

**Lynchburg Parking Authority Minutes  
City Hall – Second Floor, Training Room  
900 Church St., Lynchburg, VA, 24504  
Thursday, April 25, 2013  
2:00 P.M. – 3:00 P.M.**

**Members Present:** Chairman, Brandon Farmer  
Vice Chair, Ed Koepenick  
Thorne McCraw  
Tobi Jaeger  
Urs Gabathuler

**Members Absent:** Council Member, Randy Nelson and Jackie Wilkes

**Staff Present:** Norman Hale, Joann Martin, Kent White, Kim Payne, Danny Marks, Charisse Curtis, Anna Bentson, Ron Staton

**Others Present:** Alicia Petska (News & Advance)

The meeting was called to order by Chairman, Farmer.

The February 26, 2013 and March 12, 2013 meeting minutes were approved 5 to 0, and the April 10, 2013 meeting minutes were approved 4 to 0 and 1 abstain. Chairman, Brandon Farmer abstained since he was not present at the public meeting.

**No Comments from the Public**

**Comments from Authority Members**

- Tobi Jaeger commented that she did not feel the April 10, 2013 meeting minutes were completely reflective of everything that occurred during the public meeting.
- Parking Manager, Norman Hale, stated that the minutes were condensed under his direction. The entire meeting is available on DVD to each member of the Parking Authority; and the entire meeting is posted to Granicus for public view.

**Informational Briefs & Updates**

- Downtown Parking Survey (online survey)
  - Parking Manager, Norman Hale, stated that the Parking Management Department requested the Communications & Marketing Department create an online Downtown Parking Survey and collect the results.
  - Communications & Marketing Director, Joann Martin, presented the Downtown Parking Survey Results to the Parking Authority.
    - The online survey was conducted from April 8, 2013 – April 22, 2013.
    - The survey link was distributed through the News & Advance, WSET, local radio stations, the City's Website ([www.lyncburgva.gov](http://www.lyncburgva.gov)), Facebook, and email blasts from the Office of Economic Development and Lynch's Landing. Individuals who attended the public parking meeting on April 10<sup>th</sup> were also encouraged to participate.
    - There were 194 respondents. Participants were allowed to choose more than one answer, which, is why there are more than 194 responses to certain survey questions. Participants were also allowed to choose "Other" if they did not fit into a certain category.
    - Ms. Martin noted that all of the "Other" responses are not included in this presentation because there were numerous responses and they varied greatly; however, she could provide all of the "Other" responses to anyone that requests them.

