

Marina and Beach Park Pay Parking Project

City Council Update – May 3, 2018

Pay Parking System July 6, 2017 - Up and Running



Challenges of the first Saturday:

- Farmer's Market.
- Strongman Competition.
- Opening day of fishing.
- Beach Park rentals.





CONCERNS STATED DURING PUBLIC OUTREACH MEETINGS

- Community Outreach – 18 monthly meetings held:
 - Declining attendance.
- Increased traffic and demand for parking on 6th and 7th Avenues.
- Traffic congestion at 227th and Dock Avenue.
- Will pay parking improve public safety in the Marina and Beach Park enough to justify the investment?
- How will pay parking impact low income citizens of the city?
- How will pay parking impact special events?
- How will pay parking impact the rental of facilities in the Beach Park?
- Negative image of Des Moines and impacts on local businesses.

UNANTICIPATED PROBLEMS

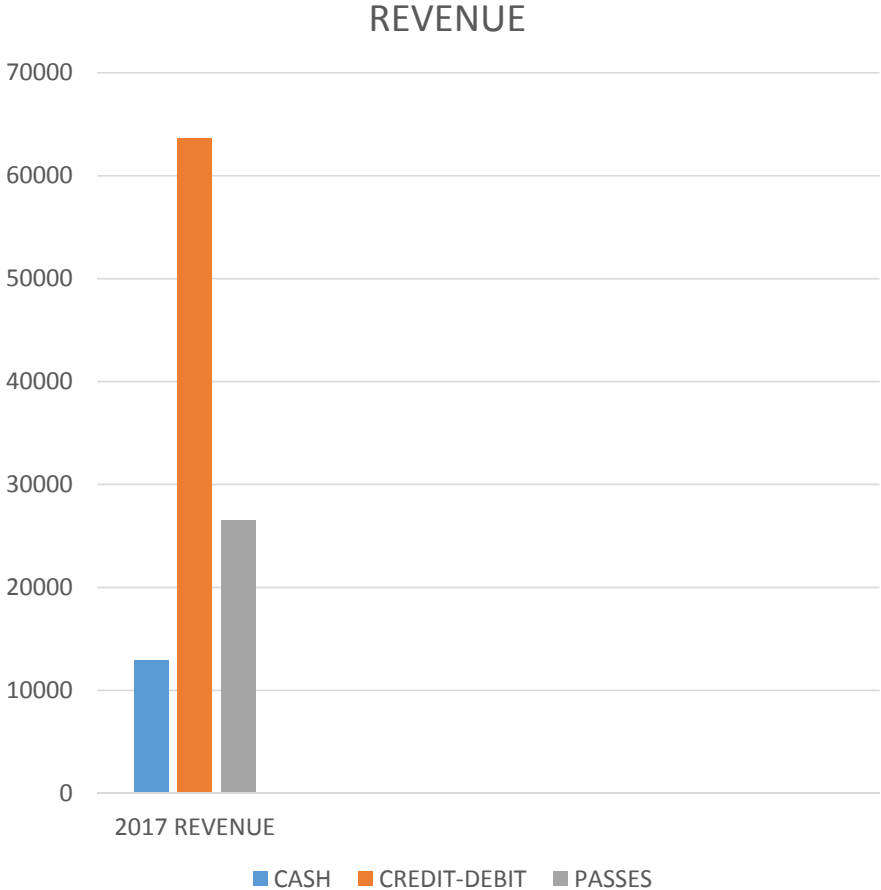
- The language barrier is a much greater problem than anticipated.
- While the “chip” card processing system is more secure, it is more difficult for some to use than the old “swipe” system.
- Vehicles backing up or turning around in lane has been a concern for some on 227th and at the Beach Park.
- Consistent level of “first time” visitors to the Marina and Beach Park.

