

— 2018–2019 —

PARK FLAG ANNUAL REPORT





TABLE OF CONTENTS



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TABLE OF CONTENTS

- 3 Why Parking Matters
- 4 Program Overview
- 5 Parking Operations
- 6 Permits
- 7 Financials
- 9 Highlights
- 10 Service Enhancements and Future Planning
- 11 Partners

WHY PARKING MATTERS



This Annual Report is designed to inform the community of the goals of managed parking, provide detailed financial reporting and discuss parking enhancements for the year ahead. Before we begin, it is important to remember WHY there is a need for managed parking...

WHY Managed Parking?

Adequate parking supply is a fundamental need for a vibrant downtown. Access to available and convenient parking is important for businesses, customers, visitors, employees, residents and those looking to invest in downtown. For downtown to thrive, while serving all of these different audiences, there must be the right types of parking, in the right amounts, located in the right places.

When looking at downtown areas throughout Arizona and across the country, public parking facilities exist in nearly every-sized community. Downtown Flagstaff is unique given there has not been an investment into providing adequate public parking or managing the existing limited supply – until the creation of ParkFlag.

By managing parking, we achieve the following community goals:

- Support the downtown core as a viable economic center

- Better manage our existing – and limited – parking supply at times when it is most needed
- Set aside funds dedicated to additional parking supply
- Identify dedicated parking areas for employees, and residents in adjacent neighborhoods
- Provide a more convenient and positive experience for patrons, employees and residents
- Change behavior by promoting alternative modes of transportation, offering free NAIPTA Eco-Passes for downtown employees, installing additional bike racks and embracing a customer-service based philosophy

STAFFING

PARKFLAG PARKING AIDE'S ROLE

- Act as a City Ambassador
- Provide a positive customer experience
- Fairly regulate parking rules
- Offer visitor information such as directions to local restaurants, lodging, nightlife, attractions, camping, events and businesses
- Issue parking warnings or citations to help enforce effective parking behavior

"The goal of creating ParkFlag was, and is, to manage a limited supply and set aside funds to create additional parking supply as part of a collaborative effort." – MAYOR CORAL EVANS



ParkFlag staff pictured in downtown Flagstaff

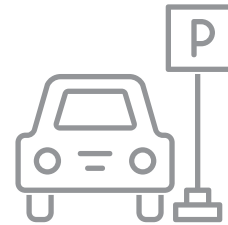


PROGRAM OVERVIEW

SPECIAL REVENUE FUND ESTABLISHED

ParkFlag is a City program within the Economic Vitality Division and in partnership with the Flagstaff Police Department. All revenues and expenditures, however, are managed in a separate Special Revenue Fund. The City Council passed an ordinance that formally establishes separate accounting for the parking system. That means that all revenues/expenses associated with the parking program stay separate from the City's general fund, and may not be used for other non-ParkFlag uses. Funds in this account must be associated with the operation and maintenance of the ParkFlag system and may not be used for other city initiatives, projects, areas of service, etc.

Furthermore, in addition to the separate accounting, there is an additional requirement: the ordinance also includes language stating that a minimum of 20% of gross revenues must be set aside in a separate fund dedicated to the acquisition of additional parking supply. This is a key provision, and for the very first time, it requires funds be set aside for future parking facilities.



MISSION STATEMENT

Providing exceptional customer service to our customers by facilitating their parking experience. Honest and professional individuals dedicated to help the public find places and services in Flagstaff.



DID YOU KNOW?

Parking citation fines go to the state and courts, not ParkFlag



TRAFFIC ENFORCEMENTS

EXAMPLES OF TRAFFIC CODE ENFORCED

Title 9 Traffic Code (9-01-001-0003)

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

WARNING-CITATIONS STATISTICS

October 1, 2018 – September 30, 2019

- Total Warnings Issued: 12,995
- Total Citations Issued: 4,308

September 30, 2017 (Inception) – December 31, 2019

- Total Warnings Issued: 28,937
- Total Citations Issued: 8,163

The goal is:

**PARTICIPATION
NOT
CITATION**

Again, I appreciate the warning rather than the ticket and will know better on my next visit. Because I will be back !!

