

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

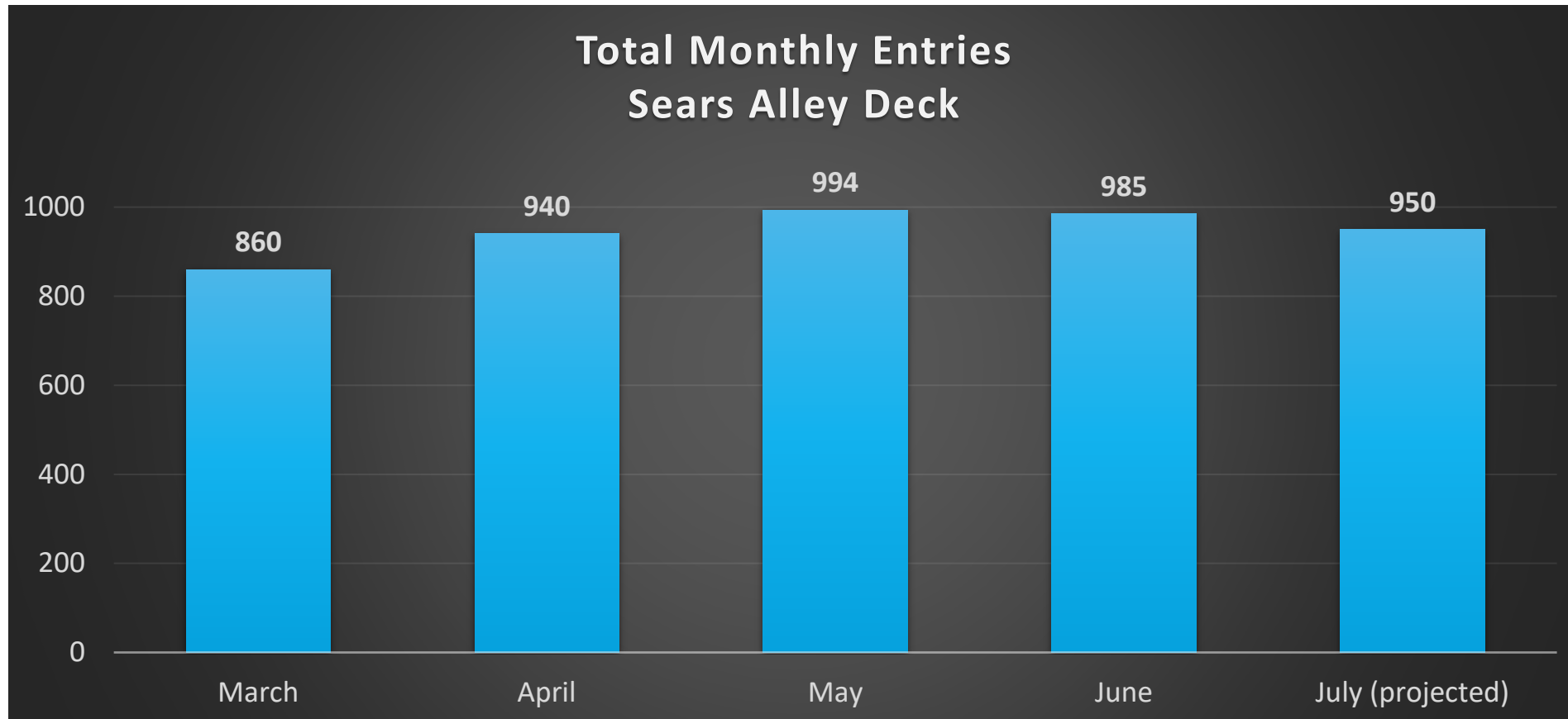


Coxe Avenue Update

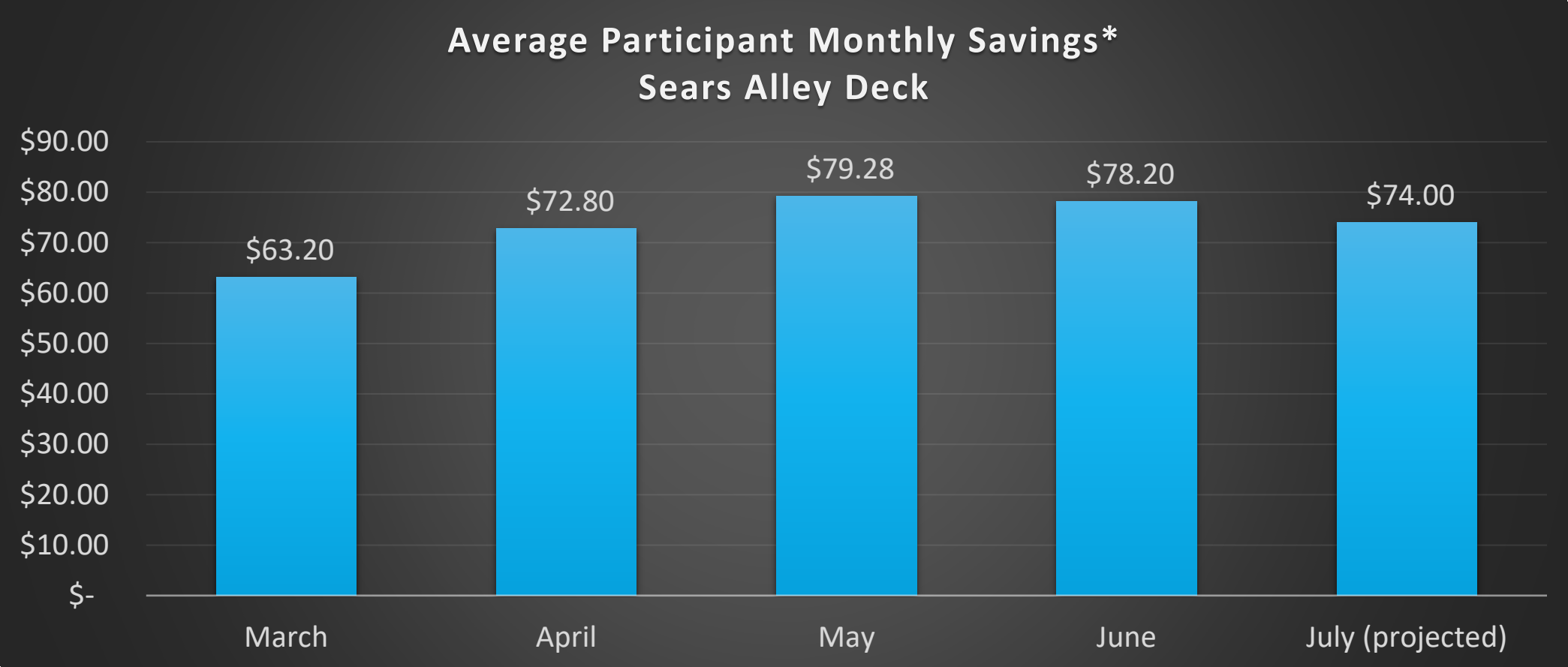
- **Eligible applications received: 167**
 - All eligible applicants have been contacted
- **Applicants Enrolled: 75**
 - Average Wage of Program participants: \$16.00/hour
 - Unfilled Parking Slots: 75 (50% vacancy rate)
 - Cancel Rate: 6 applicants enrolled and later cancelled
- **Based on the vacancy rate, staff will move the program to a first-come-first-served basis and increase marketing efforts.**



