Downtown Parking Evolution

Produced 14 recommendations for improvement. 9 of these were varied, partially, or wholly implemented. Recommendations for on-street paid parking were not implemented and strategies for setting rates to maximize use of off street lots were not accepted.

1995 Parking Study Completed

Considered partner “Points of View” including Colonial Williamsburg and the merchants, customers, and employees. Recommended free on-street parking with fees for most off street locations. Also suggested unified management with consistent signage.

Staff Parking Discussion 2002

Goal 1 and Goal 4 discuss the need for a downtown parking system review including zoning, assets, fines, length of stay, and paid parking locations.

2015 GIO’s Include Parking Review

The RFP issued in October 2015 for a parking consultant to complete a new study of downtown results in Walker Parking Consultants being selected. The final study produces 9 recommendations including 3 that were recommended in 1995.

Walker Parking Study 2016

Following delivery of the final study document to the Planning Commission, Economic Development Authority, and City Council the staff began considering implementation strategies for the recommendations. A small work group developed an implementation plan for consideration by City Council

2017 Implementation Plan Presented
Occupancy rates as a whole do not indicate a shortage of parking.

Peak parking demand was observed around 2 p.m. with approximately 1,927 occupied spaces, or 45 percent of the overall supply.
“A parking supply operates at peak efficiency when parking occupancy, including both transient and monthly parking patrons, is 85 percent to 95 percent of the supply.”

2021 Weekend Public Parking Occupancy Heat map

<table>
<thead>
<tr>
<th>WEEKDAY</th>
<th>WEEKEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Adequacy</td>
<td>Block Adequacy</td>
</tr>
<tr>
<td>11 -31</td>
<td>11 -23</td>
</tr>
<tr>
<td>12 -9</td>
<td>14 -7</td>
</tr>
<tr>
<td>14 -7</td>
<td>15 -12</td>
</tr>
<tr>
<td>15 -5</td>
<td>16 -5</td>
</tr>
<tr>
<td>16 -9</td>
<td>17 -11</td>
</tr>
<tr>
<td>17 -11</td>
<td>18 -16</td>
</tr>
<tr>
<td>18 -20</td>
<td>19 -7</td>
</tr>
</tbody>
</table>

Total-92 65% occupancy rate

2026

<table>
<thead>
<tr>
<th>WEEKDAY</th>
<th>WEEKEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Adequacy</td>
<td>Block Adequacy</td>
</tr>
<tr>
<td>7 -21</td>
<td>11 -23</td>
</tr>
<tr>
<td>11 -31</td>
<td>14 -8</td>
</tr>
<tr>
<td>12 -11</td>
<td>15 -6</td>
</tr>
<tr>
<td>14 -8</td>
<td>16 -8</td>
</tr>
<tr>
<td>16 -12</td>
<td>17 -14</td>
</tr>
<tr>
<td>17 -14</td>
<td>18 -23</td>
</tr>
<tr>
<td>18 -27</td>
<td>19 -57</td>
</tr>
<tr>
<td>19 -21</td>
<td>Total-139</td>
</tr>
</tbody>
</table>

Total-145 69% occupancy rate
Parking System User Issues

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

Study

Walker Recommendations 2016

1. Shared parking agreements with private lots
2. Consolidate ops and management
3. Paid Parking
4. Adjusted Fines
5. Hire PEO “Ambassador” with extended hours
6. Electronic citations and enforcement
7. Payment App
8. Parking facility maintenance fund
9. Public safety escort program
MOTIVATION FOR CHANGE

Parking System Education
Better Management of Parking Assets
Improve the Experience

What is the goal of our planned changes?
Provide a Positive experience.

Efficient Utilization
Change the Perception
Encourage Parking in the Available Spaces
1. Shared parking agreements with private lots
   Baptist and Presbyterian Church Block 9, Office Lot in Block 7
2. Consolidate operations and management
   Colonial Williamsburg Lots, Policing – W&M and CW
3. Paid Parking
   $1.50 on street up to 2 hours and $3 each hour after, Paid Lots = $1 per hour
4. Adjusted Fines
   $10 now, go to $35 1st, $50 2nd, $100 3rd & if paid late doubled
5. Hire PEO “Ambassador” with extended hours
   Part time $17K- $19K annually with hours extended to 7 or 8pm, assistance not enforcement
6. Electronic citations and enforcement
   New hardware and software with instant citation issuance and electronic “chalking”
7. Payment Application
   Include pay by phone, validation, and time extension
8. Parking facility maintenance fund
   All revenues deposited to cover operations and maintenance
9. Public safety escort program
   Call for escort to and from car for employee lots and “remote” spaces
1. Shared parking agreements with private lots

