

Meeting #5

4/13/10

Storrs Center Steering Committee

restoration



consulting

studies

design



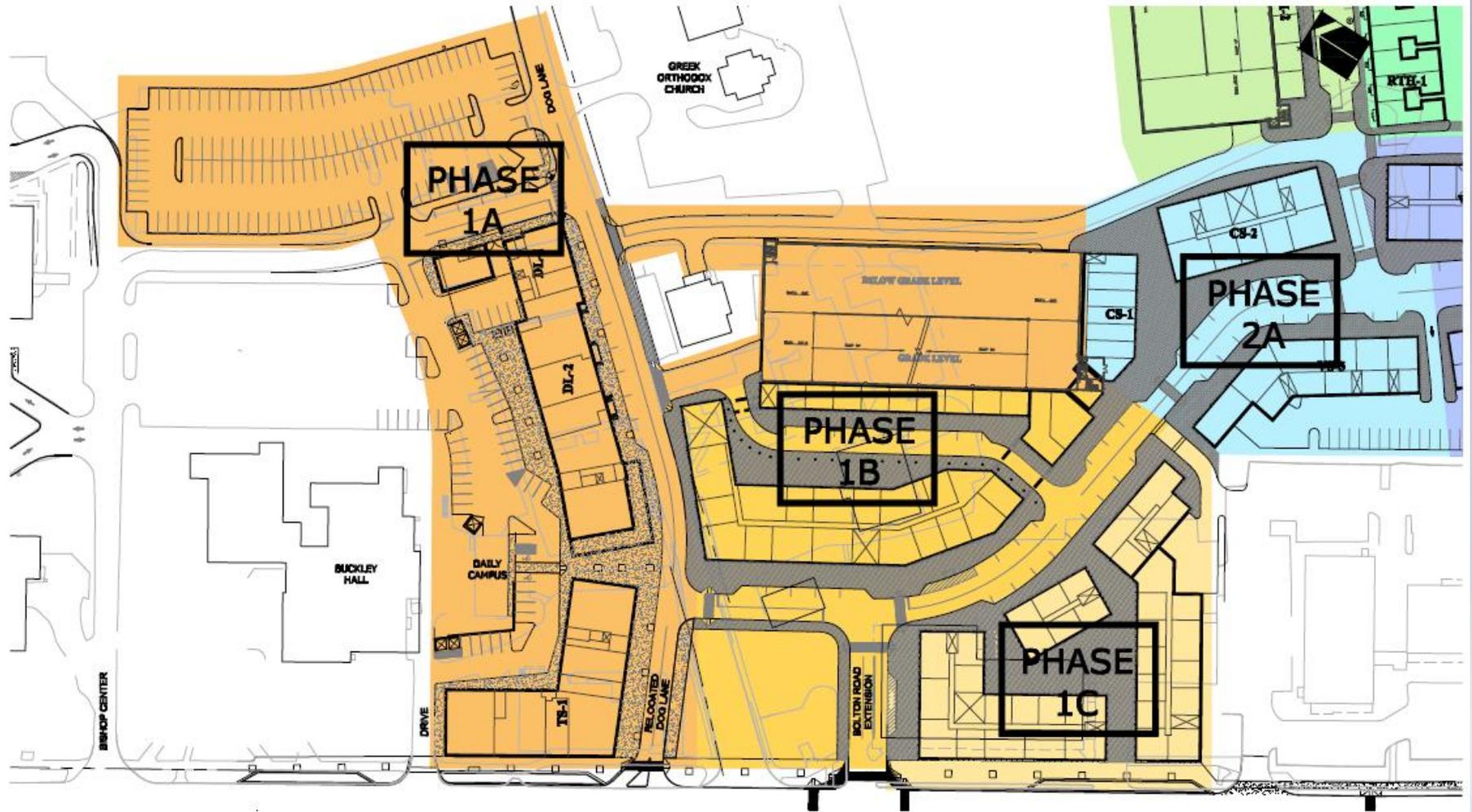
WALKER
PARKING CONSULTANTS

Agenda

- 1) Call to Order
- 2) Approval of Minutes from March 2, 2010 (attachment)
- 3) Remarks from the Chair
- 4) Review of Parking Management and Parking Systems
- 5) Topics for next meetings
- 6) Review of next meeting date
- 7) Public Comment
- 8) Adjourn



