

# TOWN OF PALM BEACH

Information for Town Council Meeting on: May 8, 2018

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To: Mayor and Town Council

Via: Kirk Blouin, Town Manager

From: Jay Boodheshwar, Deputy Town Manager

Re: Options to Expand Paid Parking Program

Date: May 1, 2018

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## **STAFF RECOMMENDATION**

Staff recommends Town Council review the following report, relative to the current paid parking program, consider options for expanding said program and provide direction to staff.

## **GENERAL INFORMATION**

### **Current Paid Parking Program**

The Town's current paid parking program consists of "metered" parking, parking placards and residential permits. This report will focus on the "metered" parking program as well as the placard parking program.

Metered parking at the rate of \$2/hr or \$5/hr is available on various streets and municipal parking lots throughout the Town on a first come, first serve basis, including the following locations:

- Bradley Place (100 Block) - \$2/hour (Mon-Sat)
- Royal Palm Way/Recreation Center Lot - \$2/hour (Mon-Sat)
- Royal Palm Way (100 Block) - \$2/hour (Mon-Sun)
- Lake Drive South (300 Block) - \$2/hour (Mon-Sat)
- Peruvian (200/300 Blocks) - \$2/hour (Mon-Sat)
- South Ocean Blvd (Mid-Town Beach) - \$5/hour (Mon-Sun)
- Phipps Ocean Park (North/South Lots) - \$5/hour (Mon-Sun)

In each of the areas above parkers have the option of paying by credit card at a multi-space kiosk or via Parkmobile (using the smartphone app or calling the 1-800 number posted on the parking signs). Cash is not accepted.

The placard parking permit program allows for unlimited parking in designated areas. Placards can be purchased for the following timeframes:

- \$95 for 1 month
- \$320 for 4 months
- \$450 for 6 months
- \$840 for 12 months

The placard permit, which is either placed on the dashboard or hung from the rearview mirror, does not guarantee a parking space. However, the placard parking permit allows the vehicle to park for an unlimited period, but the placard parking permit is only valid for the parking permit area purchased. Employers, employees of area businesses, residents, visitors, guests of residents, can purchase and utilize the placard permit. However, the placard parking program is operated on a first-come, first-served basis and is good only for the defined area for which it is purchased. There are a limited number of placards that can be issued at one time, but interested individuals can be placed on a waiting list.

There are eight defined areas in Town where parking placards can be purchased. The locations are the west side of South Ocean Blvd. between Hammon Ave. and Royal Palm Way (53 spaces); South Lake Dr. (62 spaces); South Bradley Area (26 spaces); Royal Palm Way 100 Blk. (17 spaces); Hibiscus Ave. (2 spaces); Peruvian Ave. 200 blk (10 spaces); Peruvian Ave. 300 blk. (12 spaces); Hammon Ave. (2 spaces); and Phipps Ocean Park (98 spaces). This amounts to 282 parking spaces.

### **Metered and Placard Parking Revenue History**

Below are actual annual revenue totals from FY2008 to Present. The 23.4% increase in revenue in FY2011 can be mostly attributed to the increase in hourly rates to \$5 on S. Ocean Blvd and Phipps Ocean Park.

The projected revenue total for FY2018 is \$1,144,777, assuming 0% monthly growth for the remainder of the fiscal year. This would equate to a growth in paid parking revenue of 10% from FY2017 and a cumulative total of 104% since FY2008.

<b>FISCAL YEAR</b>	<b>TOTAL REVENUE</b>	<b>ANNUAL VARIANCE</b>
FY2018 (Through April)	\$702,617	17% YTD
FY2017	\$1,041,989	-3.3%
FY2016	\$1,077,732	6.1%
FY2015	\$1,015,373	6.0%
FY2014	\$958,231	15.4%
FY2013	\$830,227	6.3%
FY2012	\$780,917	0.1%
FY2011	\$780,484	23.4%
FY2010	\$632,425	9.2%
FY2009	\$579,292	3.3%
FY2008	\$561,040	

### **Proposed “Metered” Parking Expansion Areas**

The attached map highlights the current metered parking areas in green and potential expansion areas in yellow. The areas identified for potential expansion would be converted from either 1-hour or 2-hour free parking. To manage the new areas the Town could deploy additional kiosks,

which would cost us approximately \$1,350 per year for five years through the current “lease to own” contract we have with Cale. We would also implement Parkmobile in these areas. Alternatively, the Town could choose to use Parkmobile only or use a combination of approaches depending on the circumstances of each area identified for expansion.

### **New Revenue Potential with Program Expansion**

The attached spreadsheet lists the current metered parking locations and the total revenue collected (by location) for FY2017. Also included in the spreadsheet is a list of the potential streets in which the current parking regulation could be converted from 1-hour or 2-hour to metered parking.

The methodology used in estimating new revenue includes certain hourly rates based on location, days of the week that payment is required, 8 hours per day of enforcement, and the number of available spaces. It also assumes various occupancy rates to calculate new projected revenue, totaling approximately \$840,000. The maximum potential revenue for each location is also shown as a reference point if all spaces were 100% occupied at all times.

### **Paid Parking Expansion Concerns**

Since the concept of expanded the paid parking program was public introduced earlier this year, staff has received some feedback from the business community. Some of the input was supportive and some expressed concern. The specific issues include concern about adding physical kiosks to areas like Worth Avenue, the inability to efficiently use kiosks and Parkmobile by elderly individuals and the worry that customer visits may diminish if they had to pay for parking in areas where it is now free, thus hurting businesses.

### **Paid Parking Expansion Benefits**

The concerns expressed about adverse impact to businesses are normal but there is evidence to indicate otherwise. See the attached articles. Frequent turnover of on-street parking spaces is critical in commercial areas. Ideally, one in every eight spaces should be available at all times, which is a metric that confirms that rates are priced correctly to meet demand. Space availability created by turnover not only makes it easier for customers to access parking, it also reduces traffic congestion caused by motorist “circling” to find an open space.

To address the concerns about usability of kiosks or Parkmobile, the implementation of centralized valet operations in commercial areas could be explored as an option to self-parking and as a supplement to business specific valet operations that exist today.

Attachments

cc: Department Directors  
Parking Committee