Baptist and Presbyterian Church Block 9, Office Lot in Block 7

<table>
<thead>
<tr>
<th>Block</th>
<th>Name</th>
<th>Supply</th>
<th>Weekday Surplus</th>
<th>Weekend Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Municipal Bldg Health</td>
<td>94</td>
<td>46</td>
<td>82</td>
</tr>
<tr>
<td>7</td>
<td>Evaluation Center</td>
<td>46</td>
<td>34</td>
<td>30</td>
</tr>
<tr>
<td>8</td>
<td>Mathew Whaley</td>
<td>93</td>
<td>41</td>
<td>83</td>
</tr>
<tr>
<td>9</td>
<td>Baptist Church</td>
<td>70</td>
<td>50</td>
<td>64</td>
</tr>
<tr>
<td>9</td>
<td>Presbyterian Church</td>
<td>45</td>
<td>11</td>
<td>35</td>
</tr>
<tr>
<td>20</td>
<td>306 S. Henry Street</td>
<td>26</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>20</td>
<td>Verizon Building</td>
<td>32</td>
<td>24</td>
<td>25</td>
</tr>
</tbody>
</table>

Stakeholder Issues

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

Typically a cost is associated with a public/private parking lease and conflicts are unavoidable

TEAM Thoughts – Expense v/s Benefit

Church Lots
- Only plausible for student and employee parking
- Conflicts with church use are inevitable
- Employees may prefer this space to Block 25

Block 20
- Too far to be useful

Health Evaluation Lot
- Too far for tourist users
- Conflicts with church use are inevitable
- Availability would be short term
- CW has 10 spaces now

Block 1
- Few spaces available during weekday
- Not attractive for tourists

MAYBE
2. Consolidate operations and management

Colonial Williamsburg Lots, Policing – W&M and CW

12 Parking types, 4 variations of No Parking
2. Consolidate operations and management

Colonial Williamsburg Lots, Policing – W&M and CW

**Currently**

- **Police Department** = enforcing parking rules and restrictions;
- **Public Works** = maintains public parking & two parking structures;
- **Finance Department** = records and tracks parking revenue and expenses;
- **Planning** = enforces the parking element of its zoning ordinance and develops and administers plans related to its parking program;
- **CW** = operates Lot P6 and is responsible for the maintenance of Lots P2, P3, P4, P5, and P6
- **W&M** – operates and patrols several lots adjacent to campus

**Stakeholder Issues**

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

**TEAM Thoughts – Expense v/s Benefit**

- Cost of bringing CW lots up to City standards
  - PW estimates cost at $2 - $2.5 million to repave all CW lots
  - Replacing hardware and software = $400,000 ($60,000 single)
  - Performance agreement between CW and City to stipulate operational parameters
- Will need to address independent parking agreements
- Additional staff needs
  - More enforcement staff may be required

**YES**
1995 Study Recommendations

- Paid parking recommendation broken into Phase II and III improvements
  - Comprehensive parking meter program where short-term parking is beneficial
  - Off-Street Lots – Merchant’s Square
  - On-Street – Prince George Street
  - Rates should be structured to encourage turn over
  - On-street should cost more per hour than off-street to encourage use of lower demand parking areas
  - Validation program = Purchase provides 2 hours in off-street lots

2002 Review Recommendations

- Paid parking only in off-street lots
  - P1, P4 and P7 - $1 per hour – No validation
  - CW should offer valet using P4 spaces - $10 for 4 hours

Current Conditions

- Paid parking only in off-street lots
  - P1 $1 per hour – No validation
  - P6 $2 per hour - No validation
3. Paid Parking

$1.50 on street up to 2 hours and $3 each hour after, Paid Lots = $1 per hour

Stakeholder Issues
1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

“Paid parking should be designed to encourage turnover and parking supply availability, therefore, higher-demand parking spaces should be priced more aggressively than those that experience lower demand.”

