

Downtown Parking Updates

Rochester City Council
Committee of the Whole
November 5, 2018



Purpose

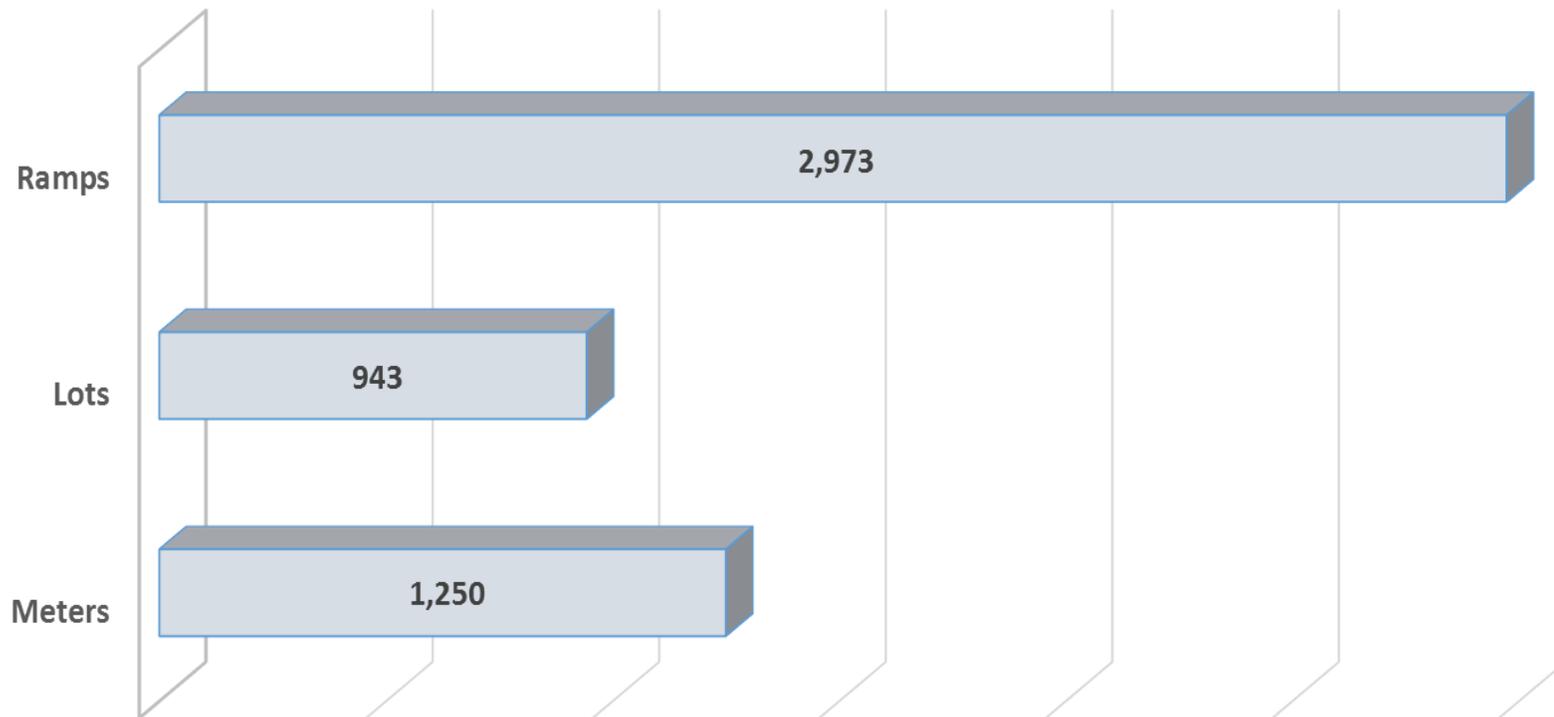
Provide the city council and members of the public with information regarding the following:

- Current parking inventory and occupancy rates (snapshot)
- Near-term (5-year) planned changes in parking inventory
- Current parking policy initiatives
- Near-term challenges and opportunities
- Council actions requested

