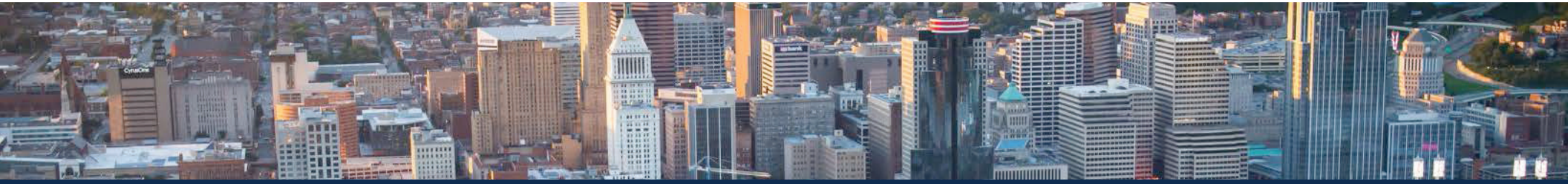
city of
CINCINNATI

PARKING UPDATE:
Proposed FY2018 Parking Enhancements

Neighborhoods Committee • May 30, 2017

Presenters: Oscar Bedolla, Monica Hardman,
& Daniel Fortinberry



AGENDA

1. Background

- Historical Information
- Current Performance
- Peer City Review

2. Budget/Policy Recommendations

- Meter Rate Adjustment
- Citation Adjustment
- Paylock

3. Potential Future Enhancements

4. Next Steps

BACKGROUND

HISTORICAL INFO

State of Parking in 2014

- Capital assets in disrepair and needed upgrades
- Enforcement challenges due to staffing and systems
- Meter rates stagnant at $2 in CBD and $.50 everywhere else

HISTORICAL INFO

What we have done to date

- Technology upgrades/capital replacement
- Deployed 1,600 single-space smart meters and 101 multi-space kiosks
- Lowered meter poles to meet ADA standards
- Launched Cincy EZpark application
- Launch pilot program of merchant validation program
- Increased parking revenue by 25% between 2015 and 2016

	2013*	2014	2015	2016	Trend
Revenue	$3.6M	$7M	$8.7M	$10.9M	↑

** 2013 was stub Year*

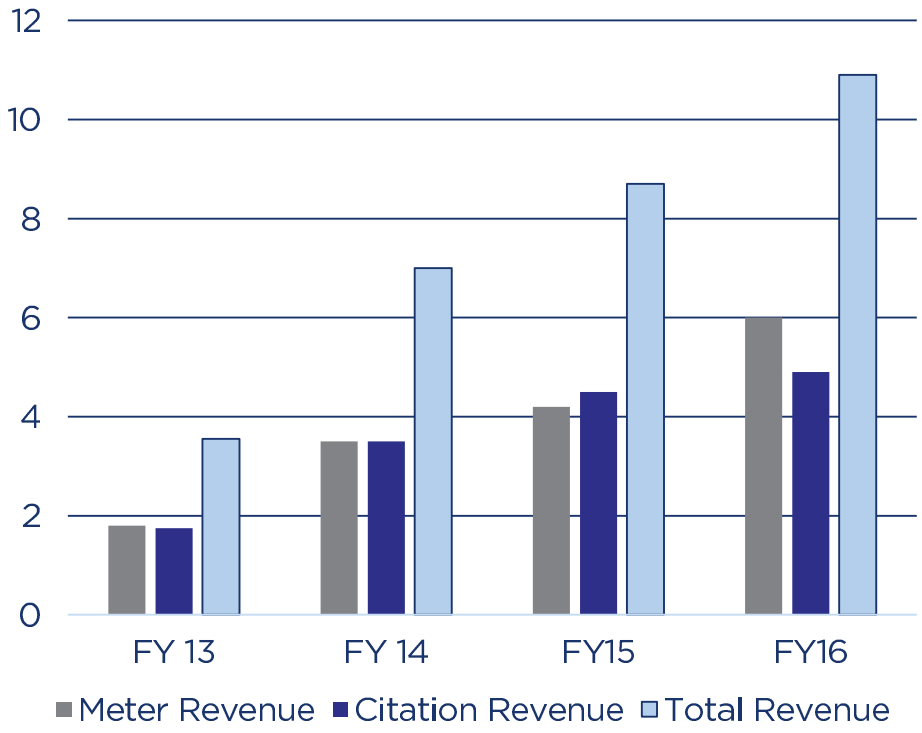
CURRENT PERFORMANCE

Revenue Increase 2013-2016

	2013*	2014	2015	2016	Trend
Meters	$1.8M	$3.5M	$4.2M	$6.0M	↑
Citations	$1.8M	$3.5M	$4.5M	$4.9M	↑

