



2017-20 ACCREDITED
PARKING
ORGANIZATION™

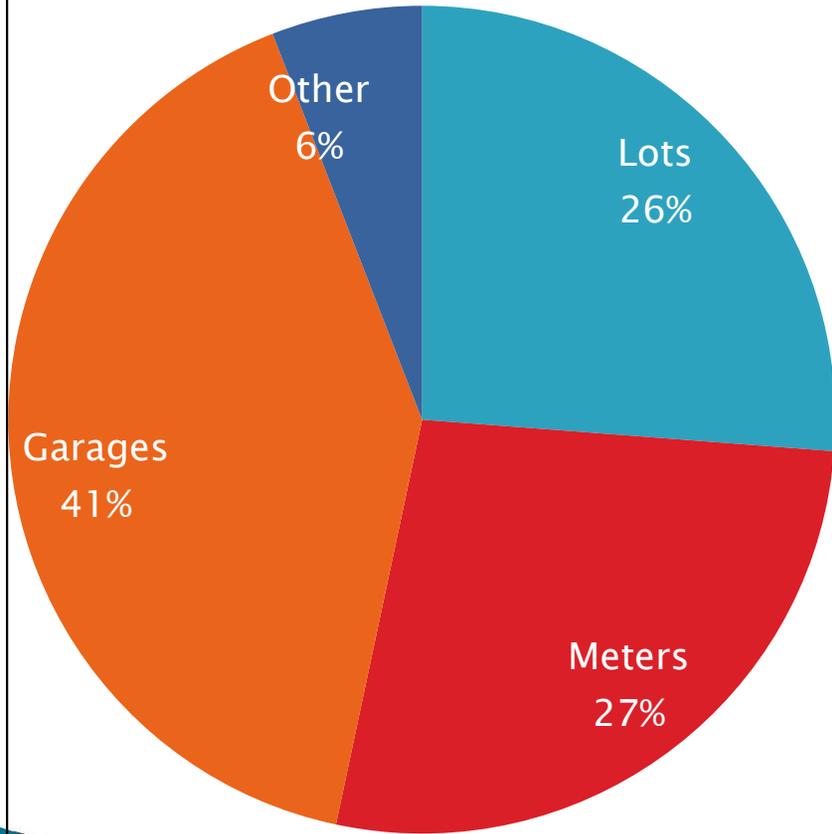
Parking Management Office

2018 Annual Report
Resort Area

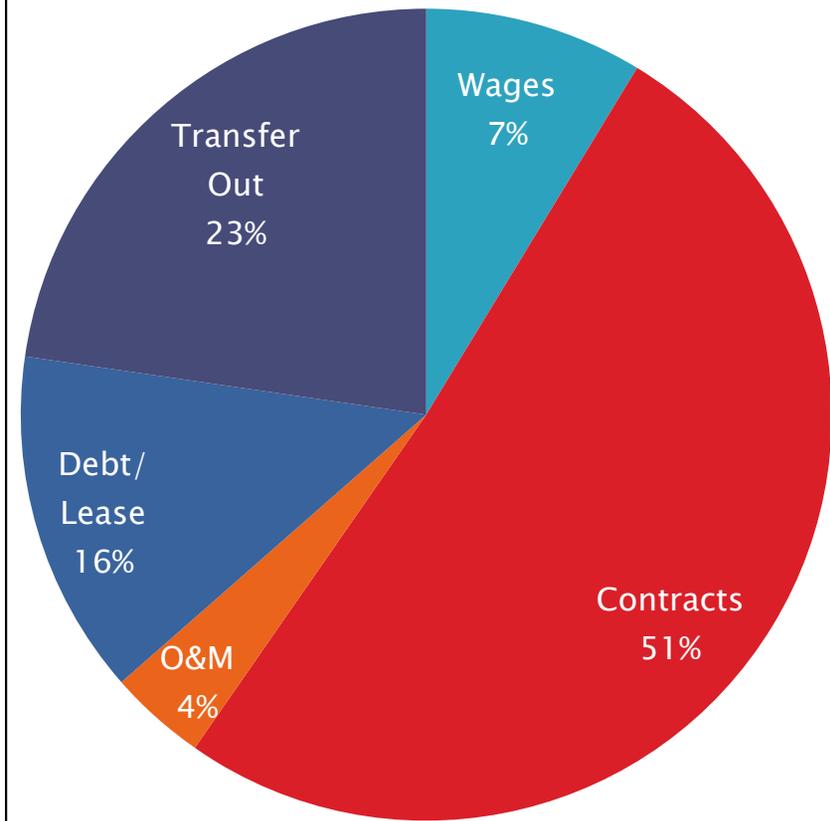


Parking Enterprise Fund

FY 18 Revenue – \$6.1M



FY18 Expense – \$5.7M



Off-Street: Vehicles Parked

Location	2016	2017	2018	Change
LOTS:				
19 th Streets	100,743	94,061	86,808	-7.7%
Loop Area	46,883	46,905	40,307	-14.1%
Croatan	20,712	20,849	18,060	-13.4%
Sandbridge	62,752	63,837	59,726	-6.4%
Sub-Total Lots	232,327	225,652	204,901	-9.2%
GARAGES:				
31 st Street	158,085	156,884	132,744	-15%
25 th Street	51,791	56,786	56,438	-1%
9 th Street	98,756	107,792	100,041	-7%
Sub-Total Garages	308,632	321,462	289,223	-10%
TOTAL OFF STREET	540,959	547,114	494,124	-10%



On-Street: Transactions

Location	2016	2017	2018	Change
200 Block	294,844	299,772	274,177	-8.5%
300 Block	111,586	120,282	103,666	-13.8%
Loop	46,983	60,277	65,019	8%
Mobile	10,219	15,572	23,597	52%
TOTAL	463,632	495,903	466,459	-5.9%



