

# CONTOURS OF PAID PARKING:

## A Framework for Discussion and Decision Making



John Bach  
Mayor Pro Tem

August 15, 2022  
Version 6

# Contours of a Paid Parking Solution

---

## Table of Contents

I.	Rationale for Paid Parking	Page 1-2
II.	Goals	Page 3
III.	Strategies	Page 4
IV.	Action Steps	Page 5-7
V.	Paid Parking System Design	Page 8
VI.	Paid Parking System Operations	Page 9-10
VII.	Vendor Requirements	Page 11-12
VIII.	Draft Calendar	Page 13
IX.	Future Considerations	Page 14

# 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.

# Contours of a Paid Parking Solution

## Strategies

A. Special rules apply from <u>April 1 to September 30</u>	Yes	No	Revise
B. No right of way parking without a permit	Yes	No	Revise
C. Specific spaces designated by the Town <u>South of Oak Island Drive</u> 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.			

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## Action Steps (cont'd)

Action Step	Dec/Jan	Mar	Oct/Nov 2023
<input type="checkbox"/> Select Paid Parking Vendor	Yes	No	Revise
<input type="checkbox"/> Establish permits, parking sticker rates, program budget , and infrastructure			
<input type="checkbox"/> Begin to deploy program			
<input type="checkbox"/> Evaluate program using success indicators as the basis; establish report and adjust program accordingly			

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

---

## 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

# Contours of a Paid Parking Solution

## 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

# Contours of a Paid Parking Solution

## 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