

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** International Bridges Department

**AGENDA DATE:** Public Hearing: May 31, 2016

**CONTACT PERSON/PHONE:** Mathew McElroy, 915-533-7428,  
[McElroyMX@elpasotexas.gov](mailto:McElroyMX@elpasotexas.gov)

**DISTRICT(S) AFFECTED:** All Districts

**SUBJECT:**

Discussion and action to direct the City Manager to begin the process of creating an event pricing district using city-controlled parking meters and to make any changes necessary under the city code.

**BACKGROUND/DISCUSSION:**

This report will provide the City Council with a presentation on the parking meter operations at the International Bridges Department to include all parking metered areas city-wide, parking meter revenue information, information on a proposed event pricing district, and other efforts currently underway and planned in the department.

**PRIOR COUNCIL ACTION:** N/A

**AMOUNT AND SOURCE OF FUNDING:** N/A

**BOARD/COMMISSION ACTION:** N/A

**ATTACHMENTS:** N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required)

**FINANCE:** (if required)

**DEPARTMENT HEAD:** Mathew S. McElroy  
International Bridges Director

\_\_\_\_\_  
**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



# International Bridges

## Parking Meters

- Parking Meter Revenue
- Parking Management Strategies

**Strategic Goal #1 – Create an Environment Conducive to  
Strong, Sustainable Economic Development**



# Parking Meters

## Presentation Outline

- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



# Parking Meters

## Presentation Outline

- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



# Parking Meters Background

- Title 12 (Vehicles and Traffic)
  - Chapter 12.56 – Parking Meters
  - Time limits, parking meter rates, hours/days of operation, etc.
- City Wide 2,020 parking spaces located in four areas
- Four revenue reporting systems
  - Auto-Trax
  - PEM
  - Multi-Space Lots
  - ParkX Parking Meter App
- Parking Meter revenue is allocated on a monthly basis to cover the Plaza Theater debt
  - FY2015 \$1.28m, 100% covered, \$69,000 surplus to General Fund
  - FY2016 \$1.21m, projecting to cover 100%
- 80% of parking meters accept credit card payments
- 400 sensors deployed within downtown area



# Parking Meters Area Map



- Total of 2,020 parking spaces city-wide

\*Downtown Area includes Union Plaza and N. Florence St. lots

***"Delivering Outstanding Services"***





# Parking Meters

## Presentation Outline

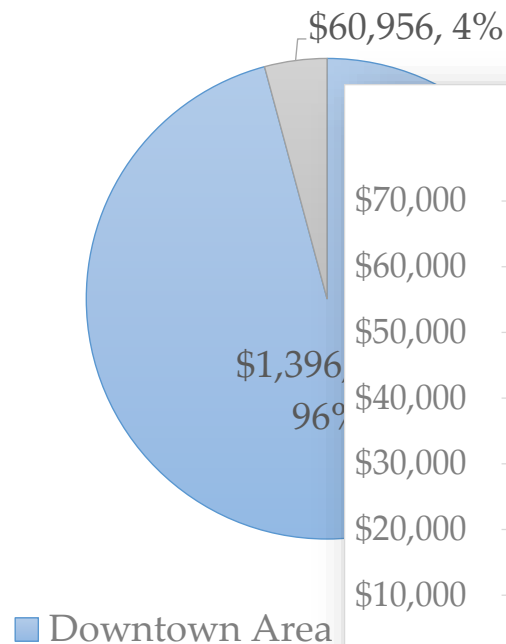
- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



