

Parking Report

Presentation to Resort Beach Civic league

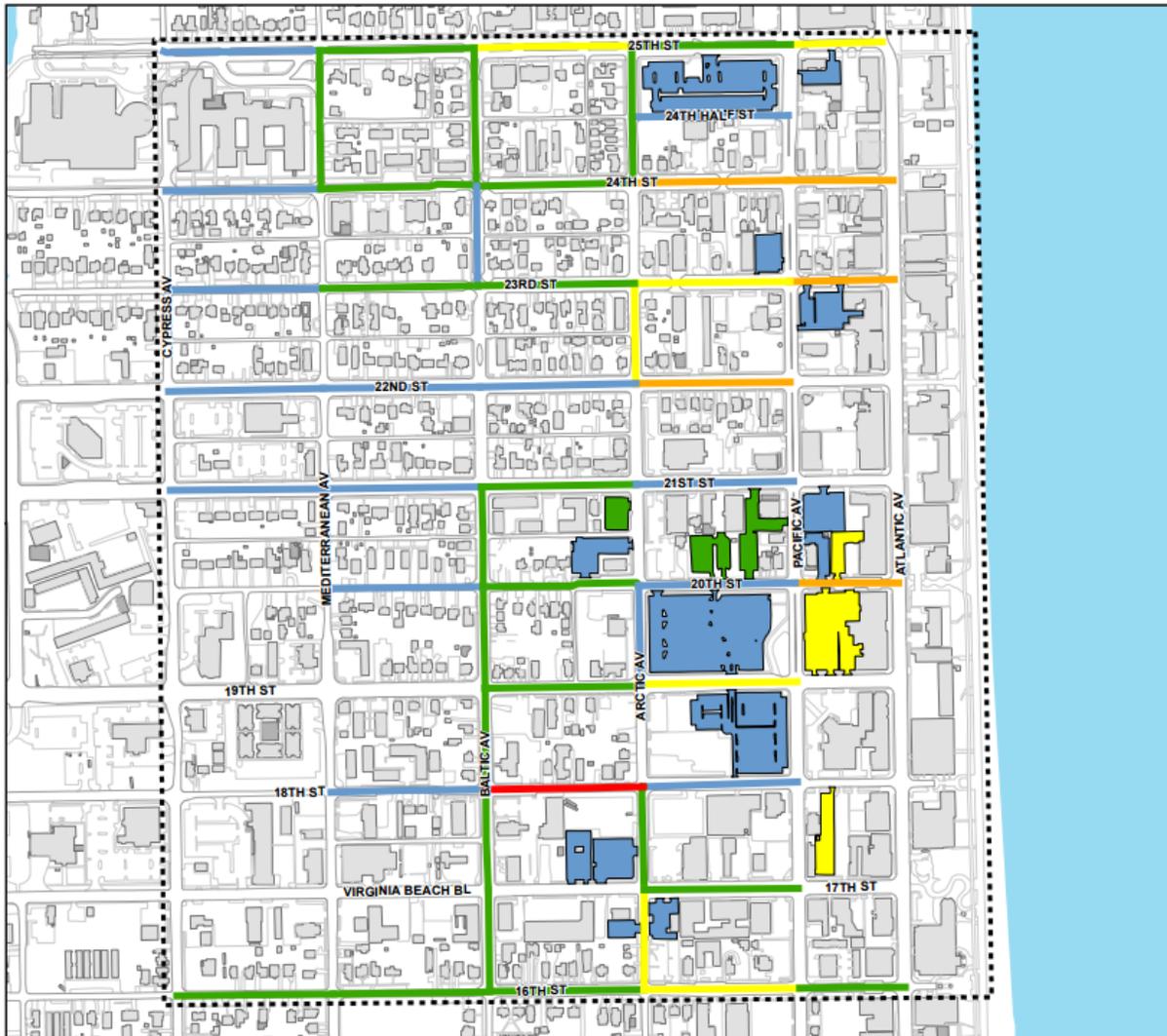
March 14, 2017

Get copy of report at www.vbgov.com/parking

Total Parking Supply

District	Private Lots	Public Lots	Public Meter	RPP Space	Total Spaces
North	351	0	107	0	458
Laskin	211	532	167	400	1,310
Old Beach	46	344	82	1,100	1,572
Central	888	538	171	2,100	3,697
Lakes	650	610	89	800	2,149
Rudee	0	318	64	0	382
Total	2,146	2,342	680	4,400	9,568

