PAID PARKING PROGRAM
PROGRESS UPDATE & REVIEW

David Kelly
Town Manager
March 2, 2023

UPDATED "TERMS USED" LIST

For consistency, only the following terms are being used:

- **PAID PARKING PERMIT:** Temporary parking in marked Paid Parking spaces, for anyone to purchase on-site at a cost of $5 / hour, $20 / day, or $80 / Week

- **SEASONAL PARKING PERMIT:** Seasonal parking in marked Paid Parking spaces, for anyone to purchase in advance at a cost of $175 per vehicle

- **TOWN PARKING PERMIT:** Seasonal parking in ANY marked space, for residents and property owners at a cost of $10 per vehicle (limit: 3 total)

- **TOWN PARKING DECAL:** The outgoing system in which residents and property owners use a physical decal (**GREEN**) affixed to the windshield.

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North Carolina

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- **August 16, 2022:** Council presented topic as an item for discussion.

- **August 17, 2022:** The "*Contours of Paid Parking*" presentation and other initial information were added to the Parking Information page of the Town Website at **www.OakIslandNC.gov/PARKING**.

- **September 6, 2022:** A special called meeting was held for the purpose of presenting information and receiving public input.

- **September 13, 2022:** Council reviewed "*Contours of Paid Parking*" checklist and decided on specific aspects to include.

- **October 4, 2022:** A special called meeting was held for further review and decision on the "*Contours of Paid Parking*" checklist.

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- **October 11, 2022:** Town Council directed staff to begin drafting language for a Request for Proposals/Bids (RFP) for Paid Parking Services.

- **October 28, 2022:** As the amount of information grew, a standalone page on the Town Website was created at **www.OakIslandNC.gov/PaidParking**.

- **November 8, 2022:** The Town Council voted to approve releasing the Request for Proposal (RFP) for Paid Parking Services.

- **November 9, 2022:** The Town published an RFP on the BIDS page of the town Website at **www.OakIslandNC.gov/BIDS**.

- **November 21, 2022:** Town staff compiled responses to a list of questions submitted by a potential vendor regarding the RFP.

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- **December 13, 2022:** Town Council voted unanimously to select Otto Connect as the Parking Services Vendor.

- **January 10, 2023:** Town Council voted to approve a series of proposed amendments to **Chapter 28 of the Code of Ordinances: Parking**, and to establish the **Fee Schedule** for Paid Parking, and to retain the current 182 Town Parking Decal spaces (with direction to staff to identify an additional 182 Town Resident Parking Decal spaces if available).

- **January 12 - 13, 2023:** The *Program Outline* and *FAQ* sections were added to the Paid Parking page at **www.OakIslandNC.gov/PaidParking**.

- **January 17, 2023:** Town Council voted unanimously to approve the revised (1/10) Service Agreement with Otto Connect, Inc.

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PROGRAM DEVELOPMENT (4/4)

- **February 3, 2022:** The "*Program Outline*" was updated with right-of-way parking information, and the "*FAQ*" was updated and reformatted to show questions based on subject at **www.OakIslandNC.gov/PaidParking**.

- **February 20, 2023:** During a Special Called Meeting (to address business from the recessed February 13 regular meeting), the Town Council voted to approve a Budget Ordinance Amendment, to transfer funds from the General Fund balance, to provide funding for the initial cost of the Paid Parking Program, such as signs, posts, gravel and parking bumpers. (*NOTE: These funds will be transferred back to the General Fund once the paid parking program generates revenue.*)

- **February 27, 2023:** A special meeting was officially called by the Mayor and scheduled for **March 2**, with public notice published immediately after.

SERVICE AGREEMENT

As established by the Town Council on **January 10, 2023**, and approved on **January 17, 2023**, the *Service Agreement* (contract with Otto Connect):

1. Established **Paid Parking Permit** rates of
   - **$5 per hour** for up to 3 hours
   - **$20 per day** or any duration greater than 4 hours
   - **$80 per week** for 7 consecutive days
   - **$175 per Seasonal Parking Permit** (*NOTE:* limit of 1,000 sold)
2. Provided Council the ***ability to amend*** the Service Agreement at any time, if deemed as needed.

RECENTLY ADDRESSED CONCERNS

- *Yearly Fishing Passes* sold by the Oak Island Pier, will include a *Seasonal Parking Permit* for ONE (1) vehicle.

