

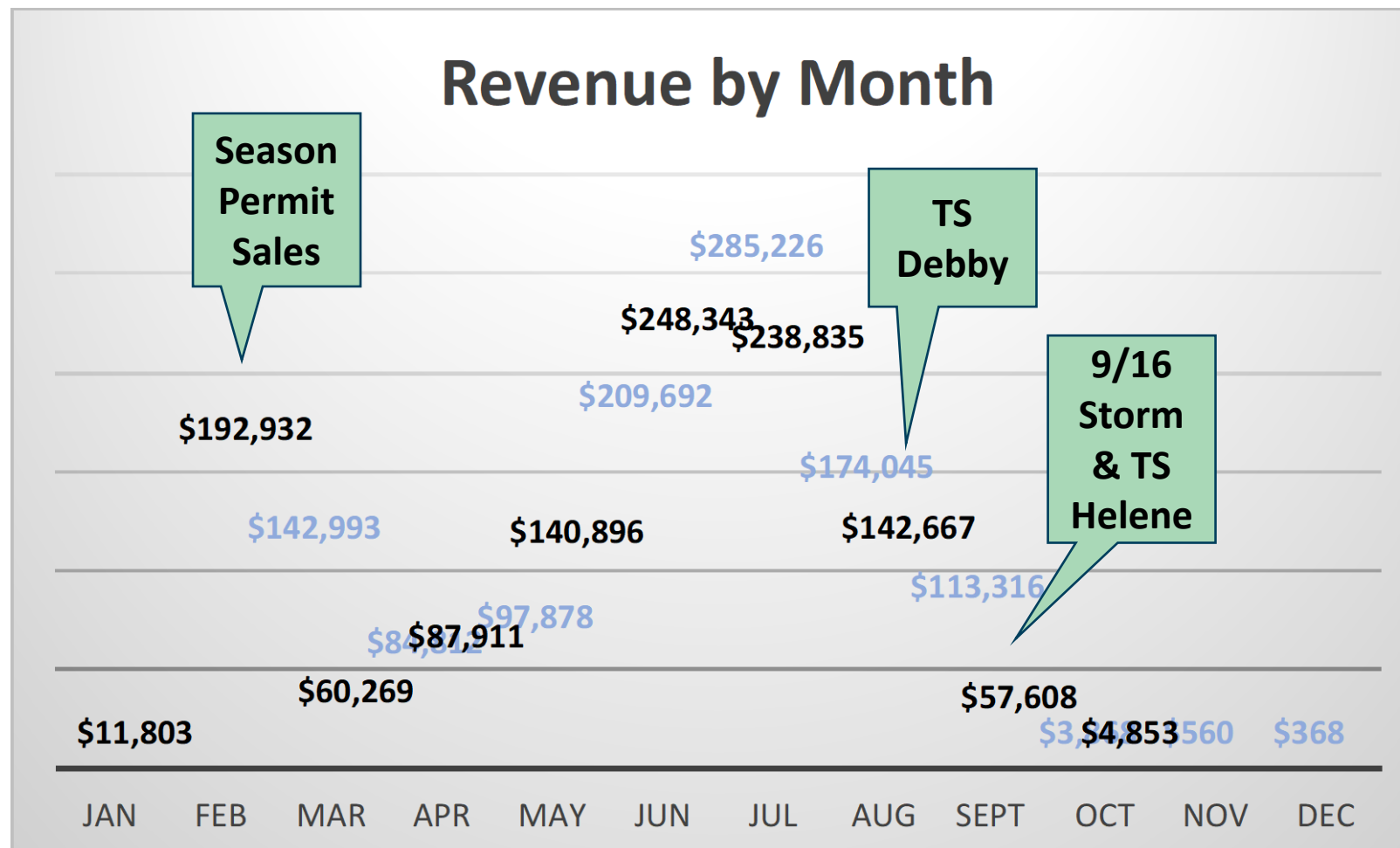
Oak Island

2024 Parking Summary/Overview

Nov. 12th, 2024

Note: some of the information contained in this report is taken at a point in time and will change over time as additional payments are made.

