

# **Campus Corner Parking Management Business Plan**

**City of Norman**

**Department of Public Works**

**Traffic Control Division**

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## I. INTRODUCTION

Campus Corner was developed during the early 1900s to serve the needs of the faculty and students working at and living near the University of Oklahoma. Nearly all student housing was located in the Campus Corner area and at the time students were not permitted to drive. This caused the area to grow rapidly, becoming a thriving business district by 1920. Restaurants, clothing stores, laundry facilities, pharmacies, and beauty salons soon opened for business. One of the early developers in Campus Corner was the Whistler Family, responsible for additions to the area such as the 575 University building which ultimately housed a bookstore, supply shop, restaurant, and a dance floor. In 1929 a tragic fire destroyed most of the then-existing Campus Corner; however, within a few years the area was rebuilt and the fire ultimately led to further expansion.



Throughout the 1930s the area continued to grow with the addition of new restaurants, cleaners, and a department store. In 1947 the Boomer Theater was constructed at 765 Asp Avenue. Originally a movie theater, in its later years the Boomer Theater became a concert venue before finally being remodeled for use as a department store/office space during the 1980s.

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During the 1950s enrollment at the university was swelling and as a result Campus Corner was booming. Because of the close proximity between merchants and students, a unique relationship was formed. Many activities were held in Campus Corner. Some of those included Ruf/Neks (a university pep-squad) ceremonies, the public shaving of beards to signal the end of Engineering Week, tobacco spitting contests, and numerous bonfires celebrating football games.

By the early 1960s enrollment was growing greater than the university's ability to house its students and as a result the decision was made to build new housing on the south end of campus. With the new residence towers completed in the mid-1960s, the popularity of Campus Corner waned. More students were living farther from campus as dorms and Greek houses changed locations and more students began to drive. In the 1970s retailers began to build malls and strip centers farther west of campus with better access to Norman's primary highway, Interstate 35.

As a result of civic improvements and private funding, the area began to re-emerge as a shopping and social destination in the early-2000s. In recent years the city has improved the infrastructure in the area including new utility lines, lights, landscaping, parking meters with one-hour limits, curbs, sidewalks, and new ornamental traffic signals. Campus Corner property owners have also consolidated their properties and organized with one another to deal with long-standing challenges in the area. Owners and tenants have renovated the century-old buildings, having demolished interior walls, re-wired, and re-plumbed much of the area to meet modern city codes. In 2003, head OU football coach Bob Stoops became part owner of a new sports bar in Campus Corner that started a wave of

new restaurant openings. Since that time many new businesses have been established in the area, its growth continuing into the 2010s.

Today, Campus Corner is home to many businesses including bars, restaurants, banks, computer/technology retail, coffee shops, a newspaper, hair salons, gift shops, accessories boutiques, churches, professional organizations, a bridal shop, and several professional offices.

In 2003, the Norman City Council approved a contract with Carter & Burgess, Inc. to develop a blueprint for future parking improvements and expenditures for the area. The study included a detailed inventory of off-street and on-street parking spaces that shows a total of 1,836 total spaces in the area. Of these, 1,597 are off-street spaces in surface lots and informal parking areas (87 percent of the total supply) and 239 are on-street spaces (13 percent). Off street parking includes 33 accessible spaces reserved for use by disabled persons.

Metered parking spaces include a variety of options with most being one-hour meters charging 25¢ per 60 minutes and a few being 15-minute meters. There are five accessible on-street spaces designated for use by disabled persons and three commercial loading zones.

Of the total vehicle Campus Corner parking supply, 61.7 percent (1,133 spaces) are private-use parking spaces reserved for use only by certain individuals or classes of individuals, such as reserved parking for employees or customers of a particular business establishment. The remaining 38.3 percent (703) are public-use spaces available for hourly or daily use, either free or on a fee-paid basis.

On street parking space demand is extremely high during most hours of the day throughout the week and weekends. Parking occupancy peaks between noon and 1:00 p.m. on typical weekdays. The area experiences added





parking demand due to spillover of demands generated by the OU Campus, making the use of parking meters critical for adequate turnover.

In the long term, the Campus Corner Parking Study recommends development of a multilevel parking garage. Two alternative sites were investigated with a preferred location identified just north of the OU President house along the west side of University Boulevard.

In order to provide adequate and convenient parking for Campus Corner customers, the Campus Corner Merchants Association requested that the City of Norman consider implementing a parking management system that includes a modern system of “smart” meters capable of supporting various payment options, variable hourly rates and monitoring of parking space demand. The specific recommendations made by the association serve as the backbone of this Business Plan.

