



# PARKING SERVICES

Central Oklahoma Transportation & Parking Authority

## CITY COUNCIL WORKSHOP

Tuesday, December 13, 2011

COX CONVENTION CENTER

**GARAGES**

**EVENT**

**ON-STREET**

**HOURLY**

**SURFACE LOTS**

**MONTHLY**





## Parking Services

Central Oklahoma Transportation & Parking Authority

**TO:** Mayor and City Council

**FROM:** Rick Cain

**DATE:** December 7, 2011

**SUBJECT:** Parking Workshop Material

In preparation for next week's Parking Workshop, this notebook contains material providing basic information that should be helpful in understanding the current COTPA parking system.

The material is divided into three sections. Section one provides general information about COTPA's parking operation. The second section provides a system profile of both on street and off street parking managed by COTPA. The last section contains a glossary of terms typically used in the parking industry.

Should you have questions prior to the scheduled workshop, you can reach me by calling 297-3492.

## BOARD OF TRUSTEES

### Central Oklahoma Transportation & Parking Authority

The Central Oklahoma Transportation and Parking Authority (COTPA) was established in 1966 as a Trust of the City of Oklahoma City. The Board is comprised of eight members, five of which are appointed by the City Council of Oklahoma City with the remaining three seats filled by the City of Oklahoma City Mayor, City Manager and Finance Director. One of the five appointed trustees must reside outside the corporate limits of the City of Oklahoma City. Each of the appointed trustees serves for five years and may be reappointed without limit to the number of terms he/she may serve.

The Board adopts rules, regulations and policies governing public transportation, downtown off-street public parking and Oklahoma River Cruises. The Board has authority over fare structure, use of property, development of facilities and fiscal and human resources management.

#### *COTPA BOARD OF TRUSTEES*

Chris Kauffman, Chairman  
Richard E. Lee, Vice Chairman  
Kay Bickham  
Bernard L. Semtner, III  
Veran Randle  
Mayor Mick Cornett  
James D. Couch  
Craig Freeman

Board meetings are held on the first Friday of each month in the City Council Chambers. Board meetings allow for communication among the trustees, administrator, staff and citizens.

## OPERATION MANAGEMENT

### Republic Parking System

All garage facilities and surface lots are managed through a contract with Republic Parking System, a privately owned professional parking management company based in Chattanooga, Tennessee. The company has over 350 operating contracts totaling in excess of 200,000 parking spaces under management in 96 U.S. cities and 3 foreign cities.

Republic Parking System has held the COTPA contract since 2000 and will expire June 30, 2012. Each year Republic submits a budget to operate the facilities. The budget is approved by the Authority as part of its annual budget process. The contract requires that the facilities of the Parking System be open 24 hours per day, 7 days per week, including holidays.

# STRATEGIC INITIATIVES

## Central Oklahoma Transportation & Parking Authority

### ***Maintenance Inspection***

A Comprehensive Maintenance Inspection of all parking facilities was completed this year. The inspection resulted in a 5-year maintenance plan that prioritizes existing and projected repairs along with their estimated costs. The plan assists the Trust in properly maintaining the facilities and prolonging their useful life.

### ***New Parking Equipment***

The COTPA Board of Trustees identified the need to replace out of date parking access and revenue control equipment. Installation of the new equipment began this year and allows for enhanced revenue control, real-time system monitoring, multiple payment options and space counting and way-finding. The new equipment will be fully operational in all facilities by May, 2012.

### ***Sale of Parking Facilities***

Revitalization of the Central Business District has increased private-sector interest in parking. In response, the Board of Trustees authorized a Request for Proposals (RFP) for the purchase and/or redevelopment of certain parking garages owned by COTPA. As a result, interest was expressed in the Broadway Kerr, Century Center and the Sheridan Walker garages.

The Board approved the sale of the Broadway Kerr garage and is expected to close in January 2012. This sale will allow COTPA to pay off all bond indebtedness to better position the Trust to meet future parking needs.

### ***Parking Study***

Walker Parking Consultants was hired to provide a comprehensive parking strategy for the Downtown Central Business District, Bricktown, Automobile Alley and Mid-Town areas with a focus on optimizing the utilization of COTPA-owned and/or operated garages and surface lots, on-street parking, and private parking facilities open to the public. Key goals of the Parking Study were to:

- assess the relationship between on/off-street parking
- evaluate rate structures
- provide an assessment of current and future parking demands
- recommend future garage locations

### ***Santa Fe Renovations***

The COTPA Board of Trustees recently awarded a contract for architectural services to Miles & Associates to develop plans and specifications for improvements to the Santa Fe parking facility. The planned improvements will include:

- enhanced retail areas
- improved signage
- new lighting
- restoration of interior courtyard
- renovation of exterior facade
- remodel of elevator lobbies and cabs



## EMERGING TRENDS IN PARKING

### Technology, Sustainability & Green Initiatives

source 2011 Emerging Trends in Parking: Report on a survey conducted by the International Parking Institute

The parking industry is constantly advancing, thanks to new technologies, innovative applications and the expertise of parking professionals.

Technology is the next big thing in parking, whether it is the use of mobile apps, cashless parking options, automatic vehicle identification, or simply a continued

push to integrate and expand technology to make both operations and traffic flow more efficient.

