



We are Changing Parking. Join us.



BEAUFORT, NC  
2018 PARKING  
SEASONAL RECAP &  
FY19 PROJECTIONS

# 2018 Parking Management Goals

- Address parking needs for different stakeholders
- Create turnover
- Eliminate cruising through properly priced parking
- Generate revenue stream to be potentially earmarked for community improvements

# Addressing Parking Needs

## Beaufort Parking Mission

The purpose and mission of the enhanced Town of Beaufort parking program is to balance the parking needs of the community with the competing interests of businesses, restaurants, employees, visitors and residents seeking to gain convenient access to available parking spaces in the Downtown area. Sound, effective parking policy and program management will be critical going forward to ensure adequate turnover of the Town's available space inventory (on-street and off-street), as well as safeguard the vitality and economic potential of the Town of Beaufort's citizens, visitors, residents and stakeholders.

# How Were Stakeholder Parking Needs Address During 2018 Parking Season?

## ***Businesses***

Implemented short-term, 4 hour limit parking zones for business customers creating turnover for available prime parking.

## ***Employees***

Implemented Seasonal Passes at greatly reduced rate to provide convenient parking for employees. In addition, worked with Town and State to provide additional free parking on Cedar Street once Project R-3307 was completed.

## ***Residents***

Implemented Resident Seasonal Passes at a reduced rate to provide convenient parking for residents.

## ***Visitors***

Provided convenient short-term and long-term parking availability through pricing and consistent enforcement

# Turnover and Cruising/Congestion

*Efforts to create consistent turnover of available spacing and to reduce cruising/traffic congestion were applied in the following manner:*

## Occupancy

Through the new pricing and enforcement program, available prime parking was greatly increased due to

- Long term parkers parking in long-term lots,
- Free parking on the outlying streets and free parking on Cedar Street.

The average available parking in-season were as follows:

- ❖ 9:00 AM: 58 spaces
- ❖ 12:00 PM: 15 spaces
- ❖ 3:00 PM: 14 spaces

# Turnover and Cruising/Congestion

## Escalated Pricing Pilot

Instead of limiting parkers to four hours in the East Surface Lot, Lanier proposed an escalated pricing pilot. Parkers desiring to park in this lot had the option for to purchase short term or long term. If they chose short term (1 hour) the fee charged was \$1.00 for the first hour. If they chose to park for longer than 1 hour, then the fee escalated per hour up to a maximum charge of \$28.50 for all day parking.

From the data related to this lot, this pilot was deemed a success. The options allowed for some parking availability for short-term parking but also brought in additional revenue from those patrons who chose to park long-term for the convenience of the location to the area.

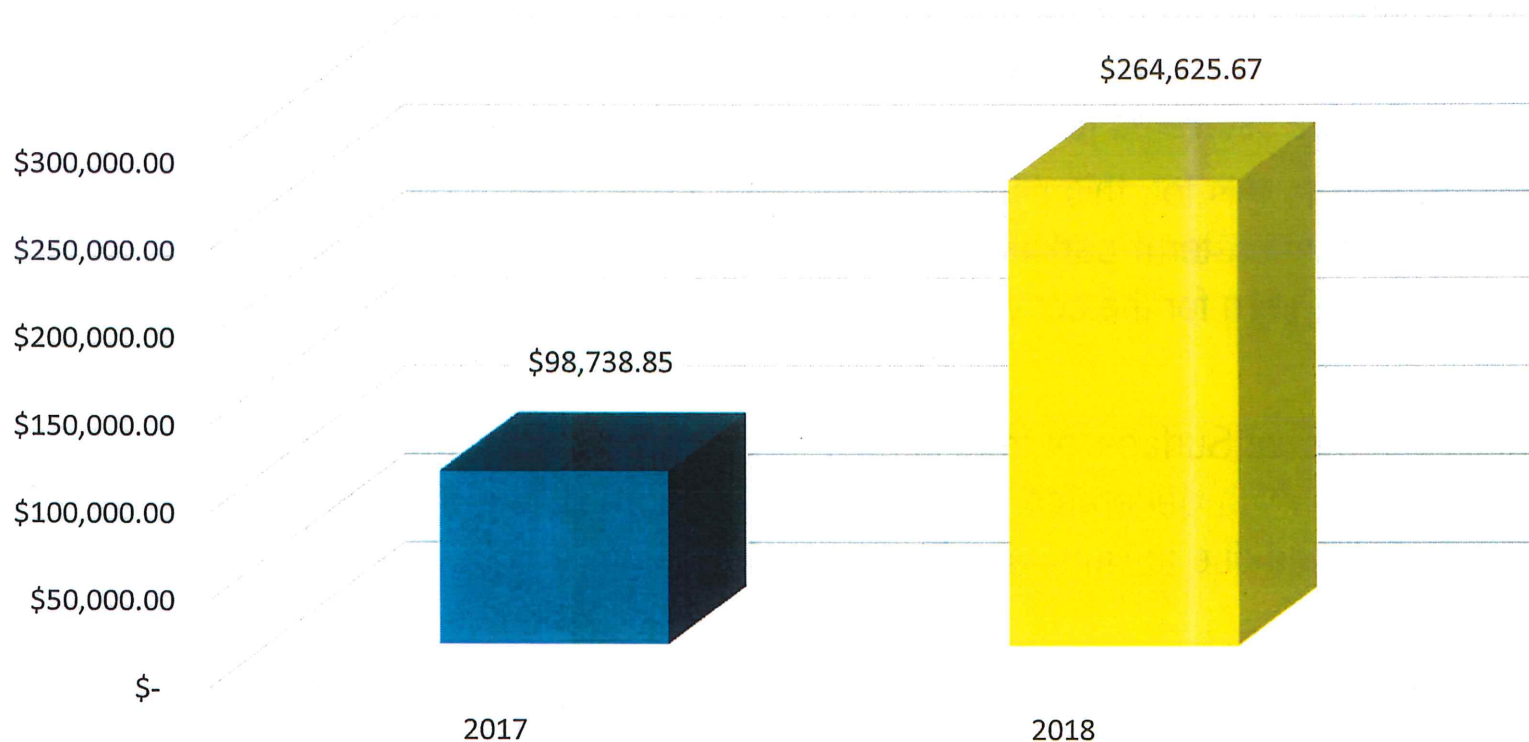
Revenue Totals in the East Surface lot from June 1<sup>st</sup> – September 10<sup>th</sup> were \$26,046.80 compared to the West Surface Lot which generated \$20,418.30 in revenue during the same time period. Note: parking season shortened due to Hurricane Florence.

For the 2019 season, Lanier proposes the Town consider escalated pricing in the West Surface Lot as well.

# 2018 Parking Season Revenue Overview

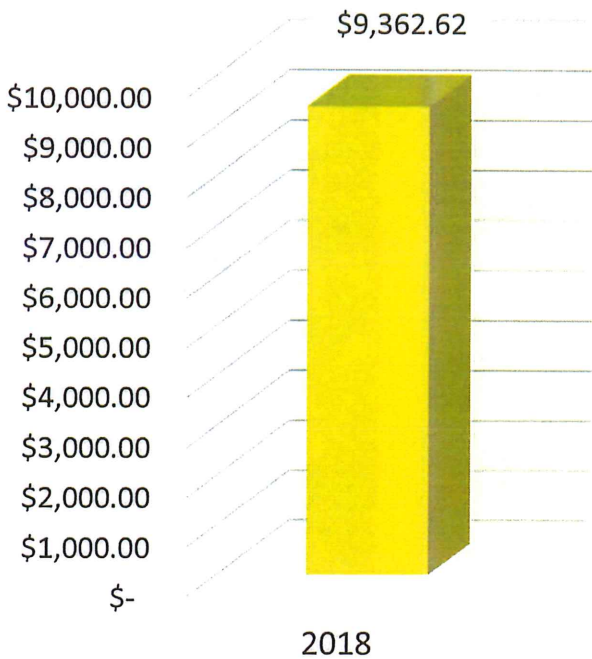
## Revenue

The Lanier managed parking program generated \$264,625.67 gross parking revenue to the Town of Beaufort, which was a 167% increase compared to the 2017 parking season. This is quite an accomplishment considering the season started a month late, on June 1<sup>st</sup> and ended nearly a month early due to Hurricane Florence on September 10<sup>th</sup>.