- FY 2017 on pace for 8.5% increase over FY16
- Smart meter installations
  - 1,600 single space
  - 101 multi-space

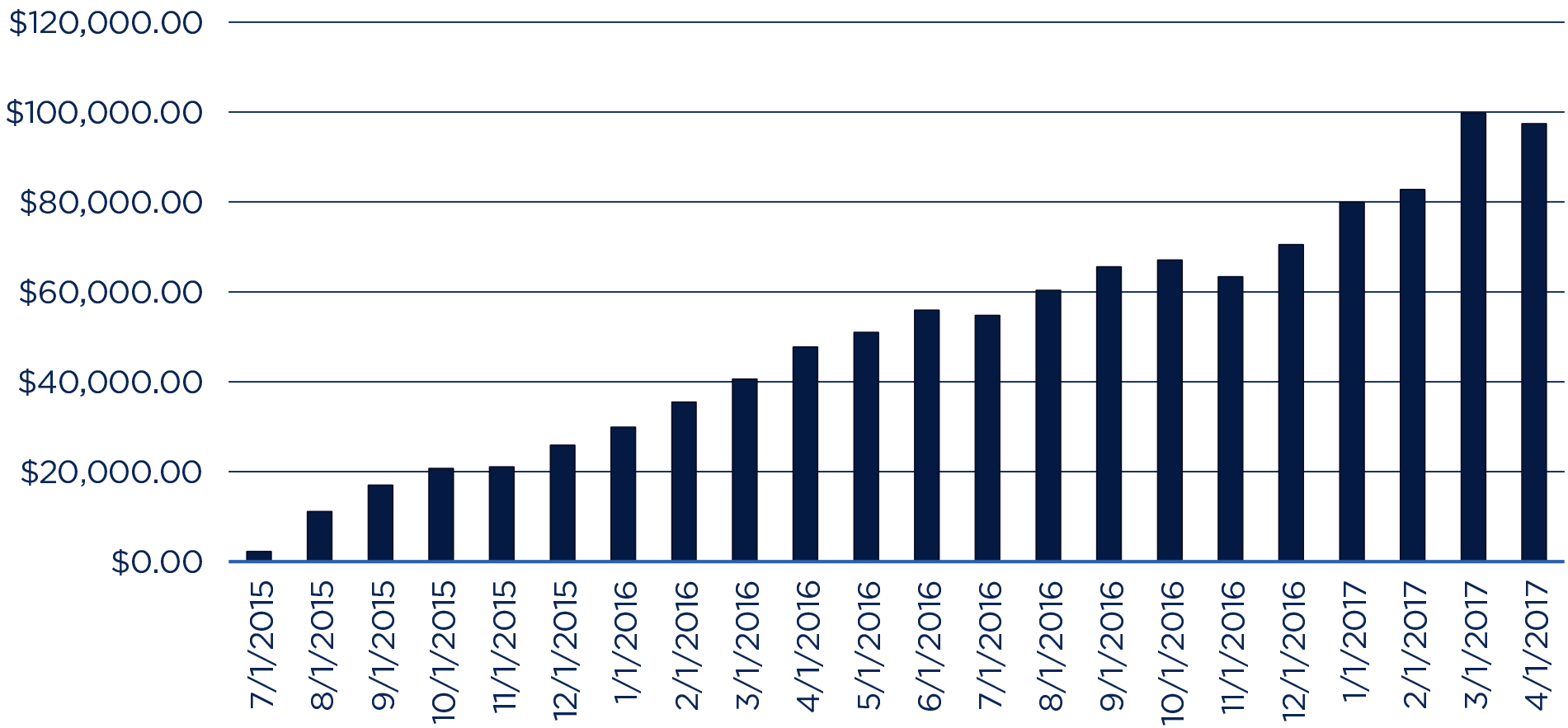
On-Street Revenue by Fiscal Year



** 2013 was stub Year*

CURRENT PERFORMANCE

Pay by Cell Monthly Revenue



NOTE: PBC/Cincy EZ Park (45,735 users)

CONDUENT

- The City of Cincinnati has partnered with Conduent (formally Xerox) for on-street parking services since 2014
- Services provided include:
  - **Parking equipment procurement**
  - **Administrative Support**
  - **Parking system software**
  - **Data analytics and insights**

