeman, Jennifer Bell, Derek Gomes, Peter Buchbauer, John Rounds, Christine Patrick & Tracy Drumheller

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:35 a.m. at which time it was determined a quorum was present.

II. REVIEW OF JUNE 2014 MEETING MINUTES

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

III. REVENUE REPORT FOR JUNE 2014 (Quarterly)

Anderson reported that the grand revenue total for June 2014 was \$80,798 an increase of \$7,432 or 10% in comparison to June 2013. Total hourly revenue for June 2014 was \$20,741, an increase of \$2,588 or 14% in comparison to June 2013. Rent revenue for June 2014 was \$36,388, an increase of \$3,512 or 11% in comparison to June 2013. Total meter and fine revenue for June 2014 was \$23,271, an increase of \$1,751 or 8% in comparison to June 2013. Validation coupon revenue was \$398 for June 2014. There was no miscellaneous revenue to report for June 2014. Total hourly parking tickets for June 2014 was 11,722 showing a decrease of 4,070 tickets in comparison to the previous month. At the end of June 2014, there were 964 spaces or 69% of total utilization of spaces being rented at all four parking garages with a total of 437 spaces available for rent. Of the 437 spaces available for rent, 322 spaces were located on the roof and 115 spaces were located undercover. At the end of June 2014, the total revenue for FY 2014 was \$1,039,838 or 7% in comparison to the previous year.

The total revenue for the fourth quarter of 2014 was \$284,995, an increase of \$23,355 or 9% in comparison to the fourth quarter of 2013. Total meter and fine revenue for the fourth quarter of 2014 was \$73,878, an increase of \$13,063 or 21% in comparison to the fourth quarter of 2013. Total hourly revenue for the fourth quarter of 2014 was \$84,105, an increase of \$2,083 or 3% in comparison to the fourth quarter of 2013. Total rent revenue for the fourth quarter of 2014 was \$119,067, an increase of \$4,031 or 4% in comparison to the fourth quarter of 2013. Miscellaneous revenue for the fourth quarter of 2014 was reported at \$442, a decrease of \$421 or -49% in comparison to the fourth quarter of 2013. Total

validation coupon revenue for the fourth quarter of 2014 was \$3,573, an increase of \$1,694 or 90% in comparison to the fourth quarter of 2013. Apple Blossom reserved ticket revenue for the fourth quarter of 2014 was \$3,930, an increase of \$2,905 or 283% in comparison to the fourth quarter of 2013.

Helm noted that monthly parking decreased by only a few spaces during the month of June. Burke added that the report showed an increase in hourly revenue while the hourly parking ticket total showed a decrease in use of the garages.

IV. EXECUTIVE DIRECTOR'S REPORT FOR JUNE 2014

Anderson reported the following:

- Sheriff's Department volunteers collected fees and patrolled the garages for the Rockin Independence Eve event. The event was well attended and garage operations performed well with no immediate issues occurring. A charitable donation of \$337 was provided to the Sheriff's Explorer program for their assistance.
- Vacation Bible School at the Grace Lutheran Church occurred the week of July 7 – 11, 2014 and Braddock Autopark accommodated much of the parking needed for those who participated. Braddock Autopark was very busy. During that week a vehicle drove thru the exit damaging the gate arm and struck the light pole in front of the garage in the median.
- The graffiti at Braddock Autopark has been abated.
- Friday Night Live event was well attended and no issues occurred with their use of the Hable Lot.
- The Winchester Main Street Foundation will not be hosting the Taste of Winchester event as planned thus we have removed their request for the use of the Hable Lot on August 9.
- Mark Bates - Community Events & Promotions LLC has reported he would not need to use the Hable Lot on the following upcoming events: July 12th and 13th Boundless Bazaar Craft Event and July 26th Inside & Out Home and Design Expo.

V. OLD BUSINESS

1. Global Parking Discussion Update

Burke provided for the Authority an information packet that included all the initiatives the parking committee had discussed. Burke provided an overview of the packet which included the following:

- Marketing items that were implemented.
- Committee recommendation that meter enforcement be extended to include Saturday.
- Committee recommendation that meter fines be increased.
- Committee recommendation that alternative methods be used for meter revenue collections such as the Park Mobile software. The software would allow the customer the ability to pay for their metered parking via cell phone.
- Garage management study was conducted on capacity operations and analyzed by the committee. The committee reviewed how other localities operated their facilities under automation.

Burke noted that the committee fulfilled the requirements asked of them by the Authority. Helm asked that Burke relay to the committee how much the Authority appreciated its commitment and its efforts with this endeavor. Helm requested that the Authority keep all items that the committee addressed on future agendas to be later reviewed and discussed as needed.

2. Garage renovation Update

Anderson informed the Authority that garage renovations at Court Square Autopark were going very well and all work is progressing as scheduled. During July 30 – August 3, 2014 it will be necessary to close the Kent Street entrance and exit to traffic at that garage. Monthly renters at the garage will be able to use the Cameron Street entrance and exits for access. All hourly parkers will be redirected to GW Autopark for parking during this time.