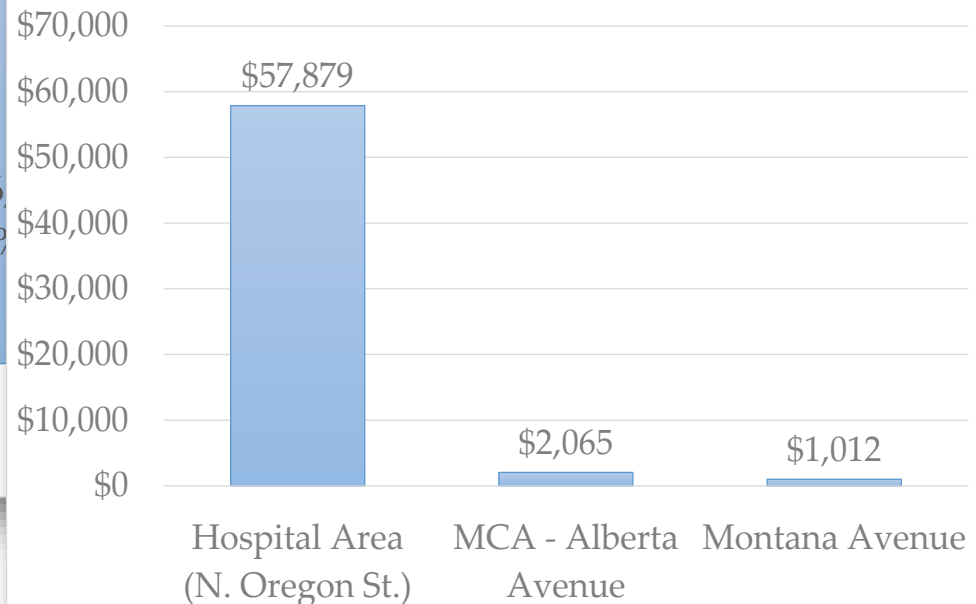
# Parking Meters Revenue Information

- CY2015 - \$1,457,636 parking meter gross revenue

## Parking Meter Revenue (CY2015)



## Other Areas



\*Downtown Area includes Union Plaza and N. Florence St. lots

***"Delivering Outstanding Services"***

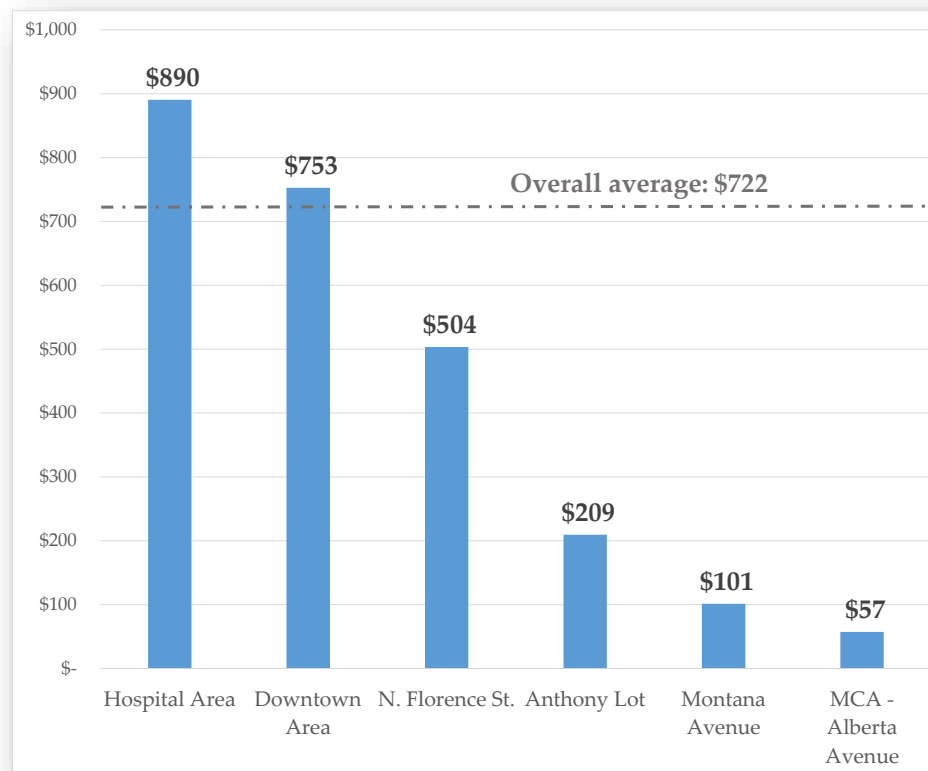




# Parking Meters

## Revenue Information

- CY2015 – Average revenue per parking meter by area



- Top parking meter generated \$1,990 in CY2015
- Average parking meter generated \$722 in CY2015