TEAM Thoughts – Expense v/s Benefit

- Likely the best method of creating turnover
- Establishes expectations for performance
- Creates revenue stream for parking assets
- Provides opportunity for Williamsburg style leadership

- Success depends on implementation
  - Motive for the system must be additional parking availability not revenue
  - High tech solution for management to provide greatest benefit to the user
  - Area of impact should be area of need with expansion as warranted
  - More enforcement staff may be required
Two strategies to create parking availability through turnover; paid parking and enhanced enforcement

Warning provides opportunity for first time users to learn the rules

Consider “Overtime” structure in later phase

Should be enough to be meaningful

Seems consistent with regional rates

“Parking fines are too low to deter most people from attempting to “game” the parking system and have not changed in at least 13 years.”
5. Hire PEO “Ambassador” with extended hours

Part time $17K-$19K annually with hours extended to 7 or 8pm, assistance not enforcement

Current Conditions

- 1 part time PEO
  - Monday through Friday
  - 9am through 2pm

- 4 Part Time PEOs approved, 3 are vacant

TEAM Thoughts –

- Critical step in improving parking experience
- Ambassadors enhance visitor experience
- Rely on proper balance of tech and personnel
- CW Lots being added will increase demands on time
- Enforcement during demand periods is important (7 or 8pm)
- Potential for crossover with garage management
- Potential for escort program
- Staffing will be reviewed throughout implementation

Stakeholder Issues
1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

“The disadvantage of uniformed police officers providing parking enforcement occurs when incidents require police response. Uniformed police officers are required to respond to incidents of public safety, which could leave on- and off-street parking unattended at times.”
6. Electronic citations and enforcement

Current Conditions

- Currently handwritten tickets are issued
  - Duplicates or “carbon” sheets circulated for court records
- Chalking is done by hand
- Student leases in P1 based on semester rate
- Employee parking provided on-street and in free lots
- One Ticket Track machine
- Not a judicial process, collected by Finance Department

“Using handhelds for parking enforcement is a best practice that is employed by many cities including Arroyo Grande, CA; Santa Rosa, CA; Pittsburgh, PA; Washington, DC; Baltimore, MD; Chicago, IL; Seattle, WA; Urbana, IL; and Easton, PA, to name a few.”

Stakeholder Issues

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

Advantages Include:

- Information is automatically downloaded directly to the system, avoiding data entry errors and transcription errors from sometimes-illegible handwritten citations;

- Options such as scofflaw programs are included with a permit database, so no citations will be written on permitted vehicles.

- Handhelds can record occupancy data with special time intervals so the handheld keeps track of warning time (like chalk marks on tires). Some systems also use bar code reading of licenses or permits.

TEAM Thoughts –

- This is a necessary considering new technology and reduced expenses
- New software works on cheaper and readily available equipment
- Reduces time spent per citation and enables immediate pay option with proper software
6. Payment Application

New hardware and software with instant citation issuance and electronic “chalking”

Current Conditions

- Parking data provided through Williamsburg Wayfinder
  - ParkMe provides location and rate info for parking facilities but no other data
  - Does not include a payment option for fines
  - Does not include validation system
- Parking fees can be paid through web portal
  - Highest volume of transactions is web based
  - Portal is cumbersome to navigate for the user

“The apps provide excellent transaction data, including the time and amount of the transaction, as well as the zone, and the frequency of transactions by the motorist. The app can be used for hourly, daily, permit and event parking.”

Stakeholder Issues
1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

TEAM Thoughts –

- Transactional data alone would be worth the cost
- This is a common shared function of electronic citation systems
- Addresses the need for a positive experience
- Customers expect convenience
8. Parking facility maintenance fund

Current Conditions

- Parking revenues are deposited into the General Fund
  - Income from Parking Terrace monthly permit sales, Prince George Street Garage permit sales and transient parking income, and fines
- Parking expenses including salaries, equipment and minor repairs are funded through the general fund and Police Department budget
- Major expenses are funded through the Capital Improvement Plan (sales tax and general surplus)

“The industry standard expected service life for a parking structure at initial construction is 30 to 50 years. There are numerous facilities that have reached that age and are still in operation with the expectation that they will be in operation for years to follow.”