Conceptual Phase 1 Parking Plan



STORRS CENTER
STORRS, CONNECTICUT

PHASE 1 PLAN
DATE: 01.07.10
PROJECT #: 030007



Preliminary Phase 1 Program

Phase 1A:

122 Residential Units
10,889 SF "Sit Down" Restaurant
5,007 SF "Grab N Go" Restaurant
4,764 SF Office
9,602 SF Community Shopping

Phase 1B:

109 Residential Units
2,027 SF "Grab N Go" Restaurant
20,000 SF Community Shopping

Phase 1C:

120 Residential Units
8,889 SF "Sit Down" Restaurant
5,537 SF "Grab N Go" Restaurant
4,724 SF Office
9,972 SF Community Shopping

PARKING:

Storrs Road Parking (Public)	59 Spaces
Garage (Public)	538 Spaces
Surface Parking (Private)	150 Spaces
Town Square/Dog Lane (Public)	<u>20 Spaces</u>
TOTAL	767 Spaces

PHASING:

- Storrs Road and Garage completed in tandem with Phase 1A
- Commercial spaces in Bishop Lot developed as needed for Phase 1A commercial tenants
- On-Street parking made available as phasing permits
- Bishop Lot extension is completed last



Management Configuration

General Issues:

- Public parking systems are often hamstrung by lack of single entity to oversee operation, planning, and revenues.
 - Oversight often split between public works, finance, redevelopment, planning, police. Revenues split too – fines to police, meters to general fund, off-street to parking dept. etc.
- Regardless of individual ownership, facilities should be operated as a single system.
 - Shouldn't compete on rates, or for highest \$/space parkers.



Management Options

- Oversight:

- Parking Authority: Established per CT law – five-person appointed board. Separate entity from City – decisions made by board. Must self support. Bonding capacity separate from general fund.
- Parking Department /Enterprise Fund: Within City government – decisions (rate increases, etc.) reviewed by Town Council. Backing of General Fund. Enterprise funds should self support; don't always. Should consolidate activities.

- Management:

- Self-Operation: City hires all staff, contracts all services internally or externally; runs day-to-day operation.
- Third Party Operation - Subcontract: City hires and oversees parking management firm. City has minimal staff for system oversight, but does not hire site staff or contract services. City reimburses operating expenses and pays management fee. City retains control of service level and rates. Can fire non-performing operator.
- Third Party Operation – Lease: Parking management firm pays City for lease on parking. Low risk and low oversight work for City. City has almost no control over rates, cleanliness, service, etc. Hard to get rid of operator that is performing poorly.



Site Management Options

City Self-Operates

- Pros:
 - City has full control of parking operation (service level, etc.).
 - No doubling of management efforts.
- Cons:
 - City hires staff:
 - good customer service, but
 - expensive and
 - hard to get enough labor pool.
 - Need to create a new dept. and/or impact several existing ones.

City Subcontracts (Mgmt Agreement)

- Pros:
 - Mgmt co. brings expertise and staff:
 - City not burdened with staffing, maintenance, equipment vendors, training, etc.
 - Staffing generally cheaper through mgmt co. than City.
 - City controls rates, service level.
- Cons:
 - City must manage the mgmt co.
 - Poor operator performance reflects badly on City.



Management Approach - Staffing

City Self-Operates

- Parking Manager
 - Sets policy, rates, budgets
 - Reviews financial reports
 - Coordinates with finance, Town Council, community
 - Hires staff
- Auditor (within Finance Dept.)
 - Part time
- Parking Operation Staff
 - Cashiers
 - Site manager
 - Enforcement
 - Maintenance/Janitorial

City Subcontracts (Mgmt Agreement)

- Parking Manager
 - Possibility of part time
 - Sets policy, rates
 - Manages operator – reviews budgets, expenses, financial reports
 - Coordinates with finance, Town Council, community
 - Hires operator
- Auditor (within Finance Dept.)
 - Part time



Operations Configuration

General Issues:

- Basic principle of parking management:
 - Low turnover parkers (employees and residents) should be in least convenient spaces.
 - “Nesting” gates or other management techniques are more effective than honor system.
 - Most desirable spaces should not be cheaper than garages.
 - Many cities get this wrong – charge less for meters than garages.
 - Ideally should be more expensive than garages.
 - Where premium spaces are metered, they must be actively enforced or they will become low-turnover parking.



