

# City Council Meeting DDA Update

January 22, 2024



# AGENDA

- Parking System
- Proposed Parking Rate Increases

# PARKING SYSTEM



# Parking Fundamentals



DDA manages, operates, and maintains public parking through an agreement with the City



Parking facilities are City assets



Parking system is a self-sustaining system



Parking revenues support other transportation related initiatives

# Parking Fundamentals

20%

City receives 20% of gross parking revenue (\$3.9M FY23)

- Public Services & General Fund



City manages enforcement and receives enforcement revenue



City manages and receives revenue for residential permit program

# Pandemic Impacts on Parking System

Reduced revenue

Deferred expenditures

Shift in downtown activity

Accelerated trends at the curb

- Flexibility
- Increased deliveries
- Short term stays

# Post-COVID Analysis

**20-Year  
Maintenance  
Plan**



**Curbside  
Management  
Study**



**Parking Rate  
Study**

# Priorities



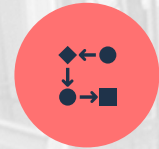
**A FINANCIALLY SOUND  
PARKING SYSTEM**



**MAINTAIN THE PARKING  
STRUCTURES**



**PROVIDE QUALITY  
CUSTOMER EXPERIENCE**



**BUILD FLEXIBILITY TO  
ADJUST TO CHANGING  
CONDITIONS**



**SUPPORT DOWNTOWN  
VITALITY**



**ENCOURAGE RANGE OF  
TRANSPORTATION  
OPTIONS**



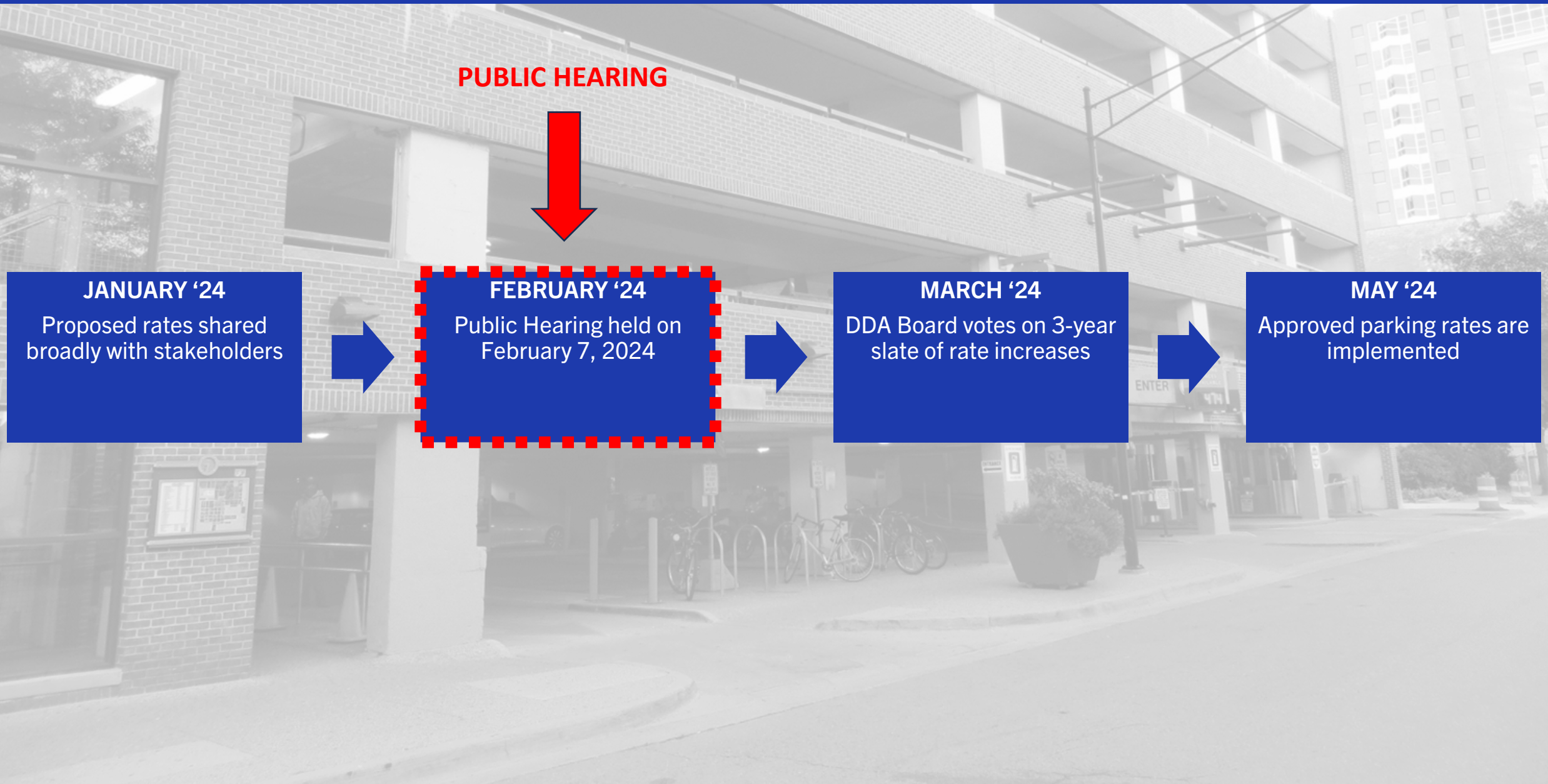
# Proposed Parking Rates

Parking Type	7/1/2022	5/1/2024	7/1/2025	7/1/2026
	Current Rates	New Rates	New Rates	New Rates
<b>Hourly</b>				
