Parking

January 2022

PARK CITY
1884

PC Stat

PERSONNEL

YoY Total Personnel Costs

$1,200,000
$1,000,000
$800,000
$600,000
$400,000
$200,000
$0

$994,844 — $ Total Cost FY22
$987,066 — $ Total Cost FY21
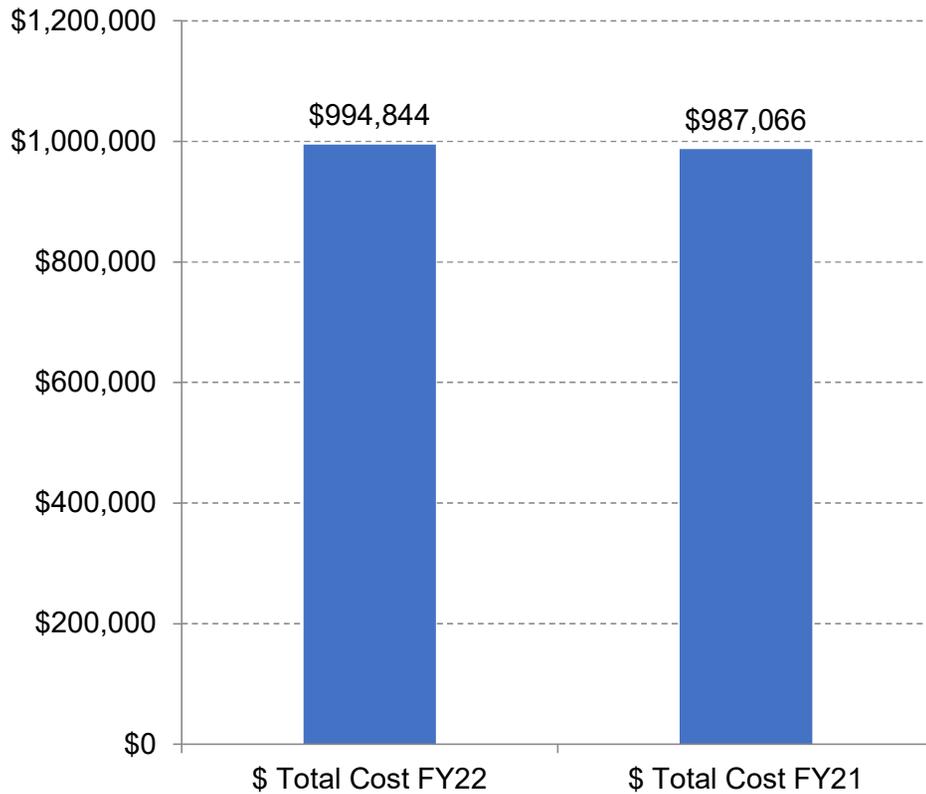
% Personnel Decomposition by Total $ Cost - FY22

- IT COORDINATOR II - TRANSIT, 11%
- PARKING MAINTENANCE COORDINATOR, 9%
- PARKING ANALYST, 0%
- PARKING OFFICER, 30%
- ANALYST I - PW ADMIN, 16%
- LEAD PARKING OFFICER, 8%
- ADJUDICATION OFFICER, 1%
- PARKING ADMINISTRATOR, 10%
- PARKING MANAGER, 14%
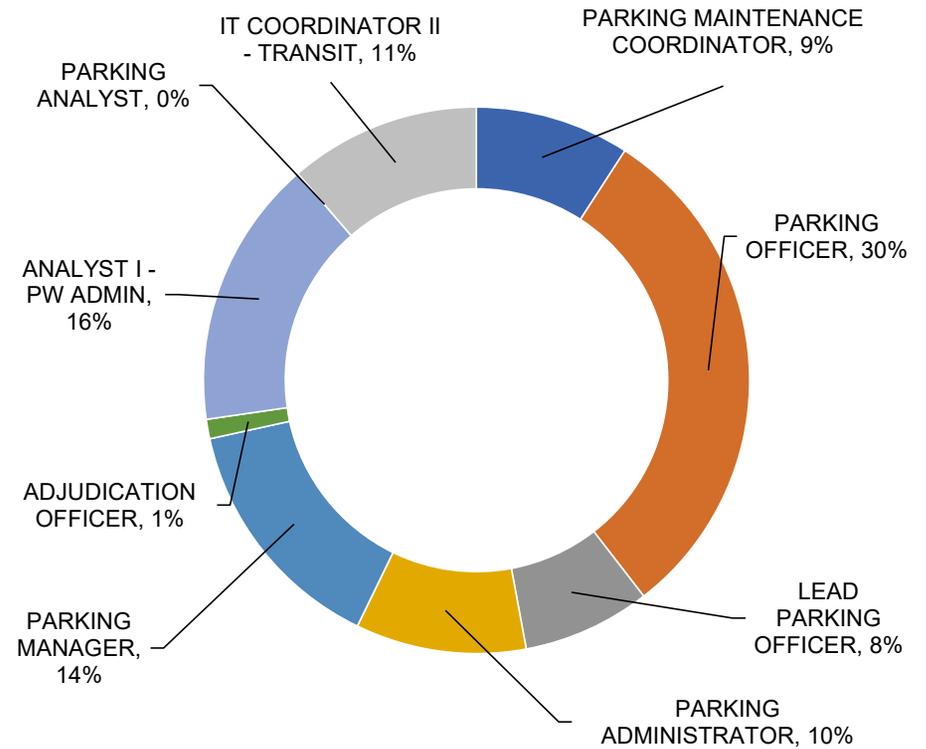
Source: Park City Municipal Corporation. As of 11/16/2021.

CULTURE

- To support all critical priorities of Park City and serve as city ambassadors by engaging and building relationships with the community of residents, visitors, and business owners--via an approachable, fair, and education-first customer service approach.

- Customer Service; resolve issues through communication first, use ticket as last resort.

- Interactive and approachable community ambassadors and team leaders.

- Relevant field and employee support from the top down to ensure timely resolution

- Shift daily operations to assist with community priorities

- Provide consistent patrol coverage to ensure visitor and community compliance

- Flexible schedule and work / life balance for staff

PC Stat
Data-Driven Action

THE TEAM!

Believe it or not, the parking staff are actually super friendly! From rounding up rambunctious contractors, cleaning up graffiti and trash in town, to reuniting lost dogs to their owners, Parking Staff are always ready to jump in and help wherever they can!

OPERATIONS

PARKING OPS

- We manage 53 meters, over 1200 Old Town Parking stalls, and serve Park City's community 365 days a year!

- 10 staff members spanning PW Front Office ops, field officers, maintenance coordinators, and admin.

- We enforce 365 days a year, including major holidays, events, evenings and weekends.

- Residential permitting and enforcement for all of Old Town core

- DLS, Sundance, peak traffic mitigation and other event management dynamics.

- Enterprise fund – 2.4M annually – funds cover ops and capital projects. Long range goal of parking improvement district and supporting transportation projects.
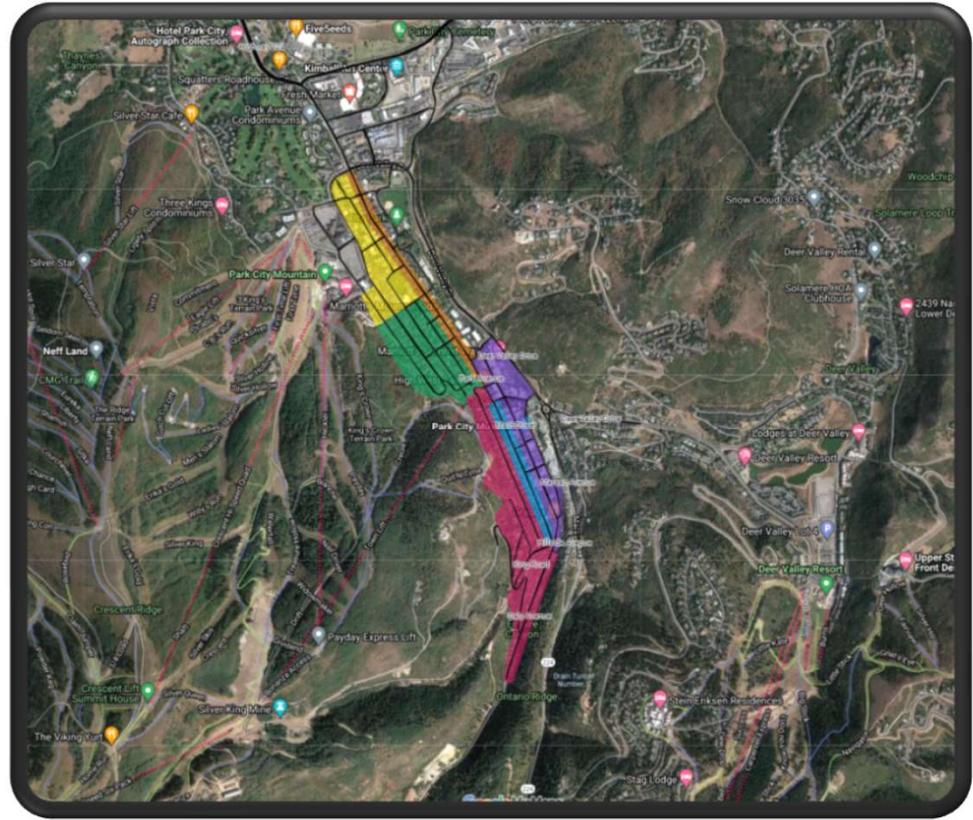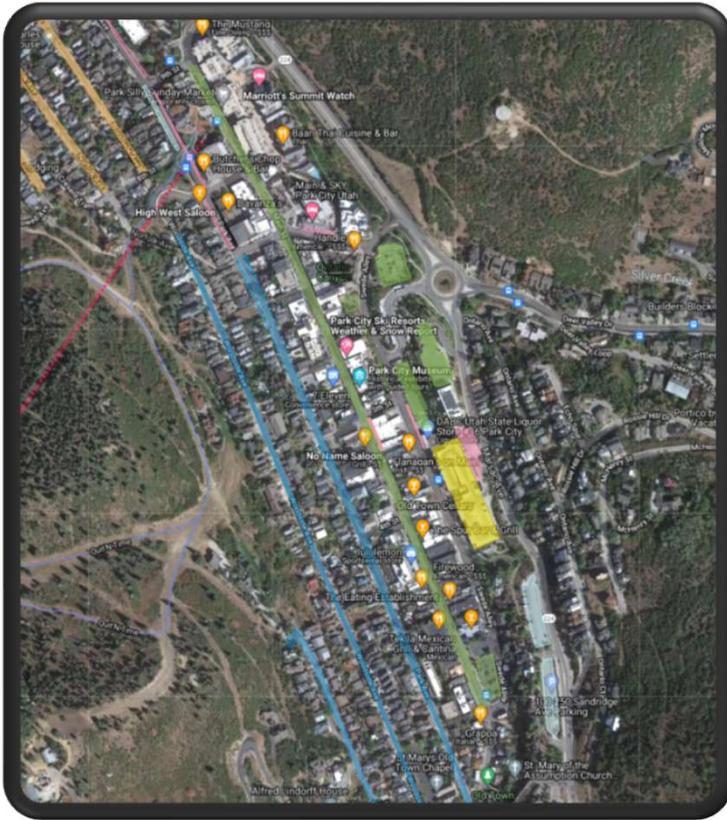
PC Stat
Data-Driven Action

PROCESS

- Virtual Permitting – license plate is the displayed permit and associated in a cloud-based database record.
- License plate recognition cameras (LPR) mounted to patrol vehicles are used to identify license plates for permit info, ticket history, and field notes. Cutting edge character recognition technology.
- Handheld phones and printers to write tickets and reference real-time payment processing, permit holder info, or vehicles of interest.

- "Meter Phone" is used to take customer questions and concerns in field – This is a publicly advertised phone number and is monitored by our on-duty enforcement officer.
- First time violation or "warning ticket", conversation/problem solving approach – goal is to solve issues and change behavior; not punish, unless there are egregious or repeat violations.