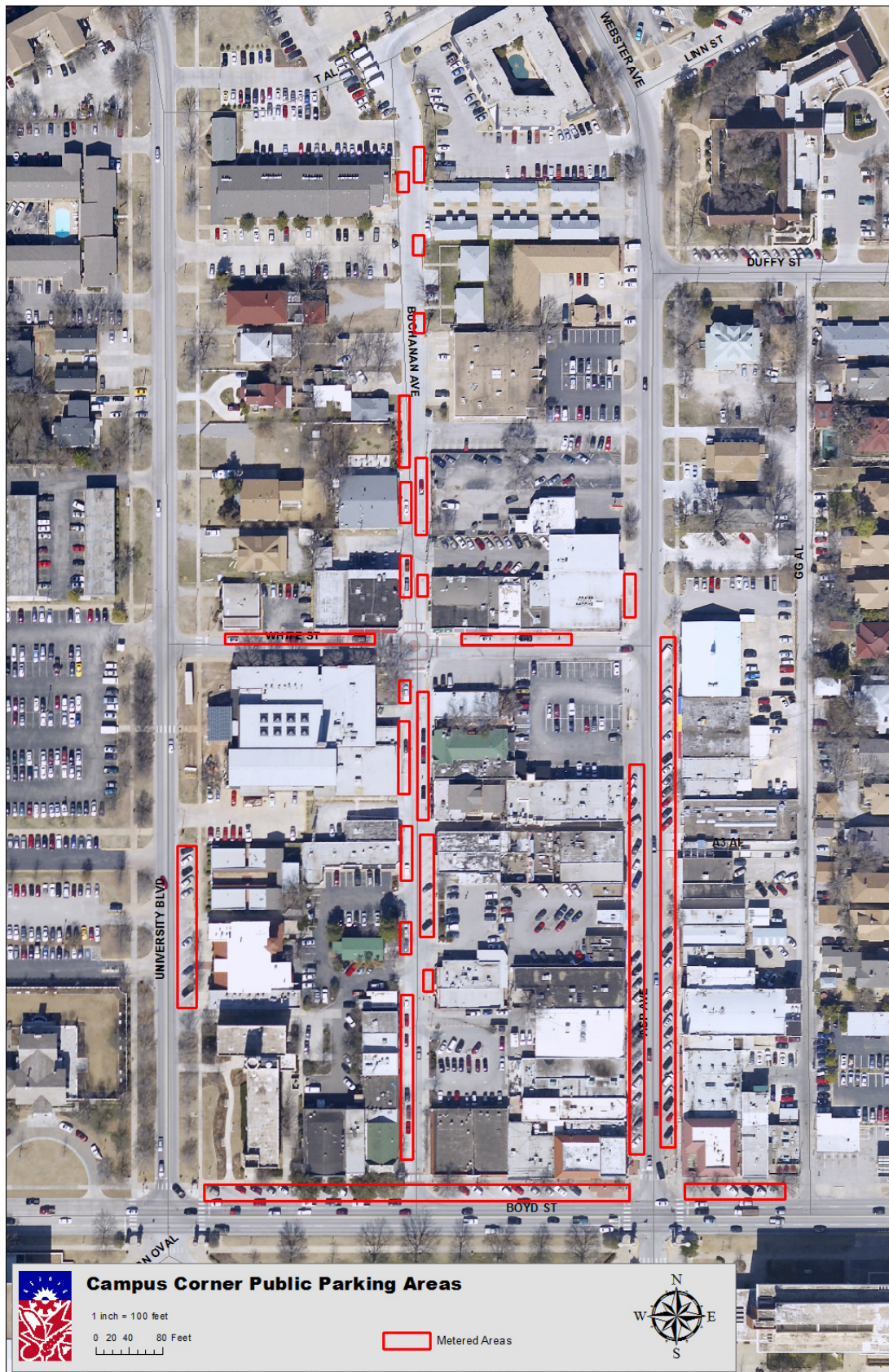
The business plan details the strategies and payment options available to customers and visitors who park in the 159

spaces along Boyd Street, Asp Avenue, Buchanan Avenue, University Boulevard and White Street. The plan is designed to maximize both the level of convenience experienced by all users as well as the efficient use of public parking spaces. Figure No. 1 depicts the location of each of the public parking spaces included in the plan.





