



Parking Management Study & Strategic Plan

Identified Need in Project Plan	August 2015
Walker Parking Consultant Hired	July 2016
Study Kicked Off	August 2016
Presentation to TIRZ #3 Board	January 2017
Document Finalized (<i>Hard Copies Available</i>)	
Review Implementation Steps	February 2017

CORPUS CHRISTI, TEXAS - PARKING MANAGEMENT STUDY AND STRATEGIC PLAN

IMPLEMENTATION PLAN TIMELINE



JANUARY 2017

Report Page #	Time-Frame	Recommendation
55-58	0-6 months	Form Parking Alliance with subcommittees representing each District
60-63	0-6 months	Create public relations and communication program
108,120	0-6 months	Survey local businesses in the uptown and marina arts district to learn of their loading zone needs
108,123,132	0-6 months	Update City of Corpus Christi Code Ordinances to create suggested zones covering time limits and parking rates for each district
162	6-18 months	Establish Parking Enterprise Fund
64	6-18 months	Expand Park CC App
107-112	6-18 months	Change parking time limits in the Uptown District to 2-hour and eliminate the current 4-hour and 10-hour limits
112,122	6-18 months	Eliminate 10-hour time limits in the Uptown and Marina Arts District
107-112	6-18 months	Implement Phase 1A of the multi-space meter program by adding two pay stations to Mestina St. and Artesian St. in Uptown District
119-122	6-18 months	Implement Phase 1B of the multi-space meter program by adding twenty pay stations to the core of the Marina Arts District
119	6-18 months	Implement enforcement of parking meters on Saturday in the Marina Arts District
72	6-18 months	Create shared parking program with Furman Plaza Garage and Plains Capital Garage
103	6-18 months	Adjust PEO salary to comparable salaries within Texas
125-126	6-18 months	Install 10 pay stations to the two Bayshore parking lots and Kinney Street.
133-139	6-18 months	Enhance parking associated with special events by: 1) Utilizing private parking lots and garages to shuttle patrons 2) Increasing wayfinding throughout the event areas 3) Creating a communication campaign
119-122	18-24 months	Implement Phase 2 of the multi-space meter program by adding thirteen pay stations to the perimeter of the Marina Arts District

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IMPLEMENTATION PLAN TIMELINE



JANUARY 2017

Report Page #	Time-Frame	Recommendation
90	18-36 months	Enforce the current off-street parking regulation ordinance Section 22-4 of the 2009 Zoning Ordinance No. 6106 by: 1) Parking lot pavement requirement 2) Requirement of screening around parking lots
91-97	18-36 months	Expand the current ordinance, including: 1) Signage requirements and uniformity 2) Lighting 3) Parking lot and garage maintenance 4) Signage for private lots
58-60	18-36 months	Design and upgrade signage and wayfinding throughout the districts
128-131	24-36 months	Implement Phase 3 of the multi-space meter program by adding eight pay stations to the SEA District
128-131	24-36 months	Implement Phase 4 of the multi-space meter program by marking the identified 310 spaces in the SEA District, after the demolition and restructuring of the Harbor Bridge Area
70,75,78	36+ months	Plan for future parking inventory and expansions to supply through coordination with development and land use planning 1) Marina Arts – Parcel 34 (garage) 2) SEA – Parcels 18 and 19 (garage) 3) Uptown District – Parcels 4, 7, 15 and 24 (garage)