- Structure in place to accommodate employees of businesses within the Pier Complex (shared directly with business staff).

- Special event parking accommodations for renters / guests at 801 Ocean Event Center

- Paid Parking will be suspended for duration of events at Middleton Park Complex ("*Farmers Market*" etc.), from SE 49th - SE 46th St.

- IN PROCESS: Identifying a solution to accommodate restaurant & coffee shop patrons at the Pier Complex.

PROGRESS OF SPACES ADDED

Original Total: **1,150**

- Public Parking: **880**
- Town Permit: **183**
- Handicap: **43**
- LSV: **44**

Current Total: **1,258**

- Paid Parking: **900**
- Town Permit: **284***
- Handicap: **53**
- LSV: **21**

*waiting on signage to arrive.

Otto Connect, Inc.
Parking Management Overview

Jim Varner
President and CEO
Otto Connect, Inc.

Contact us:
surfcast@ottoconnect.us
910-200-1497

FOR

CAST = Communication, Activity, Schedules, Teams

- Otto Connect Introduction
- Resident/Owner
- Visitors
- Enforcement
- Financial Relationship
- CommunityCAST
- Summary
- Q&A

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"SurfCAST by Otto Connect" is a mobile app and web/cloud-based product – customized to provide an end-to-end solution specifically for coastal communities needing managed parking.

Our GOAL is to create VALUE: for the Town, Residents, and Visitors with a seamless, easy to use, parking management solution.

Customization features
> Typical support for Town requirements
- Resident Privileges
- Parking Rates for Visitors
- Parking Enforcement
- Dashboard status reports
- Monthly, Auditable Financial Report
> Easy-to-Update

We are always open to ideas for continuing improvements

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➢We educate and support users and stakeholders via:
- An Easy-to-Use mobile app
- A Secure Web/Web-Link accessible via QRcode or browser
  - equivalent to "text to park" solutions ***without*** the non-secure text process
- Phone support with real, local people knowledgeable about the Town and local area

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Most Common Problem / Customer Calls:

➤ *"I don't like technology and just need a parking permit"*
- Action: call Otto for a permit over the phone
- Action: "Fast Pass to Park" easy permit via the app

➤ *"I paid for parking and still received a ticket"*
- Usually caused by a mis-typed license plate or state of registration entry.
- Action: Call Otto and we will:
  - Confirm the paid permit
  - Void the citation
  - Help customer fix their typo (or fix it for them).

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➢ 2022 Decals extended though the end of 2023

- License Plates have been put in the SurfCAST system from Town records by address and water utility account number

➢ 3 vehicles allowed per resident/owner:

- Park registered vehicles in designated "Town Decal" spaces, and
- ANY valid parking area without additional charge
  o Decals are not required with license plate-based permit
- Vehicles includes cars, trucks, LSV/Golf Carts, motorcycles
  o Note: RVs and Motorhomes are allowed but must fit in a standard parking space (i.e., less that 20 feet long)

➢ Decal accounts can add additional vehicles

- Up to a total of 3 vehicles
- Use the New Account process

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Resident registration process:

- New Accounts will use our SurfCAST automated system (using your water utility account number for registration)

- Additional resident vehicles can be added (up to 3 maximum) via New Account process

- In person during scheduled hours (Town Office)
  - Proper documentation required (water bill account number, phone, email, license plate number and state of registration, payment)

Resident without a Water Bill Account number

- We will work with the Town to identify residents without a water bill account number (Examples):
  - o Apartments
  - o Condos/Townhomes
  - o Property Owners

- Once verified – we will issue "Unique Owner Codes" to use instead of the water bill account number.

- Unique Owner Codes will be available from either the Management Company of the complex, HOA, Town, or Otto (depending on the type of property).