Figure 1 - Campus Corner Public Parking Areas





## II. PARKING MANAGEMENT SYSTEM

The majority of the public on-street parking spaces have digital parking meters that accommodate a wide range of users visiting or doing business in the Campus Corner area. Different payment options are offered to meet the specific needs of individuals. For the short term user visiting Campus Corner, there are 159 metered spaces along Boyd Street, University Boulevard, Buchanan Avenue, Asp Avenue and White Street that can be used to pay for one or two hours of parking. For longer term users, the area offers numerous privately owned spaces for customers. For the Campus Corner merchant wishing to offer customers an incentive to come back, there are tokens that could be offered to offset the cost of parking in the publicly-owned spaces. For individuals with disabilities, there are a number of accessible parking spaces reserved for their use at no cost. No matter the situation, the Parking Management System for the Campus Corner area is flexible, versatile and convenient for all users.

### A. Parking for the Disabled

Campus Corner on-street parking spaces include a number of accessible spaces for physically disabled users. There are a total of five parking spaces reserved for drivers with disabilities, including one that is van-accessible. The Americans with Disabilities Act recommends six spaces, including one that is van accessible, which is one more than currently provided.

The spaces are clearly signed and marked. They are conveniently located and offer accessible routes that connect the parking space aisle to the adjacent sidewalk system. The specific locations are as follows:

Asp Avenue - Two spaces along the east side of the roadway in front of 747 Asp Avenue. The northernmost space is van-accessible.

Buchanan Avenue - One space along the east side of the roadway north of White Street.

Boyd Street - Two spaces along the north side of the roadway (one immediately west of Buchanan Avenue and one immediately west of Asp Avenue).

Figure No. 2 depicts the location of each of the spaces.

Customers using these spaces are exempted from any of the hourly fees and can park for the entire day.





Figure 2 - Campus Corner Parking for the Disabled





## B. Commercial Loading Zones



The limited number of alleys and the high demand for on-street parking opportunities make the Campus Corner area challenging when it comes to the establishment of commercial loading zones. At the present time, there are three zones reserved for commercial loading and off-loading. Figure No. 3 depicts their location.

The largest and only zone capable of handling large vehicle deliveries is along the east side of Asp Avenue north of Boyd Street. The first fifteen metered spaces north of Boyd Street are reserved for commercial loading between the hours of 3:00 a.m. and 10 a.m.. After 10:00 a.m., these spaces become regular on-street metered spaces available to the general public. Large delivery trucks loading and off-loading between the hours of 10 a.m. and 3:00 am must be prohibited. En-

forcement of this prohibition currently falls on the business owners. Violations are commonplace and difficult to manage by the City's Parking Enforcement Authorities.

The other two zones are along the west side of Buchanan Avenue. These two zones are significantly smaller and only accommodate single unit trucks. The first one is located half way between Boyd Street and White Street, includes two parallel parking spaces and is in force between the hours of 3:00 a.m. and 10:00 a.m.. The second one is immediately south of White Street, includes a single parallel parking space and is in full force throughout the day.





Figure 3 - Campus Corner Commercial Loading Zones





## C. Single-Space Parking Meters



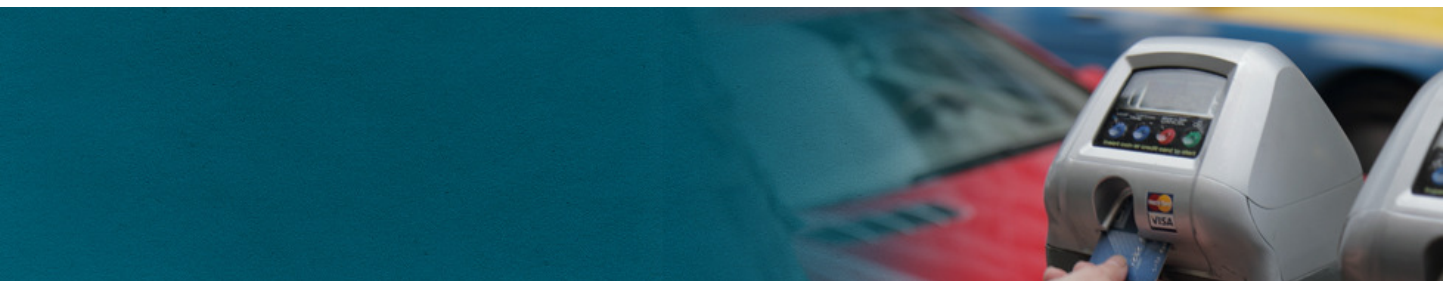
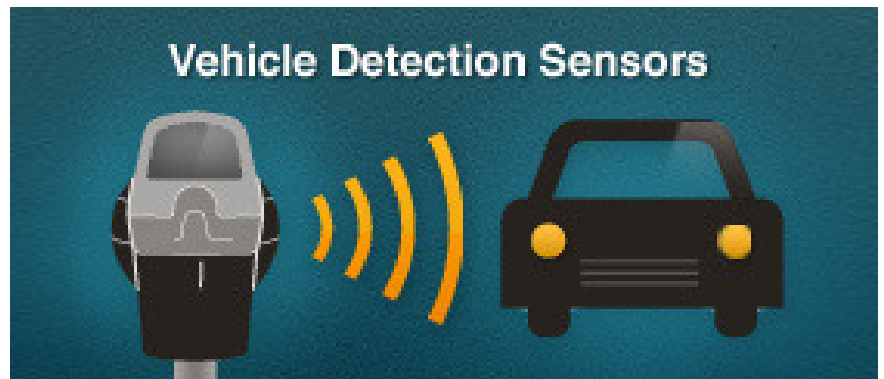
The city purchased a sensor-based system from San Diego, California - based IPS Group using Campus Corner Tax Increment Finance District funds.