Rain

▶ June – 4.96 Inches

- 10 Days w/ rain
- 90% on Weekends

▶ July – 9.21 Inches

- 13 Days w/ rain
- 38% on Weekends

▶ August – 8.13 Inches

- 11 Days w/rain
- 52% on Weekends

Saturday – July	Vehicles
No Rain	12,469
1.64” Rain	4,655
Demand Decrease	-63%

Saturday – June	Vehicles
No Rain	11,354
.49” Rain	8,377
Demand Decrease	-26%



TNC's and Other Trends

- ▶ Transportation Network Companies (Uber, Lyft)*
- ▶ Ride Share
- ▶ Vehicle Sharing
- ▶ AV's
- ▶ Microtransit (Bike share and Scooters)
- ▶ E-Commerce Growth
- ▶ Amazon Prime impact on traditional retail
- ▶ Deliverr, Wal-Mart, and Ebay entering 2-day delivery market
- ▶ Food Delivery Services (Grubhub)

*Journal of Transport and Land Use performed 2018 study in Denver and found 26% of TNC passengers would have driven instead of using a TNC service



Average Parking Rates

Location	2016	2017	2018	Change
Lots	\$5.97	\$6.02	\$6.19	2.8%
Garages	\$6.54	\$6.36	\$6.39	0.5%
Meters	\$2.95	\$2.94	\$3.13	6.5%

Cost of Living in VB:

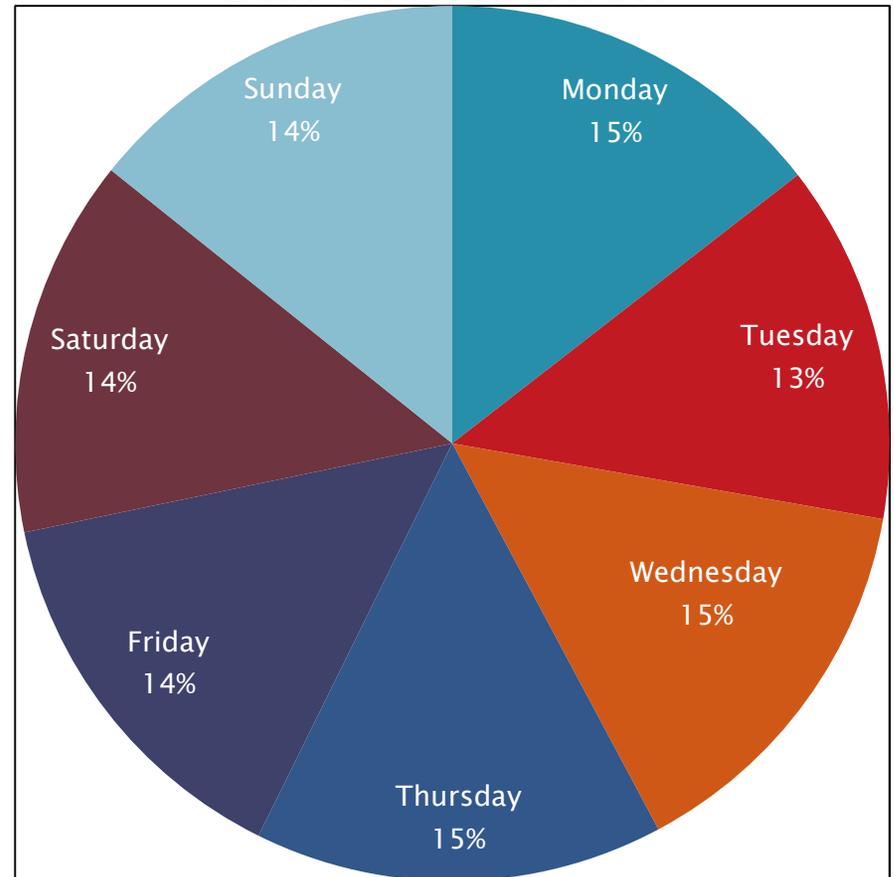
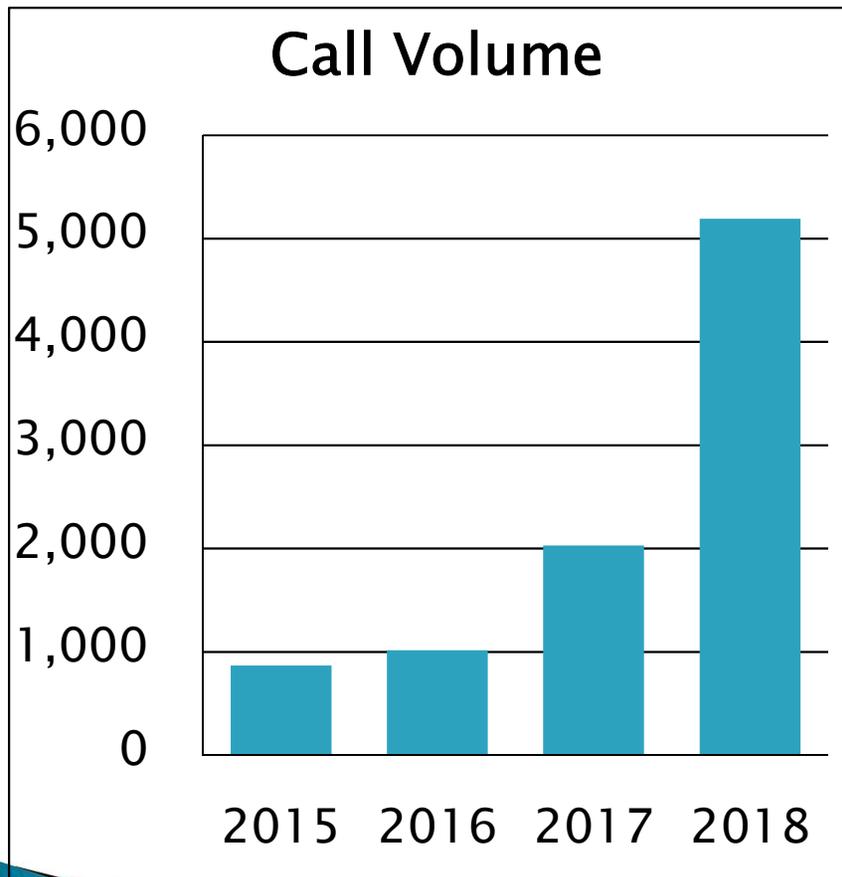
- Bottle of Wine – \$12.50
- Movie Ticket – \$10.75
- Mc Donald's Meal – \$7.00
- Cigarettes (pack) – \$5.69
- 1lb of Ground Beef – \$5.09
- Domestic Beer (pint) – \$4.00
- Cappuccino – \$3.83
- Gallon of Milk – \$3.05
- **Residential Discount – \$3.00**

