

# Parking Program Update

May 14, 2018

- Parking Kiosks
- Parking Enforcement
- Overnight Parking



# Parking Kiosks

## Recap-What were the Goals

- **Offset Decreasing Revenue**
  - Payment for Serving UWSP reduced from \$867,486 in 2007 to \$393,102 in 2017.
- **Utilize Modern Technology**
  - Increase Efficiency
  - Increase Convenience

# Revenue Comparison

- Sept '16-April '17: \$17,758 (Former Meter Program)
- Sept '17-April '18: \$66,900 (New Kiosk Program)

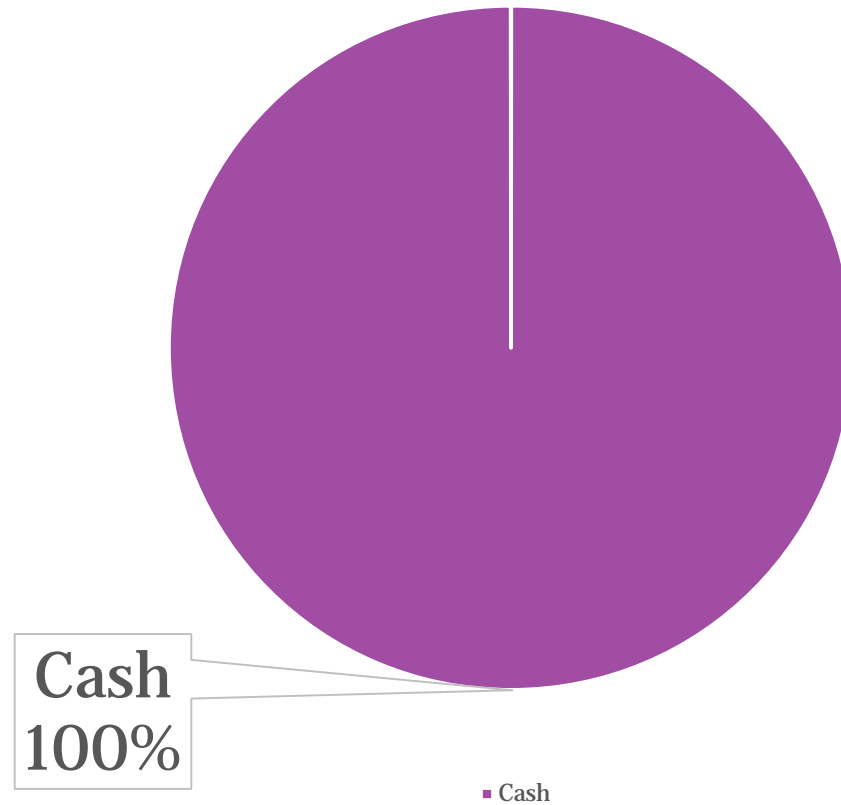
Increased Revenue of \$49,142

Increased Expenses of \$16,493

