

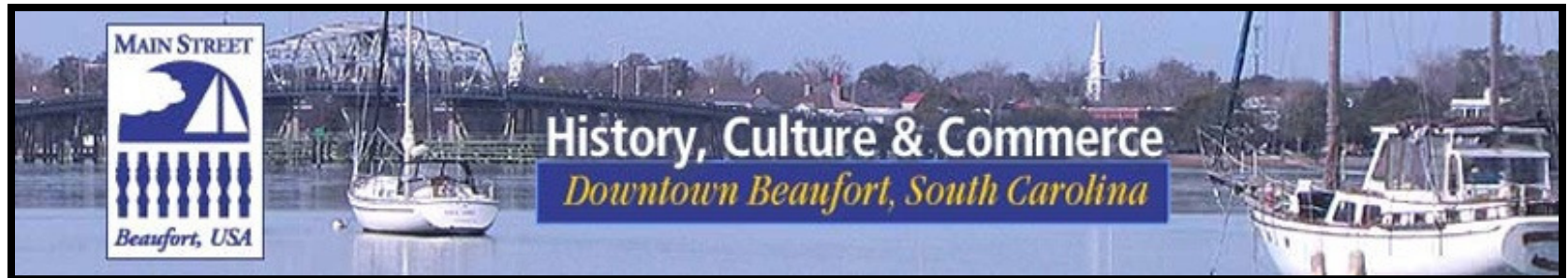


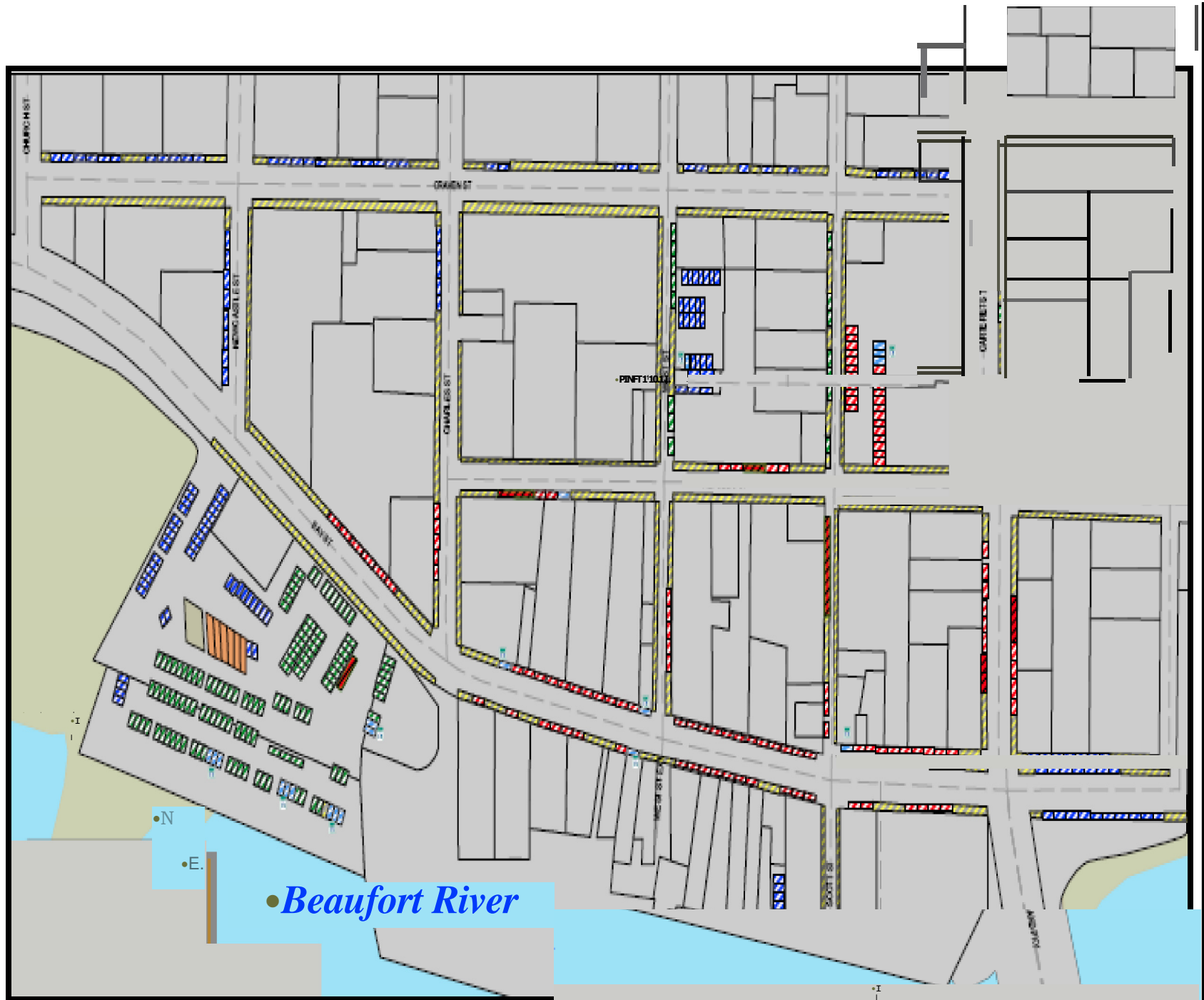
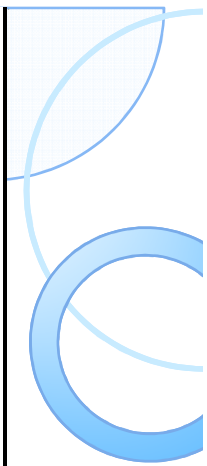
PARKING PROPOSAL