Sustainability and green initiatives are also a focus, with facilities that are more energy-efficient and the anticipated demand for plug-ins for electric vehicles in both the on and off street parking systems.

## TOP 10 TRENDS IN PARKING

- Integrated technology/increased automation for better efficiency
- Greener/more sustainable facilities
- Automatic/cashless parking options
- Smart phone parking apps for customers
- Ways to enhance revenue/reduce costs/sharing of resources
- Charging stations for electric cars/alternate fuel vehicle accommodations
- Automatic vehicle identification
- Link with transit stations/parking
- Public/private partnerships
- Reduced demand/transportation demand management

*“Integrated technologies and greener, more sustainable parking facilities are the “next big things”—but we’re*



*advancing so rapidly on both these fronts, that the next big things are already here. There is a revolution going on in the parking industry. It’s exciting and it’s positive.”*

*Shawn Conrad, Executive Director,  
International Parking Institute*

# BUDGET & FUNDING SOURCES

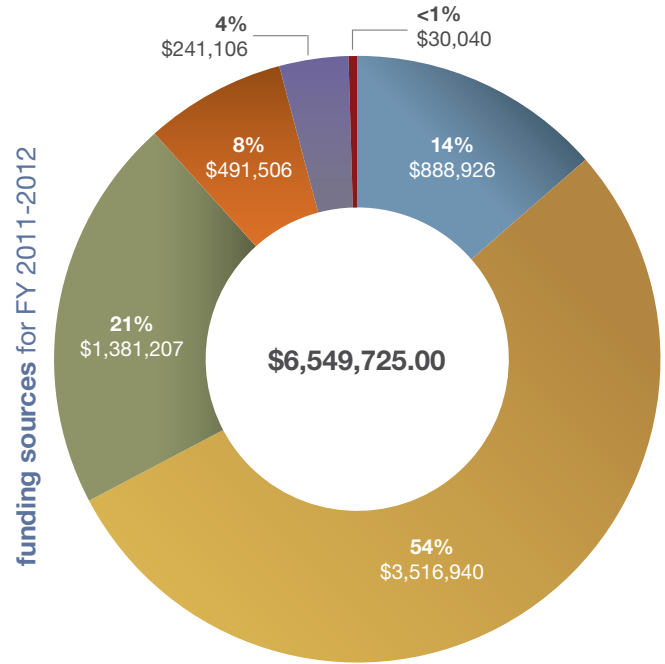
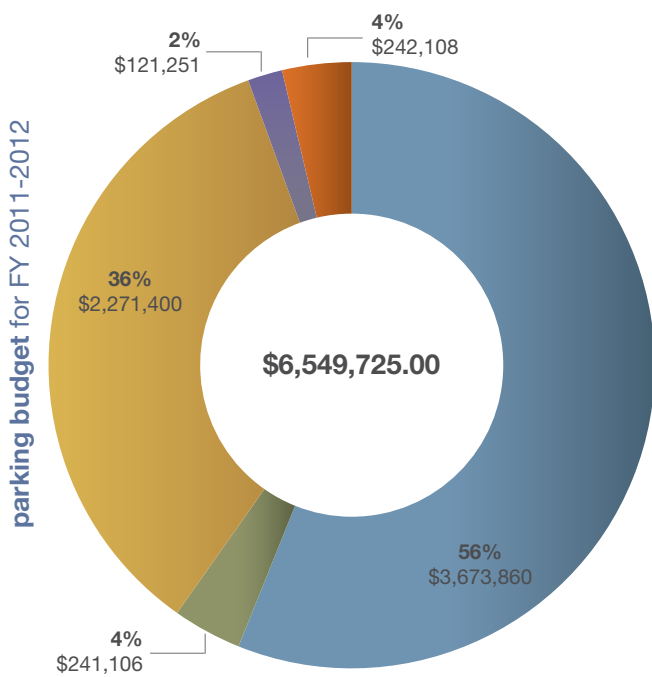
## Central Oklahoma Transportation & Parking Authority

Parking Services serves as a dual division within the City of Oklahoma City and within the Central Oklahoma Transportation and Parking Authority (COTPA). The Parking Services division is made up of 4.5 full-time employees.

The parking division within the city is responsible for the daily operation of the downtown on-street (metered) parking system. This includes maintenance, collections and hooding requests. Enforcement,

however, is a function of the OKC Police Division. Parking Services within the Trust serves to provide the City of Oklahoma City with affordable parking solutions while successfully managing the operation maintenance and security of parking garages and surface lots under the control of the Trust.

