

# Carolina Beach Parking 2022 Q1 Update

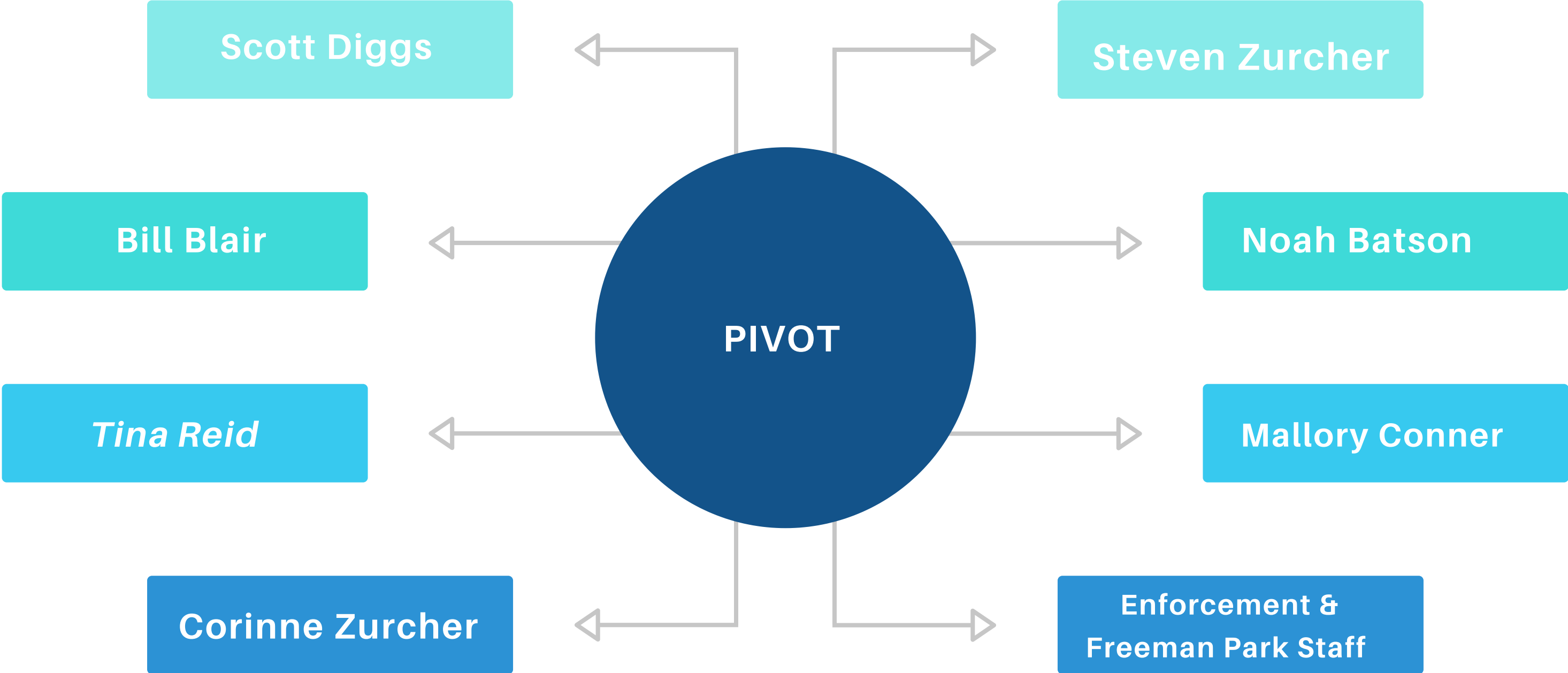


**Pivot Parking**

NOV 2021- MAR 2022



# Pivot Parking Carolina Beach Team



# TRANSITION PERIOD OVERVIEW

## Parkeon Pay Stations

- Parkeon rep completed onsite paystation assessment .
- Replaced two broken face plates at the Palm Lot.
- Replaced three printers that were in-operable.
- The town has a spare pay station at the parking garage that Pivot also fixed and is operational.
- Currently we have two spare printers, two credit card readers, a main board and a spare faceplate in inventory. Any other R&M parts we may need Parkeon will overnight to Pivot.