CITY OF BEAUFORT

REDEVELOPMENT COMMISSION

MAIN STREET BEAUFORT USA





• *Beaufort River*

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FORMAT

- OVERVIEW
- THE NUMBERS
- THE STRUCTURE
- THE PRO'S AND CON'S
- THE DOWNSIDE RISK
- SUMMARY





OVERVIEW

- UTILIZING MONIES IN THE TIF I FUND THE CITY WOULD UPGRADE THE MAJORITY OF IT'S PARKING METERS.
- THE CITY WOULD DELEGATE MANAGEMENT OF THE CITY'S EXISTING PARKING SPACES TO THE REDEVELOPMENT COMMISSION.
- THE REDEVELOPMENT COMMISSION WOULD CONTRACT WITH A PROFESSIONAL PARKING MANAGEMENT COMPANY FOR ROUTINE OPERATIONS.
- THE REDEVELOPMENT COMMISSION, OR ITS SUBSIDIARY, WOULD CONTRACT WITH MAIN STREET BEAUFORT USA FOR MARKETING SERVICES

THE NUMBERS

	CITY'S NUMBERS FY 2009
REVENUES	\$ 253,240
EXPENSES	
WAGES, TAXES & BENEFITS	\$ 79,585
OPERATING EXPENSES	\$ 31,095
REPAIRS AND MAINTENANCE	\$ 6,625
INSURANCE	\$ 925
OTHER EXPENSES	\$ 7,600
	<hr/>
TOTAL COSTS	\$ 125,830
	<hr/>
NET SURPLUS	\$ 127,410

HISTORIC AND PROJECTED FINANCIALS

	CITY'S NUMBERS		OUTSOURCED PROJECTION	
	FY 2009			
REVENUES	\$ 253,240	\$	467,491	
EXPENSES				
WAGES, TAXES & BENEFITS	\$ 79,585	\$	117,160	
OPERATING EXPENSES	\$ 31,095	\$	19,056	
REPAIRS AND MAINTENANCE	\$ 6,625	\$	15,810	
INSURANCE	\$ 925	\$	22,611	
OTHER EXPENSES	\$ 7,600	\$	64,510	
TOTAL COSTS	\$ 125,830	\$	239,147	
NET SURPLUS	\$ 127,410	\$	228,344	\$(100,934)



REVENUES

	CITY'S FY 2009		OUTSOURCED	PERCENTAGE
	ACTUALS	PROJECTIONS	CHANGE	
REVENUES				
PARKING FINES	\$ 39,074	\$ 72,411		85.32%
PARKING METERS	\$ 183,351	\$ 331,664		80.89%
PARKING SPACES	\$ 30,815	\$ 45,600		47.98%
BOOT FEE INCOME		\$ 14,216		
MISCELLANEOUS		\$ 3,600		
TOTAL REVENUES	\$ 253,240	\$ 467,491		84.60%

INCREASE IN REVENUES-HOW?

