



— 2017–2018 —

# PARK FLAG ANNUAL REPORT



# WELCOME

## ParkFlag Annual Report 2017-2018

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# WHY PARKING MATTERS

Why implement a parking management program now? Parking has been an issue facing the Flagstaff community for over 50 years. Business owners, employees and visitors experienced a lack of parking in downtown and frustration with the required two-hour time limit. Also, there was no funding source for much needed structured parking.

## **BY MANAGING PARKING WE ACHIEVE THE FOLLOWING COMMUNITY GOALS:**

- Set aside funds dedicated to additional parking supply / facilities
- Better manage our existing – and limited – 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, installing additional bike racks and embracing a customer-service based philosophy

This new Annual Report is designed to further educate the community on the benefits and importance of managed parking, provide detailed financial reporting, and celebrate the successes of ParkFlag. ParkFlag has a great story to tell, and this Annual Report provides an in-depth review of metrics, results and plans.

# SUPPORTING MESSAGES



## **CORAL EVANS** FLAGSTAFF MAYOR

ParkFlag spent countless hours engaged in community outreach with the goal of creating a parking program that met the needs of Flagstaff's residents, visitors and downtown businesses. Since ParkFlag's implementation in October 2017, our downtown has seen a significant improvement in the availability of parking. We are excited about the future prospect of developing parking solutions with other public or private partners. I fully support the work of ParkFlag!



## **BARBARA GOODRICH** FLAGSTAFF CITY MANAGER

The implementation of ParkFlag has been a great development for our downtown and has significantly improved the availability of our existing parking inventory. The city has continually incorporated public input to make ongoing improvements to the system and is committed to continuing to do so. This is not a static solution; the city will continue to listen to feedback and adjust the program as necessary. ParkFlag revenues have exceeded forecasts and we remain committed to engaging with the public to identify the best path forward to continue to increase parking supply in our downtown.



## **JOHN PORTILLO** PARKING MANAGER

Welcome to ParkFlag's Annual Report for 2017-2018. I would like to take this opportunity to introduce myself, John Portillo, as the Parking Manager for the City of Flagstaff's parking program, ParkFlag. After one year of operation, City staff and ParkFlag realize that the management of parking, although necessary, can be an unpopular program. Changes, improvements and adjustments are warranted as we strive for effective and responsive administration of this program. The accomplishments achieved in year one would not have been possible without the continued support of City Council, Downtown Business Alliance and the local community. The collaborative work by all has made ParkFlag a successful program and we look forward to continued success.



## **TERRY MADEKSZA** FLAGSTAFF DBA EXECUTIVE DIRECTOR

The Flagstaff Downtown Business Alliance has been an active partner with the City of Flagstaff in developing and implementing ParkFlag. The first year has been filled with significant accomplishments, namely launching a comprehensive program that creates available parking for customers, employees and residents; sets aside protected funds for future supply, and offers a foundation of customer-service and ambassadorship for the City. We look forward to continuing to work with our partners to enhance ParkFlag and demonstrate to residents and visitors that downtown Flagstaff is a vibrant and exciting destination.





# PARTNERSHIPS FOR SUCCESS



ParkFlag was developed after two years of public outreach, including **more than 200 one-on-one and community meetings**. 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.



**DOWNTOWN  
FLAGSTAFF**



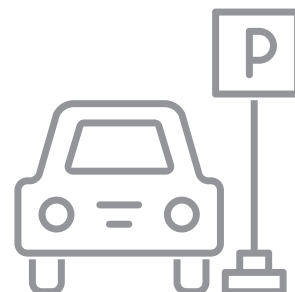
# PROGRAM OVERVIEW

## 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.

## STAFFING

### PARKFLAG PARKING AIDES 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

## 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

(September 30, 2017 – September 30, 2018)

- **Warnings issued:** 13,786
- **Citations issued:** 3,278
- **Total:** 17,064



## WAYS TO PAY

### PAY TO PARK – 3 WAYS



**ONLY \$1 AN HOUR  
TO PARK**

### TYPES OF TRANSACTIONS

**Whoosh! App:** 82,915

**Kiosks:** 600,018

**Cash:** 1,541

Each kiosk takes a credit card for the parking transaction. We have two cash kiosks that are located on the north and south sides of downtown.