PEER CITY REVIEW

Dynamic Pricing

City	Population	Dynamic Pricing Zones
Cincinnati	298,550	9
Detroit	713,777	3
Dayton	141,527	n/a
Pittsburgh	304,391	3+
Columbus	787,033	3
Cleveland	388,072	2
Louisville	597,337	n/a

Data collected from multiple sources by parking division staff

PEER CITY REVIEW

Meter Rates/Hour

City	Population	Rate/Hour
Pittsburgh	304,391	$0.50-$4.00
Cincinnati	298,550	$0.25-$2.25
Detroit	713,777	$1.00-$2.00
Dayton	141,527	$0.50
Columbus	787,033	$0.40-$1.00
Cleveland	388,072	$0.75-$1.00
Louisville	597,337	$1.75

Data collected from multiple sources by parking division staff

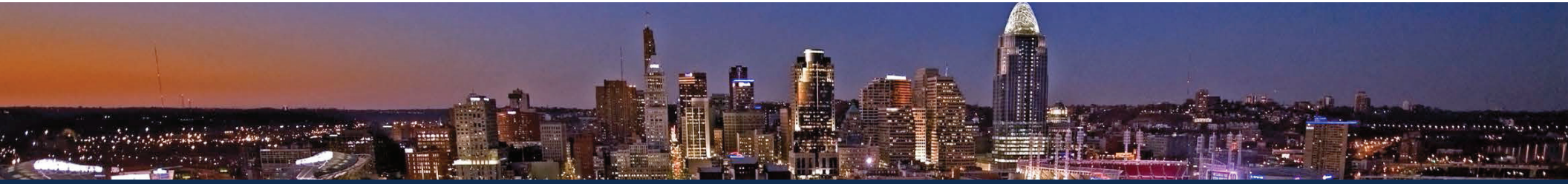
PEER CITY REVIEW

Meter Violation Citations

City	Population	Citation Rates
Detroit	713,777	$45
Cincinnati	298,550	$45
Dayton	141,527	$35
Pittsburgh	304,391	$30
Columbus	787,033	$30
Cleveland	388,072	$25
Louisville	597,337	$25

Data collected from multiple sources by parking division staff

BUDGET/POLICY RECOMMENDATIONS



METER RATE ADJUSTMENT

Current vs. Proposed Rates

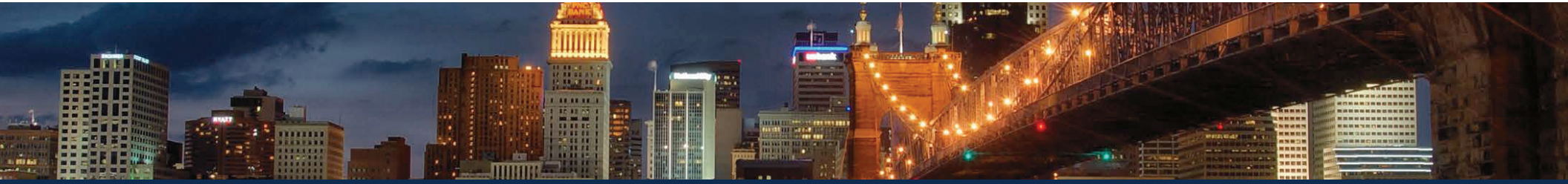
CBD/OTR				
	# of Meters	Current	Increase*	New Rate
Zone 1	294	$0.75	+$0.75	$1.50
Zone 2	394	$1.75	+$0.00	$1.75
Zone 3	306	$2.00	+$0.25	$2.25
Zone 4	417	$1.25	+$0.50	$1.75
Zone 5	943	$2.25	+$0.25	$2.50
Zone 6	34	$0.25	+$0.25	$0.50
Zone 7	53	$0.50	+$0.25	$0.75
Zone 8	45	$1.00	+$0.25	$1.25
All Other Neighborhoods (Zone 9)				
	# of Meters	Current	Increase*	New Rate
CUF	82	$0.50	+$0.50	$1.00
Heights	446	$0.50	+$0.50	$1.00
Corryville	188	$0.50	+$0.50	$1.00
Clifton	109	$0.50	+$0.50	$1.00
All others	1,348	$0.50	+$0.25	$0.75

Budget Proposal

- Proposed increases will add $640,000 in net revenue**
- Overall the approximate net increase, based on the number of meters in each zone being increased, is $0.25.