Source: numbeo.com

24 Hour Help Number

423-693-0386

Call Distribution



Parking Violations Stats

Violation	2016	2017	2018	Diff
Expired Parking Meter	8,127	9,772	10,759	987
Residential Parking	3,060	3,504	2,322	-1,182
Expired Safety Inspection	1,039	1,224	727	-497
Expired License Plate	769	781	660	-121
Other	1,734	1,971	1,852	-119
TOTAL	14,729	17,252	16,320	-932
Hours Worked	16,600	15,942	17,102	1,160

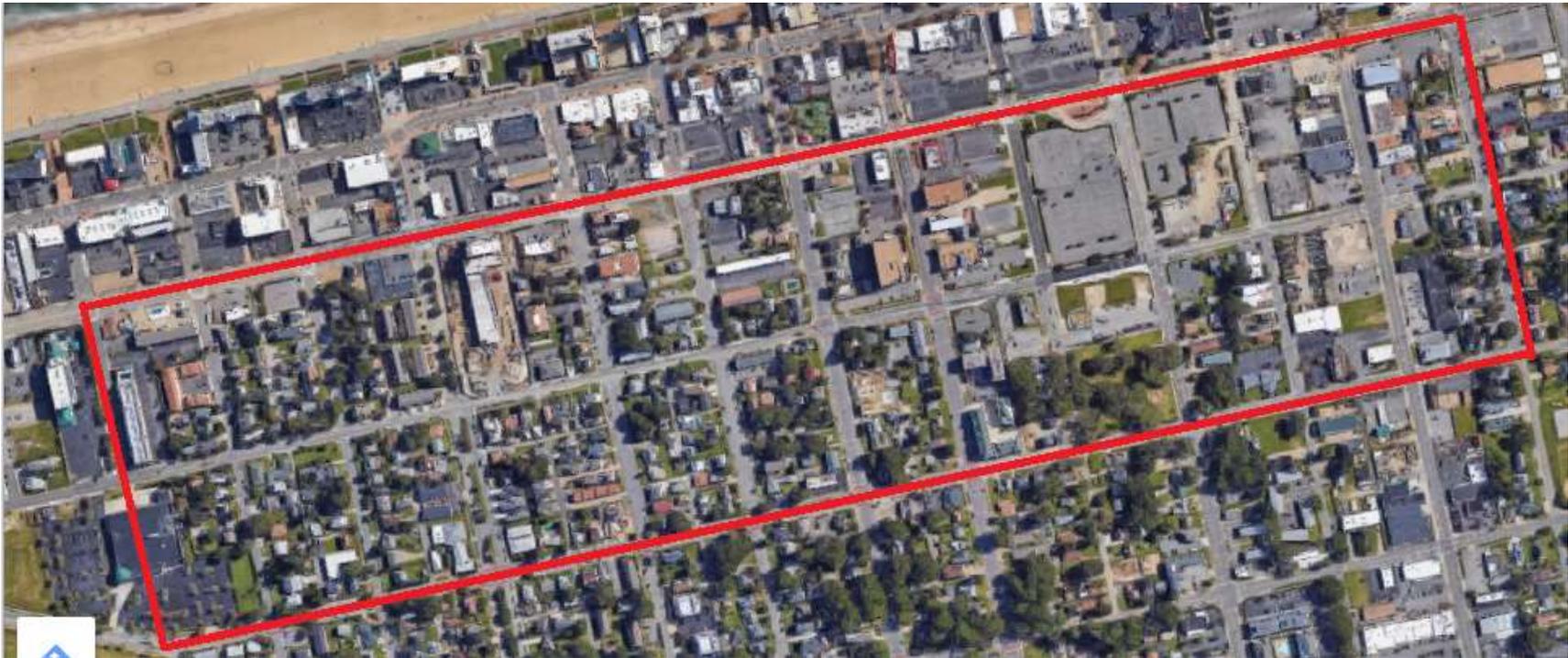
Parking Violation Stats

	2016	2017	2018	Diff
Total Citations per Hour	.89	1.08	.93	-14%
Total Citations per Transaction	1.4%	1.7%	1.7%	.0%
Meter Citations/ Transaction*	1.7%	2.0%	2.3%	.03%
Citation Voids	1,162	720	1,454	-442
% of Voided Citations	7.9%	4.2%	8.9%	-47%

*on-street at the curb transaction



RPP – Core Area % of All RPP Citations



2016 – 70% | 2017 – 60% | 2018 – 74%

RPP– Residential Permits

Type	2016	2017	2018	Diff
Resident	1,711	1,976	1,819	-157
Guest	1,902	2,335	2,246	-89
Temp	4,462	3,941	3,997	56
Total	8,075	8,252	8,062	-190



RPP – Active Employee Permits

Month	2016	2017	2018
January	0	128	41
February	0	125	29
March	0	182	106
April	248	431	291
May	511	615	469
June	728	726	567
July	660	727	600
August	621	633	529
September	504	498	406
October	331	323	310
November	203	159	186
December	134	56	133