PC Stat
Data-Driven Action

PROCESS

- Boots/Impounds/after hours payments & coverage- PCPD handles towing
- Maintenance Coordinator handles parking equipment and hardwear upkeep, street signage, lot striping, assists with cash collections.
- Front Counter – Main point of contact for Public Works, permit sales, transit/water/streets inquiries, payment processing
- Appeals process – protects customers from erroneous tickets and assists in our effort to correct and change behavior to benefit the community. - example

- Permit Sales and management
- Shared Enforcement with PCPD
- We use SLACK, Teams, and other communication programs to provide real-time field service and support.
- Transparency and stakeholder feedback to ensure real-world problems are being addressed in conjunction with appropriate departments – HPCA, NTMP. Etc.
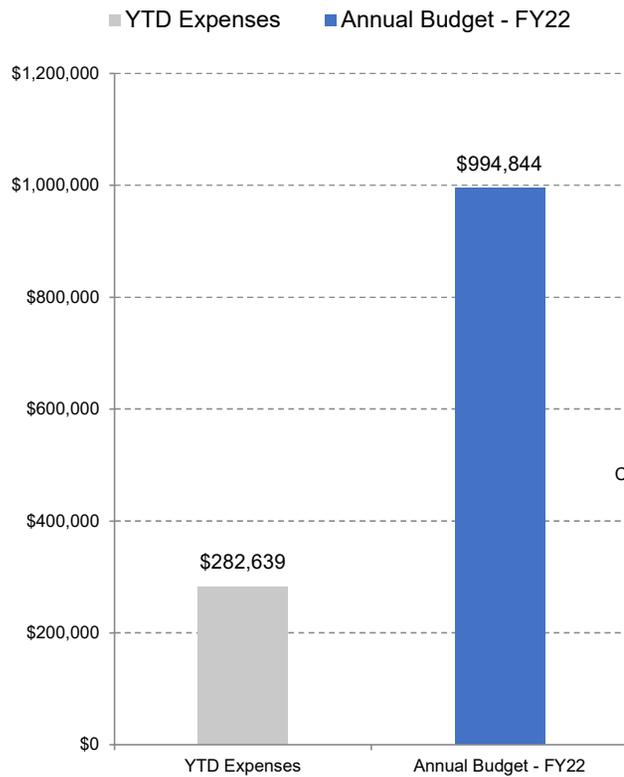
PC Stat
Data-Driven Action

AREAS

- General Management and Enforcement Areas

EXPENSES

YTD Personnel Expenses vs. FY22 Budget by Type

Legend: ▉ YTD Expenses ▉ Annual Budget - FY22

- YTD Expenses: $282,639
- Annual Budget - FY22: $994,844

Y-axis: $0, $200,000, $400,000, $600,000, $800,000, $1,000,000, $1,200,000

Additional YTD Expenses vs. FY22 Budget by Type

Legend: ▉ YTD Expenses ▉ Annual Budget - FY22

- Interfund Transfer: $16,500
- Special Service Contracts, Misc: $65,000
- Parts, Maintenance Supplies: $1,751 / $54,000
- Contract Svcs, Consulting, Software: $41,866 / $148,000
- Utilities: $2,820 / $9,000
- Materials, Supplies, Services: $53,441 / $430,500

X-axis: $0, $100,000, $200,000, $300,000, $400,000, $500,000
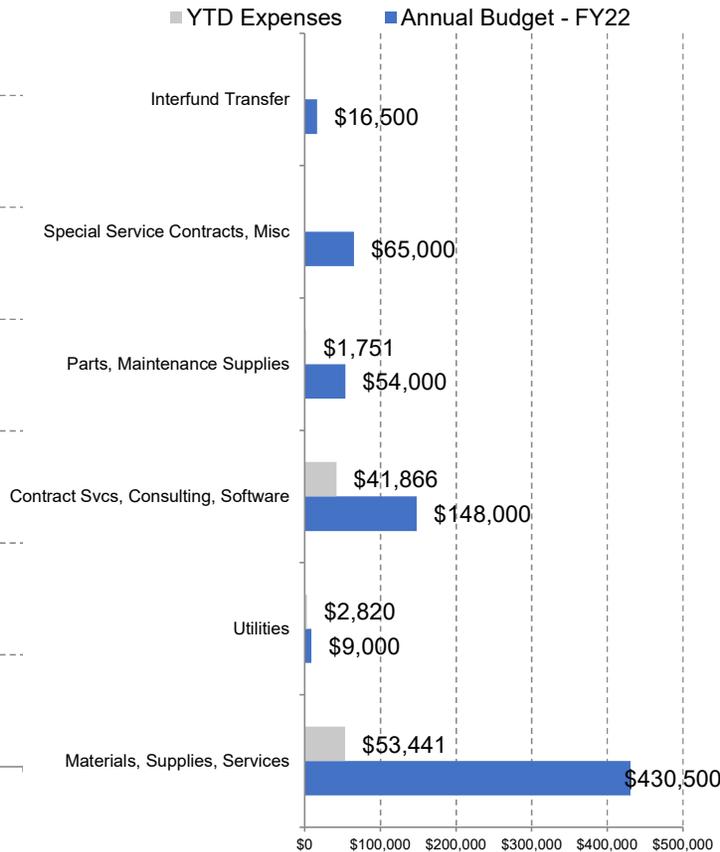
Budget Summary Decomposition by Expense Type - FY22

- Utilities, 1%
- Contract Svcs, Consulting, Software, 9%
- Parts, Maintenance Supplies, 3%
- Special Service Contracts, Misc, 4%
- Interfund Transfer, 1%
- Materials, Supplies, Services, 25%
- Personnel Services, 58%
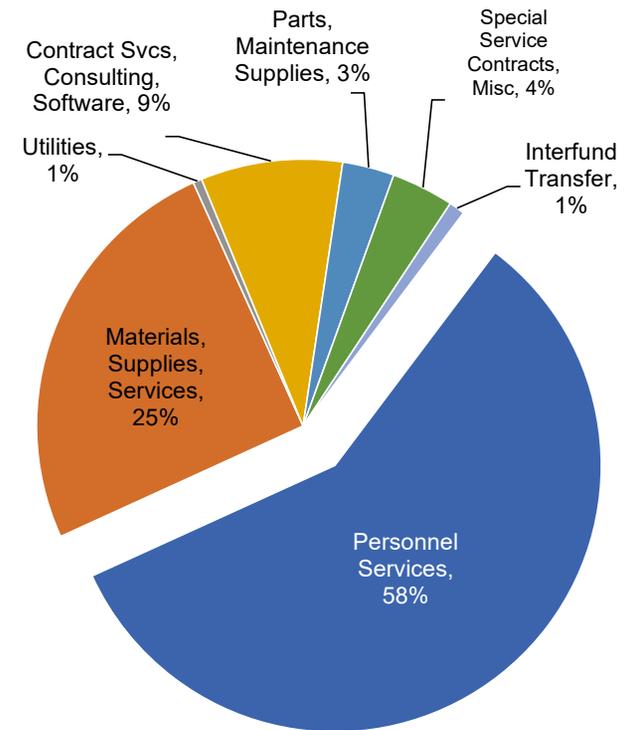
Source: Park City Municipal Corporation. As of 11/16/2021.

PERFORMANCE

DATA & TECH

Time of Day

- Transactions by hour
- Month over month
- Pre-5pm vs. Post-5pm

Average Daily Transactions per Hour - March 2021

Legend:
- ▮ Average Daily Transactions per Hour
- ⋯⋯ Linear (Average Daily Transactions per Hour)
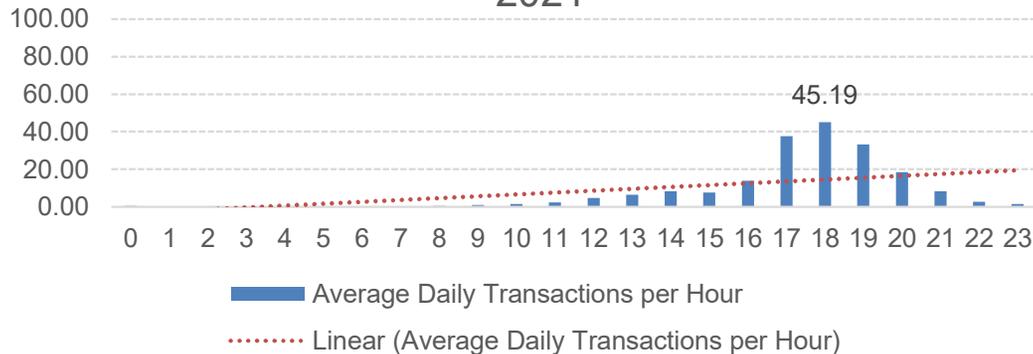
March '21

Hour	Average Daily Transactions per Hour
0	0.32
1	0.06
2	0.06
3	0.00
4	0.00
5	0.10
6	0.10
7	0.03
8	0.45
9	0.94
10	1.35
11	2.19
12	4.65
13	6.45
14	8.35
15	7.74
16	13.97
17	37.65
18	45.19
19	33.23
20	18.58
21	8.29
22	2.61
23	1.45
24	0.00

Peak Hour	Peak Average Transactions
18	45.19

July '21

Hour	Average Daily Transactions per Hour
0	0.16
1	0.13
2	0.00
3	0.03
4	0.00
5	0.00
6	0.13
7	0.39
8	1.81
9	7.55
10	41.23
11	34.81
12	32.71
13	36.45
14	29.45
15	22.87
16	28.23
17	58.00
18	79.74
19	63.74
20	31.77
21	11.06
22	5.06
23	1.39
24	0.00

Peak Hour	Peak Average Transactions
18	79.74

PC Stat
Data-Driven Action

DATA & TECH

Location

- China Bridge & Main Street
  - Vast majority of demand and utilization
- Paid parking rules vary by location
- Traffic and demand management
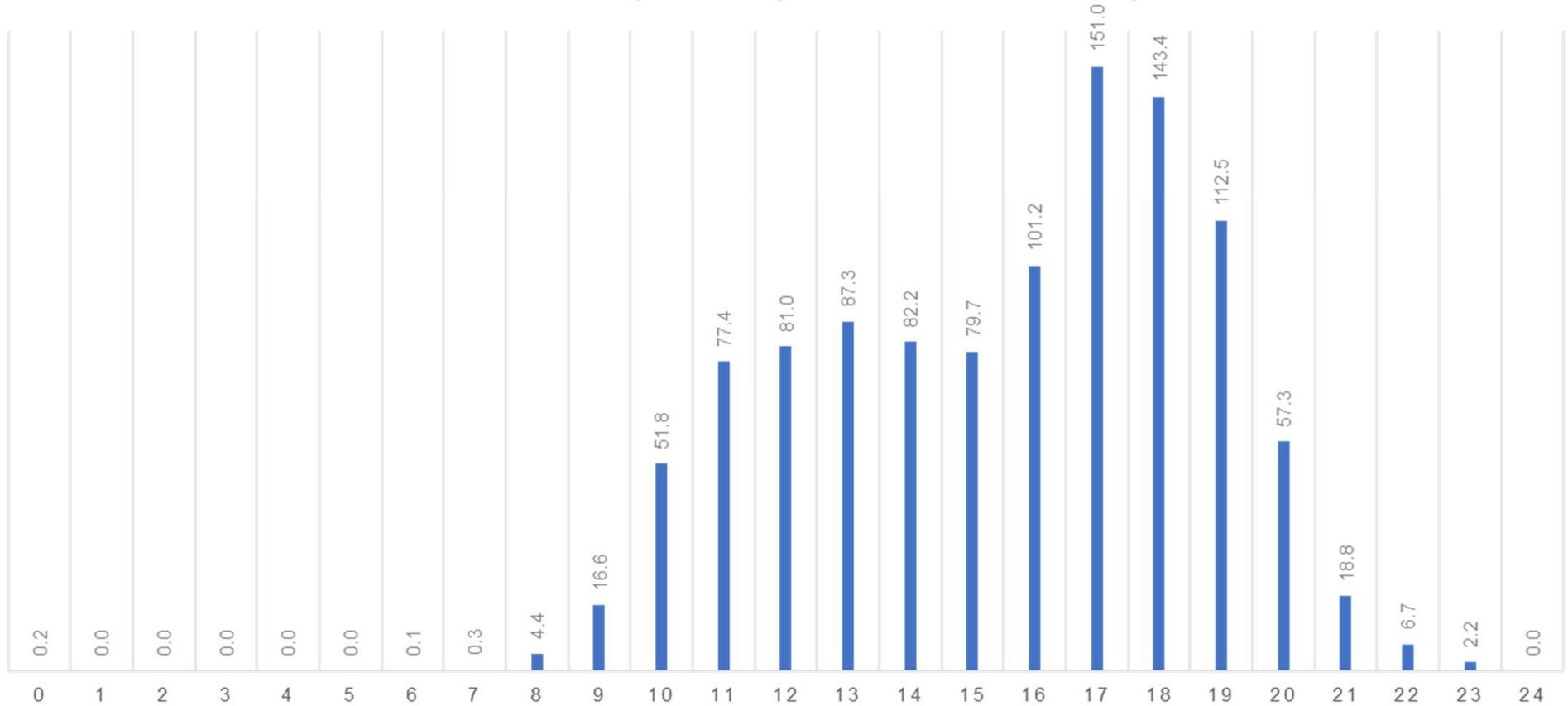 - Swede Alley, events

