

## PARKING AUTHORITY



Tom Arnold, Director of Parking Authority

### INTRODUCTION

**Mission Statement** - The mission of the Morgantown Parking Authority is to provide the City a convenient, safe, secure, and aesthetically pleasing parking experience. The Authority shall continually maintain, improve, and increase parking opportunities to meet the unique challenges that are present as the result of growth and development within the City.

**Authority Members** – Ernest Fortuna (Chairman), William Byrne (Vice Chairman), Ronald Bane, Charles McEwuen, and George Papandreas

**Goals** - The Parking Authority goals are reviewed each year to determine their achievement and how that achievement has impacted the vision of the Mission Statement. Goals summon the Authority personnel to greet the many challenges that influence its customers' needs and convenient accessibility to Authority facilities. For 2005, the Parking Authority Staff will be striving to accomplish the following:

The continued growth and development in and around the Downtown and the Campus of West Virginia University has the Parking Authority gearing its objectives to meet the tremendous need for additional parking.

### CURRENT PROGRAMS & SERVICES:

#### Pay-On-Foot Gate Access System

The Parking Authority has now had experience with the new management technology in its garages. The knowledge gained with utilization of this equipment has become a value-added benefit. This perception enables the Parking Service to better regulate parking spaces at peak usage day and night.

As of July 2004, the Authority has had one full year to compare how this new technology impacts not only the space management, but also the revenue control that the manufacturer and software writers have professed. The Authority is very pleased that both facilities that went on line in 2003 (University Avenue and the Public Safety Garages) experienced a 30% increase in terms of additional vehicles served.

This is a very encouraging trend on two levels. 1. The Authority is getting increased use of available space. 2. This increases revenue production at each facility to meet the goals of facilities having the ability to pay for themselves. For the present fiscal year the Authority sees that the trend is continuing in daytime and nighttime space use.

### **Pay-On-Foot Gate System Customer Services**

- Payments can be made to the station using cash (different denominations), credit cards, and check cards.
- Pay for time used and not having to speculate time during visits to Downtown.
- Merchants have access to a validation program that would give their customers free parking for the first time.
- “Help Button” if a customer has a problem at entry, exit, or pay station (will have direct access to Parking Authority staff 24 hours/day with a phone linked intercom system).
- Lot Full signs at the entrances to alert customers if there is available parking in each facility.
- Revenue controls in place to assist with accounting and increase profitability.
- Precise information concerning customer use during business days for commerce forecasting.
- Special Event Parking available for activities in the Downtown, which allows the customer to pay one price for parking for the entire event and pay when they arrive.
- Efficiency of Space that allows the Authority to increase hourly parking at peak times. For example: University Ave. Garage had 112 meters, which serviced 112 cars/hr. Now the Authority can service up to 230 cars/hr. (hourly customers) and maintain service to monthly permits.

**Cleaning Downtown Streets and Sidewalks** – On October 1, 2003, the Parking Authority took over cleaning streets and sidewalks in partnership with the City and Main Street Morgantown. The Authority receives \$9,200 annually from the City for sidewalk cleaning in the Downtown. The Authority expended \$43,000 for 3 sidewalk vacuum sweepers to assist with effort that occurs from 4 am to 8 am daily.

The Authority's objective is to clean sidewalks and parking lots before the daytime business begins. The increasing challenges of meeting the demands to keep the Downtown clean following nighttime entertainment keeps the 4 Authority staff members very busy until 8 a.m. This project is still evolving by looking for ways to curb litter at its source.

### **Wharf District**

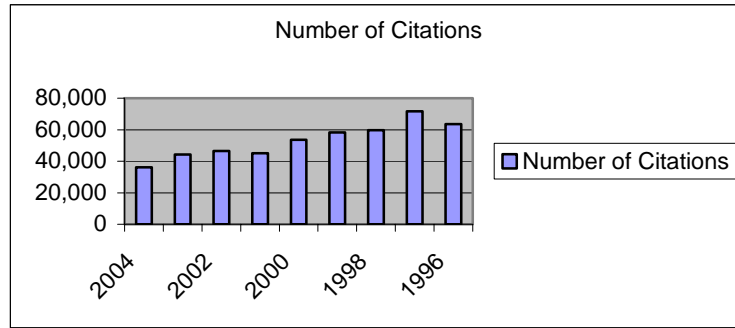
Public parking was established in the Historic Wharf District during the summer and fall of 2001. Today, the Authority has completed construction of a 4 story-parking garage accommodating 316 vehicles. The Authority will be working with Property Developers, City Planning, Public Works, and the Police Department for the transition of the present parking practices (within the Wharf District) to a more appropriate parking program as defined in the City Code.

### **Enforcement Program**

It is estimated that the Parking Authority provides service to more than 7,000 vehicles each business day. Presently, the Authority has 2,128 spaces available in its system Downtown. The demands for parking particularly at peak times requires a program allowing everyone needing a space to find one.

This can only be accomplished by regulating spaces that insures that "camping" (allowing unlimited access to public parking) does not occur. "Camping" severely restricts all to have equal opportunity. In the Downtown, shoppers, employees, students, residents, visitors, and many others compete for the most convenient and accessible spaces. Without proper enforcement, there would be no spaces available at any time.