Municipal Parking Inventory

MUNICIPAL PARKING INVENTORY BY TYPE

■ Stalls



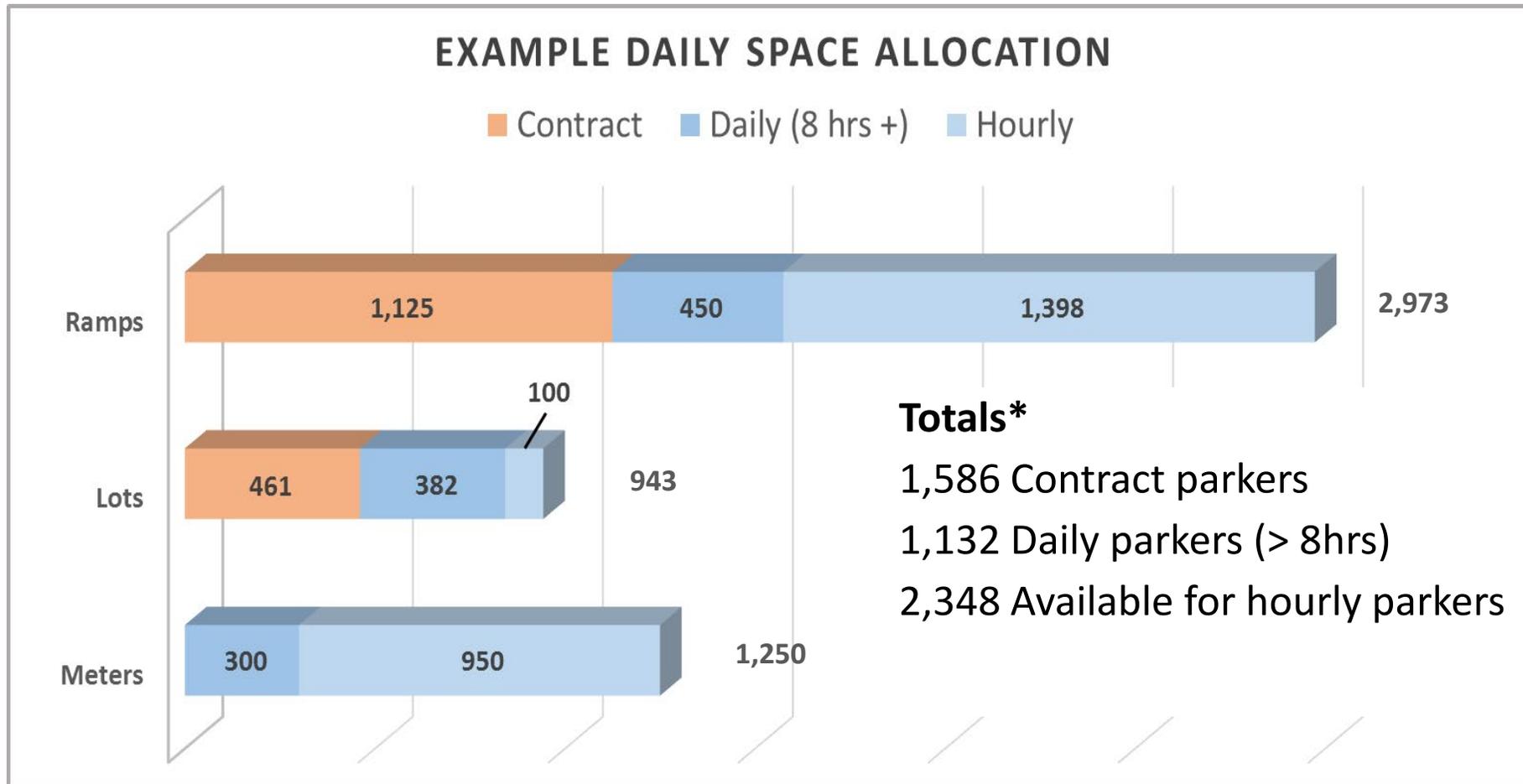
Total inventory: 5,166

- Structured: 2,973
- Surface: 943
- Metered: 1,250

Avg. occupancy: 83%

**50% Hourly parkers
park free (<1 hr or
after 5pm.)**

Municipal Parking Inventory



Total inventory: 5,166

- Structured: 2,973
- Surface: 943
- Metered: 1,250

Avg. occupancy: 83%

50% Hourly parkers park free (<1 hr or after 5pm.)

