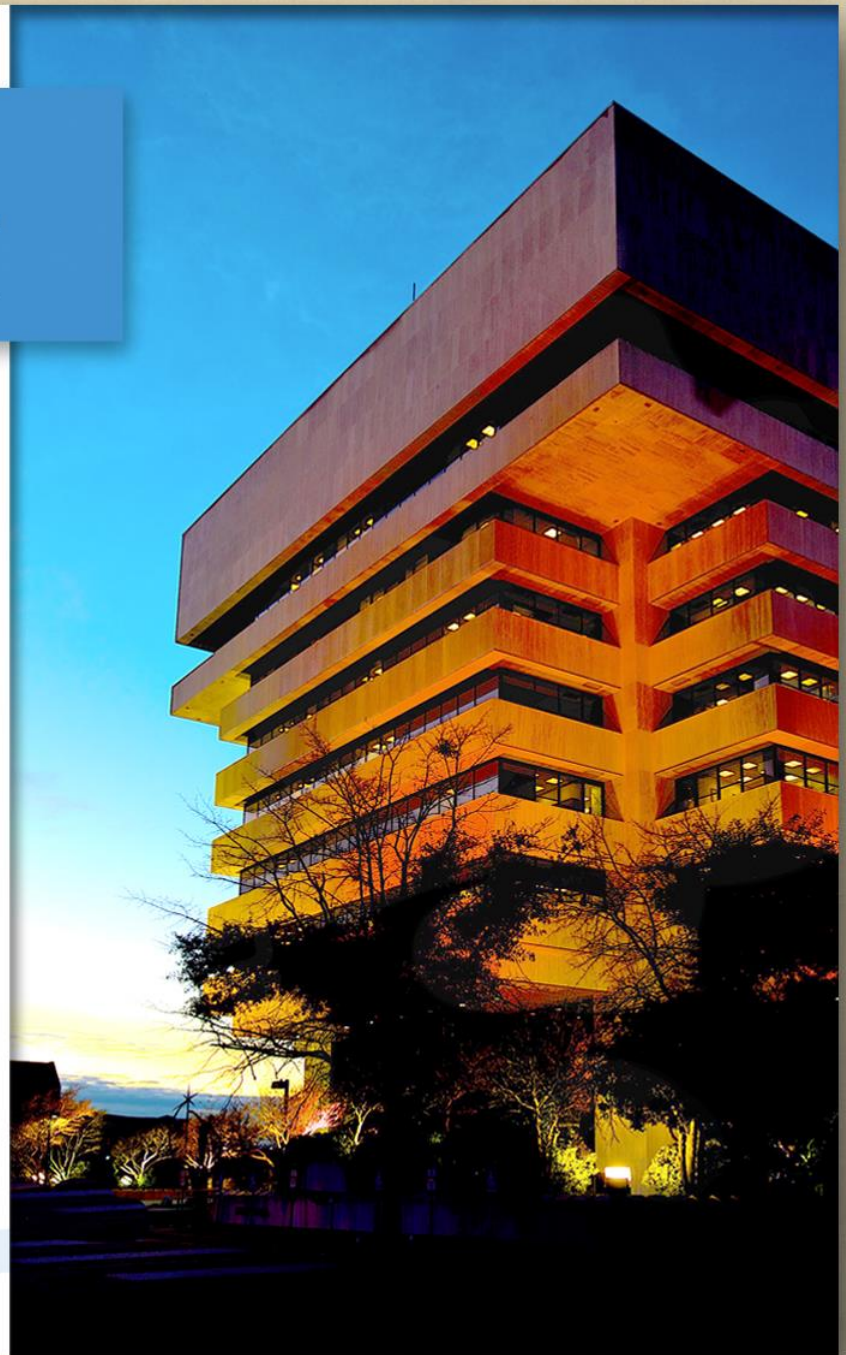


# HAMPTON VA

**Buckroe Metered Parking**

**City Council**

**February 9, 2022**



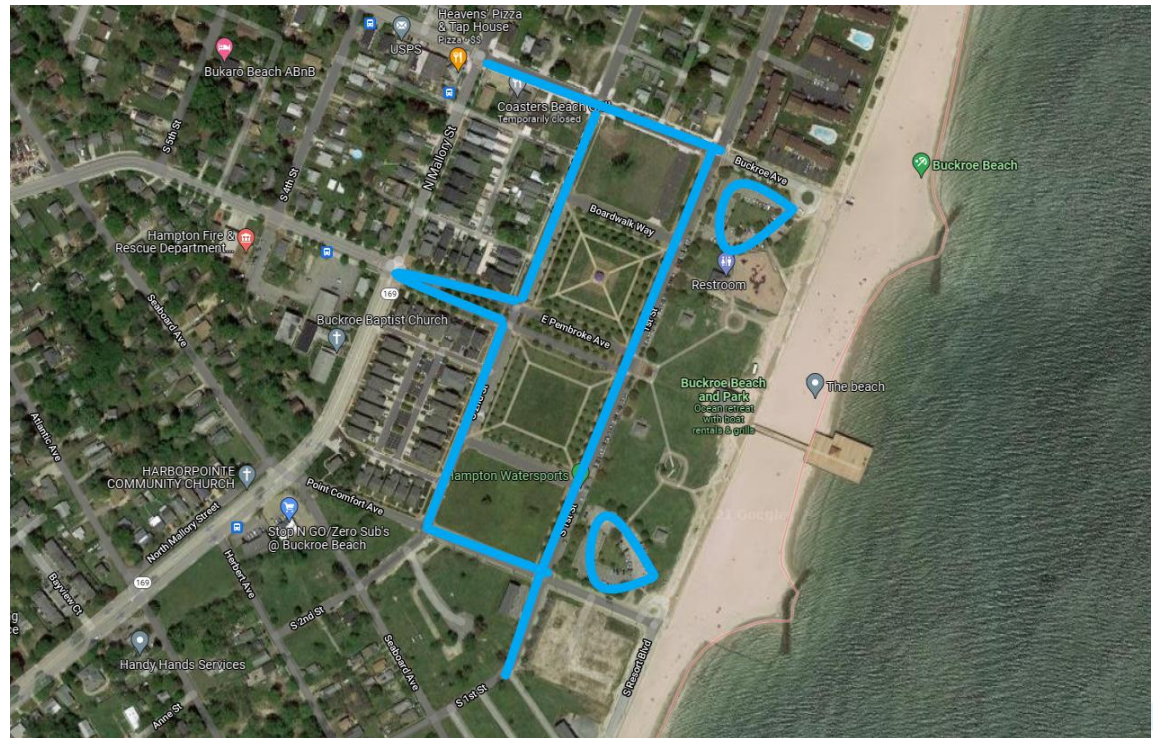
# Background

- Public Works reviewed the options to install metered parking in Buckroe
- Current on-street and paved parking lots provide an opportunity to bring in funds to offset City expenditures in this area



# Existing Parking in Buckroe

- There are 500\* striped spaces on-street within the Buckroe Beach area



\* Does not include handicap spaces

# Local Market Research

- ParkMobile, Passport, Flowbird are 3 providers in the area
- Mobile payment shown to reduce meter maintenance (jammed cards, exposure to elements, tampering)
- Services offered:
  - Mobile payment using QR codes or parking zones
  - Kiosk payment using credit cards
  - Text alerts to customer when parking is about to expire
  - Enforcement tool for local government

# ParkMobile Case Study

- Multiple Options for parking equity:
  - Pay by App Parking
  - Pay by App + Credit Card at pedestal
