

— 2020–2021 —

PARK FLAG

ANNUAL REPORT



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CUSTOMER FEEDBACK



My husband and I are traveling across the southwest. I was pleasantly surprised that parking is just \$1 an hour, and that kiosks are conveniently located in so many places around downtown. Plus, I talked to a really nice Parking Aide and she ended up recommending a place for us to go for lunch!

-Emily E., Flagstaff Visitor

ParkFLG is essential to our downtowns continued success. We know our customers are the most important ingredient in our thriving local businesses and we're delighted managed parking has made the closest parking spaces available and easy to park in for both our local and visiting patrons

-Lisa L., Business Owner

I come downtown more often since managed parking has been implemented. Now, it's easier to find an available parking spot.

-Kyle M., Flagstaff Resident

I am very impressed with ParkFlag Aides - they are so helpful and knowledgeable about how customers can park as well as the general downtown area.

-Nick W., Business Owner

My employees love the new employee parking lots, and since those are off-street, my customers have more access to open parking, and they can park closer to my business.

-Jason M., Business Manager

WHY PARKING MATTERS

This Annual Report is designed to update the community on the operations and financial reporting for ParkFlag. Although the COVID-19 pandemic impacted parking operations from March 2020 until March 2021, the ParkFlag team remained an integral part of the community response.

This report informs the public of the following:

- Benefits of managed parking
- Overview of parking operations
- Program enhancements
- Detailed financial reporting
- Goals for the year ahead



WHY MANAGED PARKING?

Adequate parking infrastructure and management is a fundamental need for a vibrant downtown. It supports the vibrancy and success of small businesses and future investment while providing a better experience for visitors and residents alike. Downtown is a premier destination and economic hub, yet the parking supply has not grown with demand, resulting in negative impacts to all stakeholders and visitors. ParkFlag provides a pathway to investment in additional parking supply and management of the existing limited supply for the benefit of all users. .

BENEFITS TO PARKFLAG

By managing parking, we achieve the following community goals:

- Better manage our existing – and limited – parking supply
- Provide a dedicated funding source to acquire or build additional parking infrastructure
- Support Downtown Flagstaff as a viable economic center
- Apply a comprehensive approach – addressing parking for residents, employees, business owners, visitors and customers
- Offer a more convenient and positive experience for visitors, residents & employees
- Provide multi-modal options, including additional bike racks and FREE Mountain Line pass for all downtown employees
- Parking Aides serve as Ambassadors – by providing education on parking options and positive parking behavior

PARKFLAG FACT #1

Due to the ongoing impacts of COVID-19, paid parking was suspended for a year - from March 2020 until March 2021 to help support downtown businesses with free curbside parking and to reduce touchpoints for customers.

SPECIAL REVENUE FUND ESTABLISHED

ParkFlag is a City-run program within the Economic Vitality Division and in partnership with the Flagstaff Police Department. City Council passed an ordinance formally establishing separate accounting for the parking system. This means all revenues and expenses associated with the parking program stay separate from the City's general fund. Funds in this account must be applied to operation and maintenance of the parking program and may not be used for any other city initiatives, projects, areas of service, etc.

The ordinance also requires that a minimum of 20% of gross revenues be set aside in a separate fund dedicated to the acquisition of additional parking supply. This fund, referred to as the "lockbox" has been growing since the launch of ParkFlag in 2017.

PARKFLAG FACT #2

Although paid parking was suspended for almost a year, funds in the lockbox remained untouched totaling **\$814,119** as of 6/30/21.

PROGRAM OVERVIEW

Mission Statement

ParkFlag is committed to providing exceptional customer service to residents and visitors alike. ParkFlag Aides are honest and professional individuals dedicated to helping the public with their parking needs.

**THE GOAL IS PARTICIPATION.
NOT CITATION.**

WARNING – CITATIONS STATISTICS

July 1, 2020 – June 30, 2021

- Total Warnings Issued: 2,859
- Total Citations Issued: 594

September 30, 2017 (inception) – June 30, 2021

- Total Warnings Issued: 33,940
- Total Citations Issued: 9,308

PARKFLAG FACT #3

Due to the ongoing impacts of COVID-19, ParkFlag team members shifted their efforts to customer and ambassador-related projects throughout downtown, including painting red curbs, sanitizing touchpoints, and providing general assistance.