- CONSISTENT ENFORCEMENT**
- SINGULARLY FOCUSED ENFORCEMENT**
- ENFORCEMENT HOURS IN SYNC WITH COMMERCIAL ACTIVITY**
- EXTENDED ENFORCEMENT HOURS**
- SATURDAY ENFORCEMENT**
- FINE RATES THAT PROMOTE PAYING FOR PARKING**
- COUPLING PARKING MANAGEMENT PLAN WITH RETAIL MARKETING PLAN**
- DIGITAL PAYSTATION METERS**
- BOOTING**
- CITATION, ADJUDICATION AND COLLECTION**
- CUSTOMER ORIENTED PROCESSES**

INCREASE IN PARKING REVENUES

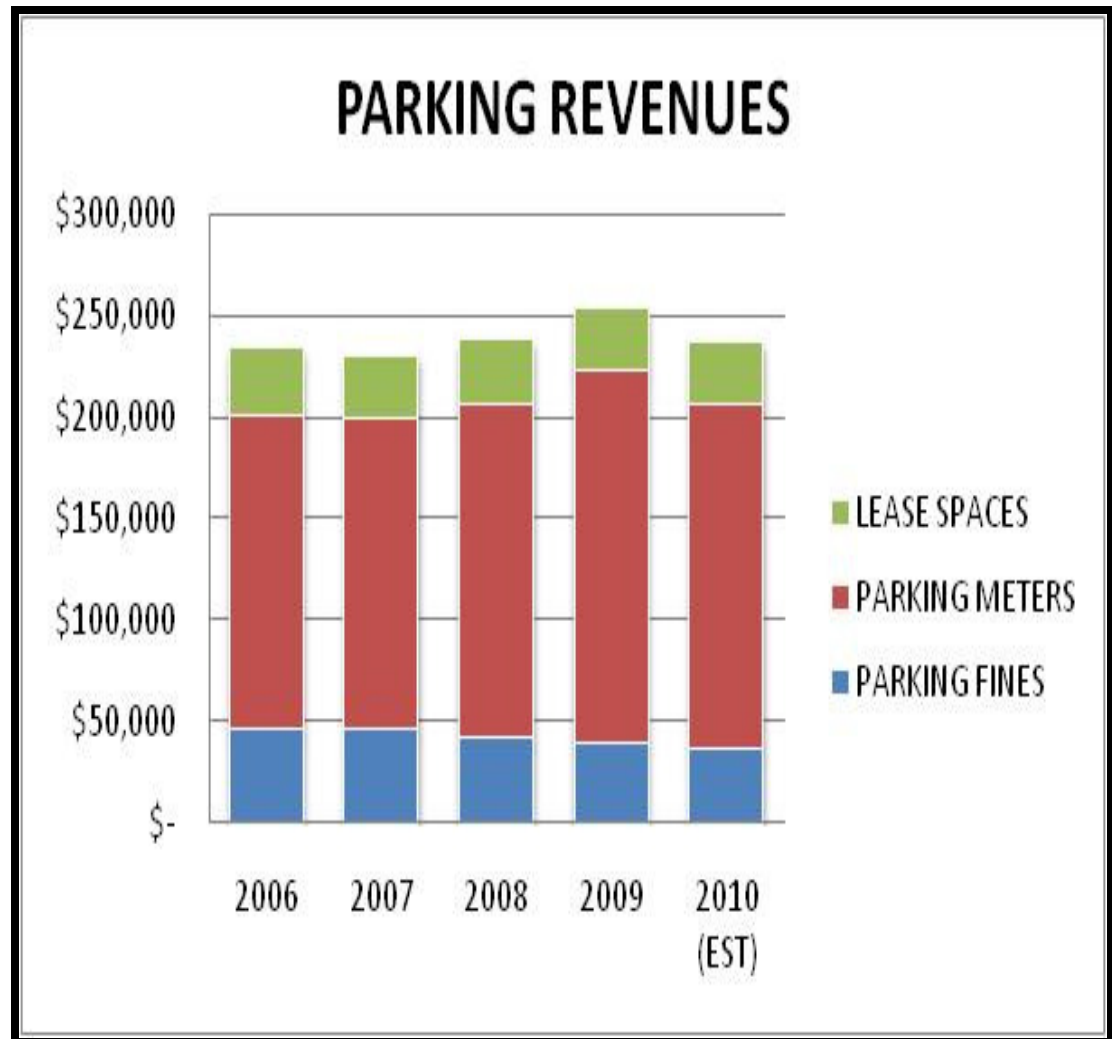
CONSISTENT ENFORCEMENT

SINGULARLY FOCUSED ENFORCEMENT

FY 2006-2009 TOUR CORDINATION & PARKING ENFORCEMENT OFFICER WERE SEPARATE POSITIONS

FY 2009 ROTATING PARKING ENFORCEMENT OFFICERS

FY 2010 POSITIONS COMBINED, NON-ROTATING



INCREASE IN REVENUES

ENFORCEMENT HOURS IN SYNC WITH COMMERCIAL ACTIVITY

EXTENDED ENFORCEMENT HOURS

SATURDAY ENFORCEMENT

37 PERCENT OF ENFORCEMENT TIME IS EXPENDED PRIOR TO STORES OPENING FOR BUSINESS.

ON-STREET PARKING ENFORCEMENT IS CURRENTLY ON-DUTY 63 PERCENT OF THE RETAIL HOURS

DEPARTMENT	Employee name: Carter, William										
Police Department	Pay Period Starts 9/12/2009										
	Employee's Std Hours	80.00	TOTAL	Overtime	YES	Camp Time	NO				
	ROTATION ONE	Employees OT Hours	0.00	80.00							
ONLY INPUT HOURS ACTUALLY WORKED IN THIS SECTION											
SIGNATURE	Saturday 9/12/2009	Sunday 9/13/2009	Monday 9/14/2009	Tuesday 9/15/2009	Wednesday 9/16/2009	Thursday 9/17/2009	Friday 9/18/2009				
Time In	Total	Total	8:30 AM Total	7:00 AM Total	8:30 AM Total	7:00 AM Total	8:30 AM Total				