* For illustrative purposes only. Number of contracts varies from month to month and all use types vary from day to day.

ARMORY
No short-term
74%

POWER PLANT
No short-term
96%

MAYO BALLFIELD
No short-term
94%

CIVIC CENTER NORTH
No short-term
97%

CENTER STREET
23 short-term avail.
91%

RAMP #6
JAN. 2019

1ST STREET
0 short-term available
98%

CIVIC CENTER
44 short-term avail.
88%

PARKING OCCUPANCY SNAPSHOT
November 1, 2018 - 11:00 a.m.

87%

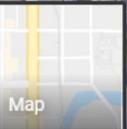
- Surface parking
- Structured parking

2ND STREET
51 short-term available
83%

3RD STREET
132 short-term available
80%

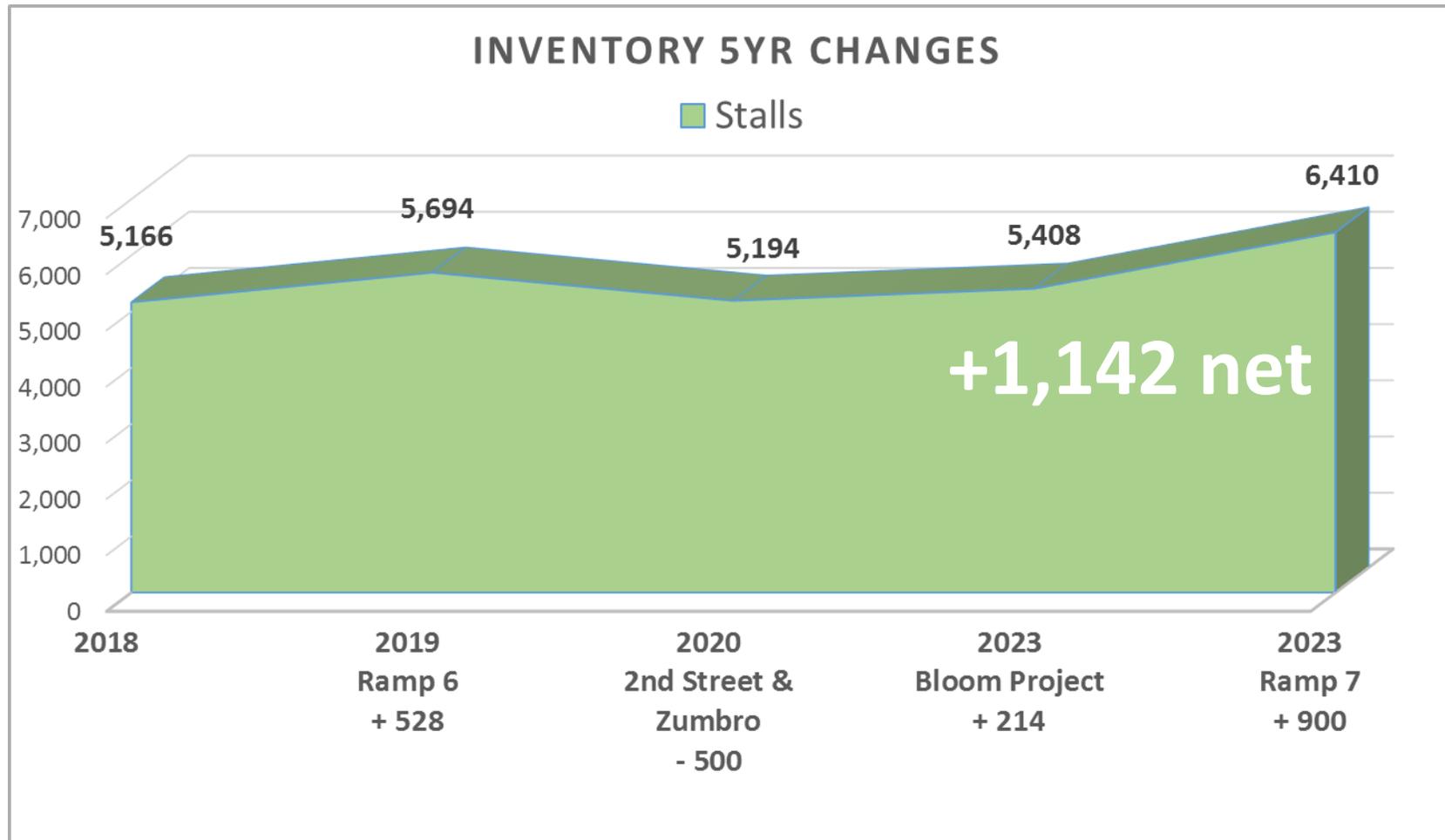
ZUMBRO
22 short-term available
42%

CIVIC CTR SOUTH
22 short-term available
80%



Google

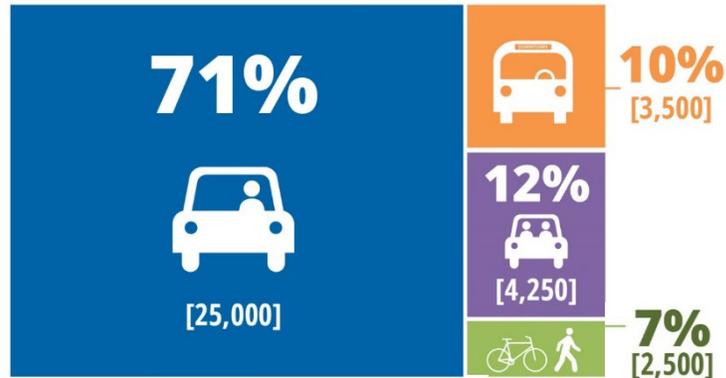
Future Parking Inventory (near term)



Integrated Transportation Studies

TODAY

35,250 Daily Commuters



MODE SHIFT STRATEGIES

43% Single Occupancy Vehicle

- Approx. 8,000 new parking spaces downtown