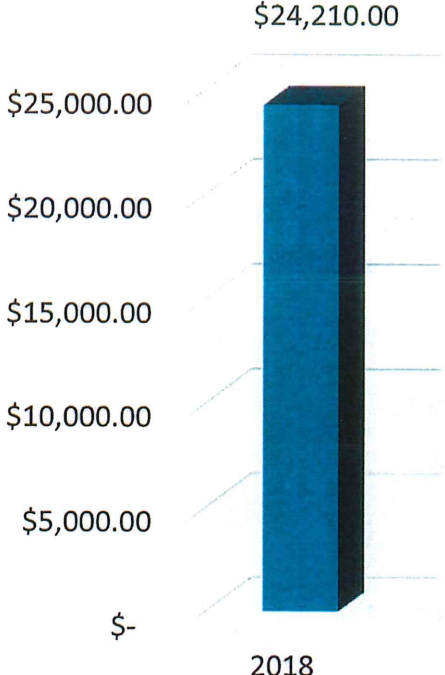


# Additional Revenue By Source

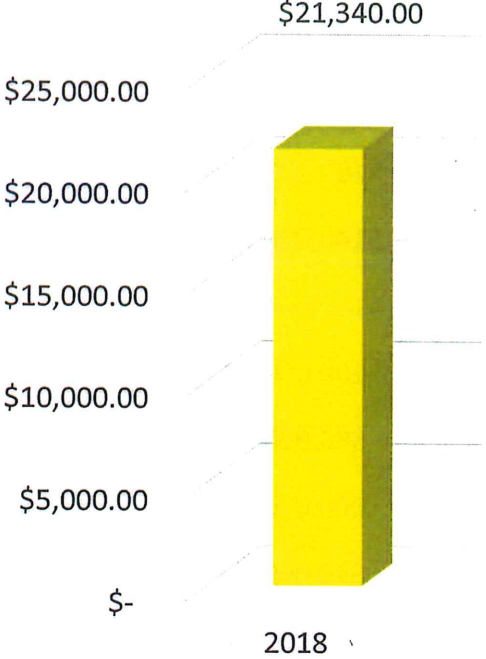
### PayByPhone



### Violations

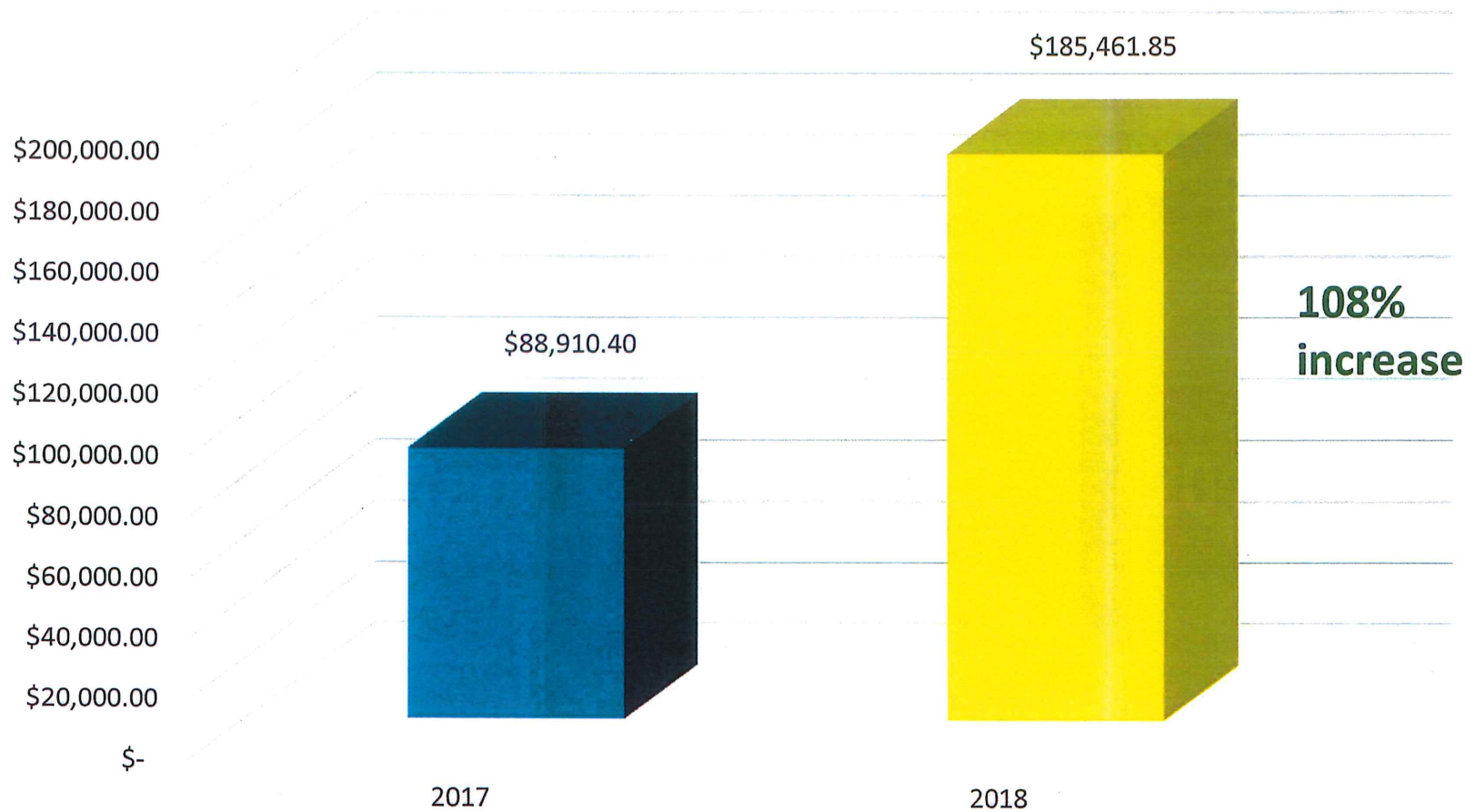


### Parking Passes

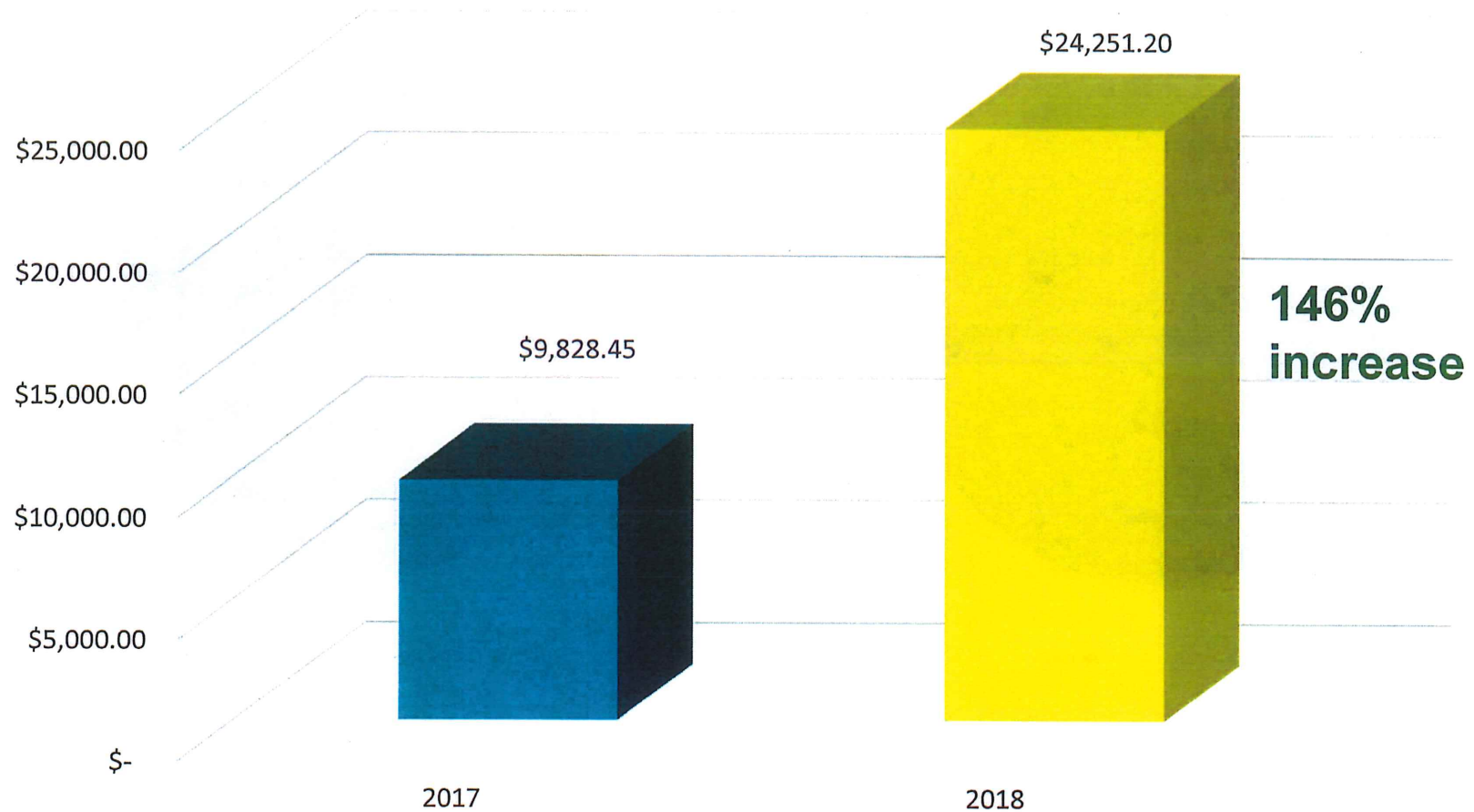


Data from May 28<sup>th</sup> – Sept 10, 2018

