

Buncombe County Government

Coxe Avenue Affordable Parking Program

September 6, 2022



BUNCOMBE COUNTY



Agenda

- Background
- Potential Options
- Projected Revenue and Expense
- Application Process
- Next Steps



Background and Request

Background

- Parking expenses are impactful to employees.
- Daily average parking expenses are approximately \$15/day and monthly leases start at \$85/month.
- Parking can be a significant percentage of an employee expenses.
 - For example, workers in "Personal Care and Service" Occupations (median: \$13.57/hour, \$2,353/month) must commit the following of their monthly wages toward parking:
High (\$130): 5.5% | Medium (\$85): 3.6% | Low (\$40): 1.7%
- The region continues to be impacted by rising inflation and cost of housing, and high gas prices.

Request

- Commissioners review the proposed Affordable Parking Program and provide direction.



Potential Parking Options

Staff have assessed the below potential parking options:

- **Maintain Current Process:** maintain existing rate structure, increase communication regarding available lease spaces
- **Reduced Monthly Lease Rate Across the Board:** offer reduced monthly rates for all individuals utilizing the parking deck on a first-come-first-served basis
- **Reduced Monthly Lease Rate for Low and Moderate Income Individuals:** offer reduced rates for eligible individuals (see subsequent slides for details) on a first-come-first-served basis



Proposed Program: Reduced Monthly Rate - All

- **Overview:** provide reduced rate monthly parking leases for all individuals
- **Eligibility:**
 - Location: Employees of downtown businesses (approximate 1 mile radius from Pack Square)
 - Income: no requirements
 - Industries: Employees of all industries are eligible; individuals in retail, restaurant, hospitality, etc. are encouraged to apply.
- **Reduced Rate:** eligible employees are eligible to purchase a monthly parking pass at a reduced rate (current rate is \$85/month)
- **Location:**
 - Coxe Avenue (Sears Alley) parking deck
 - Additional decks to be considered in the future
 - No designated parking areas



Reduced Rate Scenarios

Scenario	# of Total Spaces	Available for Daily	Total Spaces for Lease	Leased at Market Rate	Spaces at Reduced Rate	Reduced Rate \$	Annual Lease Revenue (est.)	New Annual Revenue
Current	664	464	200	185	0	-	\$188,700	-
1	664	379	285	0	285	\$40	\$136,800	(\$51,900)
2	664	329	335	0	335	\$40	\$160,800	(\$27,900)

Notes:

1. "Available for Daily" refers to spaces available for use by the public.
2. "Total Spaces for lease" cannot exceed 450 spots to comply with bond requirements.
3. Current Monthly Rate is \$85/month.
4. Annual Debt Service is approximately \$1.276M.



Proposed Program for Low and Moderate Income

- **Overview:** provide reduced rate monthly parking leases for eligible individuals
- **Eligibility:**
 - Location: Employees of downtown businesses (approximate 1 mile radius from Pack Square)
 - Income: Employees making low or moderate income (e.g., 80% of AMI, or ~\$43K annually, or ~\$20.62 hourly).
 - Industries: Employees of all industries are eligible; individuals in retail, restaurant, hospitality, etc. are encouraged to apply.
- **Reduced Rate:** eligible employees are eligible to purchase a monthly parking pass at a reduced rate (current rate is \$85/month)
- **Location:**
 - Coxe Avenue (Sears Alley) parking deck
 - Additional decks to be considered in the future
 - No designated parking areas



Reduced Rate Scenarios

Scenario	# of Total Spaces	Available for Daily	Total Spaces for Lease	Leased at Market Rate	Spaces at Reduced Rate	Reduced Rate \$	Annual Lease Revenue (est.)	New Annual Revenue
Current	664	464	200	185	0	-	\$188,700	-
1	664	379	285	185	100	\$40	\$236,700	\$48,000
2	664	329	335	185	150	\$40	\$260,700	\$72,000

Notes:

1. "Available for Daily" refers to spaces available for use by the public.
2. "Total Spaces for lease" cannot exceed 450 spots to comply with bond requirements.
3. Current Monthly Rate is \$85/month.
4. Annual Debt Service is approximately \$1.276M.