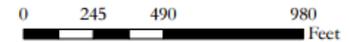
Week Day Peak Occupancy



Legend

- Less than 25%
- Between 25% and 49%
- Between 50% and 74%
- Between 75% and 84%
- Greater than 85%

Central Beach District Subarea Boundary



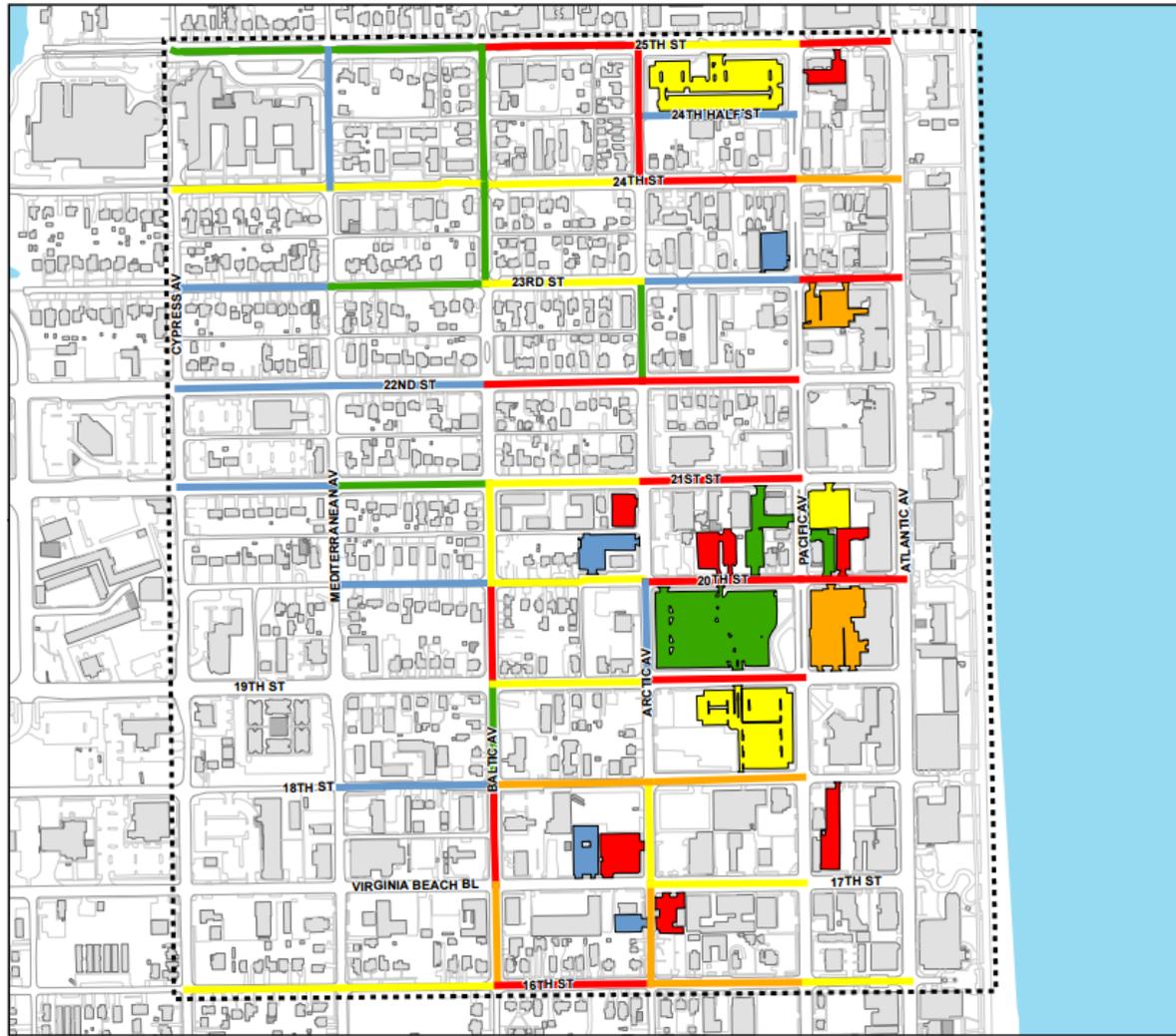
Parking Occupancy
Average Weekday - 4 PM

 City of Virginia Beach
 Resort Area
 Parking Strategy

 Figure 3-7



Weekend Peak Occupancy



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Parking Occupancy
Average Weekend - 4 PM
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Figure 3-12



Residential Parking Permit Program Overview

- * Restricted parking from 8:00 pm to 6:00 am
- * Residents receive up to 4 resident passes and 2 guest passes and up to 10 temporary passes issued for parties, events, etc.
- * Voluntary program requiring 75% of residents signing a petition to participate.
- * Employees pay \$10 per month for RPP pass. Pass allows employee to park at 9th and 31st St Garages and 4th Lot Monday through Thursday and the City Treasures Office lot everyday.

