

MORGANTOWN 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 our customers' needs and convenient accessibility to Authority facilities. For 2006, the Parking Authority and the staff will be striving to accomplish the following:

There is a new venture in the continued growth and development in the Downtown and the Campus of West Virginia University. Attention is now going toward building new condominiums and student housing convenient to Campus, transportation, and other amenities of the Downtown. The Parking Authority is preparing to meet the new challenges that the many proposed residential projects will place on public parking. The Parking Authority appreciates the future needs and the positive results that this type of development provides to the Downtown.

CURRENT PROGRAMS & SERVICES:

Pay-On-Foot Gate System Customer Services

This new technology has enabled the Parking Authority to properly expand its role to manage the parking facilities toward a maximum capability. The following points illustrate the many tools this technology contributes to the daily management of 1,192 parking spaces in 3 multilevel facilities.

- 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 the time used to visit the Downtown.
- Merchants have access to a validation program that gives their customers free parking for the first time.
- “Help Button”: If a customer has a problem at entry, exit, or pay station, they 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 that 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 once had 112 meters, which serviced 112 cars/hr. Now the Authority can service up to 230 cars/hr. (hourly customers) and maintain service to the monthly permits.

Parking Permit Program – Monthly Parking Permits have been offered for many years. The Authority has been more active with the program to promote more use of the available long term parking facilities. Currently, there are 900 monthly permits issued in the Authority’s long term facilities. This has successfully opened the short-term spaces to visitors to the Downtown. Monthly permits are very successful because:

- Encourages employees in the Downtown to park in the garages, not at meters used by those doing commerce.
- Residential needs are increasing and residents can obtain 24/7 permits to store their vehicles.
- WVU students purchase a limited number of daytime permits to find parking close to campus.

Accurate Digital Parking Meters – Metered parking is the mainstay of the parking program that provides an accurate means to collect revenue and monitor the use of the space. This technology has been in the Downtown for more than a decade, but it is still a very effective tool of the parking industry. Morgantown is one of the very few Cities in West Virginia that use digital meters instead of the old mechanical meters. Presently, there are 812 metered spaces active in the Downtown.

In the past year, the West Virginia Division of Weights and Measures did a comprehensive study of the operations of Authority owned digital meters. Their conclusions were very positive pertaining to the meter’s accuracy and reporting.

Cleaning Downtown Streets and Sidewalks – On October 1, 2003, the Parking Authority started 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’s objective is to clean sidewalks and parking lots before 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 8am each day. This project is still evolving by looking for ways to curb litter at its source.

Partnership with Merchants – It has been long recognized by the Authority that there is a partnership with all the entities that make up the Downtown. This partnership is

defined by the simple fact that all patrons, visitors, employees, and other stakeholders make the Authority's customer base.

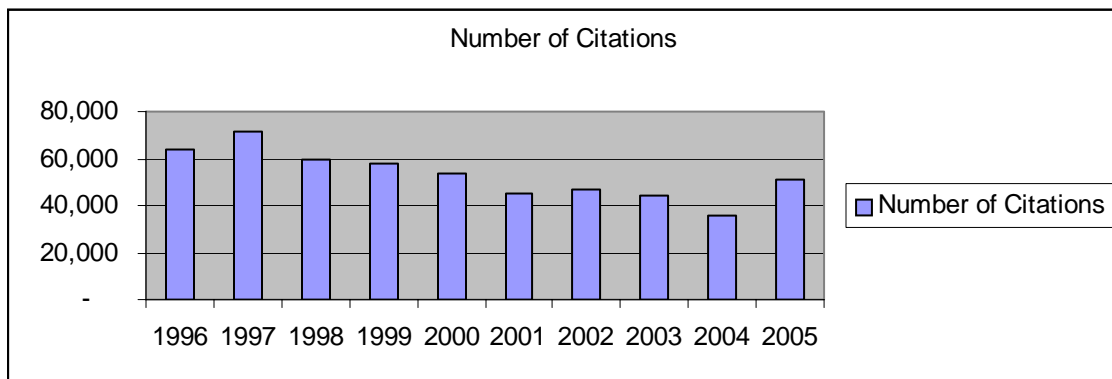
This concept is the driving force when developing programs and regulations that best serve mutual customers. The Authority and its Executive Director work closely with Main Street Morgantown when a program or new regulation is requested to better improve "Public Parking" that gives more opportunity for the general public to find a safe, convenient parking space.