**Proposed rate increases based on paid utilization data provided by Conduent as well as potential elasticity.*

***Estimated*

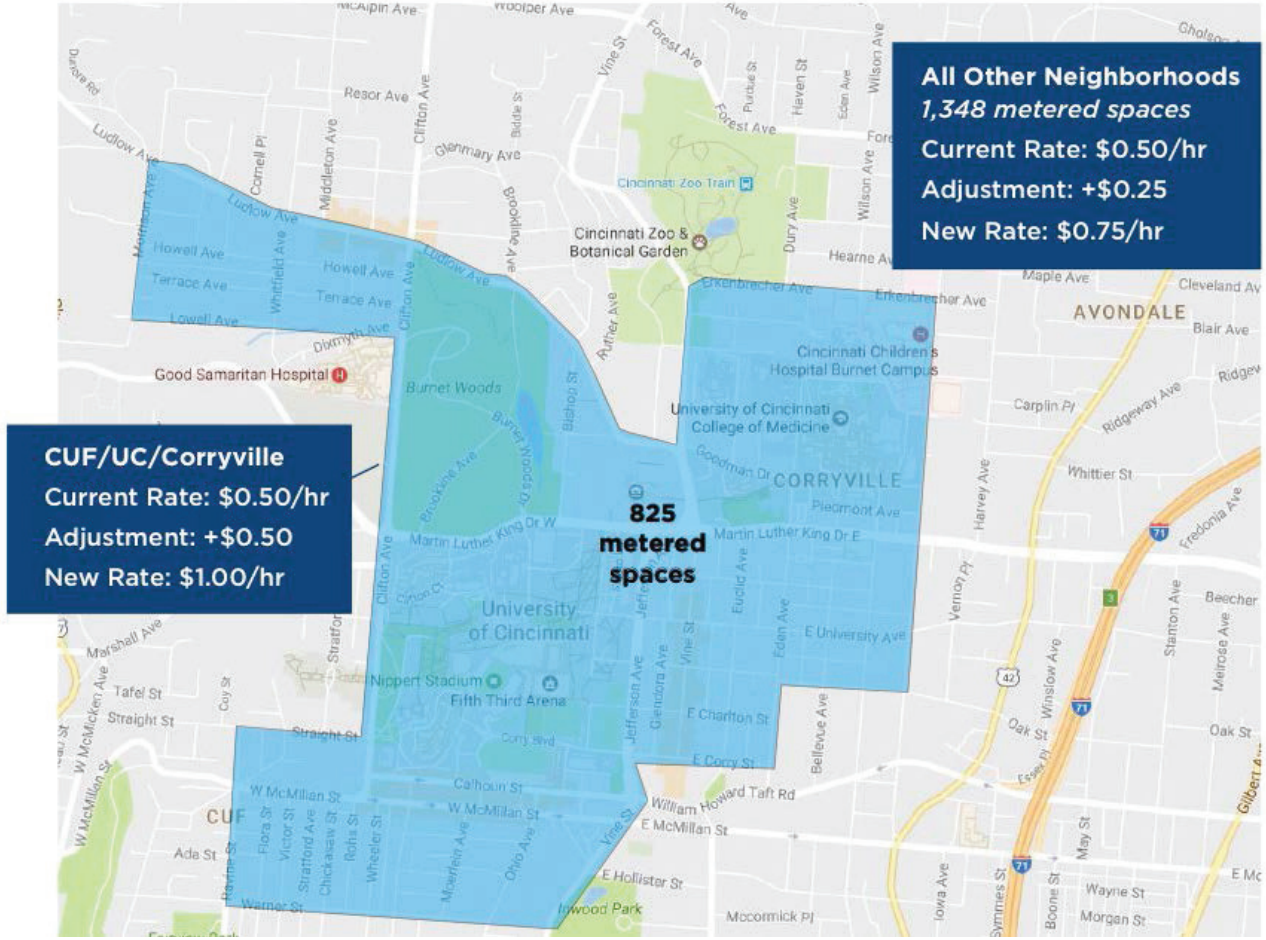


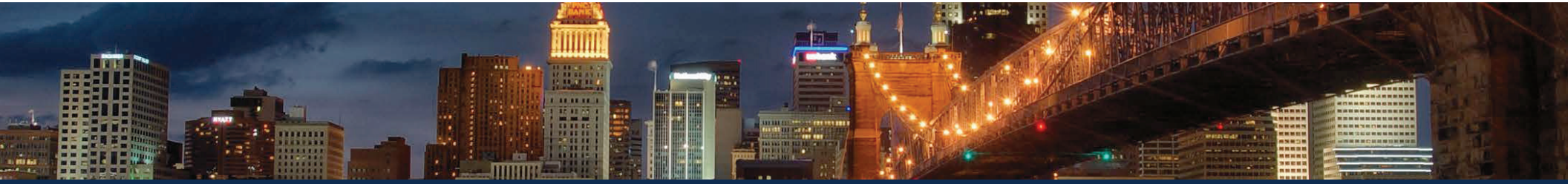
METER RATE ADJUSTMENT

HIGHLIGHTS

- Rates in the neighborhoods **have not increased since August 2010**
- 825 metered spaces in CUF, Heights, Clifton, and Corryville will have $0.50 increase
- 1,348 meters in all other neighborhoods will have a $0.25 increase