- Majority of new parking for residents & guests

30% Transit Ridership

- Park & Rides: 2,650 additional spaces
- Mobility Hubs: 6,000 new spaces in two areas
- Future BRT and transit enhancements

13% Active Transportation

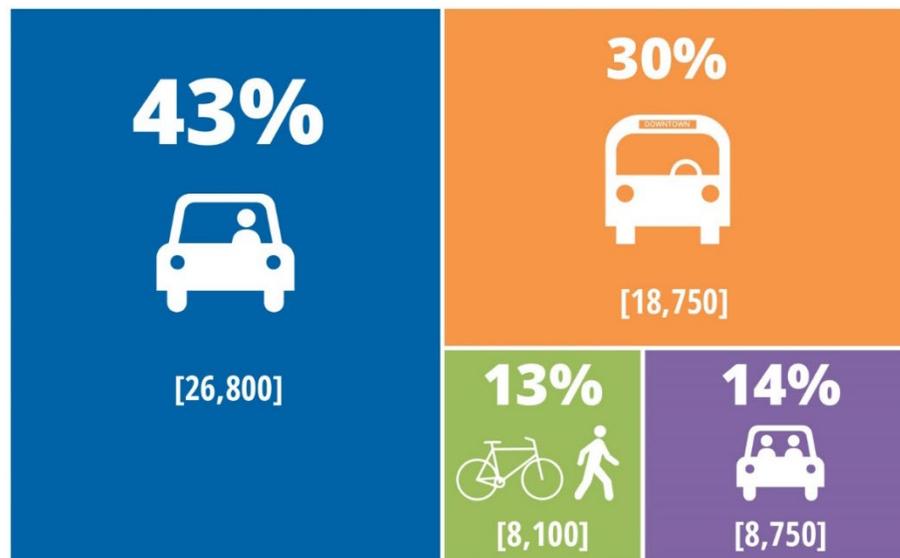
- Increase downtown housing
- Improve bike & pedestrian facilities

14% Carpool/Vanpool

- New online ride matching tools
- Carpool-friendly parking policies

2040 TARGET

62,400 Daily Commuters



Transportation Management Assoc.



Near-term Goals and Activities

- Recruit downtown workplaces to join the TMA
- Educate commuters about sustainable travel options
- Implement workplace promotions and campaigns
- Carpool Week, Try Transit, Bike to Work Day
- Develop additional TMA programs: carpool parking and emergency ride home
- Develop a long term governance and organizational structure for the TMA

Parking Rate Study

Council on Sept. 5 approved graduated parking fee increases for the five-year period 2019 through 2023.