Parking Strategy History

- July 12, 2012: Oceanfront Resort District Zoning
- July 12, 2012: Council Resolution to Develop a “Resort Parking Strategy”
- September 11, 2012: Resort Parking Committee Appointed by City Council. Met twice a month through February 12, 2013
- Consultant Report/Kimley Horn and Associates : July 2012 start; completed April 2013
- Resort Area Parking Strategy City Council Briefing: April 23, 2013

Parking Strategy Goals

- Protect neighborhoods and businesses
- Fair and equitable access to parking
- Unlock development potential
- Evaluate employee permits and fees
- Evaluate caps on employee permits
- Evaluate employee parking fees in City facilities
- Evaluate satellite lots
- Public/Stakeholder Involvement: Public Committee, Public Meetings & Stakeholder Interviews
- Consultant Study
- Development & Financing Alternatives

Parking Strategy Stakeholder Input

16 Recommendations

- * City Council Appointed Committee
- * Resort Beach Civic League
- * Consultant Report from Kimley Horn and Associates
- * City Staff

Parking Strategy Accomplishments

EMPLOYEE PARKING

1. Develop a code of conduct for *all* RPP pass holders
2. Capture employee parking data using an on-line program
3. Allow employees with an RPP pass to park in City facilities at no cost during off-peak hours.
4. Allow employees to stay in City parking facilities past 2:30AM curfew
5. Implement a plan to use City owned property for employee parking
6. Employees to purchase RPP permits individually
7. Increase the cost of RPP permits and require monthly payment

Parking Strategy Accomplishments

WAYFINDING & BRANDING

8. Improve wayfinding and create more parking inventory
9. Promote technology to improve on-street parking utilization and wayfinding through **ParkMe** and **ParkMobile** applications
10. Improve Virginia Beach Parking Branding through the creation of a new logo
11. Develop a City parking information website and mobile wayfinding application
12. Work with major event promoters to improve parking and wayfinding

Parking Strategy Accomplishments

NEIGHBORHOOD IMPROVEMENTS

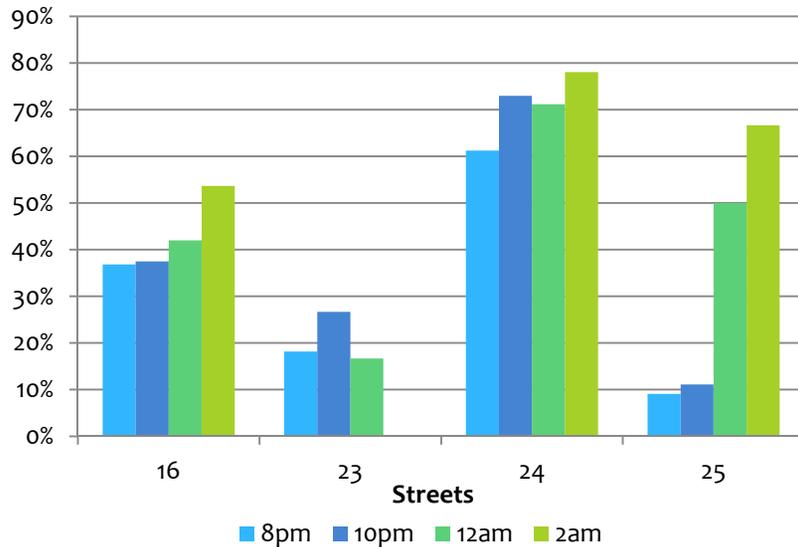
13. Improve lighting along 16th Street.
14. Increase fines in 2014 from \$35 to \$70 for RPP violations
15. Implement a plan to clearly define “No Parking” areas in the RPP by marking hydrants, etc
16. Empower the parking staff to authorize towing to reduce police involvement