*"Delivering Outstanding Services"*



# Parking Meters

## Presentation Outline

- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



# Parking Meters Downtown Area



- 1,909 parking spaces total, 96% of revenue

\*Downtown Area includes Union Plaza and N. Florence St lots

***"Delivering Outstanding Services"***





# Parking Meters

## Downtown Area – Multi-Space Lots



- Union Plaza Anthony Lot
- 65 parking spaces total
- \$13,616, 0.9% of total



# Parking Meters

## Downtown Area – Multi-Space Lots



- N. Florence St.
- 20 parking spaces total
- \$10,071, 0.7% of total





# Parking Meters

## Hospital Area (N. Oregon St.)



- Hospital Area  
(N. Oregon Street)
- 65 parking meters total
- \$57,879, 4.0% of total







# Parking Meters

## Hospital Area (N. Oregon St.)



- Hospital Area (N. Oregon Street)
  - 65 parking meters total
  - \$57,879, 4.0% of total
- "Delivering Outstanding Services"*





# Parking Meters

## MCA Area (Alberta Avenue)



- Alberta Avenue
- 36 parking meters total
- \$2,065, 0.1% of total

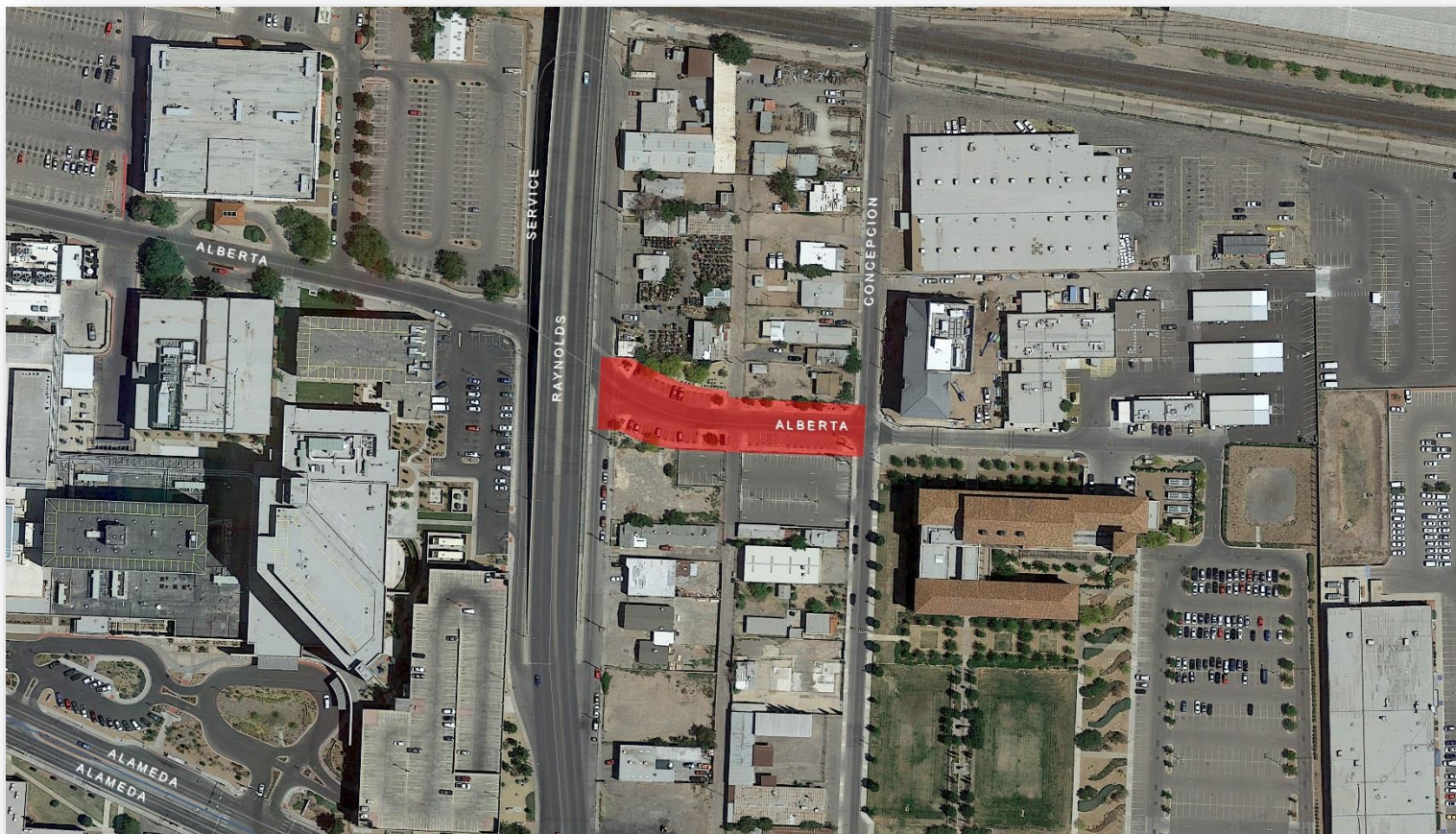






# Parking Meters

## MCA Area (Alberta Avenue)



- Alberta Avenue
- 36 parking meters total
- \$2,065, 0.1% of total

*"Delivering Outstanding Services"*



# Parking Meters Montana Avenue



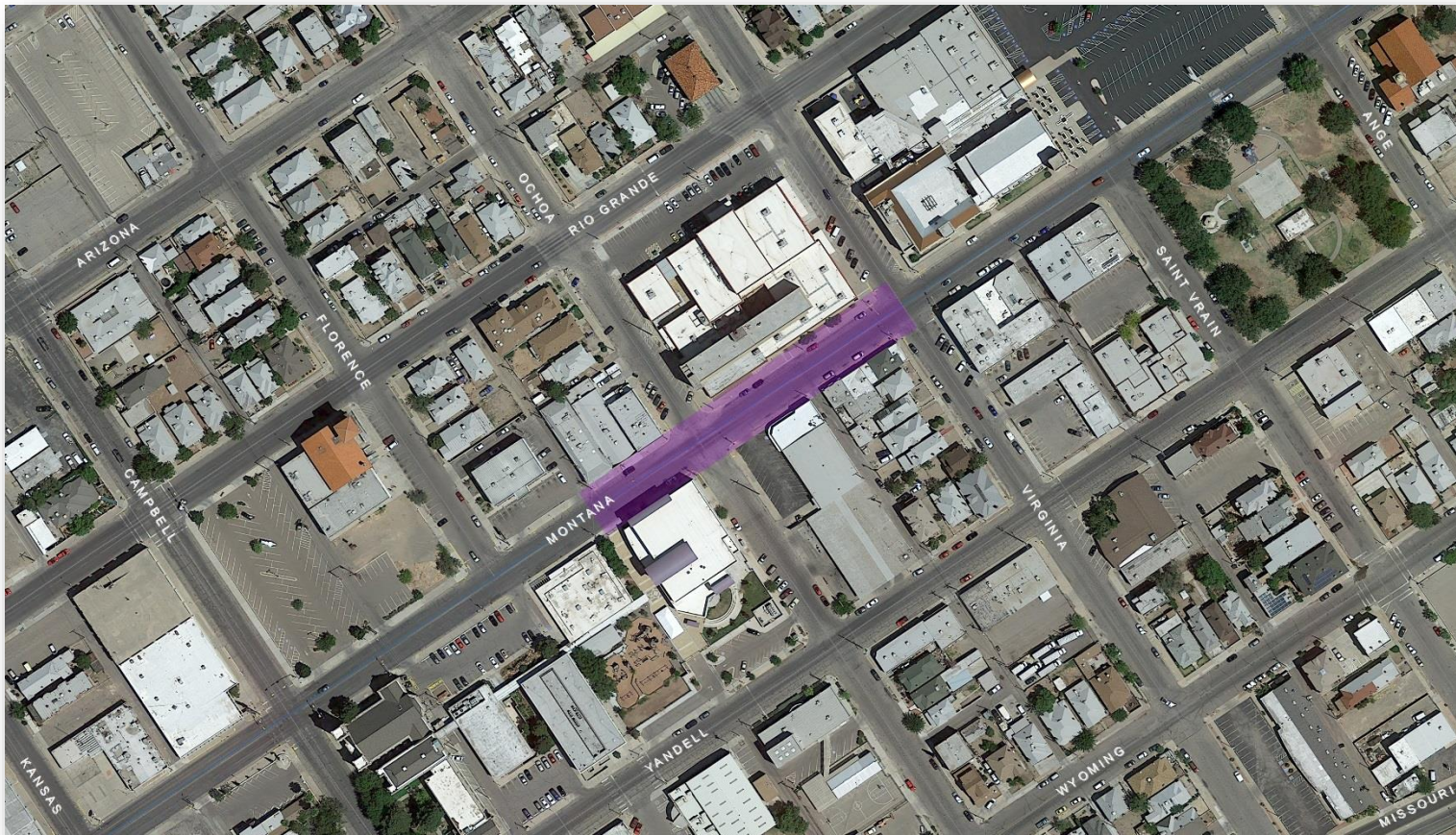
- Montana Avenue
- 10 parking meters total
- \$1,012, 0.1% of total