Guiding principles:

- Simplify current parking rate structure
- Provide sufficient revenue to cover annual operating expenses
- Allow city to meet future parking-related debt service obligations
- Fund future financial reserve requirements
- Support smart parking management objectives, and DMC plan

Parking Rate Study



- Transient (hourly) parking
 - Maintain free parking policies: under 1 hour, evenings, and weekends
 - Day rate (6-12 hours) to increase from \$9.50 to \$14.00 in year 1 (2019) and to \$16.00 by year 5 (2023)
 - 30-minute rate band increments between 1 and 6 hours.
- Contract parking
 - Approved graduated increases to achieve monthly contract discount rate target (20% discount from full day rate) in year 5 (2023)
- Approved increases in meter, citation, and residential permit fees

Rates: Transient Parking



Case:	Approved					
Type	2018	2019	2020	2021	2022	2023
< 30 minutes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
>30 to 60 minutes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
> 1 to 1.5 hours	\$3.50	\$3.00	\$3.00	\$4.00	\$4.00	\$5.00
> 1.5 to 2 hours	\$4.50	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00
> 2 to 2.5 hours	\$5.50	\$5.00	\$5.00	\$6.00	\$6.00	\$7.00
> 2.5 to 3 hours	\$6.00	\$6.00	\$6.00	\$7.00	\$7.00	\$8.00
> 3 to 3.5 hours	\$6.50	\$7.00	\$7.00	\$8.00	\$8.00	\$9.00
> 3.5 to 4 hours	\$7.00	\$8.00	\$8.00	\$9.00	\$9.00	\$10.00
> 4 to 4.5 hours	\$7.50	\$9.00	\$9.00	\$10.00	\$10.00	\$11.00
> 4.5 to 5 hours	\$7.50	\$10.00	\$10.00	\$11.00	\$11.00	\$12.00
> 5 to 5.5 hours	\$8.50	\$11.00	\$11.00	\$12.00	\$12.00	\$13.00
> 5.5 to 6 hours	\$8.50	\$12.00	\$12.00	\$13.00	\$13.00	\$14.00
> 6 to 12 hours	\$9.50	\$14.00	\$14.00	\$15.00	\$15.00	\$16.00
> 12 to 24 hours	\$13.50	\$16.00	\$16.00	\$17.00	\$17.00	\$18.00
after 5PM	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Weekends	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Events**	\$0.00	TBD	TBD	TBD	TBD	TBD

**Event rate requires further discussion and policy-setting

Rates: Contract Parking

Case:	Approved					
Type	2018	2019	2020	2021	2022	2023
24/7 Commercial	\$170.00	\$190.00	\$224.00	\$270.00	\$315.00	\$352.00
24/7 Residential	\$105.00	\$125.00	\$168.00	\$210.00	\$240.00	\$288.00
24/7 Random	\$105.00	\$125.00	\$168.00	\$210.00	\$240.00	\$288.00
Daytime Random (Center St)	\$145.00	\$165.00	\$182.00	\$195.00	\$225.00	\$256.00
Daytime	\$95.00	\$115.00	\$154.00	\$195.00	\$225.00	\$256.00
FLEX	\$90.00	\$110.00	\$140.00	\$180.00	\$210.00	\$224.00
Rooftop	\$90.00	\$110.00	\$145.00	\$185.00	\$215.00	\$240.00

2023 (10-hours)
\$320.00
110%
90%
90%
80%*
80%*
70%
75%

*Contract rates achieve pricing goals (20% discount rate) by 2023.

Rates: Flat Lots Transient & Contract

10469 - Flat Lots - Transient Rate Stratification (2018 projected)	2018	+/-	2019	2020	2021	2022	2023
Rate Category							
10465 - Civic Center North	\$3.00	\$1.00	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00
10466 - Civic Center South	\$3.00	\$1.00	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00
10467 - Mayo Ball Field	\$3.00	\$1.00	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00
10468 - Civic Center Overflow (Power Plant)	\$3.00	\$1.00	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00
Billed Validations	\$3.00	\$1.00	\$4.00	\$4.00	\$5.00	\$5.00	\$6.00

