

# 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), Jeanne Hagan, Charles McEwuen, and George Papandreas.

### A Message from Your Parking Authority

The Authority's tradition is to provide safe, clean, and accessible public parking for the Downtown B4 Zone. For this purpose, the Authority employs 13 full time professionals that service 2,139 parking spaces (9 surface lots, 4 multilevel facilities, and 14 city streets) 24 hours/6 days a week. Though the 2,229 spaces only account for 49% of the total number of parking spaces available in the Downtown, each space is crucial to the success of the B-4 Zone.

In 2007, the Parking Authority became very encouraged by the increased use of the garages on Spruce Street and University Avenue. For the first time, the Spruce Street Garage (behind the Public Safety Building) earned enough revenue to cover its annual debt payment. The University Avenue Garage fills to capacity 5 days per week and Thursday, Friday, and Saturday evenings. This trend is accented by the fact that the Authority is experiencing less usage in its short-term lots, which opens spaces for visitors to the Downtown.

Each year, the Parking Authority and its Executive Director reviews the goals to determine their achievement. The Authority then can assess its situation and make corrections to keep with the vision of the mission. For 2008, 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 to create a program to assist with the storage parking needs of the residents in the Downtown.
3. Increase the interaction with West Virginia University and its new Parking and Transportation Director. Identify mutual 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 as to the feasibility of a program to support the Downtown.

## 5. CURRENT PROGRAMS & SERVICES:

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

This 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) or credit cards.
- Pay for time used and not having to speculate about time in 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 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 the business days for use 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 have 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 they:

- Encourage Downtown employees to park in the garages; not at meters used by those doing business.
- Established a program to assist the West Virginia Junior College students so that they do not park at 2-hour meters.
- Meet residential needs that are increasing; residents and students can obtain a limited number of 24/7 permits to store vehicles 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 12 years, but it is still a very effective tool of the parking industry. Presently, there are 413 metered spaces on 14

streets in the Downtown and around the University Campus. The Authority manages 9 surface lots and 1 multilevel lot that have 515 digital meters. Total - 928 Meters

**Partnership** – 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 all patrons, visitors, employees, and other stakeholder make the Authority’s customer base.

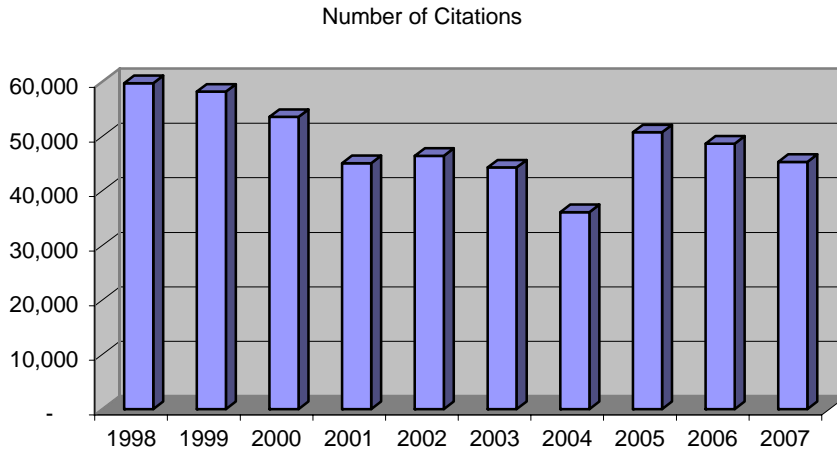
This concept is the driving force when developing programs and regulations that best serve the Authority’s customers. The Authority and the Executive Director work closely with Main Street Morgantown when a program or new regulation is requested to better define “Public Parking” that gives more opportunity 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 2,139 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.

The enforcement program is designed to accommodate the needs of the public in general with the other stakeholders in the Downtown. Enforcement of City Codes and Regulations (related to parking) makes 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 depicting the citations issued over the last decade and the Authority’s efforts to keep the number of citations to a minimum as the number of vehicles served per year increase. This year (2007) Authority Officers have written 45,324 citations compared to 48,666 citations in 2006, and 50,752 citations in 2005.



## 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 compliance with the meters, assist customers with any needed information, and provide security for patrons in City 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 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 walk up patrons or those that telephone with their concerns. The Records/Operations Manager and the Accounting Clerk process violations, account for fine collections, process payments, process vehicle registrations, administer the validation program, and send notices.

## REVIEW OF PAST YEAR'S ACTIVITIES

### Finances for Fiscal Year 2006-2007

#### Revenue

Time Parking Revenue –	\$1,586,231	Current Assets	\$1,116,862
Fine Collection -	486,185	Investments	906,187
Miscellaneous -	101,103	Fixed Assets	8,276,125
<b>Total Revenue -</b>	<b>\$2,173,519</b>	<b>Total Assets</b>	<b>\$10,299,174</b>

#### Expenditures

Operating Expenses -	\$1,110,505
Public Safety Bldg Bond	350,727
Wharf Garage Bond	457,000

#### Capital Outlay

University Ave. Garage	\$70,000
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**Total Expenditures - \$1,988,232**

## 2008 FORECAST

### Residential Demand

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

It is a proven fact that increasing the population density in a Downtown will translate into a healthier business climate for the area. The 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 produced 243 short and long term spaces in Downtown or 11% of the total number spaces the Authority manages. This 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 its 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:**

This past year (2007), the Downtown B4 Zone was spotlighted by a proposed student residential development. Parking was one of the main topics in this spirited debate. Throughout the process, the following issues were identified:

1. Future developments should provide a detailed parking program as part of the approval process.
2. In association with the City Planning Department, a strategy be developed that could have the developer contribute to a bond program for parking expansion and improvement.
3. The Authority should prioritize parking arrangements for the student population in the B4 Zone. Presently, the Authority accommodates student commuters and residents from all over the area.
4. Outside the B4 Zone there are no systematic programs to coordinate parking to provide solutions to neighborhoods.
5. Parking solutions throughout the City would mitigate traffic congestion.
6. Establishing new Mass Transit routes (around the City) are vital to parking and traffic solutions.