Coxe Avenue Utilization



Coxe Avenue – Estimated Savings



*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



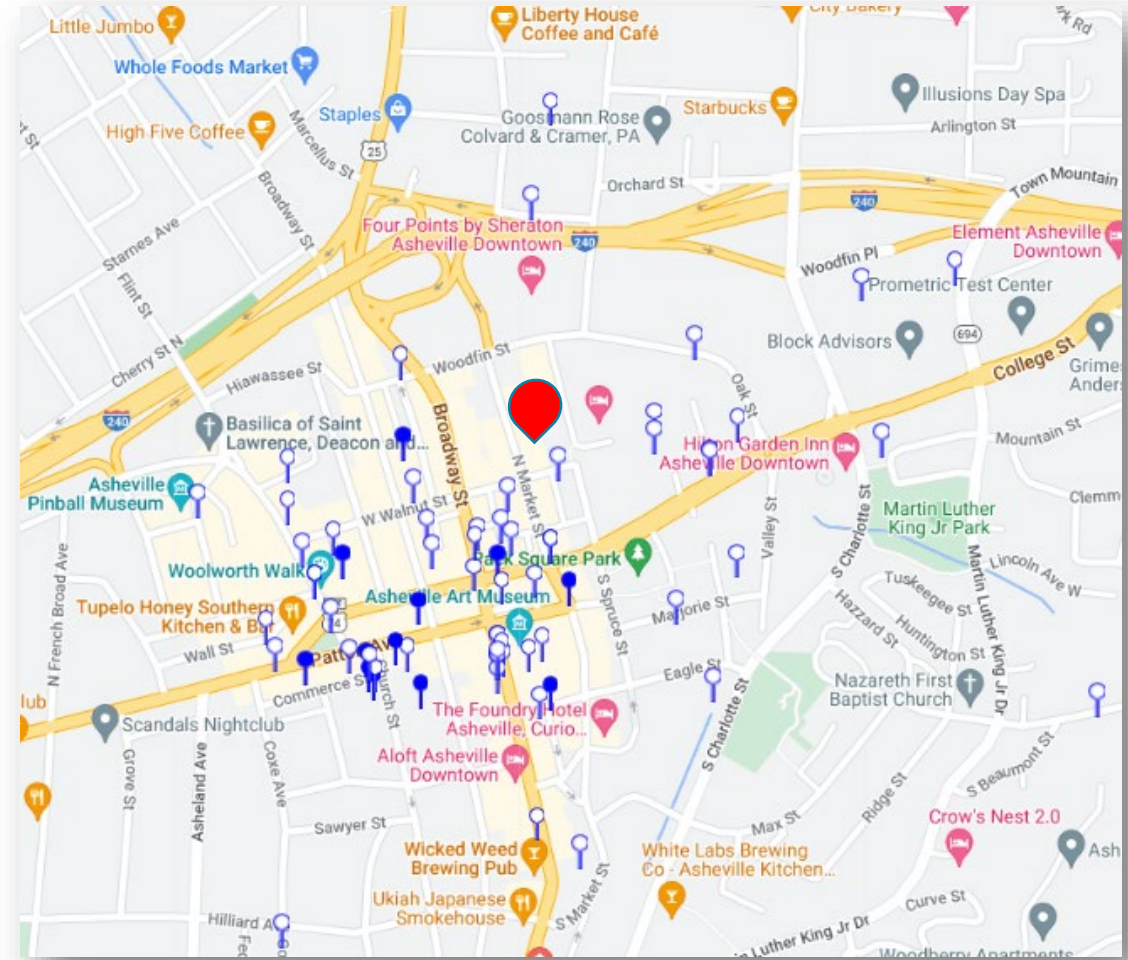
College Street Update



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



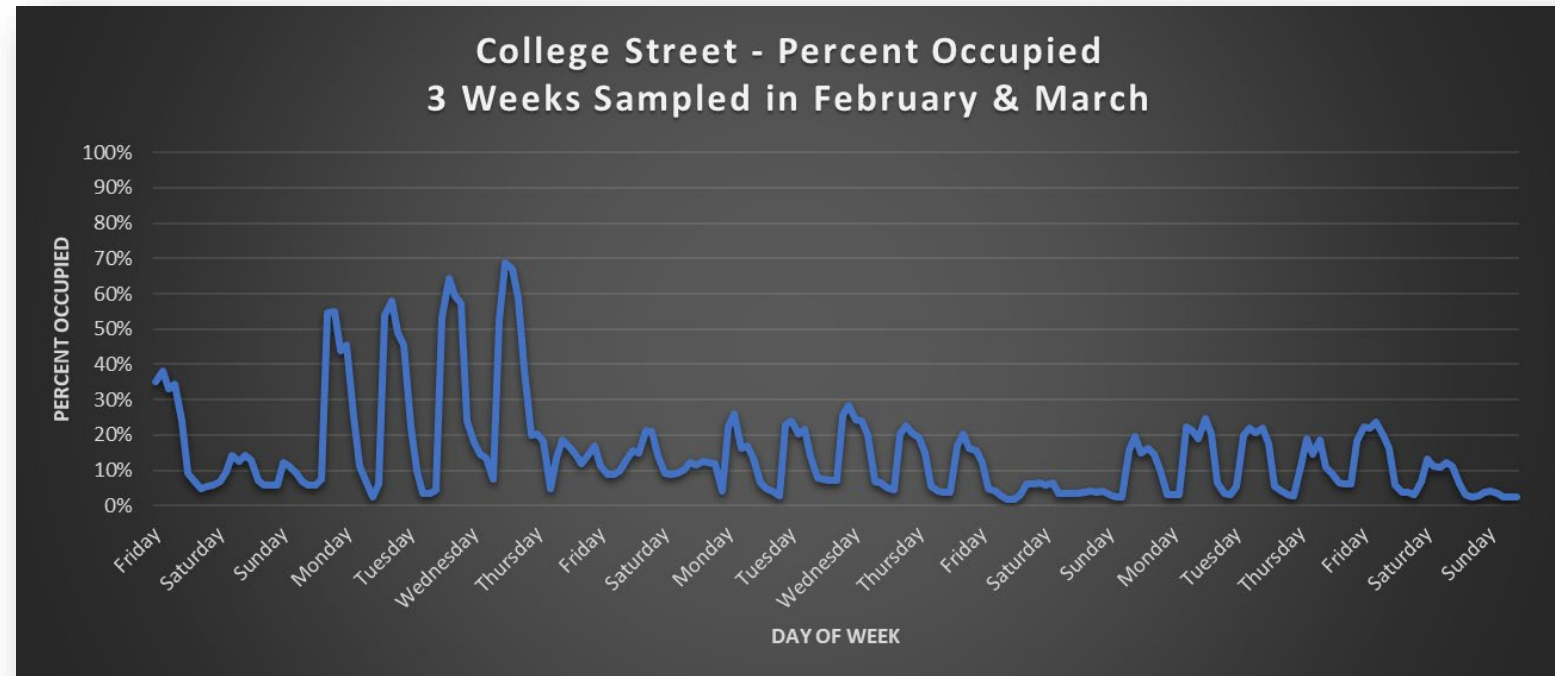
Other Survey Considerations

- 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



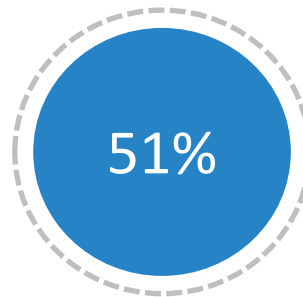
Participation Insights

