



# AGENDA ITEM REQUEST FORM

Item No. 22

Town Manager's Office

Bud Bentley

Assistant Town Manager

REGULAR  
COMMISSION MTG  
Meeting Dates - 7:00 PM

DEADLINE TO  
Town Clerk

ROUNDTABLE  
MEETING  
Meeting Dates - 7:00 PM

DEADLINE TO  
Town Clerk

- Feb 22, 2011
- Mar 22, 2011

- Feb 11 (5:00 pm)
- Mar 11 (5:00 pm)

- Feb 8, 2011**
- Mar 8, 2011

- Jan 28 (5:00 pm )
- Feb 25 (5:00 pm)

## **SUBJECT TITLE: Installation of Parking Pay Stations in the Waterfront Area**

**EXPLANATION:** At the December 7, 2010 Commission meeting, five (5) Digital Payment Technologies parking pay stations were approved to be purchased at a cost of \$60,200. We advised the Commission that two pay stations were planned for the A1A Parking Lot, two in the 100 block of Commercial Boulevard and one in the El Mar Parking Lot. We knew at that time we did not have sufficient funds to remove all single space meters on Commercial east of the Pelican Square, on El Mar north & south of the Square and on A1A at Commercial.

Since the Commission approved the purchase of the pay stations, we have considered specific locations for them in the Waterfront area to provide the best coverage. One of the deliverables of our Parking Operational Study was to evaluate each of our parking facilities and to advise us on the use of multi-space meters (pay stations). Our parking consultant, Fred Bredemeyer of ConsulPark, provided the attached January 31, 2011 report (**Exhibit 1**) regarding the pay stations. He concludes our current plan to cover the Waterfront area with three pay stations and to leave 67 single space meters in place will produce disappointing results. Mr. Bredemeyer points out in his report that the controlling factor in high use areas is not the physical distance the parker has to walk but the amount of time the parker has to wait in line to pay for parking. Even though pay stations are more convenient since they take credit cards and bills, the queuing time is judged by the time it takes vs. the 30 seconds it takes at a single space meter.

Based on his observation of the parking activity in the area during peak times, Mr. Bredemeyer recommends more pay stations so that we can remove all of the single space meters from the Waterfront area as shown on the map on page 4 of his report (13 meters remain on A1A). He notes that an acceptable alternative is to start the program with five pay stations, the locations of which are shown on page 8.

The Parking Fund does not have adequate income now to purchase additional pay stations. The logical alternative is to reassign the two pay stations from the A1A Lot (annual revenue of \$329 per space) to the higher demand area of the Waterfront area (\$1,500 to \$2,347 annual revenue per space).

As shown in **Table 1**, the El Mar Lot is our highest producing lot with each space earning \$2,347 last fiscal year (\$56,322 for the 24 space lot). If a pay station increases revenue by 15%, the payback time for the capital outlay would be about 1½ years. In lower producing spaces such as the A1A Lot (\$329 average), the payback time would be about 3 ½ years; however, we believe the pay station at this location will increase the utilization of the lot thus lowering the payback period. Our intention is to relocate newer existing single space meters to replace our very old single space meters, which should result in additional income and avoid the capital costs of around \$400 per meter to replace the old meters.



**RECOMMENDATION:**

We concur with the parking consultants' recommendation to install five pay stations in the Waterfront area, which we will accomplish by transferring the two pay stations planned for the A1A Lot. Since this is a significant change from the December 7, 2010 information provided the Commission, we ask Commission's concurrence in making this change to the pay station plan.

We will monitor the success of the pay stations in the Waterfront area and will revisit the purchase of pay stations for the A1A Lot when the Parking Fund can afford the expenditure.

**EXHIBITS:** Exhibit 1 – ConsulPark Report

**FISCAL INFORMATION:**

Table 1 – Revenue Information

Parking Location	FY10 Revenue	Spaces	Average Per Space
El Mar Lot	\$56,322	24	\$2,347
El Prado Lot	\$126,104	85	\$1,484
Business District	\$1,204	1,484	\$1,204
Town Hall Lot	\$714	1,204	\$714
Beach Meters	\$509	29	\$509
A1A Lot	\$329	68	\$329
Commercial Blvd	\$139	123	\$139
Total	\$454,699	519	\$876

Pay stations cost about \$12,000 each and depending on the physical layout of a parking area, the number of single space meters they can replace is based upon walking distance and queuing times. In the 80 space A1A Lot we were planning to install two pay stations, one pay station in the 24 space El Mar parking Lot, one pay station for the 13 spaces on the north side of the 100 block of Commercial and one pay station for 11 spaces on the south side. In contrast, replacement of single space meters (housing and meter) cost about \$400 each, so new meters for 25 parking spaces cost about \$8,000.

