

CONTOURS OF PAID PARKING:

A Framework for Discussion and Decision Making



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Mayor Pro Tem

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Version 6

Contours of a Paid Parking Solution

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PAID PARKING: NECESSARY AND INEVITABLE

Coastal communities in Southeastern North Carolina have moved expeditiously to implement paid parking systems. There are four compelling reasons for this irrevocable trend.

1. The dramatic upsurge in visitors necessitates a traffic plan to ensure an orderly, safe environment. In this context, paid parking is a component of a town's strategic plan.
2. Paid parking coupled with a comprehensive traffic plan safeguards the property rights of citizens. Every town faces the challenge of managing capacity since resources, such as parking spaces, are limited.

PAID PARKING: NECESSARY AND INEVITABLE

3. Paid parking creates an additional revenue stream to ease the burden on residents who pay to support continued beach improvement/preservation.
4. Paid parking provides a form of equity in that all visitors to our beach contribute to its maintenance.

Contours provides a framework for a reconsideration of paid parking. It is not a plan per se, but a point of departure for discussion and decision-making.

Contours of a Paid Parking Solution

Goals

1. Ensure public safety
2. Preserve property rights
3. Provide a revenue stream for beach improvement
4. Develop a comprehensive plan for traffic management
5. Identify 100% of rental properties by requiring Parking Permits at short-term rentals.

Renters will check-in on the Park Mobile App. Issuance of permits will be limited to the number of parking spaces on record for that property.

Cost: \$10/vehicle. Two benefits: parking revenue/enforcement and identifying rentals for collecting Accommodation Tax.

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Strategies

- A. Special rules apply from April 1 to September 30 Yes No Revise
- B. No right of way parking without a permit Yes No Revise
- C. Specific spaces designated by the Town South of Oak Island Drive will become paid parking. Yes No Revise
- D. Town will identify all Town-owned parcels and consider each for efficacy for a paid parking area.
- E. All parking will be first come, first served*. However, residents with a current parking sticker will not be charged the hourly rate.
- F. The Town will utilize a vetted vendor to implement and manage the parking system once established deploying digital technology.
- G. The Town will work to develop off-island paid parking with a shuttle system.

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Action Steps

- ☒ Consult Council
- ☒ Consult Administration to include Mayor, Finance Director, Chief of Police, Development Services, Public Works
- ☐ Identify a work group comprised of members of the administration, the Mayor, two Council members, and two members of the Planning Board to serve in an advisory capacity once Council approves the paid parking project. **Yes** **No** **Revise**
- ☐ Engage Public Information Director, Mike Emory, on messaging strategy.
- ☐ Engage stakeholders, (specifically the rental agencies, potentially affected businesses and public) to conduct a stakeholder analysis
- ☒ Review/refine Contour document so that it effectively drives thoughtful deliberation/discussion

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Action Steps (cont'd)

- ☐ Collect and review info from “sister” communities who have installed a paid parking program. (Aug)
- ☐ Develop and conduct public input sessions using the Budget Model (Sep)
- ☐ Summarize written and spoken public input (Sep)
- ☐ Identify program success indicators
- ☐ Make final decisions (Nov/Dec) Yes No Revise
- ☐ Submit for legal review
- ☐ Develop vendor requirements and performance indicators / Begin RFP process (Nov/Dec) Yes No Revise

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Action Steps (cont'd)

- ☐ Select Paid Parking Vendor (Dec/Jan) Yes No Revise
- ☐ Establish permits, parking sticker rates, program budget , and infrastructure (Dec/Jan)
- ☐ Begin to deploy program (Mar)
- ☐ Evaluate program using success indicators as the basis; establish report and adjust program accordingly (Oct/Nov 2023)

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System Design

1. A vendor operated system using digital technology.
2. On-Island maximum capacity = 2,000 spaces? Yes No Revise
3. Paid Parking map to be provided by the Town Manager which will illustrate all potential spaces in the system? Yes No Revise
4. No ROW parking without a town generated permit valid for maximum of 72 hours?
 - a. Permits are renewable? Yes No Revise
5. Eliminate overnight parking ? Yes No Revise
6. Define commercial corridor per the town parking map (#3 above).
7. Ban private parking lots within town limits? Yes No Revise
8. Create and launch a paid parking information plan in concert with the rental community? Yes No Revise

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Operations

- | | | | |
|---|-----|----|--------|
| 1. Season is April 1 – September 30 | Yes | No | Revise |
| 2. All Town sponsored events will be exempt from paid parking? | Yes | No | Revise |
| 3. Season Passes for residents? | Yes | No | Revise |
| 4. Season Passes for non-residents? | Yes | No | Revise |
| 5. Weekly Passes? | Yes | No | Revise |
| 6. Discounted passes for Handicapped? | Yes | No | Revise |
| 7. Discounted passes for Veterans? | Yes | No | Revise |
| 8. Hours of operation 8am-6pm | | | |
| 9. ALL beach access parking spaces (200) reserved for resident permit holders | Yes | No | Revise |

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Operations (cont'd)

- 10. Enforcement (See Vendor requirements)
- 11. Hire a program manager as in-house liaison for paid parking as recommended by the Sand Ad Hoc Committee? Yes No Revise
- 12. Identify a list of businesses and community groups with potential ROW exceptions to paid parking? Yes No Revise
- 13. Golf carts to be included in the paid parking program? Yes No Revise
- 14. Parking rates to be determined at the December Council Retreat? Yes No Revise
- 15. Request local legislation to spend program monies for any public purpose? Yes No Revise

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Vendor Requirements

1. Negotiate a 3-year contract which includes performance measures that must be met.

Yes No Revise

2. Vendor will provide a public presentation of the system
3. Vendor is responsible for system installation
4. Vendor is responsible for staffing the system
5. Vendor is responsible for all paid parking enforcement
6. Vendor is responsible for managing the appeals process
7. Vendor is responsible for routine data sharing as requested by the Town

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Vendor Requirements (cont'd)

8. Vendor is responsible for providing multi-year revenue forecast
9. Vendor is responsible for submitting monthly financial reports
10. Vendor required to participate in end-of-year evaluation and make recommendations for improvement
11. Vendor will be informed of performance requirements in the RFP
12. Vendor is responsible for identifying fixed cost to the Town for running the system
13. Vendor is responsible for providing a signage plan
14. Vendor will submit a 1-year “proof of concept” report
15. Vendor will consult / advise the Town on the development of a remote parking system

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Calendar (Draft)

- August 16: Present revised contours document to public along with ROW decision
- September 6: Public input meeting
- September 13: Contour discussion, Presentation of parking map, Review financial projections presented by David Hatten. Council to make preliminary decisions
- October 11: Council paid parking vote / Paid parking RFP content development / Paid parking local act request
- December: Review returned paid parking RFPs
- Dec/Jan: Select paid parking vendor

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Future Considerations

- ☐ Consider post-evacuation reentry stickers?
- ☐ Continue work with the Williamson Tract, County, et al., with development and operation of a multi-phased shuttle system for beach transport (beginning FY 24)
- ☐ Consider long-range planning for public transportation in the Oak Island / Southport area, but start with a smaller scope such as beach transport.

Yes No Revise

- ☐ Consider extending public transportation to Leland (commuter express / beach express).

Yes No Revise