- Mobile app does not require meters at each parking space, reducing the overhead and maintenance costs

## ParkMobile Standard Signage

12" x 18" Aluminum sign

Your Logo Goes Here

Please provide us with a high quality version to avoid pixilation. EPS or Vector formats are ideal



# Regional Parking Rates

Locality	Hourly On-street Parking Rate
Virginia Beach	\$1.50
Norfolk	\$1.50
Richmond	\$1.50
Portsmouth	\$1.00
Newport News	\$1.00

Virginia Beach does not charge for parking Nov 1 – Mar 31;  
Staff recommends to allow free parking Oct 1 – May 1 in  
first year

# Hourly Rates & Projected Revenues

\$1.50/Hour

- \$104,000 Revenue
- \$55,600 Expenditure
- **\$48,400 Net Gain**

\$1.00/Hour

- \$59,872 Revenue
- \$55,600 Expenditure
- **\$4,272 Net Gain**

# Projected Revenue - \$1.50/Hour

Revenue Generated

90% capacity for  
500 spaces (less  
service fees)

\$2,000/weekend  
\$500/weekday

**\$104,000**

Parking Permit  
Technician  
\$38,000/year

Parking  
Enforcement  
\$17,600

**\$55,600**

Expenditures



# Projected Revenue - \$1.00/Hour

Revenue Generated

90% capacity for  
500 spaces (less  
service fees)