Permits are active month to month. Peak is July



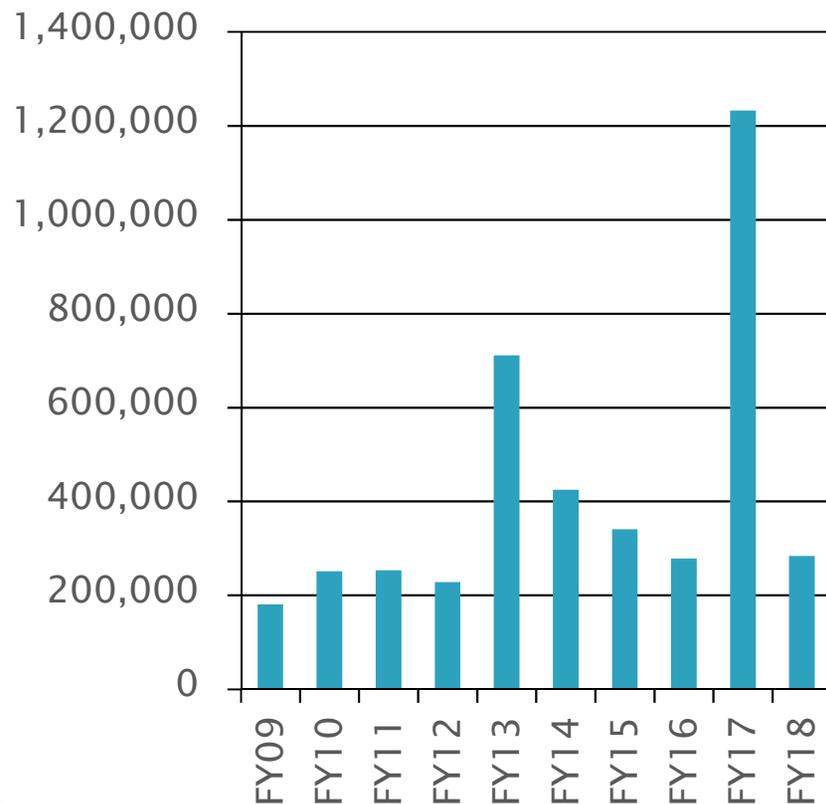
RPP – Employee Parking Count

Day	April	May	June	July	Aug	Sept
Sunday	17	29	24	57	30	21
Monday	10	22	52	60	43	22
Tuesday	9	26	36	50	32	15
Wednesday	10	27	49	70	48	15
Thursday	24	25	68	77	38	19
Friday	43	58	94	102	84	40
Saturday	26	60	57	125	94	39
Avg	19	34	56	77	53	25
Max Permit	291	469	567	600	529	406
% Parked <small>(Avg)</small>	6.5%	7.2%	9.9%	12.8%	10%	6.2%

Average counts after 5pm by day for the 2018 season

Capital Improvement Program

Annual Expenses



FY18 Expense Summary

Project Type	Amount
Signage	12,370
Equipment	124,443
Facility Renovation	122,721
TOTAL	283,375



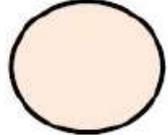
New Programs in 2018

 **Pay to Park 5 times get the 6th FREE!**

Card must be presented at time of parking
Punch card **NOT** valid at parking meters
No Guarantee for Space Availability
Valid only at Resort Municipal Parking Facilities

5000 Loyalty Cards Redeemed in 2018



City of Virginia Beach
Resort Area Parking Permit
Parking Management Office

Location: _____

Type: **D** **W** **M** **S**

Expiration Date: _____



####



Parking Management Office 385-2900
Parkinghelp@vbgov.com

Marketing – Print

**Easy, Convenient,
Oceanfront Parking
Right In The
Palm Of Your Hand**



PAY FROM YOUR PHONE

DOWNLOAD
PassportParking

OR GO TO
ppprk.com

ZONE

Zone Numbers are posted on Meters and Lot Signs

P VB

Paying to park in City-owned metered spaces and the Rudee Loop & 2nd St. lots at the Oceanfront just got a lot easier! Download the **PassportParking** App wherever you see the sign above. It's fast and convenient. It'll even alert you before the meter expires! Park, pay and be on your way.

For more information, contact Parking Management's 24-hour Customer Service at 423-693-0389



