



Date of Council Meeting: February 10, 2014

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Comprehensive Parking Issues

Staff Contact: John Wells, Town Manager

Background: Town Council had anticipated having the Comprehensive Parking discussion at their meeting on October 21, 2013. The information presented in the agenda packet for that meeting is attached. (*Attachment #1*) Although Council did not have that discussion, staff has continued to work on several items on the list, and the following update is provided.

Items Completed

- Review of handicap parking spaces. An additional space was added at Town Hall on West Market Street.
- Review of Bus Service. Direction by Town Council to provide financial support for Safe-T-Ride and Saturday Trolley Service. Revised routes recommended to Board of Supervisors. Loudoun County Board of Supervisors have scheduled a Transit Summit for March 10.
- Issue PPEA for Liberty Lot Parking Structure. Council determined no action was currently needed.

Items ready for review/direction by Council

- Parking In-lieu amount (on Council Work Session for discussion on February 10)
- On-street parking rates/Town-wide meters/parking apps. (*Attachment #2*)

Items for future discussion/direction needed from Council

- Garage parking rates

Items to be scheduled as funding permits

- Downtown parking signs (FY 15)
- Garage signage (FY 15)
- Garage emergency call boxes. (FY 16)

Council members may have other items for discussion and consideration.

Attachment(s): October 21, 2013 Agenda Item with attachments
February 18, 2014 Memo from Assistant Town Manager



ATTACHMENT (1)

Date of Council Meeting: October 21, 2013

TOWN OF LEESBURG TOWN COUNCIL WORK SESSION

Subject: Comprehensive Parking Issues

Staff Contact: John Wells, Town Manager

Background: The attached chart (Attachment 1) provides a list of strategic issues the staff and Council will need to address over the next six months related to Parking. It is anticipated we will review this list at the Work Session, amending as necessary based on Council input. I have also provided the prior update provided to the Council (Attachment 2).

Attachments: Attachment (1) Comprehensive Parking Issues
Attachment (2) Parking Update/June 24, 2013

COMPREHENSIVE DOWNTOWN PARKING/BIKE/PEDESTRIAN ACCESS ISSUES & DECISIONS

| COMPLETED | TO DO | | | | | |
|---|---------|---|---|---|--|--|
| | October | November | December | January | Feb – April Budget | May → |
| <u>Garage</u> ✓ Safety Lighting ✓ Signage (some) | | | | | \$ Emergency Call Boxes \$ Improved Signage \$ Garage Parking – Rates (Free versus Current versus Current + Nights/Weekend Charge) | |
| <u>On-Street Parking Spaces</u> ✓ Bagged Meters on Harrison St. and near Liberty Lot ✓ Holiday Parking – Thanksgiving to New Year | | ✓ Review Loading Zone Regulations and Enforcement | ✓ Review of Handicap Spaces ✓ Alternate Parking Plans for Construction | ? Town-wide Meters (Coin versus Time Limit) ✓ Alternate Parking Plans for Construction | ✓ Alternate Parking Plans for Construction | ✓ Alternate Parking Plans for Construction |
| <u>Signage/Parking Info</u> ✓ Website | | | ✓ Revise “Parking Signs” Downtown | | | |
| <u>Cresting More Parking Opportunities</u> | | ? Consider PPEA for Liberty Lot | | ? Parking In Lieu Amount | ? Non PPEA Cooperative Parking Opportunities | |
| <u>Bike Improvements</u> ✓ Plaza Street Bike Lane ✓ Signage | | ✓ W&OD Signage (EDC) | ✓ Review Bike Share Opp. w/Arlington | | | Share the Road Signs |
| <u>Bus Service</u> | | ? System Design ? Hub/Spoke ? Alternate Service Ideas | ? System Design ? Hub/Spoke ? Alternate Service Ideas | | | |
| <u>Parking & Access Information Technology</u> | | | | ✓ Explore App Technology | | |



ATTACHMENT (2)