## Mackay Meters

- New Face plates ordered.
- Spare parts inventoried.
- Extra Batteries ordered and on charge in the parking office.
- All meters assessed by parking staff and MacKay rep & updated before season began
- All meters numbered for easier customer assistance.
- Informational decals ordered indicating payments available via Text 2 park.

## Text 2 Park

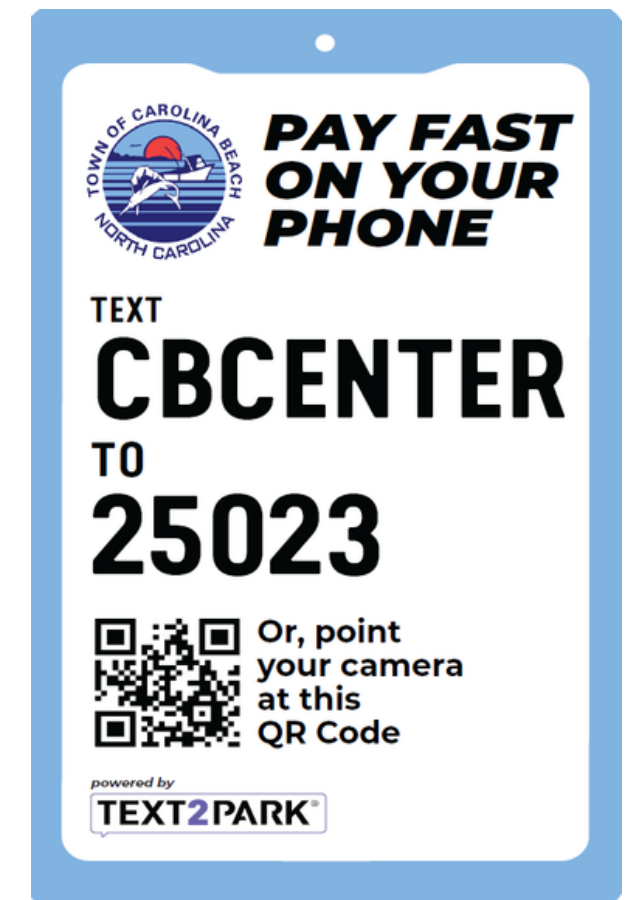
- 23 Parking codes (Pcodes) established.
- Signage replacements with T2P info.
- Intergration with the IPS enforcement system completed.
- Meter areas condensed to Text to Park only.

# PARKEON PAY STATIONS

- 36650001 FISHERMAN LOT
- 36650002 HARBOR MASTER LOT
- 36650003 MARINA LOT
- 36650004 ALABAMA LOT
- 36650005 SANDPIPER LOT
- 36650006 SHELL LOT
- 36650007 SURF SIDE EAST LOT
- 36650008 ALABAMA WEST LOT
- 36650009 TOWN HALL LOT
- 36650010 PALM (RIGHT SIDE)
- 36650011 FREEMAN PARK LOT
- 36650012 NORTH PIER LOT
- 36650013 CANAL DRIVE
- 36650014 WEEKS LOT
- 36650015 PALM LOT 1 (LEFT SIDE)
- 36650016 SPARE PART IN GARAGE
- 36650017 SURFSIDE WEST LOT
- 36650018 TENNESSEE LOT
- 36650019 OCEAN LOT

# Text 2 Park "PCODES"

- CBBAMA1
- CBBAMA2
- CBATLANTA
- CBCANAL
- CBFISHER
- CBHAMLET
- CBHARBOR
- CBMARINA
- CBNPIER
- CBOCEAN
- CBPALM
- CBSAND
- CBSHELL1
- CBSHELL2
- CBSPART
- CBSURFE
- CBSURFW
- CBTEN
- CBTOWN
- CBWEEKS
- CBMETER
- CBBEACH
- CBCENTER