Business Permit Comparison

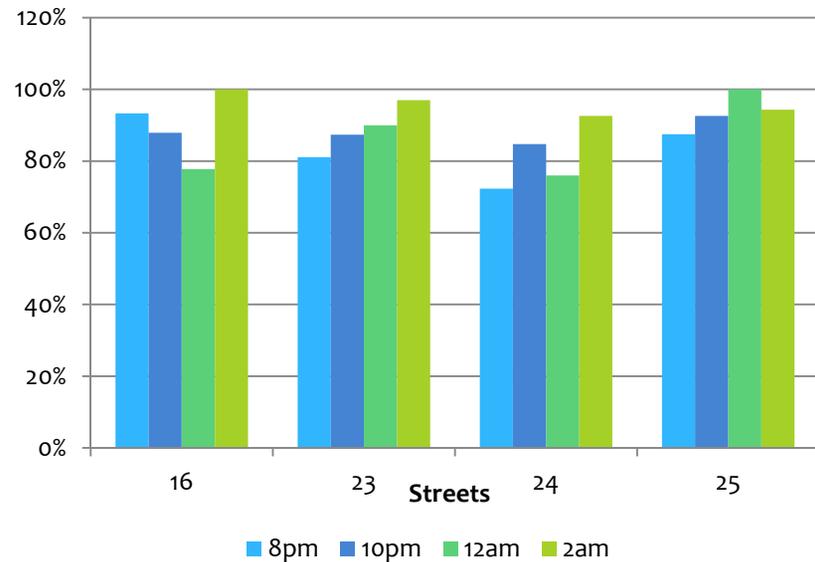
	2015	2016	Diff	%Diff
Total	1,872	1,187	-685	-37%