Time Out	0.00	0.00	12:00 PM 3.50	12:00 PM 5.00	12:00 PM 3.50	12:00 PM 5.00	12:00 PM 3.50				
Meal Break											
Time In	Total	Total	12:00 PM Total	12:00 PM Total	12:00 PM Total	12:00 PM Total	12:00 PM Total				
Time Out	0.00	0.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00				
Off Hours											
Time In	Total	Total	Total	Total	Total	Total	Total				
Time Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00				
Total	0.00	0.00	8.50	10.00	8.50	10.00	5.50				
ONLY INPUT HOURS ACTUALLY WORKED IN THIS SECTION											
SIGNATURE	Saturday 9/19/2009	Sunday 9/20/2009	Monday 9/21/2009	Tuesday 9/22/2009	Wednesday 9/23/2009	Thursday 9/24/2009	Friday 9/25/2009				
Time In	Total	Total	8:30 AM Total	7:00 AM Total	8:30 AM Total	7:00 AM Total	8:30 AM Total				
Time Out	0.00	0.00	12:00 PM 3.50	12:00 PM 5.00	12:00 PM 3.50	12:00 PM 5.00	12:00 PM 3.50				
Meal Break											
Time In	Total	Total	12:00 PM Total	12:00 PM Total	12:00 PM Total	12:00 PM Total	12:00 PM Total				
Time Out	0.00	0.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00	5:00 PM 5.00				
Off Hours											
Time In	Total	Total	Total	5:00 PM Total	Total	Total	Total				
Time Out	0.00	0.00	0.00	9:00 PM 4.00	0.00	0.00	0.00				
Total	0.00	0.00	8.50	14.00	8.50	10.00	8.50				
PAY PERIOD HOURS											
DO NOT INPUT IN THIS SECTION											
Hours Worked	Sick Time	Vacation Time	Military Leave	Holiday Pay	Camp Time Used	Total Hours	FOR PAYROLL DEPARTMENT USE ONLY				
93.00	0	0	0	0	NA	93.00	CHECK Overtime	Reg Hrs	Sick	Vacation Time	Military Leave
							VALID	13.00	80.00	0	0
							TOTAL	13.00	80.00	0.00	0.00