P VB

Legend

- Metered Parking
- City Parking Facility
- Residential Parking Permit Program

31st Street Garage

25th Street Garage

19th Street (North) Municipal Lot

13th Street (South) Municipal Lot

8th Street Garage

Rudee Loop Lot

4th Street Municipal Lot

2nd Street Municipal Lot

Enter Zone

Enter the zone number posted at this location:

Enter Zone

Continue

What is a Zone Number?

A Zone number lets an driver where you're parking. It can be found near the bottom of all Passport signs and decals on parking meters (tag/label).

###

Sunny Day and Visitors Guide. 1M total copies
Distribution includes state rest areas

Marketing – Digital

Posts

 **Virginia Beach City Government** Published by VM Etheridge [?] · 4 mins ·

Event season at the beach is here. Take advantage of City parking offers so you can enjoy all the fun! Purchase an \$80 seasonal parking pass and use it for unlimited parking access at any City surface lot at the oceanfront, any time through Oct. 31. Or, get a free loyalty card and earn one free parking visit after five paid visits at any municipal parking lot or garage. For more information, visit: VBgov.com/parking.



[Boost Post](#)

 Like  Comment  Share 

Posts

 **Virginia Beach City Government** Published by VM Etheridge [?] · 48 mins ·

Sandstock, a beach-inspired take on the iconic music festival Woodstock, is happening this weekend! Bands paying tribute to rock-and-roll greats including Aerosmith, Guns N' Roses and Fleetwood Mac are performing on two dueling stages on the beach at 24th Street all weekend long, and it's FREE. Park nearby at the 25th Street parking garage for \$10 for the whole day, so you don't miss a beat! For the full lineup of bands, visit <https://beachstreetusa.com/fest.../sandstock-tribute-rock-roll>.