PAY STATION SIGNS

# NEW SIGN DESIGN

LEASED LOTSIGNS

**PAY TO PARK**



*Enforced 7 Days a Week*

**8:00am-8:00pm**  
March 1st through October 31st  
**\$5/HOUR • \$25/ALL DAY**

**9:00am-5:00pm**  
November 1st through February 28th  
**\$2/HOUR • \$10/ALL DAY**

Payment Options:

**1 Text 2 Park**  
Text CBEACH to 25023  
or use QR code  
processing fees may apply

OR


**2 Pay at Kiosk**  
MUST enter license plate  
processing fees may apply

Assistance with parking please call 910-458-4614

**TOWN PASSES ACCEPTED**  
*You are at Palms Lot*

## ADDITIONAL SIGNAGE

**PAY TO PARK**



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**Town Passes NOT Accepted**  
*You are at Surfside West*



Home Check Status Login Register Forgot Password

### NOTIFICATION

- You must REGISTER in order to purchase a parking pass, re-entry decal, or golf cart permit.
- Once you register, CHECK YOUR EMAIL for the VERIFICATION LINK.
- Parking passes are digital and assigned to your vehicle license plate number.
- Re-entry and golf cart permits may be picked up in person or mailed.

Posted Date : 03/01/2022

Contact Us

Support/Video Tutorials

Privacy Policy

In using this tool, I confirm that the information entered above is from my personal billing statement. If it is not, I confirm that I am authorized by the account holder to complete this form on their behalf.

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# PIVOT OPERATIONAL UPDATES



## CITATION INFORMATION

### TOWN OF CAROLINA BEACH, NC

FAILURE TO PAY FINE OR TO APPEAL WITHIN 7 DAYS OF THE TICKET'S ISSUE DATE WILL LEAD TO ADDITIONAL PENALTIES.

#### PAYMENT INSTRUCTIONS

- PAY ONLINE:**  
<http://carolinabeach.citationportal.com/>



- PAY BY MAIL: \*\*DO NOT MAIL CASH\*\***  
Write ticket number & license plate number on the front of your check or money order to ensure proper credit.

#### Pay & Mail to:

Town of Carolina Beach  
Parking Office  
1708 Canal Dr.  
Carolina Beach, NC 28428

- PAY IN PERSON:** 9:00 am to 5:00 pm Mon-Sun. Accepted forms of payment: cash, check, money order, Visa, Mastercard, or Discover at: Parking Office, 1708 Canal Dr., Carolina Beach, NC 28428.

- DROP-OFF PAYMENTS:** A payment box is available for drop-off payments 24/7 at the Parking Office parking lot Exit.

#### APPEAL INSTRUCTIONS

All appeals must be submitted within 7 days of the ticket's issue date.

Appeal Online:  
<http://carolinabeach.citationportal.com/>

Appeal by Mail:  
Town of Carolina Beach  
Parking Office  
1708 Canal Dr.  
Carolina Beach, NC 28428

Submit your reason for appeal along with supporting documentation. Appeal Review Committee decisions are final.