*Thanks Again!
Kunda M Z*

PARKING OPERATIONS



WAYS TO PAY

PAY TO PARK – 4 WAYS



**VALIDATION
CODES**

ONLY \$1 AN HOUR TO PARK

TYPES OF TRANSACTIONS

Kiosks: 600,018

Flowbird App: 82,915

Cash: 1,541

Each kiosk takes a credit card for the parking transaction (Visa/Mastercard). We have two cash kiosks that are located on the north side at Leroux St. and Aspen Ave. and on the south side on San Francisco St. by Lumberyard Brewing.

We also offer the Flowbird App for patrons that don't choose to utilize a kiosk. The convenience fee was reduced from \$.35 to \$.23 cents per mobile phone transaction. The App is handy and prompts the patron when they are running out of time on their parking. It also allows the patron to pay for extended parking time.



PARKING VALIDATION CODE PROGRAM

Customers are able to purchase discounted parking validation codes and redeem for parking at a later date and time. Validation codes are available for purchase at Flagstaff City Hall: 211 W. Aspen Ave Flagstaff, AZ 86001. (Methods of payment: cash, check, and credit card).

PRICING:

1 hr = \$.95

SOLD IN QUANTITIES OF:

100 codes* = \$95.00

500 codes* = \$475.00

*Each code is valid for one hour of parking, and can be used at the kiosk and through the Flowbird mobile app. Codes can be customized to reflect more than one hour of parking. Validation codes must expire prior to purchasing additional parking hours.



DID YOU KNOW?

Downtown employees and business owners qualify for a free ecoPass to ride public transportation. Currently there are 51 participants in the program

PARKING HOURS OF OPERATION

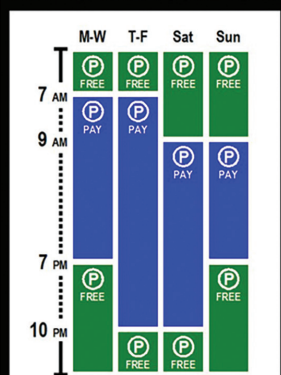
Mon to Wed
7 am to 7 pm

Thur & Fri
7 am to 10 pm

Saturday
9 am to 10 pm

Sunday
9 am to 7 pm

PAY-TO-PARK SCHEDULE



PUBLIC OUTREACH

The ParkFlag Manager joined the Planning Team and attended public meetings as part of the Southside Neighborhood Planning effort. Staff provided information related to parking enforcement and residential parking program. ParkFlag received comments on vehicles blocking driveways and implemented a pilot program to address the issue. ParkFlag purchased planters and installed on both sides of the driveway to prevent vehicles from blocking the driveway.

EMPLOYEE PERMITS

Those working downtown have several options to get to work on time! Employees can now apply for an Employee Permit, receive a free ecoPASS to ride public transportation, and commute by bike with newly installed bike racks. Employees can still park for free outside of the ParkFlag managed parking area.

RESIDENTIAL PARKING PERMIT PROGRAM

The ParkFlag service area can be described as areas with high parking demand, including the downtown core, Southside, and surrounding areas impacted by managed parking. The plan includes provisions for neighborhoods surrounding the pay-to-park areas to request the installation of residential permit parking with an "opt-in" method.

ParkFlag is responsible for implementation and enforcement of installed permitted areas.

The components of the program are as follows:

1. Areas served are on a block-by-block basis.
2. Requested by property owners, by petition, with a minimum of 51% support of owners on same side of the block (based on number of water meters)
3. A property owner request specifies one of the following options:

OPTION 1 – Time limited (2 hour) parking in entire area served and permits exempt permit holder from time limit.

OPTION 2 – Open parking ½ of each side of street, and resident only (permit required) on remainder of the street.

