



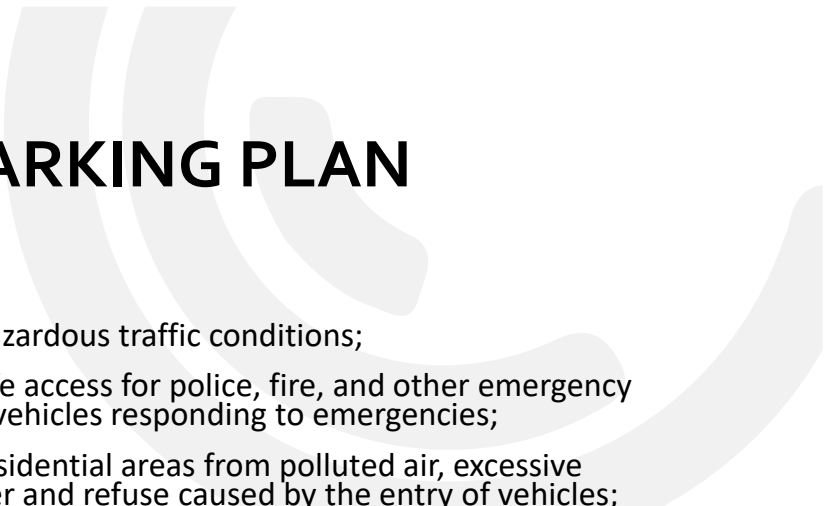
# PAID BEACH PARKING

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CITY OF ISLE OF PALMS, SOUTH CAROLINA



# MISSION OF THE MANAGED BEACH PARKING PLAN



The mission of the Managed Beach Parking initiative is to regulate parking on state-controlled, SCDOT, rights-of-way within the residential areas of the City that are severely impacted by nonresident parking.

Managing parking mitigates impacts caused by adjacent beach and commercial uses. The implementation of ordinances and programs, modeled after the cities of Charleston and Columbia, enables safe, orderly beach parking in reasonable proximity to public beach accesses in compliance with the City's Local Comprehensive Beach Management Plan, while at the same time accomplishing the following purposes:

- Reduce hazardous traffic conditions;
- Ensure safe access for police, fire, and other emergency response vehicles responding to emergencies;
- Protect residential areas from polluted air, excessive noise, litter and refuse caused by the entry of vehicles;
- Protect the residents of such areas from unreasonable burdens in gaining access to their residences;
- Preserve the character of such areas as residential districts;
- Promote efficiency in the maintenance of residential streets in a clean and safe condition;
- Preserve the value of the property in such areas; and
- Preserve the safety of children, other pedestrians and traffic, as well as the peace, good order, comfort, convenience and welfare of the inhabitants of the City.