# Parking Meters Montana Avenue



- Montana Avenue
- 10 parking meters total
- \$1,012, 0.1% of total

*"Delivering Outstanding Services"*



# Parking Meters

## Presentation Outline

- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



# Parking Meters

## Parking Management Strategies

- Conventional Regulation
  - Traditional metering
  - Time limits to encourage turn-over
  - Flat meter rates, no analysis
  - Enforcement based
  
- Price-based Regulation
  - Variable or demand-based pricing
  - Performance objectives (occupancy level 85%)
  - Technology required (sensors, new meters)
  
- Event pricing strategy
  - Event-based pricing
- Variable pricing strategy
  - Time-of-day pricing
  - Location-based pricing
- Progressive pricing strategy
  - Length-of-stay pricing



# Parking Meters

## Event Pricing Strategy

- Per City Council direction:
- New event pricing parking meter rate program applicable to all major events downtown such as:
  - All baseball games
  - All events held at Plaza Theater, Abraham Chavez
  - Concerts
  - Street festivals
  - And any other posted and distributed calendar of events
- Proposed event pricing district boundaries





# Parking Meters Event Pricing Proposed Area



Note: Event pricing district proposed area contains a total of 703 parking meters (36.8% of all parking meters in the downtown area)

*"Delivering Outstanding Services"*



# Parking Meters

## Event Pricing Details

- Proposed boundaries
  - Contains 703 parking meters
- Start at 6:00PM
- Price: \$5 per event
  - vs. \$10 for covered/off-street parking cost
  - Research findings indicate that “parking meter purchases and parking lot or garage purchases are substitutes.” (Fullerton et al. 2015)
- Approximately 100 events downtown year-round
- Revenue Estimates:
  - 60% capacity - \$210,900
  - 70% capacity - \$246,050
  - 80% capacity - \$281,200
- Weekends?







# Parking Meters

## Presentation Outline

- Parking Meter Operations Background
- Report on Parking Meter Revenue
- GIS Maps and Data
- Parking Management Strategies
- City Council Direction
- Next Steps...



# Parking Meters

## Next Steps...

- Implement Event Pricing district
  - Begin outreach required in City Code (DMD)
- New proposed locations for additions and/or removals of parking meters
- Develop Parking Meter Master Plan
  - Review of the effectiveness of the current state – parking management vs. revenue
  - Updated parking meter inventory database
  - Updated GIS parking meter layer
  - Parking technology assessment
  - Consolidate parking meter revenue (historical and current)
- Statistical modeling to better understand parking meter usage patterns
- Dynamic Pricing



# International Bridges

## Parking Meters

- Parking Meter Revenue
- Parking Management Strategies

**Strategic Goal #1 – Create an Environment Conducive to  
Strong, Sustainable Economic Development**