PARKING AIDE'S ROLE

- Act as City Ambassador
- Provide a positive customer experience
- Fairly regulate parking rules
- Inform and educate users on appropriate parking practices

EXAMPLES OF TRAFFIC CODE ENFORCED

- Illegal use of handicapped accessible parking
- Parking on crosswalk / sidewalk
- Blocking driveway
- Parking more than 18" from the curb
- Limited time parking
- Parking within lines and markings
- Parking within 15 feet of fire hydrant



PROGRAM OVERVIEW



Every kiosk accepts Visa, Mastercard and debit cards. Customers may also pay cash at several locations as indicated on the map below:

For added convenience, customers may download the Flowbird App, which provides:

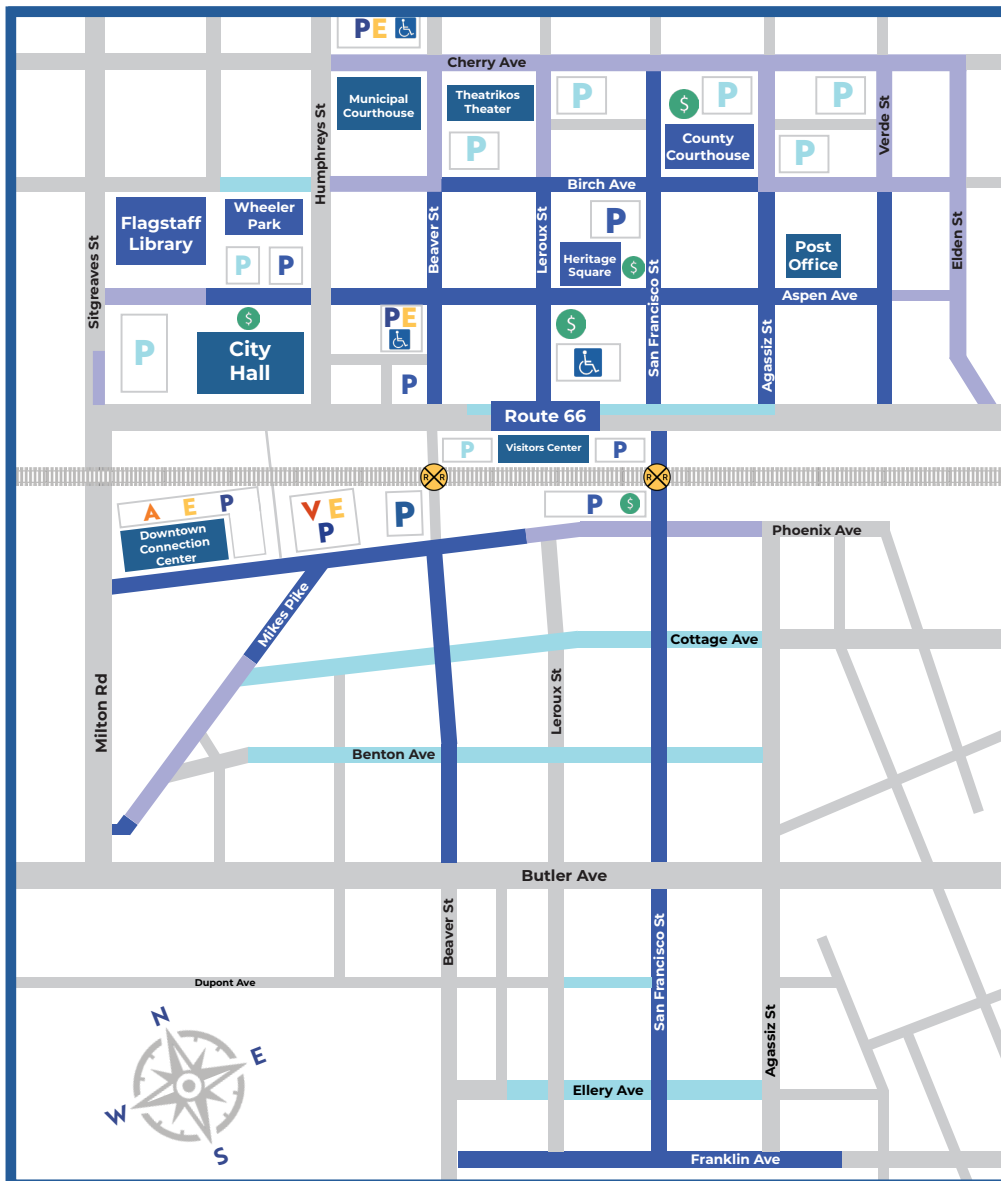
- Touchless payment
- Notice when parking time is running low
- Easy extension of parking time