Please direct any questions to:  
910-458-4614

**VIOLATION**



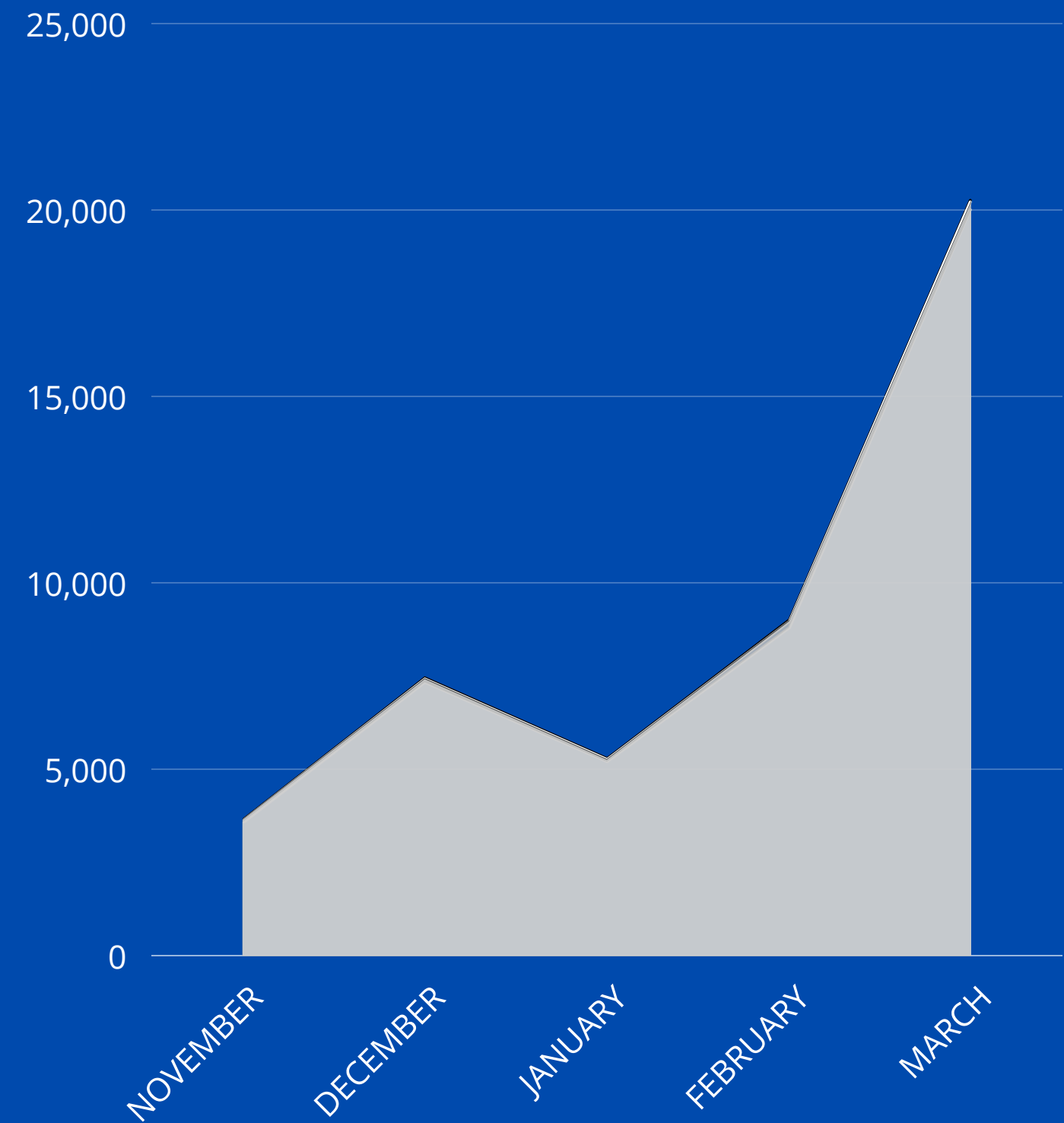
# REVENUE SUMMARY & DATA

- **FREEMAN PARK CAMPING**
- **FREEMAN PARK ANNUAL SALES**
- **PAYSTATIONS/ TEXT2PARK/CITATIONS/METER**
- **RESIDENTIAL SALES**



# FREEMAN PARK CAMPING REVENUE

- **November 57 Reservations - \$3,592.00**
- **December 84 Reservations - \$7,340.00**
- **January 53 Reservations - \$5,210.00**
- **February 169 Reservations - \$8,803.00**
- **March 209 Reservations - \$20,015.00**