Total

10469 - Flat Lots - Contract Rate Stratification (2018 projected)	2018	+/-	2019	2020	2021	2022	2023
Rate Category							
10466 - Civic Center South (Tax Exempt)	\$60.00	\$20.00	\$80.00	\$80.00	\$100.00	\$100.00	\$120.00
10466 - Civic Center South	\$60.00	\$20.00	\$80.00	\$80.00	\$100.00	\$100.00	\$120.00
10466 - County (Tax Exempt)	\$20.00	\$20.00	\$40.00	\$40.00	\$45.00	\$45.00	\$60.00
10468 - Alley/Henderson	\$25.00	\$10.00	\$35.00	\$35.00	\$40.00	\$40.00	\$48.00
10468 - Alley/Murakami	\$50.00	\$20.00	\$70.00	\$70.00	\$80.00	\$80.00	\$96.00
10466 - CCS (City Regular/collected by City)	\$17.00	\$0.00	\$17.00	\$20.00	\$20.00	\$22.00	\$25.00
10467 - Mayo Ballfield (City Regular/collected by City)	\$12.00	\$5.00	\$17.00	\$20.00	\$20.00	\$22.00	\$25.00
10468 - Power Plant (City Regular/collected by City)	\$14.50	\$20.00	\$34.50	\$36.00	\$40.00	\$45.00	\$60.00
10469 - Zumbro (City Assigned/collected by City)	\$24.00	\$20.00	\$44.00	\$44.00	\$45.00	\$45.00	\$60.00
City Hall Garage (City Assigned/collected by City)	\$12.00	\$20.00	\$32.00	\$36.00	\$40.00	\$45.00	\$60.00
10468 - Civic Center Overflow (Power Plant)	\$50.00	\$20.00	\$70.00	\$72.00	\$80.00	\$80.00	\$96.00
10469 - Zumbro (Reserved)	\$90.00	\$20.00	\$110.00	\$152.00	\$190.00	\$190.00	\$228.00
10707 - Armory (Day)	\$120.00	\$20.00	\$140.00	\$152.00	\$190.00	\$190.00	\$228.00

Rates: Meters (hourly)



Meter/Hourly Rates (2018-2023)	2018	2019	2020	2021	2022	2023
30 Minutes	\$1.40	\$1.40	\$1.50	\$1.50	\$1.50	\$1.70
90 Minutes	\$1.20	\$1.20	\$2.00	\$2.00	\$2.00	\$2.20
2 Hours	\$1.40	\$1.40	\$2.50	\$2.50	\$2.50	\$2.80
3 Hours	\$1.20	\$1.20	\$1.50	\$1.50	\$1.50	\$1.70
10 Hours	\$0.40	\$0.40	\$0.50	\$0.50	\$0.50	\$0.60

Summary:

Assumes Technology Upgrade

Value Prices On-Street Parking

Note:

For comparison – all proposed rates in the table represent the price to park for one hour.

Example 1: The price to park at a 10 Hour Meter is \$0.40 for 1 hour, or \$4.00 for 10 hours

Example 2: The price to park at a 30 Minute Meter is \$0.70 for 30 minutes or \$1.40, if a patron were to extend stay to 1 hour.

Rates: Enforcement & Citations

Citation Rates (2017-2022)	2017	2019	2020	2021	2022	2023
Expired Meter	\$17.00	\$20.00	\$20.00	\$25.00	\$25.00	\$30.00
On-Street Violation	\$22.00	\$25.00	\$25.00	\$32.00	\$32.00	\$38.00
Fire Hydrant	\$27.00	\$30.00	\$30.00	\$38.00	\$38.00	\$45.00
Expired Registration	\$37.00	\$40.00	\$40.00	\$50.00	\$50.00	\$59.00
Snow Emergency	\$84.00	\$87.00	\$87.00	\$109.00	\$109.00	\$128.00
Handicap Parking	\$152.00	\$155.00	\$155.00	\$194.00	\$194.00	\$227.00

Citation Revenue (after tax)	2017	2019	2020	2021	2022	2023
All Types	\$298,178	\$406,818	\$409,550	\$595,300	\$598,872	\$751,786
% Change		36%	1%	45%	1%	26%
\$ Change		\$108,641	\$2,732	\$185,750	\$3,572	\$152,913