\$1,342/weekend

\$336/weekday

**\$59,872**

Parking Permit  
Technician  
\$38,000/year

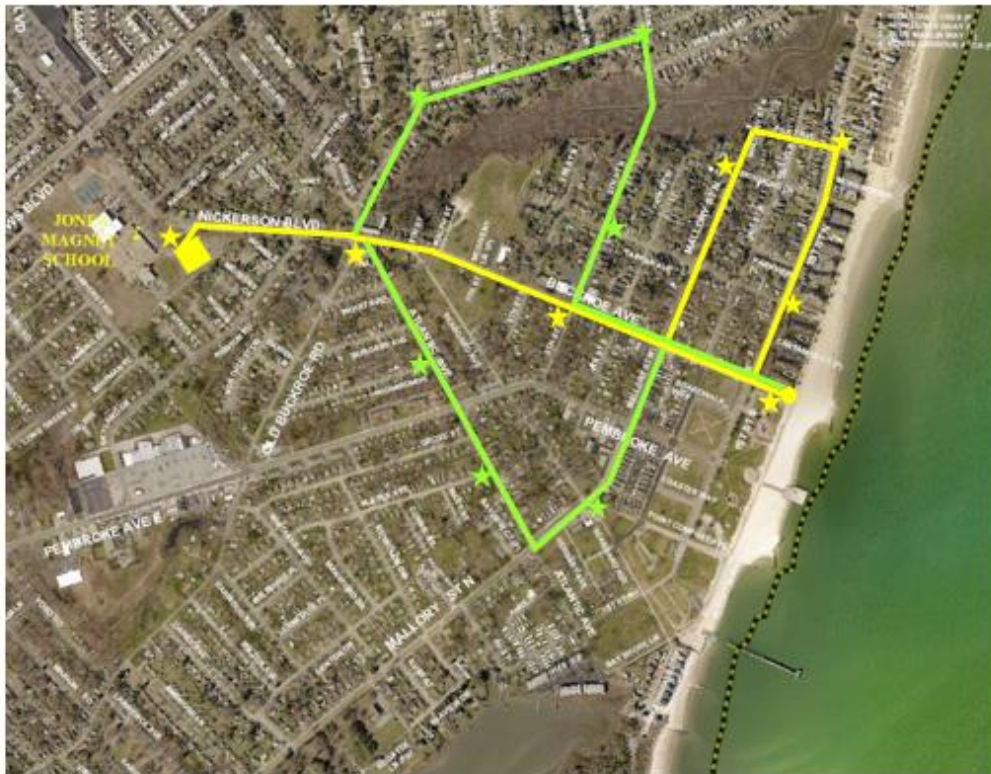
Parking  
Enforcement  
\$17,600

**\$55,600**

Expenditures

# Proposed Shuttle Services

- Parks is proposing to begin a shuttle service in the Buckroe area which may reduce overcrowding



**Yellow** Hard-bodied Tram  
Continuous Route (every 15 minutes) - Sat & Sun, 11am-7pm

**Green** Hard-bodied Tram  
Continuous Route (every half-hour) - Sat & Sun, 11am-7pm

# Stakeholder Engagement

- Buckroe Improvement League (BIL)
  - City staff presented to BIL on January 25, 2022
  - Members of the group expressed concerns about beach patrons parking in residential areas, potential impacts to events (farmer's markets, Arts in the Park, etc)
  - Staff continues to work with residents to address concerns and investigate solutions

# Additional Information

- **Parking Fines**
  - Default parking fees per City parking code: \$40.00 (includes double parking, parking in crosswalk, parking in restricted spaces, etc)
  - Other localities charge \$20 for expired meters
- **Enforcement Area**
  - Needs to be defined in nearby residential areas
- **Contract Terms**
  - 3 year contract terms are typical, but there are clauses in place to allow early termination

# Considerations

- Permit parking program would be required in advance of paid parking
  - Staff recommends several months of permit parking to allow residents to acclimate
- Permit parking could be seasonal
- Potential to send beach customers to other public beaches where parking is unmetered
- Potential cost for Buckroe residents that do not live close enough to walk to our beach
- Case studies suggest that paid parking should not be introduced in areas seeking redevelopment
  - May curb redevelopment efforts in Buckroe

# Conclusions

- Additional research regarding customer expectations and viability in the Buckroe Area is needed before proceeding
- **Increased customer service complaints** expected as a result of a larger permit parking program (residential) and paid on-street parking (tourist)
- Fabrication of signs requires **6-8 weeks minimum**. Decision would be needed prior to March 15 to allow signs to be installed ahead of summer tourist season
  - Timeline does not support enacting permit parking in residential area ahead of summer