Parking Revenue



Net Revenue to The Town of Oak Island	
2023	2024 (YTD)
\$1,112,755	1,186,118

Number of Vehicles Parked	
2023	2024 (YTD)
147,713	162,992

Revenue Breakdown

	YTD	
	Quantity	Value
1 Hour	12,525	\$62,625
2 Hour	13,038	\$130,380
3 Hour	5,613	\$84,195
Day	27,788	\$555,760
Day upgrade	11,531	\$112,495
Week	1,839	\$147,213
Resident	19,067	\$190,670
Season Permit, Visitor	1,480	\$260,050
Annual, Fleet (Bulk)	78	\$15,600
Violation, Same Day	1,506	\$37,625
Violation, Paid within 30 days	2,154	\$107,966
Violation, Paid after 30 days	756	\$39,644
Violation, Parking Opposing Traffic	127	\$5,235
Violation, Collections	533	\$27,518
Violation, Special	16	\$2,600
Net Revenue (after Misc Fees)	To Town ==>	\$1,186,118

Permits: Revenue Drivers	
Day Permits + upgrades	\$668,255
Season – Visitors	\$260,050
Residents	\$190,670
Week	\$147,213
2 Hour	\$130,380

Violation Payment	
Standard (within 30 days)	\$107,966
Late (after 30 days)	\$39,644
Same Day	\$37,625
Collections	\$27,518

General Statistics

General Statistics	
Parked Vehicles Recorded 2024	162,992 = up from 147K total in 2023 (permits + unique scans)
Citations	8098 issued - 1781 resolved/voided Net: 6317 = down slightly from 2023
July 2024 – Customer Calls	~7000 specific to Oak Island
- Resident Support	- 15% (Permits, New Residents, Changing Vehicles, Adding Vehicles, etc.)
- Pay for Parking	- 38% (Hourly, daily, weekly, season, bulk)
- Violations	- 45% (Payments – with ~4% = disputes referred to email process)
- Misc	- 2% (Bulk, Violation services, travel info (Lodging, restaurants, fishing, etc.))
June 2024 – Emails	463 specific to Oak Island
- Resident	- 19% (New Residents, Changing vehicles, adding vehicles)
- Violations	- 76% (Violations: Payments, Disputes, Collections support)
- Misc	- 3% (Bulk, notification services (i.e. cart rentals), Q&A)

Violations Resolved

- 1781 violations resolved
 - 494 - Residents who did not yet register for 2024
 - 865 - Customer Typo with valid permit (corrected permit and voided)
 - 396 - Reduced to a Warning (mostly HC)
 - Reduced to a Warning (SC, 1st time NC) – with education
 - Removed: missing hangtag – provided after the fact
 - 26 - Misc (Refunded for customer errors)

Resident Violation Breakdown

Violation	Quantity YTD
No Parking Zone or RoW	515
Space reserved for Residents	244
No Valid Permit	250
Opposing Traffic	246
> 2 hours at Pier	73
Misc	20



Note: nearly all were resolved after the resident purchased their permit for 2024. A few are still remaining (approx. 36) that had a resident permit in 2023.

Violation Resolution Statistics

Oak Island Issue Resolution	96% resolved within 24 hours (usually same day). 4% go to additional investigation/review (approx. 2/day) – usually resolved within 1-2 days.
#1) Oak Residents (50%)	Resident permits (New, Didn't renew - fixed, Changes, general Q&A)
#2) Contesting Tickets (40%)	• Majority = Typos (although significantly reduced from 2023) = Fixed and Voided upon verification • 9% Valid: Did not read signs, resident only spaces = kept violation • Very Few: Reduced to Warning or Voided for Special exceptions = usually handicap: SC education, forgot hangtag = 2 cases reviewed with the Police Dept
#3) Purchase permit (10%)	No App/Internet, or preferred to talk to a real person
#4) Spanish Speaking	Purchase Permit
#5) Looking for Handicap Space	Directions to common areas

Resolution: Additional Actions

- **Nearly all additional Investigations – resulted in retaining the citation:**
 - Citation details (picture proof, etc.)
 - Ordinance details (with Section reference)
 - Include reference justification for Ordinance (Safety of Pedestrians, etc.)
- **Collections Support**
 - Prefer to pay Otto – close the Collections action
 - Verification of citation – send the citation record details

Pier Sensor Citations

Group	Number of tickets	Resident Details
Visitors	287	
Resident	73	69 already registered 4 registered after ticket

After Hours Resident Spaces

5:00PM to 9:00PM special enforcement actions

	April	May	June	July	August	September		Total
Scans	1116	2004	2583	2604	1784	1163		11254
Citations	81	111	130	139	96	44		601
	7.3%	5.5%	5.0%	5.3%	5.4%	3.8%		5.3%

Violation Breakdown

Total Violation Breakdown per the Dashboard (Net of resolved issues, i.e. typos)