## OPERATING EXPENSES OF PARKING MANAGEMENT

| Description                   | ACTUAL<br>FY18 | ACTUAL<br>FY19 | BUDGET<br>FY20 | BUDGET FY21 | NOTES                                                                                                                                                                                                                      |
|-------------------------------|----------------|----------------|----------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>OPERATING EXPENSES</b>     |                |                |                |             |                                                                                                                                                                                                                            |
| BEACH SERVICE OFFICER WAGES   | 81,781         | 93,912         | 111,500        | 90,440      | Regular and OT                                                                                                                                                                                                             |
| BEACH SERVICE OFFICER FRINGES | 11,344         | 12,610         | 14,489         | 11,747      | FICA and Workers Comp                                                                                                                                                                                                      |
| PRINT AND OFFICE SUPPLIES     | 15,021         | 17,071         | 20,800         | 20,800      | Supplies for kiosks & ticketing devices (\$6,000), residential parking decals/hangtags/booklets (\$9,000), enforcement supplies (\$5,000), parking lot annual passes (\$800). Repl kiosk covers in FY21 and FY24 (\$3,500) |
| BANK SERVICE CHARGES          | 26,582         | 35,248         | 30,000         | 30,000      | Processing fees paid for parking kiosk credit card transactions.                                                                                                                                                           |
| ELECTRIC AND GAS              | -              | -              | -              | -           | Landscape lighting in Front Beach area                                                                                                                                                                                     |
| TELEPHONE/CABLE               | 5,122          | 5,058          | 5,736          | 5,736       | Estimated monthly Chas County radio fee and Internet service for 12 BSO enforcement tablets.                                                                                                                               |
| WATER AND SEWER               | -              | -              | -              | -           | Irrigation                                                                                                                                                                                                                 |
| NON-CAPITAL TOOLS & EQUIPMENT | 5,395          | 2,120          | 3,000          | 3,000       | Provision for surveillance camera replacements if needed                                                                                                                                                                   |
| MAINT & SERVICE CONTRACTS     | 19,348         | 15,377         | 16,500         | 16,500      | Surveillance camera maint (\$1.5k), tablet/printer maint (\$5k), kiosk internet svc & data downlds (\$10k), monthly radio fee (\$30*12*10=\$3.6k)                                                                          |
| MACHINE/EQUIPMENT REPAIR      | 11,832         | 2,120          | 14,000         | 14,000      | Annual Parkeon maintenance contract for 18 kiosks                                                                                                                                                                          |
| UNIFORMS                      | 4,432          | 3,764          | 5,000          | 5,000       | BSO uniforms                                                                                                                                                                                                               |
| STREET SIGNS                  | 1,813          | 1,397          | 5,000          | 5,000       | Replace beach and/or parking signs as needed                                                                                                                                                                               |
| INSURANCE                     | 1,477          | 1,167          | 1,600          | 1,600       | Property & liability coverage on parking kiosks                                                                                                                                                                            |
| PROFESSIONAL SERVICES         | 32,063         | 31,358         | 35,000         | 35,000      | Includes all T2 Parking Enforcement program fees, including residential parking permit mgt (\$33,500) + armored car service for kiosk collections (\$1500)                                                                 |
| MISCELLANEOUS                 | 188            | 8,284          | 7,500          | 7,500       | Provision for unanticipated costs.                                                                                                                                                                                         |
| SUBTOTAL OPERATING EXPENSES   | 216,398        | 229,486        | 270,125        | 246,323     |                                                                                                                                                                                                                            |

### CAPITAL COSTS

|                               | Purchase<br>Cost | Estimated<br>Years of<br>Useful Life | Annual Cost |
|-------------------------------|------------------|--------------------------------------|-------------|
| 18 PARKING KIOSKS             | 214,943          | 8                                    | 26,868      |
| RADIOS (\$7200 each)          | 72,000           | 8                                    | 9,000       |
| COMPUTER TABLETS (\$900 each) | 9,000            | 3                                    | 3,000       |
| 4 LOW SPEED VEHICLES          | 54,488           | 7                                    | 7,784       |
| 1 2016 PICKUP TRUCK           | 27,611           | 7                                    | 3,944       |
| 1 2012 PICKUP TRUCK           | 19,824           | 7                                    | 2,832       |
| 1 ATV (FY21 budgeted cost)    | 20,000           | 5                                    | 4,000       |
| TOTAL ESTIMATED CAPITAL       | 417,866          |                                      | 57,428      |