# Credit Card Revenue 2017 vs. 2018

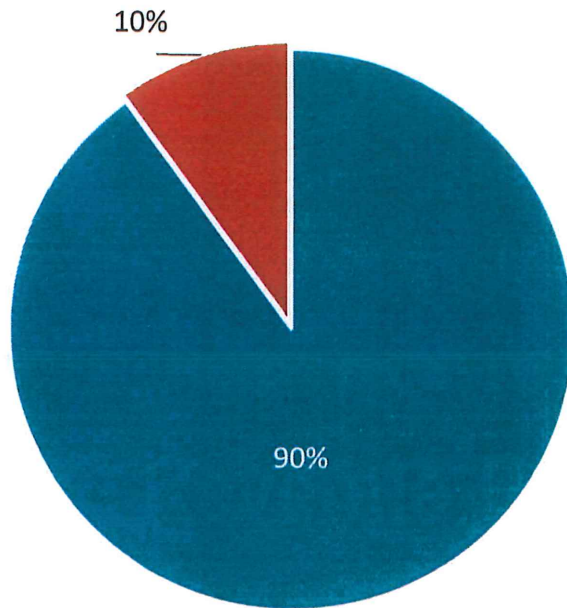


# Coin Revenue 2017 vs. 2018



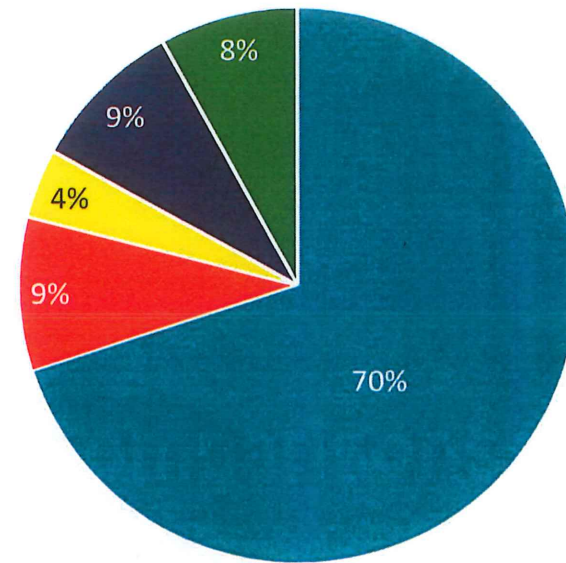
# Revenue Breakdown Comparisons

2017



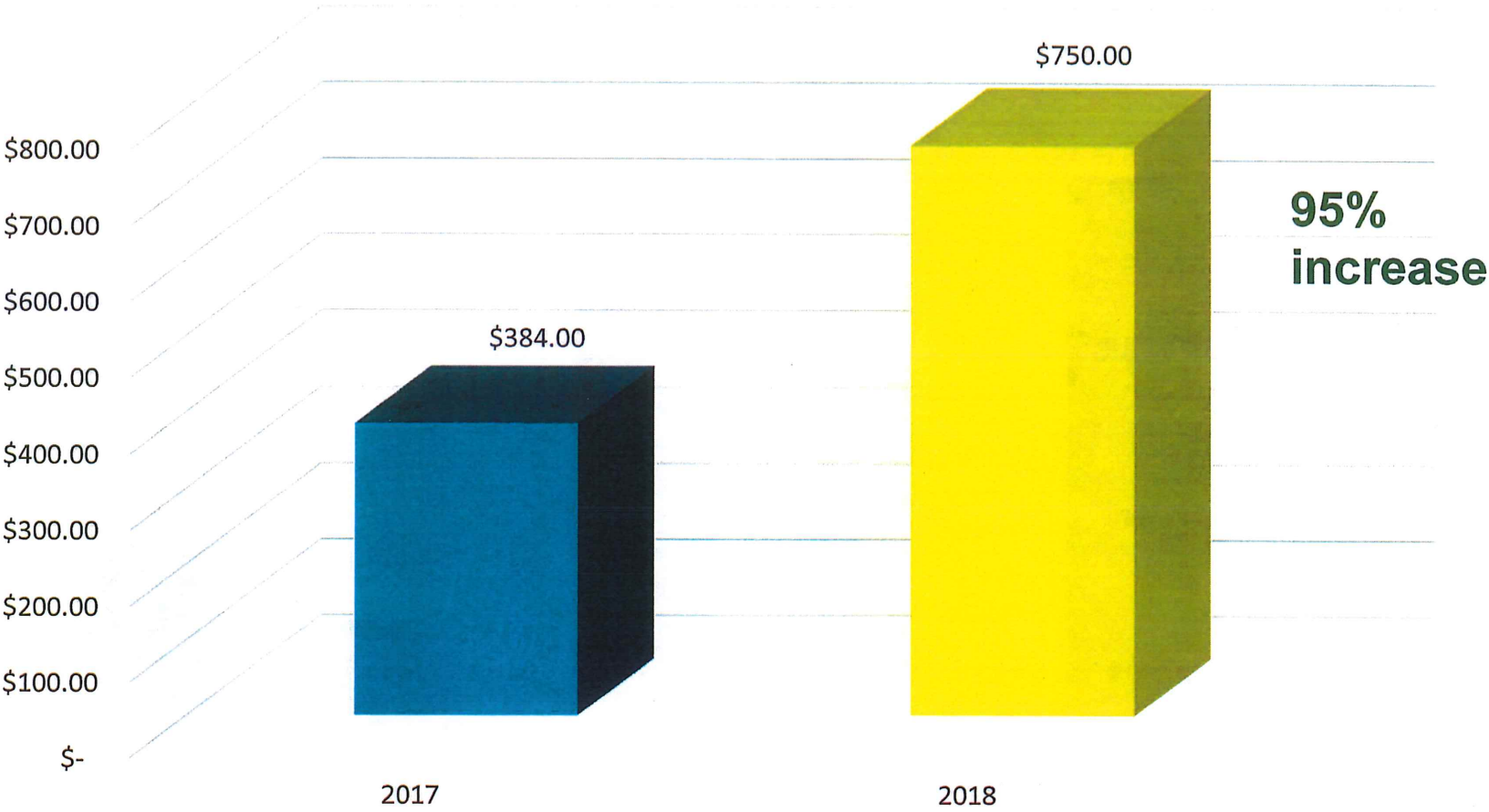
■ Credit ■ Coin

2018

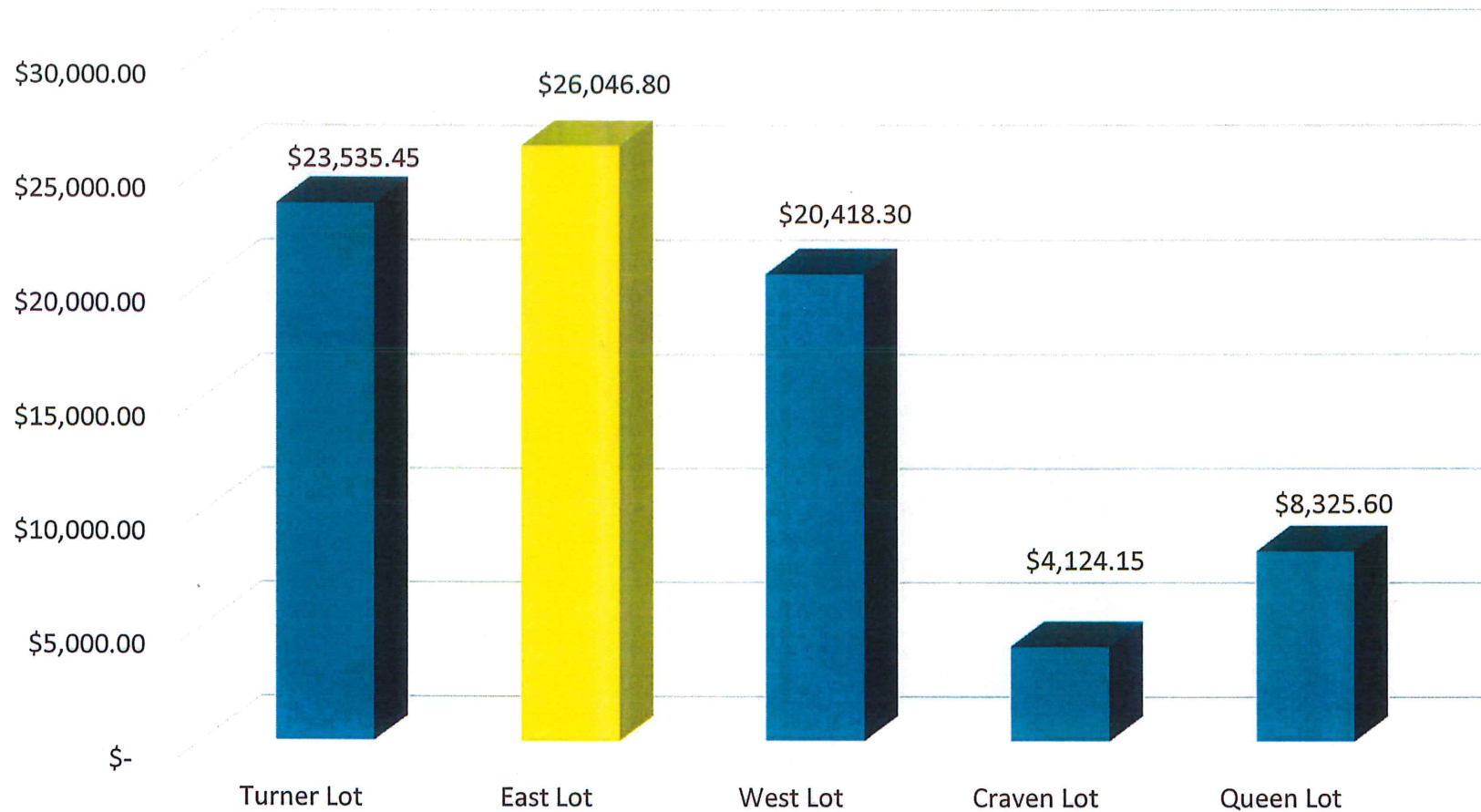


■ Credit ■ Coin ■ PBP ■ Citation ■ Passes

