

2009 ANNUAL REPORT
MORGANTOWN PARKING AUTHORITY
Established 1954

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 – Charles McEwuen (Chairman), Jeanne Hagan (Vice Chairman), John Gaddis, Shane Mardis, and William Mayer

A Message from Your Parking Authority

It is the tradition of the Parking Authority to provide safe, clean, and accessible public parking for the Downtown, Wharf District, and (beginning in 2009) Sunnyside. For this purpose the Authority employs 14 (13 full time and 1 part time) professionals that service 2,198 parking spaces (9 surface lots, 4 multilevel facilities, and 16 city streets) 24 hours, 6 days a week.

Each year the Parking Authority and the Executive Director review **Goals** to determine their achievement. The Authority then can assess situations and make corrections keeping with the vision of the mission. For 2010 the Parking Authority and the staff will strive to accomplish the following:

1. Continue working with City Council and the City Manager to expand enforcement and program capabilities to assist with parking throughout the City. The Authority exists to best manage the parking challenges associated with high densities of businesses, residents, or both.
2. Work with the **Responsible Hospitality Project** to improve customer access to the Downtown between the hours of 5 PM and 10 PM.
3. Continue cooperative interaction with **West Virginia University Parking and Transportation**. Identify mutual problems (as to the impact on the community) and assist with solution programs.
4. To further secure parking garages, the Parking Authority will begin **installation of coverage cameras** to improve protection of customers and their vehicles.
5. Review parking requirements for new development with the Planning Commission and City Council as a means to encourage more **Downtown Development**.

CURRENT PROGRAMS & SERVICES:

It is estimated that the Parking Authority serves more than 7000 vehicles during the 21-hour business day. Presently, the Authority has 2,198 spaces available in its system Downtown, Wharf District, and Sunnyside. The demands for parking particularly at peak times require a program allowing everyone needing a space the ability to find one.

Pay-On-Foot Gate System - This technology has enabled the Parking Authority to properly expand its role to manage the parking garages 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 time in visit the Downtown.
- Merchants have access to a validation program that will give customers free parking for the first time.
- “Help Button” If a customer has 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 signs at the entrances to alert customers to the number of available parking in each facility and tells motorists when the lot is full.
- 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 increased 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 700 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:

- Cost savings up to 50% for a permit over paying a daily rate
- Encourage Downtown employees to park in the garages, not at meters used by those doing commerce.
- Student Parking Program that assist students from West Virginia University, West Virginia Junior College, and the Morgantown Beauty College.
- Residential needs are increasing. Permanent or temporary residents can obtain a limited number of 24/7 permits to store their vehicle.

WVU Partnership – The office of the Housing Director contacted the Parking Authority for assistance to manage the on street parking in Sunnyside (Grant Avenue and McLane Avenue) adjacent to Summit Hall and the new Honors Dorm. By simply placing meters with enforcement, parking opportunities have been greatly improved.

In **2009**, the Parking Authority with West Virginia University Transportation and Parking Department, recognized the need to improve parking and traffic management on and around the Downtown Campus. By simply raising hourly rates 25 cents per hour on high-demand parking, this cooperative effort has been very successful. A portion of the traffic is now disseminating to less used long term parking facilities or using public transportation. More spaces are now accessible to the visitors of the Downtown Campus.

Farmer’s Market returned in 2009 to the Parking Authority lot on Spruce Street, which has become a destination for hundreds of shoppers every Saturday morning from May 1st to November 7th. Authority personnel sets the Market every Saturday morning, then dismantle and store materials needed for the event.

Message Signs at the Spruce Street and University Avenue Garages display the number of open spaces in each facility as well as a message board to inform the public of the daily activities in the Downtown.

ENFORCEMENT

Parking Enforcement is very essential to the success of any public parking program. Parking rules and regulations are created by the Parking Authority and approved by City Council to keep “public parking” constantly available to the general public. It is estimated that 3% of the motorists using facilities choose not to follow the rules and regulations. This practice restricts traffic to wanted destinations and stifles commerce. Enforcement Programs guarantee the unrestricted access to public parking.

Enforcement constantly evolves with today’s technology as the means to eliminate errors; improve reporting; expand access to vehicle information; and efficient monitoring of employee activity. Along with the technology are the staff and policies that professionally administer a fair and balanced enforcement program.

When citations are issued, it is equally important that all fines are collected. This substantiates the importance and the meaning of the citation, which is to be the deterrent. The Authority mails an average of 3,000 notices per month to vehicle owners with outstanding citations and work with Enforcement on the fine collections.

Citations Issued and Collected

	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Issued	45,146	46,336	44,115	43,524	45,395
Collected	42,921	43,710	41,550	40,860	37,536*
Percentage	95%	94%	94%	94%	83% *
Amount	\$418,832	\$501,250	\$463,859	\$404,431	\$329,678*

* Denotes that collections evaluation is not complete until the end of 2010

RESOURCES

EMPLOYEES: Staff – Director and 13 Employees

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

The 6 uniformed **Parking Enforcement Officers** regulate compliance of the parking rules, parking lot regulations, assist customers with any needed information, and provide security for patrons. Parking Enforcement Officers are on duty 24 hours 6 days each week. When classes are not in session, officers assist with facility maintenance

Lot and Garage Maintenance has 4 staff members that clean all lots and garages (daily), perform repairs to facilities, maintain green space, provide meter repair, collect meter/gate revenue, and make daily bank deposits.

In the office, a **Customer Service Representative** gives full attention to the walk up patrons or those that telephone their concerns. The **Operations Manager** and the **Accounting Clerk** process violations, account for fine collections, process payments, research vehicle registrations, and send notices. This office (with assistance of the Enforcement Officers) is responsible for collecting 94% of all citations written, which is among the highest in the nation.

REVIEW OF PAST YEAR'S ACTIVITIES

Finances for Fiscal Year 2008-2009

Revenue

Time Parking Revenue	\$1,567,503	Current Assets	\$1,352,248
Fine Collection	462,641	Fixed Assets	7,322,813
Miscellaneous	- 7,356		
Total Revenue	\$2,022,788	Total Assets	\$8,675,061

Expenditures

Capital Outlay

Operating Expenses	\$1,246,290	Equipment	\$121,494
		Bond	342,809
Total Expenditures -		\$1,710,593	

2010 FORECAST

This past year (2009), the Parking Authority partnered with the City of Morgantown by going before the State Legislature about changing existing laws allowing Authority Enforcement Officers to assist with neighborhood parking issues. City Council has made this topic a priority with local representatives for the coming **2010** Legislative Session. The Authority is very encouraged by the cooperation and assistance by City Council, State Senators, and House Delegates.

Parking Topics Requiring Solutions

Downtown

- The future for Downtown Business would look much brighter if development could be further encouraged. The 55-year history of the Parking Authority's success demonstrates the professional ability to handle any complicated parking issue associated with development.
- In association with the City Planning Department, a strategy be developed that would have the developer contribute to a bond program for parking expansion and improvement. The "In Lieu Of" payment system creates a partnership with development that guarantees professional parking administration is consistently offered and maintained.

Residential Neighborhoods

- Outside Downtown there are no systematic programs to coordinate parking to provide solutions to neighborhoods. Many residential neighborhoods are overcrowded with parked cars.
- Neighborhood "Blue Curb" Permit Program needs revamped to better administer and enforce.
- Evaluation of on-street parking to access for needed services. Parking congestion impedes public service such as, trash collection, snow removal, street sweeping, and fire fighting.
- Explore the possible need for future storage parking in overcrowded neighborhoods.