OPTION 3 – Time limited (2 hour) parking ½ of each side of street,



On Street Parking

- Loading
- Metered
- Metered - EN Permit Exempt
- Metered - ES Permit Exempt
- Metered - Motorcycle
- No Parking
- Residential
- Time Limited - 2 hour
- Time Limited - Short term

Parking Lots

- ADA Accessible - 2 Hour Time Limited
- ADA Accessible - Metered
- ADA Exempt from Permit
- Amtrak 15 Day Permit Parking
- C Permit Required
- Facility Permit Parking Lot - F1 Permit Required

Parking Zones

- Zone Boundary



Employee Permit Parking (Also D Permitted)



Residential Permit Parking (Also GX Permitted)

- Facility Permit Parking Lot - F2 Permit Required
- Facility Permit Parking Lot - F3 Permit Required
- Facility Permit Parking Lot - F5 Permit Required
- Metered
- Metered - ES Permit Exempt
- Time Limited - 2 hour
- Time Limited - 30 min

and resident only (permit required) on remainder of the street.

Permits: One free Property Owner Permit per water meter (linked to vehicle). Additional permits are available for purchase. Disabled Parking Provisions: program to provide exempt parking where needed.

ParkFlag continues to participate in community meetings to present and clarify the Residential Permit Parking Program to include the following organizations:

- Good Neighborhood Coalition
- La Plaza Vieja Neighborhood Association

- Southside Neighborhood Association
- Community Welcome Event
- Southside on the Street Meetings

INSTALLED RESIDENTIAL PERMIT PARKING:

ParkFlag staff has received favorable feedback from residents participating in the Residential Permit Parking Program.

To date, there are 13 installed residential permitted areas which include: sections of DuPont, Agassiz, Birch, Leroux, Ashurst, Elm, Hillside, Dale, Verde, S. Humphreys, and Brannen Ave.

SUMMARY OF RESOURCES & EXPENDITURES/USES

Resources	FY18-19
Pay to Park Revenue	\$1,389,997
Parking Permit Revenue	\$111,665
Interest Income	\$17,063
TOTAL RESOURCES	\$1,518,725*

Expenditures/Uses

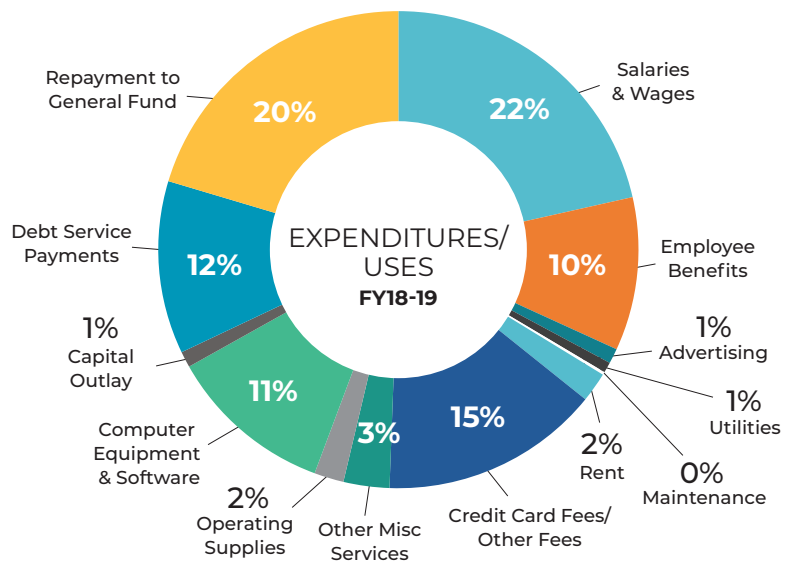
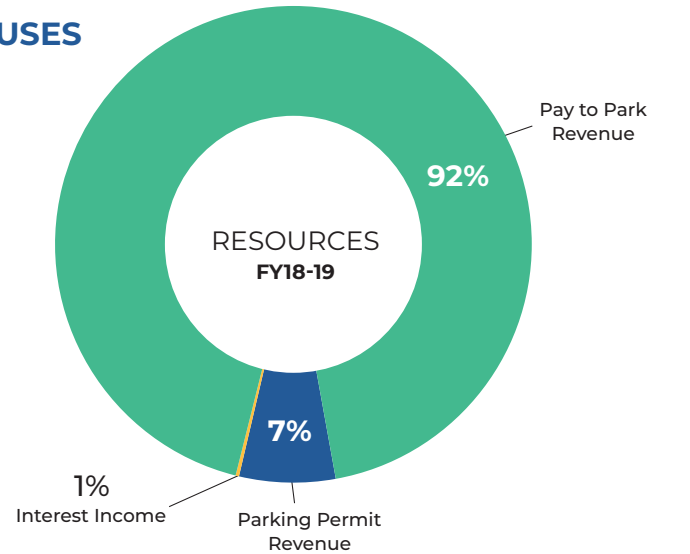
Salaries & Wages	\$210,813
Employee Benefits	\$102,071
Advertising	\$9,972
Utilities	\$6,992
Maintenance	\$1,923
Rent	\$19,806
Credit Card Fees	\$145,311
Other Misc. Services	\$30,360
Operating Supplies	\$19,563
Computer Equipment & Software	\$109,779
Capital Outlay	\$10,608
Debt Service Payments	\$115,025
Repayment to General Fund	\$192,699