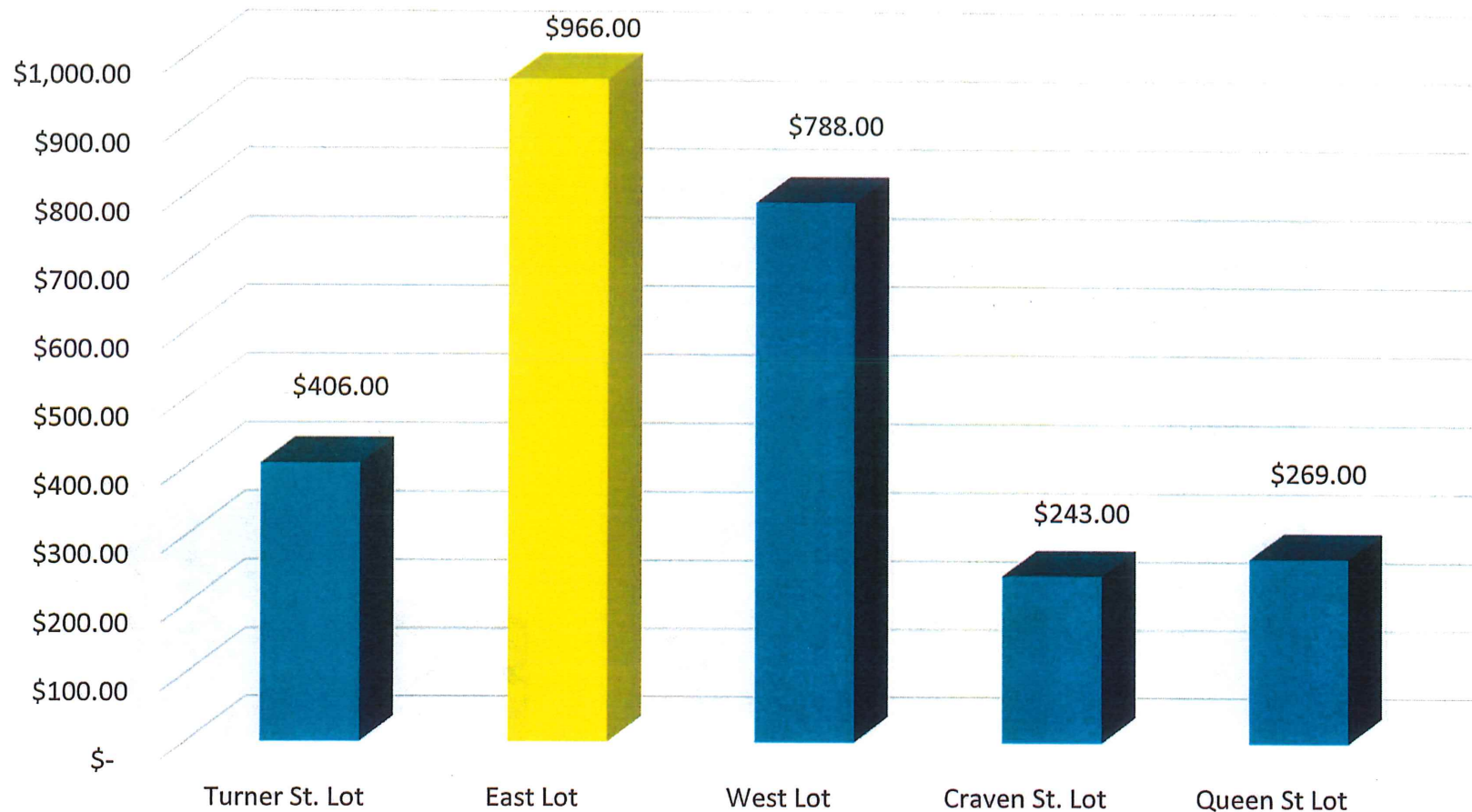
# Average Revenue Per Space 2017 vs. 2018



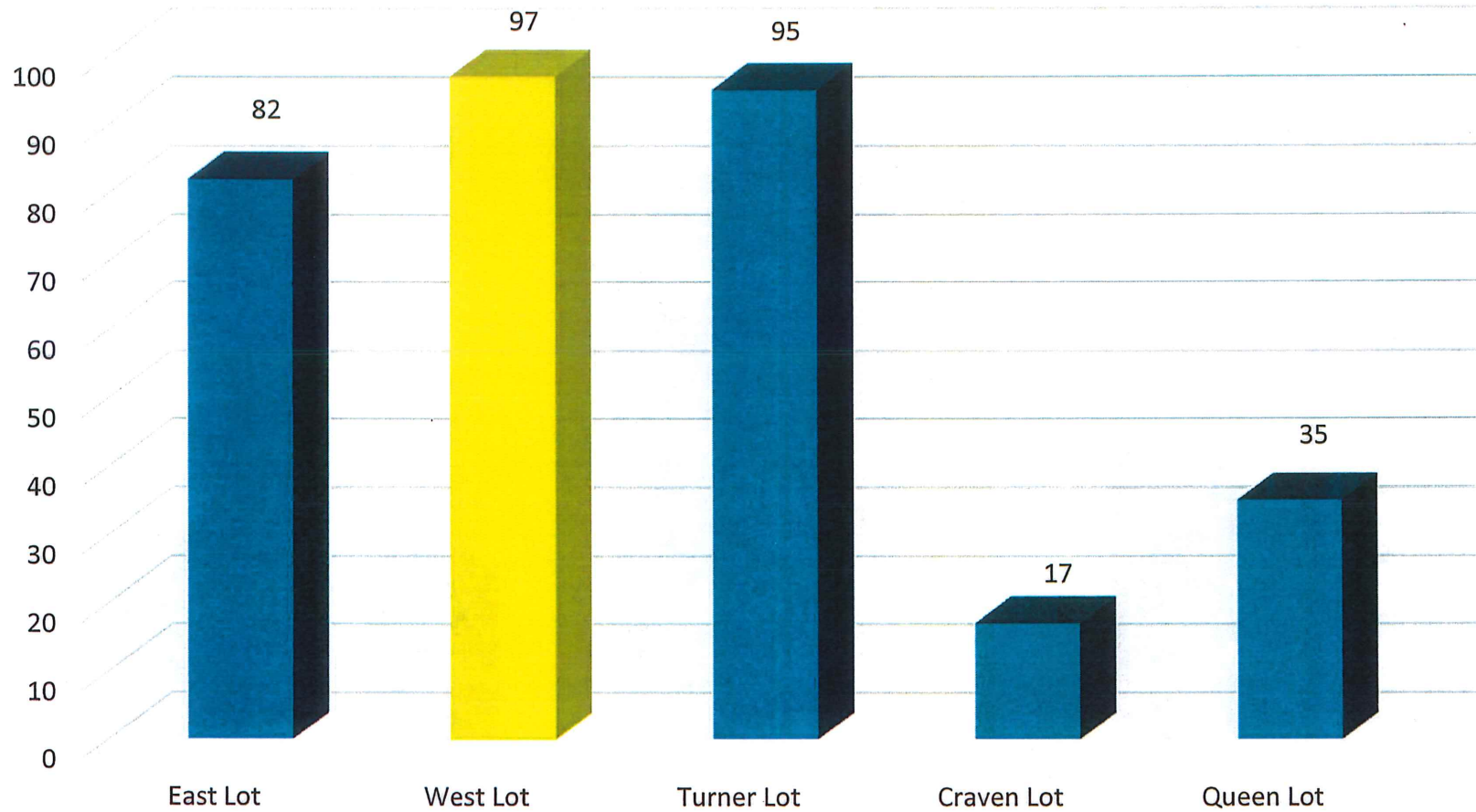
# Meter Revenue per Lot (Season)



# Average Revenue Per Space Per Lot (Season)



# Average Transactions Per Day Per Lot



# Parking Lot Utilization

West Lot Utilization	
Total Transactions	9806
Average time Spent in lot	2 h 3 mins
Average Transactions per day	97
Average Revenue per space	\$816.73
Average \$\$ per transaction	\$2.08

Queen Lot Utilization	
Total Transactions	3515
Average time Spent in lot	2 h 18 mins
Average Transactions per day	35
Average Revenue per space	\$268.57
Average \$\$ per transaction	\$2.37