# Questions?





BACKUP





# Projected Parking Income

- Current 500 spaces
  - Assumed **90%** practical capacity (450 spaces) for high-traffic usage timeframes (summer, weekend periods)
  - \$2,000/day during weekend peak summer season; \$500/day during weekday peak summer season
  - Total Summer Income: **\$104,000\***

\* Reflects projected income only, actual revenue is likely to vary; May – September income @ \$1.50/hour

# Projected Expenditures & Revenue

- Employees for Permit Parking
  - Assume 1 FTE for Parking Permit Program (\$38,000/Year)\*
- Employees for Parking Enforcement
  - 2 Part Time Employees during peak parking season (Assume \$8,800/EA for 20 weeks = \$17,600/EA)
  - Estimated \$55,600/year+ in annual expenses for parking permit & enforcement
- Net Revenue (less operating expenses):  
**\$48,400**

\* Using average cost of labor based on current vacancies in City of Hampton

# Cost Calculations

5 AM – 10 AM	10AM – 2PM	2 PM – 5 PM	5 PM – 10 PM	Total Spaces Used Daily
45	337	315	180	877

877 spaces x \$2.75 Net Revenue Per Space = \$1,973/weekend day

Weekday assumed 220 spaces x \$2.75 = \$495/week day

16 weekends in the summer

\$2,000/day x 2 days x 16 weekends = \$64,000

\$500/day x 5 days x 16 weeks = \$40,000

Net Revenue: **\$104,000**

877 spaces x \$1.53 Net Revenue Per Space (@\$1/hour + fees) =

\$1,342/weekend day (\$32,944/summer)

220 spaces x \$1.53 = \$336.60/weekday (\$26,928/summer weekday)

Net Revenue @ \$1/hour = **\$59,872**

# ParkMobile Fee Structure

- Fee Structure

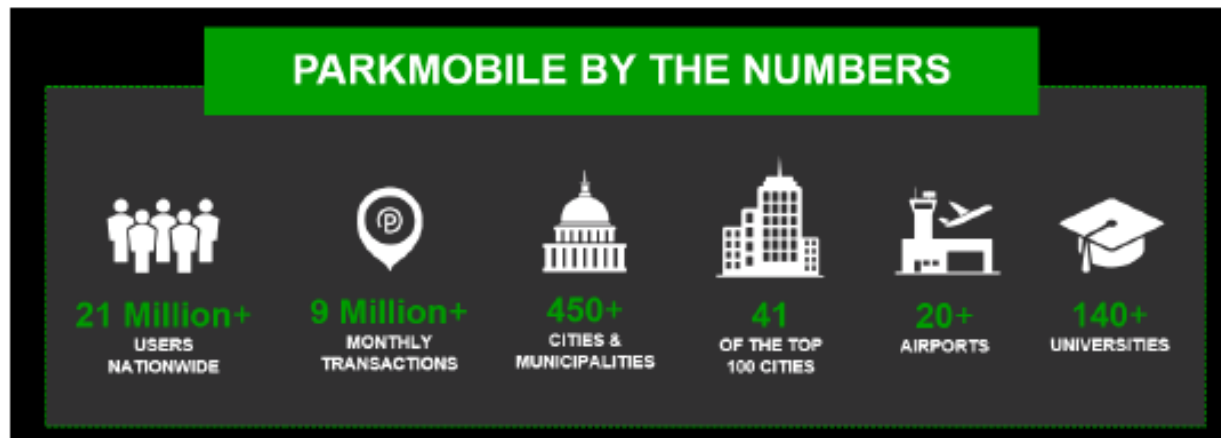
- ParkMobile charges a \$0.35 transaction fee + 3% per use to cover credit card processing fees

- Total Transaction Amount – (Other Fees + Credit Card Processing Costs) = Client's Net Revenue



# Market Research

- Staff has reviewed various mobile and credit card/cash parking alternatives for Buckroe
  - ParkMobile, Passport, Flowbird
- ParkMobile has a mobile app for users and parking enforcement to reduce meter maintenance (jammed cards, exposure to elements, tampering)
  - #1 parking app in the United States with 21 Million + users



# Virginia Beach Case Study

- At the Virginia Beach Oceanfront, the City allowed multiple vendors (Passport, Flowbird and ParkMobile) to operate in the same area
  - Promote use by customers with app preference
- Parking is free to all customers off-season
- Signs with consistent parking logo are seen throughout the City
- Options for both credit card and mobile payment at kiosks

# Virginia Beach Case Study

