

Managed Beach Parking Program Concept C **April 23, 2015**

In Concept C, two parking designations exist for the public rights-of-way within the City: beach visitor parking areas and resident only parking areas. Beach visitor parking is allowed in designated areas within 1,000 feet or less from the beach and is free and open to anyone. All other areas are designated as resident parking only.

Beach visitor parking is allowed at:

- the Breach Inlet parking lot,
- 3rd and 4th Avenues between Ocean Boulevard and Charleston Boulevard,
- 5th, 6th, 7th, 8th and 9th Avenues between Ocean Boulevard and Carolina Boulevard, and
- Palm Boulevard between 21st Avenue and 57th Avenue.

The beach adjacent to 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, and 53rd Avenues no longer qualifies as having “full and complete public access” as defined by OCRM because beach visitors are not allowed to park in these areas and beach access paths are in excess of 500 feet from available parking.

Residents must acquire a decal for vehicles registered at an Isle of Palms address to park on the public rights-of-way anywhere on the island where resident parking only is designated. Each beach season, residents would need to present proof of vehicle registration and residency to the Police Department for each vehicle decal. The decals are free.


A system would need to be developed to allow guests of residents to park in the rights-of-way adjacent to their homes. The City of Charleston sells owners up to 60 guest permits annually for \$.50 each for the residential districts.

Special districts could include the marina, the Recreation Center and the Breach Inlet area.

To minimize the inconvenience to residents and beach visitors, this program would only be in effect during the peak beach season, Memorial Day through August, and only during the busy times of day, 9am to 6pm.

The attached map details the location of these two areas.



- BEACH VISITOR PARKING
- RESIDENT ONLY PARKING
- NO COLOR MEANS NO CHANGE
-  NEW GOLF CART PARKING AREA

MANAGED BEACH PARKING PROGRAM

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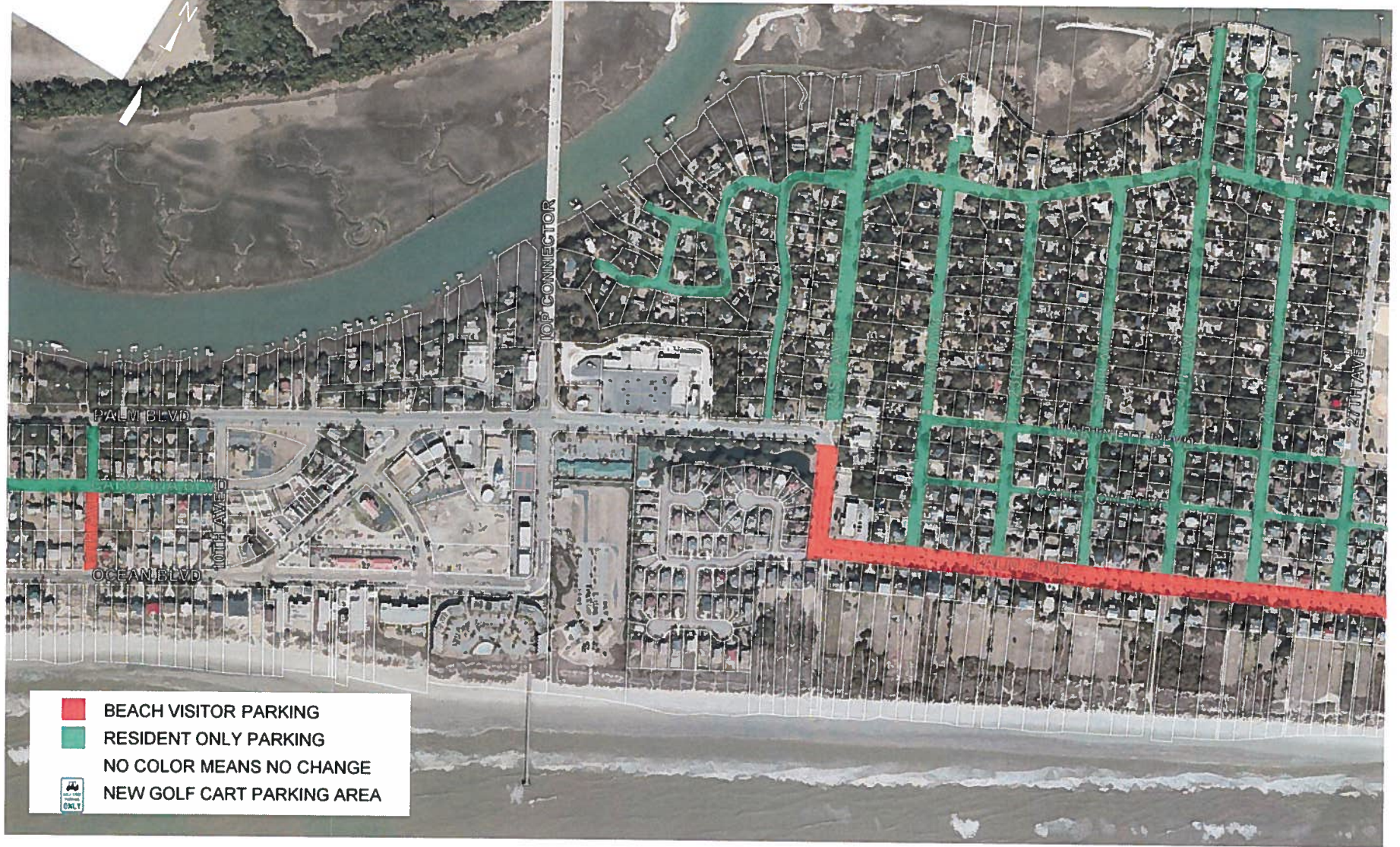



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ISLE OF PALMS
 EXISTING CONDITIONS

sheet 1 of 4

SHT. NO.