PARKING METER RATE ADJUSTMENT *(NEIGHBORHOODS)*



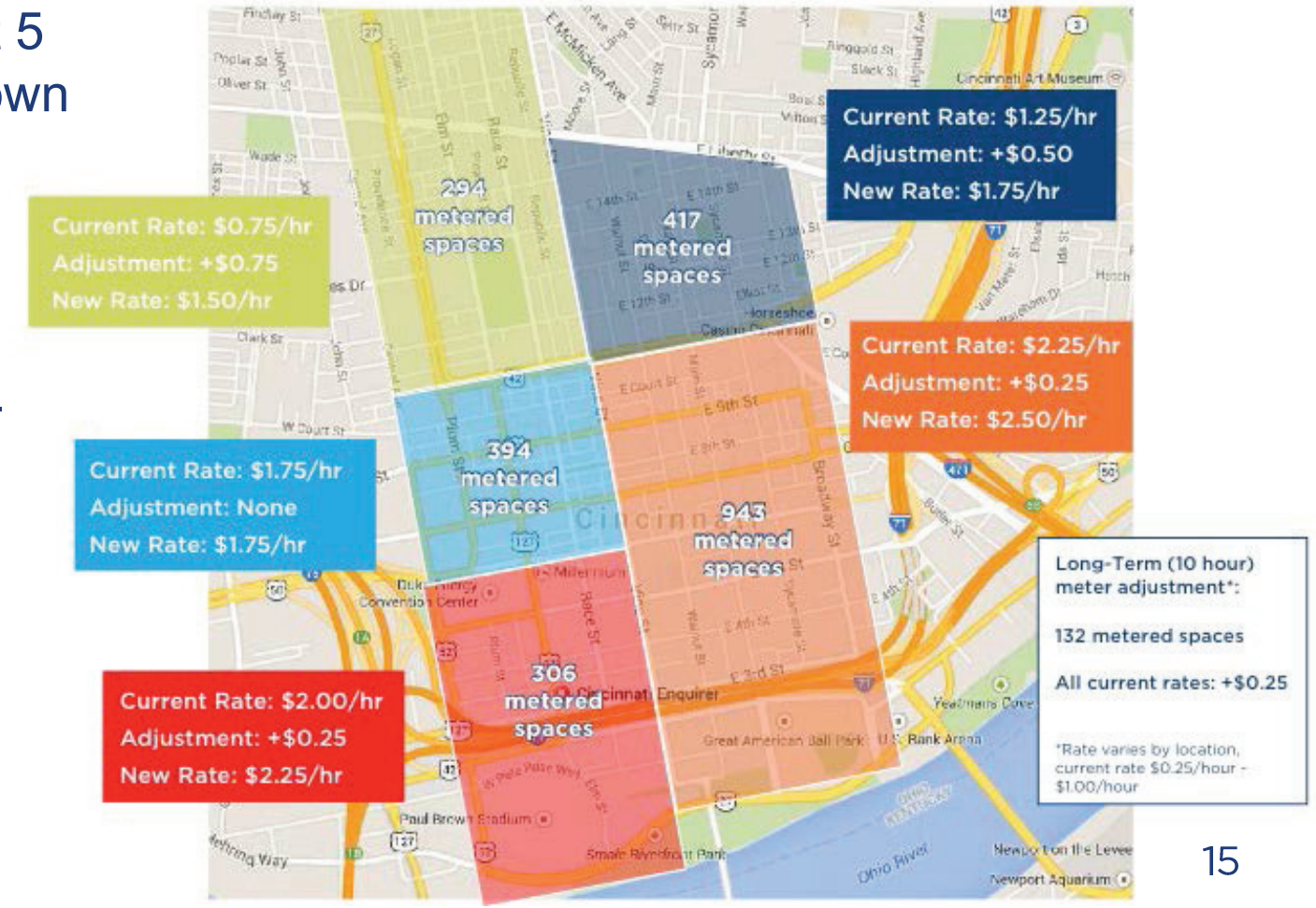


METER RATE ADJUSTMENT

HIGHLIGHTS

- 2,354 meters throughout 5 parking zones in Downtown and Over-the-Rhine
- 1,960 meters in 4 of 5 zones would see rate increase between $0.25-$0.75/hr
- 394 meters in Zone 2 would see no increase

PARKING METER RATE ADJUSTMENT
(CBD/OTR ZONES)



CITATION ADJUSTMENT*

Price Increases

Violations	Current	Adjustment	New Rate
Meter	$45.00	+$15.00	$60.00
Trailer Parking	$44.00	+$15.00	$59.00
Snow Emergency	$56.00	+$15.00	$71.00
Other	$50.00	+$15.00	$65.00