Main St. Occupancy - COVID 19

Legend: 1PM, 5PM, Trend

Main St. Meter utilization heatmap

PC Stat
Data-Driven Action
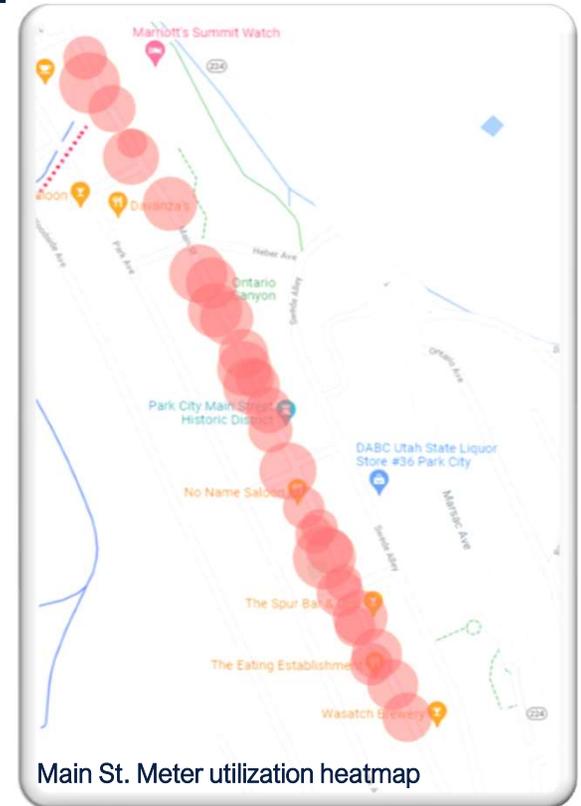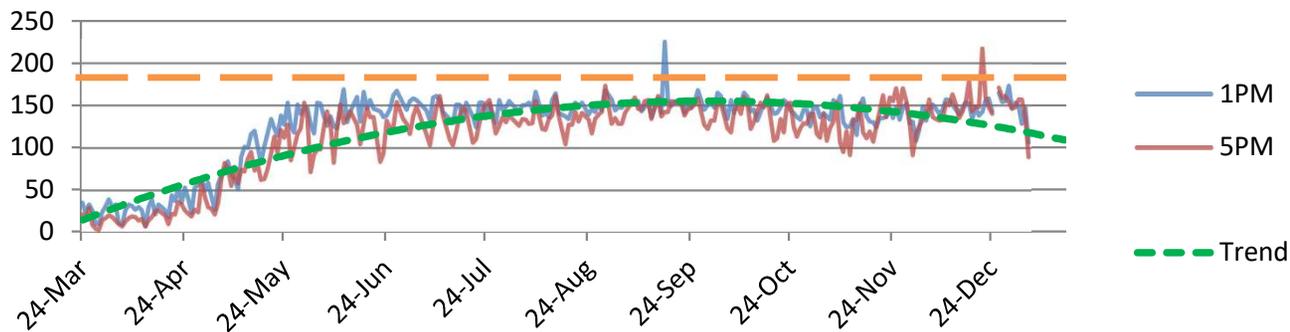
Daily Parking Volume – System-wide

PC Parking Total Volume - All Lots by Day and Hour
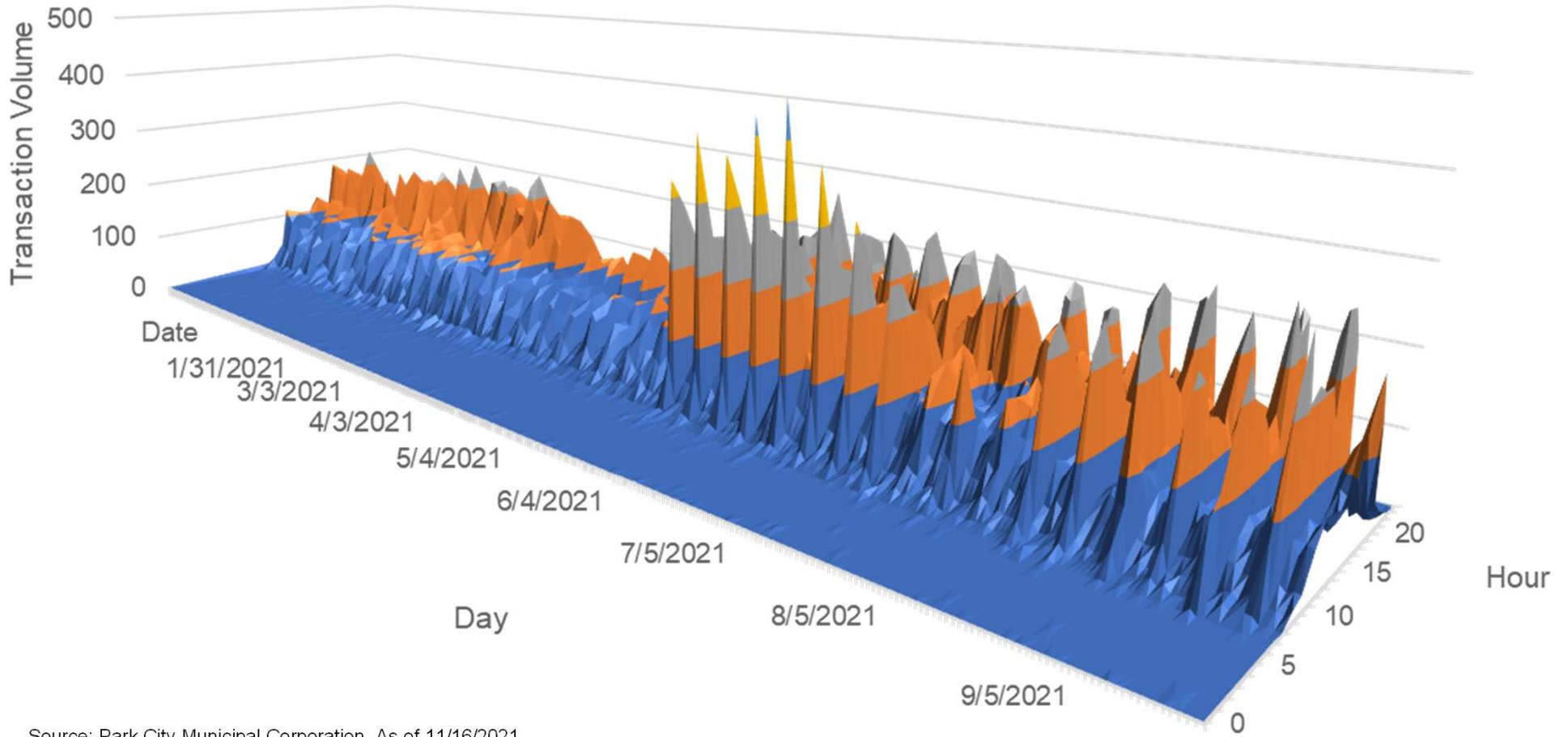
Daily Parking Volume – System-wide

All Lots - Average Daily Transactions by Hour

Hour	Value
0	0.2
1	0.0
2	0.0
3	0.0
4	0.0
5	0.0
6	0.1
7	0.3
8	4.4
9	16.6
10	51.8
11	77.4
12	81.0
13	87.3
14	82.2
15	79.7
16	101.2
17	151.0
18	143.4
19	112.5
20	57.3
21	18.8
22	6.7
23	2.2
24	0.0

Source: Park City Municipal Corporation. As of 11/16/2021.

Daily Parking Volume – System-wide

All Lots - Average Daily Transactions by Day of Week

Day	Transactions
SUNDAY	1349
MONDAY	818
TUESDAY	788
WEDNESDAY	844
THURSDAY	982
FRIDAY	1244
SATURDAY	1494
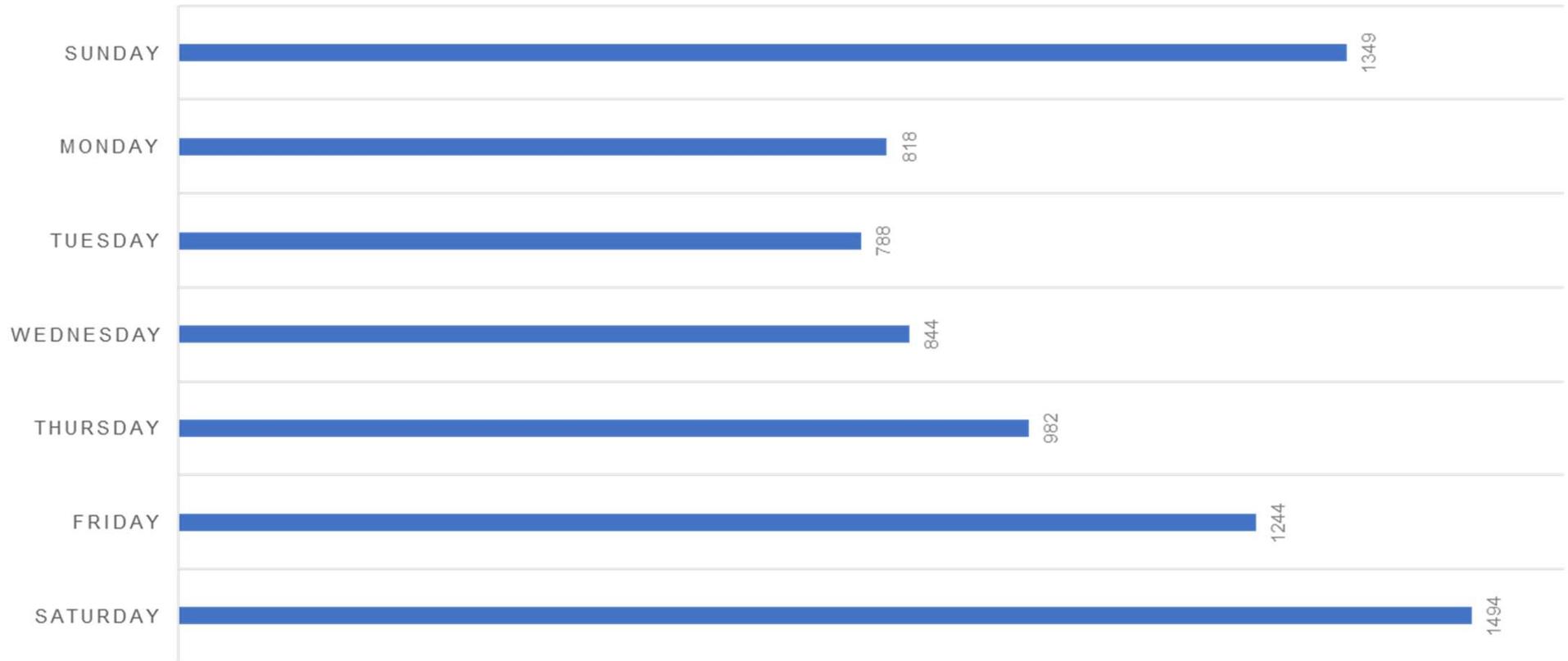
Daily Parking Volume – By Lot

