

Contours of Paid Parking: A Framework for Discussion and Decision Making

Council Worksheets

These worksheets are a tool to make it easier for you to work through the many considerations embedded in the ultimate determination of whether to implement paid parking and how. The document is for your use only. The worksheets are indexed to the “Contours of Paid Parking” slide deck and replicate the text in the corresponding slide. Mayor Pro Tempore Bach will use these worksheets to guide us through Council’s discussion during our September 13th meeting.

Please take the time to work through the document and consider your preliminary preferences in advance of the September meeting to expedite the discussion/decision-making process.

Necessary and Inevitable (slide 1-2)

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.
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.

Notes/Revisions:

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Goals (slide 3)

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.*

**If legally viable upon review*

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Strategies (slide 4)

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

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Action Steps (slide 5-7)

	Yes	No	Revise
8. Consult Council.			
9. Consult Administration to include Mayor, Finance Director, Chief of Police, Development Services, Public Works and Planner.			
10. 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.			
11. Engage Public Information Director, Mike Emory, on messaging strategy.			
12. Engage stakeholders, (specifically the rental agencies, potentially affected businesses and public) to conduct a stakeholder analysis.			
13. Review/refine Contours document so that it effectively drives thoughtful deliberation/discussion.			
14. Collect and review info from “sister” communities who have installed a paid parking program. (Aug)			
15. Develop and conduct public input sessions using the Budget Model (Sept).			
16. Summarize written and spoken public input (Sept).			
17. Identify program success indicators.			
18. Make final decisions <u>(Nov/Dec)</u> .			
19. Submit for legal review.			
20. Develop vendor requirements and performance indicators / Begin RFP process <u>(Nov/Dec)</u> .			
21. Select Paid Parking Vendor <u>(Dec/Jan)</u> .			
22. Establish permits, parking sticker rates, program budget, and infrastructure (Dec/Jan).			
23. Begin to deploy program (March).			
24. Evaluate program using success indicators as the basis; establish report and adjust program accordingly (Oct/Nov 2023).			

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System Design (slide 8)

	Yes	No	Revise
25. A vendor-operated system using digital technology.			
26. On-island maximum capacity = 2,000 spaces?			
27. Paid Parking map to be provided by the Town Manager which will illustrate all potential spaces in the system?			
28. No right-of-way parking without a Town generated permit valid for a maximum of 72 hours?			
29. Eliminate overnight parking?			
30. Define commercial corridor per the town parking map (#3 above).			
31. Ban private parking lots within town limits?			
32. Create and launch a paid parking information plan in concert with the rental community?			

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Operations (slide 9-10)

	Yes	No	Revise
33. Paid parking season is April 1-September 30.			
34. All Town-sponsored events will be exempt from paid parking?			
35. Season passes for residents?			
36. Season passes for non-residents?			
37. Weekly passes for visitors?			
38. Discounted passes for the handicapped?			
39. Discounted passes for veterans?			
40. Hours of operation extend from 8 am – 6 pm?			
41. All beach access parking spaces (200) reserved for resident permit holders?			
42. Enforcement (See Vendor requirements).			
43. Hire a program manager as in-house liaison for paid parking as recommended by the Ad Hoc Beach Nourishment Committee?			
44. Low Speed Vehicles to be included in the paid parking program?			
45. Parking rates to be determined at the December Council retreat?			
46. Request local legislation to use revenue for any public purpose?			

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Calendar Draft (slide 11)

- August 16: Present revised contours document to public along with right-of-way decision
- September 6: Public input meeting
- September 13: Contours discussion / Presentation of parking map / Present Mr. Hatten's financial projections/ 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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