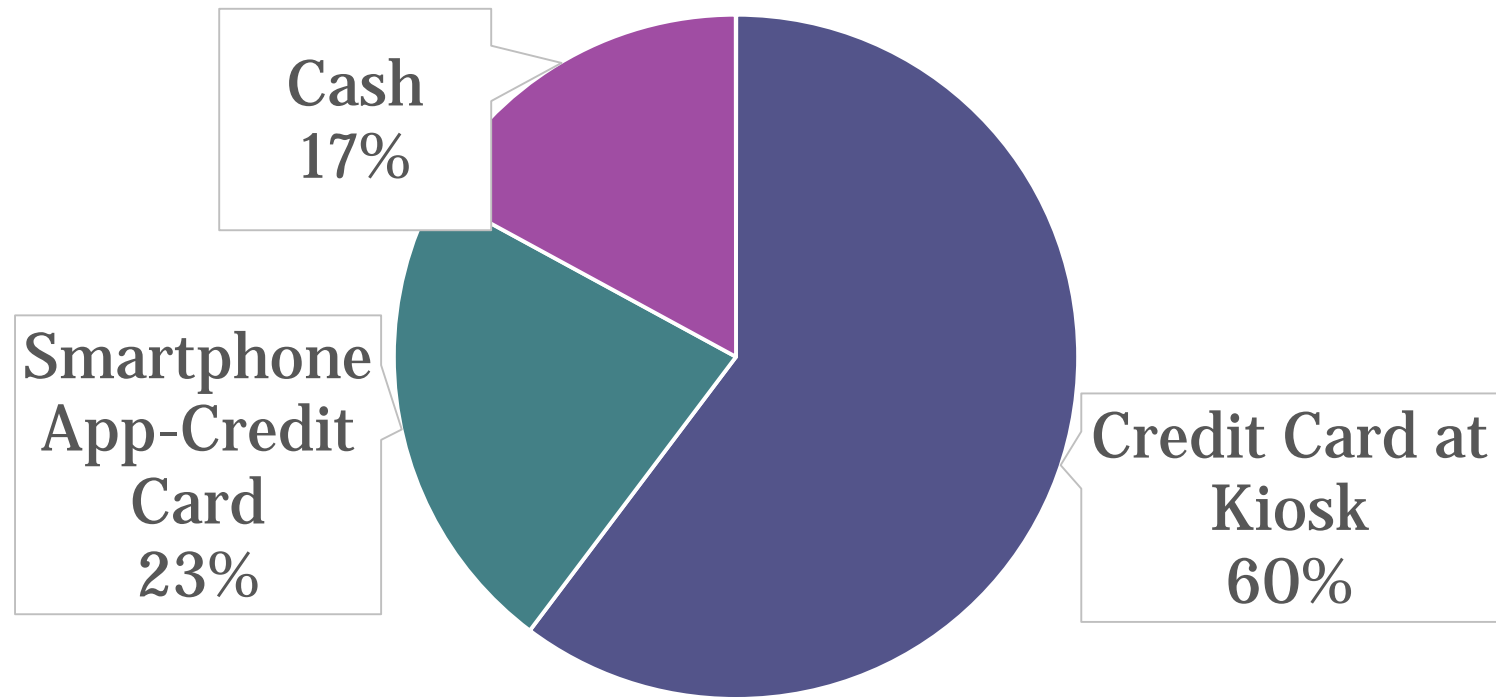
**Net Increase: \$32,649**

Does not include Depreciation

# Parking Payment Methods-Before Kiosks



# Parking Payment Methods-With Kiosks



■ Credit Card at Kiosk ■ Smartphone App-Credit Card ■ Cash

# Analyzing Revenue and Expenses

- **Operational Costs**
  - \$85/Month/Kiosk for support, software package, data connectivity, etc.
- **Capital Costs**
  - \$9716/Kiosk for initial purchase
  - Expected Useful Life-6 Years
  - \$135: Monthly Capital Cost (Depreciation)
- **Total Monthly Cost: \$220**