### ESTIMATED ANNUAL COST OF PARKING MANAGEMENT

\$ 303,751

# POLICE AND FIRE CALLS FOR SERVICE 2019

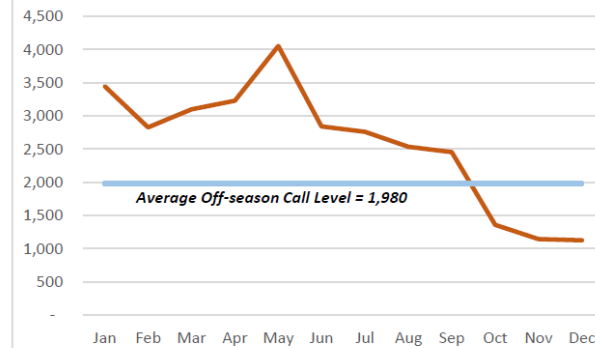
| Month        | # of Calls    |
|--------------|---------------|
| Jan          | 3,449         |
| Feb          | 2,827         |
| Mar          | 3,098         |
| Apr          | 3,231         |
| May          | 4,054         |
| Jun          | 2,842         |
| Jul          | 2,762         |
| Aug          | 2,534         |
| Sep          | 2,453         |
| Oct          | 1,357         |
| Nov          | 1,142         |
| Dec          | 1,125         |
| <b>Total</b> | <b>30,874</b> |

## POLICE DEPARTMENT

| # of Months | Calls | Average Calls Per Month |
|-------------|-------|-------------------------|
|-------------|-------|-------------------------|

|            |    |        |       |
|------------|----|--------|-------|
| Off-season | 5  | 9,900  | 1,980 |
| In-season  | 7  | 20,974 | 2,996 |
|            | 12 | 30,874 |       |

## 2019 IOP Police Dept Calls for Service



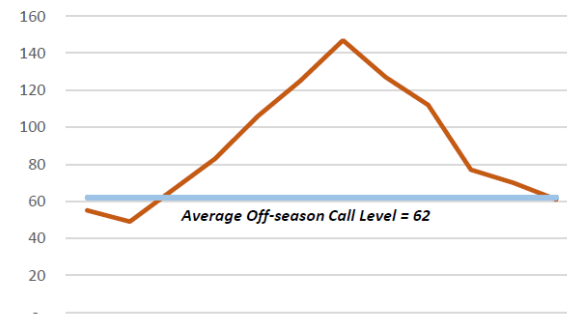
| Month | # of Calls |
|-------|------------|
| Jan   | 55         |
| Feb   | 49         |
| Mar   | 66         |
| Apr   | 83         |
| May   | 106        |
| Jun   | 125        |
| Jul   | 147        |
| Aug   | 127        |
| Sep   | 112        |
| Oct   | 77         |
| Nov   | 70         |
| Dec   | 61         |

## FIRE DEPARTMENT

| # of Months | Calls | Average Calls Per Month |
|-------------|-------|-------------------------|
|-------------|-------|-------------------------|

|            |    |       |     |
|------------|----|-------|-----|
| Off-season | 5  | 312   | 62  |
| In-season  | 7  | 766   | 109 |
|            | 12 | 1,078 |     |

## 2019 IOP Fire Dept Calls for Service



# PAID RIGHT-OF-WAY BEACH PARKING

## EXISTING RIGHT-OF-WAY BEACH PARKING ZONES



- Both sides of Palm Boulevard between 21<sup>st</sup> and 40<sup>th</sup> Avenue +/- 357 spaces
- Landside of Palm Boulevard between 41<sup>st</sup> and 57<sup>th</sup> Avenue +/- 134 spaces
- Sections of 3<sup>rd</sup> through 9<sup>th</sup> Avenue +/- 61 spaces

- Breach Inlet parking lot? +/- 20 spaces
- Right of way on Hartnett, 27<sup>th</sup> and 28<sup>th</sup> adjacent to the Recreation Center?
- Right-of way adjacent to the Post Office lot?



## OTHER AREAS TO CONSIDER

# ENFORCEMENT HOURS



## TODAY

### Residential District:

Year-Round, 9am – 6pm

### Front Beach Parking:

May 1<sup>st</sup> through October 31<sup>st</sup>

8am – 8pm



## THINGS TO CONSIDER

Seasonal or Year-Round?