THE FOUR FACES OF BAY STREET

4 AM-10AM:

THE MORNING FACE

CLEANING CREWS
FOOD AND BEVERAGE DELIVERIES
CITY CREWS
STREET SWEEPING
TRASH PICKUP

10AM- 4PM:

THE BUSINESS FACE

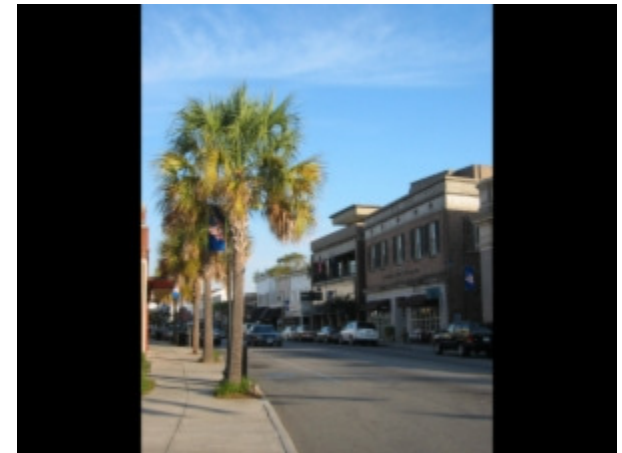
BANKING, FINANCE, RETAIL
RETAIL
LUNCH
TOURS

4PM-9PM:

THE DINNER FACE

9PM -2AM:

THE LATE NIGHT FACE



SATURDAY COMPARISION

CURRENTLY:



OUTSOURCED:



INCREASE IN REVENUES

❑ DIGITAL PAYSTATION METERS

- USE OF CREDIT & DEBIT CARDS AND REAL TIME VERIFICATION
- MOVE AWAY FROM DEPENDENCE ON AVAILABILITY OF QUARTERS
- TIME REMAINING ON A METER IS NOT DISPLAYED

EXAMPLE: ARRIVE DOWNTOWN FOR LUNCH.
FIND METER WITH 20 MINUTES REMAINING.
WHAT IS THE TYPICAL REPOSENSE?
PUT IN ENOUGH COINAGE FOR 40 MINUTES OR 60
MINUTES?
30% DIFFERENCE



INCREASE IN REVENUES

□ CITATION, ADJUDICATION AND COLLECTION

CURRENT UNCOLLECTED

- 1714 OPEN TICKETS
- \$19,908 IN UNCOLLECTED FINES

❖ Improve Citation Issuance & Collection Processes

- ❖ Automate with Digital Ticket Writing Devices
- ❖ Fully Automated System with no Data Entry
- ❖ Electronic DMV Look-Ups
- ❖ Computer Generated Mass Mailing of Citation Notices
- ❖ Out of state collections

INCREASE IN REVENUES-HOW?