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All parking is First Come, First Served (regardless of permit type)

➢ *Note 1: Utility Account Numbers and Unique Owner Codes can only be used once and only on one account. If there is a problem, please let us know so we can sort it out.*

➢ *Note 2: Residents/Owners only need to register one time and once registered, they do not need to login for each parking session, as long as they use a registered vehicle.*

➢ *Note 3: Typos happen – if you get a parking ticket, just let us know so we can fix the typo and void the citation.*
   • *Call, Email, or use the "Contact Us" on our website. Please leave a message and include your license plate number and citation number so we can easily find the violation*

➢ *Note 4: Changes to License Plates are allowed only once every 90 days.*

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- Per the Town records – we have added the 2022 registered decal vehicles to the SurfCAST system for 2023 parking privileges

BUT

  o The records were only ~98% complete

  o Decals were issued - but for approx. 20 vehicle license plates, information is missing

  o The State of Registration was not always listed

  o There were a few accounts with more than 3 vehicles (reduced to 3)

  - We can change the final 3 for you as needed

  o TYPOS happen - originally by the owner, by the Town, or by Otto Staff

SO

- If you get a parking citation – please don't panic or worry

  o Just let us know (email will work best) – and we will:

    - Validate the request

    - Void the citation

    - Correct any incorrect entry in the SurfCAST system

- Otto Staff will be at the OKI Town Offices for Resident Support prior to the start of the parking season:
  - *March 15th, 16th, 17th*
  - *1:00PM to 4:00PM*

- In Person General Support will start April 3rd, 2023
  - *Mon-Fri*
  - *9:00AM to 4:00PM*
  - *OKI Town Office*

- Phone - General Support will start April 1st
  - *Every Day via phone and email*
  - *9:00AM to 5:00PM*
  - *Phone: 910-200-1497*
  - *Email: surfcast@ottoconnect.us*

- **_Town Decal Spaces_**
  - o   Reserved for Resident/Owner permits
  - o   Will be checked for Resident/Owner status

- **_LSV/Golf Carts_**
  - o   Designated spaces are available in limited areas
  - o   You can also park an LSV/Golf Cart in any general designated area
  - o   LSV/Golf Carts must have a parking permit
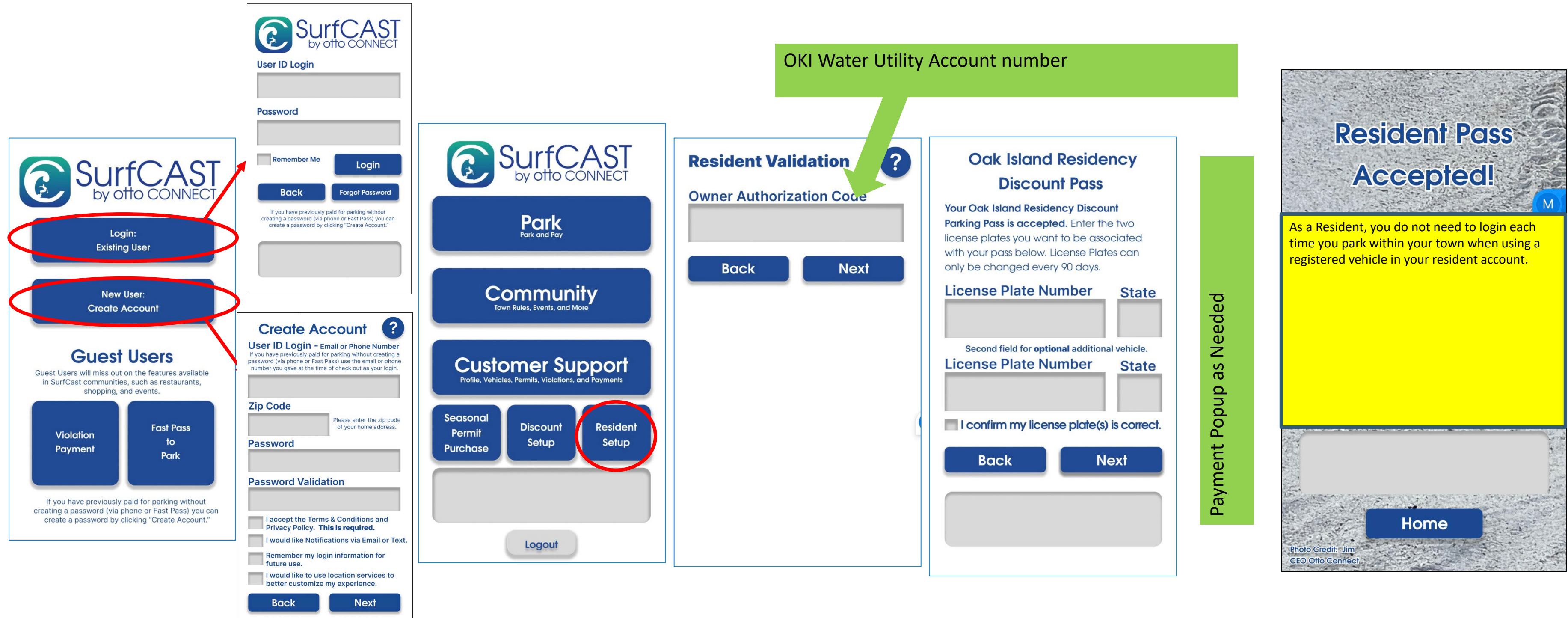 - o   Resident/Owner or as a Visitor