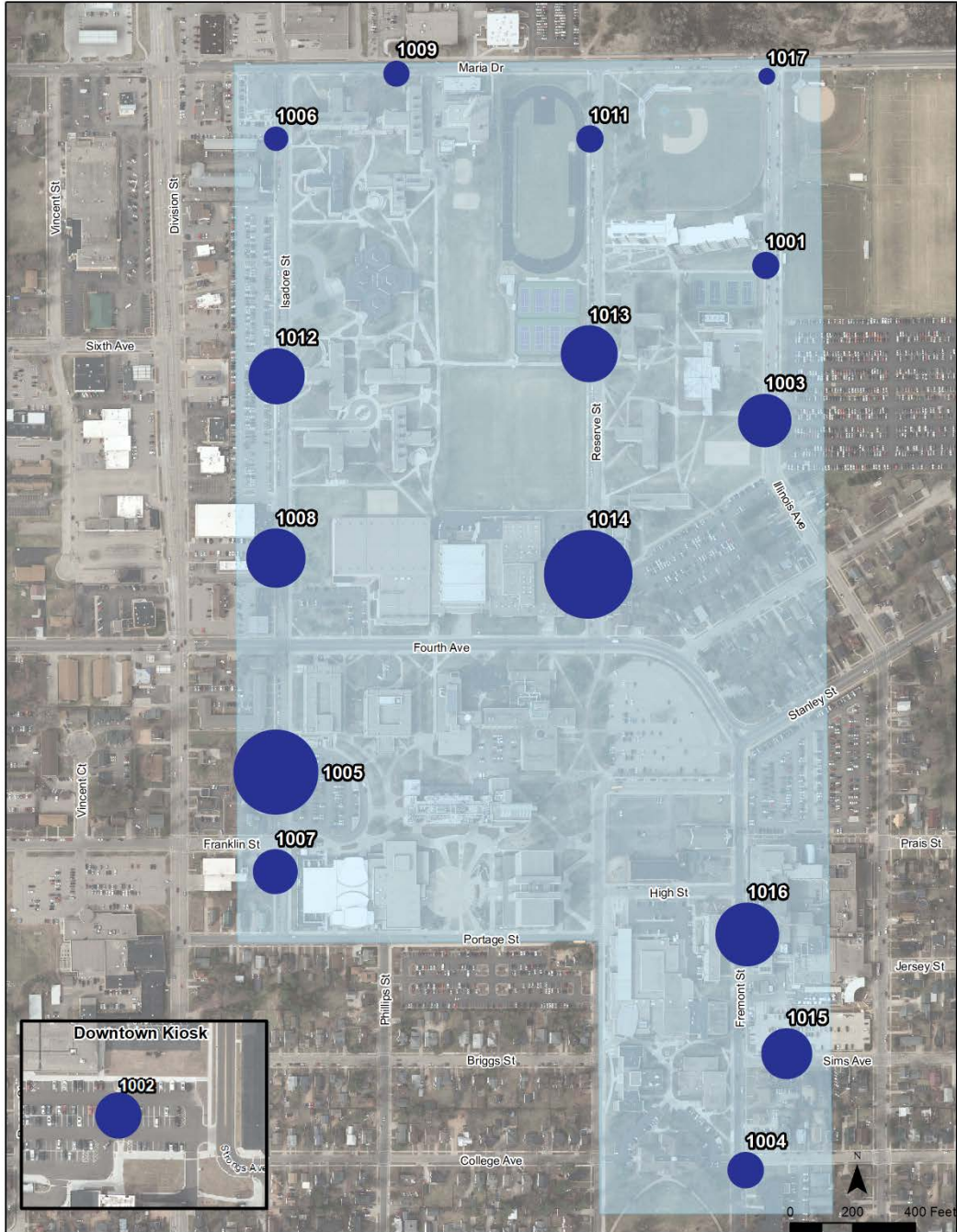
# Sept 2017-April 2018 Kiosk Performance