City could consider continuing to enforce the Residential District parking restrictions year-round from 9am – 6pm

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Enforce all paid parking areas, including the right-of-way beach parking zones, from

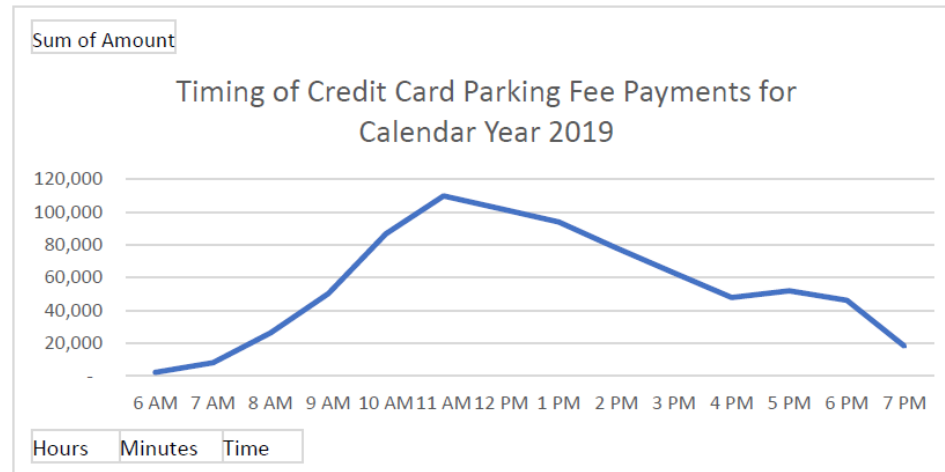
March 1<sup>st</sup> – October 31<sup>st</sup>

9am – 6pm

# IMPACT OF CHANGING FRONT BEACH ENFORCEMENT HOURS

Calendar Year 2019 Credit Card Transactions

| Time               | Dollar Amount  |
|--------------------|----------------|
| 6 AM               | 2,204          |
| 7 AM               | 8,150          |
| 8 AM               | 26,263         |
| 9 AM               | 50,194         |
| 10 AM              | 86,626         |
| 11 AM              | 109,758        |
| 12 PM              | 101,791        |
| 1 PM               | 93,834         |
| 2 PM               | 78,001         |
| 3 PM               | 62,861         |
| 4 PM               | 47,867         |
| 5 PM               | 51,844         |
| 6 PM               | 46,086         |
| 7 PM               | 18,181         |
| <b>Grand Total</b> | <b>783,660</b> |



|                                |               |
|--------------------------------|---------------|
| Dollars collected prior to 9am | 36,617        |
| Dollars collected after 6pm    | 18,181        |
| <b>Total</b>                   | <b>54,798</b> |
| % of All Fees Collected        | 7%            |

Estimate revenue loss if Front Beach parking enforcement period is changed from 8am - 8pm to 9am - 6pm

|                                       |               |
|---------------------------------------|---------------|
| Total FY19 Parking Revenue            | 932,511       |
|                                       | 7%            |
| <b>Estimated parking revenue lost</b> | <b>65,276</b> |

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## PARKING RATES

On-street metered parking on Ocean Boulevard between 10<sup>th</sup> and 14<sup>th</sup> Avenue: **\$2.50 per hour**

Municipal Parking Lots on Pavilion Drive:

**\$10 Monday – Friday**

**\$15 Saturday, Sunday & Holidays**

**\$2 per hour after 4pm**

Right-of-Way Beach Parking:

**Daily, hourly or both?**

**Seasonal passes for non-residents?**





## PARKING RATE COMPARISON

| Location               | Hourly Rate | Enforcement Hours             | Seasonal/Year Round |
|------------------------|-------------|-------------------------------|---------------------|
| Folly Beach, SC        | \$2         | Monday – Sunday<br>8am – 10pm | Year Round          |
| Surfside Beach, SC     | \$2         | Monday – Sunday<br>7am – 7pm  | Seasonal            |
| Myrtle Beach, SC       | \$2         | Monday – Sunday<br>9am – 12am | Seasonal            |
| North Myrtle Beach, SC | \$2         | Monday – Sunday<br>9am – 5pm  | Seasonal            |
| Wrightsville Beach, NC | \$3         | Monday – Sunday<br>9am – 8pm  | Seasonal            |
| Carolina Beach, NC     | \$2.50      | Monday – Sunday<br>8am – 10pm | Seasonal            |