CONSISTENT ENFORCEMENT

SINGULARLY FOCUSED ENFORCEMENT

ENFORCEMENT HOURS IN SYNC WITH COMMERCIAL ACTIVITY

EXTENDED ENFORCEMENT HOURS

SATURDAY ENFORCEMENT

FINE RATES THAT PROMOTE PAYING FOR PARKING

COUPLING PARKING MANAGEMENT PLAN WITH RETAIL MARKETING PLAN

DIGITAL PAYSTATION METERS

BOOTING

CITATION, ADJUDICATION AND COLLECTION

CUSTOMER ORIENTED PROCESSES

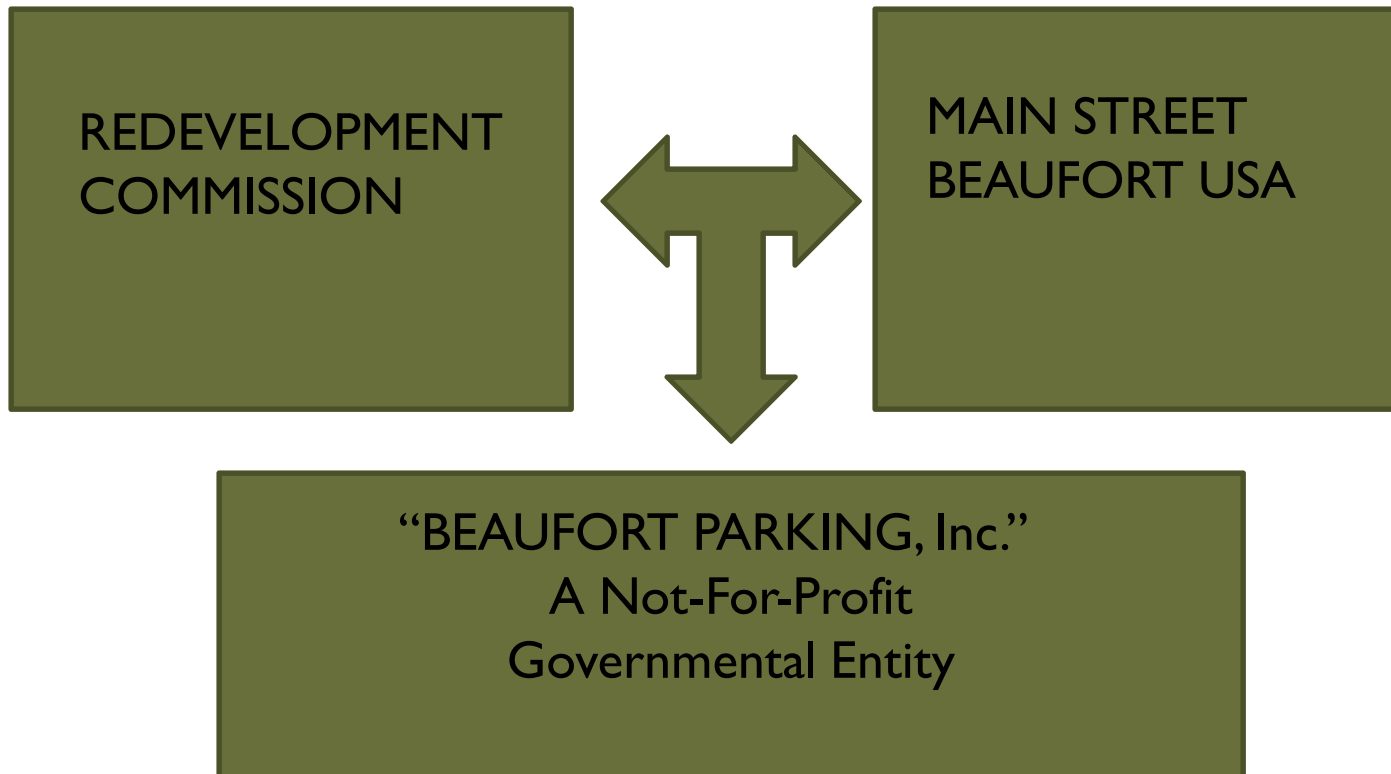
WAGES, TAXES & BENEFITS

	CITY'S FY 2009 OUTSOURCED PERCENTAGE		
	ACTUALS	PROJECTIONS	CHANGE
WAGES, TAXES & BENEFITS (City%FTE's)			
MAINTENANCE @10%FTE	\$ 7,250	\$ 13,132	81.13%
ENFORCEMENT @75%FTE	\$ 39,215	\$ 28,523	-27.27%
CLERICAL-CITY HALL @35%FTE	\$ 19,110	\$ 15,082	-21.08%
CLERICAL-POLICE @25%FTE	\$ 14,010		
MANAGEMENT		\$ 60,424	
TOTAL WAGES, TAXES & BENEFITS	\$ 79,585	\$ 117,160	47.21%

OTHER EXPENSES

	CITY'S FY 2009 ACTUALS	OUTSOURCED PROJECTIONS
OTHER EXPENSES		
UTILITIES	\$ -	\$1,920
TELEPHONE	\$ -	\$2,160
CELLULAR PHONE/RADIO	\$ 250	\$720
INTERNET SERVICE	\$ -	
INCENTIVE MGT FEE	\$ -	\$35,062
ACCOUNTING FEE	\$ 3,300	\$5,580
CONSULTING FEE	\$ -	\$4,200
BANKING FEES	\$ -	\$550
CREDIT CARD FEES		\$2,700
RECRUITING FEES	\$ -	\$840
PAYROLL PROCESSING	\$ -	\$598
GAS EXPENSES	\$ 450	\$480
TRAVEL REIMBURSEMENT	\$ -	\$600
MILEAGE REIMBURSEMENT		\$3,600
TRANSITION EXPENSES	\$ -	\$2,500
POSTAGE	\$ 3,600	\$1,200
MISCELLANEOUS	\$ -	\$1,800
TOTAL OTHER EXPENSES	\$ 7,600	\$64,510