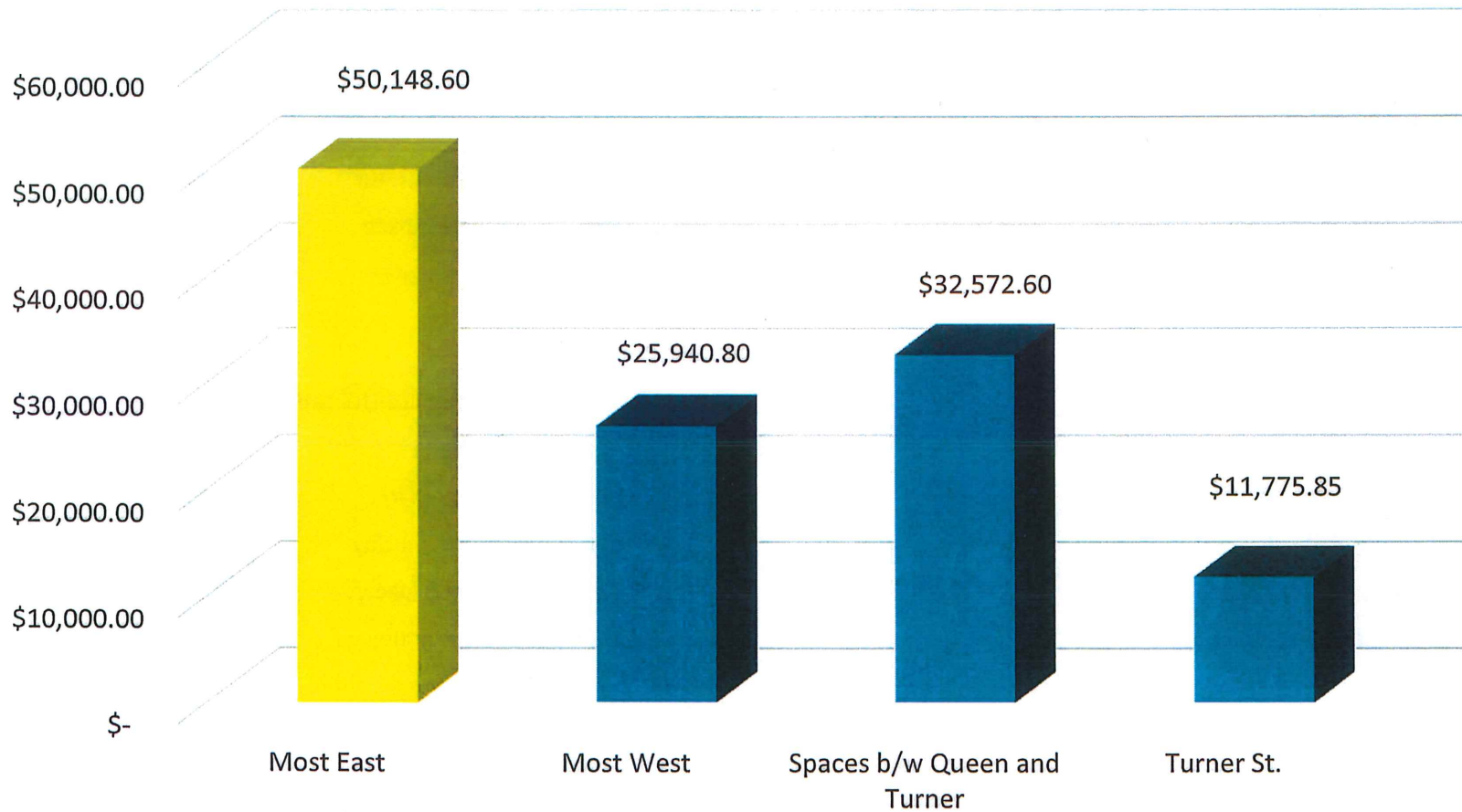
East Lot Utilization	
Total Transactions	8318
Average time Spent in lot	2 h 24 mins
Average Transactions per day	82
Average Revenue per space	\$1,041.87
Average \$\$ per transaction	\$3.13

Craven Lot Utilization	
Total Transactions	1753
Average time Spent in lot	2 h 20 mins
Average Transactions per day	17
Average Revenue per space	\$242.60
Average \$\$ per transaction	\$2.35

Turner Lot Utilization:	
Total Transactions	9635
Average time spent in lot	2 h 17 mins
Average transactions per day	95
Average revenue per space	\$406.00
Average transaction	\$2.44