Camping reservations pause from end of May through early  
September



# FREEMAN PARK SALES

**WELCOME TO FREEMAN PARK**

**PAY HERE IN ADVANCE**

**DAY PASS**  
*IN SEASON: \$50  
April 1st - September 30th*  
*Off Season: \$30  
October 1st - March 31st*



**MACHINE ACCEPTS BILLS/CC**  
Take printer receipt and place face up on drivers side dash board  
**PONGO EL RECIBO EN LA TABLERA DE SU CARRO**

**NO CHANGE GIVEN**

Parking Office  
910-458-4614  
For additional information  
visit [www.carolinabeach.org](http://www.carolinabeach.org)

Daily or annual pass  
required at all times  
7 days a week, 24 hours a day,  
365 days a year

EARLY BIRD SALES 2021



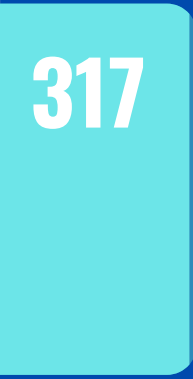
EARLY BIRD SALES 2022



ANNUAL SALES 2021



ANNUAL SALES 2022



0 1,000 2,000 3,000

# FREEMAN PARK ANNUAL PASS SALES

## DECEMBER

**EARLY BIRD  
2,787 TOTAL**

**NET TOTAL:  
\$288,477.40**

## JANUARY

**ANNUAL DECAL  
53 TOTAL**

**NET TOTAL:  
\$11,418.85**

## FEBRUARY

**ANNUAL DECAL  
211 TOTAL**

**NET TOTAL:  
\$45,359.63**

## MARCH

**ANNUAL DECAL  
53 TOTAL**

**NET TOTAL:  
\$11,207.56**

TOCB RESIDENT - 427 DECALS  
NON RESIDENT - 2,677 DECALS

TOTALS: 3,104 DECALS  
\$356,463.44

# PAYSTATIONS

## FREEMAN PARK- DAILY

NOVEMBER - \$6,240.00

DECEMBER - \$4,240.00

JANUARY - \$3,100

FEBRUARY - \$5,370.00

MARCH - \$14,728.00

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**TOTAL TRANSACTIONS - 631**