THE STRUCTURE



PRO'S AND CON'S

MAINSTREET &
DOWNTOWN
BUSINESSES



REDEVELOPMENT
COMMISSION



CITY

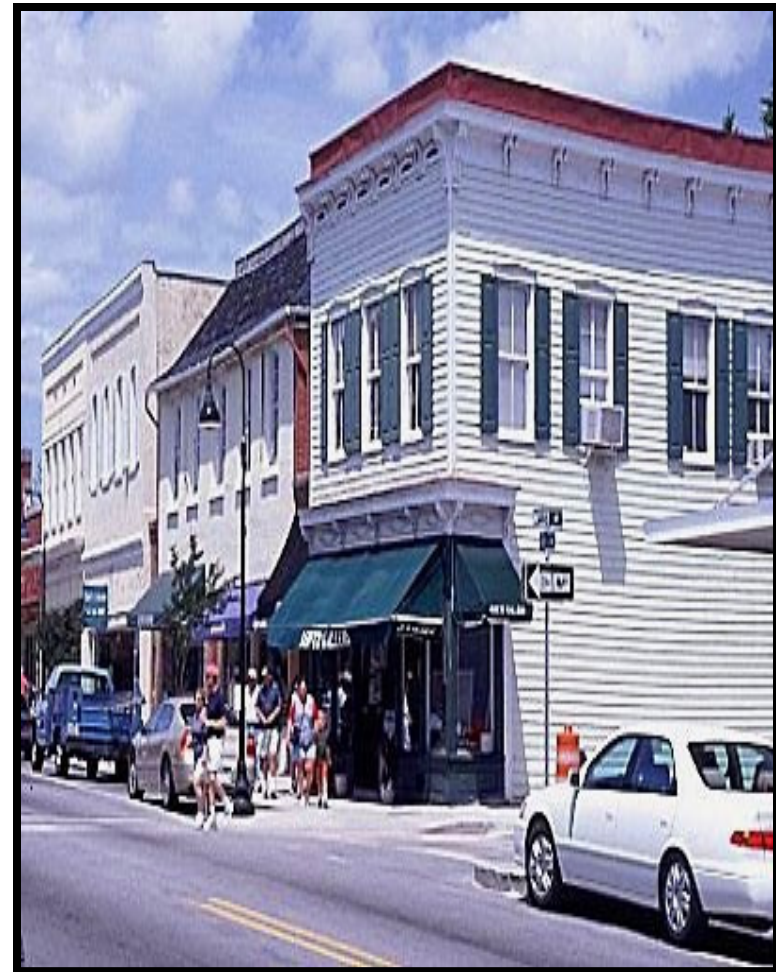


MAIN STREET & DOWNTOWN BUSINESS COMMUNITY

□ PRO'S

- PARKING MANAGEMENT PLAN WITH MARKETING OBJECTIVES
- AMBASSADORS
- COMMUNITY POLICING DURING BUSINESS HOURS
- SAFETY POLICING DURING AT RISK HOURS
- STABILIZED FUNDING
- EMPLOYEE PARKING
- VEHICLE TURNOVER
- INPUT AS STAKEHOLDERS
- LESS CLUTTER IN THE COMMERCIAL DISTRICT

□ CON'S





REDEVELOPMENT COMMISSION

□ PRO'S

- CREATION OF A “PLEDGEABLE” REVENUE STREAM
- MARKETING EXPERTISE
- FUNDING FOR REDEVELOPMENT OBJECTIVES
- CITY BACKSTOPS LOSS

□ CON'S

- ASSUMING MANAGERIAL RESPONSIBILITY
- CREATING A CONTRACTUAL LIABILITY TO MAIN STREET

CITY

□ PRO'S

- ELIMINATE COST TO UPGRADE HANDHELDS AND SOFTWARE
- REFOCUS PERSONNEL RESOURCES TO CRITICAL NEEDS WHICH THE CITY IS SUITED TO MEET
- ELIMINATE SOME COSTS
- REALLOCATE POLICE COVERAGE TO COINCIDE WITH RISK
- ALIGN GOALS OF RDC, MAIN STREET & CITY
- ELIMINATE PRESSURE ON GENERAL FUND TO FUND CONTRIBUTIONS TO RDC AND MAIN STREET
- INCREASE POLICE INTERACTION WITH CARRIAGE TOUR OPERATORS
- INCREASED COMMUNITY POLICING IN DOWNTOWN DISTRICT
- RETAIN CONNECTION TO DOWNTOWN AFTER CITY HALL RELOCATES TO BOUNDARY ST.