Oak Island Beach	April	May	June	July	August	September	YTD
Total Issued	657	1197	1418	1471	991	583	6317
By Type							
Parking in a space reserved for Oak Island Town residents without a Town resident specific permit (Section 28-10.2)	137	188	273	261	206	110	1175
Parking without a valid paid permit in an authorized parking area (Section 28-43.A)	396	512	549	581	426	280	2744
Parking facing opposing traffic (Section 28-42.B.5)	43	119	154	144	76	41	577
Parking in a No Parking Zone, or within Right-of Way (Section 28-42)	59	332	435	500	285	136	1747
Parked in excess of the 2 hour Oak Pier Limit	22	85	71	41	49	31	299
Parking on any portion of the roadway or travel lane (Section 28-42.B.2)	2	1	1	4	1	1	10
Parking in a designated Handicap space without proper license plate or hangtag (Section 28-42.B.7)	1	4	2	0	2	1	10
Parking blocking a driveway or mailbox (Section 28-42.B.4)	3	4	2	6	6	3	24
Parking within 40 feet of a Street Intersection (Section 28-42.B.1)	0	2	1	1	0	1	5
Parking adjacent to (within 15 feet) or blocking a Fire Hydrant, Fire Lane, or Emergency Access (Section 28-42.B.6)	1	0	4	1	0	0	6
Parking in a Crosswalk, Sidewalk, or Pedestrian Access ways (Section 28-42.B.3)	0	1	2	0	0	0	3

Top 3 Violations:

1) No valid permit	2744
2) No Zone violation	1747
3) Reserved OKI space	1175

Bulk Permits

- Number of users: 14
- Number of permits: 78
- Notes:
 - Only 3 users purchased more than 4
 - Several were visitors who purchased with neighbors
- Cart rental agencies either:
 - Purchased via bulk (3)
 - Did not purchase permits (most)
 - Purchased 3-4 at a time via multiple accounts
 - Often using resident credentials (i.e., property owners)

Resident Accounts/Permits

	Accounts	Permits
	3696(new) 4110(prev)	19,067
Total Resident Accounts	7806	Avg: 2.4/Acct

Parked vs. Violation Trends

2023		April	May	June	July	August	Sept		Totals
Parked by month		13279	17582	31313	37626	26893	21138		147831
Violations by month		534	931	1327	1365	842	958		5957
		4.0%	5.3%	4.2%	3.6%	3.1%	4.5%		4.0%
		4.2%							
2024		April	May	June	July	August	Sept		Totals
Parked by month		22469	29644	37578	44968	25089	12970		162992
Violations by month		657	1197	1418	1471	991	583		6317
		2.9%	4.0%	3.8%	3.3%	3.9%	4.5%		3.9%
		3.5%							



Violation Payment Rate

	2023	2024	
Violation Payment Rate			6317
- SDV	39.40%	1503	23.8%
- 30 days	36.20%	2154	34.1%
- >30 days	3.30%	756	12.0%
- Collections		533	8.4%
	78.90%	4946	78.3%

Note: 1814 violations sent to Collections for 2024 through the September reports (just recently sent)

Challenges 2024

- Resident Citations:
 - Did not know/remember to register for 2024
 - Upon registration – voided citation
 - Recommendation:
 - Reminder with Water Bill
 - Make Registration available 12/24 Rate TBD
- Pier Sensors/Gateway – power availability
- Pier Sensors – Damage
- Bulk Permits – did not have the desired effect

Successes in 2024

- Value of Temporary signs for Parking in the Direction of Travel
- 2024 Season Permit Sales – much easier
 - Extended over 1 month until all sold
- Significant Reduction in calls/emails (down 40-45% YTY)
- Resident Spaces after 5:00 enforcement

Recommendations for 2025

- Rate Changes – none proposed?
 - Currently competitive in Brunswick County
- Date Changes – consider October enforcement?
 - Several calls for October enforcement issues (Note: Holden is now all year)
- Visitor Season Permit Quantity?
 - Recommend moving to 2000
- Bulk Permits?
 - Recommend elimination – bundle under Visitor Season Permits – same rate
- Availability for 2025 permits:
 - Residents – can start in Dec'24
 - Visitors – can start in Dec'24 or Jan'25
- Pier – renew Sensor contract or possible alternative:
 - Alternative: Regular scans and log for timing > 2 hours
 - 2-hour limit in the lot per day – any space
- Resident parking space after hours enforcement – reduced charge for 2025 = \$25K