No Price Increases

Violations	Current	Adjustment	New Rate
Handicap Parking	$250.00	$0.00	$250.00
Fire Hydrant	$250.00	$0.00	$250.00

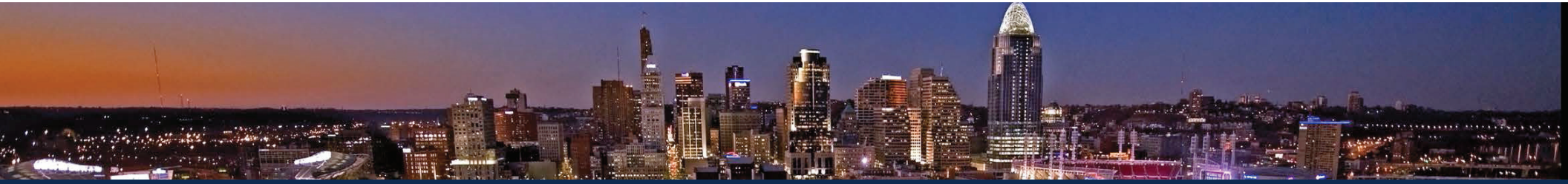
**Not included in Mayor Cranley's budget proposal*

CITATION ADJUSTMENT* BENEFITS

System Enhancements & Benefits

- Drive meter payment compliance
- Reduce internal collections costs
- Act as a deterrent to illegal parking
- Increase on-street safety
    - Vehicle
    - Pedestrian
    - Streetcar
    - Buses

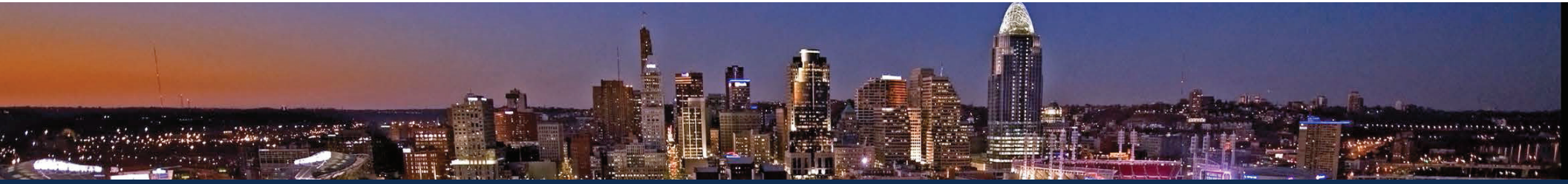
**Not included in Mayor Cranley's budget proposal*



PAYLOCK

Why Paylock?