## PAYMENT SYSTEM

### Front Beach Parking:

Pay by App & Kiosks

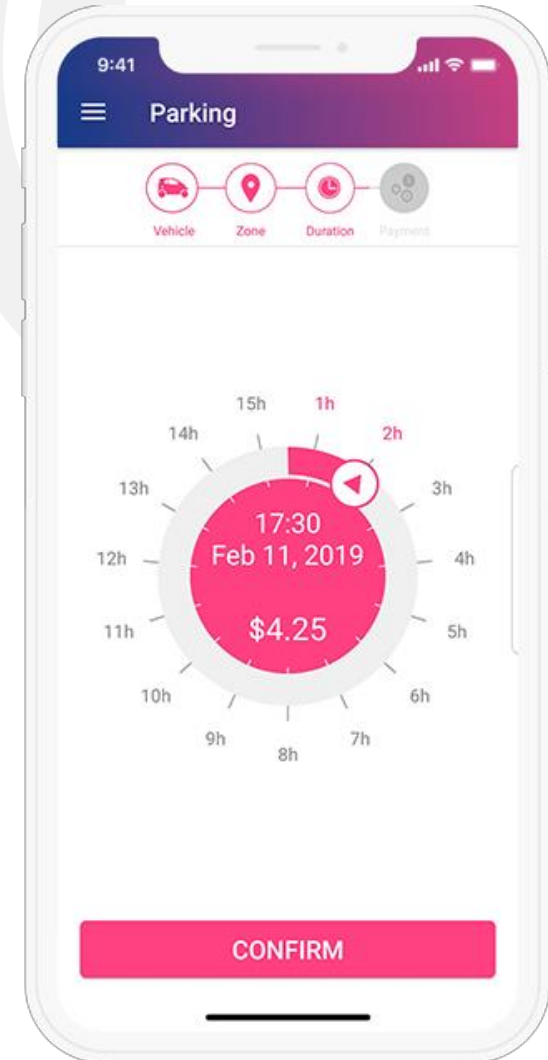
### Right-of-Way Beach Parking:

Pay by App Only

### Mobile Payment Application:

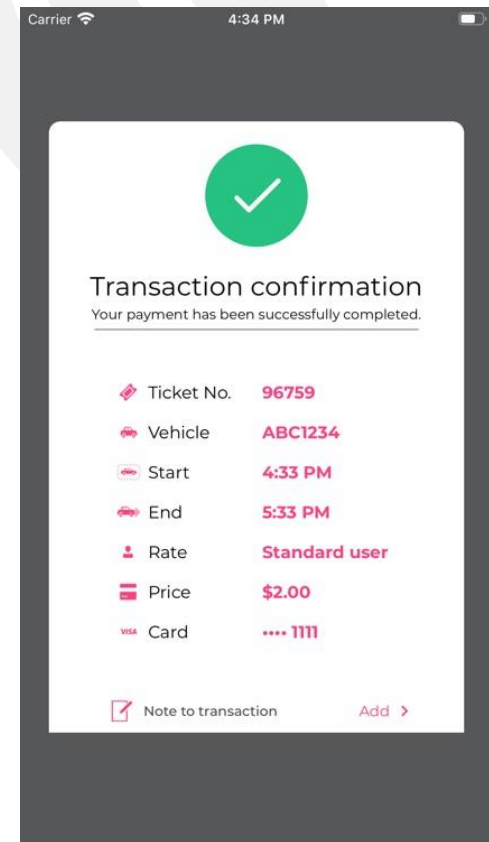
Flowbird

flowbird.