- **_Vehicle + Trailer_**
  - o   Designated spaces – limited areas
  - o   Only the Vehicle must have a parking permit

- **_General Parking_**
  - o   Designated spaces for general parking support
  - o   Resident Permits (no additional payment required)
  - o   Visitors – with a valid parking permit
  - o   Cars, Trucks, LSV/Golf Carts, Motorcycles, RV/Motorhome (as long as the vehicle fits within a standard 20-foot parking space)

OKI Water Utility Account number

Note: Screen shots shown are subject to change without notice for both mobile app and web application.

➢ Permit purchase options for Hourly, Daily, or Weekly permits per vehicle.

- • Mobile App

- • QRcode – link to website

- • Website directly

- • Via the Phone

➢ 2023 Parking Rates

- • *$5 per hour for up to 3 hours*

- • *$20 per day and durations longer than 3 hours*

- • *$80 per week as seven consecutive days from the time of purchase*

➢ Payment options: Credit/Debit card, PayPal, Venmo, Apple Pay, Google Pay

- • *No Surcharges above the stated rates*

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- Season permits for 2023 (April 1st through September 30th)

- Limited to 1000 units

- First Come, First Served

- Cost is $175 per vehicle

- *Season permit Sales:*

  o *March 15th, 16th, 17th*

  o *In Person at OKI Town Hall, 200 permits per day - 9:00AM to Noon*

  o *March 20th, 21st*

  o *Phone purchase, 200 permits per day – 9:00AM to Noon*

  o *910-200-1497*

- Must be prepared with:

o Name, zip code, license plate number, state of registration

o Email and phone number

o Payment Method: Credit Card, Debit Card

▪ In person sales will accept Check or Cash for Season Permit only on the days noted above

➤ *Note 1: Parking Permits go active immediately – no advanced purchase.*
- ***All parking is First Come, First Served.***

➤ *Note 2: Visitors with a Season permit do not need to login for each parking session as long as they use their permitted vehicle.*

➤ *Note 3: Visitors can change zone to like-designated zones within the duration of their parking permit.*

➤ *Note 4: SurfCAST for OKI allows **buying up to a day permit = $20 per day maximum** via adding time to a vehicle permit within a given day.*

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SurfCAST
by otto CONNECT

Login:
Existing User

New User:
Create Account

Guest Users

Guest Users will miss out on the features available in SurfCast communities, such as restaurants, shopping, and events.

Violation Payment

Fast Pass to Park

If you have previously paid for parking without creating a password (via phone or Fast Pass) you can create a password by clicking "Create Account."

Fast Pass to Park ?

1. Enter Email or Phone Number

2. Enter Zip Code
Enter the Zip Code to your home address.

3. Enter Zone
Enter the parking zone posted on the sign closest to your vehicle.

4. Select Duration
Select the duration of time that you would like to pay for. Your time will start as soon as the purchase has been completed.

Back   Confirm

Fast Pass to Park ?

5. Add Vehicles
Select previously used vehicle or add a new vehicle by entering the License Plate number and State of the Plate below.

XXXXXX XX   XXXXXX XX   XXXXXX XX

License Plate Number   State

Enter up to two vehicles one at a time.   Enter

6. Double Check License Plate Entry
If you have incorrectly typed in your license plate number or state of the plate, click remove and enter it in correctly.
You may purchase a parking pass for up to two vehicles at a time.

XXXXXX XX
Remove

Back   Confirm

Total To Pay: $5.00

Payment Info

HBP4393-NC does NOT have a pass.

Vehicle has spent $0 today.
Day Pass upgrade price is $25.
Vehicle has spent $5 this season.
Season Pass upgrade price is $245.

You pay $5 for a 1 hour pass.