Park City Daily Parking Volume by Lot

Legend: China Bridge, Main Street, North Marsac, Bob Wells Plaza, Flag Pole, Swede Alley, Galleria
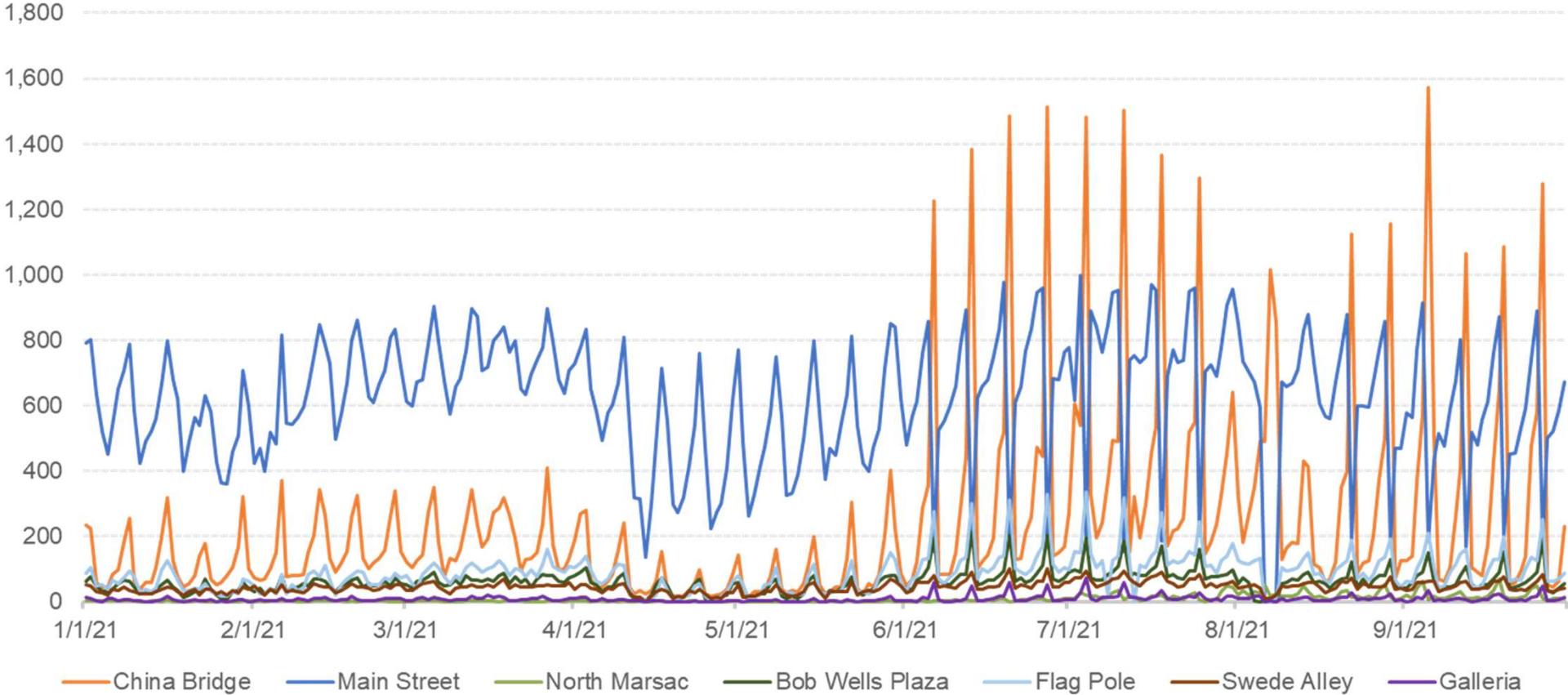
Daily Parking Volume – By Lot

Average Daily Transactions by Lot
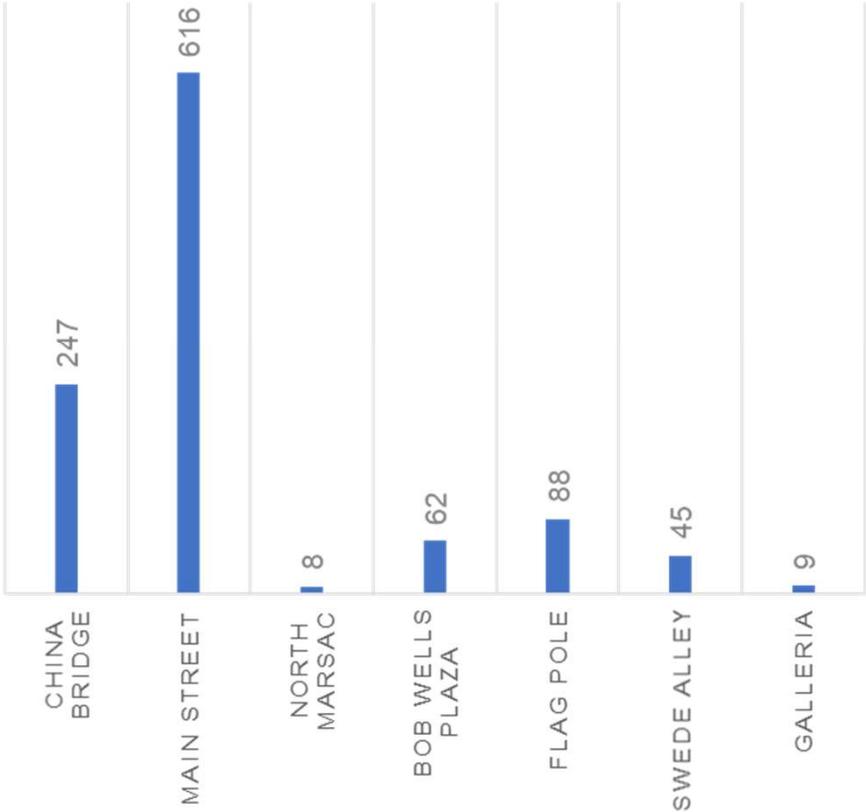
Lot	Value
CHINA BRIDGE	247
MAIN STREET	616
NORTH MARSAC	8
BOB WELLS PLAZA	62
FLAG POLE	88
SWEDE ALLEY	45
GALLERIA	9

Park City Daily Average Parking Volume by Lot, % Decomposition

- China Bridge, 23%
- Main Street, 57%
- Flag Pole, 8%
- Bob Wells Plaza, 6%
- Swede Alley, 4%
- Galleria, 1%
- North Marsac, 1%
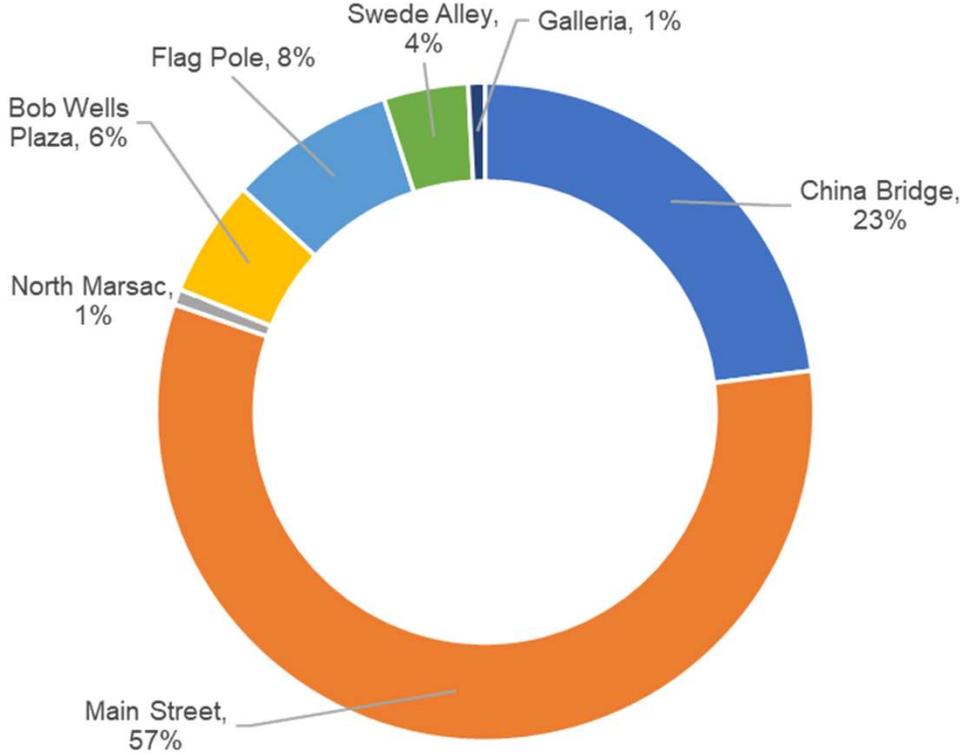
Source: Park City Municipal Corporation. As of 11/16/2021.

Daily Parking Revenue – By Lot

Park City Daily Parking Revenue by Lot

China Bridge — Main Street — North Marsac — Bob Wells Plaza — Flag Pole — Swede Alley — Galleria
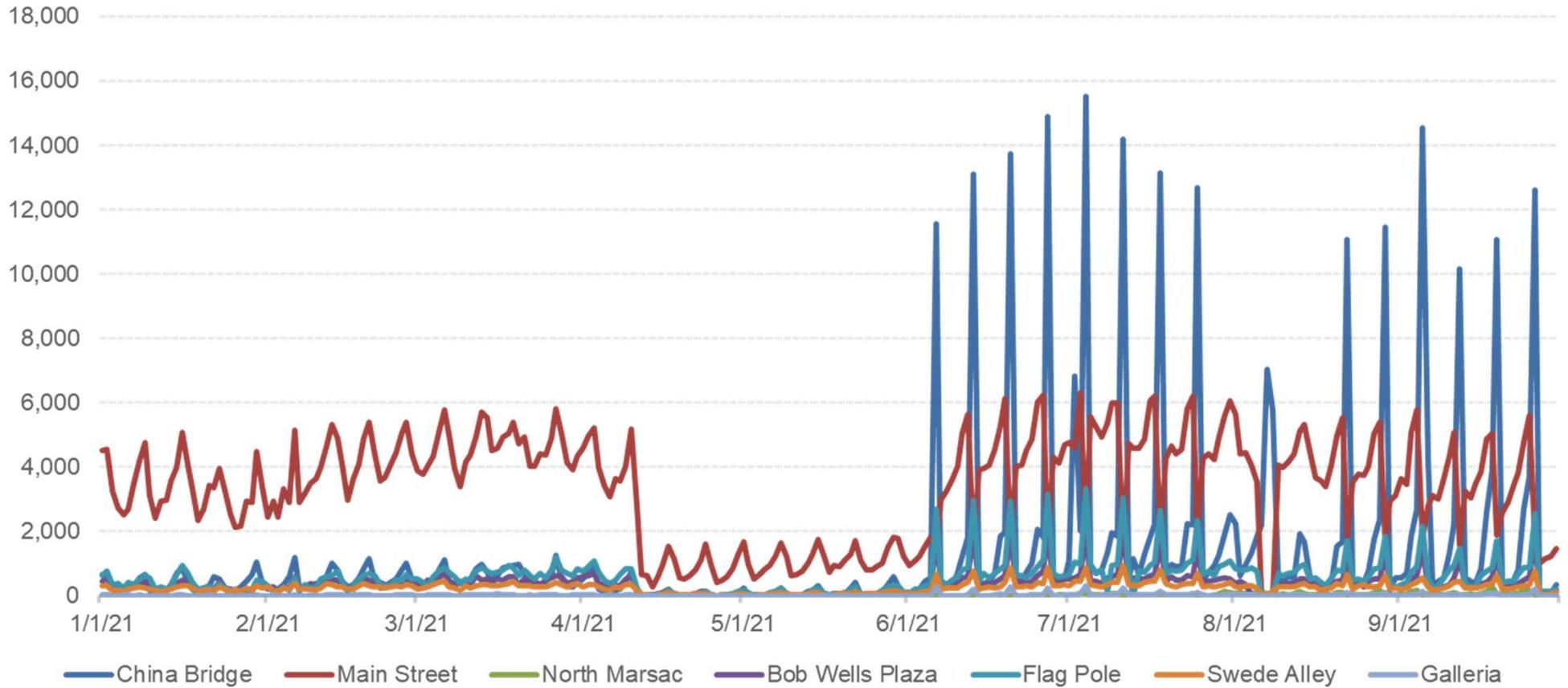
Daily Parking Revenue – By Lot

Average Daily Revenue by Lot
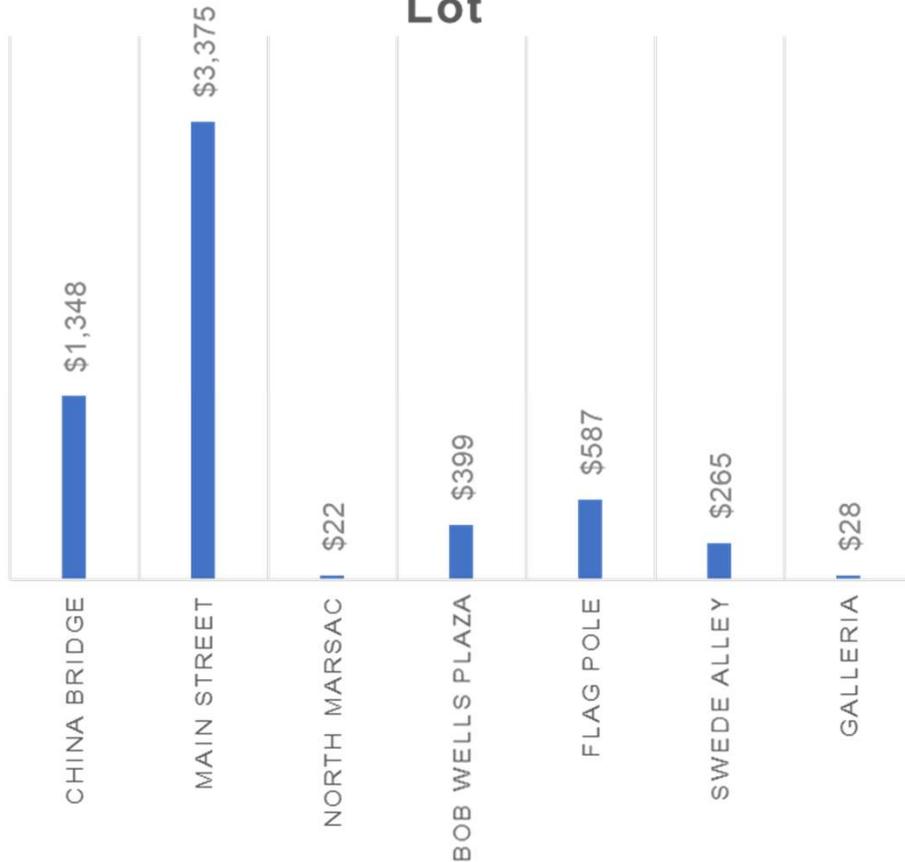
- CHINA BRIDGE: $1,348
- MAIN STREET: $3,375
- NORTH MARSAC: $22
- BOB WELLS PLAZA: $399
- FLAG POLE: $587
- SWEDE ALLEY: $265
- GALLERIA: $28

Park City Daily Average Parking Volume by Lot, % Decomposition

- Swede Alley, 4%
- Galleria, 0%
- Flag Pole, 10%
- Bob Wells Plaza, 7%
- North Marsac, 0%
- China Bridge, 22%
- Main Street, 56%

Daily Parking Revenue per Transaction – By Lot

Park City Daily Parking Revenue per Transaction by Lot
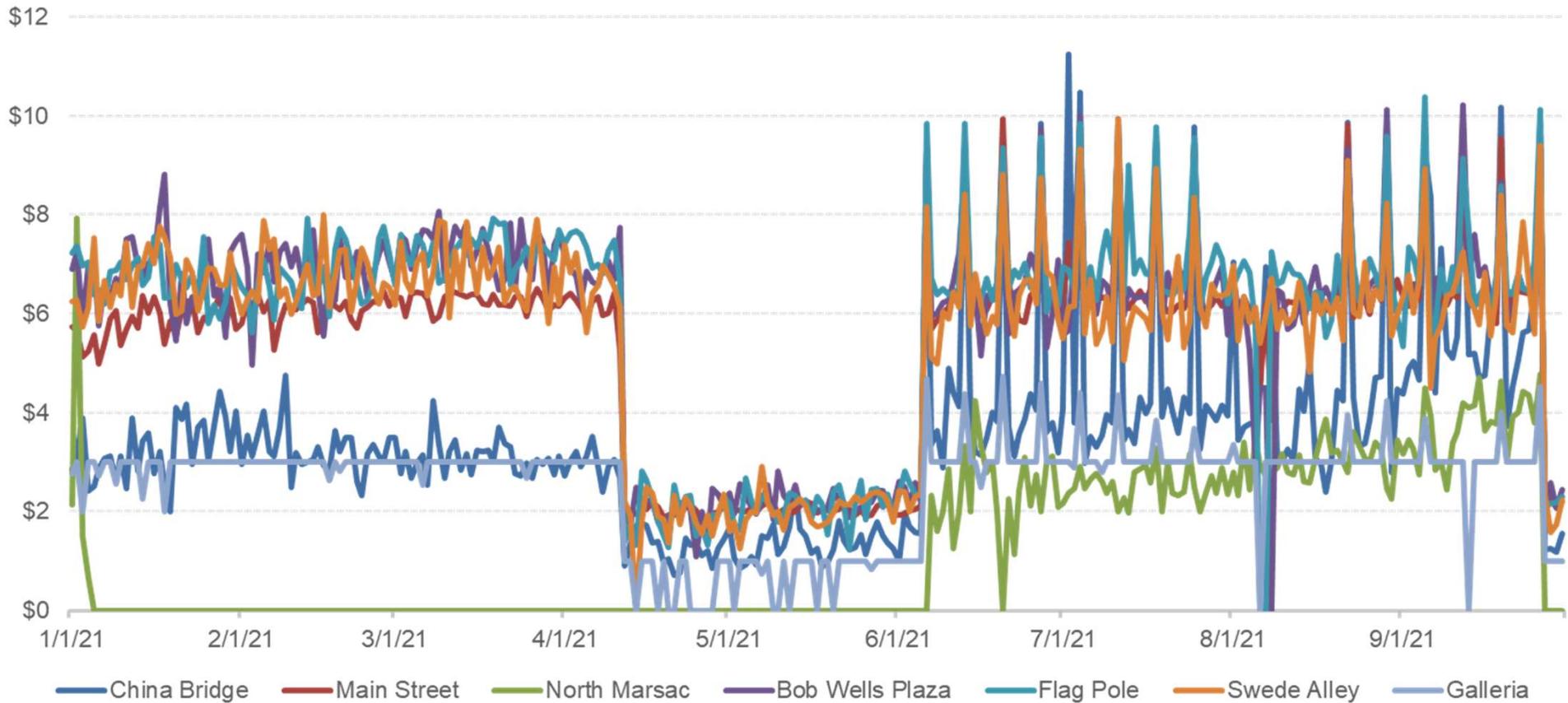
China Bridge — Main Street — North Marsac — Bob Wells Plaza — Flag Pole — Swede Alley — Galleria

Source: Park City Municipal Corporation. As of 11/16/2021.

Daily Parking Revenue per Transaction – By Lot

Average Daily Revenue per Transaction by Lot

- CHINA BRIDGE: $3.52
- MAIN STREET: $5.42
- NORTH MARSAC: $1.24
- BOB WELLS PLAZA: $5.79
- FLAG POLE: $5.87
- SWEDE ALLEY: $5.57
- GALLERIA: $2.53
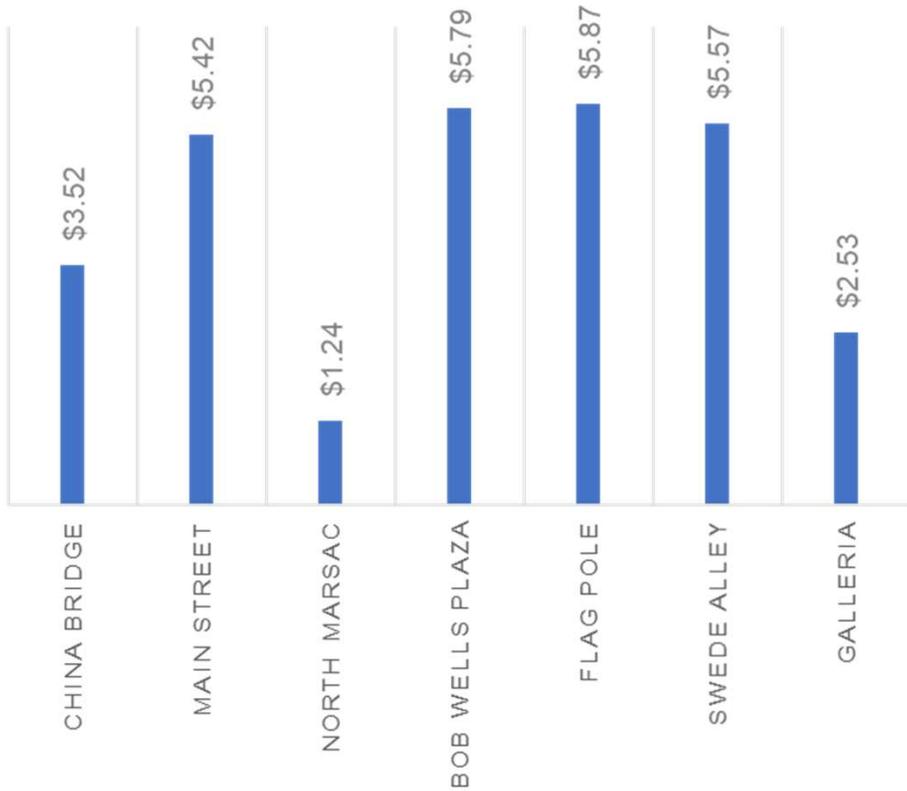
Park City Daily Average Revenue per Transaction by Lot, % Decomposition

- China Bridge, 12%
- Main Street, 18%
- North Marsac, 4%
- Bob Wells Plaza, 19%
- Flag Pole, 20%
- Swede Alley, 19%
- Galleria, 8%
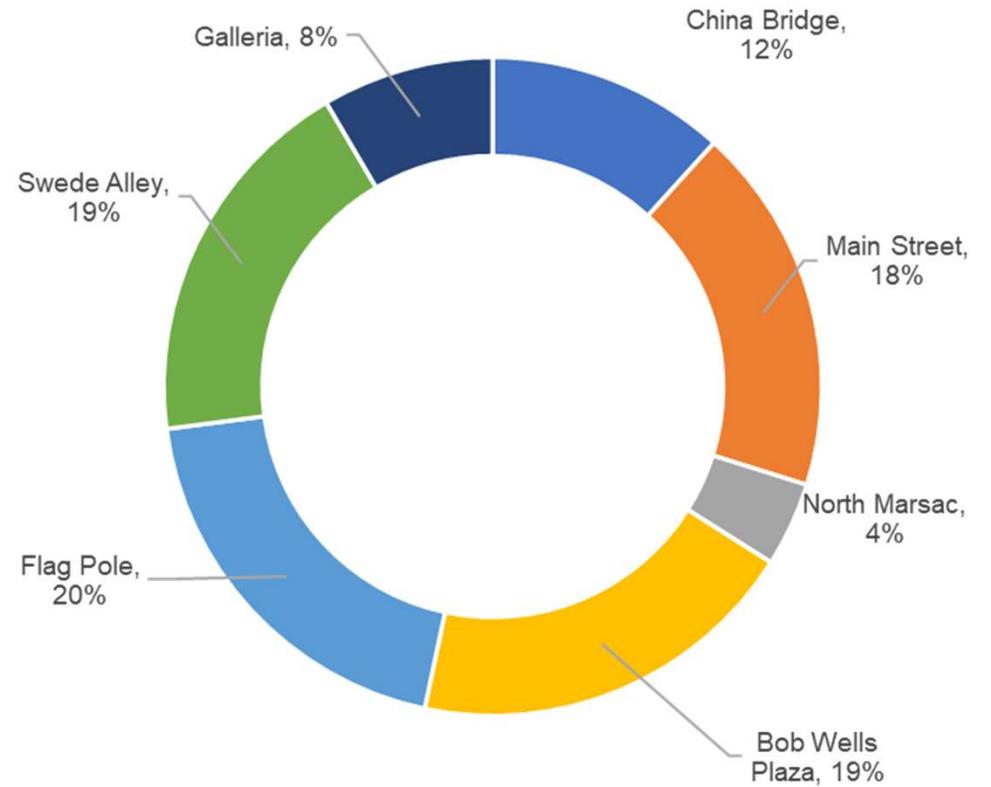
Source: Park City Municipal Corporation. As of 11/16/2021.

Parking Lot Specific – China Bridge

PC Parking Total Volume - China Bridge by Day and Hour
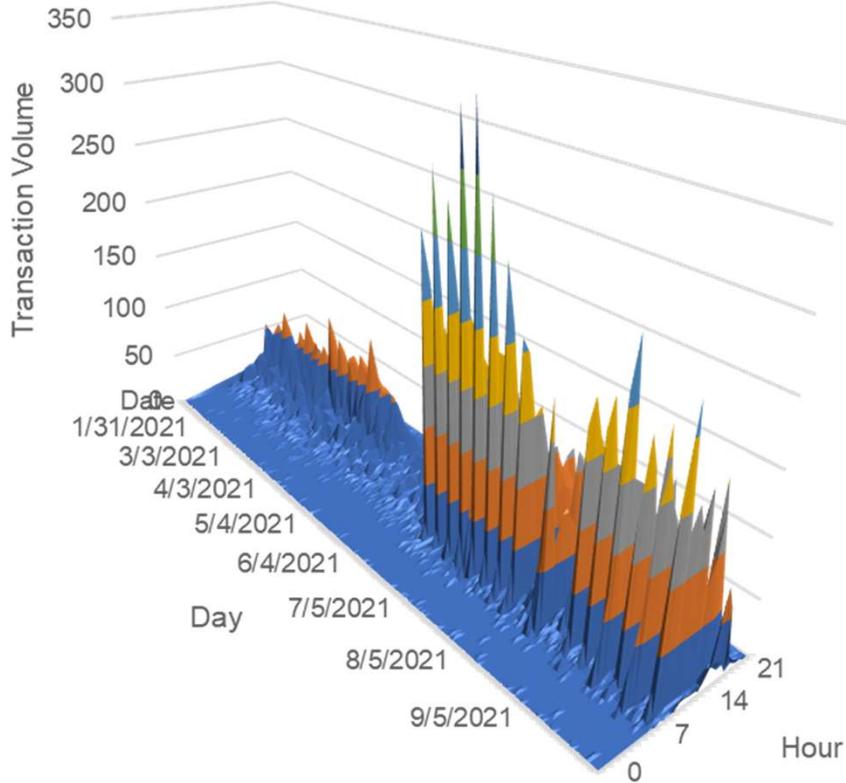
China Bridge - Average Daily Transactions by Hour
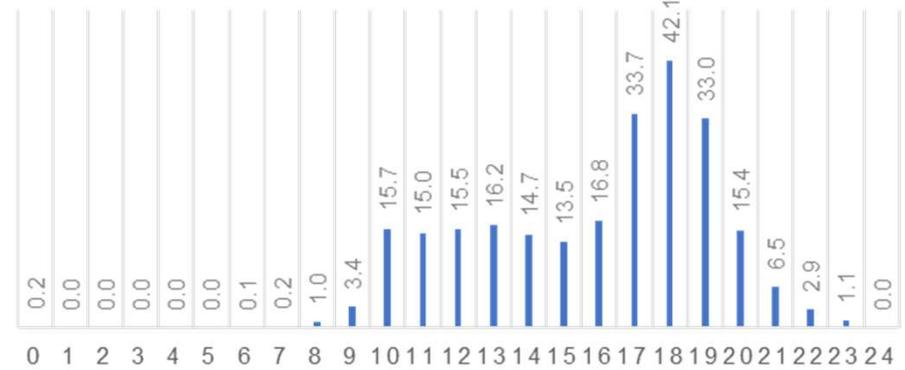
China Bridge - Average Daily Transactions by Day of Week
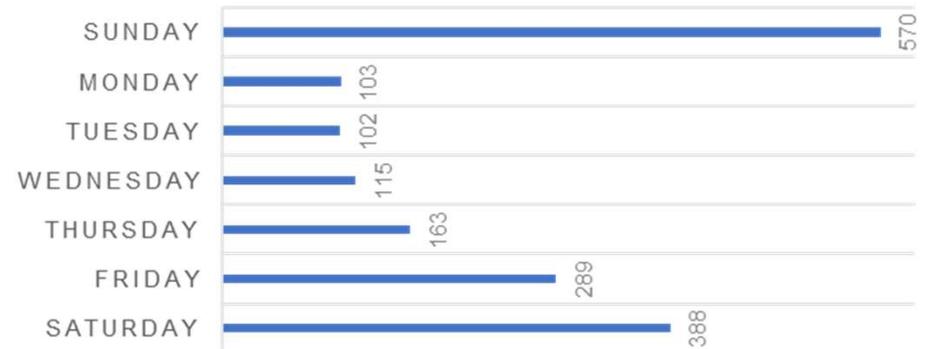
Source: Park City Municipal Corporation. As of 11/16/2021.

Parking Lot Specific – Main Street

PC Parking Total Volume - Main Street by Day and Hour
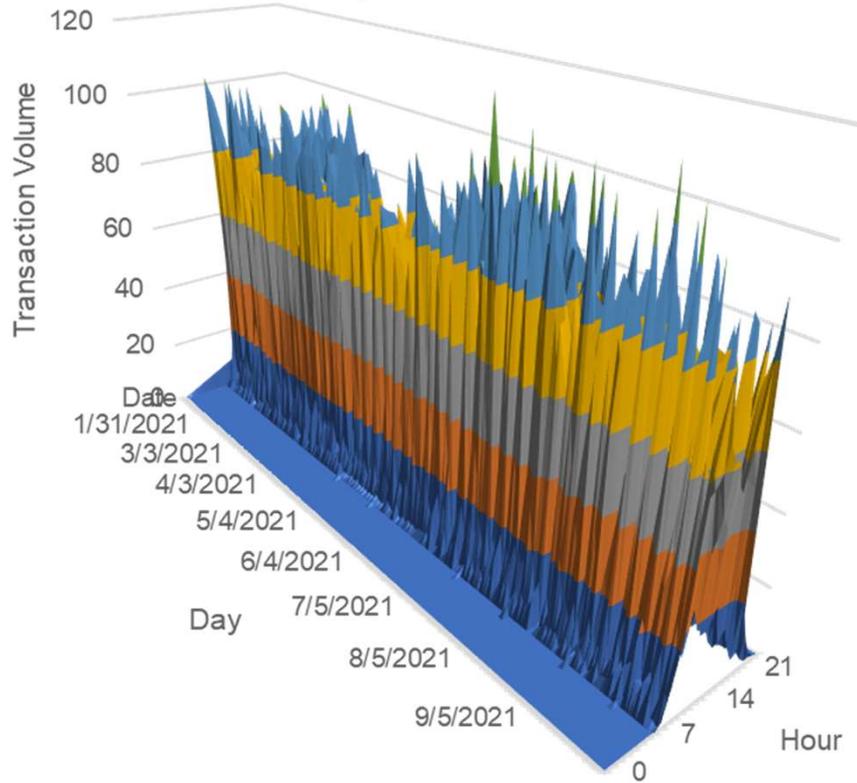
Main Street - Average Daily Transactions by Hour
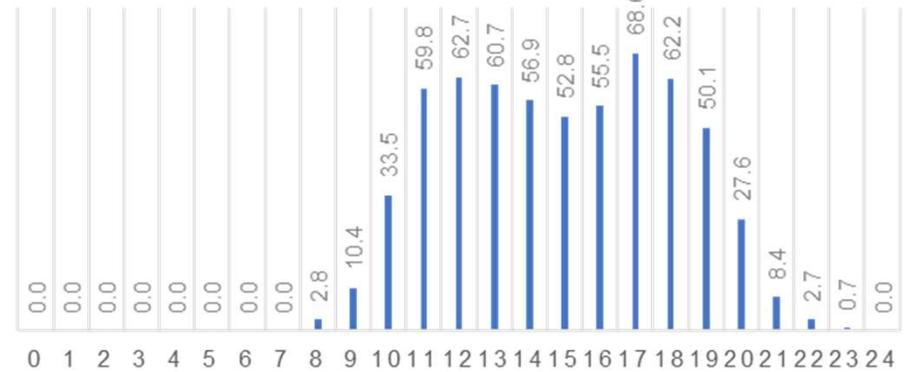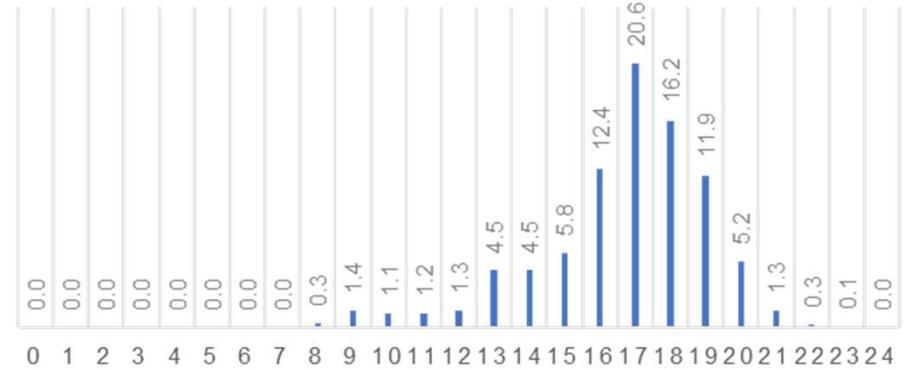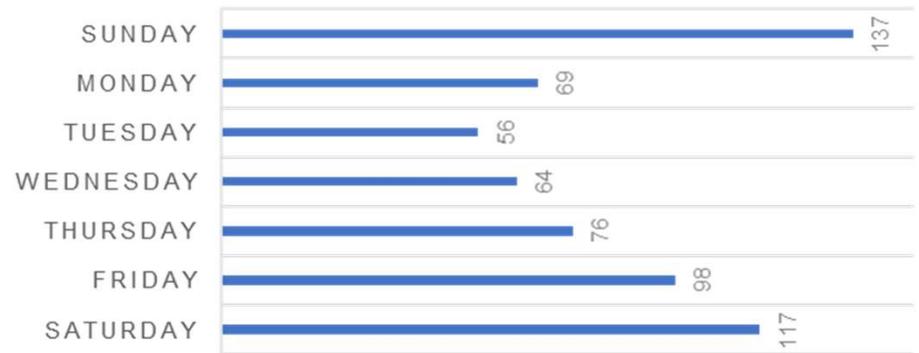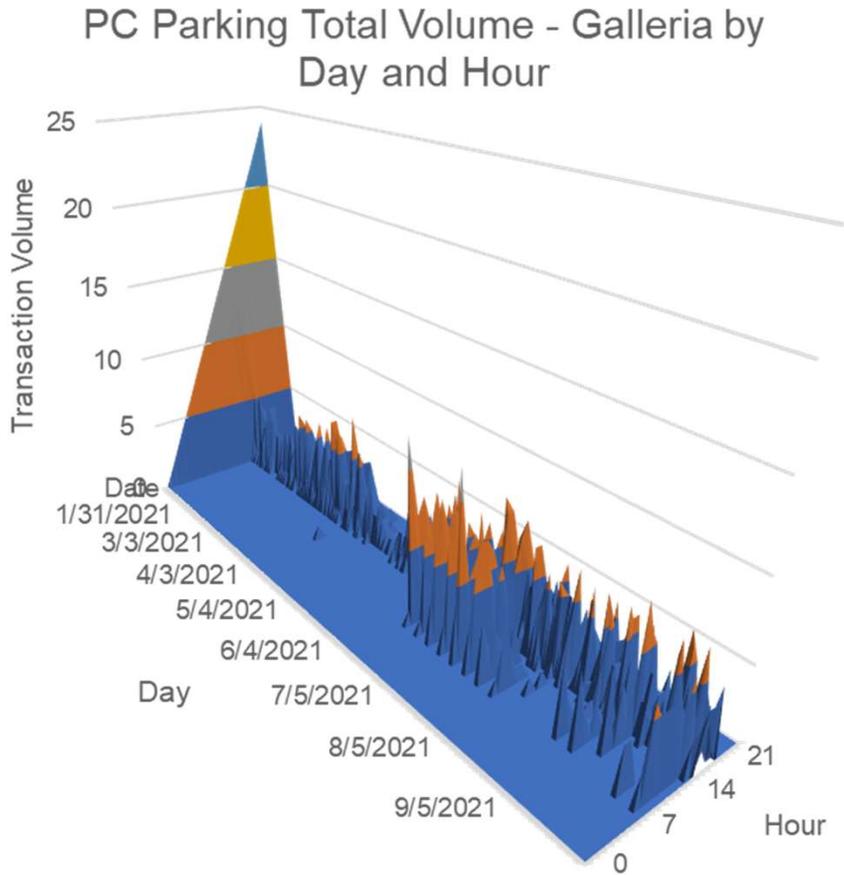

Main Street - Average Daily Transactions by Day of Week
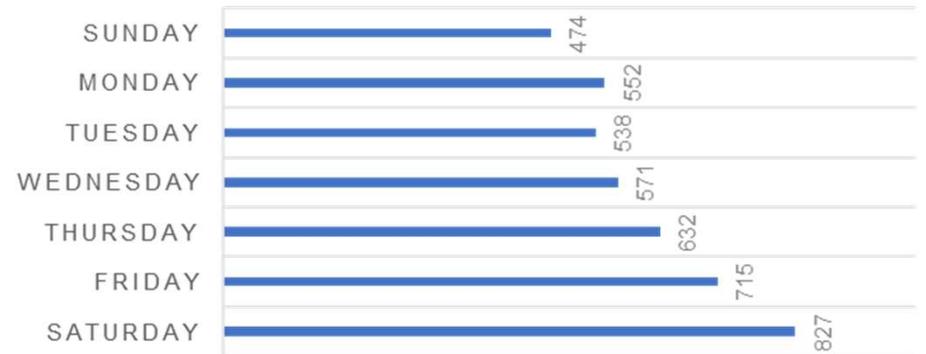
Source: Park City Municipal Corporation. As of 11/16/2021.

Parking Lot Specific – Flagpole

PC Parking Total Volume - Flagpole by Day and Hour
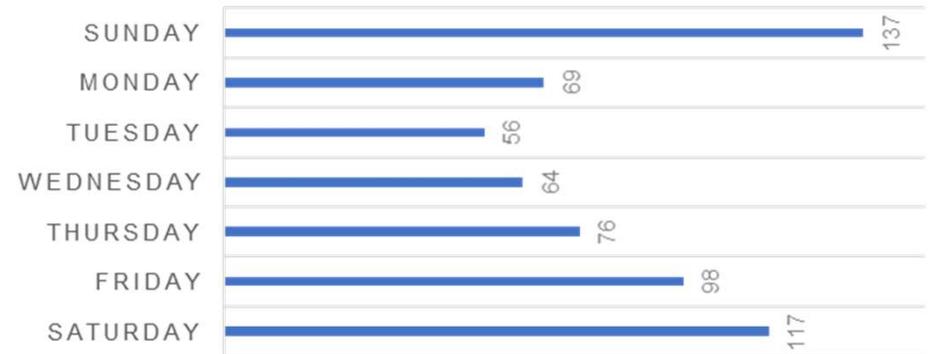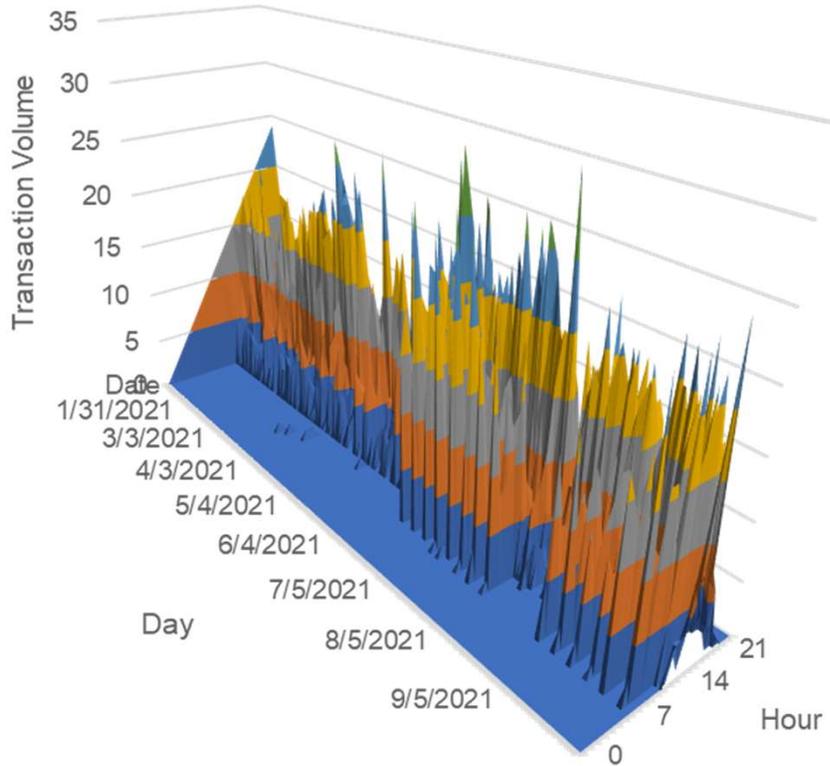

Flagpole - Average Daily Transactions by Hour

Flagpole - Average Daily Transactions by Day of Week

Source: Park City Municipal Corporation. As of 11/16/2021.

Parking Lot Specific – Galleria
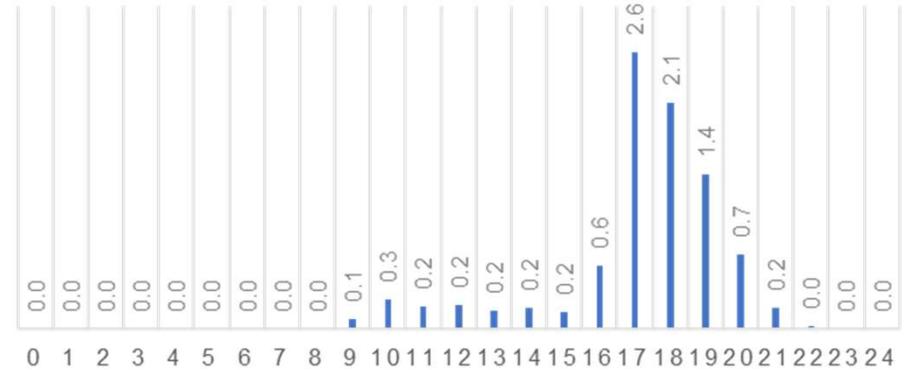
PC Parking Total Volume - Galleria by Day and Hour

Galleria - Average Daily Transactions by Hour

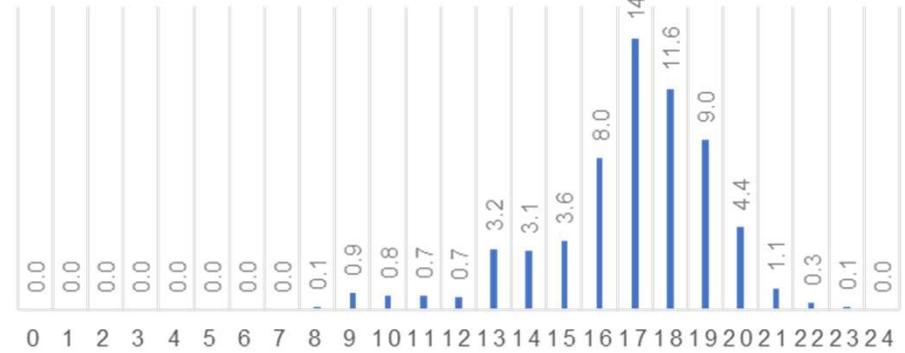Galleria - Average Daily Transactions by Day of Week

Source: Park City Municipal Corporation. As of 11/16/2021.

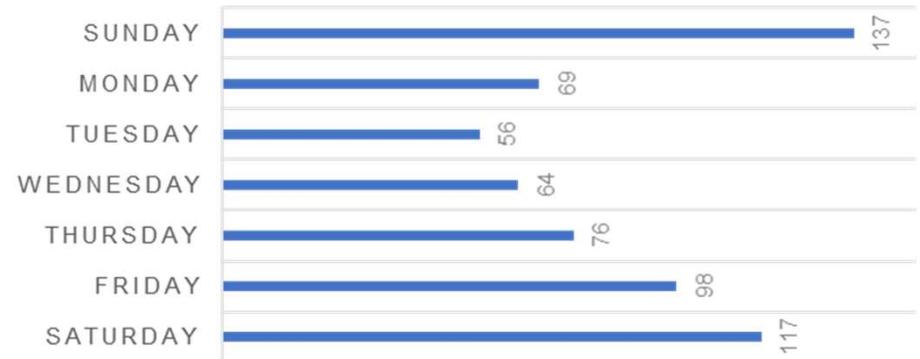# Parking Lot Specific – Bob Wells

PC Parking Total Volume - Bob Wells Plaza by Day and Hour

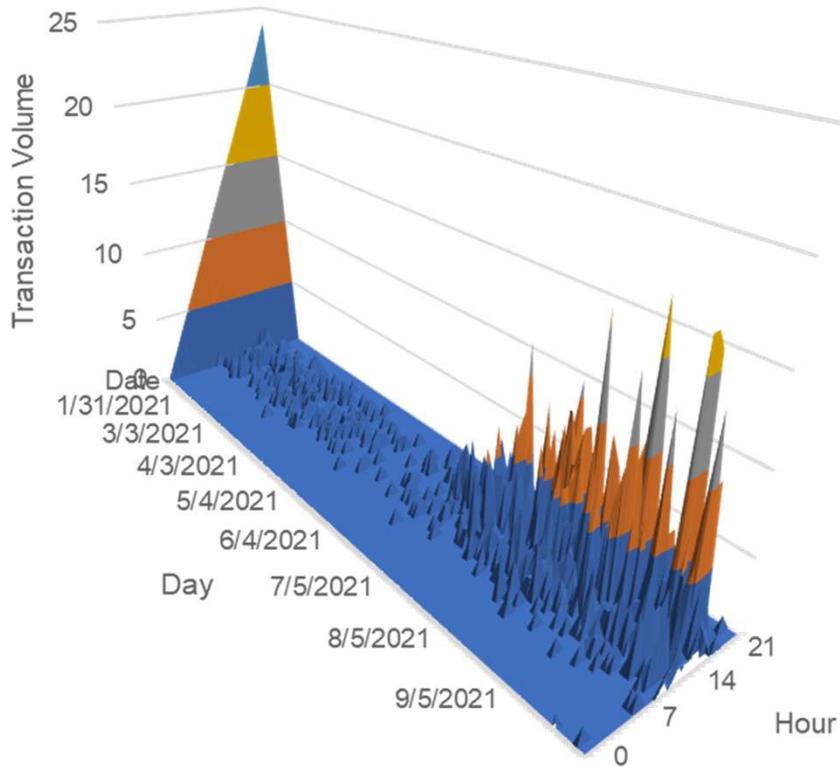Bob Wells - Average Daily Transactions by Hour

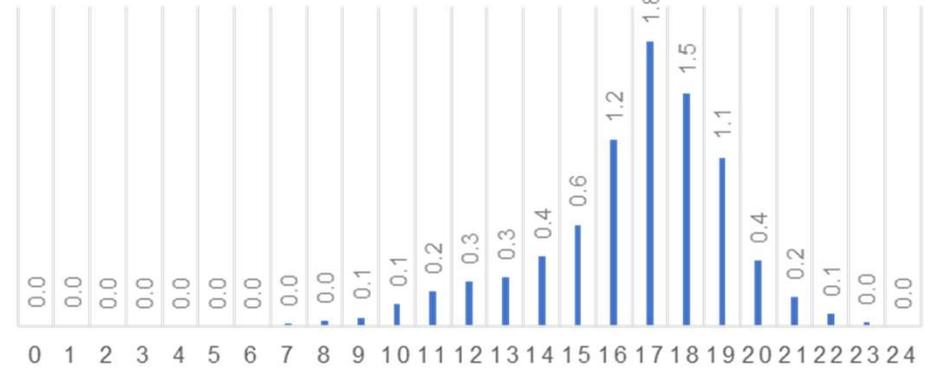Bob Wells - Average Daily Transactions by Day of Week

Source: Park City Municipal Corporation. As of 11/16/2021.
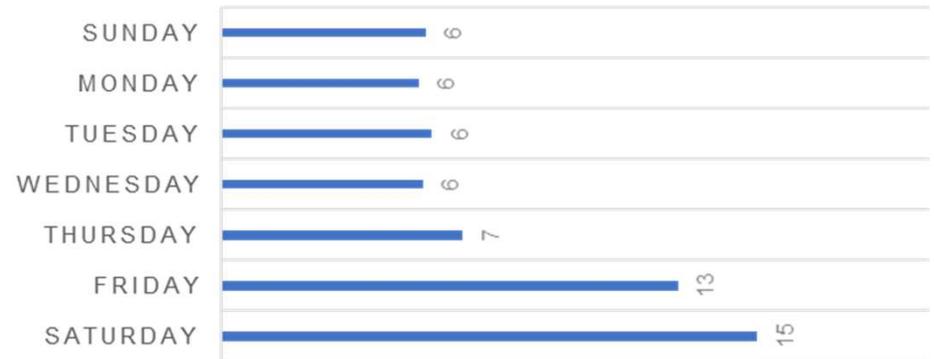
Parking Lot Specific – North Marsac

PC Parking Total Volume - North Marsac by Day and Hour

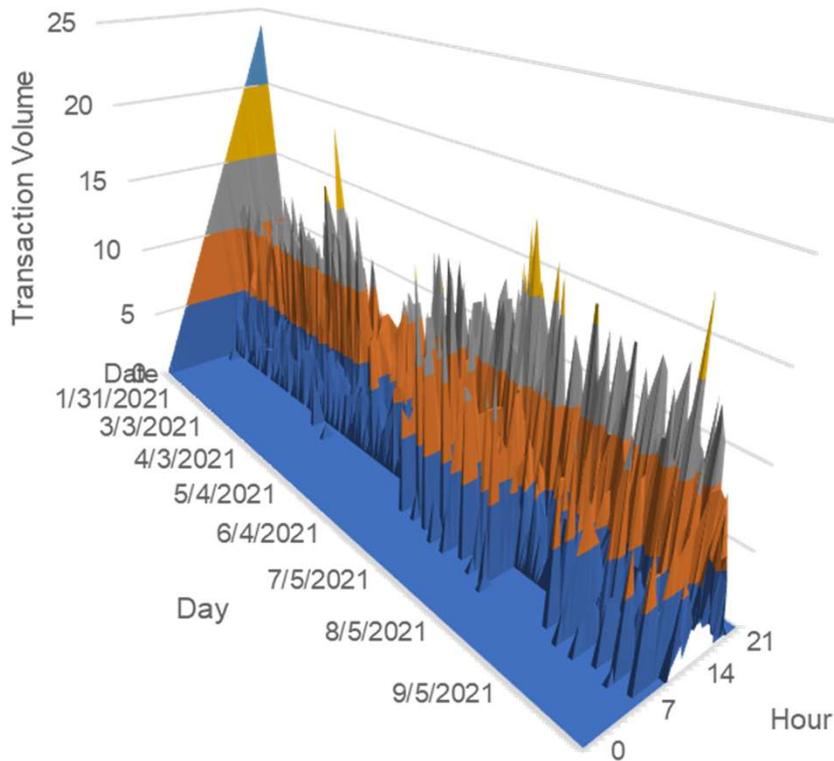North Marsac - Average Daily Transactions by Hour

North Marsac - Average Daily Transactions by Day of Week
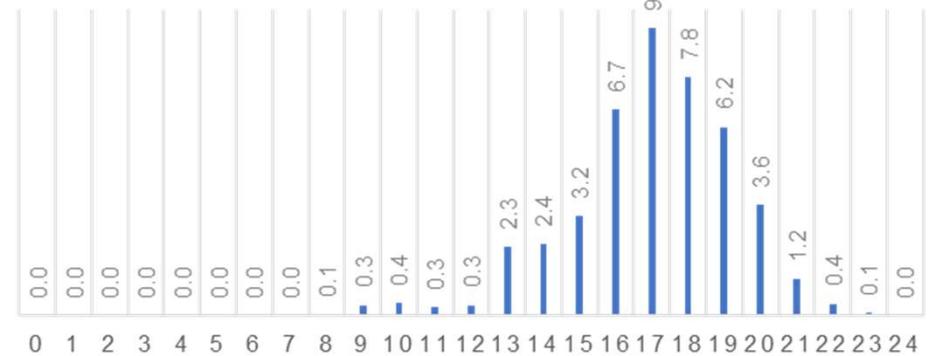
Source: Park City Municipal Corporation. As of 11/16/2021.

Parking Lot Specific – Swede Alley

PC Parking Total Volume - Swede Alley by Day and Hour

Swede Alley - Average Daily Transactions by Hour

Swede Alley - Average Daily Transactions by Day of Week
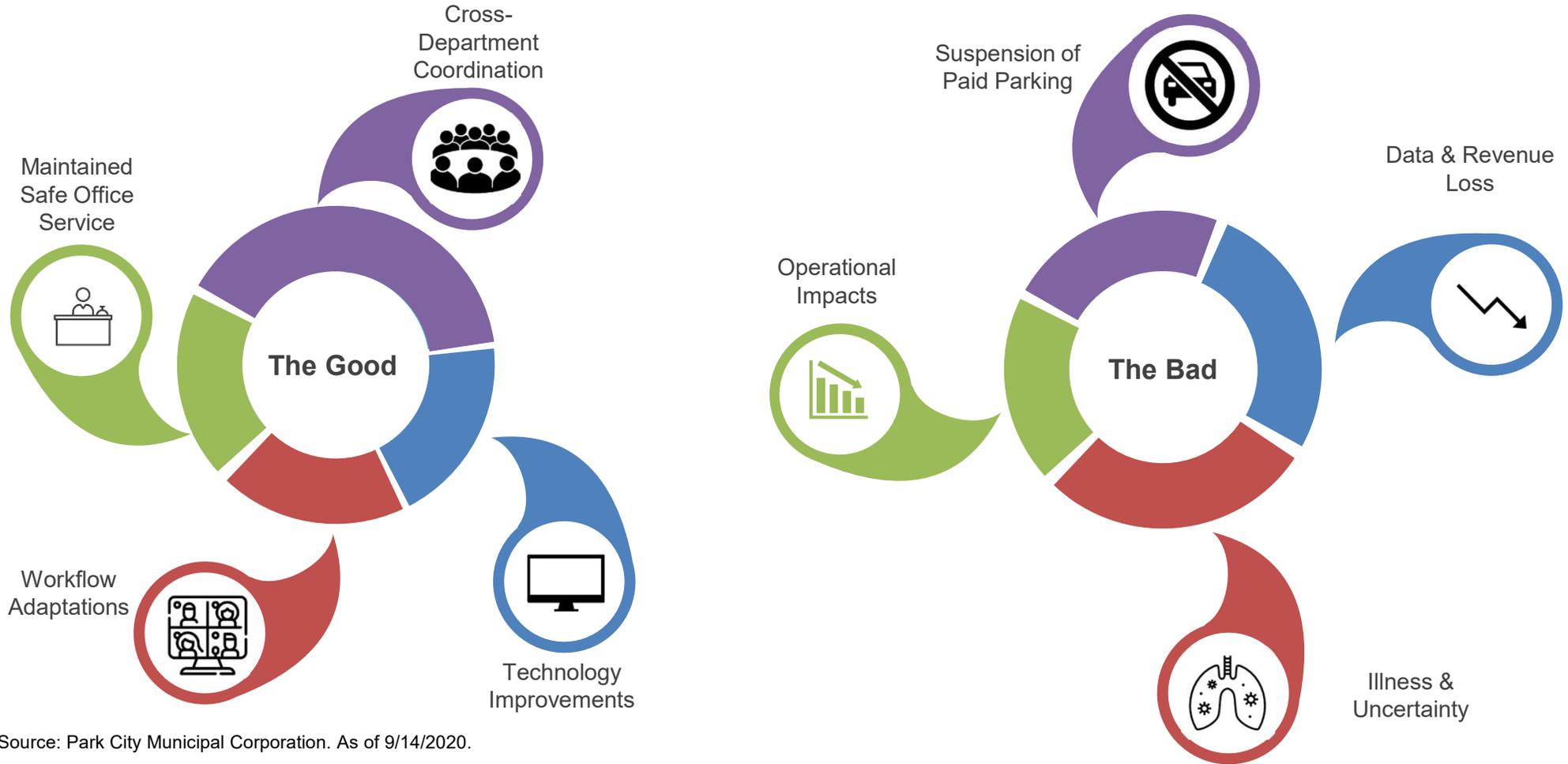
SPECIAL PROJECTS

RECENT PROJECTS

- China Bridge Paid parking Technology
  - More Flexible and Familiar
  - Better Data Reporting
  - Significant Cost Savings
- Maintenance Coordinator role for hardware upkeep and detail snow removal
- Mobile Enforcement App Launch
- Affordable Old Town Employee Permit
- Improved Event Staffing
- In-house billing and collections
- Improved internal fidelity and task auditing
- Upgraded network compatibility for parking equipment

- Brake Check coverage & PCPD assistance
- COVID Testing Site traffic assistance
- Peak Day Management assistance
- Trailhead data collection and development of Trail Ranger positions/roles
- DLS Zone & Special Event Management improvements

PC Stat
Data-Driven Action

UPCOMING PROJECTS

- Residential Permit Self management Portal
- Additional LPR Patrol Vehicle
- Further Police Integration
  - Enforcement App, Training, Printers
- Old Town Employee Permit Self-Management
- Renewed Sign Plan for Paid Parking
- Text2Park
  - Improving dynamic rate control
  - Easier user interface / make up for app shortages

- Website Resource Improvement
- Laserfiche parking application management
- Database cleanup (ongoing)
- Improve occupancy reporting through LPR
- Towing policy development
- Charging for residential business permits
- Park and-ride management

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COVID RESPONSE

The Good

- Cross-Department Coordination
- Maintained Safe Office Service
- Workflow Adaptations
- Technology Improvements

The Bad

- Suspension of Paid Parking
- Data & Revenue Loss
- Operational Impacts
- Illness & Uncertainty

Source: Park City Municipal Corporation. As of 9/14/2020.