**TOTAL REVENUE - \$33,678.00**

## BEACH ACCESS/LOTS

**MARCH - \$35,310.00**

**TOTAL TRANSACTIONS - 401**

**19 PAY STATIONS TOTAL**

# TEXT2PARK | METER | CITATION

## TEXT2PARK

1

\$76,855.25

3,926

TRANSACTIONS

## PAID CITATIONS

2

\$22,450.00

209 PAID IN FULL

\$100.00 - 181

\$150.00 - 25

\$200.00 - 3

## METERS

3

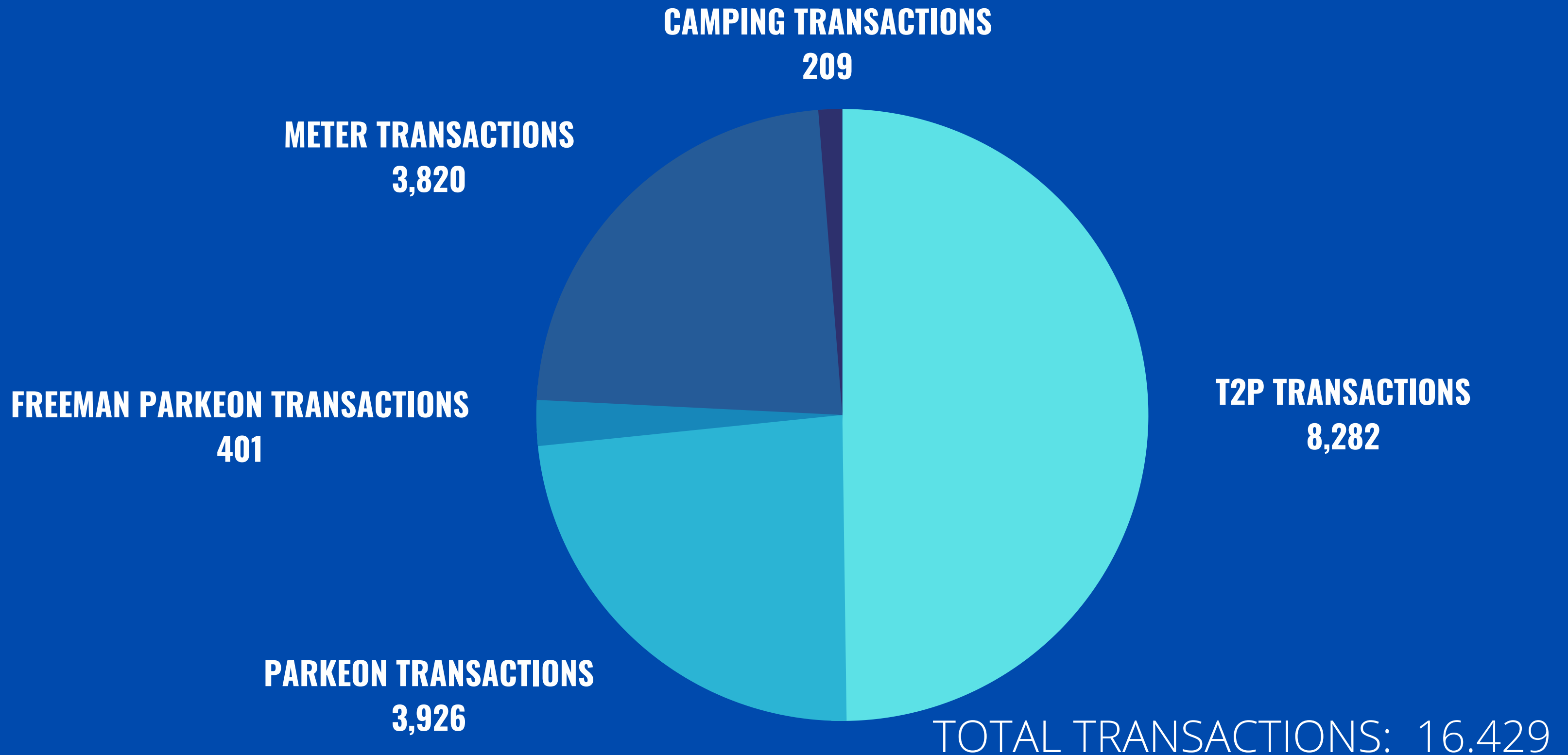
\$16,180.65

3,820

TRANSACTIONS

# REVENUE MARCH 2022

# REVENUE TRANSACTIONS MARCH 2022



# TOTAL PARKING REVENUE COMPARISONS

**March 2021**

(inclusive of Meter | Paystation | PBP)

\$79,245.12

\$128,345.90

**March 2022**

(inclusive of Meter | Paystation | T2P)