- BEACH VISITOR PARKING
- RESIDENT ONLY PARKING
- NO COLOR MEANS NO CHANGE
-  NEW GOLF CART PARKING AREA

MANAGED BEACH PARKING PROGRAM




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ISLE OF PALMS
EXISTING CONDITIONS

sheet 2 of 4

SHT. NO.



■ BEACH VISITOR PARKING
■ RESIDENT ONLY PARKING
 NO COLOR MEANS NO CHANGE
 NEW GOLF CART PARKING AREA

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MANAGED BEACH PARKING PROGRAM



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ISLE OF PALMS
EXISTING CONDITIONS

sheet 4 of 4

SHT. NO.

City of Isle of Palms
Managed Beach Parking Financial Analysis Tool

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Expense Projection Worksheet

Expense Item	Cost		Notes
	Annual	One-Time	
Signs (approx 111 signs @ \$160 each)		17,760	To be refined from signing plan, assume 10-year lifespan
Sign Design & Permitting		10,000	
Contract assistance with sign Installation		9,725	
Sign Contingency		3,552	20% of Signs
Annual Signing Maintenance	5,000		
Public education & communication	5,000		Letters, Newspaper Ads, etc.
(1) Pickup truck for BSO Enforcement		30,000	Assume 6-year lifespan for vehicles
(3) Low Speed Vehicle for BSO Enforcement		40,500	Assume 5-year lifespan for LSVs
(2) LPR Bundles		-	Assume 5-year lifespan for LPR Bundles
(4) Walkie Radios		20,000	Assume a 12-year lifespan for radios
(4) Handheld Parking Ticket Writing Devices		20,000	Assume 5-year lifespan for devices
NuPark and T2 Interface	-	-	
Additional BSO hours	43,056		4 BSOs, 40 hrs/wk fr May 15 to Sept 15, incl 15% fringe
PD Admin hrs/OT for distribution of residential permits	10,000		
Supplies and Maintenance for Devices	5,950		
Permit stickers and daily pass booklets	7,500		
Fuel and Maintenance for Vehicles	3,000		Maintenance will vary year to year. This is an average.
Bank/Access Fees for Online Payment Processing	-		
Wireless communication expense for LPR bundles	-		
BSO uniforms (4)	2,000		
Permitting Software (Including Lic Plate Recognition)	-		Year 1 expense per quote received
Credit Card processing fees (1.7% + \$1 per permit)	-		SC.GOV rates * Stantec est of permits sold *90% ccards
Per Permit Fee (\$2/permit sold, assume 11,358 permits)	-		per quote and Stantec est of permits sold * 90% ccards
	Total Expense Projections:	81,506	151,537
		Grand Total	233,043
			Tot exp & rev will be split between FY16 & FY17 budgets

Notes provided in the summary are important to this analysis.

City of Isle of Palms
Managed Beach Parking Financial Analysis Tool
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Revenue/Expense Summary Worksheet - NO CITATION REVENUE

Total Annual Revenue Projection	\$ -
Total Annual Expense Projection	\$ 81,506
Total One-Time Expense Projection	\$ 151,537

Year	Total Annual Revenue Projection	Total Annual Expense Projection (incl 2% annual ave increase)	Total One-Time Expense Projection	Yearly Net Income	Cumulative Net Income
2016	\$0.00	\$81,506	\$151,537	-\$233,043	-\$233,043
2017	\$0.00	\$84,287	\$0	-\$84,287	-\$317,330
2018	\$0.00	\$85,496	\$0	-\$85,496	-\$402,827
2019	\$0.00	\$87,206	\$0	-\$87,206	-\$490,033
2020	\$0.00	\$88,950	\$0	-\$88,950	-\$578,983
2021	\$0.00	\$90,729	\$66,550	-\$157,279	-\$736,263
2022	\$0.00	\$92,544	\$33,000	-\$125,544	-\$861,807
2023	\$0.00	\$94,395	\$0	-\$94,395	-\$956,202
2024	\$0.00	\$96,283	\$0	-\$96,283	-\$1,052,484
2025	\$0.00	\$98,208	\$1	-\$98,209	-\$1,150,694
2026	\$0.00	\$100,173	\$19,536	-\$119,709	-\$1,270,402

(repl tick writers/LSVs)

(replace pickup truck)

(replace signs)

Notes provided on the summary are important to this analysis.