Back   Next

Payment Popup

2:42
SurfCAST
Park

Parking Zone
NTB08

Price shown is per vehicle except year permit ($250 flat fee):

Duration
1 Hour($5)

Estimated amount:
$5.00
(final amount will be shown on the confirmation screen if applicable)

Cancel   Select Payment Method
PayPal
Credit or Debit Card

2:41
Cancel   Card Details   Add Card

Enter your card details starting with the card number.

Card Number   Next

1   2 ABC   3 DEF
4 GHI   5 JKL   6 MNO
7 PQRS   8 TUV   9 WXYZ
0

Have a great day at the beach!

Spend more time at the beach and less time paying for parking by finishing the creation of your SurfCast account.

SurfCast has tons of great features including links to town rules, local hot spots, and updates on tide changes.

Create a SurfCast Account

Photo Credit: Roman
Parking Support Topsail Island

Exit

Visitors: Account Setup for Regular User

First: Setup your account

SurfCAST by otto CONNECT

Login: Existing User

New User: Create Account

Guest Users

Guest Users will miss out on the features available in SurfCast communities, such as restaurants, shopping, and events.

Violation Payment

Fast Pass to Park

If you have previously paid for parking without creating a password (via phone or Fast Pass) you can create a password by clicking "Create Account."

Create Account ?

User ID Login – Email or Phone Number
If you have previously paid for parking without creating a password (via phone or Fast Pass) use the email or phone number you gave at the time of check out as your login.

Zip Code
Please enter the zip code of your home address.

Password

Password Validation

☐ I accept the Terms & Conditions and Privacy Policy. **This is required.**

☐ I would like Notifications via Email or Text.

☐ Remember my login information for future use.

☐ I would like to use location services to better customize my experience.

Back   Next

Then Select Park

SurfCAST by otto CONNECT

Park — Park and Pay

Community — Town Rules, Events, and More

Customer Support — Profile, Vehicles, Permits, Violations, and Payments

Seasonal Permit Purchase   Discount Setup   Resident Setup

Logout

If you Stay Logged in - you will start here

Pay for a Parking Pass ?

1. Enter Zone and Duration
Zone   Duration

2. Add Vehicles
Select previously used vehicle or add a new vehicle by entering the License Plate number and State of the Plate below.

XXXXX XX   XXXXX XX   XXXXX XX

License Plate Number   State

Enter up to two vehicles one at a time.   Enter

3. Double Check License Plate Entry

XXXXXX XX
Remove

☐ I confirm my license plate(s) is correct.

Back   Next

Seasonal Permit Pass ?

City

License Plate Number   State

Will not be enabled for Oak Island

Second field for **optional** additional vehicle. Rate for additional vehicle will be applied at check out.

License Plate Number   State

Total: XXX.XX

Back   Next

Payment Popup

Total To Pay: $5.00

Payment Info

HBP4393-NC does NOT have a pass.

Vehicle has spent $0 today.
Day Pass upgrade price is $25.
Vehicle has spent $5 this season.
Season Pass upgrade price is $245.

You pay $5 for a 1 hour pass.

Back   Next

Have a great day at the beach!

Home
Logout

Photo Credit: Donette
Parking Support Manager Topsail Island

Due to the limited quantity of Season Permits for Oak Island, the App/Web will not be enabled for Season Permit Sales

"Parking in Designated Spaces ONLY!"
"Pay to Park: April 1st through September 30th"

Enforcement is via License Plate scan (also used for zone and zone type utilization metrics):

➢ We check all designated parking zones – checking for active permits or issuing parking citations – including Resident only areas (with or without a Town Decal).

- _Note 1: All designated parking areas are treated equally with movement allowed between like-designated areas within the duration of a parking permit._

- _Note 2: The enforcement personnel do not have any information related to start/stop times – just a Valid Permit or a Violation._

- _Note 3: 15-minute warning notice prior to the end of a permit (via app, text, or email - Opt-In required) and again at the end of the period with an option to extend time remotely via the app._

➢ Enforcement is achieved via roaming, highly visible, trained personnel
- Yes – we are hiring for Oak Island Parking Support
  o https://www.surfcast.us/employment

Side Street Enforcement – South of Oak Island Dr east of SE 40th St and South of the marsh west of SE 40th St. – for "NO ZONE" (outside designated parking) violations.

➢ **General** parking violations per Town Ordinances will be enforced
- *Parking within 40 feet of a Street Intersection (Section 28-42.8.1)*
- *Parking in a Crosswalk, Sidewalk, or Pedestrian Access ways (Section 28-42.8.3)*
- *Parking blocking a driveway or mailbox (Section 28-42.8.4)*
- *Parking facing opposing traffic (Section 28-42.8.4)*
- *Parking in a No Parking Zone, or within Right-of Way (Section 28-42)*
- *Parking on any portion of the roadway or travel lane (Section 28-42.8.2)*
- *Parking in a space reserved for OKI residents without a resident permit (Section 28-10.2)*

➢ **Special** parking violations per Town Ordinances will be enforcement
- *Parking adjacent to (within 15 feet) or blocking a Fire Hydrant, Fire Lane, or Emergency Access (Section 28-42.8.6)*
- *Parking in a designated Handicap space without proper license plate or hangtag (Section 28-42.8.7) – requires Police Dept review*

➢ Typical Parking Enforcement Policies may include exceptions per the Town:
- Example: Local contractor allowances within the Right of Way (RoW) - with signage on the vehicle, obvious work underway, and the vehicle off the roadway.

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Citation Fines as determined by the Town

➢ $25 Fine if paid the same day (by Midnight) for designated parking areas without an active parking permit

➢ $50 standard violation for next day payments (designated parking areas) and for all other standard parking ordinance violations

