

# PAID PARKING PROGRAM

## UPDATE & REPORT: JUNE 2023



July 11, 2023  
David Kelly  
Town Manager

# PAID PARKING REPORT: JUNE 2023

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The Town of Oak Island currently provides 1,366 parking spaces across 65 Beach Access Locations, street ends, and two large public parking lots (E Dolphin Dr. and Ocean Dr.)

The Paid Parking Program, administered by Otto Connect, has been in effect for 102 days since the program began for the 2023 season on April 1.

The information presented will detail the revenue and zone metrics report from **JUNE 1 – JUNE 30, 2023**.

# JUNE PARKING REPORT: SUMMARY

Permit Type	Permits Sold	Permit Rate	Gross Sales	% of Total Sales	% of Revenue
1 Hour	4,395	\$5	\$21,975	22%	7%
2 Hour	4,012	\$10	\$40,120	20%	13%
3 Hour	2,087	\$15	\$31,305	10%	10%
Day	5,420	\$20	\$108,400	27%	36%
Day upgrade	2,748	misc.	\$25,115	14%	8%
Week	519	\$80	\$41,520	3%	14%
Violation, Same Day	375	\$25	\$9,375	2%	3%
Violation, Paid within 30 days	406	\$50	\$20,300	2%	7%
Violation, Paid after 30 days	16	\$75	\$1,200	0%	0%
Violation, Special	1	\$250	\$250	0%	0%
<b>Total</b>	<b>19,979</b>		<b>\$299,560</b>	<b>10%</b>	<b>100%</b>



Net Payment to Town of Oak Island: \$209,692

# JUNE PARKING REPORT: TRENDS

Sales by Permit Type	Mar-23	Apr-23	May-23	Jun-23	2023 YTD
1 Hour	11	2,614	2,899	4,395	9,919
2 Hour	7	2,608	2,545	4,012	9,172
3 Hour	45	1,339	1,095	2,087	4,566
Day		1,971	2,186	5,420	9,577
Day upgrade		1,003	1,194	2,748	4,945
Week		44	112	519	675
Resident Permit	2,753	2	-	-	2,755
Season Permit, Visitor	1,009		(2)	-	1,007
Violation, Same Day		268	425	375	1,068
Violation, Standard (Paid in 30 days)		65	185	406	656
Violation, Late (Paid after 30 days)			9	16	25
Violation, Special			-	1	1
<b>Total Permits Sold</b>	<b>9,914</b>	<b>9,914</b>	<b>10,648</b>	<b>19,979</b>	<b>44,366</b>
<b>Oak Island Parking Revenue</b>	<b>\$142,993</b>	<b>\$84,812</b>	<b>\$97,878</b>	<b>\$209,692</b>	<b>\$535,374</b>

# PAID PARKING REPORT: OVERVIEW

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Total Parked Vehicles Recorded = 31,313

- **5,850** Residents (195 Avg per day - Max was 477)
- **25,463** Visitors (849 Avg per day - Max was 1686)

Total Number of Violations = 1,338

- **857** did not pay (2.74% of total / 28 per-day average)
- **481** didn't park in a valid space (1.54% of total / 16 per-day average)
- **4.27%** rate overall (NOTE: this is **down** from 7% last month)

Obviously, weekends were busier than weekdays!