**\$1760  
Required to  
Break Even**

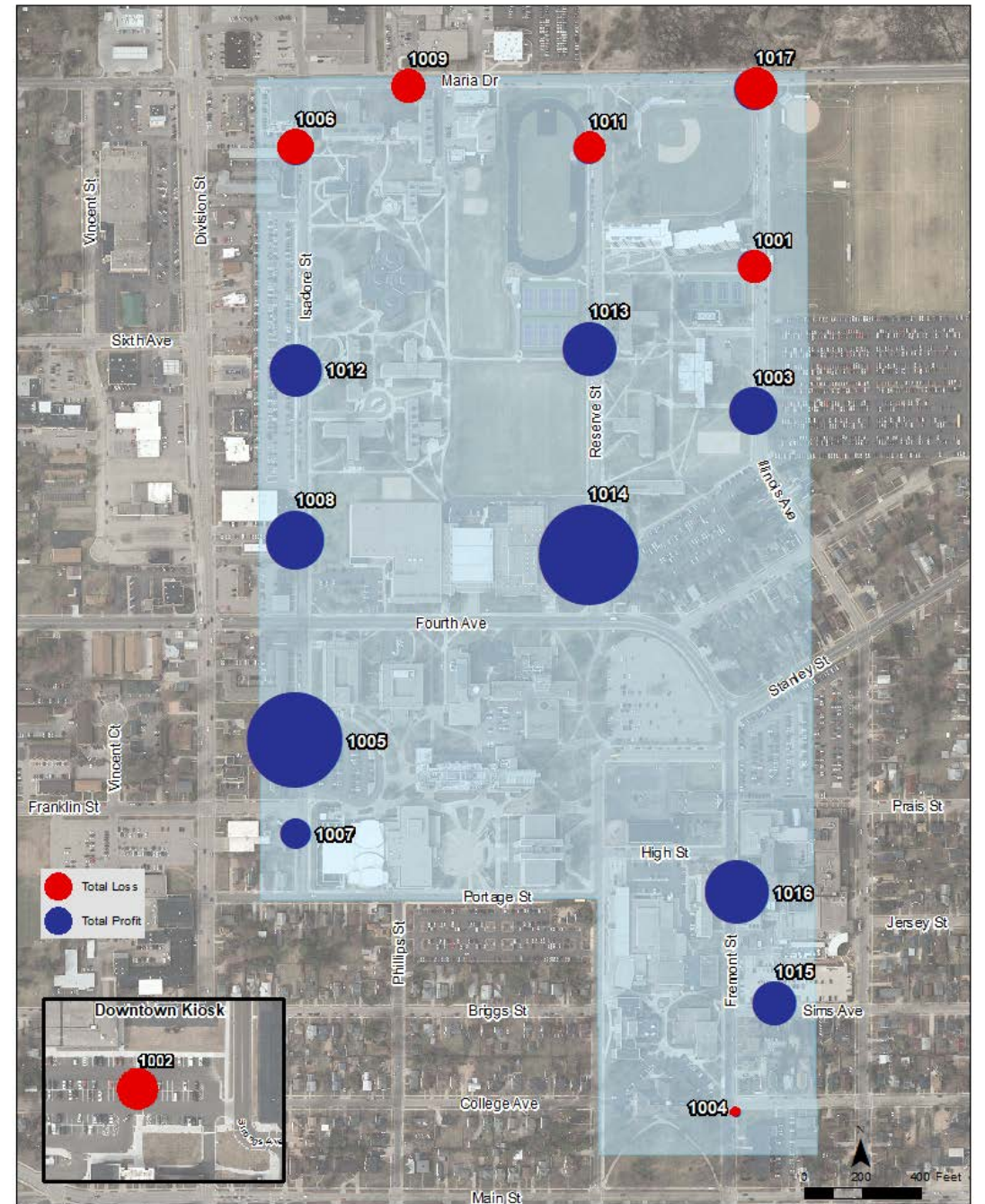
Station #	Revenue	8 Months Operating Costs	Subtotal Profit/Loss	8 Months Capital Cost	Total Profit/Loss
1	\$948.35	\$680.00	\$268.35	\$1,080.00	(\$811.65)
2	\$130.60	\$680.00	(\$549.40)	\$1,080.00	(\$1,629.40)
3	\$3,624.65	\$680.00	\$2,944.65	\$1,080.00	\$1,864.65
4	\$1,679.55	\$680.00	\$999.55	\$1,080.00	(\$80.45)
5	\$9,146.95	\$680.00	\$8,466.95	\$1,080.00	\$7,386.95
6	\$738.75	\$680.00	\$58.75	\$1,080.00	(\$1,021.25)
7	\$2,513.15	\$680.00	\$1,833.15	\$1,080.00	\$753.15
8	\$4,500.25	\$680.00	\$3,820.25	\$1,080.00	\$2,740.25
9	\$877.90	\$680.00	\$197.90	\$1,080.00	(\$882.10)
11	\$957.05	\$680.00	\$277.05	\$1,080.00	(\$802.95)
12	\$4,005.20	\$680.00	\$3,325.20	\$1,080.00	\$2,245.20
13	\$4,088.10	\$680.00	\$3,408.10	\$1,080.00	\$2,328.10
14	\$9,778.70	\$680.00	\$9,098.70	\$1,080.00	\$8,018.70
15	\$3,306.90	\$680.00	\$2,626.90	\$1,080.00	\$1,546.90
16	\$5,081.40	\$680.00	\$4,401.40	\$1,080.00	\$3,321.40
17	\$362.45	\$680.00	(\$317.55)	\$1,080.00	(\$1,397.55)