Anderson reported that renovation work is scheduled to begin at Braddock Autopark on Monday, August 4, 2014. Anderson stated that signage has been placed at the garage notifying customers of the impending construction and subsequent garage closure. Anderson noted that customers have been very cooperative thus far with the construction at Court Square Autopark and the impending construction for Braddock Autopark.

3. Rockin Independence Eve Update

The Authority determined that the Rockin Independence Eve update had been adequately addressed during the Executive Director's report.

VI. NEW BUSINESS

1. Garage Management – Hybrid System

Helm informed the Authority that in light of concerns expressed by monthly customers of WPA at a special meeting that was held at Braddock Autopark on July 18, 2014 which addressed implementing a hybrid system for that garage, he chose

to personally observe parking activity at Braddock Autopark on Friday night, July 18. Helm stated that the garage was completely filled in which he observed that not all of the customers were monthly renters. Helm noted that the Authority will need to make a decision with regards to how the Braddock Autopark is operated due to the high volume demands for parking within that garage.

Helm reminded the Authority that at the special meeting, a hybrid system was introduced whereas monthly parkers would be offered a variety of options tailored towards various parking needs as a way to improve upon the current operations and parking demands for Braddock Autopark. The options to be offered would include an unrestricted option whereas the monthly parker would be allowed to park anywhere in the facility, as well as two other options that would provide parking in specifically marked areas of the garage offering either 24/7 access or business hours access. Helm suggested to the Authority that pricing should be kept consistent and uniform with a basic rate set in which the other parking options could be priced accordingly. Helm reminded the Authority that a business hour time frame would need to be determined in order to implement the rental spaces that would fall under the business hours only option. Helm also recommended to the Authority that due to the efforts WPA would have to make in enforcement of and marking of designated space rental areas within the garage, those parking rental options should require the signing of a yearly contract from the rental customer who desires parking within those areas.

Helm began the rate discussion by reminding the Authority of the current rental rates for the garages which is \$42 for an undercover space and \$35 for a roof space. Helm recommended that the base rate for all monthly rental spaces be set at \$50 per space with premium parking for the specific designated areas to cost an additional \$5 to \$10 more. Burke stated that it had been 3 years since the Authority voted for any rate increases and believed that \$50 was a satisfactory rate. Burke added that the parking committee also had suggested a rate increase of \$50 and felt that it was an appropriate amount to charge for rental parking. Burke also noted that if the Authority had followed the rate increase plan expected by the bond company, the monthly rental rates would have exceeded the \$50 now being considered. Burke expressed that by raising the base rate for rental parking to a flat fee of \$50, this may allow the Authority to keep the consumer in mind by not having to implement rate increases quite as often in the future. Helm clarified that the rate structure for monthly parking be set at \$50 per month for all garages. Helm added that for the special options to be offered at Braddock Autopark a rate structure to be set at \$55 per month for business hours only option and \$60 per month for the 24/7 access option. Manheimer stated that the Authority should consider the pricing of rate structures for its own revenue purposes only in order to ensure that the Authority continues to remain self-sufficient. Burke explained that by implementing the hybrid system at Braddock Autopark which happens to be the Authority's busiest garage, this system would provide more available space flexibility for hourly customers which in turn would provide additional revenues.

On motion duly made by Burke and seconded by Manheimer, the Authority approved to increase the rate for monthly rentals from \$42 and \$35 per space per month to \$50 per space per month to apply to all garages and lots effective September 1, 2014.

On motion duly made by Burke and seconded by Manheimer, the Authority approved the use of the hybrid system at Braddock Autopark effective September 1, 2014. The rate structure for the hybrid system is to be as follows: non restricted parking at a rate of \$50 per space per month and would require a monthly contract, business hour parking at a rate of \$55 per space per month with hour limitations yet to be determined and would require a yearly contract and 24/7 access parking at a rate of \$60 per space per month and would require a yearly contract.

Helm began the discussion by asking the Authority what business hour restrictions would be appropriate to apply to the business hour parking rental option to be offered at Braddock Autopark. Manheimer stated that he had heard a suggestion for the business hour option to begin at 6 am. Bell interjected by stating the time frame for the business hour parking option should be from 6 am to 6 pm with Manheimer asking why the time should be extended to 6 pm. Burke stated that the challenge for parking in the garage is when hourly customers are entering the facility at around 5 pm for dining, etc. and many of the monthly parkers are leaving from their employment at around the same time. Burke believed that 6 pm would allow ample time for monthly parkers to retain their space until the end of their work day and allow for those who may have to remain at their employment for a longer period of time. Anderson agreed with Burke adding that traffic in the garage is heavy around 6 pm however; most of the monthly parkers leave the garage between the hours of 5 pm or 5:30 pm. Manheimer suggested that the time frame for business hour monthly parking be set from 6 am to 5 pm which should allow sufficient time for the monthly parker using a space in one of the specified areas of the garage to retain their space. Burke added that monthly parkers did express concerns about who would be allowed to park next to them within the designated area beyond the expected business hour enforcement. Helm stated that the 6 am to 6 pm time frame appeared to be an understandable time frame to begin working with and suggested that the Authority adopt this time frame for its enforcement of the business hour monthly parking option. Helm added that the Authority would need to review the hybrid system as it progresses in the attempt to build more flexibility for its rental customers.