VEHICLES ENTERING THE LOTS JULY THRU DECEMBER, 2017

	July	Aug	Sept	Oct	Nov	Dec	Total
Ticket	31,790	32,981	22,377	15,374	12,618	13,521	128,661
Frequent User Pass	19,480	21,171	17,060	17,202	9,011	6,499	90,423
Total	51,270	54,152	39,437	32,576	21,629	20,020	219,084

2017 TOTAL REVENUE July 6-December 31, 2017

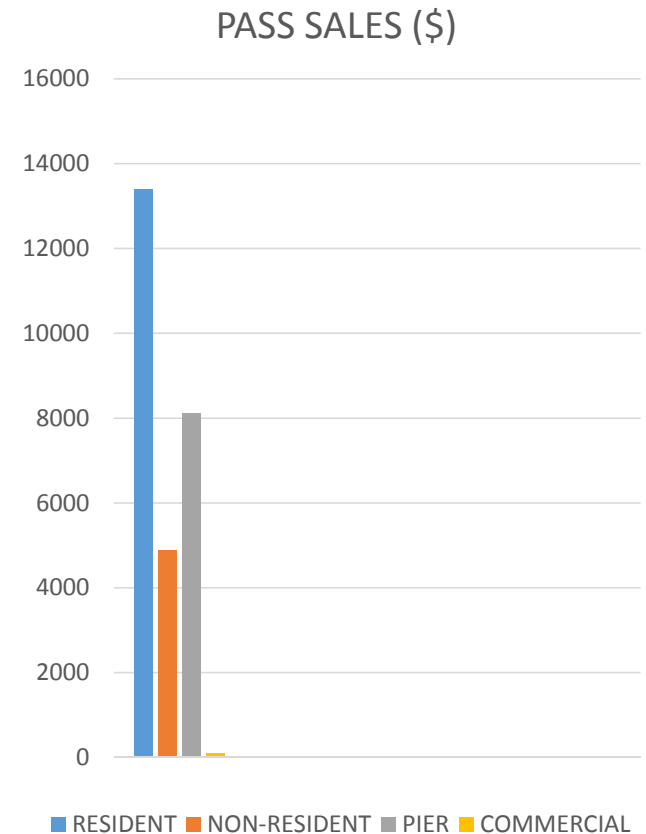
Cash	\$	12,940
Credit/Debit	\$	63,616
Passes	\$	26,515
Total	\$	103,071



FREQUENT USER PASS SALES

July 6-December 31, 2017

Frequent User - Res.	894	\$	13,410
Frequent User- Non-res	108	\$	4,880
Fishing Pier	325	\$	8,125
Commercial	2	\$	100
Total	1329	\$	26,515



2017 TOTAL EXPENSES & NET REVENUE

July 6-December 31, 2017

Ongoing Expenses	\$ 17,293	Revenue		\$ 103,071
Labor Costs	\$ 25,808	Less Expenses		<u>\$ (65,049)</u>
Purchase For Resale	\$ 6,300	Gross Revenue		\$ 38,022
Parts & Repairs	\$ 5,399	Less 25% City Parking Tax (Transferred To City Transportation Fund)		<u>\$ (25,768)</u>
General Fund Charge-back	<u>\$ 10,249</u>	Net Revenue		\$ 12,254
Total Expenditures	\$ 65,049			

2018 ESTIMATED EXPENSES & NET REVENUE

January 1-December 31, 2018

Ongoing Expenses	\$ 24,633			
Labor Costs	\$ 18,320	Estimated Revenue**		\$ 155,000
Purchase For Resale	\$ 6,300	Estimated Expenses		<u>\$ (84,445)</u>
Parts & Repairs	\$ 5,000	Gross Revenue		\$ 70,555
Night Security Contract	\$ 23,880	25% City Parking Tax		<u>\$ (38,750)</u>
General Fund Charge-back	<u>\$ 6,312</u>	Net Revenue		\$ 31,805
Total Expenditures	\$ 84,445			
		**Assumes 5% Growth In		
		Sales		

2017 Revenue	\$103,071	2018 Revenue	\$155,000
2017 Expenses	<u>\$(65,049)</u>	2018 Expenses	<u>\$(84,445)</u>
Net 2017 Paid Parking (excluding parking tax)	\$ 38,022	Net Paid Parking	\$ 70,555
2017 Parking Tax (25%)	\$ 25,768	2018 Parking Tax (25%)	\$ 38,750
Net 2017 Paid Parking	\$ 12,344	Net 2018 Paid Parking	\$ 31,805

Challenges:

- Appropriate fee structure
- Most efficient way to issue bonds (subject to Council approval)
- Additional unanticipated problems
- Continue BETA for issues
- Ongoing communication with Marina neighbors, tenants, businesses and community
- Per the next slide, effective integration of paid parking infrastructure into future Marina redevelopment.