Sandstock – A Tribute to Rock & Roll | Beach Street USA

Sandstock – A Tribute to Street USA

Marketing – Outreach



- Out reach to citizens at special events
- Recommended in Resort Area Parking Strategy
- Create Brand Awareness
- Promote Parking Programs to the Public



Operational Survey

- ▶ Conducted by City's Media/Communication Office
 - ▶ Hosted on Web
 - ▶ 238 Participants
 - ▶ Operational Questions
 - ▶ Intercept Survey
- ▶ How often do you park:
 - Several Times – 54%
 - Don't Park at City – 13%
 - Few Times/Month – 12%
 - 3 or per Week – 9%
 - Once/Week – 6%
 - Once/Month – 6%

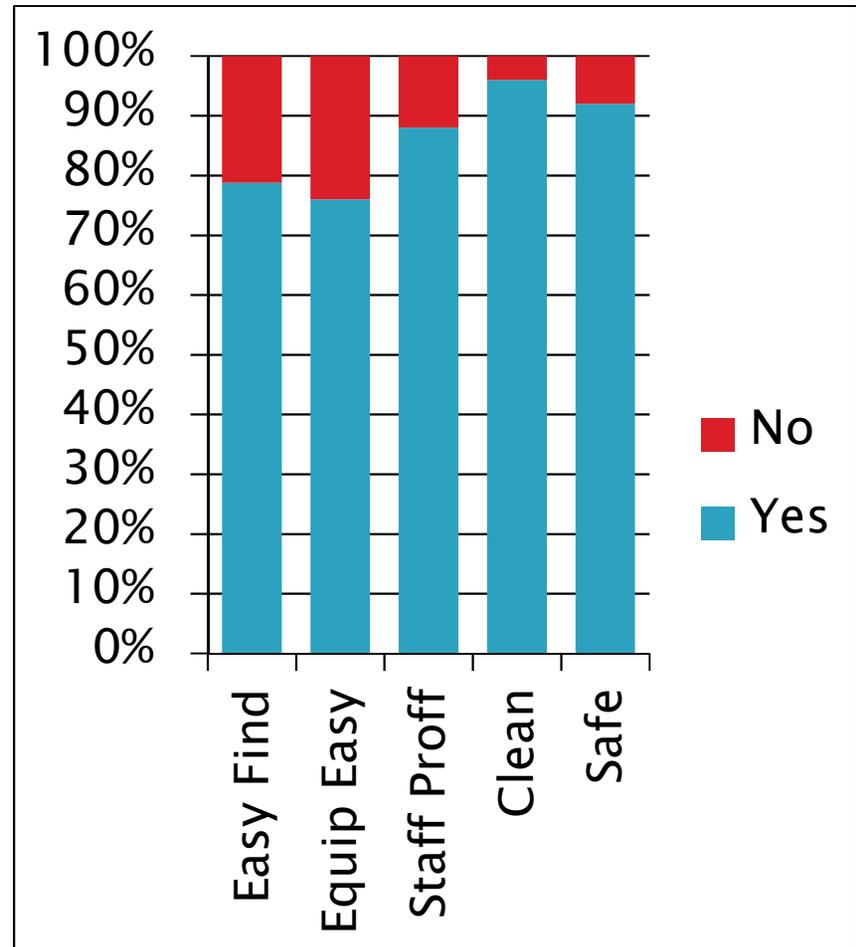


Operational Survey

► Destination

- Recreation – 56%
- Dining – 52%
- Beach – 47%
- Other – 13%
- Shopping – 10%
- Work – 7%