PAY TO PARK – 4 WAYS

ONLY \$1 AN HOUR TO PARK



**VALIDATION
CODES**



DOWNTOWN FLAGSTAFF PARKING MAP

ON-STREET PARKING

- Pay to park** *check signs - some lots are privately owned and operated
- Free 2-hour parking**
- Employee parking and pay to park**



SURFACE PARKING LOTS

- P** Free public parking after 5pm and weekends at city & county lots
- P** Pay to park parking lot
- E** Employee permits allowed
- V** Oversized vehicle parking
- A** Amtrak parking
- \$** Cash kiosk
- ♿** Accessible Parking

HOW TO PAY FOR PARKING

Touchless options are available! Use the Flowbird App or pay online at ParkFlag.NuPark.com



Scan this QR code and it will take you to the page where you can download the Flowbird App!



ParkFlag website: parkflag.org
City of Flagstaff website: flagstaff.az.gov

PARKING OPERATIONS



HOURS & COST

- **Cost remains \$1 / Hour**
- **Hours of Operation**

ParkFlag manages parking during hours of highest demand. Paid parking begins at 9am daily, encouraging patrons to grab a quick bite or coffee in the morning. Parking is free after 5pm during the week, providing free parking for happy hour, dinner and shopping!

CUSTOMER CONVENIENCE

- **Free 20-Minute Curbside Pickup Zones**
Added to support quick stops at businesses
- Daily cleaning with Microban Disinfectant

EMPLOYEE PERMITS

Those working downtown have several options to get to work on time:

- Apply for a monthly permit at \$10/month
- Receive a free VIP bus pass to ride Mountain Line
- Commute by bike, foot or other device
- Park for free outside of the managed area

PARKFLAG FACT #4

Visit us at parkflag.org for all of your parking needs! You can find more information and downloadable applications for Employee and Residential Permits, and the VIP bus pass



RESIDENTIAL PERMITS

Residents in surrounding neighborhoods may “opt in” to installation and enforcement of permitted areas. Options include combinations of open parking, time-limited, and permit required parking.

There are currently 13 residential permitted areas which include sections of DuPont, WC Riles, Birch, Leroux, Ashurst, Elm, Hillside, Dale, Verde, S. Humphreys and Brannen Ave.

ParkFlag staff continues to participate with neighborhood groups and attend community meetings, including the Southside Neighborhood Association, Southside on the Street and the Good Neighbor Coalition to listen to residents, provide information, and assist with residential permits and other parking concerns



ADDED PARKING SUPPLY

For the first time in more than 20 years, the City of Flagstaff added 150 new parking spaces to supply in Downtown.

These spaces are in two separate lots located on the north side of downtown.

- Cherry Ave / Beaver St = 87 spaces + 5 ADA spaces
- Aspen Ave / Beaver St = 55 spaces + 3 ADA spaces

Both lots accommodate Municipal Courthouse employees and visitors, paid public parking and employee permit parking.

PARKFLAG FACT #5

As these surface parking lots redevelop, public parking will be incorporated into the future project.



SUMMARY OF RESOURCES & EXPENDITURES/USES

Resources	FY20-21
Pay to Park Revenue	\$342,529
Parking Permit Revenue	\$15,697
Interest Income	\$10,836
Proceeds from Financing	–

TOTAL RESOURCES **\$369,062**

Expenditures/Uses

Salaries & Wages	\$157,175
Employee Benefits	\$90,484*
Advertising	\$967
Utilities	\$9,315
Maintenance	–
Rent	\$20,278
Credit Card Fees/Other Fees	\$18,729
Other Misc. Services	\$106,985**
Operating Supplies	\$9,986
Computer Equipment & Software	\$105,323
Capital Outlay	–
Debt Service Payments	\$115,025
Repayment to General Fund	\$96,349