Helm inquired as to what would be the best approach for informing customers of the Authority's impending changes to its operations at Braddock Autopark. Anderson replied by stating it would be best for WPA to personally call and speak with each of its current rental customers from Braddock Autopark. Helm asked that Anderson notify each customer as quickly as possible so as to give the customer ample time to respond. Helm explained that it was the Authority's intention to investigate options for the stenciling of the designated rental areas and to provide proper signage throughout the garage for aggressive enforcement purposes. Helm asked that Anderson explore how to improve upon the current signage at Braddock Autopark.

Helm began the discussion as to how to determine who is allowed to park in the reserved parking areas of the garage. Helm stated that it would be very difficult to enforce parking within those particular zones without the ability to determine who is allowed to park within them. Helm added that the placement of stickers on vehicles allowed to park within the reserved areas would assist staff with proper enforcement and it would need to be a consistent requirement for parking within those areas.

Burke noted that customers expressed concerns with applying stickers to their vehicles especially when multiple vehicle ownership was involved and asked that any decision on this be tabled at this time. Helm noted that a decision would need to be made because new rental agreements will need to be created for the hybrid system and any expected requirements for vehicle identification purposes would need to be included in this agreement. Helm expressed concerns for customers who may be mistakenly given a parking citation in an effort to enforce the strict parking policy within the reserved areas. Herrmann explained to the Authority that in the event a customer is mistakenly given a parking citation, there is a window of opportunity for the customer to have the ticket voided providing the customer contacts the Police Department prior to a summons being issued. If contact is made and the ticket is voided, the customer would not be issued a court date. Manheimer asked if there was a phone number that could be used for customers to report possible violators to which Helm replied that currently customers call the WPA office to report when another vehicle is parked in their space. Manheimer stated that the hybrid system should alleviate many of the problems with customers parking in the wrong spaces therefore identification stickers should not be required for monthly parking vehicles.

Rounds expressed concerns with the Authority making parking at Braddock Autopark complicated. Rounds stated that if efficient signage was placed in the garage, and only one type of rental parking was available, the parking challenges at this garage would be easier to understand. Rounds added that customers should not be allowed to park anywhere they choose in the facility. Burke noted that after speaking with certain businesses and monthly parkers about capacity operations, many have expressed that they welcomed the idea of being able to park anywhere they choose within the garage. Helm added that the Authority is implementing a system whereas customers do have two choices of either parking in a designated area of the garage or anywhere within the building. To elaborate further, customers will have the option of parking in a designated area on either a business hour or 24/7 basis or the option of parking anywhere inside the building. Buchbauer commented that the Authority would be unfairly punishing monthly parkers by using the hybrid system and raising the rate structure by 42.8% up to \$60 for parking issues that are being caused by hourly customers. Buchbauer added that the Authority should consider increasing the rate for hourly parking instead. Helm explained that the Authority did increase the rates for hourly metered parking recently and that increasing hourly parking rates in the garages will be discussed by the Authority in the future. Helm added that regardless of the situation at hand, it was necessary for the Authority to increase rates for monthly parking in order to be compliant with bond requirements for the GW Autopark. Rounds asked for clarification on what the rates currently are for metered parking. Helm explained that the rates for meters are currently \$.50 cents per hour in the secondary district and \$.75 cents per hour in the primary district of downtown. Buchbauer questioned whether it should cost more to park inside the garages. Helm answered by explaining the Authority is tasked with the management of the entire parking process therefore that is the reason the Authority desires an increase in garage usage. Helm added that metered parking is designed for a high turnover rate as opposed to long term usage; long term parking is the garages purpose. Burke added that the Authority desires to encourage a consistent turnover rate at meters located close to businesses in order to keep short term parking readily available for patrons of downtown.

2. Rate Increase Discussion

This was addressed under the garage management – hybrid system discussion.

3. National Night Out Request

Anderson explained to the Authority the request from the Winchester Police Department in which it asks that the Court Square Autopark be opened for free parking on August 5, 2014 between the hours of 6 pm to 9 pm for the National Night Out event in which it sponsors. The event will focus on crime and drug prevention awareness in order to generate support for local anti – crime programs. The Police Department requested that free parking be available for those who choose to attend the event.

Helm stated that the Authority cannot provide free parking for any entity due to its charter stating that parking is provided for a fee. Helm suggested to Anderson that she inform the Police Department that the Authority would be willing to negotiate a fee or that the Police Department may consider pursuing a sponsorship in order for the Authority to consider the request.

4. Full Circle Marketing Request

Anderson explained to the Authority the request from Full Circle Marketing for the use of Hable Lot on August 15, 2014 to host the Friday Night Live event. It was anticipated that the event would be staged at the Taylor Pavilion, however, the pavilion will not be ready for use until September 2014.

On motion duly made by Burke and seconded by Manheimer, the Authority approved the request from Full Circle Marketing for use of the Hable Lot on August 15, 2014 to host the Friday Night Live event. Standard fees and conditions for use of the lot are to apply.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:20 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday August 28, 2014 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:

