



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

City Council

*Mayor MaryAlice Wallis
Mayor Pro Tem Michael Wallin
Council Member Ruth Kendall
Council Member Angie Wean
Council Member Spencer Boudreau
Council Member Hillary Strobel
Council Member Christopher Ortiz*

Thursday, June 2, 2022

6:00 PM

2nd Floor, City Hall

NOTICE IS HEREBY GIVEN, in accordance with RCW Chapter 42.30, that the City Council of the City of Longview, Washington, will conduct a special meeting in the Longview City Hall Council Chamber, 1525 Broadway, Longview, on Thursday, June 2nd, at 6:00 p.m. The topics of discussion follow.

Zoom meeting link: <https://us02web.zoom.us/j/88230811648>

Telephone options (dial any of the following numbers):

**1-253-215-8782
1-346-248-7799
1-408-638-0968
1-669-900-6833
1-301-715-8592
1-312-626-6799
1-646-876-9923**

Webinar ID: 882 3081 1648

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. WORKSHOP**

22-000351 1) PRESENTATION: PARKING PROGRAM OPTIONS FOR DOWNTOWN LONGVIEW
Downtown Advisory Committee Members: Bill Hallanger, Ariel Large, Brad Whittaker (not present) & Staff: Adam Trimble, Ann Rivers, Mary Chennault. Council liaison Ruth Kendall.

2) CITY COUNCIL DISCUSSION

3) PUBLIC COMMENT AND Q&A INCLUDING PUBLIC WRITTEN QUESTIONS

4) CITY COUNCIL NEXT STEPS

4. ADJOURNMENT

NEXT REGULAR COUNCIL MEETINGS:

THURSDAY, JUNE 9, 2022 - 6:00 P.M.

THURSDAY, JUNE 23, 2022 - 6:00 P.M.

NEXT COUNCIL WORKSHOPS:

THURSDAY, JUNE 9, 2022 DURING REGULAR MEETING - BIKE PED MASTER PLAN

TO: Longview City Council

FROM: Adam Trimble, Planning Manager

MEETING

DATE: June 2, 2022

SUBJECT: Downtown Parking Options Workshop

The downtown parking permit and enforcement program has been losing money since changes were made in 2011. The changes were recommended to help sustain economic activity downtown during the recession. Parking permits were no longer required for parking lots on 12th Avenue and time limits in the lots were increased resulting in free parking options for employees and residents who may have been purchasing permits in the past. On-street parking was also increased from 2hr to 3hrs and more warnings were issued instead of tickets. The parking fund which is supported by permit purchases and fines began to decline from a balance of \$270,000 in 2010 to about \$8,000 today. Parking enforcement staffing has been reduced to ½ time and limitations of current enforcement technology reduce the efficiency of tracking parking and issuing tickets.

The Downtown Advisory Committee (DAC) has put together a subcommittee to research and present options to address problems with parking downtown. At the workshop, the subcommittee and staff will present that work and the recommendation of the Downtown Advisory Committee.

Three problems are addressed:

1. Declining parking fund: 2011 changes (free parking) resulted in less revenue.
2. Lack of availability of on-street customer parking & impact of 72 hour use of city lots.
3. Maintenance needs of parking lots.

The research completed to date included:

- A survey of downtown business owners and stakeholders about parking options including pay-to-park
- Review of historical parking fund revenues
- Interviewing companies offering pay-to-park software, including the option to partner with a local 'Parking Kitty' app used in Vancouver and Portland metro area
- Parking lot maintenance and repair needs
- Preliminary look at enforcement technology upgrade options
- Models of potential parking revenues from pay-to-park and increased parking permit sales.

The subcommittee on parking and the DAC have identified two solutions to address the parking fund balance: The enforcement model or the pay-to-park model.

May 26, 2022

Enforcement model will rely on increased parking permit sales and ticket revenues to support the parking program. Fees and fines should be increased to cover the cost of making the enforcement program full-time, pay for annual maintenance of the parking lots and debt service for equipment and technology upgrades.

Pay-to-park model will rely on revenues from permit purchases and paid parking sessions to support the parking enforcement program and annual maintenance of the parking lots. There will be less dependence on enforcement and ticket revenues under this approach.

Staff and the DAC recognize that large repair costs for city owned parking lots have not been budgeted. Estimated at \$1.5 million, the repair costs will need a creative solution. Selling the most damaged lots for development into housing is a win-win idea. Borrowing funds or bonding the cost of the repairs could also be a way forward if parking program revenues are able to pay the debt service.

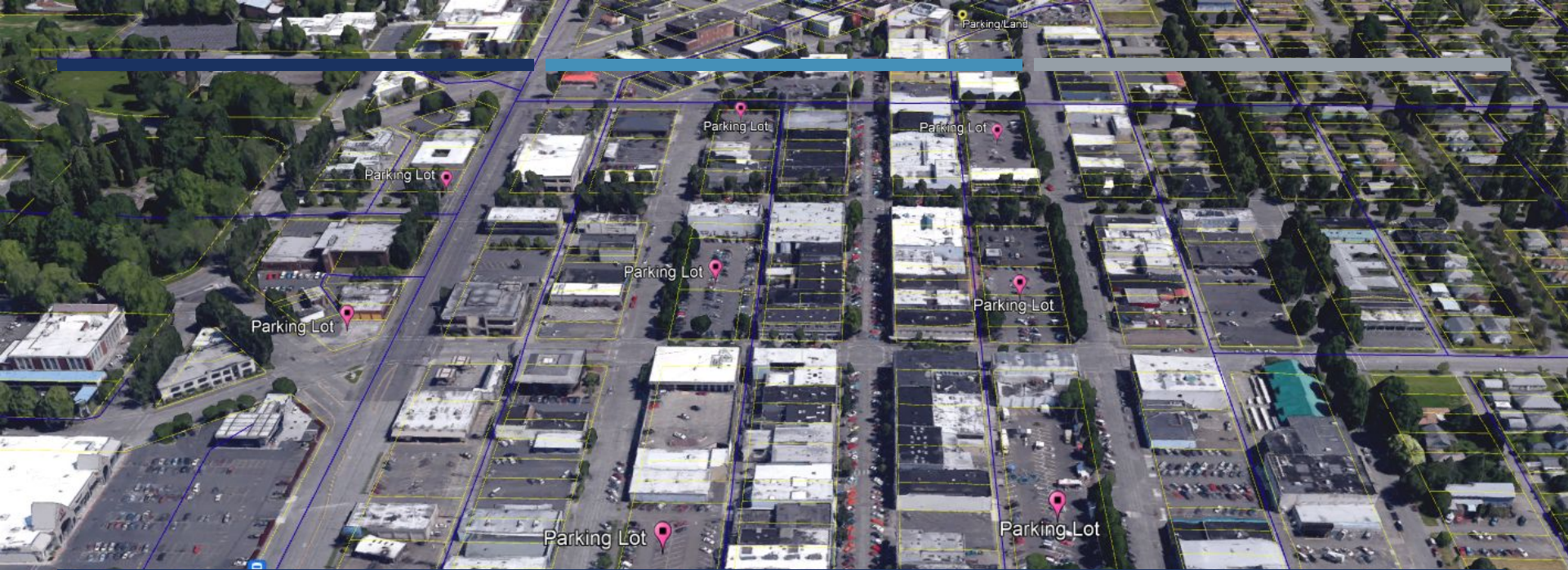
Staff estimates the cost of a full-time parking enforcement program with some technology upgrades is between \$175,000 and \$215,000 per year (this does not include debt service for parking lot repairs).

- The potential revenues for an enforcement model could be \$133,000 (based on inflation adjusted revenues from 2009 when parking enforcement and permit sales were covering costs). With fee and fines increases and better technology this number can increase.
- The potential annual revenues from a pay-to park approach are:

Usage	Permits	Pay-to-park	Total
Conservative	\$40,300	\$117,057	\$157,357
Moderate	\$53,560	\$234,117	\$287,677
Optimistic	\$67,080	\$350,158	\$417,238

Attached is a presentation on options to address parking availability, enforcement and parking lot maintenance and models for estimating pay-to-park revenues.

Please let me know if you have any questions or would like information before the workshop.
Adam Trimble 360-442-5092 adam.trimble@ci.longview.wa.us



DOWNTOWN PARKING

OPTIONS TO ADDRESS PARKING AVAILABILITY, ENFORCEMENT AND PARKING LOT MAINTENANCE



BACKGROUND AND RESOURCES

- 2011 Downtown Longview Action Plan, Hyatt/Palma Study [major changes and recommended free parking].
- 2018 Council Workshop recommendation and presentation [return to previous parking ordinance allowing parking permits in all lots]
- 2018 Parking Lot maintenance survey and estimate
- 2020 Community Development study of parking lot use
- 2021 Longview Residential Economic Impact Analysis by E.D. Hovee & Company, LLC Downtown, (presented to City Council July 27, 2021)
- 2021 (fall) Survey of Downtown Business Owners/stakeholders: 67% in favor of metering.
 - Paid parking was the only suggestion that earned a majority of support. Thirty One of the 46 responders said they either loved or partially loved metering, while 10 hated the idea and five were in the middle.

WHAT ARE THE PROBLEMS



DECLINING PARKING FUND
2011 CHANGES (FREE PARKING)
RESULTED IN LESS REVENUE



LACK OF AVAILABILITY OF ON-STREET
CUSTOMER PARKING &
IMPACT OF 72 HOUR USE OF CITY LOTS



MAINTENANCE NEEDS OF
PARKING LOTS

COMMITTEE GOALS

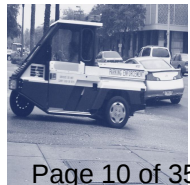
It is well recognized that we have painted ourselves into corner. Options to recover are now very limited. There is no one solution that achieves all objectives and a combination of solutions is likely needed.

- Balance the parking needs of everyone who works, lives, shops, or owns a business in downtown Longview to the greatest extent possible.
- Rebuild the parking fund to assure ongoing and sustainable maintenance of lots.
- Look for the most cost effective parking system.

The time for action is now...

Problem #1: Declining parking fund, too much free parking

- Declining Parking Fund Balance:
 - This fund pays for the parking enforcement program including staff, equipment and paid for maintenance in the past.
 - Most or all of these costs in the future would need to be paid from the City's General Fund.
 - The parking program benefits downtown businesses but that priority may change if there is no parking fund.
- Parking Enforcement needs- vehicles, software, and human resource.
 - Declining revenue puts upgrades and improved enforcement software and hardware out of reach.
 - Current enforcement method lacks efficiency which allows more violations and less ticket revenue.
 - No efficient way to track 'chain-parking.'
 - Parking enforcement staff only half-time enforcement as result of declining parking fund.
- Too many warnings vs tickets (LMC 11.50.070 allows for a warning every calendar quarter)

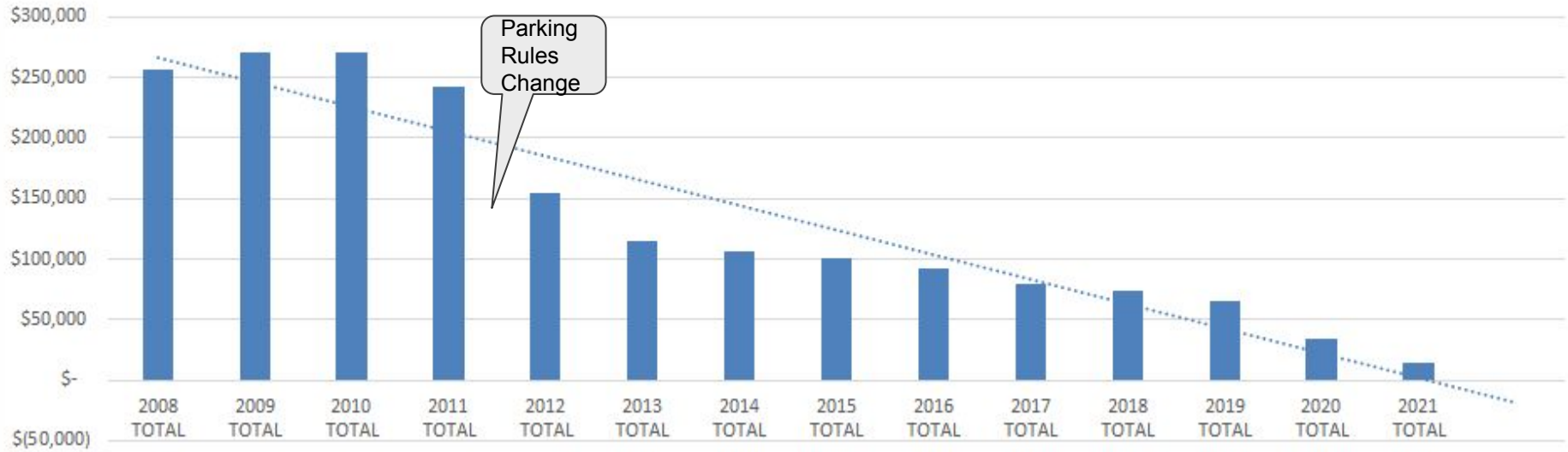


2010						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-10	\$4,086	\$3,526	\$7,659	\$7,661	-\$3	\$271,538
Feb-10	\$2,667	\$613	\$3,408	\$6,862	-\$3,454	\$267,883
Mar-10	\$4,413	\$7,376	\$11,826	\$10,802	\$1,024	\$268,907
Apr-10	\$5,222	\$5,342	\$10,600	\$7,469	\$3,131	\$272,038
May-10	\$5,310	\$415	\$5,772	\$7,357	-\$1,584	\$270,454
Jun-10	\$4,358	\$8,006	\$13,708	\$7,882	\$5,826	\$276,280
Jul-10	\$5,507	\$3,982	\$9,588	\$8,167	\$1,421	\$277,701
Aug-10	\$3,487	\$1,267	\$4,801	\$7,839	-\$3,038	\$274,662
Sep-10	\$2,735	\$8,508	\$11,292	\$14,180	-\$2,889	\$271,774
Oct-10	\$4,029	\$3,550	\$7,621	\$9,008	-\$1,387	\$270,387
Nov-10	\$3,678	\$881	\$4,595	\$7,445	-\$2,850	\$267,537
Dec-10	\$3,691	\$7,320	\$11,051	\$7,339	\$3,712	\$271,249
2010 TOTAL	\$49,182	\$50,784	\$101,921	\$102,012	-\$91	\$271,249

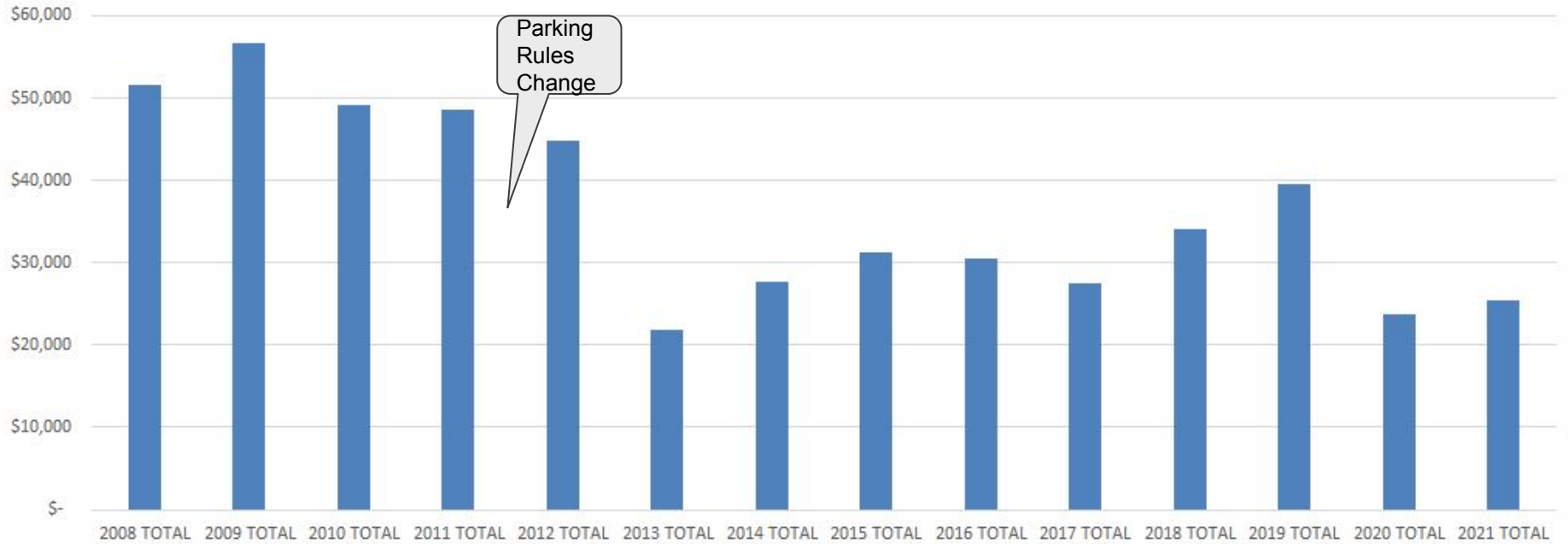
BACKGROUND AND RESOURCES

Parking Fund Balance 2010

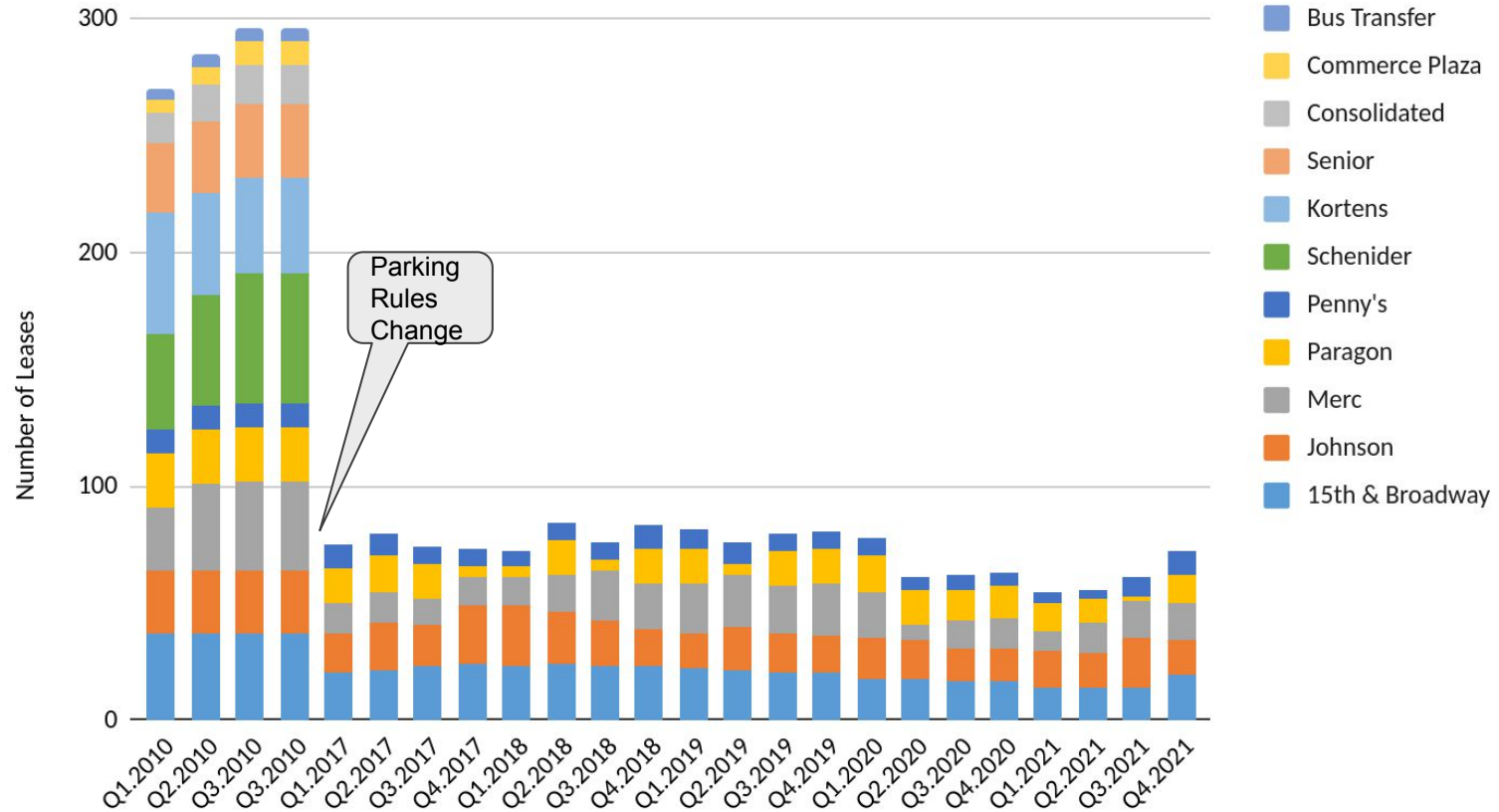
Parking Fund Balance by Year: 2008-2021



Ticket Revenue 2008-2021



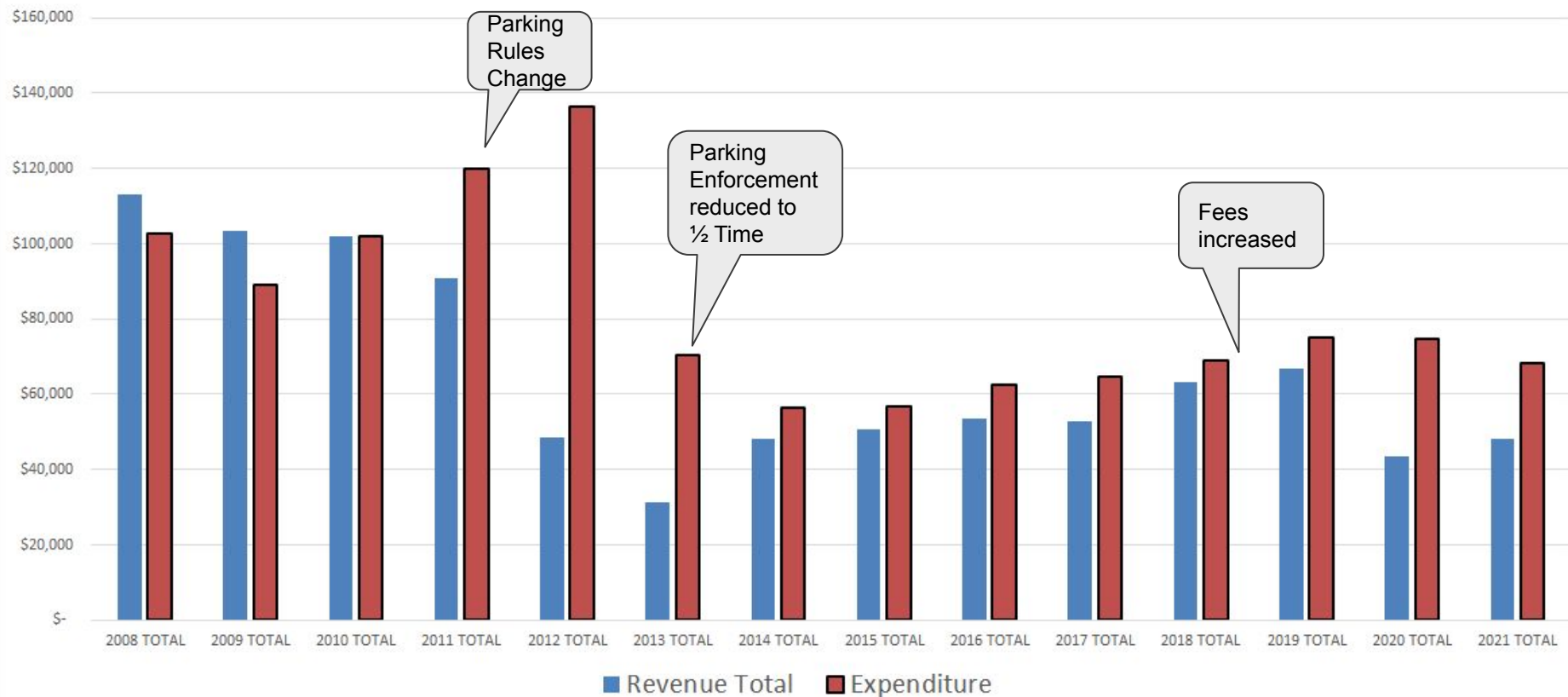
Parking Lot Lease History

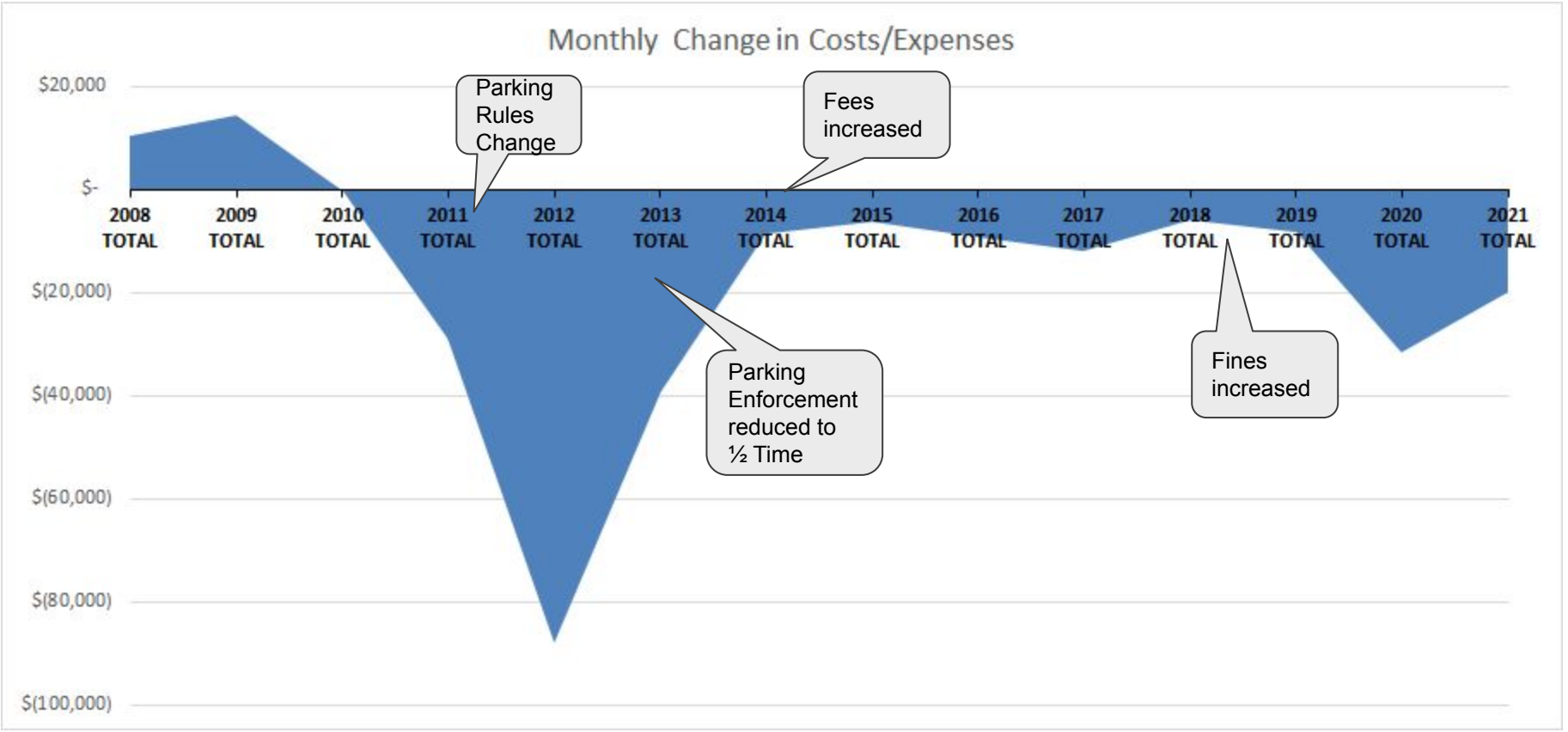


Lot Name	Lot#	Permit s sold*	Permit Rate	# of quarter s	Estimated revenue
Penny's	85	10	\$ 120.00	4	\$ 4,800.00
Merc	86	27	\$ 120.00	4	\$ 12,960.00
Johnson	87	27	\$ 120.00	4	\$ 12,960.00
15th & Broadway	111	37	\$ 120.00	4	\$ 17,760.00
Paragon	112	23	\$ 60.00	4	\$ 5,520.00
Consolidated	78S	13	\$ 60.00	4	\$ 3,120.00
Senior	78N	30	\$ 60.00	4	\$ 7,200.00
Schenider	78E	41	\$ 60.00	4	\$ 9,840.00
Commerce Plaza	80	5	\$ 120.00	4	\$ 2,400.00
Kortens	81	52	\$ 60.00	4	\$ 12,480.00
Number Leased		265			\$ 89,040.00

*Based on actuals for 1st Quarter 2010 data

Revenue and Expenditures 2008-2021





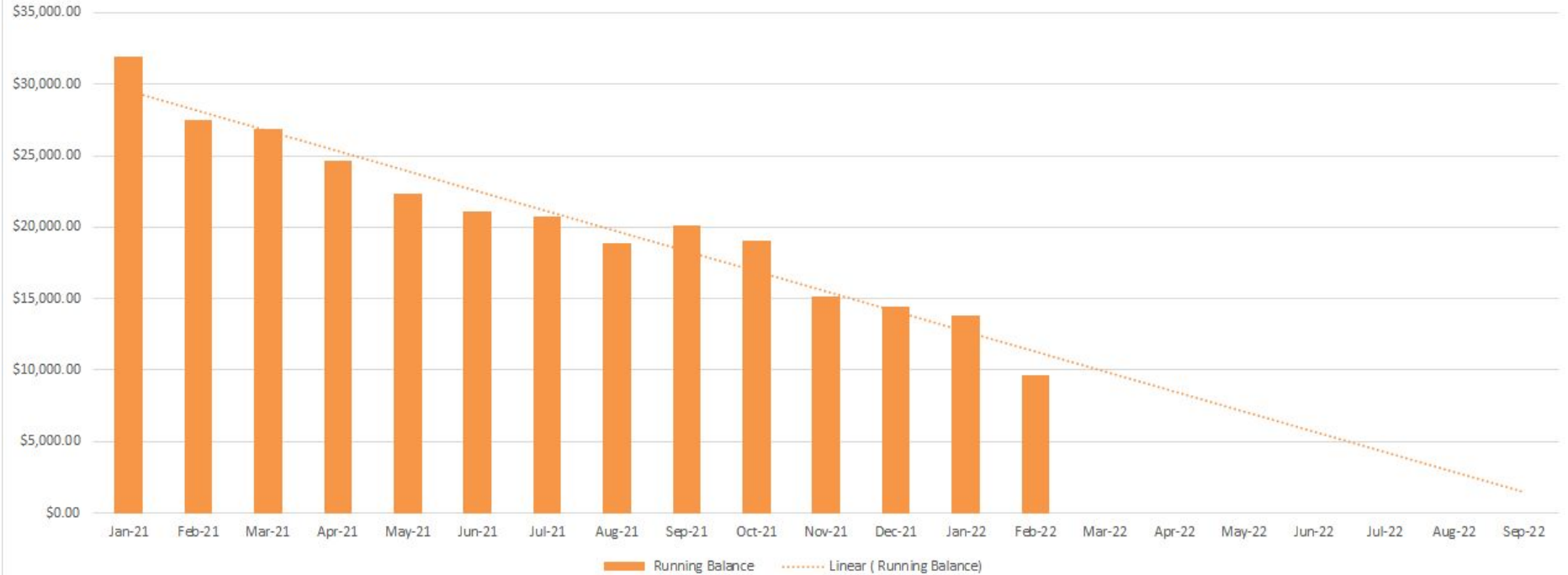
Monthly Change in Revenues vs. expenses

Long-term Parking Permit Sales Decline, 2010-2021

- Data shows permit sales dropped from 295 to an average of 50 per quarter when the parking lot laws changed.
- Parking permit rates increased from \$45 or \$90/quarter to \$60 or \$120/quarter in 2014.
- Estimated \$106,200 vs. \$18,000 in revenue difference annually
 - Staff estimates current laws cost \$88,200 in potential lost revenue every year from permits alone.

2021						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-21	\$1,319	\$1,085	\$2,408	\$4,913	-\$2,506	\$31,901
Feb-21	\$1,059	\$73	\$1,135	\$5,542	-\$4,407	\$27,494
Mar-21	\$1,774	\$3,084	\$4,860	\$5,511	-\$651	\$26,842
Apr-21	\$1,088	\$2,252	\$3,342	\$5,538	-\$2,196	\$24,646
May-21	\$3,229	\$46	\$3,276	\$5,564	-\$2,287	\$22,359
Jun-21	\$1,422	\$3,139	\$4,562	\$5,860	-\$1,298	\$21,061
Jul-21	\$3,986	\$1,149	\$5,138	\$5,495	-\$357	\$20,704
Aug-21	\$2,565	\$1,456	\$4,023	\$5,866	-\$1,843	\$18,860
Sep-21	\$3,667	\$3,324	\$6,992	\$5,704	\$1,288	\$20,148
Oct-21	\$2,216	\$2,520	\$4,738	\$5,850	-\$1,112	\$19,036
Nov-21	\$1,668	\$518	\$2,187	\$6,106	-\$3,920	\$15,117
Dec-21	\$1,511	\$3,902	\$5,412	\$6,129	-\$717	\$14,400
2021 TOTAL	\$25,504	\$22,546	\$48,072	\$68,079	-\$20,007	\$14,400

Downtown Parking Fund Balance



Projected decline of the parking fund to zero by November in 2022

Problem #2: Lack of on-street parking for customers/72 hour lot parking

- On-street parking heavily used by employees and people willing to move their cars.
 - Street parking is highly desired for shoppers and businesses with no back entrance.
 - Current rules and enforcement methods do not discourage long-term parking on-street.
 - A known issue is employees and residents downtown who are willing to move their cars to different parking spaces throughout the day.
- Too many warnings being issued: Current LMC allows one warning per vehicle, per *quarter*. Chain parking is difficult to track and enforce.
- With free 72 hour parking in several parking lots, negative activities like RV camping, storage of cars for sale and abandoned/inoperable vehicles is occurring.
- Parking lots with 72 hour parking undercuts lease sales.



Problem #3 Maintenance needs of the parking lots

- Maintenance needs for city owned parking lots- \$1.5 million in 2022 dollars + \$31,000 annual maintenance.
- Repair and maintenance costs have increased by 85% since 2018 when assessed.
- Chronic under-utilization of certain public parking lots.
- Maintenance and replacement has not been budgeted for these assets which were constructed with special tax districts in the 1980's.



Parking Lot Maintenance needs 2018

Parking Lot	Condition	Cost to Repair	Treatment needed
Lot 78W (Senior)	Good	\$10,110	Crack fill, seal coat
Lot 78S (Consolidated)	Good	\$11,350	Crack fill, seal coat
Bus Transfer Lot	Great	\$500	Crack fill
Lot 87 (Johnson)	Poor	\$96,590	Overlay, asphalt repairs, curb repairs
Lot 79E (Schneider)	Poor	\$204,490	Overlay, asphalt repairs, curb repairs
Lot 80 (Commerce Plaza)	Good	\$11,200	Crack fill, seal coat, curb repairs
Lot 86 (Merk)	Fair	\$16,500	Crack fill, seal coat, asphalt repairs, curb repairs
Lot 81 (Kortens)	Good	\$12,700	Crack fill, seal coat
Lot 85 (Penny's)	Poor	\$100,750	Overlay, asphalt repairs, curb repairs
Lot 111 (15 th & Broadway)	Poor	\$52,650	Overlay, asphalt repairs
Lot 112 (Paragon)	Poor	\$43,712	Overlay, concrete repair
Columbia Theatre	Fair	\$5,100	Crack fill, seal coat
Columbia Theatre triangle	Poor	\$46,800	Overlay, concrete repair



SCHNEIDER LOT

OPTIONS TO CONSIDER FOR PARKING NEEDS

- ~~1. No Change (city general fund budget would be needed to cover parking program costs)~~
- ~~2. Taxes, levy, bond, grants or Business Improvement District or Local Improvement District, Privatization~~
3. Return to 2010 parking laws: Free 2-hour on-street & 3-hour in lot, permits available for sale in all lots. [Enforcement and permit revenue model]
4. Pay-to-park system for on-street parking and city parking lots. [Paid parking revenue model, enforcement becomes small supplement]

Option I: No Change Option

Implications

- With no change the parking fund balance will be depleted. Creating an undue burden on the general fund.
- The current parking enforcement program loses \$15,000 per year and leaves permit revenue un-realized.
- Maintenance issues could close lots to the public.

Solutions

- Sell selected parking lots (short term solution). Once the sale revenues are depleted the parking fund will continue to decline.
- End the parking enforcement program.

Option 2: Taxes, levy, bond, grants, Business Improvement District or Local Improvement District, Privatization

Implications

- Voters city-wide are unlikely to support a narrow bond for downtown parking.
- BID and LID's are very unlikely to succeed since the lots exist and still function.
- The previous BID (1970's) passed at a time when major retailers inhabited the downtown core.

Solutions

- Privatization of parking lots and parking enforcement.
- A general fund loan to support the maintenance and human resource needs.
- Sell selected parking lots (short term solution). Once the sale revenues are depleted the parking fund will continue to decline.



Option 3: Return to 2010 parking laws

Implications

- Free 2-hour on-street & 3-hour in lot, permits available for sale in all lots.
- Enforcement and permit revenue model still relies on issuing tickets.
- Return the parking fund to solvency.
- Fund may take a decade to return to previous levels that supported maintenance.
- Requires an investment in enforcement technology.
- New parking signs est. \$9,000
- Revenue estimate from Enforcement & Permit model is 89,000 (permits) + \$50,000(tickets/fines)
- Cost of enforcement program is: \$114,000 + \$33,000 for admin. +\$30,000 for Enforcement system maint.

Solutions

- Ordinance to change parking laws.
- Use proceeds of selling the most damaged parking lots to fund maintenance and repairs while parking fund rebuilds.
- A general fund loan to support the maintenance and human resource needs.
- Purchase more efficient license plate reader system.



Option 4: Pay-to-Park System

Implications

- Pay-to-park system for on-street parking and city parking lots.
- Paid parking revenue model, enforcement becomes small supplement.
- Gives city maximum flexibility to set prices, times, extensions, validations/coupons
- Generates revenue with less dependence on enforcement.
- No upfront cost. Subscription or transaction fees cover expense.
- Widespread adoption of pay-to-park systems normalizes implementation.
- Savings possible by partnering with Vancouver/Portland metro area.

Solutions

- Ordinance to change parking laws.
- Select a vendor through an RFP process.
- Use proceeds of selling the most damaged parking lots to fund maintenance and repairs while parking fund rebuilds.



ADDRESSING CONCERNS ABOUT PAY-TO-PARK SYSTEMS

Pay by phone call

- Most vendors offer an option to pay with a phone call. An automated system will prompt for the license plate and credit card number using voice recognition.

Pay by validation/coupon code

- All vendors offer some version of the validation/coupon code payment method. This is a way for merchants (downtown business owners) to pay for the costs of their customers parking. Each code could be purchased by the merchant. Validation codes could also be used if the city decided to offer free parking to everyone either for special events or on a regular basis.



COUPON

Pay Station (Staff does not recommend)

- Stations are available but come with drawbacks:
 - Maintenance
 - Expense: \$8,000 + \$10,000 for cash, coin and card payment stations, less for card only machines.
 - Staff time in collecting coins or cash, reconciling payments collected, maintaining hardware &
 - Employee safety while collecting cash
 - Vandalism
 - Could be placed inside a cooperating building to solve some of these issues but validation codes might work better



Option 3: Return to 2010 parking laws Full DAC recommendation

Recommendations

- City Council should begin budgeting for Parking lot major repairs and replacement costs just like streets.
 - 5 year plan with prioritization of specific lots.
- Loan to upgrade technology for Police parking enforcement
- Return to full time parking enforcement
- Raise fees and fines to cover costs.
- Reduce warnings to 1 per year.

Objective

- Enforcement program should pay for its budget (example) \$114,000 + \$33,000 for admin. + \$30,000 for Enforcement system maint. + loan/debt service.
- Enforcement rules should keep on-street spaces available for shoppers
 - Target chain-parking
 - Target residents/frequent violators
- Annual maintenance of the lots \$35,000 should be paid by:_____

Option 4: Pay-to-Park System DAC recommendation

Recommended Approach

- Limit Pay-to-Park to Commerce Ave and cross streets between Maple and Florida.
 - On 12th and 14th: 2hrs free parking (must use the app to reserve free hours).
 - Cost to City is .15 cents to .35 cents per session of free parking.
- Parking lots allow pay-per hour or lease/permit purchase.

Recommended Fees/coupons

- Council should purchase parking validation coupons to distribute during the first year.
- Parking program should pay for its budget (example): \$114,000 + \$33,000 for admin. + \$30,000 for Enforcement system maint.
- Reduce permit fees to Encourage purchase.





Questions?

Thank you to DAC subcommittee members Bill Hallanger, Ariel Large, Brad Whittaker, and staff, Mary Chennault, McAllister Kosar, Ann Rivers and Adam Trimble!

Pay to park pricing and revenue model: Parking Kitty vendor



459 Street Spaces ^(see notes)			\$.75/hr 2 hr park session					
one unique visitor per day	Avail. Spaces		1 unique visitor/day	Total fees to vendor	←		.15 Vendor fee per transaction	3% cc charge
25% of spaces	115		\$172.50	\$22.43			\$17.25	\$5.18
50% of spaces	230		\$345.00	\$44.85			\$34.50	\$10.35
75% of spaces	344		\$516.00	\$67.08			\$51.60	\$15.48
Two parking sessions per day	Avail. Spaces		2 unique visitors/day	Total fees to vendor	←		.15 Vendor fee per transaction	CC trans. Fee
25% of spaces	115		\$345.00	\$44.85			\$34.50	\$10.35
50% of spaces	230		\$690.00	\$89.70			\$69.00	\$20.70
75% of spaces	344		\$1,032.00	\$134.16			\$103.20	\$30.96
Three parking sessions per day	Avail. Spaces		3 unique visitors/day	Total fees to vendor	←		.15 Vendor fee per transaction	CC trans. Fee
25% of spaces	115		\$517.50	\$67.28			\$51.75	\$15.53
50% of spaces	230		\$1,035.00	\$134.55			\$103.50	\$31.05
75% of spaces	344		\$1,548.00	\$201.24			\$154.80	\$46.44
Four parking sessions per day	Avail. Spaces		4 unique visitors/day	Total fees to vendor	←		.15 Vendor fee per transaction	CC trans. Fee
25% of spaces	118		\$690.00	\$89.70			\$69.00	\$20.70
50% of spaces	236		\$1,380.00	\$179.40			\$138.00	\$41.40
75% of spaces	354		\$2,064.00	\$268.32			\$206.40	\$61.92

NOTES

Street space breakdown does not include 15 min/30 min/Handicap/Police spaces 459 spaces in the identified zone.

Currently comprised of: (34) 1 hr. spaces, (261) 3 hr. spaces, (164) 10 hr. spaces which will all change to \$.75/hr parking

Approx. annual revenue generated if: (assuming that parking is charged for 260 days/year)

25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$134,550.00
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$269,100.00
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$402,480.00

Vendor Fees calculated for the scenario above:

25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			(\$17,492.80)
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			(\$34,983.00)
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			(\$52,322.40)

Net Income after vendor fees are paid:

25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$117,057.20
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$234,117.00
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.			\$350,157.60

NOTES

1. Street spaces in this example are in a zone between 12th Ave to the west & 14th Ave to the east and Maple St to the north to Florida St to the south. Approximately 459 spaces not including 15 min/30 min/ Handicap or Police spaces. All other spaces downtown would be free and changed to either 2 hr or 3 hr parking.

2. Example above is calculating 25%, 50% or 75% capacity of any given day of the total of 459 spaces in the above described area.

515 Parking Lot Spaces	#	
Max 8 hr. charge		\$1.50/day
30% of all spaces	155	\$232.50
40% of all spaces	206	\$309.00
50% of all spaces	258	\$387.00
Estimating 22 days/month		\$33.00
Per space example/quarter		\$99.00
Per space example/6 months		\$198.00
Per space example/year		\$396.00
Minimum annual revenue generated if:		
155 spaces leased for 1 yr @ \$1.50/day		\$40,300.00
206 spaces leased for 1 yr @ \$1.50/day		\$53,560.00
258 spaces leased for 1 yr @ \$1.50/day		\$67,080.00

Pay-to-park Parking Permit Revenue Model

Parking Lot breakdown includes all lots in the identified zone which include:			
753 spaces in total, 60 have city employee leases, 20 have senior leases, 2 are staff spaces in the transit lot, 35 are handicap spaces, 337 are 3 hr. parking, 299 are 72 hr. parking.			
For this example we are only including 515 spaces comprised of 3 hr. & 72 hr. spaces to allow for the sale of two lots to be sold for development (156 spaces approx.)			
<i>\$1.50/ day (\$33/mo.) is our suggested price to park in a leased space</i>			
<i>& \$2/day for non lease parking event</i>			
Pricing based on averaging 22 days a mo. (charging for 5 days/wk Tues-Sat)			
Offer a 10% discount on leases if paid in full annually			
Offer a 5% discount on leases if paid semi annually			
Current lease rates are \$120/quarter or \$40/mo. with 138 spaces available to lease			
Estimating 260 days per year of days that can be charged for parking			
No fee to park after 5pm on streets, in lots, Sun/Mon is free parking in this zone			