The current operating budget for Parking Services is \$6,549,725.



operating expenses	■	\$3,673,860
meter operations	■	\$241,106
debt service	■	\$2,271,400
other debt	■	\$121,251
reserves	■	\$242,108
<b>TOTAL</b>		<b>\$6,549,725</b>

hourly	■	\$888,926
monthly	■	\$3,516,940
event	■	\$1,381,207
leases	■	\$491,506
meter operations	■	\$241,106
misc	■	\$30,040
<b>TOTAL</b>		<b>\$6,549,725</b>



# Parking Services

[parkingokc.com](http://parkingokc.com)

- 1. Sheridan Walker**  
*501 W Meridian*
- 2. Century Center**  
*100 W Main*
- 3. Broadway Kerr**  
*1 Robert S Kerr*
- 4. Santa Fe**  
*2 Santa Fe Plaza*
- 5. Cox Center**  
*1 Myriad Gardens*
- 6. 1-40 Surface Lots**  
*Btw EK Gaylord & Western*
- 7. Lot 61**  
*EK Gaylord & Reno*
- 8. Lot 59 & 60**  
*620 Robert S Kerr*
- 9. City Hall Lot**  
*417 W. Main*





# BROADWAY KERR

## 1 Robert S Kerr

This facility was the first multi-level garage constructed by COTPA; designed by Howard-Samis-Lyons Inc. of Oklahoma City and T. Y. Lin and Associates of Dallas, Texas. The garage opened October 28, 1971. It is located on the northeast corner of Broadway and Robert S. Kerr Avenue. The sloped floor, double scissors design structure is constructed of post tensioned concrete that was poured in place, and contains approximately 901 parking spaces. Ingress and egress points are located on Robert S. Kerr Avenue. Parking gates are activated by an access card and control movement in and out of the garage. Approximately 24,800 square feet of commercial space is provided on the ground floor, all of which is leased. The garage accommodates monthly parkers only.

### At-A-Glance

Architect: Howard-Samis-Lyons Inc. of OKC

T. Y. Lin and Associates of Dallas, Texas

Date Opened: October 28, 1971

Facility Size: 413,837 Retail Space: 24,800 sq ft.

Total Spaces: 901 No. of ADA Spaces: 23

#### Amenities Include:

Car Detailing 24 hr Security

Towing Near Downtown Trolley Stop

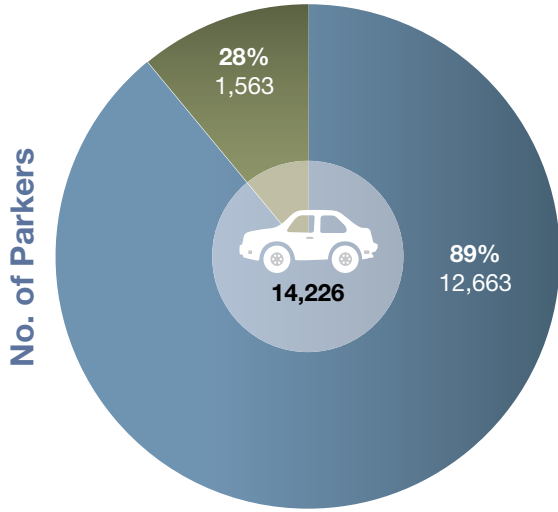
Jump Starts

### FY 2011 Garage Stats

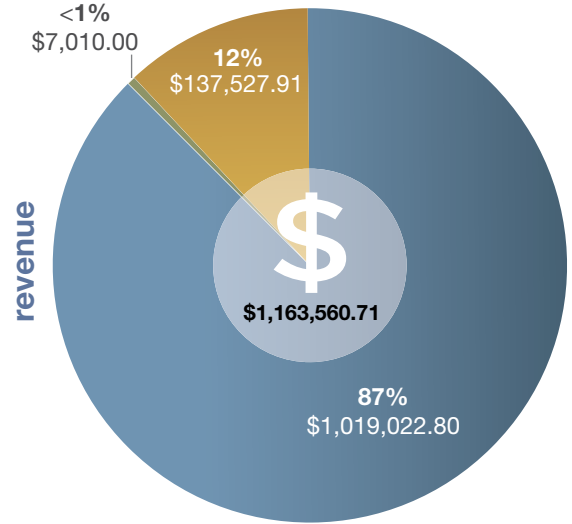
	No. of Parkers	Revenue
Monthly	12,663	\$1,019,022.80
Event	1,563	\$7,010.00
Hourly	-	\$0
Leases	-	\$137,527.91



# PERFORMANCE



Monthly 12,663  
 Event 1,563  
**FY 2011 Total Served 14,226**



Monthly \$1,019,022.80  
 Event \$7,010.00  
 Lease Space \$137,527.91  
**FY 2011 Total Revenue \$1,163,560.71**



**\$** Revenue Generated  
 No. of Parkers



# CENTURY CENTER

100 W Main

The garage is owned by COTPA; and part of a large complex privately owned which includes the Sheraton Hotel and approximately 175,000 square feet of commercial space. Designed by HTB, Inc. of Oklahoma City, the garage has two underground parking levels, a tunnel connection to the adjacent Cox Convention Center, and two upper levels of parking built on an air rights easement above the commercial space. The commercial space and garage also connect to a parking structure adjacent to the First National Center via a pedestrian bridge. The flat floor and spiral ramped structure contains approximately 785 parking spaces.

Located on the block bounded by Broadway, Sheridan, Robinson and Main Street. Ingress is from Sheridan and is electronically controlled. Egress is on Main Street and is controlled by cashiers or access cards.