TEAM Thoughts –

- It would help keep track of revenue to expense
- Five years for predictable revenue and expense trends
- Enterprise fund not recommended – not expected to be revenue positive

Stakeholder Issues
1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy
9. Public safety escort program

Call for escort to and from car for employee lots and “remote” spaces

Current Conditions

- Police personnel would provide escort if requested and available
- **Campus Escort** via golf cart or walking including off-campus provided through Alpha Phi Omega
- **Steer Clear** safe ride program – Available for students only with on-campus or off-campus destinations
- Police Officers provide escort for businesses on request
- Safety Stations in CW parking lots and on-campus

Stakeholder Issues

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy

“Fear is likely motivating certain numbers of employees to park near their place of employment and perhaps occupy parking spaces that are intended to be short-term spaces to be used by customers.”

TEAM Thoughts –

- Volunteer service could be coordinated by ambassadors
- Golf cart ordinance would allow easier service provision
- If staffing allows pre-determined rides could be scheduled between high traffic areas and parking zones
- Strong community benefit – positive experience
Walker Study

1. Shared parking arrangements with private lots
   Baptist and Presbyterian Church Block 9, Office Lot in Block 7
   Colonial Williamsburg Lots, Policing – W&M and CW

   Consolidate operations and management
   Baptist and Presbyterian Church Block 9, Office Lot in Block 7
   Colonial Williamsburg Lots, Policing – W&M and CW

   Paid Parking
   $1.50 on street up to 2 hours and $3 each hour after, Paid Lots = $1 per hour

   Adjusted Fines
   $10 now, go to $35 1st, $50 2nd, $100 3rd & if paid late doubled

   Hire PEO “Ambassador” with extended hours
   Part time $17K- $19K annually with hours extended to 7 or 8pm, assistance
   not enforcement

   Electronic citations and enforcement
   New hardware and software with instant citation issuance
   and electronic “chalking”

   Payment Application
   Include pay by phone, validation, and time extension

   Parking facility maintenance fund
   All revenues deposited to cover operations and maintenance

   Public safety escort program
   Call for escort to and from car for employee lots and “remote” spaces

   Staff Recommendations 2017
Williamsburg Parking Revenues

- Parking Garage and Parking Terrace Estimated Annual Expenses

Revenues – Off Street

- Estimated Annual Expenses for On-Street Parking Space Maintenance

Revenues - Enforcement

- Estimated Expenses from Parking Enforcement with New Staffing Considered

Downtown Williamsburg Parking

Off Street Expenditures

- Estimated Annual Revenues for the Parking Garage and Parking Terrace

Estimated On Street Expenditures

- Estimated Revenues from Parking Enforcement with New Staffing Considered

Estimated Enforcement Expenditures

- Total Net Position $586,384
Successful Paid Parking Implementation

1. **ENFORCEMENT**
   - Strict enforcement is essential to a meaningful paid parking program

2. **AREA of IMPACT**
   - Carefully defining the area of paid parking application will be an element of acceptance

3. **STUDENT & EMPLOYEE PROGRAM**
   - Providing a student and employee parking program that is safe and convenient is paramount to success

4. **PHILOSOPHY**
   - Operational philosophy will be a factor in community support and lessened retail impact
### Enforced Schedule Recommendation

<table>
<thead>
<tr>
<th>Number of Violations</th>
<th>Fee Prior To Notice</th>
<th>Fee After Notice*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Violation</td>
<td>Warning</td>
<td>n/a</td>
</tr>
<tr>
<td>2nd Violation</td>
<td>$35</td>
<td>$50</td>
</tr>
<tr>
<td>3rd Violation</td>
<td>$50</td>
<td>$100</td>
</tr>
<tr>
<td>4th Violation</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

### Regional Parking Fines

<table>
<thead>
<tr>
<th>Locality</th>
<th>Fee</th>
<th>Overtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hampton</td>
<td>$20-$50</td>
<td>Not Stated</td>
</tr>
<tr>
<td>Newport News</td>
<td>$2-$10</td>
<td>$2-$10 per hour</td>
</tr>
<tr>
<td>Norfolk</td>
<td>$30-$40</td>
<td>$25 per hour</td>
</tr>
<tr>
<td>Virginia Beach</td>
<td>$20-$50</td>
<td>$20 per hour</td>
</tr>
<tr>
<td>Richmond</td>
<td>$20-$50</td>
<td>Not Stated</td>
</tr>
</tbody>
</table>

“The goal of fining violators is not to increase revenues or fill City Coffers; it is to influence parking behaviors that are designed to keep parking spaces available for short-term demand.”