Date of Council Meeting: June 24, 2013

TOWN OF LEESBURG TOWN COUNCIL WORK SESSION

Subject: Comprehensive Parking Program

Staff Contact: John Wells, Town Manager

Background: The Council has requested a comprehensive Work Session discussion on parking in Leesburg. As a beginning point, the Council has referenced the "Parking Summit" that was held at the Ida Lee Recreation Center on March 14, 2009. While no specific action was taken by the Council, there were two general observations that were made by several Council Members. First, there were several "easy fixes" that would be good to proceed with. Second, the Summit discussion evolved into a broader discussion about the type and mix of downtown businesses, uniformity of business hours, a downtown management approach/organization, creation of a "downtown experience", advertising, capital improvements, as well as parking. The notes from the meeting are provided, along with a commentary on any actions that have been taken on any of the items mentioned at the "Summit." Staff will follow-up on direction provided.

PARKING SUMMIT MEETING

March 14, 2009

Meeting Notes

GOALS

1. Critical mass of business/residences/activity
2. Manage expectations based on community size
3. Hybrid
4. AED
5. Pedestrian focused, Pedestrian Safety, Traffic Calming
 - **Council approved Downtown Improvements CIP and begun implementation.**
6. Make garage easier to use
 - **Garage has been repainted and a new lighting system installed. Basement fans re-engineered to reduce noise in Alley.**
7. Service the businesses
 - **Economic Development staff outreach to businesses on-going**
8. One stop shop vs. one shop stop
9. Amenity base – not reliant on auto trips
10. Make parking options clear (court parking)
 - **Some of the Wayfinding Signs have been re-labeled to more clearly identify “Parking”**
11. Make downtown worth walking and parking for – engage property owners – “the experience”
12. Get the most from the meters (court meters)
13. Look @ handicapped spaces on street
14. Build on – on-going momentum – downtown activity
15. Get the “big” anchors downtown
16. Understand – developers (infill) needs (building/business owner) (affordability)
 - **Infill projects completed, approved, or in-process since 2009 (Leesburg Central, Barber and Ross, Courthouse Square, County Courts Expansion.)**
17. Attract suburban audience to downtown Purcellville, Winchester, Warrenton, Williamsburg

CHALLENGES

1. Pedestrian orientation
2. Balance on-street parking and garage
3. Employment Center
4. +/- on-street parking
 - **Council and staff and “experimented” with meter removal in certain locations downtown.**
5. Maintenance costs
6. Meter indicators

CHALLENGES - continued

7. Garage and structural limitations – one-sided elevator
8. Balance bump-outs with parking needs and accessibility – wider sidewalks, wider streets, parking, loading zones
 - **Council approved Downtown Improvements CIP and begun implementation.**
9. Form Based Code
 - **Approved by Council**
10. Parking validation length
11. Residential blocks
12. +/- repair/replace meters
 - **New parking meters to be included in Downtown Improvement CIP**
13. Condition of garage (as 3rd parking option)
 - **Garage has been repainted and a new lighting system installed. Basement fans re-engineered to reduce noise in Alley.**
14. Manage the message – what is available and where
15. Parking for downtown workforce

SOLUTIONS

1. Hybrid (short-term, long-term, variety of prices)
2. Infrastructure changes
 - **Council has approved and begun implementation of Downtown Improvements.**
3. Decongest Market Street side
4. Make walking fun and interesting (streetscape)
 - **Council has approved and begun implementation of Downtown Improvements.**
5. Parking organization (?) [Downtown org?]
 - **Council considered, but did not move forward with creation of a downtown management association.**
6. Use web for directing audience
 - **Web page now includes a Parking Section that identifies garage and public parking. It also includes a restaurant guide for all town establishments and a link for each to Google Maps.**
7. Façade grants (other programs to facilitate better look) incentives
 - **EDC developed a proposal that was not approved by Council**
8. Build a model
9. Add bike racks
 - **Bike racks/facilities have been added to the Town Garage and Georgetown Park. Council approved the Bike Way**
10. Make things simpler (garage signage) “we are worth the walking”
 - **EDC working with Regional Park Authority on W&OD Trail signs promoting the downtown**