## PAY BY APP FEATURES

- No need for kiosks
- Citizens can download the app from Google Play or the App store or by using the QR code in the signage
- Parker enters the zone number, license plate, and identify the time length for their parking session
- Four ways to pay: Mobile app, Mobile web, IVR (telephone) and SMS (text)
- The app provides time expiration reminders and the ability to extend time/payment directly from the phone. The app will soon provide real time parking availability – it will take data from the payment and Flowbird to predict where people may find available parking.



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## ENFORCEMENT

- Police Department responsible for enforcement
- 10 Beach Services Officers enforce parking violations by zones
- FY21 proposed budget includes \$100K for the purchase of 2 License Plate Readers and 2 additional tablets and printers for tickets
- Replace existing “Beach Parking” signs with “Beach Parking Pay to Park ”
- Flowbird provides additional signage at no cost



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## RESIDENTIAL PARKING DECAL

City issues annual residential parking decals and daily visitor passes to residents and property owners by showing proof of residency and ownership.

Vehicles and golf carts with a valid residential parking decal may park along the public right-of-way in the Residential and Beach Parking areas during the times when parking is regulated at no extra cost.





# SCDOT APPROVAL PROCESS

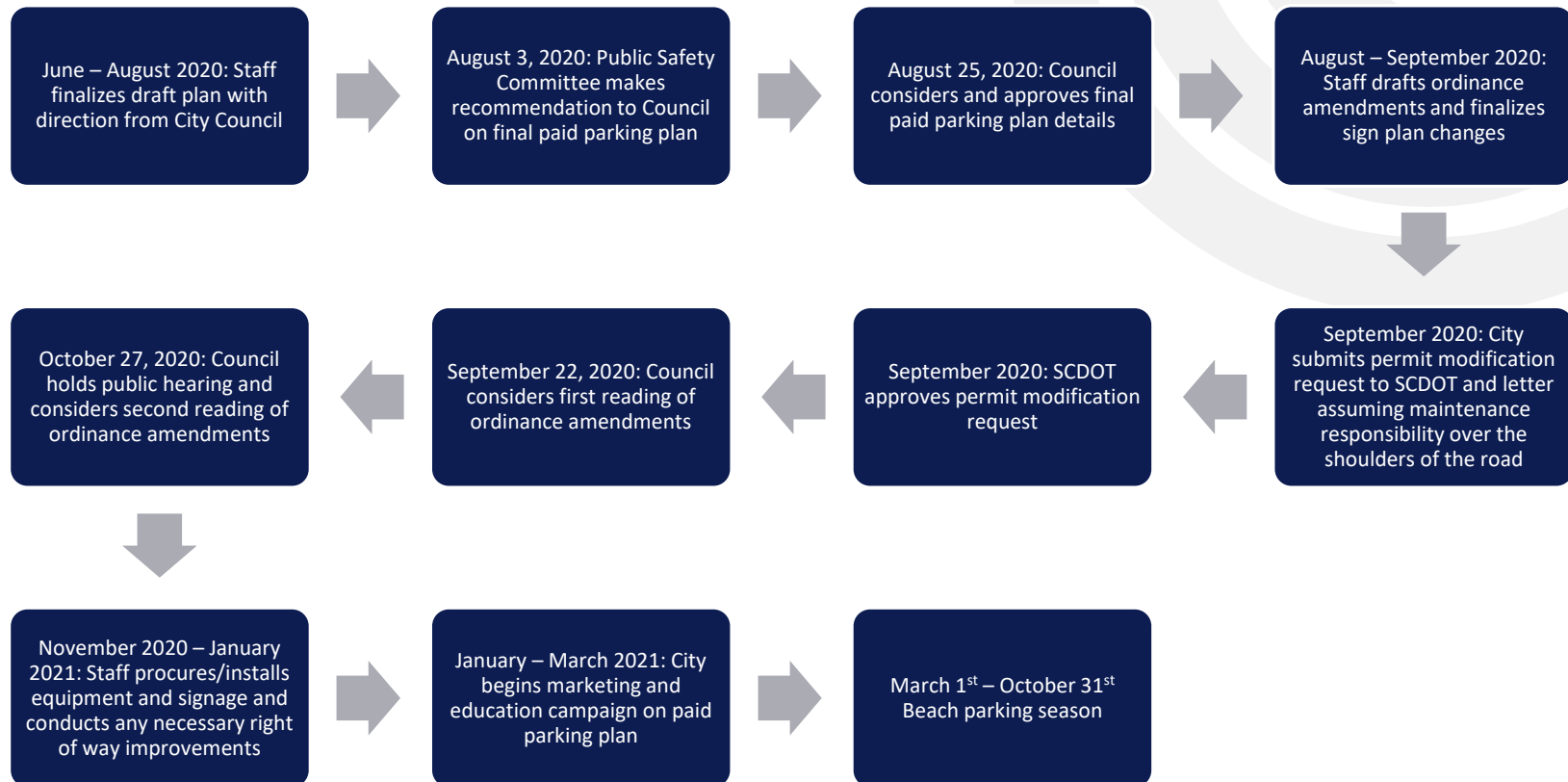
SCDOT stated they will approve paid parking system in the road right-of-way as long as there is proper pay-to-park signage, there is no more than a 2" drop off from the edge of the road to the shoulder and the City assumes maintenance responsibility of the shoulders, not including existing drainage infrastructure.