The meters provide customers and their patrons with a simple and consistent parking user experience - which is more cost effective, customer friendly and reliable. The patented IPS solution uniquely provides a credit card enabled single-space meter mechanism which was retrofitted into each of the existing on-street parking meter housings. In addition, the IPS meter offers multiple payment options (coins, credit / debit card, smart card and tokens.), access to real-time

data, solar-power technology, and a comprehensive web-based management system.

The meters are wirelessly connected to individual parking space sensors that monitor parking space occupancy as it relates to the amount of time purchased by the user. The meter and sensors, working in tandem with the web-based management system, generates expired meter notifications sent directly to the parking enforcement officer via smart phone or P.C. tablet for the efficient and timely issuance of parking citations.

The new meters and sensors became operational in late July of 2013.



### **a) Signing**

The individual parking meters contain all the instructions necessary to complete a transaction. Menu options are easily accessible through a key pad in the meter head that will guide the user through the payment process. No additional signing is necessary.

### **b) Operation**

- Patented meter mechanism accepts payment by coins, credit / debit card , smart card and tokens
- Wirelessly networked to a web-based management system – no additional communications infrastructure required
- Retrofits into existing meter housings/poles and maintains all current meter enforcement and collection processes
- Solar powered with rechargeable battery pack
- PA-DSS and Level 1 PCI-DSS Certified

### **c) Data Management System**

The meter system Data Management System is a secure, web-based application that allows the City to manage the entire parking meter network with ease, at the click of a mouse. A comprehensive set of financial, technical, and administrative reporting features and remote meter configuration make this system both intuitive and powerful. The system seamlessly integrates meters, vehicle sensors, and pay-by-cell applications into a single system. Features include:

- No need for local software or new hardware installation
- Comprehensive set of financial and technical reports as well as administrative management tools
- Always uses the latest in encryption and internet security
- Real-time data available 24/7/365

### **d) Vehicle Detection System**

When paired with the IPS credit card enabled single-space parking meter, customers benefit from:

- Measurable data--- sensors enable the City to track true parking demand over time
- Improved efficiency in law enforcement
- Increased revenue from the meter resetting after vehicle departs
- Customer convenience – push parking availability to web applications and maps

The Vehicle Detection System is the most cost effective and reliable sensor system on the market today. Sensors communicate wirelessly to the meter, which means there is no need to install expensive, complicated mesh networks. The result is an anticipated increase of 25%-50% in City revenues and improvements in



operating efficiencies, all while providing vehicle detection technology at a fraction of the ongoing costs (up to 50% less expensive).

The Vehicle Detection System has the following capabilities:

- Calculate paid vs. actual occupancy trends to improve enforcement efficiency
- Provide real time directed enforcement to in-field handhelds
- Reset meter when vehicle leaves space (generally results in increased revenues of 20-40%)
- Push parking availability to the public via on-line maps

## e) Payment Options

The Parking Meters accept the following as a means of payment:

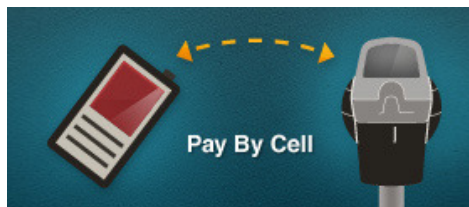
- Coins
- Pay by Cell Phone
- Credit Cards
- Debit Cards
- Smart Cards/Tokens and the capability to accept pay-by-mobile phone payments

### Coins

Hourly parking can be purchased using coins. The meters accept nickels, dimes and quarters. Customers can purchase up to two hours of parking at a rate of \$1 per hour.