- RFI Released in January 2016 seeking sources for Self-Release Automobile Immobilization Program
- Paylock only respondent to RFI
- Permission granted for a direct award under the following terms:
  - Paylock would be sole source provider
  - **No other self-releasing booting system in the market**

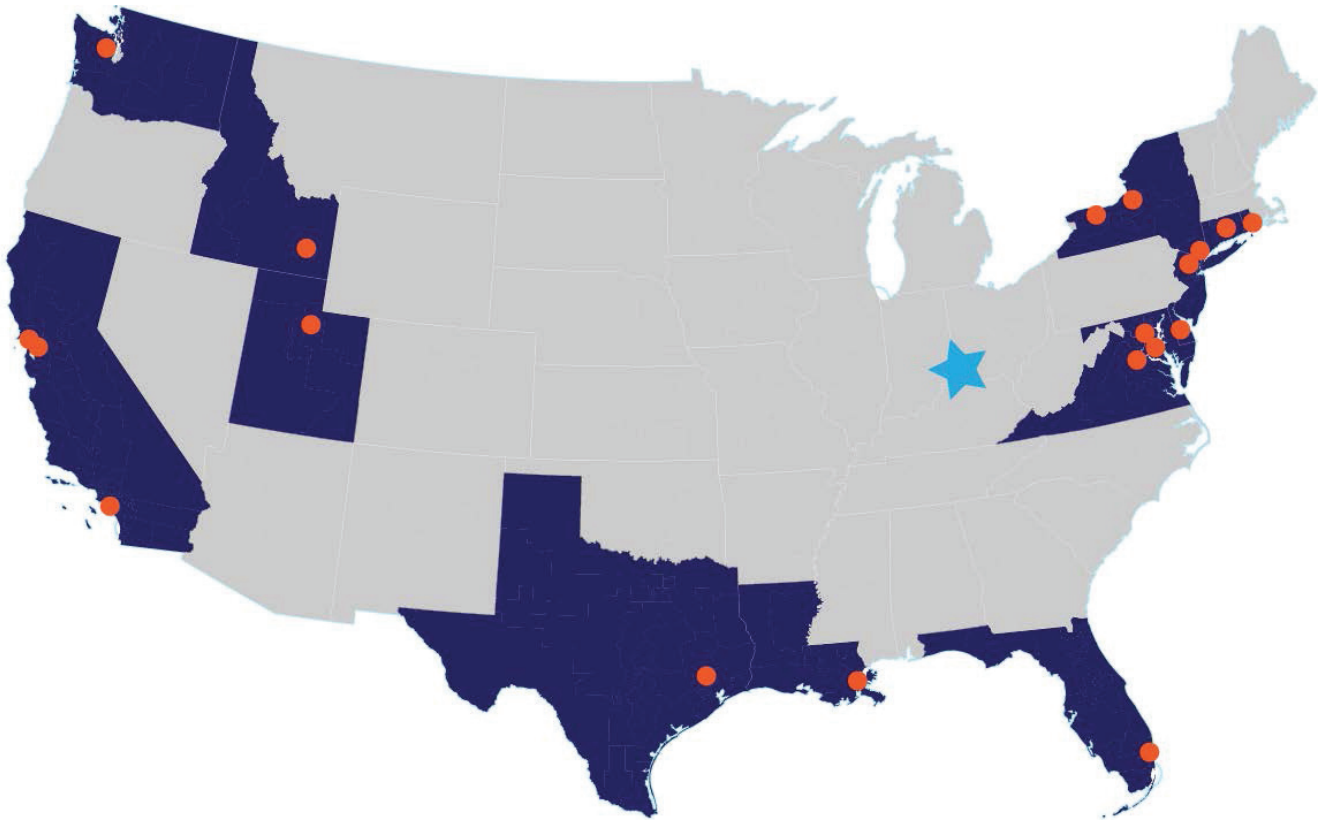


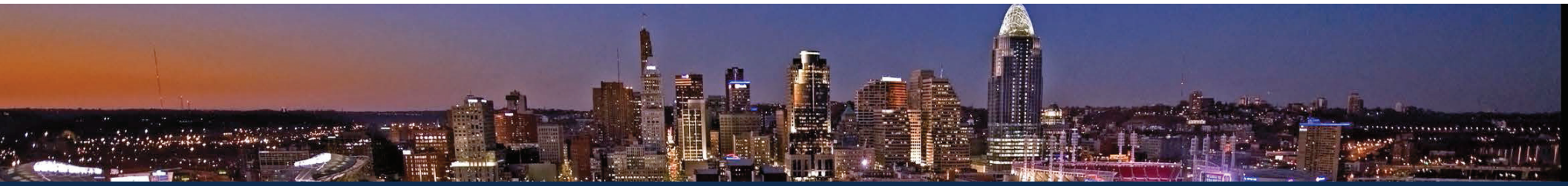
PAYLOCK

HIGHLIGHTS

- Services cities and universities across 14 different states
- Smartboots are a light weight device that **saves time**
- Can be **removed from a car without special assistance** in five minutes or less