City of Isle of Palms
Managed Beach Parking Financial Analysis Tool
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Fines	# of Fines	Duration	Fine Cost	Fine Revenue
Parking Fines (Mo,Tu,We,Th)	5	72 days	\$ 50.00	\$ 18,000.00
Parking Fines (Fr,Sa,Su)	25	54 days	\$ 50.00	\$ 67,500.00
Total Fine Revenue Projection:				\$ 85,500.00
Total Annual Revenue Projection:				\$ 85,500.00

Any parking ticket revenues collected will be recorded in the General Fund, not in the Tourism Funds where Parking Management expense will be recorded. The negative impact in the Tourism Funds *could* be offset with a reduced transfer from the Municipal Accommodations Tax Fund to the General Fund for BSO wages and fringes.

Notes provided on the Summary are important to this analysis.

City of Isle of Palms
Managed Beach Parking Financial Analysis Tool
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Revenue/Expense Summary Worksheet - INCLUDES ESTIMATED CITATION REVENUE

Total Annual Revenue Projection	\$ 85,500
Total Annual Expense Projection	\$ 81,506
Total One-Time Expense Projection	\$ 151,537

Year	Total Annual Revenue Projection	Total Annual Expense Projection (incl 2% annual ave increase)	Total One-Time Expense Projection	Yearly Net Income	Cumulative Net Income
2016	\$85,500.00	\$81,506	\$151,537	-\$147,543	-\$147,543
2017	\$85,500.00	\$84,287	\$0	\$1,213	-\$146,330
2018	\$85,500.00	\$85,496	\$0	\$4	-\$146,327
2019	\$85,500.00	\$87,206	\$0	-\$1,706	-\$148,033
2020	\$85,500.00	\$88,950	\$0	-\$3,450	-\$151,483
2021	\$85,500.00	\$90,729	\$66,550	-\$71,779	-\$223,263
2022	\$85,500.00	\$92,544	\$33,000	-\$40,044	-\$263,307
2023	\$85,500.00	\$94,395	\$0	-\$8,895	-\$272,202
2024	\$85,500.00	\$96,283	\$0	-\$10,783	-\$282,984
2025	\$85,500.00	\$98,208	\$1	-\$12,709	-\$295,694
2026	\$85,500.00	\$100,173	\$19,536	-\$34,209	-\$329,902

(repl tick writers/LSVs)

(replace pickup truck)

(replace signs)

Notes provided on the summary are important to this analysis.

Pros, Cons and Considerations of Managed Beach Parking Voted on 4/21/15

Pros

- 1) May be altered and adjusted after one year of implementation.
- 2) Enforcement is simpler within the Beach Visitor zones.
- 3) A residential designation on Waterway Boulevard could address the Marina overflow parking.
- 4) Traffic congestion may shift as a result of beach visitors choosing earlier arrival times.
- 5) The plan addresses the concern about beach parking migrating into neighbors on other parts of the island.
- 6) Elimination of parking in the Avenues from 42nd to 57th allows easier maneuvering of emergency response vehicles.
- 7) Plan eliminates the need to contract with a software vendor.

Cons

- 1) No permit revenue to offset expenditures.
- 2) Elimination of parking on 42nd, 43rd, 44th, 45th, 46th, 49th, 50th, 51st, 52nd, and 53rd results in the loss of the designation of "full and complete access" from 42nd Avenue until 52nd Avenue, meaning a reduction in the City's ability to qualify for state and federal funding after an emergency and changes in previous precedents set during erosion mitigation projects.
- 3) Does not address safety concerns on Palm Boulevard and in the Avenues between Breach Inlet and 10th because there has been no limitation on the number of vehicles that may park in the spaces.
- 4) Causes residents not impacted in previous plans to register their cars and receive stickers, including Wild Dunes residents. At the Public Hearing, some residents expressed a desire not to have to do this.
- 5) No accommodation for Recreation Center and Marina parking; neither site has sufficient parking to support the programming and services offered.
- 6) No legal review or SCDOT approval.

Considerations

- 1) Expense estimates are based on staff and Stantec predictions of signage, personnel, equipment and other needs. These estimates should be refined as the process moved forward.
- 2) The only new staffing contemplated in this analysis is additional BSOs plus clerical time.
- 3) Assets purchased for the first season have application if the system is abandoned. BSOs would be reduced in subsequent years if managed residential parking is dissolved, and surplus vehicles sold.
- 4) The number of residential permits per household must be determined.
- 5) It needs to be determined if second-home owners who are not full-time residents and who do not have a vehicle registered to the Isle of Palms qualify for residential decals.
- 6) It needs to be determined whether trailers require a residential sticker.
- 7) Assuming residents can receive daily passes for guests, the number and cost, if any, of the passes needs to be determined.
- 8) Ticket revenue is difficult to predict. It is dependent on multiple variables, and historical data for a plan of this nature does not exist. Staff has used an educated guess, but actual revenue will be easier to project after a full season of implementation.
- 9) Without considering ticket revenue, the scenario depicts a cumulative net loss to the City of \$1,270,402 over the first 10-year period. Considering ticket revenue at the consistent rate of previous considered revenue reduces cumulative net loss to \$329,902.