TOTAL EXPENDITURES/USES \$974,922*

Resources in Excess of Expenditures/Uses \$543,803

20% Reserve (Lockbox)† \$303,745

*Audited †20% of pay to park revenue, parking permit revenue and interest income



GLOSSARY OF TERMS

SPECIAL REVENUE FUND

Fund used to account for revenues from specific taxes or other earmarked revenue sources that by law are designated to finance functions or activities of government. These funds can only be used for the purposes in the law. ParkFlag is a Special Revenue Fund and the money 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

FY18-19

Pay to Park Revenue	\$1,389,997
Parking Permit Revenue	\$111,665
Interest Income	\$17,063

TOTAL OPERATING REVENUES \$1,518,725*

Operating Expenses

Salaries & Wages	\$210,813
Employee Benefits	\$102,071
Advertising	\$9,972
Utilities	\$6,992
Maintenance	\$1,923
Rent	\$19,806
Interest Payments	\$24,317
Credit Card Fees/Other Fees	\$145,311
Other Miscellaneous Services	\$30,360
Operating Supplies	\$19,563
Computer Equipment & Software	\$109,779
Other Non-Capital Expense	\$3,350
Depreciation Estimate	\$104,286

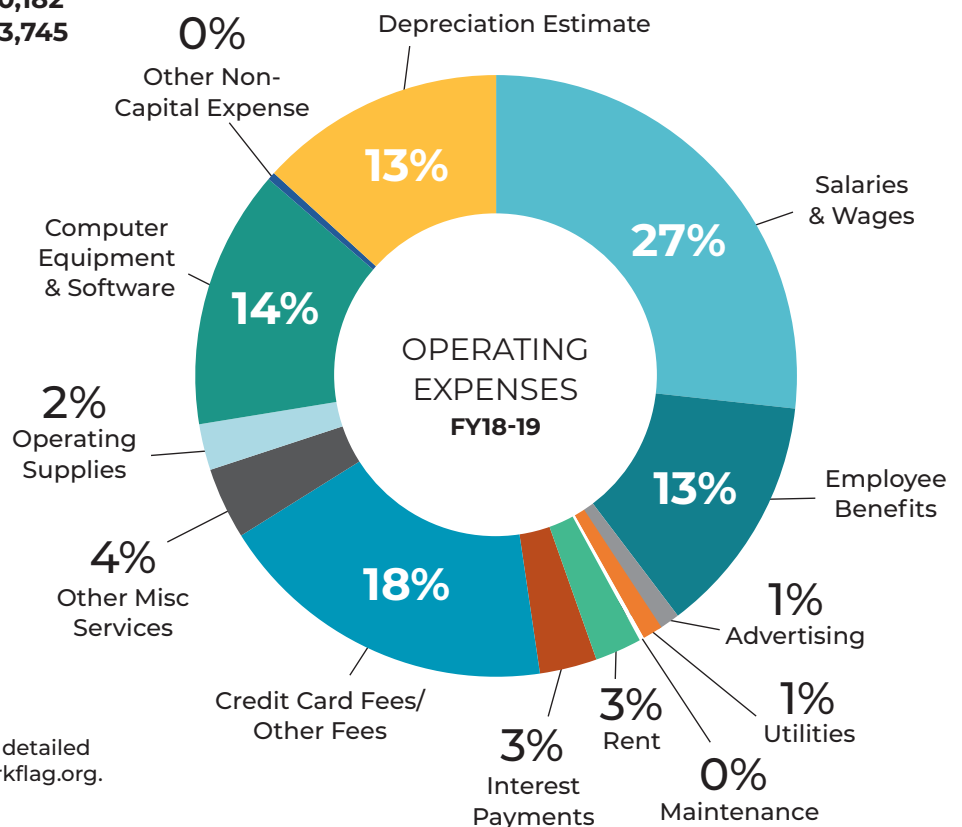
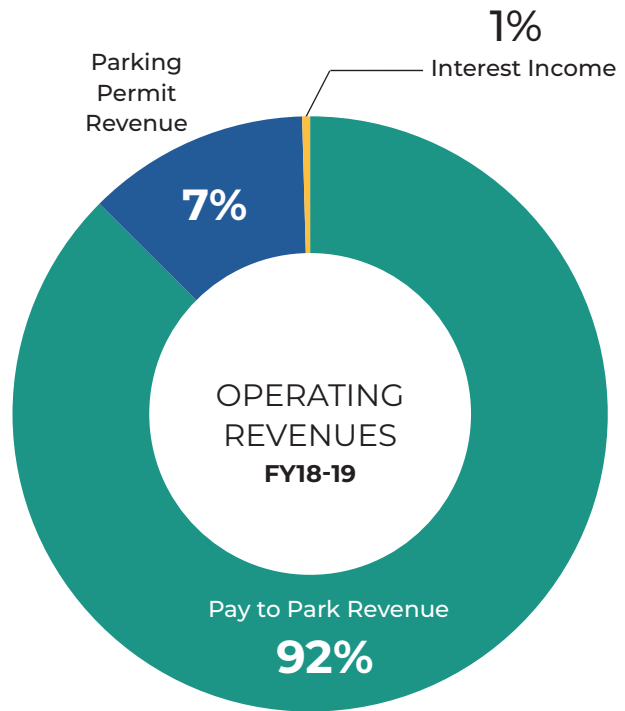
TOTAL OPERATING EXPENSES \$788,543*

Operating Income \$730,182

20% Reserve (Lockbox)† \$303,745

*Audited

†20% of pay to park revenue, parking permit revenue and interest income



**Lockbox total
as of 6.30.19 is
\$509,269
for future
parking supply.**