### Successful Paid Parking Implementation

4. Adjusted Fines
5. Hire PEO “Ambassador” with extended hours
   - Staffing review during implementation
6. Electronic citations and enforcement
Area of Impact

Successful Paid Parking Implementation

1995 Phase 1&2 Recommendations

Example Paid Parking Zone Map
(Not Recommended)

2017 Staff Proposed Paid Parking Zone
Walker Recommendations

• Walker Study recommends off-street paid parking be expanded to P2, P3, P4 and P5

• Walker Study recommends on-street parking be paid parking only

Staff Recommendations

PROS

• Focus paid parking effort on high demand areas to achieve short term turnover rates
• The smaller zone will provide a free option for those willing to walk
• Avoids paid parking conflict with Library users
• Addresses 6 usage complaints from stakeholders
• Forces employees and students to follow parking regulations

CONS

• Free parking areas at the library and the terrace may see increased competition
• Students will have increased costs to park on campus
• Employees will have longer walks to and from work
To further ensure convenient parking for visitors of area businesses, The City should discontinue the practice of encouraging students to park in the Prince George Garage.

**Walker Recommendations**

**Students**
- Eliminate student parking considerations downtown
- Offer additional off-campus warehouse locations such as the Colonial Williamsburg Visitor Center and Overflow Lots

**Staff Recommendations**

**Students**
- Work with William and Mary to identify areas for public/public partnerships to increase student and employee parking opportunities
Decals are issued to new employees and residents and renewed each year.

Certain lots are designated as employee parking and others for residents.

Most residents are assigned certain spaces or a number of spaces.

Some businesses provide parking for employees through leased spaces.

Some businesses have parking arrangements with CW for the use of employee lots.

Based on the study data, it is reasonable to assume many employees utilize free on-street parking currently.

Walker Recommendations

**Employees**

- Offer special rates in the Prince George Garage and/or the Terrace Garage.
- Utilize time restriction and/or paid parking in the Library Lot.
Philosophy

Successful Paid Parking Implementation
Paid Parking Philosophy

What is a positive experience?

Makes Change Acceptable
Paying for Convenience

Improved service through technology

1 space open on every block most of the time

Efficient Utilization
Charging for Service

Appropriate Dynamic Pricing
Consider a Case Study

While the SFpark pilot project had many goals, its primary focus was to make it easier to find a parking space.

- SFMTA approved enabling legislation in 2008
  - Established areas of impact
  - Ranges of pricing
  - Target availability rates
- Sensors and meters installed in 2010
- Launched April 2011
- 28,800 metered spaces
- 20 City-owned garages
- San Francisco Municipal Transportation Agency
  - local public transit (Muni)
  - Walking
  - Biking
  - Roads
  - on-street parking
  - parking enforcement
  - Majority of off-street parking supply

“While the SFpark pilot project had many goals, its primary focus was to make it easier to find a parking space.”
Successful Paid Parking Implementation

Before SFpark

Block A - Central Business District Location
No Open Spots

Block B - Nearby Location
3 Open Spots

After SFpark

Block A - Central Business District Location
1 Open Spot

Block B - Nearby Location
2 Open Spots

Average occupancy: before
Weekday average, 9am to 6pm

Average occupancy: after
Weekday average, 9am to 6pm

*Occupancy not shown for blocks with poor quality parking sensor data for the "before" or "after" period

*Dates above show the period used for monitoring, all operating hours
Philosophy

Successful Paid Parking Implementation

How often do blocks meet target occupancy?
Before vs after, 60–80% occupancy, hourly frequency
HP pilot, pilot, control areas
Weekdays 9am to 6pm

Target occupancy met 100% more often

Pilot

Control

Percentage of time

Parking search time (minutes)
Reported search times, before vs after
Pilot vs control areas | Weekdays 9am to 6pm

11:36
6:36
43% decrease

6:24
5:36
13% decrease

How often are blocks too full?
Before vs after, 90–100% occupancy, hourly frequency
HP pilot, pilot, control areas
Weekdays 9am to 6pm