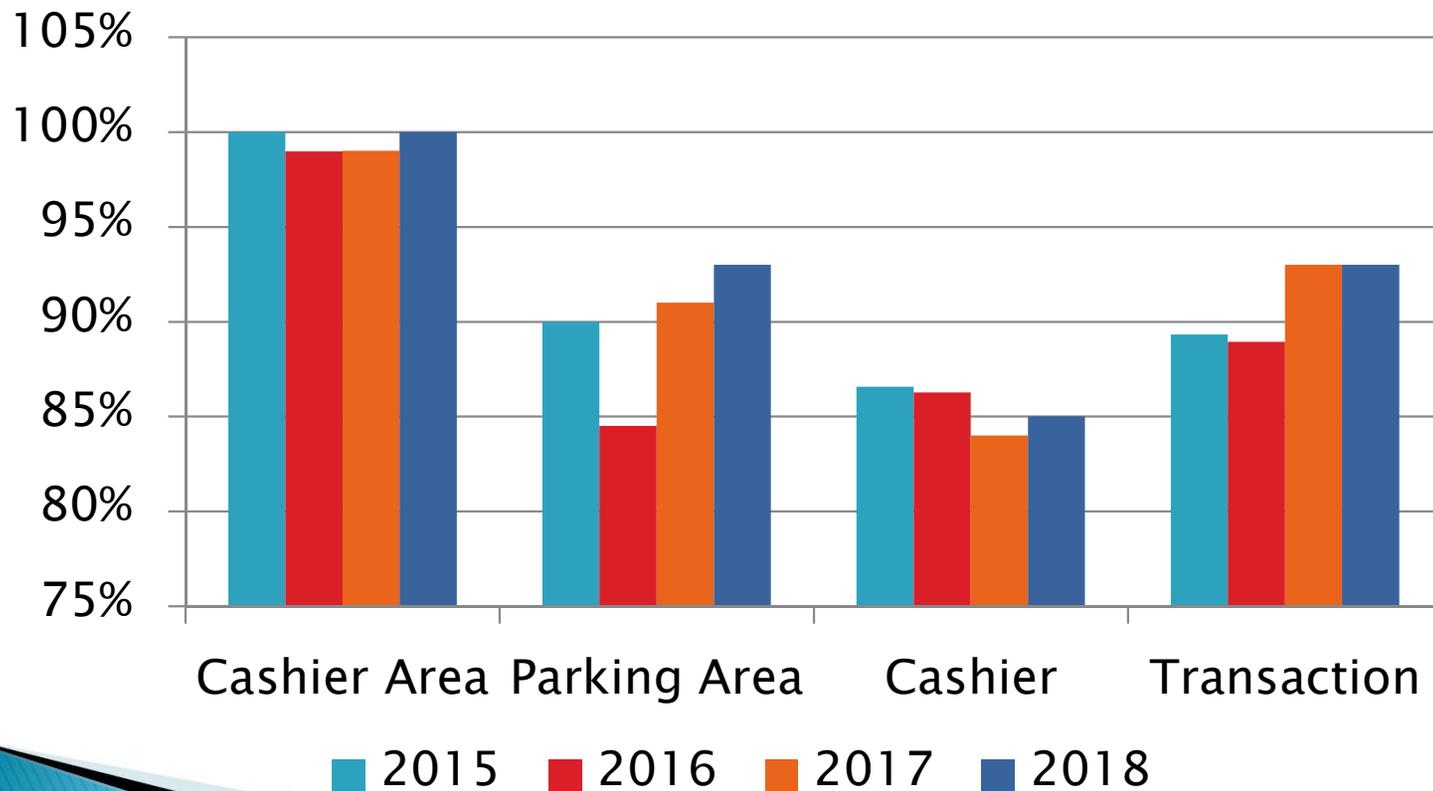
Survey allowed for multiple responses on this question



The "Yes" also includes Sometimes Responses

Mystery Shopper Program

- ▶ 43 Mystery Shops from April to December
- ▶ 92% Average Composite 2018 Score



2019 Look Ahead

1. Develop “Park VB” app (find and pay for parking)
2. Install New Parking Access and Revenue Control System in Garages
3. Explore Mobile Payments at Garages
4. Replace both Elevators at 31st Street Garage
5. Renovate Stairwells at 9th Street Garage
6. Power wash Exterior of 9th Street Garage
7. Assist with Dome Site Parking Plan
8. Assist with RASAP
9. Convert Meter Modems to 4G
10. Install Car Count System in Aquarium