We also offer the Whoosh! App for patrons that don't choose to utilize a kiosk. 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 HOURS OF OPERATION

**Monday to Wednesday**

7 am to 7 pm

**Thursday & Friday**

7 am to 10 pm

**Saturday**

9 am to 10 pm

**Sunday**

9 am to 7 pm

## PAY-TO-PARK SCHEDULE

	M-W	T-F	Sat	Sun
7 AM	FREE	FREE	FREE	FREE
9 AM	PAY	PAY	PAY	PAY
7 PM	FREE	FREE	FREE	FREE
10 PM	FREE	FREE	FREE	FREE

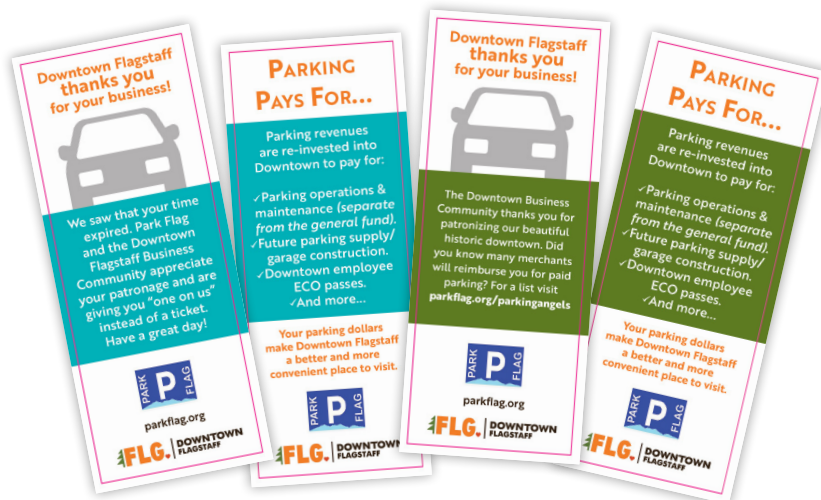


**102 KIOSKS** installed and operating

**52.4%** of all pay-to-park revenue is on the weekend

**OVER 20%** of pay-to-park revenue is on Saturday

## PUBLIC OUTREACH





## 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, 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 ten (10) installed residential permitted areas which include: sections of DuPont, Agassiz, Birch, Leroux, Ashurst, Elm, Hillside, Dale, and Verde streets.

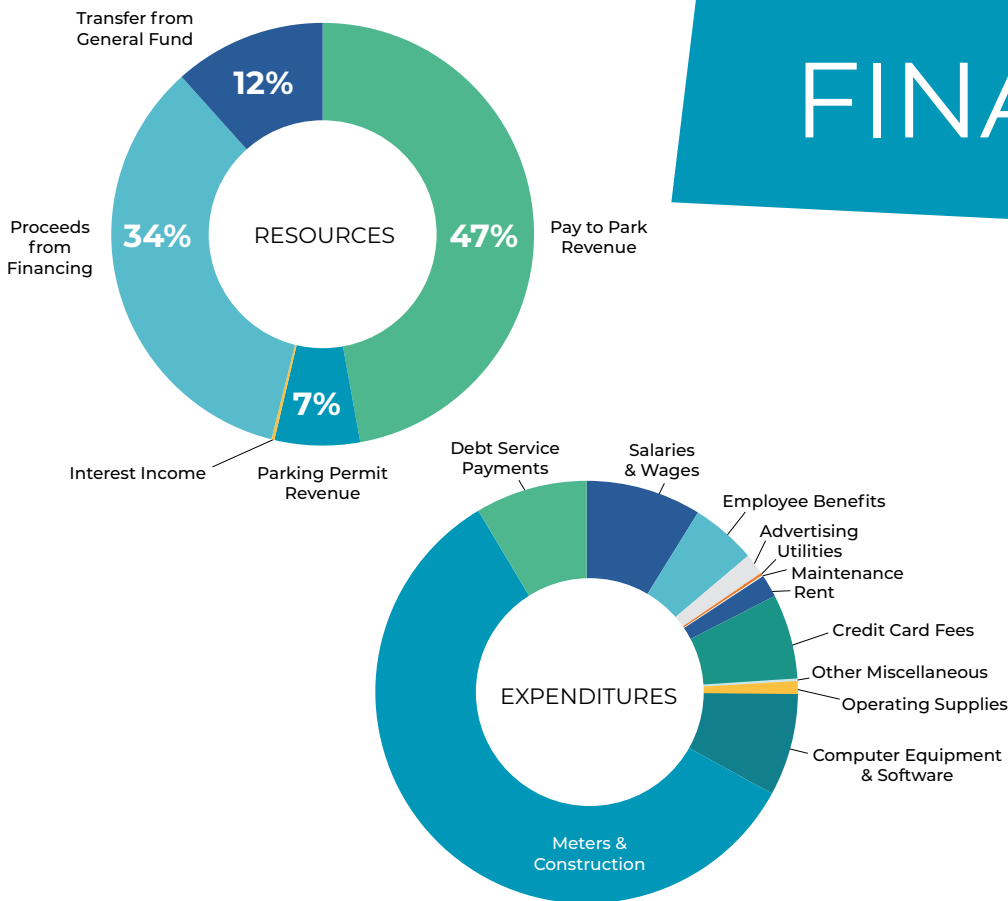
## ADMINISTRATIVE GUIDELINES FOR PARKING:

Additional detailed information can be found in the Administrative Guidelines found on the City of Flagstaff website at [flagstaff.az.gov](http://flagstaff.az.gov) with the following topics outlined:

*General Guidelines, Demand Reduction, Amtrak Permit Parking, Downtown Resident Permit Parking, Employee/Business Owner Permit Parking, Facility Specific Permit Parking, Hooding Fee, Residential Permit Parking, ParkFlag ecoPASS, Pay-to-park, Time-limited Parking, Compliance and Collections, Assets, Financial, Appendix A-F*



# FINANCIALS



## SUMMARY OF RESOURCES & EXPENDITURES

### Resources

	Inception to 10/31/18
Pay to Park Revenue	\$1,367,829
Parking Permit Revenue	\$189,016
Interest Income	\$6,710
Proceeds from Financing	\$1,000,000
Transfer from General Fund	\$337,221

### TOTAL RESOURCES

**\$2,900,776**

### Expenditures

Salaries & Wages	\$177,940
Employee Benefits	\$100,753
Advertising	\$32,732
Utilities	\$4,153
Maintenance	\$1,495
Rent	\$34,998
Credit Card Fees	\$130,554
Other Miscellaneous Services	\$8,503
Operating Supplies	\$15,312
Computer Equipment & Software	\$157,392
Meters & Construction	\$1,177,343
Interest Payments	\$172,538

### TOTAL EXPENDITURES

**\$2,013,713**

**Resources in Excess of Expenditures \$887,063**

**20% Reserve (Lockbox)\* \$312,711**

\*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

Pay to Park Revenue	\$1,367,829
Parking Permit Revenue	\$189,016
Interest Income	\$6,710

**TOTAL OPERATING REVENUES** **\$1,563,555**

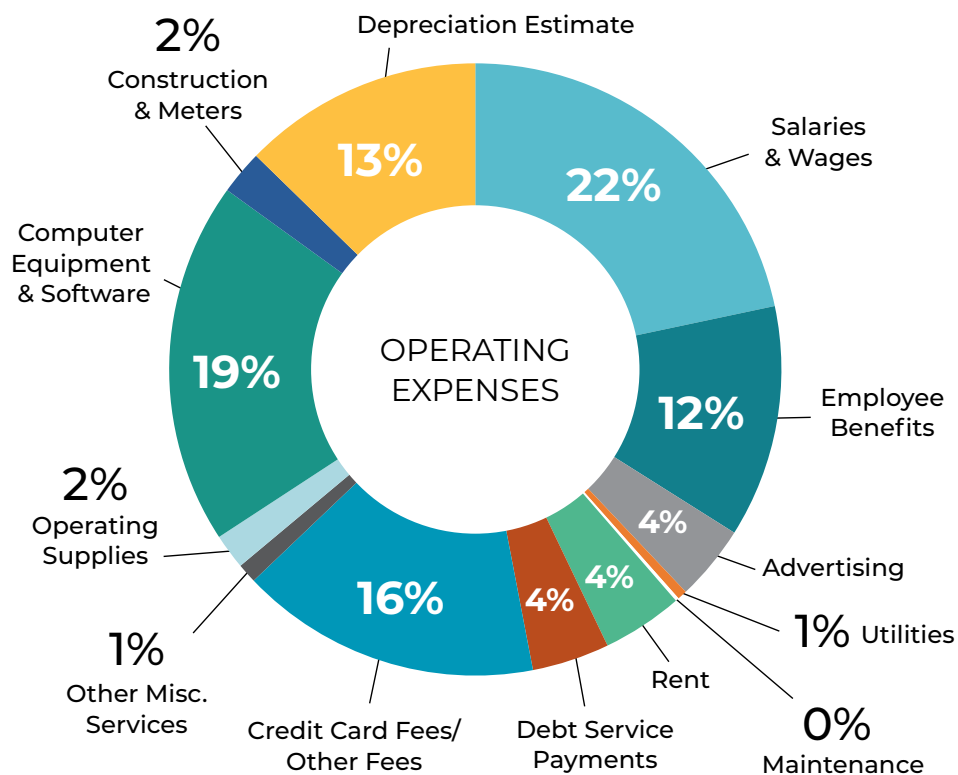
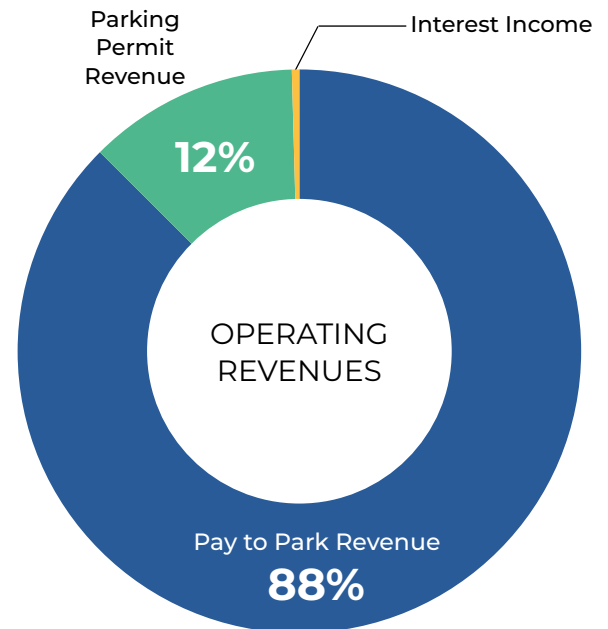
### Operating Expenses