## At-A-Glance

Architect: HTB, Inc. of Oklahoma City  
 Date Opened: September 6, 1975  
 Facility Size: 151,572 Retail Space: 175,000 sq ft.  
 Total Spaces: 785 No. of ADA Spaces: 19

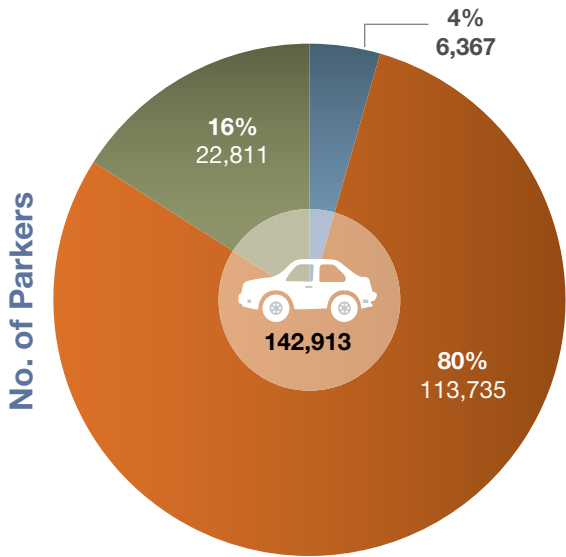
### Amenities Include:

Car Detailing      24 hr Security  
 Towing              Tunnel to Cox Convention Center  
 Jump Starts        Near Downtown Trolley Stop

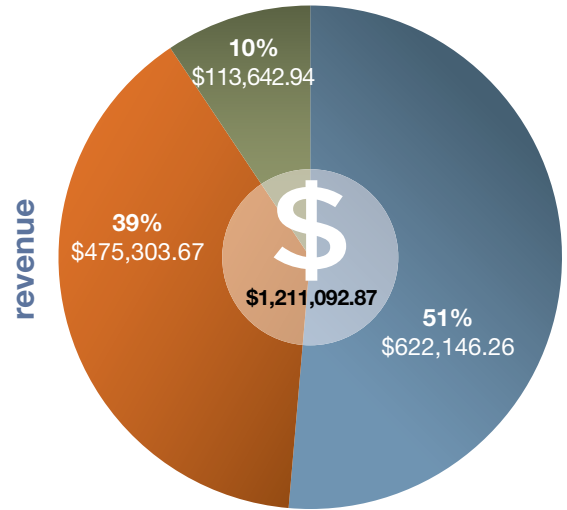
## FY 2011 Garage Stats

	No. of Parkers	Revenue
Monthly	6,367	\$622,146.26
Event	22,811	\$113,642.94
Hourly	113,735	\$475,303.67
Leases	-	\$0

# PERFORMANCE

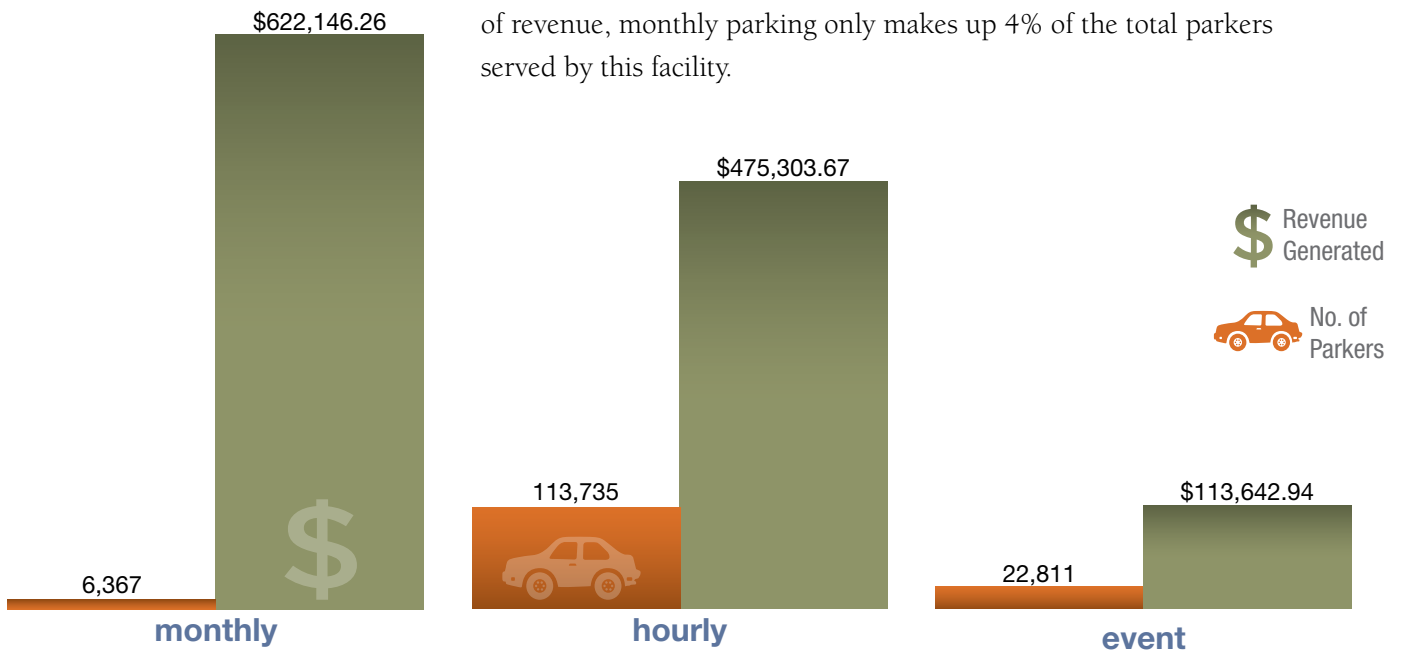


Monthly ■ 6,367  
 Hourly ■ 113,735  
 Event ■ 22,811  
**FY 2011 Total Served**     **142,913**