PAYLOCK SERVICED LOCATIONS





PAYLOCK

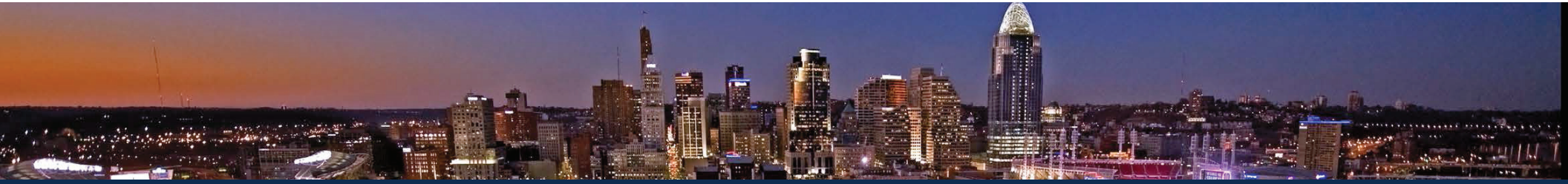
Current Status (Towing)

- **Tow (PEO or CPD initiated)**
- **Vehicle impounded**
  - -No access to vehicle
- **Vehicle retrieval**
  - -Time off work, inconvenience

Budget Proposal

- **Proposed Revenue Generated $600,000**
  - Citation revenue to General Fund
  - Proposed $25,000 cost recovery to Parking Enterprise Fund

	TOWING	PAYLOCK
Cost after 6 days	Up to $375 + Citation	One time $185 fee + Citation



PAYLOCK

Booting vs. Towing

	Booting	Towing
Ability to retrieve items from vehicle.	✓	✗
Retrieve vehicle without a trip to Impound lot.	✓	✗
Reduced potential for damage to vehicle.	✓	✗
Acts as an immediate visual deterrent for others.	✓	✗
24/7 ability to retrieve vehicle	✓	✗
Pay by Phone	✓	✗
Self release/Immediate Release	✓	✗

City Parking Enforcement Officers impounded 202 vehicles for 1091 total delinquents (average of 4.5 delinquents per vehicle towed) in calendar year 2016.

POTENTIAL FUTURE ENHANCEMENTS

POTENTIAL FUTURE ENHANCEMENTS

Meter Bagging/Valet Zones

- **Current**
  - Valet zones only. Currently there are 21 Valet Zones. We receive valet revenue from 8 of these zones. The remaining are either for hotels or valet zones with **NO** meters being out of service. All pay for the permit and license fees. Some zones have as little as 1 metered space and the maximum is 4 metered spaces.
  - No centralized tracking & reporting
  - Annualized revenue: $26,000 in 2016
- **Proposed**
  - Charges for all meters bagged
  - Central tracking & reporting program
  - $250,000 annualized revenue

POTENTIAL FUTURE ENHANCEMENTS

Special Events

- **Current**
  - No special event rate
  - On-street parking cheaper (or free) as compared to off-street lots/garages
- **Proposed**
  - Special event rates for Sunday events (+$0.25/hour)
  - Special event rates for events/games at the Aronoff, GABP, and PBS. (+$0.75-$1.00/hour)
  - Change meter start times for football events to 10 a.m.

NEXT STEPS

NEXT STEPS

- Community/stakeholder engagement to include media to prepare for changes
- Implementation of meter and citation adjustments estimated 4-6 weeks
- PayLock 8 week implementation schedule

QUESTIONS

City of Cincinnati

Department of Community
and Economic Development
Parking Division

@choosecincy

or

www.cincinnati-oh.gov/parking/

www.cincyezpark.com

APPENDIX - DEFINITIONS

- **Dynamic Pricing**: Adjusting parking rates based on parking demand.
- **Occupancy Rate**: Number of vehicles parked divided by total number of metered spaces regardless of whether the vehicle has paid.

***(Example:** 50 vehicles parked / 150 spaces = 33.3% occupancy rate)*

- **Paid Utilization rate**: Number of vehicles parked and paid at the time the data is pulled divided by the total number of spaces.

***(Example:** 35 vehicles paid by coin, credit card or phone / 150 spaces = 23.3% paid utilization rate)*

- **Elasticity**: The measurement of how responsive an economic variable is to a change in another.

***(Example:** Parking industry statistics indicate that a 1% increase in parking rates could result in -.01 to -.04% decrease in demand, doubling rates could result in a 10-40% decrease in demand.)*