- Results of Public Parking Meeting (April 10th)
  - Mr. Hale reviewed the participant responses captured in the April 10, 2013 meeting minutes.
  - Mr. Hale: The Public Open Forum was recommended by City Manager, Kim Payne, during the March 12, 2013 regular Parking Authority meeting. Additionally, the Parking Management Department worked with City Staff including the Communications & Marketing Director, Joann Martin, to create the Downtown Parking Survey. Council Member, Randy Nelson, suggested the Parking Authority focus on a set of issues, identify the needs of the community, vet the issues, and get the public's perspective on the issues.
  - Mr. McCraw: As we have made additional information available to the public, they are becoming more involved and we are receiving greater responses.
  - Chairman, Brandon Farmer, re-stated the votes regarding the Parking Deck Feasibility Study passed during the March 12, 2013 Parking Authority meeting.
    - Parking Authority management of on-street parking passed 6 to 0 and 1 abstain.
    - The proposed parking deck location at 12<sup>th</sup> and Commerce Street passed 6 to 0 and 1 abstain.
    - The motion to develop the site, located at 12<sup>th</sup> and Commerce Street, to maximize parking potential passed 6 to 0 and 1 abstain.
    - The motion to consolidate parking under the Parking Management Department under the Parking Authority passed 6 to 0 and 1 abstain.
  - Mr. Farmer: I would like to finalize these items today and come back with a more formalized document for us to vote on during the next regular Parking Authority meeting.
  - Mr. Gabathuler: I approved the 12<sup>th</sup> and Commerce Street location during the last meeting, but I think we might want to look at some more central locations. For example, the Academy of Fine Arts, which, seats about 700 – 800 guests is located on the other side of town. I don't want to dismiss the idea of adding spaces to the Holiday Inn deck.
  - Mr. Farmer: In theory, if all the rooms are booked at the Holiday Inn Select then there should still be additional parking available for the Academy of Fine Arts.
  - Mr. Hale: To respond to Mr. Gabathuler's statement, the Holiday Inn Select was considered in the Desman Report as a possible site location, however, adding another level to that deck would be more costly and disrupt businesses in the area. Most of the events held at the Academy of Fine Arts occur at night when public parking is free. How quickly we can start the project will be dependent on how quickly we can write a recommendation. The Parking Authority should include in its recommendation funding for the deck.
  - Mr. Farmer: We need to approve the recommendations at the next meeting due to the amount of people absent during this meeting. We will present these recommendations to Council during the next available opportunity.
  - Ms. Jaeger: Mr. Payne told us that we needed to have a complete recommendation to present to Council. However, we have not voted on how to fund the deck. Is funding the last piece we need to create the recommendation?
  - Mr. Koepenick: I won't be able to attend the May 14<sup>th</sup> meeting, but I do approve that the Parking Authority should manage on-street parking, that all parking should be consolidated under the Parking Authority, and the site should be at 12<sup>th</sup> and Commerce Street. In the event that I cannot make it to the meeting, I would like to delegate my vote to Mr. Farmer.
  - Ms. Jaeger: We approved that the Parking Authority should manage on-street parking. However, I will not approve to put meters on-street at this particular time. Launching a pilot program on Court Street is feasible because those people have to be there. The customers going to the retail shops do not have to be there, and meters will not attract customers to those retail shops.
  - Mr. Farmer: If you don't feel paid on-street parking is a good funding source, how do you propose to fund the deck?
  - Ms. Jaeger: We should look at the actual cost of the deck and the debt service. Gary Case stated during the public open meeting that if we took out \$6.5 million at 3% interest for 20 years for 465 spaces that spaces would cost \$100/month with principal, interest

and maintenance versus the \$180 – 200/month the consultant suggested. It's important for us to find out what amount the developers and private investors are willing to contribute. We cannot determine how much debt service we need without determining all of those factors first. If we need to raise funds for the parking deck, we should raise our parking permit prices. Our permit prices are cheap.

- Mr. Farmer: Writing numbers on a napkin isn't scientific. I'd be very interested in a bank that would give a 3% loan to a private individual for a parking deck - anywhere. You would have to substantially show significant positive cash flows with long-term leases to carry that debt. I don't think the City could go to the bond market and the money would come flooding in. The U.S. government cannot even keep a pristine bond rating. I really feel paid on-street parking is the only viable source of funds for this project. Everyone uses on-street paid parking because the model works. I agree with raising the permit prices, but I don't think it will substantiate the funding of a much needed facility.
- Mr. Gabathuler: If you want to keep Downtown the way we have it, then we are not going to be able to afford a parking facility.
- Mr. Koepenick: The estimated costs of the deck have already been broken down in Desman's financial pro forma of the parking system. However, I do agree that the developers and private investors that need parking spaces should put in some amount of money in advance to fund the deck based on the fair market value of the spaces.
- Mr. Farmer: Will you (Norman Hale) please bring us up to date regarding the private partnership conversations?
- Mr. Hale: The Executive Director of Central Virginia Criminal Justice Academy (CVCJA), Ron Staton, is here. I will share the information to the best of my knowledge and Mr. Staton, please correct me if I misstate anything. CVCJA has already purchased the lot which is a substantial investment, but they are willing to provide additional funds. Eric Hansen with Innovative Wireless Technologies is very interested in the project. I don't know if we can't ask these private entities for money when we don't know we're moving forward with the project. A recommendation needs to be made from the Parking Authority to Council, and should include the pilot program. An additional option could be for Council to repeal resolution #R-94-271 that created the Parking Authority.
- Ms. Jaeger: We're not in any position to tell the City how to finance the deck because we don't have any numbers from the key people requesting spaces.
- Mr. Farmer: That doesn't mean we're not in a position to recommend the funding source of the project. We understand the philosophy of how to fund this project.
- Mr. Hale: If there is a public private partnership, then the private investors are going to contribute some amount of money. The City is going to need to come up with its share of the funds. We asked participants how they think the cost of the public portion of the deck should be funded and they brought up the possible scenarios: higher property taxes, reevaluate public infrastructure priorities, etcetera. However, we know that higher taxes were not included in the new budget and the public infrastructure priorities are already committed for the next five years. A dependable source that most cities and communities use to help meet debt services is paid on-street parking.
- Mr. McCraw: I think the biggest gripe is coming from the Downtown developers. They should pay their fair share. It should be a requirement that the developers have to provide parking for each condo or apartment they plan on building.
- Ms. Jaeger: The City cannot enforce that because they took the parking requirement out of zoning regulations. The reason the developers are asking the Parking Authority to build a parking deck is not because the City requires it, rather they cannot get financing for their projects without it.
- Mr. Farmer: If we don't increase the supply, there is going to be a problem. I would like to see if we can agree to present the paid on-street parking as an option to vote on during the next regular meeting. Is the Parking Authority okay with that?
- Ms. Jaeger: I think it's a double-edged sword. I know several business owners that park on-street and would rather pay the ticket than move their vehicles. People could just decide to pay to park all day on-street if we install the meters because it's cheaper than getting tickets.
- Mr. Farmer: People do that today and it's free.