Participation Insights: [click here to view the full dynamic report](#)

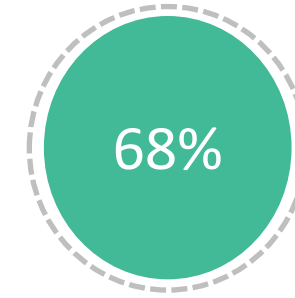
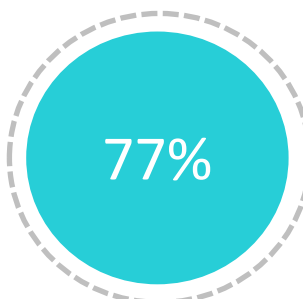
Total Participants



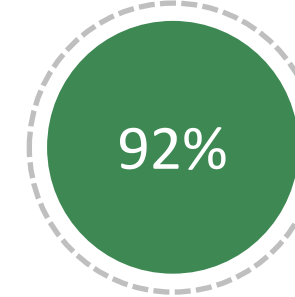
Work a combination of days and evenings



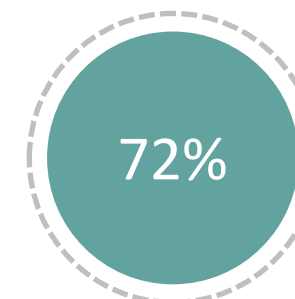
Work a combination of weekdays and weekends



Earn Less than \$20 per Hour



Rely on Personal Car for Transportation



Would Likely Apply for \$40 Monthly Program