Blocks were full 45% less often

Blocks were full 16% less often

Blocks were full 51% more often
Successful Paid Parking Implementation

Average hourly price change per block

- Downtown: $1.50
- Fillmore: $1.00
- Marina: $0.50
- Mission: $0.00
- Civic Center: $-0.50
- Fisherman's Wharf: $-1.00
- South Embarcadero: $-1.25

Average hourly rates:

- On-street:
  - Before: $2.69
  - After: $2.58
- Off-street:
  - Before: $3.45
  - After: $3.03

Hourly parking rates in SFpark areas

Before vs after (10 rate changes)
On- and off-street rates

<table>
<thead>
<tr>
<th>Average block-side occupancy</th>
<th>Rate change per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30%</td>
<td>-$0.50</td>
</tr>
<tr>
<td>30–60%</td>
<td>-$0.25</td>
</tr>
<tr>
<td>60–80%</td>
<td>No change</td>
</tr>
<tr>
<td>80–100%</td>
<td>+$0.25</td>
</tr>
</tbody>
</table>
Philosophy

Successful Paid Parking Implementation

Total garage usage (percent change)
FY2009 to FY2013
SFpark vs non-SFpark garages

Drivers visiting area for shopping, dining, entertainment
Drivers and passengers only, share (% of drivers
Pilot and control areas | Weekdays and Saturdays, 9am to 6pm
Before vs after

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
<th>Net Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilot areas</td>
<td>45</td>
<td>58</td>
<td>13</td>
<td>30%</td>
</tr>
<tr>
<td>Control areas</td>
<td>53</td>
<td>58</td>
<td>5</td>
<td>9%*</td>
</tr>
</tbody>
</table>

*indicates statistical insignificance

Change in sales tax revenue, FY2006–2013
Food product, general retail and miscellaneous;
chain stores excluded

Pilot
Other
Successful Paid Parking Implementation
Successful **Paid Parking** Implementation

1. **ENFORCEMENT**
   - Strict enforcement is essential to a meaningful paid parking program

2. **AREA of IMPACT**
   - Carefully defining the area of paid parking application will be an element of acceptance

3. **STUDENT & EMPLOYEE PROGRAM**
   - Providing a student and employee parking program that is safe and convenient is paramount to success

4. **PHILOSOPHY**
   - Operational philosophy will be a factor in community support and lessened retail impact
Baptist and Presbyterian Church Block 9, Office Lot in Block 7

Colonial Williamsburg Lots, Policing – W&M and CW

$1.50 on street up to 2 hours and $3 each hour after, Paid Lots = $1 per hour

$10 now, go to $35 1st, $50 2nd, $100 3rd & if paid late doubled

Part time $17K - $19K annually with hours extended to 7 or 8pm, assistance not enforcement

New hardware and software with instant citation issuance and electronic "chalking"

All revenues deposited to cover operations and maintenance

Call for escort to and from car for employee lots and "remote" spaces

1. Shared parking arrangements with private lots

2. Consolidate operations and management

3. Paid Parking

4. Adjusted Fines

5. Hire PEO “Ambassador” with extended hours

6. Electronic citations and enforcement

7. Payment Application

Staff Recommendations 2017
Downtown Parking Study Implementation Plan

Walker completed the 2016 Downtown Parking Study and staff has prepared the following implementation plan.

### Year 1 (FY18)
1. Begin public relations effort
2. Adjust penalties
3. Purchase & install new hardware & software
4. Develop “Ambassador” training for PEOs
5. Begin working on operation & maintenance plan with CWF
6. Purchase and deploy parking sensors in paid parking zone
7. Establish revenue streams for parking improvements

### Year 2 (FY19)
1. Consider a “flip” pricing strategy for on and off-street spaces
2. Execute operation and maintenance agreement with CWF
3. Initiate volunteer escort program through parking HQ
4. Program PEO positions as “Ambassadors” in downtown

### Year 3 (FY20)
1. Initiate dynamic pricing for on-street spaces
2. Consider impact of timed parking zones

### Year 4 (FY21)
1. Consider dynamic pricing for off-street spaces
2. Evaluate staffing levels

---

Downtown Parking Study Available Funding

Year 1 (FY18)
- $160,000 CIP
- $100,000 CIP

New annual costs include maintenance fees and license agreements.

---

Downtown Parking Study

Available Funding

Year 1 (FY18)

New annual costs include maintenance fees and license agreements.