**Parking Kiosks - Revenue**  
September to April Performance



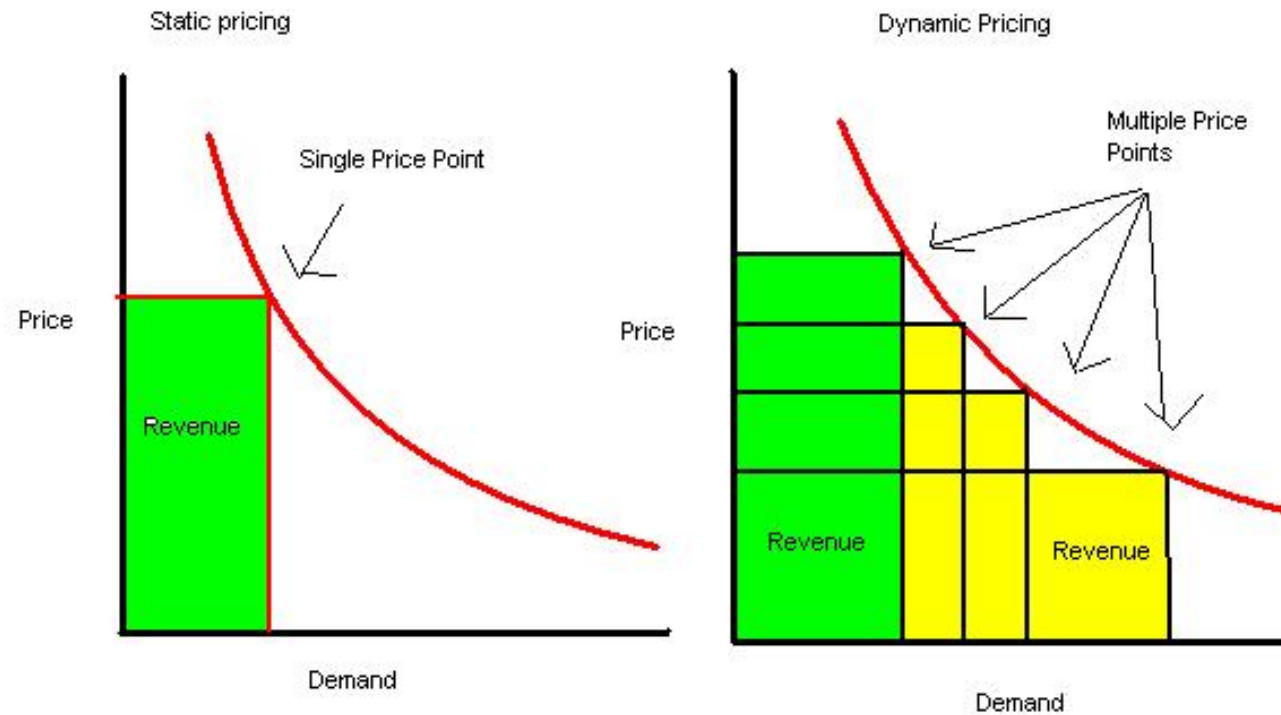
**Parking Kiosks - Total Profit and Loss**



# Overall Observations

- **Kiosks in Prime Locations: Working Really Well**
- **Kiosks further from Campus Core: Not working well, some losing money**
  - **This is a problem**
  - **Will impact 2019 budget if not turned around**
    - **\$94,000 Current Meter Revenue Budgeted**
- **How can we solve this?**
- **Let's look at a business concept**