Note: If reported as an Enterprise Fund. For more detailed information please call (928) 213-2906 or go to parkflag.org.

HIGHLIGHTS



The ParkFlag program purchased the City's first fully electric vehicle which will significantly reduce ongoing expenses while supporting climate goals



DID YOU KNOW?

ParkFlag relocated to 6 E. Aspen Avenue, Suite 200 (Hopi Building at Heritage Square), sharing space with MetroPlan and the Downtown Business Alliance

AMENDMENTS/CHANGES MADE DURING THE FIRST YEAR

LIGHTED KEYBOARDS

ParkFlag purchased 10 lighted keyboards for added convenience during nighttime use. Initial feedback has been positive. ParkFlag has budgeted to purchase an additional 10 lighted keyboards in the next fiscal year to expand on that improvement.

CASH MACHINES

ParkFlag relocated the cash kiosk previously at City Hall to a higher use area on the Southside. This relocation ensures cash kiosks

are available on both the north and south sides of the railroad tracks. Additionally, cash can be used at the City Hall customer service counter, or in the Visitor Center to provide additional convenience.

COMMITMENT TO AMBASSADORSHIP AND SAFETY

ParkFlag provides exceptional customer service dedicated to helping the public and services in Flagstaff. The role of the Parking Aide is to value the ambassador side of the position and enforcement State and City vehicle regulations to improve the quality of life for our community.