March 2022 avg. revenue per space = \$218.63 per space

# RESIDENTIAL REVENUE

**FEBRUARY  
&  
MARCH  
2022**

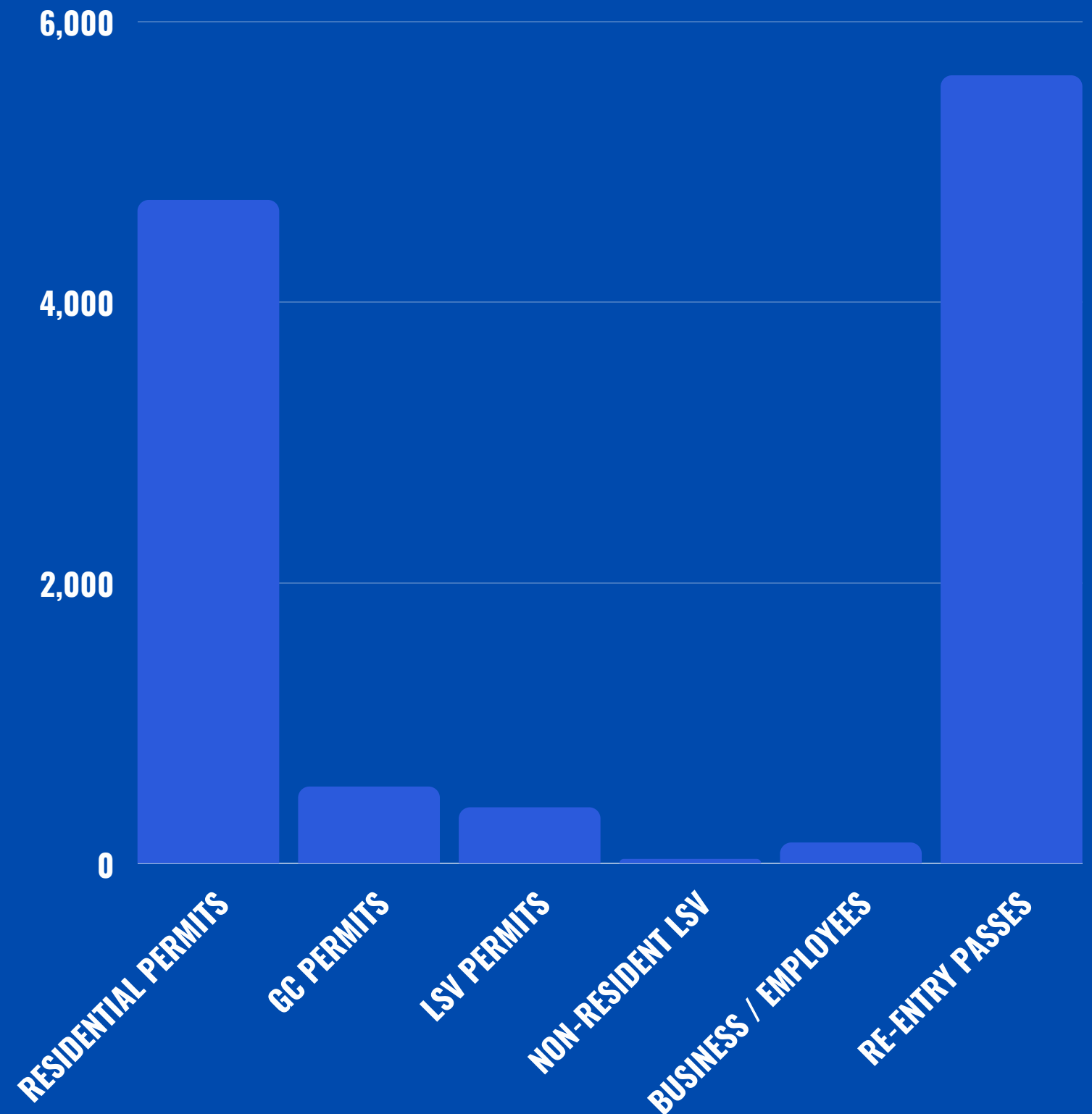
<b>1</b>	<b>RESIDENTIAL PERMITS</b>	<b>\$ 188,980.00</b>
<b>2</b>	<b>GOLF CART PERMITS</b>	<b>\$ 31,360.00</b>
<b>3</b>	<b>LSV RESIDENTIAL PERMITS</b>	<b>\$ 15,740.00</b>
<b>4</b>	<b>BUSINESS/EMPLOYEE PERMITS</b>	<b>\$ 14,300.00</b>
<b>5</b>	<b>LSV NON RESIDENT PERMIT</b>	<b>\$ 4,140.00</b>