Reviewed by Town Attorney

Yes  No

 Town Manager Initial

MEMORANDUM

TO: Bud Bentley  
FROM: Fred Bredemeyer  
RE: Multi-Space Meter Placements  
Date: February 1, 2011

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Thank you for taking the time on Friday to walk through the plans and explain the proposed locations for the multi-space machines. As we agreed, my associate and I reviewed the proposed locations on Saturday and watched the traffic flow to better judge the ideal locations. Based on our observations from Saturday, I have developed the recommendations herein.

Converting a parking operation from single space machines to multi-space machines is a challenging process that requires planning and coordination on several fronts. This planning is critical because one misstep in the implementation process can result in unending public backlash potentially capable of overturning the decision to install this advanced technology. Replacing a technology as entrenched as the single space parking meter is sure to generate feedback even with a 100% success rate.

The ratio of single space meters to replacement multi-space machines is an important factor to the success of multi-machine deployment. The number of multi-space machines necessary is determined by a variety of factors which affect **customer convenience** and **operational efficiency**. These factors are important to maximize the benefit of the multi-space technology.

**Customer Convenience**

1. Distance – Customers have high expectations for convenient accessibility of multi-space machines because they are replacing single space meters that are almost always directly in front of where they park. The number one customer service issue with any multi-space machine is the distance between the space and payment terminal. Generally speaking, a walking distance of less than 400 feet (from parking space to final destination) is considered a Service Level A. This applies to short term parking for such trips as shopping, dining, etc.

To maintain a Level of Service of A, it is important that the distance to the payment machine not push the total walking distance above 400 feet. Given that almost every parking space in the subject area is well within 400 feet of the majority of destinations, this is not as relevant in the core of your Town.

Four hundred feet is not an issue when the payment terminal is “on the way” to the destination. However, if someone is forced to walk 100 feet away from their destination, then the payment process is adding 200 feet to their total walking distance and this could become noticeably uncomfortable for the customer. Again, this is not very likely given your configuration but may affect a small percentage of your customers.

2. Location – The location of the machines should be in an area that can be easily identified and allows ample, comfortable queuing. Customers should be able to quickly identify the closest machine and approach the machine directly.
3. Number of Machines – It is important that the number of machines allow quick and easy payment without long queuing. Customers should not be expected to wait for more than one or two payments prior to their own payment process.

Today, this transaction takes less than 30 seconds. When you add the walk and the “new” payment process, customers will look for areas to criticize. With just one customer in front of them, the customers will begin to get impatient. If there are multiple customers waiting to pay, the experience becomes lengthy. A two or three minute process replacing a 30 second process will seem like a 10 minute ordeal for the average customer. Limiting the wait by adding additional machines can eliminate some of these complaints.

4. Reliability – The machines must be placed in areas that allow “regular” use of the machines with minimal downtime. If machines are sparsely spaced, this leads to extra use and heavy wear and tear. In turn, this increases downtime from inoperable machines due to machine failure, depletion of consumables such as paper and machines that are often full and require frequent collections.

#### Operational Considerations

1. Compliance – The number one benefit of multi-space machines over single space meters is increased compliance. Increased compliance results in improved customer service because customers receive fewer citations. This increased compliance is a direct result of customer convenience through increased payment options and ease of use. It is realized, however, only if the technology is easily adapted and well accepted.
2. Operational Efficiencies – Another large benefit of multi-space machines is increased operational efficiencies as a result of better enforcement and fewer machines to collect and maintain. These benefits are only fully realized if the machines are not overly stressed. If there are too few machines, the collection periods and downtime are increased.

3. Improved Operating Results - Improved efficiencies and increased compliance lead to increased operating income through revenue increases and reduced expenses. Again, this is dependent on the number of machines installed. A system with too few machines will actually experience decreased revenues because downtime results in lost revenue.

The attached map details the recommended locations for multi-space machine placement. For the commercial core of the Town, the ideal number of machines is six. This configuration does not include the A1A lot but does include a machine for the lot on El Mar. It is possible that this number could be reduced to 5 and this scenario is included as well. It is recommended that the lot on El Mar receive its own machine and that a minimum of four additional machines be used for the busy areas near the intersection of Commercial Boulevard and El Mar Drive.



In this configuration, the locations of machines #1, #3 and #4 are recommended to be installed in the locations marked by Don on our walkthrough. Machine #2 is recommended to be installed in the median of El Mar Dr. as indicated in the following picture.



Similarly, machine #5 is recommended to be installed in the median of El Mar Dr. on the south side of Commercial Boulevard as indicated in the following picture.



The recommended location of machine #6 is near the pier on the south side of Commercial Boulevard.



The five machine alternative is depicted in the following picture.



Machines #1-4 remain in the same location for this alternate. To conserve one machine, machines #5 and #6 are combined into one machine on the SE corner of Commercial and El Mar Dr. The ideal location for this machine was marked by Don on our walkthrough.