Cash Flow (Low and Moderate Income Scenario)

Scenario	Annual Debt Service	Management Fee	Lease Revenue Less Expenses	Total Revenue Less Expenses
Current	\$1,276,975	\$20,400	-\$1,108,675	-\$889,375
1	\$1,276,975	\$22,800	-\$1,063,075	-\$843,775
2	\$1,276,975	\$24,000	-\$1,040,275	-\$820,975

Notes:

1. New revenue does not offset existing debt service payments for the parking deck.
2. Debt service payments will exist regardless of pilot of an affordable parking program.
3. Management fee is 5% of total (monthly + daily) revenue.
4. "Total Revenue Less Expenses" includes lease and estimated daily parking revenue.



Proposed Process

- Parking Passes may be **purchased by employees or employers**
- Program is **subject to availability** and may be reduced/cancelled in the future
- **Payments made directly to Preferred Parking** and will be cancelled if not paid monthly (one-time parking pass fee is employees responsibility)
- **Applicants apply online** using Preferred Parking's website (see appendix)
- Applicants must **provide proof of downtown employment and income** (pay stub and/or employer certification form)
- Upon approval, applicants can **pick up passes at Preferred Parking's** downtown office
- Employees must **recertify employment** every 12 months
- Staff will **analyze data over time and recommend options** for Commissioner expansion/reduction of the program



Next Steps


- Commissioners provide input on furthering the program.
- Commissioner provide input on proposed program details and specifically:
 - Actual reduced rate
 - Number of passes to offer
 - Other general feedback
- Staff finalize program with Preferred Parking and partner organizations (Downtown Association, AIR, Explore)
- Program Launch: Fall 2022
- Staff will return to commissioners with data and recommendations for possible expansion or other changes



Appendix



Preferred Parking's Online Registration



Locations ▾Event ParkingServices ▾Employment OpportunitiesAbout UsContact Us ▾Lookup / Pay ViolationsCustomer Login

Registration Information

Sign up for Monthly Parking at Coxie Ave/Sears Alley Garage - \$85.00 per month

Parking and Payment is effective immediately after sign up process

Name and Password

First Name

Last Name

E-mail

(Please use an accurate email address, as this will be your username and our method to contact you for urgent information regarding your account)

Create Password

Confirm Password

Contact Information

Home Address

Phone

City

State

(unknown) ▾

Zip

Employer Information

Select Employer Name Below

Enter Employer If Not Listed Below --> ▾

Or Enter Employer Name if not in dropdown list

Work Phone

Extension

Payment Info

Select Your Method of Payment

Credit Card ▾



Preferred Parking's Online Registration

Parking Agreement

I hereby authorize Preferred Parking Service (hereafter, PPS) to charge my credit card for parking services.

This authority will remain in effect until PPS has received written notification of intent to cancel the parking contract; I understand that cancellations are effective at the end of each month, and my written notice may be given until the 20th of my last month of parking.

If I fail to give such notice I shall continue to be obligated for payment of the current parking fee until proper cancellation procedures have been followed, and I also understand that no refunds will be given for unused parking. As a courtesy to our customers, PPS will accept late written cancellations until the 27th of each month (subject to banking schedule); however, these written cancellations must be hand delivered with a \$15.00 cancellation fee within our normal business hours.

PPS or the owner of any Preferred Parking facility cannot assure personal safety for its parking users and specifically disclaims any responsibility for any damage to car or contents for any reason whatsoever. Any vehicles parked in violation of PPS rules and regulations are subject to towing or wheel-locking collection measures with fines of \$105.00 or more.

Credit Cards will be processed on the first day of every month.

☐ I acknowledge that I have read and accepted the parking agreement.

Payment Information

Coxe Ave/Sears Alley Garage - \$85.00

Prorated Current Month	16.44
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First Full Month ()	Automated
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Setup Fee	5.00
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Access card fee	15.00
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Convenience fee	3.50
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Total Amount due	39.94
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Recurring Monthly Payment	(85.00 Per Month)
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[Enter Payment Information](#)

Credit Card Payment Information

First Name

Address 1

City

Zip

Email

Last Name

Address 2

State

Please Select ▼

Phone

Today's amount that will be charged to the Credit Card

39.94

Card Type

Please Select Card Type ▼

Card Number

Exp. Month

Month ▼

Exp. Year

Year ▼

CVV#

[Pay and Complete Registration](#)



Links

- City of Austin – City Hall Garage Affordable Parking Program (APP)
 - [Official Participant Registration Form](#)
- Preferred Parking
 - [Downtown Monthly Parking](#)
 - [Coxe Deck Registration Site](#)
 - [Coxe Deck Rules & Regulations](#)



Example Application Form



City Hall Garage Affordable Parking Program (APP) For Entertainment and Service Industry Employees Official Participant Registration Form