Monthly ■ \$622,146.26  
 Hourly ■ \$475,303.67  
 Event ■ \$113,642.94  
**FY 2011 Total Revenue**     **\$1,211,092.87**

This graph compares the type of parkers served for to its respective revenue. While monthly parking fees represent the greatest source of revenue, monthly parking only makes up 4% of the total parkers served by this facility.





# COX GARAGE

1 Myriad Gardens

COTPA leases the Cox Convention Center garage from the City of Oklahoma City for the purpose of public parking. The single underground level contains approximately 950 spaces. The garage is located on the block bounded by Reno, Robinson, Sheridan and E.K. Gaylord. Ingress and egress points are located on Robinson and E.K. Gaylord; and are controlled by ticket issuing machines, access cards and cashiers at the exits. A tunnel connects the facility to the Century Center garage.

## At-A-Glance

Architect: Bozalis & Roloff

Date Opened: November 5, 1972

Facility Size: 225,470 Retail Space: -

Total Spaces: 950 No. of ADA Spaces: 24

Amenities Include:

Car Detailing 24 hr Security

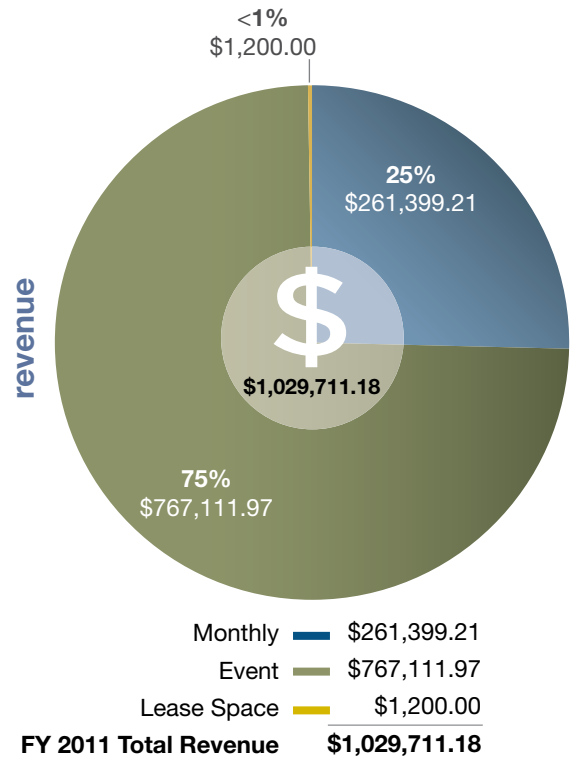
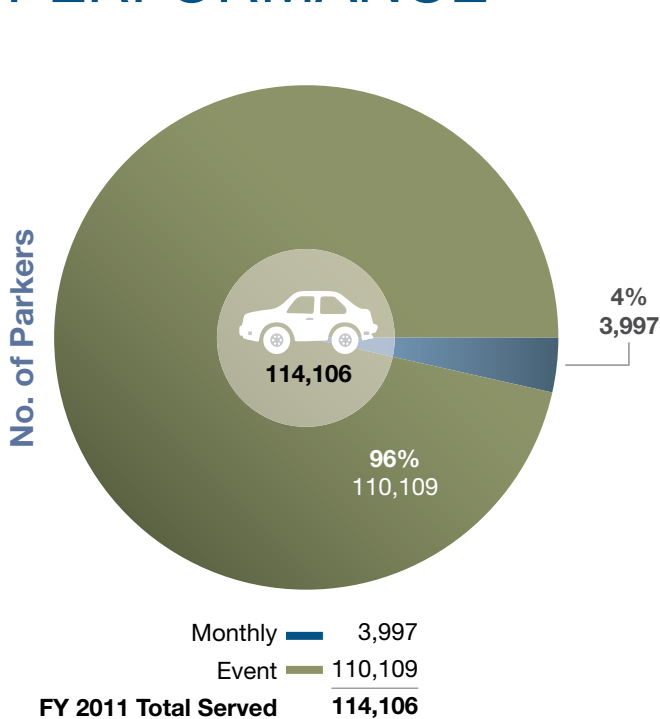
Towing Near Downtown Trolley Stop

