



City and Borough of Juneau
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TO: Maria Gladziszewski, Deputy Mayor & Assembly Committee of the Whole

DATE: September 23, 2022

FROM: Robert Barr, Deputy City Manager

RE: Off-street parking management

Currently the Parks & Recreation Department manages off-street paid parking downtown at two parking garages (MPG & DTC) as well as at two parking lots: the Shopper's Lot on the corner of Main & Egan and the North Franklin Lot on the corner of Franklin & Second.

Our existing management practices are largely manual and present a number of problems and challenges:

1. Poor experience
 - a. Permits must be purchased in person at City Hall – there is no option for online, mobile, or on-site purchases for weekly/monthly/annual permits.
 - b. Reliance on enforcement (citations) rather than compliance (easy ability to pay at the point of service)
 - c. Enforcement is prone to human error, resulting in appeals
 - d. Hourly parking relies on 3 mechanical boxes – no option for credit card or mobile payment and prone to failure, vandalism, and human error
2. Poor process
 - a. Mechanical boxes require costly on-site inspection and enforcement throughout the day (roughly \$186,000/year)
 - b. Mechanical boxes must be emptied by CBJ employees daily (520 staff hours / \$20,000/year)
 - c. Monthly and annual permits require 10 minutes to produce and we issue up to 2,000 permits each year
3. Poor inventory control
 - a. Empty parking spaces are manually tracked by contractors using paper forms, which CBJ staff enter into a spreadsheet. This lagging data ultimately results in customers being placed on wait lists even when spaces are available.

Most municipalities and public entities that manage parking have switched from manual parking management practices to computerized parking access & revenue control systems (PRACS). These systems are characterized by access control (gates), the ability to pay for hourly/daily/monthly parking fees by smartphone (card) or in-person kiosk (card, cash, coin), and dynamic space management where excess spaces can be sold at hourly rates during peak demand.

Vendors that supply PRACS are compensated based on a minimum annual guarantee and a percentage of gross revenue which is negotiated prior to award. Given our existing contractual and management expenses, we expect the implementation of a PRACS to be close to cost neutral and potentially cost neutral.

In addition to off-street parking, we currently have an on-street downtown parking management zone. In this zone, parking is available for free for two consecutive hours per day. In practice, it is common for individuals needing more than two hours of parking to move their vehicles to another spot to avoid a citation and purchasing off-street parking. The zone exists between Franklin & Main, and Fourth St down to Admiral Way.

In general, it is a best practice to charge more for on-street parking and less for off-street parking to incentivize individuals to park in garages and lots rather than on-street; however, a complete lack of free parking downtown disincentivizes visiting downtown. It is possible to offer a short free period of time followed by paid time thereafter.

Recommendation

- 1) Discuss and determine if a different direction for off-street parking management is desired. If not, staff will proceed with an RFP and bring the results back to the Assembly at a future date.
- 2) Discuss and determine if, as part of a future project, the Assembly is likely to desire paid on-street parking downtown. If so, staff will ensure that on-street management capabilities are included in the vendor selection process for a future phase. Due to staff capacity, scope, and public input concerns, we do not recommend pursuing solutions to off-street and on-street at the same time.