# PERMIT SALES

- RESIDENTIAL PERMITS 4,724
- GOLFCART PERMITS 542
- LSV PERMITS 394
- NON-RESIDENT LSV PERMITS 26
- REENTRY DECALS - 5,612
- BUSINESS / EMPLOYEE REGISTRATION 143

**TOTAL RESIDENTS REGISTERED**  
**3,294**

February 10th - March 31st





# CITATION DATA - MARCH 2022

**WRITTEN CITATIONS**

**631**

LIVE CITATIONS WERE  
ISSUED 3/9/2022

**WARNING  
CITATIONS**

**635**

WARNINGS WERE ISSUED  
FIRST WEEK OF SEASON

**CITATIONS PAID**

**211**

FULL PAYMENTS RECEIVED  
WITHOUT FINES  
INCREASING

**RESIDENTIAL  
PARKERS IN PUBLIC  
SPACES**

**223**

ACTIVE PERMITS THAT  
WERE SCANNED BY  
ENFORCERS

**2022 SEASON START  
MODIFICATIONS/ISSUES/CORRECTIONS**

# Season Timeline

## NOVEMBER - MARCH 1ST

- Pivot staff orientation & training completed.
- New uniforms ordered.
- New signage designs created, approved by town staff and installed by Pivot staff.
- November 5th - Bagged all equipment in the field.
- February 25th Un-bagged all equipment to prepare for testing & start of season
- Equipment started with Pivot as the merchant of record and then switched to TOCB being merchant in February.

## MARCH 2ND

- A software update was pushed on the the Parkeon pay stations which caused all the current printers and credit card readers to become inoperable
- Pivot worked with Parkeon support and were able to get all pay stations back online and operating within the day with the exception of 5.
- Those 5 were switched over to accept payment, without providing a receipt.
- As Pivot's request, Parkeon overnighted replacement equipment to fix the remaining issues. Paystations were considered to be under manufacturer warranty.

## MARCH 4TH

- Mackay meters had a banking issue with their credit center gateway provider that resulted in the meters not being able to accept credit cards.
- Pivot alerted the town and the vendor of the issues immediately.
- The Town issued a social media blast notifying the public of the issues and informing customers to utilize T2P.
- Pivot requested the vendor to reprogram the meters to display the instructions to pay by Text2park.
- March 7th - Vendor corrected gateway issue and meters were reprogrammed to accept credit cards.

## MARCH 5TH

- Pivot received a total of 4 complaints about Residents receiving a WARNING CITATION.
- Upon further investigation, we discovered license plates were entered manually incorrectly with a hyphen in the middle of the plate.
- Pivot filtered through 8.000 license plates to make corrections within 24 hour period.

## SPACE MODIFICATIONS:

- 30 minute free spaces added to encourage quick in and out patronage at businesses
- Updating of golf cart only space painting along Cape Fear Blvd.
- Removal of old Duncan meters & installing Text 2 Park decals

# ADDED PARKING SPACES

ADDRESS/ AREA	PCODE	SPACES
Florence Ave (Besides Blue Reef)	CBEACH	3
Harper (By celtic creamery)	CBEACH	10
Lumberton Ave.	CBEACH	6
3rd Street by Raleigh	CBEACH	6
3rd Street (At&T Building)	CBEACH	5
Community Center	CBTOWN	13
Cape Fear (Well Lot)	CBEACH	4
Cape Fear BLVD (Buccaneer Hotel)	CBEACH	2
Woody Hewett	CBEACH	8
Fayetteville Ave	CBEACH	7
Texas Lot	CBLOT	9
ADDITIONAL -TOTAL		73

**TOTAL  
PARKING  
SPACES 1235**

**HANDICAP  
SPACES  
34**

**GOLF CART  
SPACES 41**



# NEW PUBLIC PARKING SPACES





# Thank you!

Questions / Concerns / Comments