Jump Starts Tunnel Connects to Century Center

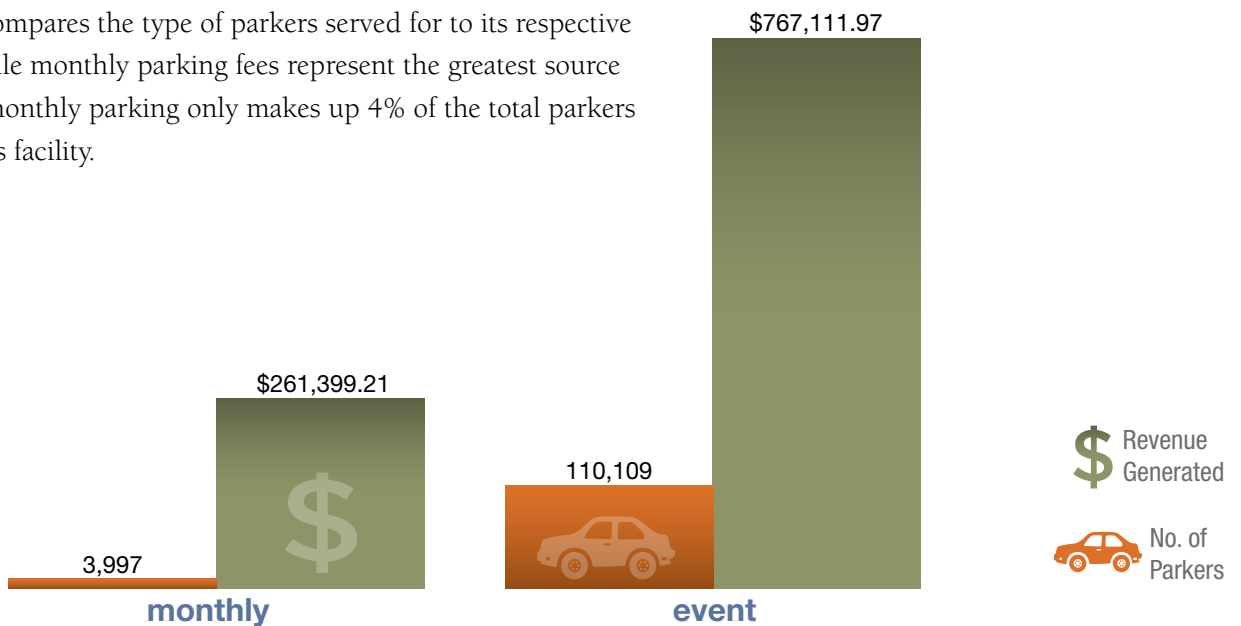
## FY 2011 Garage Stats

	No. of Parkers	Revenue
Monthly	3,997	\$261,399.21
Event	110,109	\$767,111.97
Hourly	-	\$0
Leases	-	\$1,200.00

# PERFORMANCE



This graph compares the type of parkers served for to its respective revenue. While monthly parking fees represent the greatest source of revenue, monthly parking only makes up 4% of the total parkers served by this facility.





## SANTA FE GARAGE

2 Santa Fe Plaza

The Santa Fe was designed by R.C. Rich and Associates, Inc., of Detroit, Michigan, and is located on the west side of E.K. Gaylord, between Main Street and Robert S. Kerr Avenue. The level floor and double helical spiral ramped structure is constructed of pre-cast pre-stressed concrete and contains 1,518 spaces. Ingress and egress points are on Robert S. Kerr Avenue and E.K. Gaylord and are controlled by ticket issuing machines, access cards and cashiers at the exits. Approximately 25,800 square feet of commercial space is provided on the ground floor, some of which is leased. The garage is connected to the Renaissance Hotel and the Cox Convention Center by an enclosed walkway.

### At-A-Glance

Architect: R.C. Rich & Associates, Inc., Detroit, MI

Date Opened: February 14, 1972

Facility Size: 609,840 Retail Space: 25,800 sq ft.

Total Spaces: 1,518 No. of ADA Spaces: 46

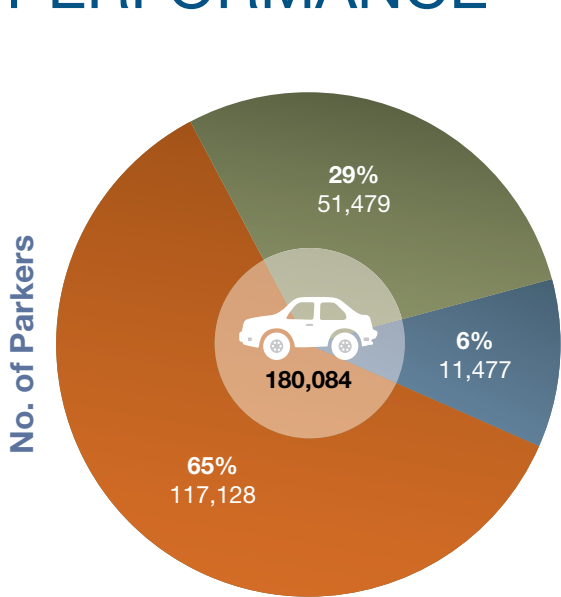
#### Amenities Include:

Car Detailing	24 hr Security
Towing	Tunnel to Chase Tower
Jump Starts	Near Downtown Trolley Stop