ParkFlag has been in operation just over two years. When ParkFlag was created, it was designed to evolve and adjust to meet the needs of downtown businesses and residents. Feedback from downtown business owners, employees and residents that frequent or live near downtown has been received and is being used to recommend changes. A review of hours, employee permits, adding supply and other customer service enhancements are being considered and are expected to advance to City leadership and City Council in 2020. See below for a list of functions and policies being reviewed:

REDUCE HOURS

- Now that 2 years of data is available, reduce hours to more closely correspond to actual demand

EMPLOYEE PARKING

- Reduce the price of employee permits allowing them to more easily participate in the program
- Add locations for employee parking providing convenience

ADD SUPPLY

- Remove kiosks on underutilized streets and offer free on-street parking
- Use of the former St. Mary's School surface parking lot until development occurs (available summer 2020), and secure parking as part of future development
- Use of the Municipal Courthouse lot after the building is demolished (available fall 2020) and secure parking as part of future development
- Potential to restripe and add angled parking where feasible
- Continue to identify land for a surface lot or parking garage

MARKETING CAMPAIGN

- Develop a robust and far reaching marketing campaign targeted to Flagstaff residents promoting ParkFlag goals, enhancements and downtown as a destination
- Add signage for consumers to see free parking and cash kiosks from afar

CUSTOMER EXPERIENCE

- Improvements to kiosk, Flowbird mobile app, and validation program



DID YOU KNOW?

You can get Park Flag information by going to www.parkflag.org





The northern view of Historic downtown Flagstaff

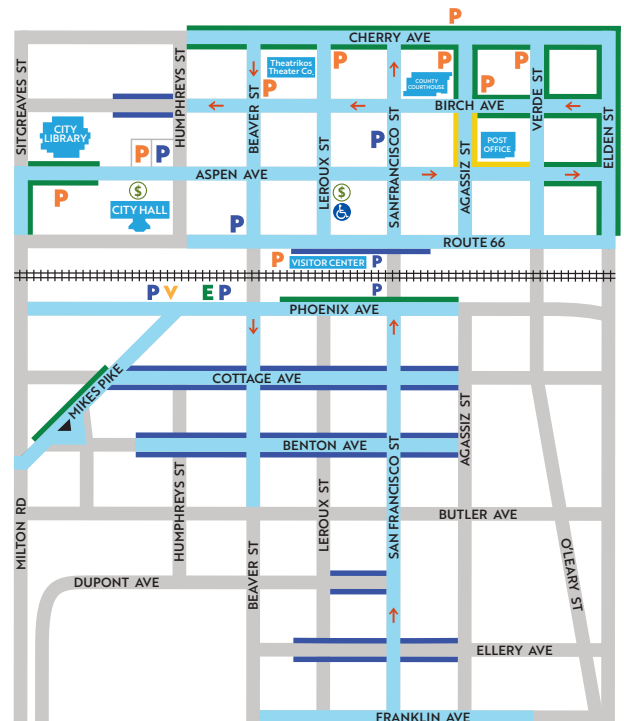


DID YOU KNOW?

Free parking is available downtown, also at City and County lots weekdays after 5pm and weekends

ParkFlag actively partners with local groups, businesses and residents to improve the level of service for the community. A Parking Steering Committee, comprised of numerous different stakeholder groups, actively participated during the creation of ParkFlag and continues to play a vital role in ensuring that ParkFlag policies and operations are applied in a fair and balanced manner.

The combination of a collaborative public process and continued Parking Steering Committee oversight has resulted in a program with support of impacted stakeholder groups and City Council.



- P Pay to Park
- P Free 2-hour parking
- P Free 15-min parking
- S Cash Kiosk
- A Accessible Parking
- E Employee Permits Allowed
- V Oversized Vehicle Parking
- P Public Lots/Garages
- P Free parking after 5pm/weekends at City & County lots (Signed "Zoned": F1, F2, F5)



**THANK YOU
FOR PARKING
RESPONSIBLY**



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WWW.PARKFLAG.ORG