Structures	\$1.20/Hr.	\$1.50/Hr.	\$1.65/Hr.	\$1.80/Hr.
Meters (on-street & surface lots)	\$2.20/Hr.	\$2.40/Hr.	\$2.50/Hr.	\$2.60/Hr.
South Ashley lot	\$1.80/2.00/Hr	\$2.40/Hr.	\$2.50/Hr.	\$2.60/Hr.
<b>Monthly</b>				
Standard Permit	\$200/Mo.	\$225/Mo.	\$245/Mo.	\$265/Mo.
Reserved Permit	\$280/Mo.	\$310/Mo.	\$340/Mo.	\$365/Mo.
Standard Permit - First & William Surface Lot	\$160/Mo.	\$180/Mo.	\$195/Mo.	\$210/Mo.
Limited Overnight Permit	\$30/Mo.	\$35/Mo.	\$40/Mo.	\$45/Mo.
<b>Flat Rates*</b>				
415 W. Washington - Daily rate	\$5/entry	\$5/entry	\$5/entry	\$5/entry
Library Lane - 3pm - 6am Mon - Fri & all day S	N/A	\$5	\$5	\$5
<b>System Wide</b>				
Special Event Parking	\$5-\$15/Entry	\$5-\$25/Entry	\$5-\$25/Entry	\$5-\$25/Entry
<b>Art Fair Parking</b>				
- Before 5PM	\$18/Entry	\$20/Entry	\$20/Entry	\$20/Entry
- After 5pm	\$9/Entry	\$10/Entry	\$10/Entry	\$10/Entry
- Weekly Pass	\$100	\$100	\$100	\$100
<b>Meter Bags</b>				
	\$25/Day	\$30/Day	\$30/Day	\$30/Day

\*Operational Changes:

- Ann/Ashley & Liberty Square flat rate shifting to Library Lane
- First & Washington will be available for hourly parking 24/7

# Timeline & Feedback



# Public Feedback Opportunities



In person Feb. 7, 2024, noon,  
DDA office, 150 S. Fifth Ave.  
No need to sign up.



E-mail [dda@a2dda.org](mailto:dda@a2dda.org)



Call 734-997-6697



Details: [www.a2dda.org](http://www.a2dda.org)

**THANK YOU.**

LIBERTY SQUARE  
PEDESTRIAN ENTRANCE

500

DAILY PUBLIC  
PARKING