Resident Weekend Parking

300 Block % Resident Parking

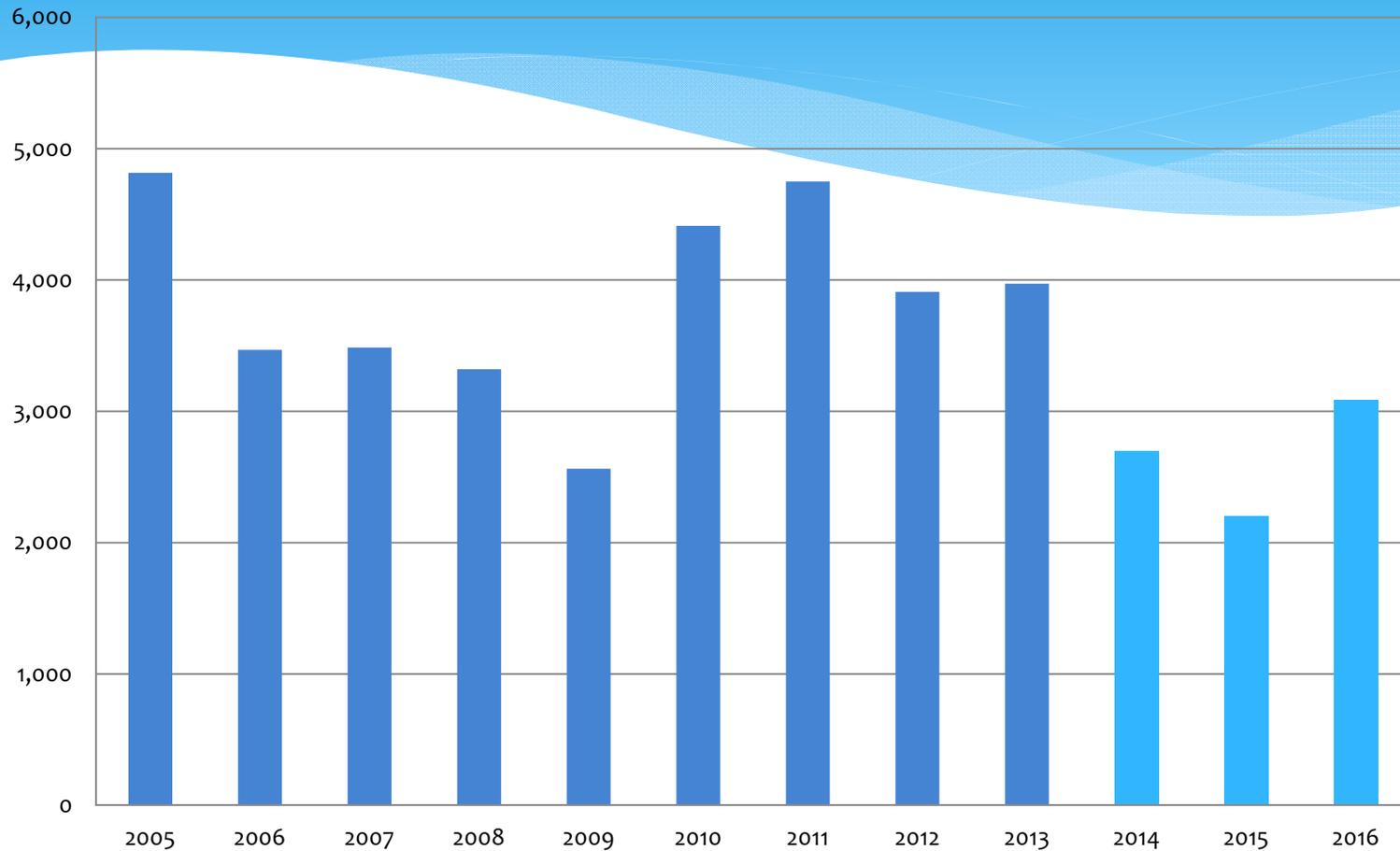


400 Block % Resident Parking

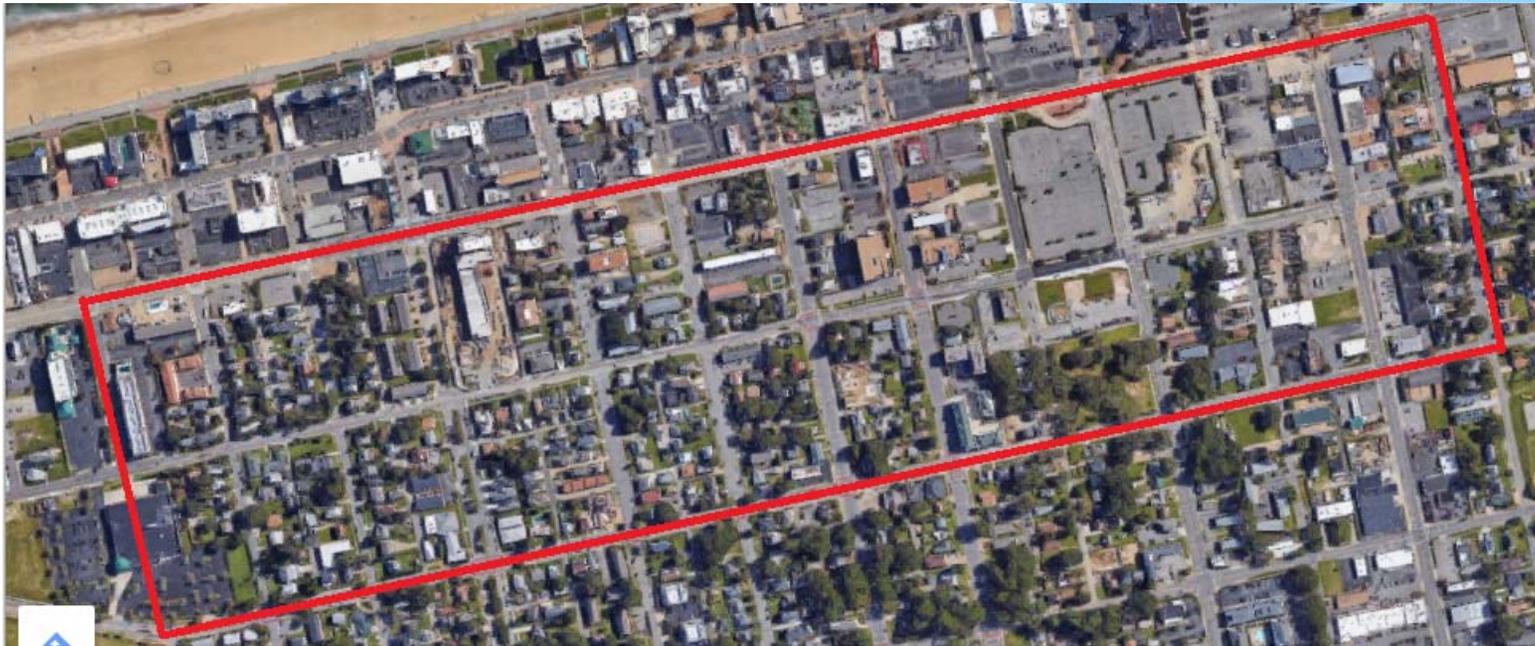


6 night survey conducted in peak season during July 2016. Graphs above depict weekend use only