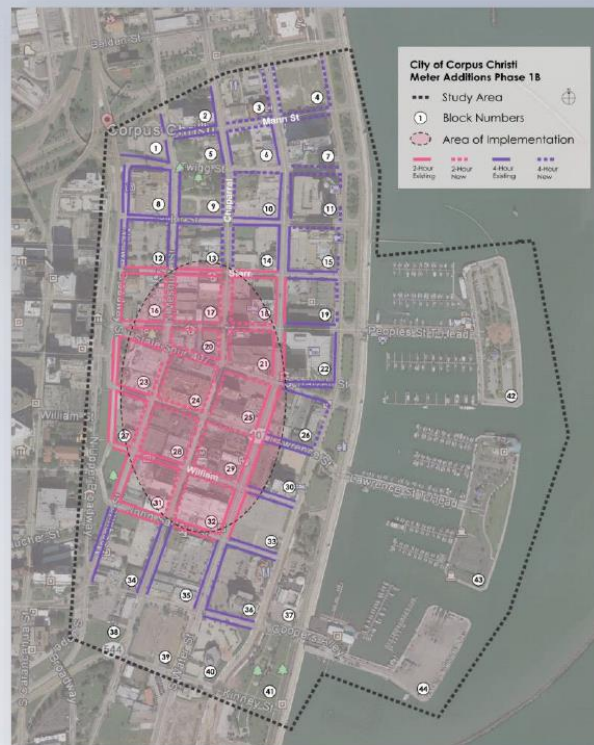
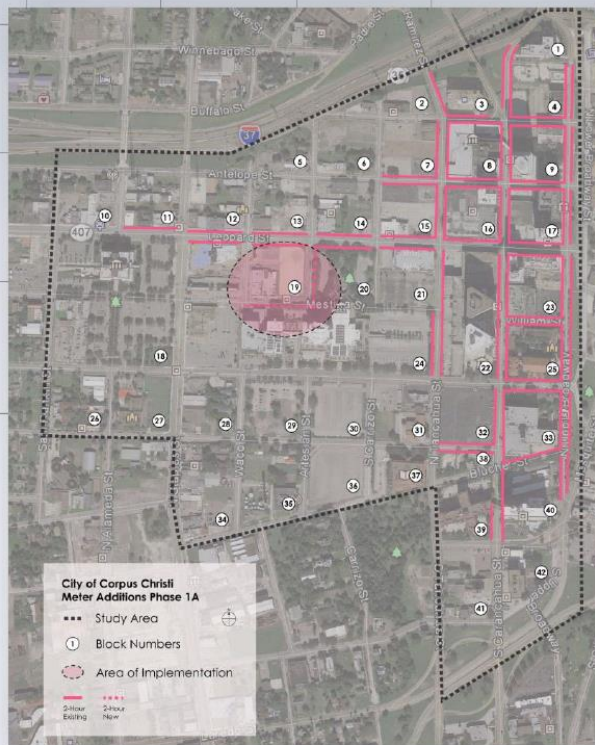
Parking Management Study & Strategic Plan

Proposed Implementation 2017												
	J	F	M	A	M	J	J	A	S	O	N	D
Hire Parking Manager												
Establish Parking Alliance												
Conduct Tourist Season Inventory												
Conduct Loading Zone Assessment												
Parking Enterprise Fund												
Fund Implementation of Phase 1												
Additional Items:												
Wayfinding												
Update Parking Rates												
Update Parking Lot Requirements												



Strategic Implementation Plan

Pay Station Installation – Phase IA and IB





Strategic Implementation Plan

10-YEAR PARKING FUND PROFORMA WITH RECOMMENDED PARKING RATES

	Year 1		Year 2	Year 3		
	Phase IA	Phase IB	Phase II	Phase III	Phase IV	Totals
On-Street Spaces	16	201	128	82	310	737
Pay Stations	2	20	13	8	0	43

Capital Improvement Program (43 Pay Stations/427 Spaces) Corpus Christi, Texas		Phase IA & IB 22 Stations		Phase II 13 Stations		Phase III 8 Stations		Phase IV No Stations	
Revenue Category		Unit		Unit		Unit		Unit	
Projected Annual Meter Revenue (New)		\$614.18		\$133,276		\$586.88		\$75,120	
Parking Citation per day @ \$35/per citation with 80% collection rate (New)		16		\$112,448		9		\$63,252	
Total				\$245,724		\$138,372		\$99,715	
Capital Expense Category		Unit		Unit		Unit		Unit	
Estimated Machine Cost (Installed with heater) - Manufacturer Direct		\$10,000		\$220,000		\$10,000		\$130,000	
Spare Parts @ 3% of machine cost		3%		\$6,600		3%		\$3,900	
License Plate Camera (LPR) hardware and software		1		\$30,000		0		\$0	
Permit and Enforcement Software Database - Manufacturer Direct		1		\$75,000		0		\$0	
Enforcement Vehicle		1		\$21,000		0		\$0	
Estimated MSM Signage, installed (2@\$150 per MSM)		22		\$3,300		13		\$1,950	
Estimated Marketing Costs for MSM Program		1		\$25,000		0		\$0	
Total				\$380,900		\$135,850		\$83,600	
Net Gain (+/-)				(\$135,176)		\$2,522		\$16,115	
Payback Period (# of Months)				18.60		11.78		10.06	