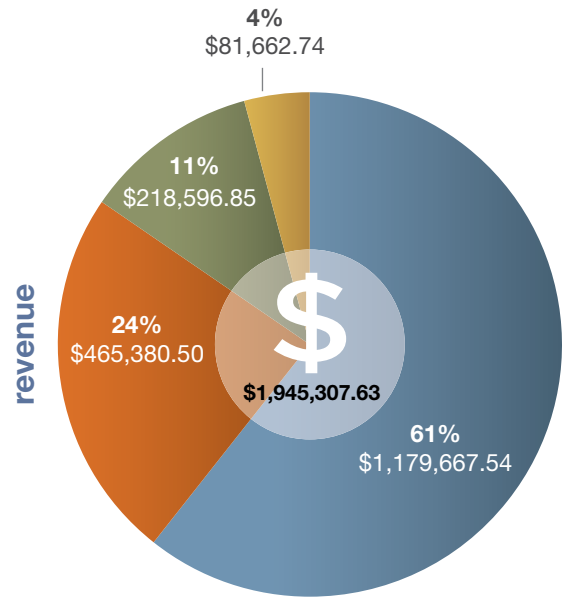
### FY 2011 Garage Stats

	No. of Parkers	Revenue
Monthly	11,477	\$1,179,667.54
Event	51,479	\$218,596.85
Hourly	117,128	\$465,380.50
Leases	-	\$81,662.74

