Affordable Parking Program Update

Regular Meeting
August 15, 2023
Agenda

• Overview
• Program Updates
  • Coxe Avenue
  • College Street
• Next Steps
Program Overview

• Commissioners approved the Affordable Parking Program in November 2022 and was launched in December 2022
• 150 passes allotted to the Coxe Avenue parking garage (11 Sears Alley)

• Eligibility:
  • Work in Downtown Asheville
  • 80% AMI (less than $22.88/hour or $3,967/month)
  • Valid driver’s license
  • Credit card
  • 18 and older

• $40/month unlimited parking
Coxe Avenue Update

• Eligible applications received: 167
  • All eligible applicants have been contacted

• Applicants Enrolled: 75
  • Average Wage of Program participants: $16.00/hour
  • Unfilled Parking Slots: 75 (50% vacancy rate)
  • Cancel Rate: 6 applicants enrolled and later cancelled

• Based on the vacancy rate, staff will move the program to a first-come-first-served basis and increase marketing efforts.
Coxe Avenue Utilization

Total Monthly Entries
Sears Alley Deck

- March: 860
- April: 940
- May: 994
- June: 985
- July (projected): 950
Average Participant Monthly Savings*
Sears Alley Deck

March: $63.20  April: $72.80  May: $79.28  June: $78.20  July (projected): $74.00

*Calculation: Average Monthly Non-Discounted Cost – Participant Cost = Average Participant Monthly Savings

Average parking duration = 7.5 hours  Charge for 7.5 hours = $9.00
Average Monthly Non-Discounted Cost = (Total Monthly Entries x $9.00) ÷ # Participants
Participant Monthly Cost = $40
College Street Survey Results

- Survey issued in January
  - 158 participants
  - 72% would likely apply for the program
  - 68% earn less than $20/hour
  - Clustered at the intersection of College St. and Broadway St.

164 College St. Parking Garage
Other Survey Considerations

• Offer more spaces, at a cheaper rate, in more locations was by far the most common feedback.

• Safety, especially at night and in the early morning, was a major concern in many responses.

• Income fluctuates for many downtown workers depending on the season.

• An employee who qualifies for the program this month might not the next. Household combined income was also listed as a concern for some respondents.

• Business owners responded supporting this project and offered ideas about purchasing blocks of spaces for their employees.

• Some respondents were interested in sharing a pass with co-workers on opposite shifts.
Parking Analysis

• Parking assessment: three weeks in February and March
• Max usage during this period was 70% (~450 spots filled out of 650)
• Parking capacity varies greatly by time of day (i.e., mornings are peak capacity)
• Based on this analysis, staff will release 50 affordable parking spots and continue to evaluate the program over time
Next Steps

• Program Re-launch: 8/16
  • Accept applications for both parking garages
  • Market program with key partners

• Program Evaluation: ongoing
  • Survey program participants and non-participants to improve the program
Appendix
Participation Insights

- **Total Participants**: 158
  - Work a combination of days and evenings: 51%
  - Work a combination of weekdays and weekends: 77%
  - Earn Less than $20 per Hour: 68%
  - Rely on Personal Car for Transportation: 92%
  - Would Likely Apply for $40 Monthly Program: 72%

8/8/2023