- Mr. Hale: We want to give people parking options, not penalize them for parking Downtown. The City could not move forward with installing meters when the Carl Walker Plan was released because there were no other parking options for people to choose. We can pilot 4 -5 different meter programs and send a survey to customers to determine which one they like best.
  - Ms. Jaeger: I am not personally opposed to paying for parking. I am opposed to how this affects public perception. We are potentially asking for more abuse by the people who park on-street every day and are willing to pay for it. I think that Court Street is a prime place for paid on-street parking because those people have to come downtown. I think that there should be paid parking in the Community Market. There should be 15 or 30 minute spaces in certain areas where people can park for free.
  - Mr. Farmer: We can incorporate that into the meters.
  - Mr. Gabathuler: Tobi, are you saying that you will agree to paid, on-street parking?
  - Ms. Jaeger: In some respects. I don't think a blanket program of paid on-street parking is going to be good for everyone Downtown.
  - Mr. Gabathuler: We have to be equitable or the whole program will not work.
  - Mr. Hale: There are a number of ways to handle on-street parking and plenty of new technology available. We will be more than happy to bring the Parking Authority as much material and information as possible to assist you with moving forward as you see fit.
- Parking Facility Capacity and Revenue
    - Mr. Hale: presented the facility capacity rates for Midtown and Clay Street Decks. Midtown Deck is currently overbooked at 148%. Clay Street Deck is overbooked by 200%; however the City does not charge the City Employees, City Vehicles, Court Employees, School Administration Employees, and the 50 contracted spaces for Holy Cross for their parking spaces.
    - Mr. Hale stated that as of today the actual parking revenues are \$319,037 and the parking revenues were budgeted at \$379,600.
  - In-vehicle Personal Meter
    - Mr. Hale showed a quick presentation of the in-vehicle personal meter (IVPM). The IVPM is a handheld electronic device that customers display in their car windows. They can use it as a parking permit or for metered areas. The device tracks data on customer parking location and duration. Customers either use their credit/debit cards to load funds onto their IVPMs on their home computers or by cell phone. Customers can pay with cash, check, or credit card in the parking office. The IVPM only charges drivers for the amount of time they have the device turned on. Parking enforcers see visually on each IVPM whether a driver has sufficient funds or is parked in a restricted zone. The IVPM is very user friendly and allows the customers to control how much they spend on parking.
    - Mr. Koepenick: How much do the devices cost and who would pay for them?
    - Mr. Hale: They are priced at \$20.00 per unit. The device belongs to whoever purchases it, and there may be a discount for bulk purchases.

No Reports

No Action Items:

No Old Business Items to Discuss

No New Business Items

Chairman, Brandon Farmer adjourned the meeting.

Next Steps

- Next meeting will be held on May 16, 2013 at 3:00 P.M., City Hall, 2<sup>nd</sup> Floor, Training Room