Salaries & Wages	\$177,940
Employee Benefits	\$100,753
Advertising	\$32,732
Utilities	\$4,153
Maintenance	\$1,495
Rent	\$34,998
Interest Payments	\$33,579
Credit Card Fees/Other Fees	\$130,554
Other Miscellaneous Services	\$8,503
Operating Supplies	\$15,312
Computer Equipment & Software	\$157,392
Other Non-Capital Expense	\$19,177
Depreciation Estimate	\$104,286

**TOTAL OPERATING EXPENSES** **\$820,874**

**Operating Income** **\$742,681**

**20% Reserve (Lockbox)\*** **\$312,711**



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

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



# ACCOMPLISHMENTS

## AMENDMENTS/CHANGES MADE DURING THE FIRST YEAR

### LIGHTED KEYBOARDS

ParkFlag purchased 11 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.

### SOFTWARE UPDATES

ParkFlag received a software update for all kiosks. The update offers ParkFlag staff flexibility to add customized onscreen messaging, and improves onscreen instructions making it easier for customers.

### 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.

### SITGREAVES

ParkFlag assessed and removed the section of pay-to-park on Sitgreaves, west side of the library, and made free parking available for the public and employees. The section of parking was underutilized.

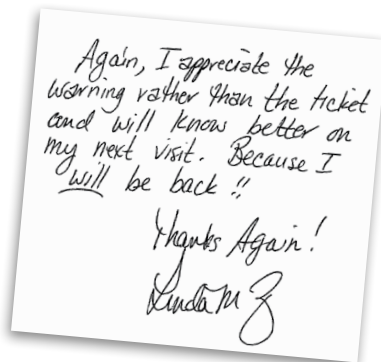
### PARKING ANGELS

ParkFlag coordinated with the Flagstaff Downtown Business Alliance and local merchants to create a "parking angels" program whereby businesses provided \$1 off to customers that paid to park, essentially paying for their parking. This aided in the

roll-out of ParkFlag, creating goodwill and contributing more than \$25,000 to the program from local businesses.

## COMMUNITY PARTICIPATION

ParkFlag participated in 4 separate events for the "Southside on the Street Meetings". Staff attended and provided information related to parking enforcement and our residential parking program.



ParkFlag listened to community members during an assessment that was performed for the Southside. From those comments, staff identified areas where we can improve, created a timeline, and action steps to begin moving forward.

ParkFlag participated in the Inaugural Community Welcome event that was a City of Flagstaff and NAU collaboration. Participants were broken into teams that included the Flagstaff Police Department, campus police, City staff, residents, and students. We walked door to door visiting our neighbors, sharing parking information, the noise ordinance, and sent the message on how to be good neighbors and stewards of the community.

## RECOGNIZED FOR AMBASSADORSHIP

During a presentation by the president of the Southwest Transportation Parking Association; a team member of ParkFlag was asked to stand up to be recognized for exemplifying the ambassadorship role for parking enforcement. The president had met the parking aide on a previous visit to Flagstaff and observed the interaction the parking aide had with the public during his enforcement responsibilities.

# FUTURE PLANNING



Moving forward, ParkFlag staff and the Parking Steering Committee will be working on a strategic plan for our future parking.

## **THIS PLAN COULD INCLUDE THE FOLLOWING OBJECTIVES:**

1. Acquisition of land for a surface lot or parking garage
2. Investment in new parking technology
3. Show that available parking supply ties directly to investment and economic development growth
4. Parking Program Marketing
5. Launch Validation Program
6. Private Lot Management



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