SOLUTIONS - continued

11. Provide variety downtown
12. Police enforcement and emergency phone in garage
 - **Emergency phone system being designed/cost estimate developed**
13. Coordinated promotion
 - **Joint marketing effort with the LDBA for promotion and holiday events.**
14. Parking summit turn into development problem
15. Parking operates as a system – on-street/off-street
16. Parking facilitates good development
17. Enforcement
18. Organization – key point of contact

WHAT PROBLEM ARE WE TRYING TO SOLVE

1. Comprehensive audience
2. Town investment in itself lacking
3. Communication of available parking
4. Maximize total square foot of parking spaces and revenue (re-invest \$)
5. Improve experience – balance public/private investment
6. More accessible and simple direction
7. SW residents don't use downtown - \$ not generated as a result
8. Downtown underutilized
9. Perception
10. Downtown mix
11. Uniformity of lighting
12. Belief-system in "our" downtown
13. Cost/benefit of undergrounding utilities
14. Making downtown a destination
15. Enforcement/fines



The Town of Leesburg
INTEROFFICE MEMORANDUM
OFFICE OF THE TOWN MANAGER

To: John Wells, Town Manager

From: Scott E. Parker, Assistant Town Manager

Date: February 18, 2014

Re: Parking Meters

A part of the downtown improvement program and a comprehensive analysis of downtown parking as a whole, Town staff has analyzed the viability of replacing the 113 parking meters within the Town. Within a snapshot week in October of 2013, the 113 meters generated \$1,110.00. The highest figure collected at a meter for the week was \$20.45. The lowest was no revenue from four of the meters. The average take from all of the meters combined for the week was \$9.82.

The Town put out a Request for Proposal (RFP) to replace the parking meters in August, 2013. The RFP included a requirement that the potential vendors provide us information related to updating and modernizing our meters, including the possibility to use credit or debit cards at the meters, as well as updating the aesthetics to a more compatible theme with the ongoing improvements. This included black fluted bases and black housing to replace the existing brown currently housing the meters.

The proposals we received from the vendors led staff to the conclusion that if the Town should decide to change the meters, the meters should be replaced with the same coin operated mechanism that currently exists. It is staff's opinion that given our current parking meter rates, the use of credit/debit cards at the meters is prohibitively expensive. That conclusion was reaffirmed by the two vendors who responded to the RFP, and is explained as follows.

The use of credit/debit cards at the meters is facilitated by the communication of each meter with a host computer at a centralized vendor location, as well as a system at the Town. In order to secure the transactions, each meter is connected via wireless communication akin to a dedicated cell phone. This translates into a per-meter "license fee" of approximately \$6.50 per month (which also includes a per-transaction fee of approximately \$0.06 to \$0.13 per meter, depending on the proposal used). This translates into a monthly cost of approximately \$734.50 for 113

meters. Please note that this figure will vary based on the number of transactions per meter. We used an average base of 80 transactions per month per meter for our calculation.

In addition, it should be noted that neither vendor was able to commit to a way to mitigate the monthly fee during the holidays when the Town bags the meters and offers free parking, thusly costing the Town per month for the license fee per meter (there would be no per transaction fee) for the time they are not used.

We were counseled by both vendors that the Town would have to consider at a minimum doubling the current meter rate of \$0.25 per hour rate in order to make a credit/debit function practical, and that most of their clients that utilize credit/debit cards have an average rate of \$1.00 per hour for parking rates.

It is our opinion that based on the above, plus the initial cost of these “smart” meters at approximately \$900 each, that the best course of action is to either look at replacing the current meters and housing with traditional coin operated meters and decorative casing, housings and poles at an approximate cost of approximately \$750.00 per meter with no monthly expense, or explore the possibility of using the same meters and refurbishing and or replacing the housing and poles.

It should be noted that Staff also inquired as to other potential functionalities of the meters, such as “parking apps” for smart phones, etc, that showed, for example, parking availability. The two vendors that responded to our RFP stated that these services are provided by third party vendors, but that there was a per-meter cost associated with being able to provide that type of information. In the case of parking availability, wireless communication is required via the meter or a sensor in the street in each space. This is another monthly fee, as well as a significant maintenance cost associated with anything installed in the road.