### Pay By Cell Phone

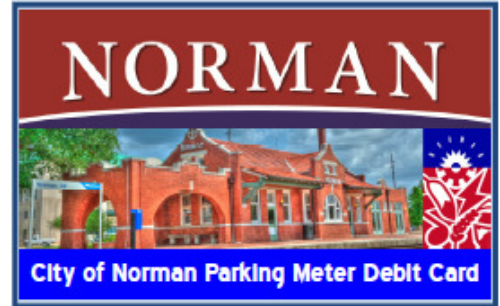


The system allows users to make remote parking payments from a cell phone if stuck in a meeting or delayed at a restaurant. However, traditional pay-by-cell phone applications are not the most convenient option when standing at the meter – credit card is!

The meters combine the convenience of initial credit card payment with the flexibility of making a remote payment when needed – and remains enforcement friendly. The system pushes time purchased via smartphone in real-time directly to the meter, so enforcement practices are not impacted. The remote payment application supports web-based smartphone payment applications and 3rd party integration. The system is unique in that it also allows for initial payment with a credit card and then sends a receipt/SMS to the motorist's cell phone. Finally, prior to meter expiration, the motorist will receive a reminder notification, and can then add time to the meter via their cell phone before the meter expires.

### Smart / Debit Cards and Tokens

Customers can purchase Smart / Debit Cards from the City's Treasury Division located at 201 C Gray Street. The cards work like any Bank debit card and can be recharged when funds are depleted. Customers who come to the Campus Corner area on a regular basis may find this option to be the most convenient.



Tokens are also available for purchase from the City's Treasury Division. Each token has a value equivalent to 25¢ and are accepted at each of the meters. Merchants in particular are encouraged to consider the purchase of these tokens for refunds to customers as an incentive to return to the Campus Corner area for shopping, dining or entertainment.



### Credit Cards

The meters accept Visa or MasterCard for hourly purchase transactions and support real-time credit card processing, with authentication within 15 seconds in most situations. Each credit card transaction is assessed a 41¢ convenience fee that is paid by the City of Norman.





### III. PARKING FEES

#### Hourly Parking Rates

Day	Hours	Maximum Hours	Cost
Monday - Sunday (365 Days per Year)	All Day	2	\$1.00 per hour (1st hour)

## IV. ANTICIPATED NET REVENUE

### A. Revenues

Revenue from the parking meter system comes from two sources; meter fees and expired meter citations. Using historical data, the revenue is anticipated to be approximately \$382,000 per year. The following assumptions are made:

#### a) Meter Fees

Number of meters = 159

Hours of Operation = 2,550 hours per year per meter (8:00 a.m. to 6:00 p.m., 255 days per year) (excludes weekends, holidays).

Occupancy = 69.8% (based on actual collections @ 25¢)

@ 25¢ per hour for 100% occupancy = \$95,600 per year or \$637.50 per space per year

Actual Collections = \$70,744 per year or \$444.93 per space per year

% Occupancy =  $444.93 / 637.50 = 69.79\% \sim 70\%$

Daily Transactions = 159 meters x 18 hours x 0.70 ~ 2,000 transaction per day

Projected revenue with increased rates = \$573,800

Reduction in use due to rate increase = 10%

Number of Weekday transactions = 2,000 x 0.90 ~ 1,800 per day

Number of Weekend transactions = 1,000 per day

Revenue per Weekday = (1,800 x \$1.00) = \$1,800 per day

Revenue per Weekend Day = 1,000 x \$1.00 = \$1,000 per day

Revenue per year = (\$1,800 per day x 261 days) + (\$1,000 per day x 104 days) = \$573,000

#### b) Parking Meter Citation Revenue

Total Expired Meter Citations = \$25,000 (2,500 citations at \$10 per citation)



## **B. Expenses**

The annual cost of operating the new Campus Corner parking meter system is \$166,401 and includes the following items:

- Wireless Gateway / Data Fee - \$10,971 per year
- Sensor System Management Fee - \$6,678.00 per year
- Real Time Sensor Reporting Fee – \$5,247.00 per year
- Credit Card Transaction Fees - \$82,310 per year (550 daily transactions average @ \$0.41 per transaction)
- Regular Meter / Sensor Maintenance - \$5,000 per year
- Sensor Battery Replacement – \$5,000 every five years

The Norman Police Department also funds one FTE position (Parking Enforcement Office) for enforcement of the parking meter regulations in the Campus Corner Area. Salaries, benefits and equipment total \$55,195 per year.

## **C. Net Revenue**

The increase in parking meter rates minus the expenses associated with operation, maintenance and enforcement of the new system, is expected to generate a net revenue of \$406,599, which is approximately \$300,000 higher than the current revenue collection.