Turner St. Lot  
Revenue total:  
**\$27,407.59**

# Revenue On-Street (Season)

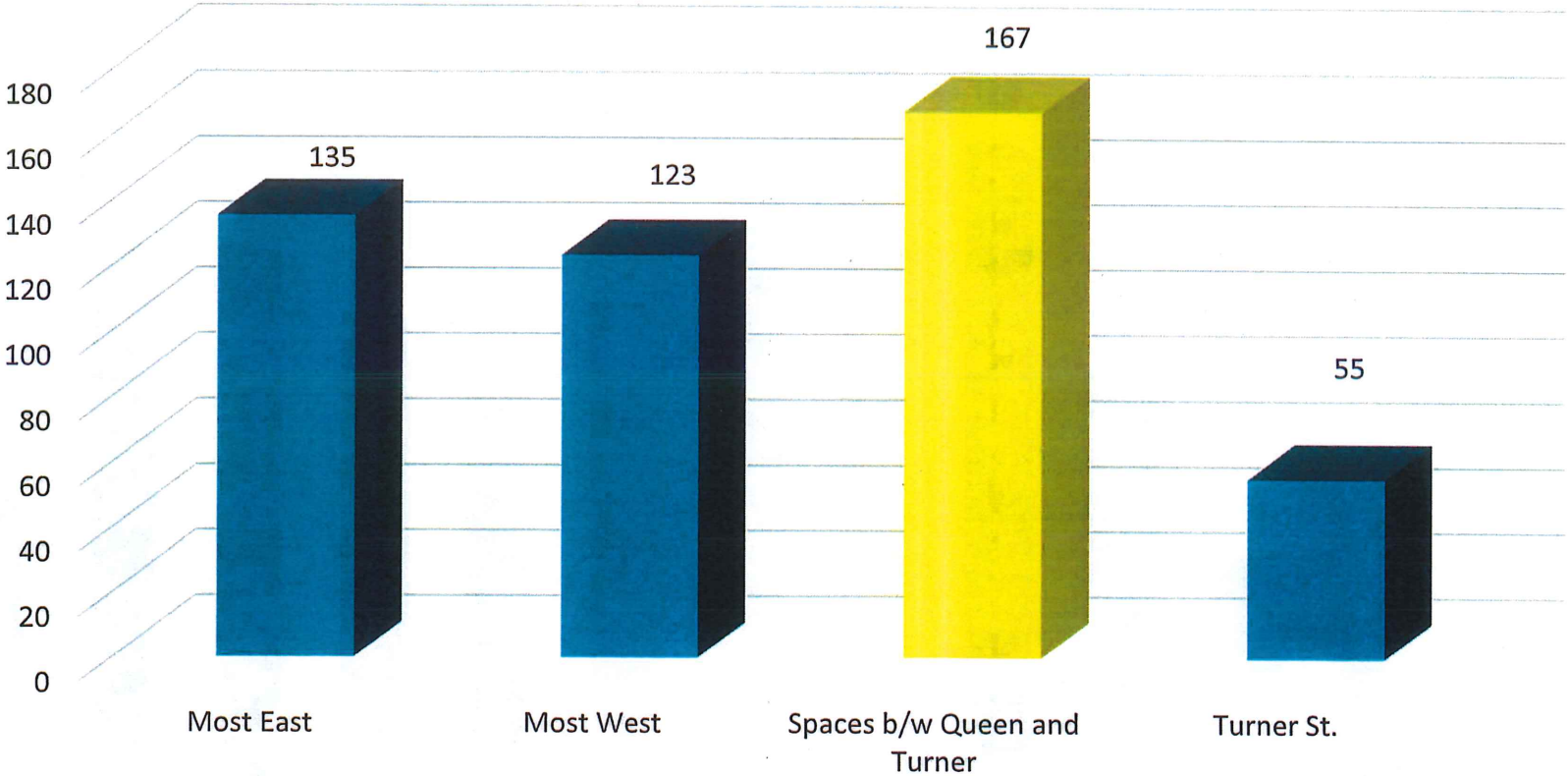


Most East: spaces 1-79

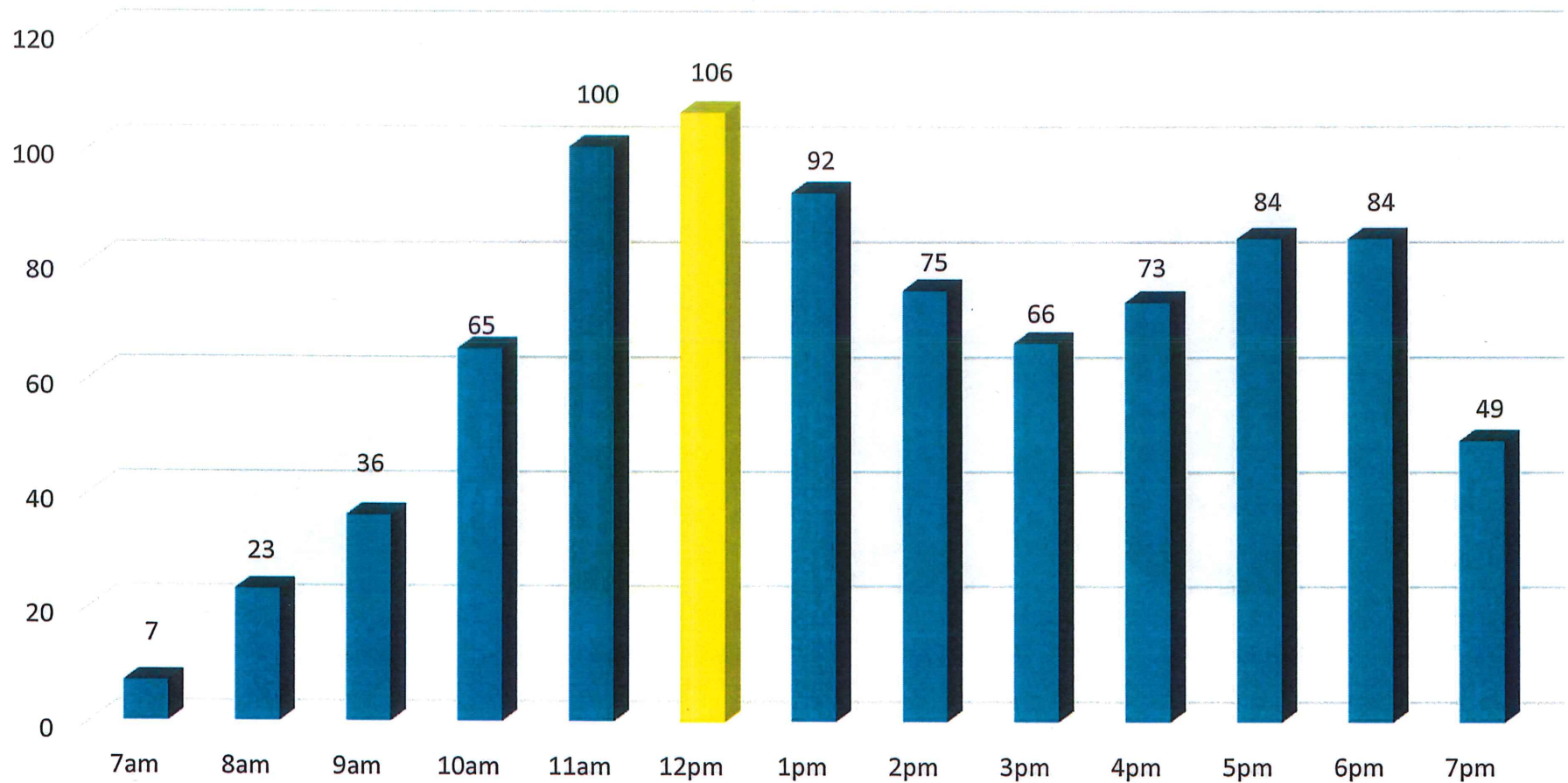
Most West: Spaces 173-217

Spaces B/w Queen & Turner: 80-120

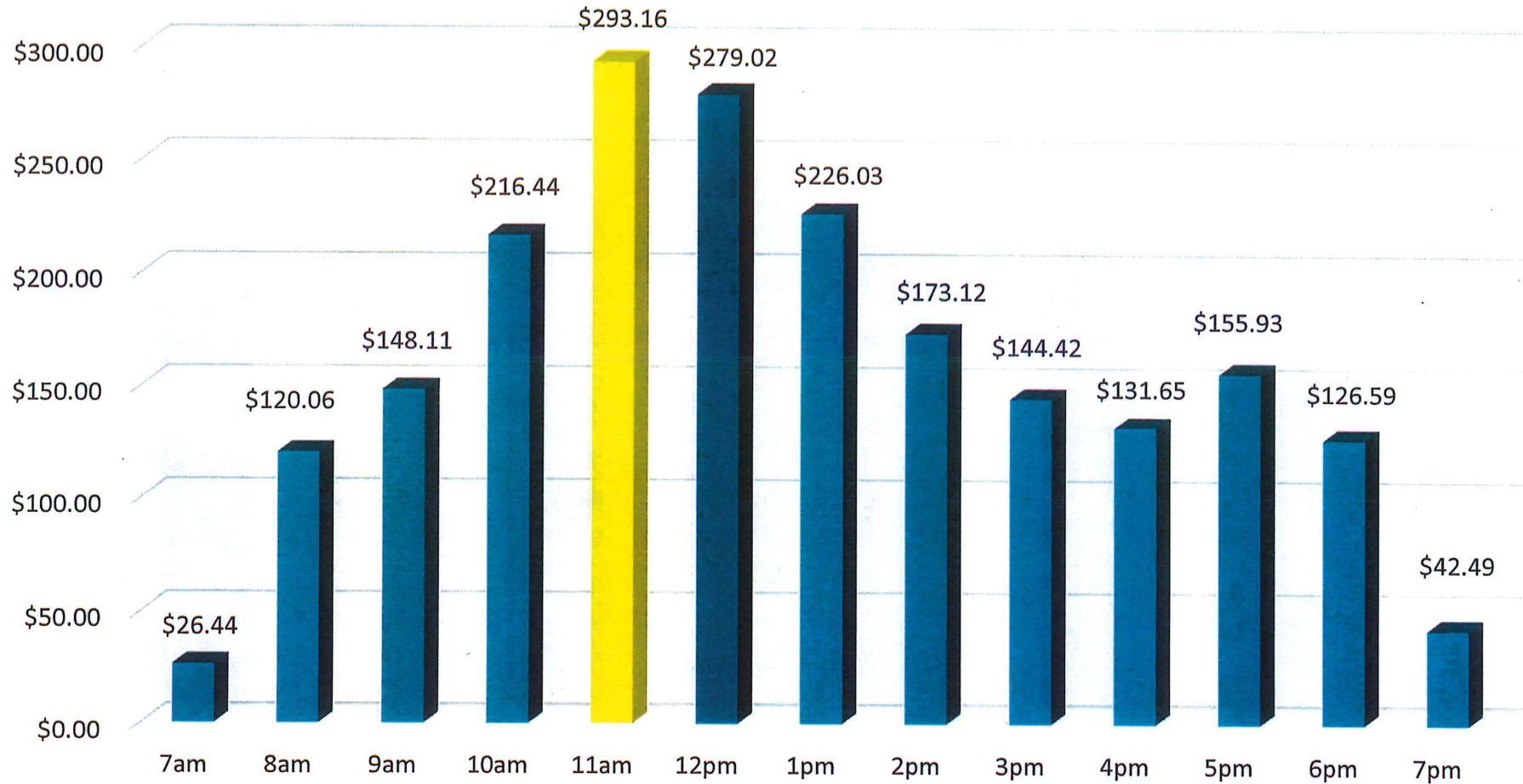
# Average Transactions Per Day On-Street