Enforcement Program

It is estimated that the Parking Authority provides service to more than 7,000 vehicles during its 21-hour 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 being able to find one.

The enforcement program is designed to accommodate the needs of the public in general and the other stakeholders in the Downtown. Enforcement of City Codes and Regulations (related to parking) are what make the goals of those codes and regulations work. The Authority constantly reevaluates this program to maintain positive results for customer service.

It is estimated that less than 3% of Authority customers receive a citation. Below is a graph demonstrating the citations issued over the last decade and how the Authority's efforts to keep the number of citations to a minimum as the number of vehicles served per year increases.



RESOURCES

EMPLOYEES:

The success of the Parking Authority is because of the dedication of the employees that the Authority has entrusted since its creation. As Morgantown continues to enjoy phenomenal growth, the Parking Authority's philosophy has evolved "to remain flexible

in the face of change." This flexibility has been defined as the growth and expansion of programs and facilities to accommodate the demand. As a result of this, 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 planned development comes to fruition. This would directly impact the number of 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 12 Employees

The Executive Director is Tom Arnold and he reports directly to the Parking Authority. The Director oversees 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 lots and garages. Enforcement is on duty 24 hours per day, 6 days per week.

Lot and Garage Maintenance has 2 staff members that clean and perform minor repairs to the 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 is a Customer Service Representative to give full attention to the walk up patrons and patrons that telephone their concerns. The Records/Operations manager and the accounting clerk process violations, account for fine collections, process payments, vehicle registrations, administer the validation program, and send notices.

REVIEW OF PAST YEAR’S ACTIVITIES

Finances for Fiscal Year 2004-2005

Revenue

Time Parking Revenue –	\$1,586,992	Current Assets	\$1,116,862
Fine Collection -	465,775	Investments	906,187
Miscellaneous -	32,354	Fixed Assets	8,276,125
Total Revenue -	\$2,085,121	Total Assets	\$10,299,174

Expenditures

Operating Expenses -	\$1,081,089
Public Safety Bldg Bond	354,725
Wharf Garage Bond	456,984

Capital Outlay

No Expenditure

Total Expenditures - \$1,892,798

FORECAST FOR COMING YEAR

Willey Street Garage Project

The Parking Authority continues working toward the reality of constructing this 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 of its access and egress. The Authority places a high priority on this project as it can be an important resource to the future business development in the Downtown and assist with the increased need for student parking. This facility will have 24-hour public access that will considerably benefit both the business and University communities.

Residential Demand

Downtown Morgantown remains a vibrant community that is constantly considered for new development. A new direction is the residential models that have been brought to the City of Morgantown for consideration of approval. The ideas contemplated are for upscale, single family, large student housing complexes and small apartment conversions from unused space above retail.

The Authority recognizes that future residential development in the Downtown will bring a greater need for long-term parking. There is ongoing planning to accommodate those needs by integrating them with the present program (designed on the concept of "constant turnover") to serve the additional residential customers.

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 of spaces the Authority manages. This type of arrangement is a winner for all parties by:

1. "Shared Parking" with the public of spaces that would sit idle.
2. Greater revenue to the Authority.
3. Property maintenance and additional revenue to the owners.

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 21st Century, it will be properly prepared to meet the difficulties with the lack of parking. The Authority is now using its accumulated assets to expand facilities 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 our 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.