➢ $75 fine if not paid within 30 days (submitted to Collections after 60 days)
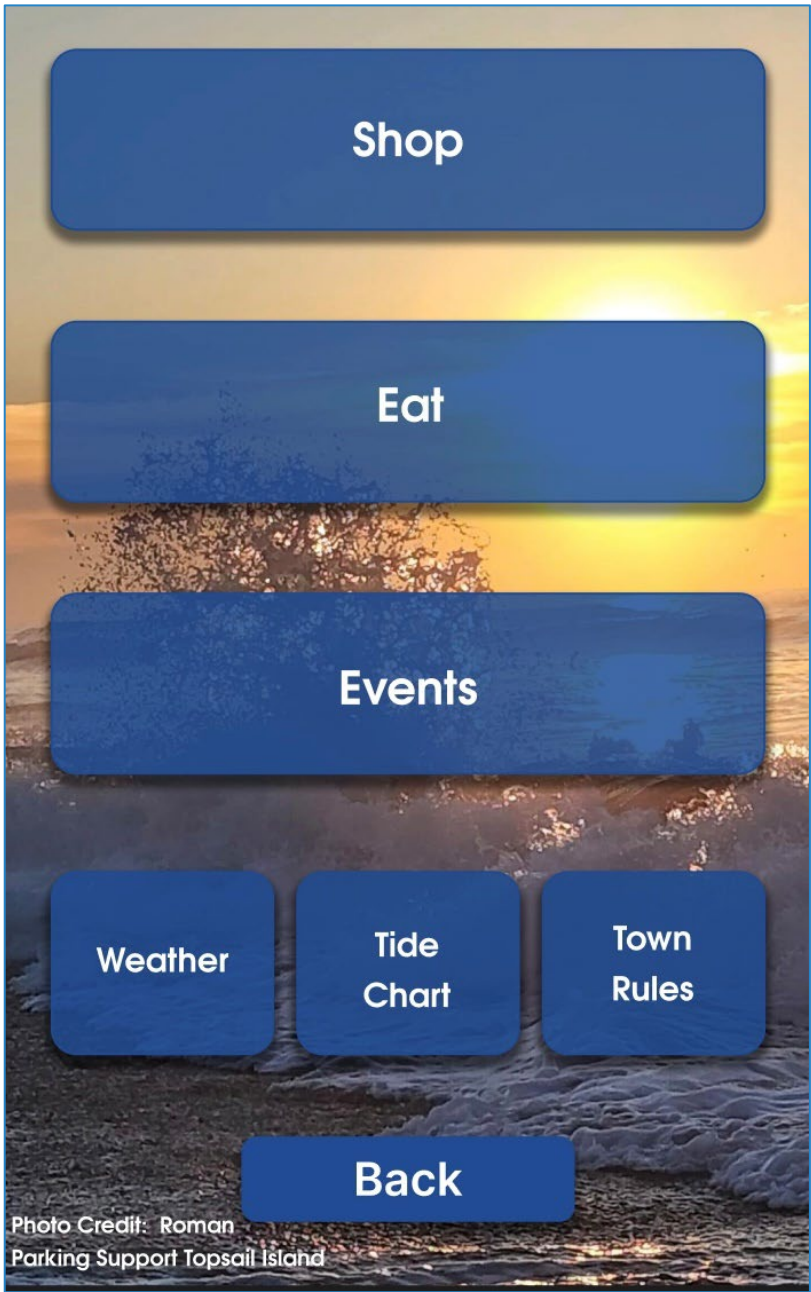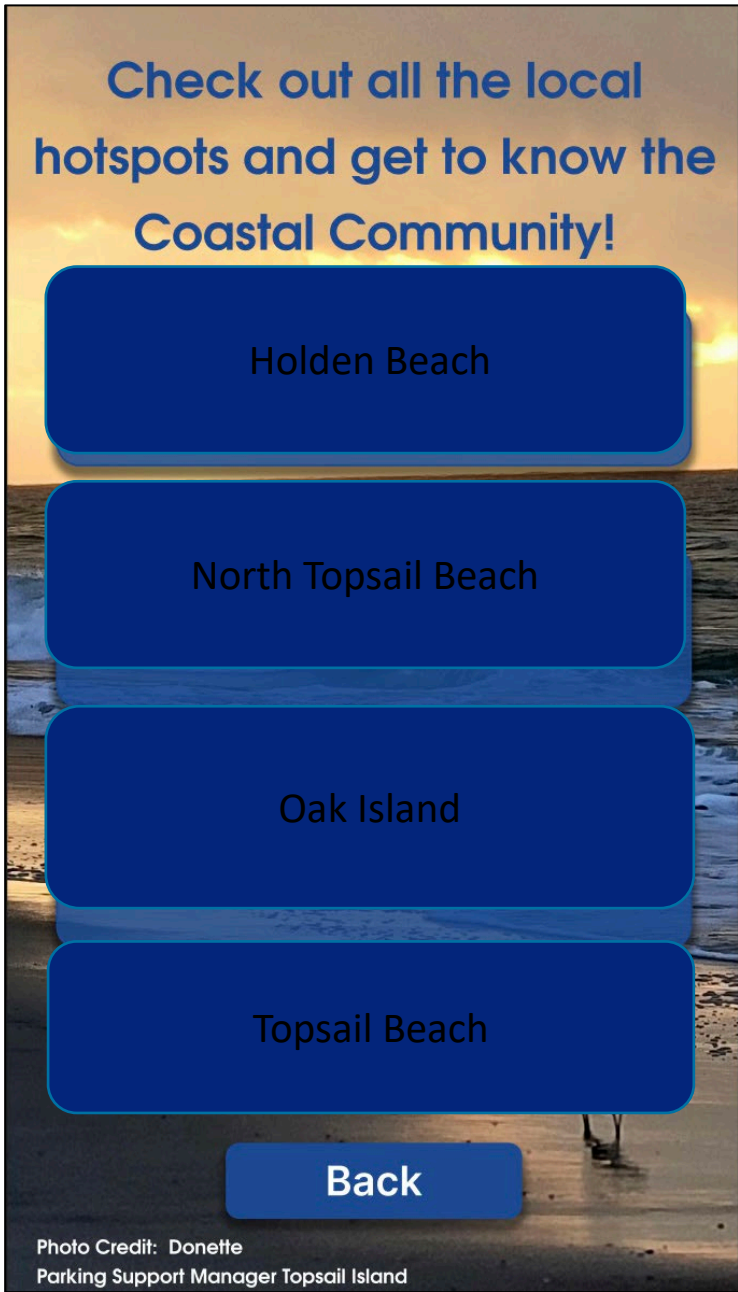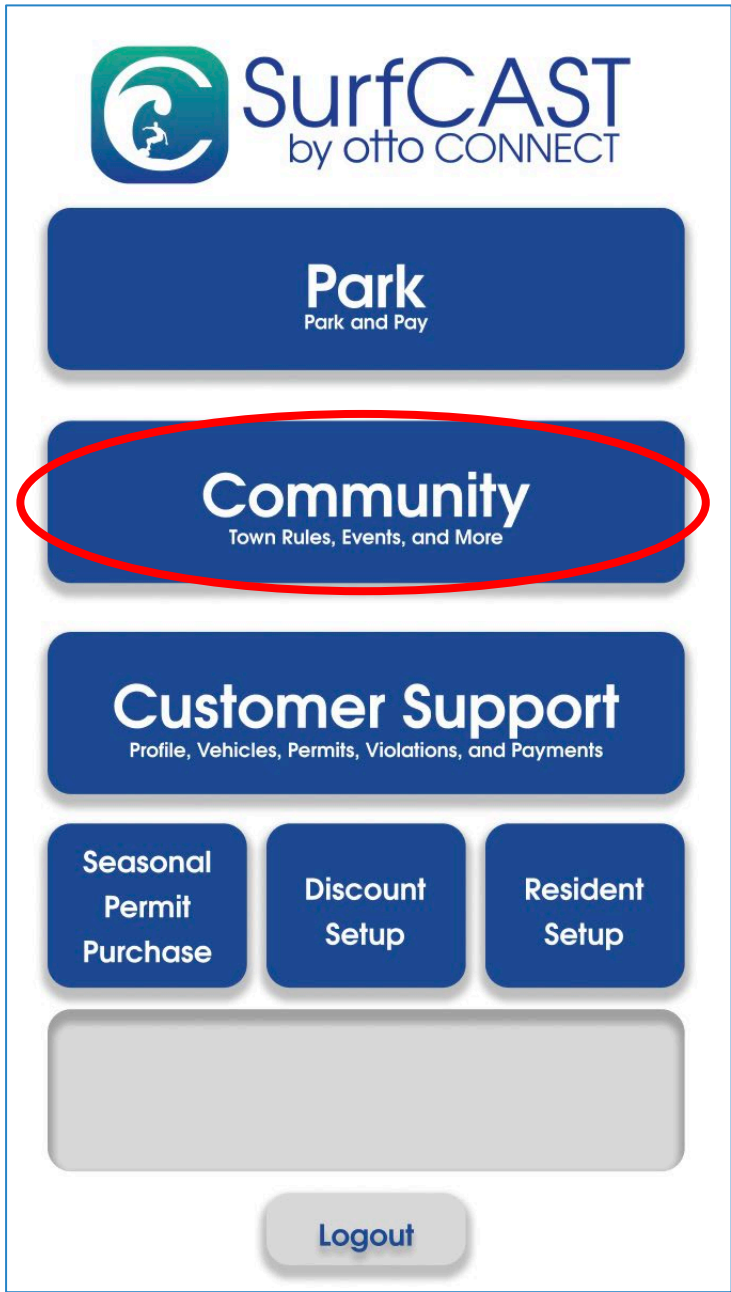
➢ $250 fine for Special Violations