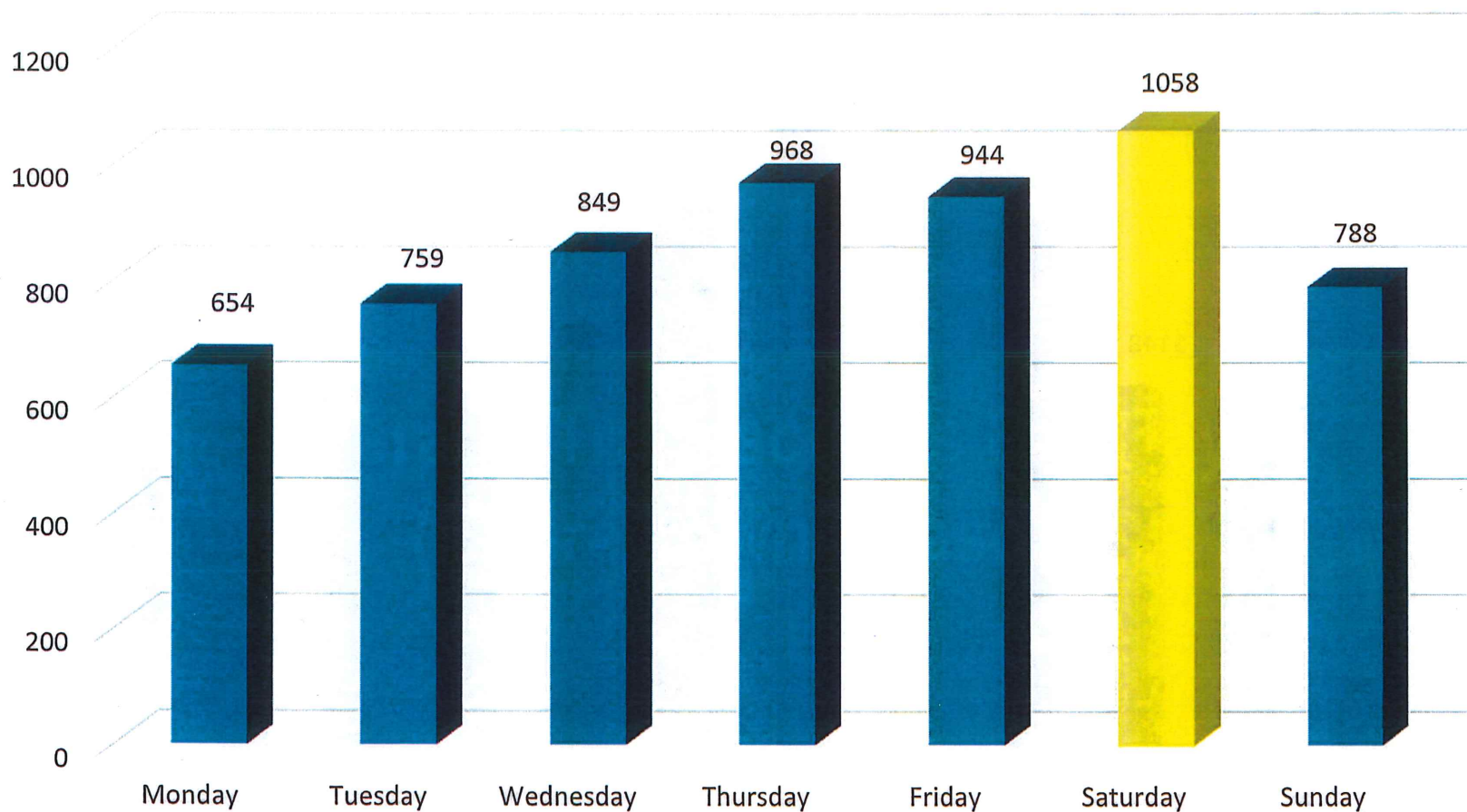
# Average Transactions Per Hour, Per Day (Entire Town/Season)



# Average Revenue Per Hour, Per Day (Entire Town/Season)



# Average Transactions Per Day (Entire Town/Season)



# COMMUNITY INVOLVEMENT



Lanier Parking

2,916 followers  
2d

Last weekend, the Town of Beaufort, North Carolina hosted its 58th annual Pirate Invasion. As new partners with the Town of Beaufort, we were thrilled to take part in this tradition. The weekend included a pirate-themed 5K, live music, black powder demonstrations, a BBQ picnic in the park, and a full-on pirate invasion in which the pirates came ashore for sword fights. Excited for our first ever Pirate Invasion experience, the Lanier team handed out nearly 100 eye patches and bandannas to kids attending the event. We love being part of the communities we serve and can't wait for next year's Pirate Invasion! #BeyondParking



Lanier Parking

3,103 followers  
1mo

As part of the Wrightsville Beach recovery efforts, Lanier and LM Restaurants will sponsor and host a "Thank you, Recognition & Appreciation" dinner and music event for the Town's staff, public works, police, fire, and all ground employees that worked so hard during Hurricane Florence. We have assisted in the organization of a committee of Wrightsville Beach leaders who will accept applications from those most affected from the storm and needing financial assistance to aid in their recovery efforts. Funds raised from the appreciation dinner will be given to those needing assistance. For event information, please visit [wrightsvillebeachfoundation.org/Florence](http://wrightsvillebeachfoundation.org/Florence)

WRIGHTSVILLE BEACH FOUNDATION





PARKING PLAN OPTIONS  
FY 19 & FY 20  
PROJECTIONS

# Budget Considerations

- Net revenue for WBD projects in FY 19 decreases from original budget by \$21,625 due to early season closure as a result of Florence and higher than anticipated credit card service fees.
- Reducing paid parking hours and/or the duration of the paid parking season from the current plan reduces the money available for WBD projects.

# Parking Plan Comparison

## FY19 Budget

Revenue \$358,865  
Expenses (\$298,417)

Net Income/ WBD Projects **\$60,448**

	Plan #1 ( Current)		Plan #2		Plan #3	
	May 1- Sept 30 8am-8pm		May 1- Sept 30 8am-6pm		May 1- Sept 30 10am-8pm	
<u>Projected</u>	FY 19	FY20	FY 19	FY20	FY 19	FY20
Revenue	\$310,017	\$382,527	\$295,535	\$346,362	\$291,897	\$337,670
Expenses	(271,194)	(301,885)	(269,849)	(282,638)	(268,698)	(283,643)
Net Income/ WBD Projects	<b>\$38,823</b>	<b>\$80,642</b>	<b>\$25,686</b>	<b>\$63,724</b>	<b>\$23,198</b>	<b>\$54,026</b>
	Plan #4		Plan #5		Plan #6	
	Memorial Day- Labor Day 8am-8pm		Memorial Day- Labor Day 8am-6pm		Memorial Day- Labor Day 10am-6pm	
<u>Projected</u>	FY 19	FY20	FY 19	FY20	FY 19	FY20
Revenue	\$284,328	\$310,829	\$276,028	\$302,053	\$272,839	\$281,299
Expenses	(265,013)	(268,924)	(266,558)	(266,083)	(264,929)	(260,269)
Net Income/ WBD Projects	<b>\$19,315</b>	<b>\$41,905</b>	<b>\$9,470</b>	<b>\$35,970</b>	<b>\$7,911</b>	<b>\$21,030</b>

# Closing

Lanier is honored to be the parking management firm of choice for the Town of Beaufort, NC. We have enjoyed getting to know the town and the locals and we believe, as you can see from this overview provided, that even though the season started late and the unfortunate Hurricane Florence stopped the season short, our parking management objectives for the town were met and exceeded expectations in most part.

We look forward to continued efforts for the 2019 season.