TOTAL EXPENDITURES/USES **\$730,616**

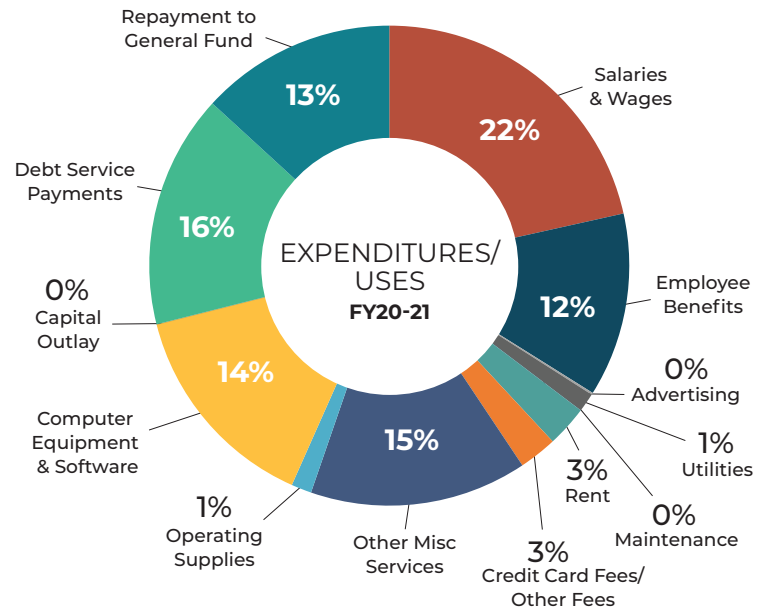
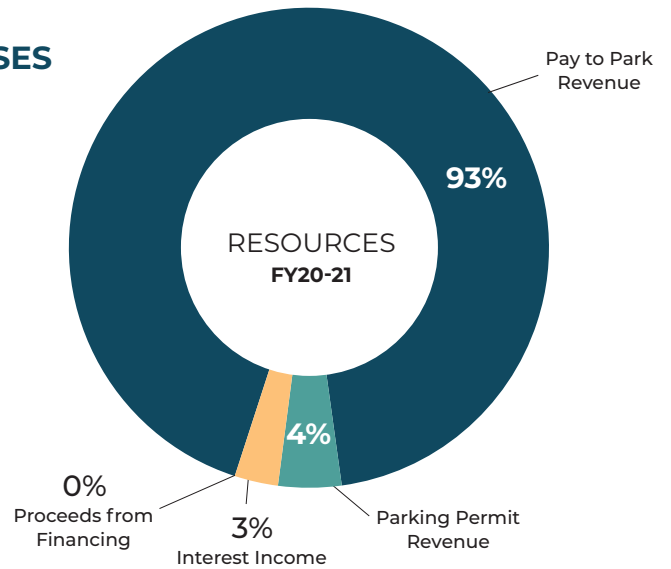
Excess (deficiency) of **\$361,554**

Resources over Expenditures

20% Reserve (Lockbox)† **\$73,812**

*Increases in health insurance

**Replaced and installed more than 150 signs to reflect new hours; new hoods; new curbside parking signs; implementation of residential zones



GLOSSARY OF TERMS

SPECIAL REVENUE FUND

ParkFlag is a Special Revenue Fund and the revenue earned from paid parking can only be used for parking related purposes and is kept separate from the General Fund.

DEBT SERVICE

Payment of principal, interest and related service charges on obligations resulting from the issuance of bonds. Often paying debt incurred at the beginning of a project.

GENERAL FUND

A fund used to account for all general-purpose transactions of the city that do not require a special type of fund.

PROCEEDS FROM FINANCING

Funding received as a loan that will need to be repaid

LOCKBOX

The 20% of ParkFlag revenue reserved by the ordinance for use only in creating additional parking inventory.

BUSINESS REPORTING

Operating Revenues	FY20-21
Pay to Park Revenue	\$342,529
Parking Permit Revenue	\$15,697
Interest Income	\$10,836