Citation Units	2017	2019	2020	2021	2022	2023
All Types	37,157	36,700	36,920	35,296	35,508	34,513
% Change		-1%	1%	-4%	1%	-3%
\$ Change		(456)	220	(1,624)	212	(994)

Summary:

- \$12.00 State Tax Paid Each Ticket
- 70% of Citations are \$22.00 Tickets
- (\$193,000) Estimated Loss 2017
- Positive Cash Flow in 2020
- 14.0% Enforcement/Citation Revenue CAGR (Net of Tax)
- 11.9% Enforcement/Citation Avg Rate CAGR (Before Tax)

Rates: Residential Permits



Residential Permit Rates	2018	2019	2020	2021	2022	2023
Application Fee	\$5.00	\$6.00	\$6.00	\$8.00	\$8.00	\$10.00
Business	\$20.00	\$25.00	\$25.00	\$30.00	\$30.00	\$30.00
Residential	\$20.00	\$25.00	\$25.00	\$30.00	\$30.00	\$30.00
Temporary/Day	\$10.00	\$15.00	\$15.00	\$18.00	\$18.00	\$18.00

Residential Permit Revenue	2018	2019	2020	2021	2022	2023
All Types	\$27,096	\$33,931	\$33,943	\$40,743	\$40,743	\$48,895
Residential Permit Units	2018	2019	2020	2021	2022	2023
All Types	1,853	1,853	1,853	1,853	1,853	1,853

Summary:

Minor Revenue Source

\$5.00 Rate Increase Year 2019

\$5.00 Rate Increase Year 2021

No Rate Adjustment 2022 – 2023

Positive Cash Flow in 2022

5-Year Pro Forma Budget*



Case:	Base - 30 Min Rates	2019	2020	2021	2022	2023
Total Parking Fund	Revenue	\$ 9,515,258	\$ 10,997,570	\$ 11,082,076	\$ 13,173,042	\$ 13,271,881
	Expenses	(6,130,700)	(6,314,600)	(6,503,800)	(6,698,600)	(6,899,800)
	Net Income	3,384,558	4,682,970	4,578,276	6,474,442	6,372,081
Revenue Bond Financing Scenario:						
	Net Operating Income (projected)	\$ 3,384,558	\$ 4,682,970	\$ 4,578,276	\$ 6,474,442	\$ 6,372,081
	Debt Service (\$30mm, 4.50%, 20-Yr., Issue CY 2019)	2,306,000	2,306,000	2,306,000	2,306,000	2,306,000
	Debt Service Coverage Ratio (projected)	1.47	2.03	1.99	2.81	2.76
	Debt Service (\$30mm, 4.50%, 20-Yr., Issue CY 2022)	-	-	2,306,000	2,306,000	2,306,000
	Debt Service Coverage Ratio (projected)	1.47	2.03	0.99	1.40	1.38
	Retained Earnings after Debt Service (projected)	\$ 1,078,558	\$ 2,376,970	\$ (33,724)	\$ 1,862,442	\$ 1,760,081

* Includes effects of 30-minute rate band increments; does not include event fee revenue; debt service obligations are based on assumptions, actual debt costs and timing may differ.

Challenges

- Meeting diverse needs of various community stakeholders
- Providing consistent communication, managing expectations, and addressing misconceptions
- Reductions in parking inventory due to construction activity and related street closures
- Evolving parking needs based on new development and changes in occupancy
- Addressing exceptions to ITS recommendations, including location of parking facilities
- Achieving goals will take time, we need to be flexible/nimble, & employ both short- and long-term strategies

Council Actions Requested

- Ramp #7

Direct staff to bring site alternatives analysis forward to COW in first quarter of 2019.

- Ramp “buy-in” option

Direct staff to research & draft policy language providing a buy-in option for public ramps for the development community. Issues to be addressed include:

1. A capital investment is made that is equivalent to the cost of constructing the space.
2. A contribution to annual operating and additional capital investment is provided.
3. A reasonable term is established that provides future flexibility in the event a ramp redevelops.
4. Criteria is established that indicates a ramp will continue to have capacity to meet short term and visitor parking needs.
5. Partial offset of parking requirements for Arrive Rochester annual membership or sponsorship payments and/or TDM-friendly design features (showers, bike facilities, etc.).



Thank you. Questions?