Fees must be reasonable and be used to cover the cost of managing the parking plan and maintenance of the shoulders.

City needs to submit an encroachment permit modification request and letter assuming maintenance responsibility of the shoulders. Two-week approval process.



## NEXT STEPS



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## COUNCIL DIRECTION



Locations for implementation



Days and times of enforcement



Parking rates



Responsibility for shoulder of the road maintenance



## City of Isle of Palms

### Summary of Beach Visitor Support Costs

| Description                       | ACTUAL<br>FY18 | ACTUAL<br>FY19 | UNAUDITED<br>FY20 | BUDGET<br>FY21 |
|-----------------------------------|----------------|----------------|-------------------|----------------|
| <b>PARKING MANAGEMENT</b>         |                |                |                   |                |
| BEACH SERVICE OFFICER WAGES       | 81,781         | 93,912         | 71,008            | 90,440         |
| BEACH SERVICE OFFICER FRINGES     | 11,344         | 12,610         | 9,905             | 11,747         |
| OTHER OPERATING                   | 123,273        | 122,964        | 117,558           | 144,136        |
| AVERAGE ANNUAL CAPITAL COSTS      | 53,033         | 53,033         | 53,033            | 53,033         |
| SUBTOTAL PARKING MGT              | 269,431        | 282,519        | 251,505           | 299,356        |
| <b>BEACH CLEANUP*</b>             |                |                |                   |                |
| EST TOURIST RELATED PORTION (69%) | 60,694         | 60,095         | 61,952            | 71,070         |
| <b>PUBLIC RESTROOMS</b>           |                |                |                   |                |
| UTILITIES                         | 9,962          | 10,134         | 10,719            | 12,700         |
| MAINTENANCE                       | 10,644         | 10,648         | 10,153            | 27,580         |
| INSURANCE                         | 10,659         | 13,439         | 6,235             | 14,500         |
| ATTENDANT/CLEANING                | 55,158         | 69,620         | 61,223            | 60,000         |
| CAPITAL OUTLAY                    | 392,574        | 57,410         | -                 | -              |
|                                   | 478,997        | 161,251        | 88,330            | 114,780        |
| <b>TOTAL</b>                      | 809,122        | 503,865        | 401,788           | 485,206        |

\* Beach trash cleanup contract provides for approximately 168 trash/litter cleanup runs a year with 1 run per week from Oct-Feb. Assume 116 runs per year (168-52) are tourist related (69%).