# Pricing Theory-Accommodate Varying Willingness to Pay



# Market Analysis

- **UWSP Parking Meters: \$0.75/hour**
- **City Parking Meters: \$0.50/hour**
- **UWSP Parking Permit: \$200/year**
  - **8 Hours/Day: \$0.156/Hour**
  - **4 Hours/Day: \$0.312/Hour**



- ACADEMIC & ADMINISTRATIVE BUILDINGS**
- 1 OLD MAIN
  - 2 STUDENT SERVICES CENTER (CAC)
  - 3 COMMUNICATION ARTS CENTER (CAC)
  - 5 HEALTH ENHANCEMENT CENTER (HEC)
  - 6 SCIENCE BUILDING
  - 7 COLLINS CLASSROOM CENTER (CCC)
  - 8 ALBERTSON HALL (UNIVERSITY LIBRARY)
  - 9 NOEL FINE ARTS CENTER (NFAC)
  - 10 NELSON HALL
  - 11 COLLEGE OF PROFESSIONAL STUDIES (CPS)
  - 12 DANIEL O. TRAINER NATURAL RESOURCES BUILDING (TNR)
  - 17 SCHMECKLE RESERVE VISITOR CENTER
  - 21 WOOD UTILIZATION LAB
  - 35 WASTE EDUCATION CENTER
  - 44 CHEMISTRY BIOLOGY BUILDING
  - 61 DELZELL HALL
- SERVICE BUILDINGS**
- 14 HEC SERVICE BUILDING
  - 16 HEC STORAGE BUILDING
  - 18 SCHMECKLE RESERVE SHELTER
  - 25 GEORGE STIEN BUILDING
  - 26 RECYCLING CENTER
  - 31 MAINTENANCE AND MATERIEL BUILDING (M&M)
  - 444 NORTH CAMPUS CHILLER PLANT
  - 45 601 DIVISION STREET
- CENTERS**
- 40 DREYFUS UNIVERSITY CENTER (DUC)
  - 41 ALLEN RECREATIONAL CENTER
  - 42 DEBOT RESIDENCE CENTER
- RESIDENCE HALLS**
- 62 HYER
  - 63 PRAY-SIMS
  - 65 SUITES @ 201 RESERVE
  - 66 ROACH
  - 67 SMITH
  - 68 BALDWIN
  - 69 NEALE
  - 70 HANSEN
  - 71 STEINER
  - 72 BURROUGHS
  - 73 KNUTZEN
  - 74 WATSON
  - 75 THOMSON
- PARKING LOTS**
- STUDENT - J, P, Q, W
  - FACULTY - STAFF - A, D, E, F, G, H, K, R, T, S, V, W, Z
  - VISITOR - METERED - F-east, F-west, G, R, T, V, Y, Z

# Obstacles to Overcome

- **Can't be too complicated**
  - Needs to be easy to implement/operate/enforce
  - Departments can't focus exclusively on Parking
    - The City is in many different lines of business
  - Needs to be easily understandable for users
- **Pay-by-Plate system makes differentiating areas difficult**
- **Kiosks are expensive**
  - Not Cost Effective at lower prices/lower volumes
- **Finally, if we remove some of the Kiosks, where do they go?**

