# PARKING OPTIONS

a presentation by manny parada

# AGENDA

# INTRODUCTION

How Did we Get Here?

The Cost of a Vibrant Downtown Area

Why Pay to Park?

Net Income from Park Mobile

# INTRODUCTION

How Did we Get Here?

In 2022, the main concern heard was that the kiosks failed too often. They were outdated, and a major investment was needed to upgrade. On November 14, 2022, the App Only concept was introduced to Council and favorably received.

# INTRODUCTION

The Cost of a Vibrant Downtown Area


A vibrant shopping district distinguishes Stone Harbor, defining the charm of our community.  We invest hundreds of thousands of dollars annually in flowers, lights, trees, manpower, banners, etc., to ensure visitors and residents alike enjoy the Seashore at its Best!

# INTRODUCTION

Why Pay to Park?

The concept of a "Pay to Park" model is rooted in the desire of the merchant community to have turnover in the parking spots closest to the CBD. That is, without monitored paid parking, there is insufficient movement of parked vehicles to ensure merchants maximize exposure of potential new customers.

# INTRODUCTION

Net Income from Park Mobile

There were 250,392 transactions recorded by ParkMobile in 2023.  That produced $398,299 in gross revenue. The Net Revenue is $343,711.38  which does not include the costs of added signs, poles, labor to install, etc.  Gross to Net reduction is the cost of the Merchant of Record (MOR) charged to the Borough.

# THE KIOSK OPTION

adding options to all app

# KIOSK OPTION



## IPS M3 KIOSK

- How Many Do We Need?

- How Far will Someone Walk to Use the Kiosk?

- What Are the Concerns/Limitations?

- What Are the Costs, Direct and Indirect?

# HOW MANY KIOSKS ARE NEEDED?



29 Suggested

## 96TH STREET

Two on 100 Block
Four on 200 Block
Two on 300 Block

## NORTH OF 96TH

Six – one at each
intersection

## SOUTH OF 96TH

Six – One at each
intersection

## LOTS

Six for non-beach lots
Two in beach lot
One at Marina

# COSTS



**DIRECT:** KIOSKS PURCHASE, MAINTENANCE AGREEMENTS, SPARE PARTS, TRANSACTION FEES, SOFTWARE, SHRINK WRAP, ENFORCEMENT

**INDIRECT:** COURT COSTS, DPW LABOR, ACCOUNTING LABOR

Who should bear the burden?

# DIRECT COSTS

$376,762.56

## KIOSK PURCHASE

29 x $9,447.20 = $273,968.80

Plus 20% Spare Parts = $54,793.76

## MAINTENANCE AGREEMENT

Variable, but in the range of $25,000

## ENFORCEMENT/ SOFTWARE

Assume $500/month and $3,000 for Software – total $5500

## TRANSACTION FEES

50,000 x $0.30 = $15,000
Plus MOR Fees and 3%

# INDIRECT COSTS

$213,324

Total Direct and Indirect Costs:

$**587,586**

| COURT COSTS | DPW LABOR |
|---|---|
| $30,000 PT Administrator | 16 hours @ $82 = $1312 <br><br> Times 22 weeks = <br><br> $28,864 |
| ACCOUNTING LABOR <br><br><br> Estimated for coin and cash handling: $2,000 | ENFORCEMENT LABOR <br><br> $45/hour x77 hours/ week x 2 x 22 weeks: <br><br> $152,460 |

# FINANCES

| | PARK MOBILE | FINES |
|---|---|---|
| **Total Revenue:**<br>**$432,814** | $ 398,299<br><span style="color:red">-$ 54,588</span><br><br>$343,711 Net | $ 89,103 |
| **Total Direct and Indirect Costs:**<br>**$587,586** |  | |

# CONCERNS

| | |
|---|---|
| COST | ▪ **Over $587,000 invested to gain under $350,000 in income**<br>▪ Who should bear this cost?  Mercantile Tax?<br>▪ Should we be in the parking business?  Remove Parking fees? |
| TECHNOLOGY | ▪ Similar to App Based except users need to remember Plate Number and their Zone<br>▪ Enforcement can be a challenge with not real time data<br>▪ Closest Service Center in Baltimore, Company based in San Diego |
| FAILURES | ▪ False Error Signals<br>▪ Mechanical Failures, card/cash jams<br>▪ Reboots<br>▪ Touchscreen failures |

- Add the Kiosks – General Purpose Tax

- Add the Kiosks – Mercantile Tax

- Increase parking fees to cover the costs

- Create a Parking Authority

- Eliminate Parking Fees Completely

- Shorten the Parking Season and/or Day

- Senior Parking Sticker

# OPTIONS

# INCREASE FEES?

~ LOWEST IN THE COUNTY.
~ $2/HOUR AND LENGTHEN THE MINIMUM WOULD IMPROVE
 NET RECOVERY

# PARKING AUTHORITY?

~ SELF SUSTAINING – NO BOROUGH FUNDS
~ BOROUGH LOSES CONTROL
~ EMINENT DOMAIN
~ SELF - ENFORCING

OPTIONS

# ELIMINATE FEES

~ REDUCES POLICE AND COURT COSTS
~ MERCHANTS WOULD NEED TO EDUCATE THEIR
    EMPLOYEES ON LEAVING THE SPACES OPEN

# SHORTEN SEASON/DAILY

~ REDUCES VARIABLE COSTS
~ FIXED COSTS REMAIN

OPTIONS

# THANK YOU

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