System Configuration – On-Street

Time Limits Versus Meters

- Time limits cost almost nothing to institute
- Are perceived as “friendlier”
- But:
 - Can't be “fed” (not friendly...)
 - Don't generate revenue
 - Are harder and more expensive to enforce
 - Encourage congestion



System Configuration – Meter Options

Meters

- Single Space
 - Traditional (mechanical)
 - Electronic (more options and control)
- Multi-space
 - Pay and Display (P&D)
 - Pay by Space



System Configuration – Meter Options

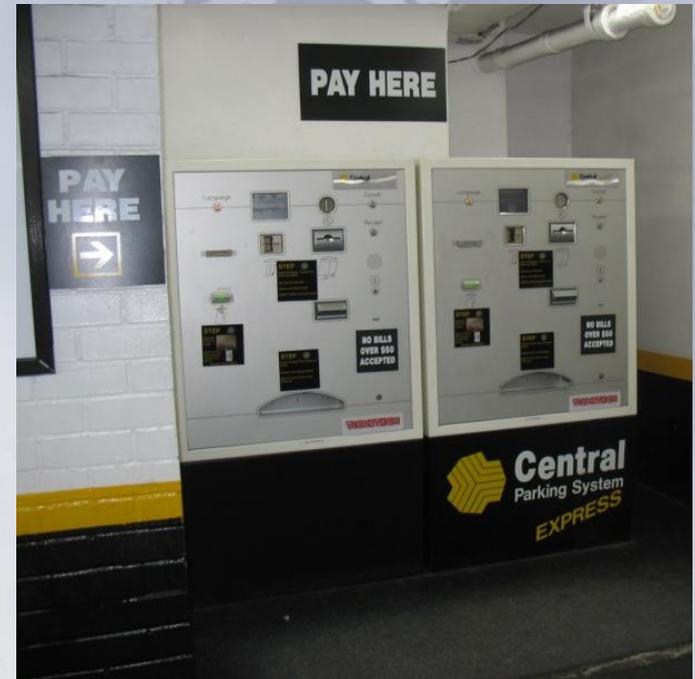
	Single-space	Multi-space
Cost	\$1,200*/meter, but 1/stall (=\$96,000)	\$12,500*/meter) but can support ~10 on-street spaces (=\$100,000) + \$200/stall for signage (=\$16,000)
Accountability	Electronic units have some audit capability, but limited	Reports income; less revenue loss than older meters.
Enforcement	Medium effort	P&D = Very slow Pay by Space = Very fast
Flexibility	Electronic ones have some options – smartcards, etc. – and are programmable for varied rate structures	Multiple payment options, programmable for varied rate structures, pay by cell phone available, communicate with handhelds
Other	Long rows of meters considered aesthetically undesirable by some	More revenue upside: no time left on meter. Pay by Space requires “Space #” signage – aesthetically undesirable. Some people find them difficult to use.

*Approximate; costs vary by company, options, and bid.



System Configuration – Off-Street

- Gated
 - Pay on Exit (POE)
 - Pay on Foot (POF)
- Metered
 - Pay by Space



Permit Parkers

Residents, employees should be required to park in least convenient areas.

- In gated parking areas, permit areas can be separated by “nesting” gates.
 - Pro: Protects areas so residential reserved areas aren’t “poached” by customers.
 - Pro: Protects most convenient parking for high turnover retail customers.
 - Con: Once gates are positioned, difficult to change.
- In multi-space metered parking areas, can assign spaces.
 - Pro: No gates required; easy to change.
 - Pro: Employee/resident access cards only work in assigned spaces.
 - Con: To avoid transient parkers using vacated permit spaces for free, need to install sensors.



System Configuration – Off-Street Options

	<u>Pay on Foot</u>	<u>Pay on Exit</u>	<u>Pay by Space</u>
Cost	\$42,000*/unit (# depends on layout) + \$100,000 back end.	\$30,000*/lane (# depends on layout) + \$100,000 back end.	\$12,500*/meter (# depends on layout) + \$300/stall for sensors.
Labor	Theoretically no cashiers, but usually one. Can be unstaffed at slow times.	Each exit lane is staffed. One cashier at slow times. After hours gate is up.	Enforcement and collections.
Flexibility	Monthly permits, validations, etc. are easy.	Monthly permits, validations, etc. are easy.	Validations and other "exceptions" are cumbersome. Permits are easy, but work best if sensors are installed.
Other	Difficult to install if there are too many entry/exit points. Initial learning curve.		Not traditional for garages, but new technologies make it feasible now. Some people dislike them.

*Approximate; costs vary by company, options, and bid.