□ CON'S

- ELIMINATE REVENUE SOURCE
- USE OF TIF I FUNDS TO INVEST IN METERS & EQUIPMENT
- ELIMINATE SOURCE OF COLLATERALIZE BORROWINGS
- BACKSTOP RDC FOR LOSS



ELIMINATED COSTS

	CURRENT COSTS	ELIMINATED COSTS
WAGES, TAXES & BENEFITS	\$ 79,585	\$ -
OPERATING EXPENSES	\$ 31,095	\$ 31,095
REPAIRS AND MAINTENANCE	\$ 6,625	\$ 6,625
INSURANCE	\$ 925	\$ 250
OTHER EXPENSES	\$ 7,600	\$ 3,600
TOTAL COSTS	\$125,830	\$ 41,570

REINVESTMENT OF ELIMINATED COSTS

OUTSOURCED:

POLICE FUNCTIONS
 PARKING ENFORCEMENT
 CARRIAGE TOURS
 RETAIL OPERATIONS
 BANKING, FINANCIAL
 RESTURANTS
 TRAVENS

SATURDAY

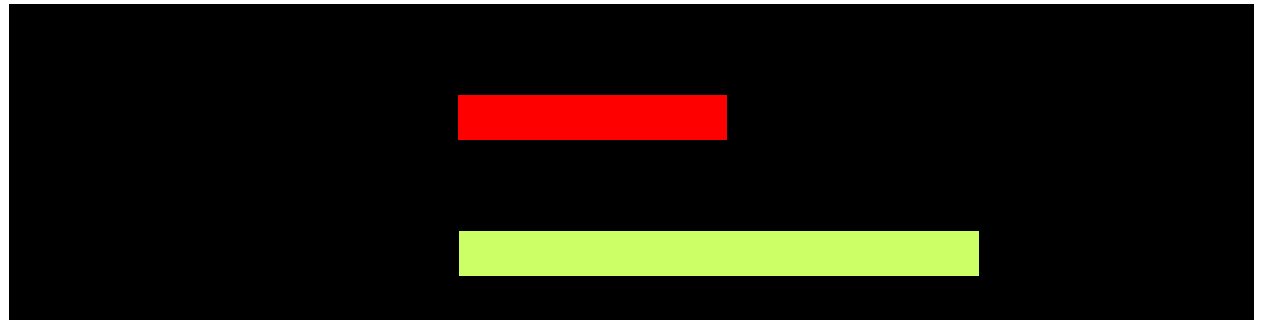
7AM-8AM 8AM-9AM 9AM-10AM 10AM-3PM 3PM-4PM 4PM-5PM 5PM-6PM 6PM-10PM 10PM-2AM



SUNDAY

7AM-8AM 8AM-9AM 9AM-10AM 10AM-3PM 3PM-4PM 4PM-5PM 5PM-6PM 6PM-10PM 10PM-2AM

POLICE FUNCTIONS
 PARKING ENFORCEMENT
 CARRIAGE TOURS
 RETAIL OPERATIONS
 BANKING, FINANCIAL
 RESTURANTS
 TRAVENS



DOWNSIDE RISK

DOWN SIDE RISK	
CITY' S REVENUES	\$ 253,240
OUTSOURCED EXPENSES	\$ 239,147
(LESS INCENTIVE FEE)	-\$35,062
TOTAL COSTS	\$ 204,085
PROJECTED SURPLUS	<u>\$ 49,155</u>

SUMMARY

WEIGHING THE ADVANTAGES OF
OUTSOURCING PARKING UNDER THE
REDEVELOPMENT COMMISSION IN
CONJUNCTION WITH MAIN STREET
BEAUFORT USA AGAINST THE
DISADVANTAGES AND RISKS TO THE
CITY IT IS MANAGEMENT'S
RECOMENDATION TO DO SO.