The Affordable Parking Program (APP) is a City of Austin initiative to provide parking accommodations at reduced prices exclusively for employees of the entertainment and service industry. Currently, APP is offered at the City Hall parking Garage (310 W 2nd St.). Each participant of the APP must agree to the following Terms of Use:

Terms of Use

1. In order to qualify for APP, participants must show adequate proof of gainful employment in the entertainment or service industries within the downtown Austin area (pay-to-park metered areas) upon request of the City of Austin.
2. This is a temporary program and this Contract may be terminated by the City of Austin for any reason. The City of Austin will provide a Termination Notice at least thirty (30) days prior to the termination effective date.
3. Qualifying participants will pay \$35 per access card per month in advance to the City of Austin for access to one space in the garage on a first-come, first-served basis. Payments are due on the 1st and must be made by the 7th business day of every month or access cards will be remotely canceled. \$35 monthly use fees are non-refundable and include sales tax.
4. Upon the City of Austin's acceptance of this registration form, qualifying participants will be responsible to pick-up their access card from the Austin City Hall garage operator's office, located at 301 West 2nd Street, Austin, TX 78701. Participants also agree to return the issued access card upon termination of participation in APP.
5. Qualifying participants shall provide the City of Austin with their full name, primary phone number and email address upon the request of the City of Austin (below).
6. Qualifying participants must ensure payment is made on a monthly basis in order to ensure that the parking space associated with the access card is not released to another individual or deactivated.
7. Participants agree to be responsible for access cards. Replacing a lost or stolen access card will cost \$15. Participants are required to promptly report a lost or stolen access card so that it may be deactivated.
8. Each access card will grant the participant access to the City Hall garage facility from 3:00 PM to 5:00 AM, Mon-Sun (excluding holidays). The City of Austin does not guarantee parking space availability. Access holders must remove their vehicles from the garage facility by 5 a.m. every day or begin to incur charges at regular garage rates.
9. APP participants should not pull tickets from the parking ticket machine, only badge access cards must be used to gain access into the Austin City Hall parking garage.

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Initial Here: _____

10. Vehicle may not be parked in any reserved or specially marked spaces.
11. The parking garage height restriction is 7'8". In addition, the following vehicles are not permitted in the garage, even if they meet the height restriction: cargo vans, service body vehicles, and trucks with headache racks installed.
12. The parking garage is subject to video surveillance in order to provide a secure environment. However, the City of Austin is not responsible for any theft or damage resulting from parking within an Affordable Parking Program garage facility.
13. The City of Austin will be monitoring the garage access cards and reserves the right to revoke parking privileges at any time. Examples of incidents leading to revocation include, but are not limited to, the access card holder failing to adhere to this agreement; parking access cards being used dishonestly or not for their intended purpose, vandalism of property, or the City of Austin determining that the program no longer serves community interests.
14. Any instances of excessive trash or any damages to the garage building infrastructure, overhead structures, or related equipment will be investigated and communicated to participants. Appropriate charges may be assessed to the responsible parties.
15. City Hall garage facility access cards are the property of the City of Austin, and may not be discarded, sold for profit, traded, given, or loaned to any other individual (i.e., a roommate, friend or relative) without authorization. Sharing of badges is not allowed. If an access card is lost, it must be reported immediately, and the participant will be charged a \$15 replacement fee.
16. The City of Austin is not responsible for damages or losses incurred by APP participants.

PLEASE TURN IN APPLICATIONS BY EMAIL TO RACHEL ESQUIVEL, AT

rachel.esquivel@austintexas.gov

FOR INFORMATION OR PAYMENT PLEASE CALL RACHEL ESQUIVEL, AT 512-974-5690

Jeffrey Brown can also process applications and can be reached by phone at 512-978-1607 or by email at jeffrey.brown@austintexas.gov.

The participant's signature below indicates understanding and acceptance of the above conditions.

BUSINESS OR VENUE INFORMATION

Business or Venue Name	Employer or Venue Manager AND Phone Number	
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PARTICIPANT INFORMATION

Last Name	First Name	Primary Contact Phone #
Email Address		City, State, Zip
Participant Signature		Date

CITY OF AUSTIN OFFICIAL USE ONLY

City Hall Badge Access Card #	Date Paid:
Verification Date:	Verified by:

City Hall Garage Affordable Parking Program Official Participant Registration Form updated 15, March 2022
Austin Transportation Department - Parking Enterprise Division, 1111 Rio Grande, Austin, TX 78701

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BUNCOMBE COUNTY