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- ➤ Simple, all-inclusive percent of revenue fee structure

- ➤ No financial commitment or fixed costs

- ➤ No upfront SurfCAST implementation costs (just parking lot setup and pay to park signs procurement and installation)

- ➤ No equipment cost, lease, or maintenance

- ➤ On vs. Off-street isolation
  - For NC Statutes and use of funds until exception approval

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CommunityCAST feature provides local information via web-links to find:

➢ Town Events, Schedule, Points of Interest

➢ Local Shopping and Restaurants

➢ Beach information such as Rip Tide links, rules, etc.

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After you've registered as a user:

https://www.surfcast.us
- Details on the parking program
- Specifics associated with Oak Island

https://www.ottoconnect.us
- Details on Otto Connect, Inc. with links to the SurfCAST website

Summary

Summary Areas	Details
Resident/Owner Privileges	2022 Decals grandfathered for 2023 2023 New Accounts = $10 per vehicle via water bill account number Residents can park in any designated space – no additional charge
Parking Rates for Visitors	$5 per hour for up to 3 hours $20 per day (upgradeable) $80 per week (seven consecutive days from time of purchase) $175 per season per vehicle (limit of 1000 units – first come, first served)
Parking Periods (Dates, Time of Day) with Otto Enforcement	April 1st to Sept 30th 9:00AM to 5:00PM
Designated Parking Areas	Based on existing parking as adjusted by the Town Staff
Ordinance Updates	As approved by the Town Council
Enforcement	In designated parking areas for permit verification On specific side streets for "No Zone" ordinance violations

Questions?

Open Forum Discussion – Q&A Session