**City of Isle of Palms**

**Estimated Revenue From New Paid Parking**

|                                          |                 |                      |                                        |                                       |                                       |                   | <div> <div>REMOVE</div> <div>21st - 40th</div> <div>PALM BLVD</div> <div>LAND SIDE</div> </div> <div> <div>TOTAL</div> <div>WITHOUT</div> <div>PARKING ON</div> <div>LAND SIDE OF</div> <div>PALM 21ST-</div> <div>40TH</div> </div> |                   |
|------------------------------------------|-----------------|----------------------|----------------------------------------|---------------------------------------|---------------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
|                                          | BREACH<br>INLET | 3RD - 9TH<br>AVENUES | 21st - 40th<br>PALM BLVD<br>OCEAN SIDE | 21st - 40th<br>PALM BLVD<br>LAND SIDE | 42nd - 57th<br>PALM BLVD<br>LAND SIDE | TOTAL             |                                                                                                                                                                                                                                      |                   |
| Available Spaces                         | 10              | 61                   | 178                                    | 178                                   | 134                                   | 561               | (178)                                                                                                                                                                                                                                | 383               |
| Week Days (Mar 1-Oct 31)                 | 175             | 175                  | 175                                    | 175                                   | 175                                   |                   |                                                                                                                                                                                                                                      |                   |
| Weekend Days (Mar 1 - Oct 31)            | 70              | 70                   | 70                                     | 70                                    | 70                                    |                   |                                                                                                                                                                                                                                      |                   |
| Daily Hours of Paid Parking (9am -6pm)   | 9               | 9                    | 9                                      | 9                                     | 9                                     |                   |                                                                                                                                                                                                                                      |                   |
| Hourly Rate                              | \$ 2.50         | \$ 2.50              | \$ 2.50                                | \$ 2.50                               | \$ 2.50                               |                   |                                                                                                                                                                                                                                      |                   |
| Estimated Utilization - Weekdays*        | 10%             | 10%                  | 10%                                    | 10%                                   | 10%                                   |                   |                                                                                                                                                                                                                                      |                   |
| Estimated Utilization - Weekends*        | 30%             | 30%                  | 30%                                    | 30%                                   | 30%                                   |                   |                                                                                                                                                                                                                                      |                   |
| <b>Estimated Weekday Revenue</b>         | <b>\$ 3,938</b> | <b>\$ 24,019</b>     | <b>\$ 70,088</b>                       | <b>\$ 70,088</b>                      | <b>\$ 52,763</b>                      | <b>\$ 220,894</b> | <b>\$ (70,088)</b>                                                                                                                                                                                                                   | <b>\$ 150,806</b> |
| <b>Estimated Weekend Revenue</b>         | <b>\$ 4,725</b> | <b>\$ 28,823</b>     | <b>\$ 84,105</b>                       | <b>\$ 84,105</b>                      | <b>\$ 63,315</b>                      | <b>\$ 265,073</b> | <b>\$ (84,105)</b>                                                                                                                                                                                                                   | <b>\$ 180,968</b> |
| <b>Estimated Full Week/7 Day Revenue</b> | <b>\$ 8,663</b> | <b>\$ 52,841</b>     | <b>\$ 154,193</b>                      | <b>\$ 154,193</b>                     | <b>\$ 116,078</b>                     | <b>\$ 485,966</b> | <b>\$ (154,193)</b>                                                                                                                                                                                                                  | <b>\$ 331,774</b> |

**POSSIBLE OPTIONS:**

**7 days/week, all areas including land side of Palm** **\$ 485,966**

**7 Days/week, all areas except land side of Palm from 21st to 40th** **\$ 331,774**

**Weekends only, all areas except land side of Palm from 21st to 40th** **\$ 180,968**

\* Utilization percentages were estimated conservatively to recognize the many unknowns of the first year of implementation. Also parking activity fluctuates early and late in the season and early and late in the day.