The enforcement program is designed to accommodate the needs of the public in general with the understanding of the variety of stakeholders in the Downtown. The Authority constantly reevaluates this program with very positive results. As demonstrated in the graph below, it is meeting its goals of decreasing the number of citations.



## RESOURCES

### EMPLOYEES (The Morgantown Parking Service):

The success of the Parking Authority has been realized by the dedication of the employees that the Authority has entrusted since its creation. As Morgantown continues to advance the phenomenal growth that it is enjoying, the Parking Authority's philosophy has evolved "to remain flexible in the face of change". This flexibility has been defined in the growth and expansion of programs and facilities to accommodate the demand. A far greater burden has been placed on employees to meet the challenge.

Within the next five years, the Parking Authority could double the number of spaces that it now maintains (from 2,000 to 4,000). This increase will be realized if the planned development comes to fruition. This will directly impact the number employees (Parking Service) at the Authority. The service portion of the Authority has the infrastructure in place to meet any additional demand that the future may present.

#### Staff – Director and 14 Employees

The Executive Director is Tom Arnold and he reports directly to the Parking Authority. The Director oversees the operations, employee training, facilities management, public relations, capital improvements, and program development.

The 5 uniformed meter enforcement officers regulate the compliance of the meters; assist customers with any needed information; and provide security for patrons in the lots and garages. Enforcement is on duty 24 hours, 6 days each week.

Lot and Garage Maintenance has 3 staff members that clean and perform minor repairs to facilities including green space. Two staff members take care of meter repair, collection, and daily bank deposits. They also assist maintenance on certain projects.

In the office, Customer Service Representatives give full attention to the walk up patrons and those that telephone their concerns. The Records/Operations manager and the accounting clerk process violations, account for fine collections, process payments and vehicle registrations, administer the validation program, and send notices.

## REVIEW OF PAST YEAR'S ACTIVITIES

### Finances for Fiscal Year 2003-2004

#### Revenue

Time Parking Revenue -	\$1,305,830	Current Assets -	\$ 985,186
Fine Collection -	345,333	Investments	885,202
Miscellaneous -	33,649	Fixed Assets	7,980,548

<b>Total Revenue -</b>	<b>\$1,684,812</b>	<b>Total Assets</b>	<b>\$ 9,850,936</b>
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#### Expenditures -

Operating Expenses -	\$952,124
Public Safety Bldg Bond	370,965
Wharf Garage Bond	95,076

#### Capital Outlay -

Gate Access Equip	
University Ave Garage	\$258,957
Pub Safety Bldg Garage	15,627
2 Vacuum Sweepers	37,371

<b>Total Expenditures-</b>	<b>\$1,253,853</b>	<b>Total</b>	<b>\$311,955</b>
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## FORECAST FOR COMING YEAR

### Willey Street Garage Project

The Parking Authority continues working toward the reality of constructing a 600-vehicle garage at the corner of Willey Street and University Avenue. A Traffic Study has been completed and the Department of Highways has preliminarily approved the traffic patterns depending on the facility's design for its access and egress. The Authority has a "high priority" for this project as an important resource to the future business development in the Downtown and to meet the increased demand for student parking. This facility will have 24-hour public access that will considerably benefit both the business and university communities.

### Sunny Side Up

A very motivated task force known as "Sunny Side Up" is addressing the redevelopment of Sunny Side. It has identified parking again as a

necessary service that must be included in any planning for this energized project to positively change the Sunny Side area. The Authority is directly involved with the consultants working on this project.

### **Square At Falling Run**

This new project is still very much in the planning stages with the developers wanting to initiate a total makeover of the Falling Run Area. The Parking Authority will play a vital role in providing public parking. The extent of that role will depend on the magnitude of each development phase.

The Authority may be managing a surface lot of between 400 and 500 spaces and later be operating an underground garage for 1700 cars. These scenarios give the Authority new exciting challenges to provide parking service again for business and student needs.

### **Public and Private Parking Partnerships**

The Parking Authority has developed partnerships with 4 churches and a business enterprise over the years. These partnerships have realized 243 short and long term spaces in the Downtown or 11% of the total number spaces the Authority manages. This type of arrangement is a winner for all parties by 1. "Sharing" parking with the public; 2. Greater revenue to the Authority; and 3. Property maintenance and additional revenue to the owner. The Authority will continue to explore this type of business plan to increase public parking and enhance possible revenue.

### **SUMMARY:**

As the Authority enters the 21<sup>st</sup> Century, it is properly prepared to confront the difficulties with the lack of parking. The Authority is now using its accumulated assets to expand facilities such as it did with the construction of the Wharf Garage (\$5.6 million). Work has also started on the Willey Street Garage (\$10 million) which furthers the Authority's commitment to the future of the Downtown with an additional 600 spaces.

Though this Authority is funded entirely by user fees, its program management philosophy enables the Authority to completely support its service obligations to the general public. It is essential that the Authority maintain its ability to work with the entities that responsibly enhance and develop properties and businesses in the Downtown.