

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.

A Message from Your Parking Authority

The Parking Authority's tradition is to provide safe, clean, and accessible public parking for the Downtown B4 Zone. For this purpose it employs 13 full time professionals that service 2,139 parking spaces (10 surface lots, 4 multilevel facilities, and 12 City streets) 24 hours/6 days a week. Though the 2,139 spaces only account for 47% of the total number of parking spaces available in the Downtown, each space is crucial to the success the B4 Zone.

Since 1999, The Authority has worked diligently on the perception that parking is not available in the Downtown. This mistaken view can have a very negative affect on commerce as well as the future growth and development in the Downtown. Through a number of successful initiatives, the Authority can dispel this myth by declaring that Authority facilities collectively operate with an 80% capacity at anytime of the day.

Each year the Parking Authority and the Executive Director reviews its **Goals** to determine their achievement. The Authority then can assess the situation and make any course corrections to keep with the vision of the mission. The Designated **Goals** summon the Authority personnel to greet the many challenges that are influenced by our customers' needs and their convenient accessibility to the public parking facilities. For 2007, the Parking Authority and the staff will strive to accomplish the following:

1. Establish a working relationship with all residential property owners to inventory the number of residents and their parking needs in the B4 Zone.
2. Identify all private parking providers in and around the Downtown to create rapport so to create a program to assist with the storage parking needs of the residents in the Downtown. Presently, there is no effort and no defined direction.
3. Increase interaction with West Virginia University in relation to Student Parking Storage. The Authority can identify problems (as to the impact on the community) and assist with solution programs.
4. Continue work on long term solutions for extended and daily parking with the involvement of the mass transit system. Other University Cities similar to

Morgantown are enjoying success with off site storage programs. The Authority will intensify its study of the feasibility of a storage program development.

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 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) or credit cards.
- Pay for time used and not have to speculate the time spent in the Downtown.
- Merchants have access to a validation program that can give their customers free parking for the first time.
- “Help Button” If customers have a problem at entry, exit, or pay station, they 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 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 the 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.

Parking Permit Program – Monthly Parking Permits has been offered for many years. The Authority has gotten 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:

- Encourage Downtown employees to park in the garages, not at meters used by those doing commerce.
- WVU students purchase each semester a limited number of daytime permits to alleviate the problems of finding parking close to campus.
- Residential needs are increasing and residents can obtain a limited number of 24/7 permits to store their vehicle for each semester.

Accurate Digital Parking Meters – Metered parking is a 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 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 825 metered spaces active in the Downtown.

Partnership with Merchants – It has been long recognized by the Authority that there is a partnership with all the entities that make the Downtown. This partnership is defined by the simple fact that patrons, visitors, employees, and other stakeholder make the Authority’s customer base.

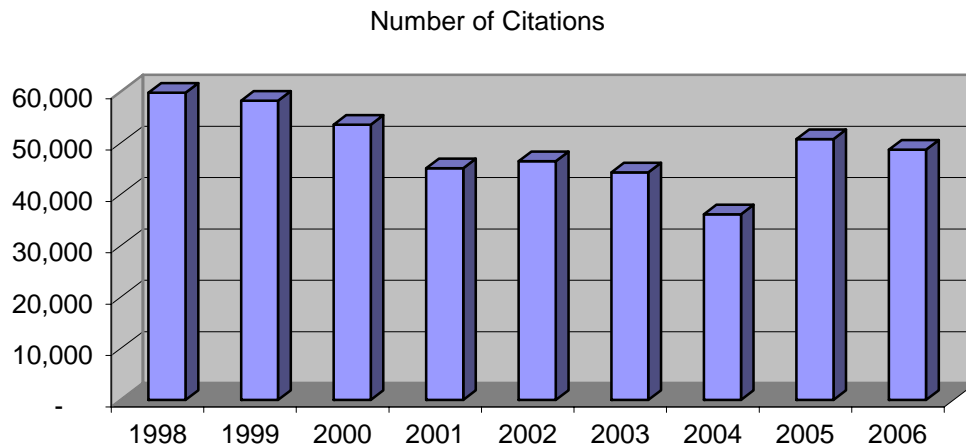
This concept is the driving force when developing programs and regulations that best serve the customers. The Authority and the Executive Director work closely with Main Street Morgantown when a program or new regulation is requested to better define “Public Parking” that gives more opportunity to the 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 2,139 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 intentions of those codes and regulations work. The Authority constantly reevaluates this program to maintain positive results for overall customer service.

It is estimated that less than 3% of the total customer base receives a citation. Following is a graph showing 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 has increased.



RESOURCES

EMPLOYEES: Staff – Director and 12 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 4 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 repairs of 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 who gives full attention to patrons and those who 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 2004-2005

Revenue

Time Parking Revenue –	\$1,485,604	Current Assets	\$1,116,862
Fine Collection -	493,463	Investments	906,187
Miscellaneous -	63,884	Fixed Assets	8,276,125
Total Revenue -	\$2,042,951	Total Assets	\$10,299,174

Expenditures

Operating Expenses -	\$1,013,061
Public Safety Bldg Bond	350,727
Wharf Garage Bond	457,000

Total Expenditures - \$2,108,527

Capital Outlay

Spruce Street Garage	\$200,439
Pleasant Street Garage	87,300

2007 FORECAST

Residential Demand

Downtown Morgantown remains a vibrant community that is prepared for 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, appropriately scaled student housing complexes, and small apartment conversions from unused space above retail.

It is a proven fact that appropriately increasing the population densities in a Downtown will translate into a healthier business climate in the Downtown. This Authority is very prepared to meet all challenges that are associated with increasing population density in the B4 Zone. Long term parking for residents and short-term parking for visitors are very manageable with the present schemes and planned projects.

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. “Shared Parking” with the public with spaces that would otherwise sit idle
2. Greater revenue to the Authority
3. Property maintenance and additional revenue to the owner
4. New Initiatives
 - The Authority is exploring the expansion of a private partnership program as a means to enhance the storage-parking concept. The Authority is very encouraged by the inquiries of owners with property conveniently located near the Downtown.

- Investigate the possibilities of shared parking with the banking institutions in the Downtown. This would help with better management of their facilities after hours.

SUMMARY:

As the Parking Authority considers new initiatives in the Downtown, it will be guided by the following principles:

1. Provide safe, adequate, affordable, convenient parking for all Downtown users.
2. Advance the Downtown as an attractive, open, pedestrian-friendly environment.
3. Work closely with other agencies to fully employ mass transit resources.
4. Aggressively participate in Park and Ride programs into the Downtown.