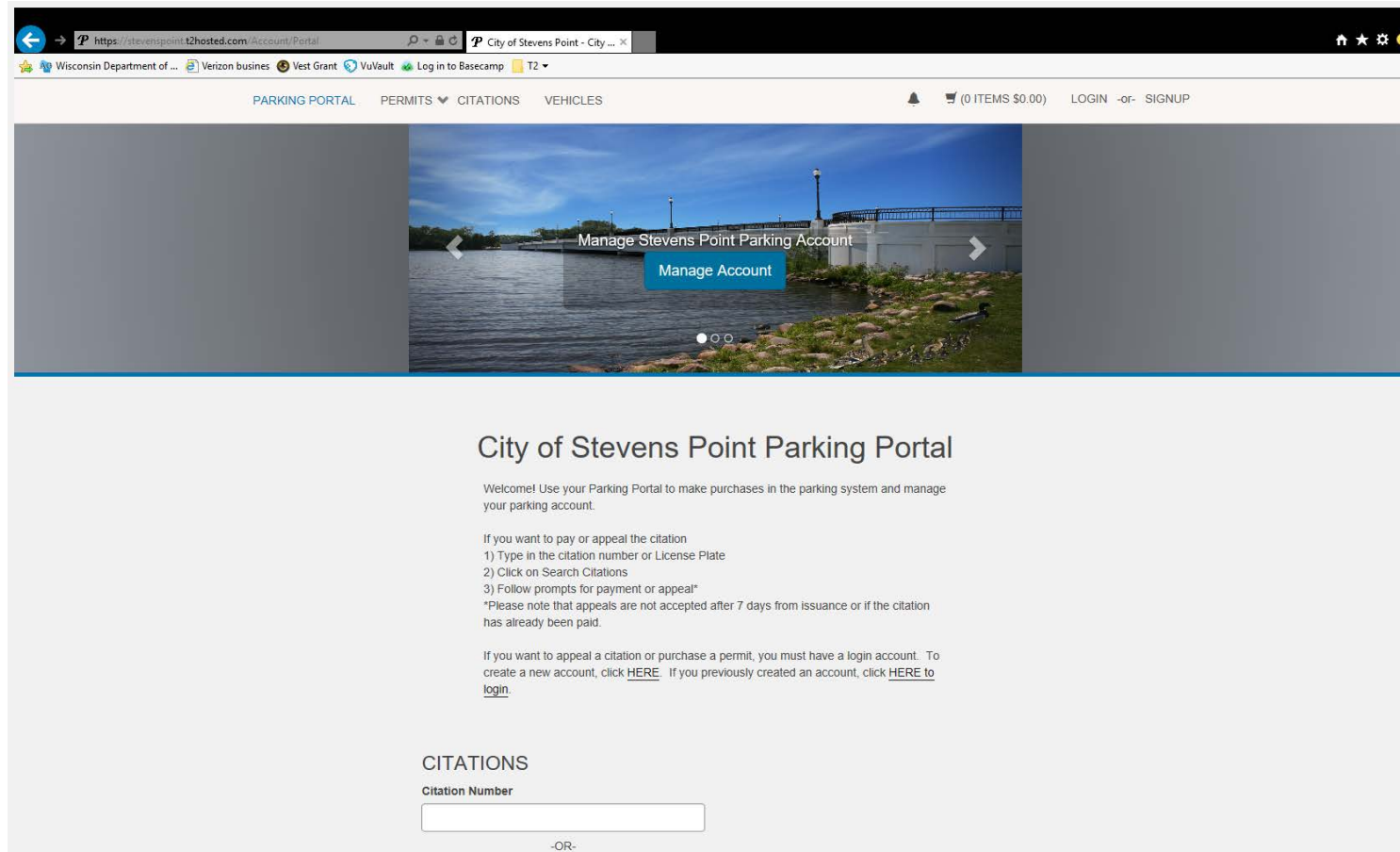
# Parking Enforcement

# Parking Ticket Revenues

- 2016: \$156,800
- 2017: \$159,262
- 2018: \$ 62,212 (May 11<sup>th</sup>)



# stevenspoint.t2hosted.com



The screenshot shows a web browser displaying the City of Stevens Point Parking Portal. The browser's address bar shows the URL <https://stevenspoint.t2hosted.com/Account/Portal>. The page features a navigation menu with links for PARKING PORTAL, PERMITS, CITATIONS, and VEHICLES. A shopping cart icon indicates 0 items for \$0.00, and there are links for LOGIN and SIGNUP. A large banner image shows a scenic view of a river and a bridge, with the text "Manage Stevens Point Parking Account" and a "Manage Account" button overlaid. Below the banner, the page title is "City of Stevens Point Parking Portal". The main content area includes a welcome message: "Welcome! Use your Parking Portal to make purchases in the parking system and manage your parking account." It also provides instructions for paying or appealing a citation: "If you want to pay or appeal the citation: 1) Type in the citation number or License Plate, 2) Click on Search Citations, 3) Follow prompts for payment or appeal." A note states: "\*Please note that appeals are not accepted after 7 days from issuance or if the citation has already been paid." Further instructions mention that users must have a login account to appeal a citation or purchase a permit, with links to "HERE" for creating a new account and "HERE to login" for existing users. At the bottom, there is a section titled "CITATIONS" with a label "Citation Number" and an empty input field. The page ends with "-OR-" and a small "m" icon in the bottom right corner.