Historical RPP Violations

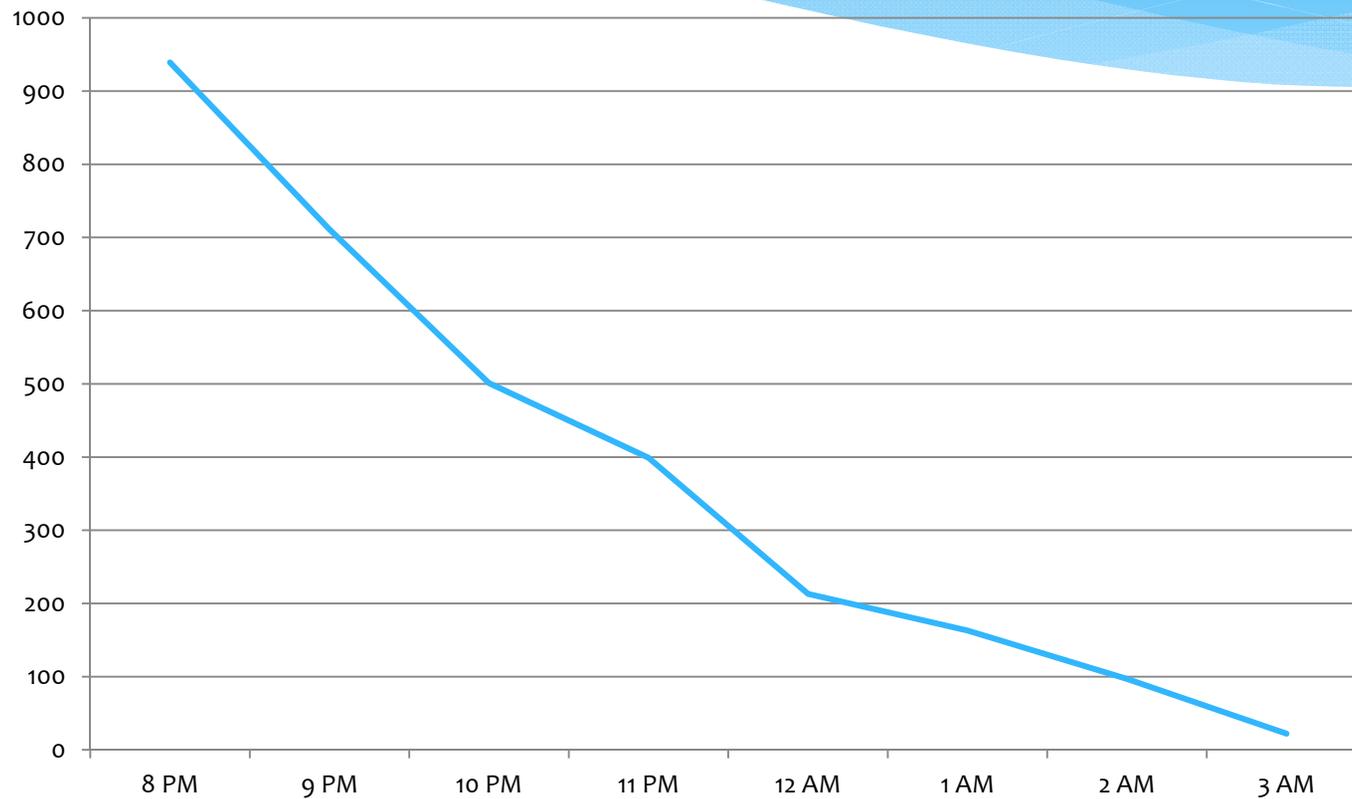


2016 – 3,060 RPP Violations



Almost 70% of all RPP Violations Occur in the Red Box
77% of violators are from Virginia

2016 RPP Annual Citations by Hour



Violations decrease that later it gets in the evening

New Permit System



Buy Parking Permits Online

Welcome to the online portal to sign up, purchase and manage your parking permits for the City of Virginia Beach. Submitting parking permit applications and their required information through this website is the most efficient and convenient way to buy your parking permits. Please have your vehicle information available before submitting a parking permit application.

The parking permits available for sale through the website are:

- Residential
- Guest
- Temporary
- Employee

To view the parking permit requirements and rules for each parking permit please [click here](#)

To view a map of the restricted area with the street listing for Residential parking permits, please [click here](#)

Need an account?

Sign Up

Already have an account?

Log In

Purchase and renew permits on-line at <https://vabeachpermits.rmcpay.com/>

Improvements for 2017

- * Map where employees are parking in the neighborhoods with new system
- * Use temporary RPP A-Frame signs on summer weekends in high impact area
- * Add more public parking wayfinding signs in high impact area
- * Increase public awareness through new marketing program
- * Introduce a new loyalty program for municipal lots and garages to encourage higher use