TOTAL OPERATING REVENUES **\$369,062**

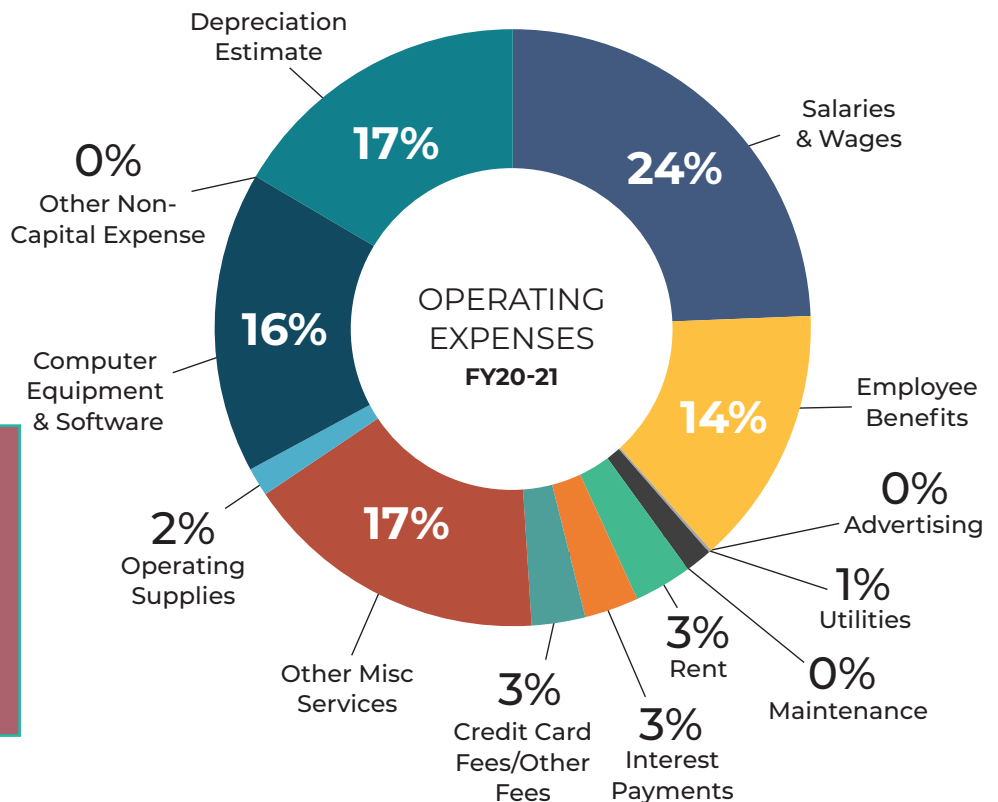
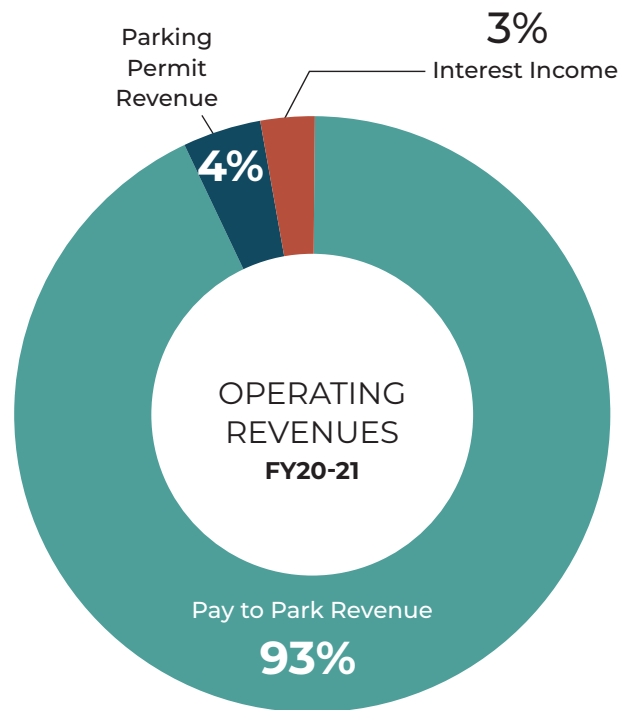
Operating Expenses

Salaries & Wages	\$157,175
Employee Benefits	\$90,484*
Advertising	\$967
Utilities	\$9,315
Maintenance	–
Rent	\$20,278
Interest Payments	\$18,941
Credit Card Fees/Other Fees	\$18,729
Other Miscellaneous Services	\$106,985**
Operating Supplies	\$9,986
Computer Equipment & Software	\$105,323
Other Non-Capital Expense	–
Depreciation Estimate	\$106,648

TOTAL OPERATING EXPENSES **\$644,831**
Operating Income (Loss) **\$275,769**
20% Reserve (Lockbox)† **\$73,812**

*Increases in health insurance

**Replaced and installed more than 150 signs to reflect new hours; new hoods; new curbside parking signs; implementation of residential zones



Lockbox total as of
 June 30 2021 is
\$814,119
 for future
 parking supply

THANK YOU

FOR PARKING RESPONSIBLY



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WWW.PARKFLAG.ORG