City of Stevens Point Parking Portal

Welcome! Use your Parking Portal to make purchases in the parking system and manage your parking account.

If you want to pay or appeal the citation

- 1) Type in the citation number or License Plate
- 2) Click on Search Citations
- 3) Follow prompts for payment or appeal\*

\*Please note that appeals are not accepted after 7 days from issuance or if the citation has already been paid.

If you want to appeal a citation or purchase a permit, you must have a login account. To create a new account, click [HERE](#). If you previously created an account, click [HERE to login](#).

CITATIONS

Citation Number

## T2 Enforcement Solutions “Flex Software”

- **January 8, 2018 - Flex enforcement package implemented**
- **March - Genetec License Plate Reader (LPR) implemented for permit parking**
- **April - LPR implemented for two hour parking enforcement, following ordinance update**
- **May - LPR implemented for Kiosk/Paystation enforcement**

# Overall Improvements of Flex Enforcement Software

- **Simplified Records Management process**
  - 4 to 6 hours per week saved on records processing related to Parking
    - Traffic Violation and Registration Program (TVRP)
    - Permit issuance available online
    - Citation payment available online with accurate receipting

# Overall Improvements of Flex Enforcement Software

- **Enhanced Operational Efficiencies**
  - Online Appeals process initiated through website portal and communication transmitted electronically
  - Automated download of photos of violations taken by handheld device and LPR to records management software minimizes appeals.
  - 83% of Kiosk payment by credit card/passport which minimizes coin collection by personnel
  - LPR significantly decreases enforcement time used to validating meter violations and 2 hour zone infractions

# Overnight Parking

# Current Situation

- Overnight parking is prohibited
- People can call in to County Dispatch for permission.
  - Limited to 3 times per month
  - The County has informed us that they no longer have the resources to take these phone calls
  - Per hand count, projection of 9,855 overnight parking requests for 2017.
  - 2016 average was 21 entries per night. 2017 average was 27 entries per night. Majority of entries realized during weekend, peak call for service times.
- The current system is coming to an end, we can either
  - Eliminate overnight parking permission
  - OR
  - Come up with a new system

# A Potential New System

- We can utilize our new parking technology to issue overnight permits
- These can be sold online, and integrate with the enforcement system
  - There would be a price for overnight parking
- Snow Emergencies would still mean no parking on the street
  - People would have to find somewhere else to park

# New System-Alternate Side

- **Because of snowplowing and street sweeping, it would have to be “Alternate Side Parking”**
  - **This means the side would switch everyday**
    - Keeps vehicles from staying in one place or being abandoned
  - **It would be based on even or odd address numbers**
  - **Would not be allowed in “No Parking” zones**
    - Therefore, if one side of a street is “No Parking”, overnight parking is essentially allowed every other day on that street
      - Would have to find a street where parking is allowed on the particular side of the street (Odd or Even), may need to change streets daily



# Key Decisions

- What is the price?
  - Keep in mind that it is currently free, although more restrictive
- How does it tie in with overnight parking lots (Cobblestone)?
  - Same Price?
  - Same Platform?
    - Kiosk and Permit systems are different

# Key Decisions

- **How many days can you buy at one time?**
  - **3 Day Limit?**
    - Discourage use as a long-term alternative
    - Discourage Over-occupancy
  - **Weekly/Monthly Permits?**
    - Encourage use as a long-term alternative
    - Alternative to parking on grass and paving backyard
    - However, there are concerns with making this program too big too fast
      - Challenges with Plowing
      - Increased Vehicle Breakins/Issues