# PERFORMANCE

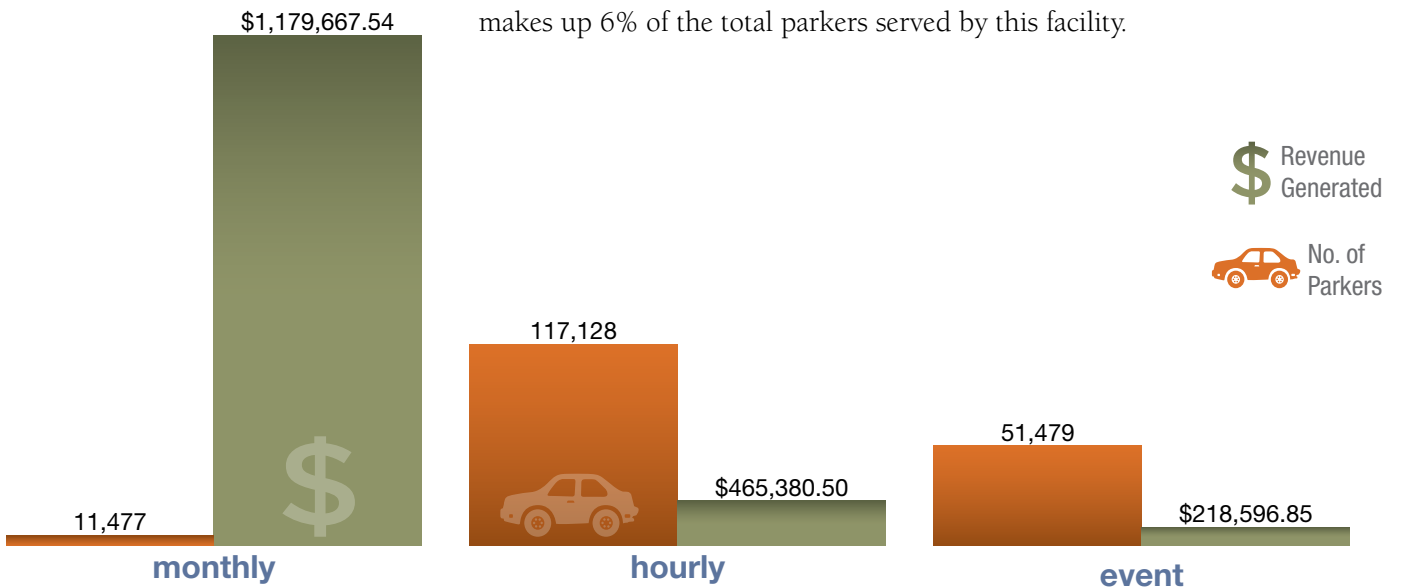


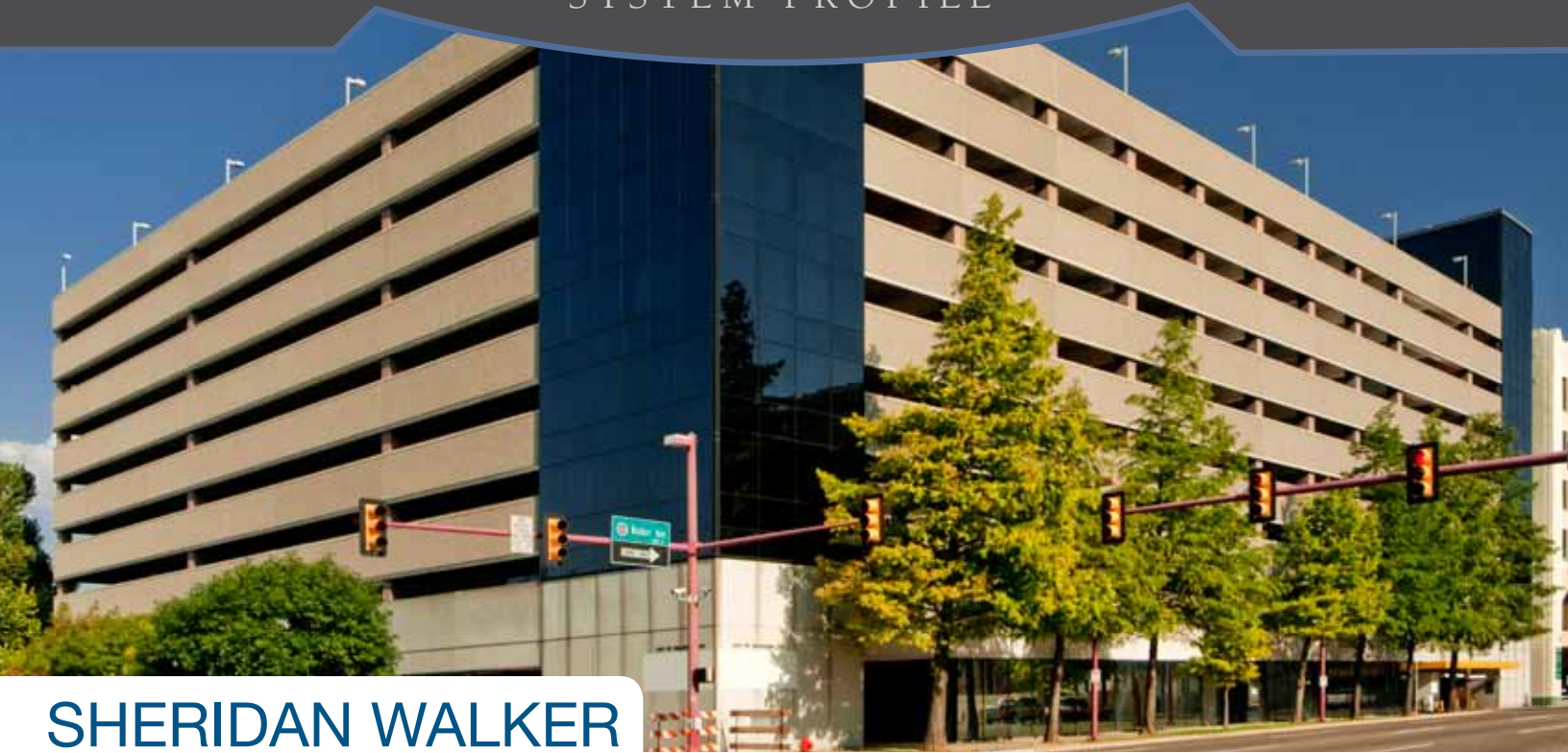
Monthly	■	11,477
Hourly	■	117,128
Event	■	51,479
<b>FY 2011 Total Served</b>		<b>180,084</b>



Monthly	■	\$1,179,667.54
Hourly	■	\$465,380.50
Event	■	\$218,596.85
Lease Space	■	\$81,662.74
<b>FY 2011 Total Revenue</b>		<b>\$1,945,307.63</b>

This graph compares the type of parkers served for to its respective revenue. While monthly parking fees represent the greatest source of revenue, monthly parking only makes up 6% of the total parkers served by this facility.





# SHERIDAN WALKER

501 W. Sheridan

The eight-level garage was designed by Howard & Porch, A.I.A., of Oklahoma City with YHI, Inc. of Dallas, Texas, as consulting engineer. The facility provides 1,117 spaces and approximately 22,000 square feet of commercial space, all of which is leased. The garage is located at the northwest corner of Walker and Sheridan. It is connected to the 500 Main Place office building by two skywalks. Ingress and egress points are on Sheridan and Walker; and are controlled by ticket issuing machines, access cards and cashiers at the exits.

## At-A-Glance

Architect: Howard & Porch, A.I.A., of OKC  
YHI, Inc. of Dallas, Texas

Date Opened: May 20, 1983

Facility Size: 358,934 Office Space: 22,000 sq ft.

Total Spaces: 1,117 No. of ADA Spaces: 28

### Amenities Include:

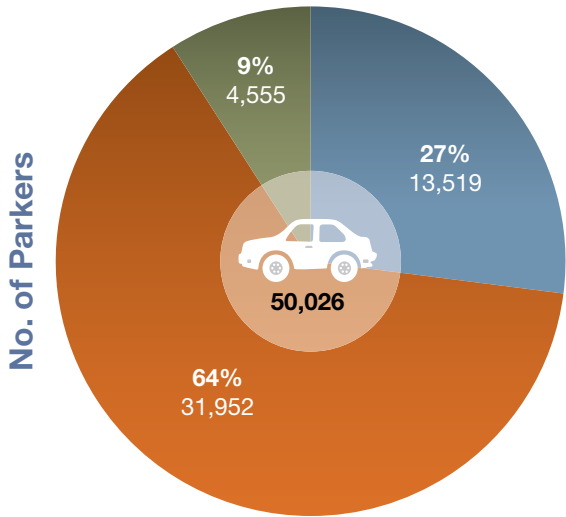
Car Detailing      24 hr Security  
Towing              Near Downtown Trolley Stop  
Jump Starts        Connects to the Montgomery

## FY 2011 Garage Stats

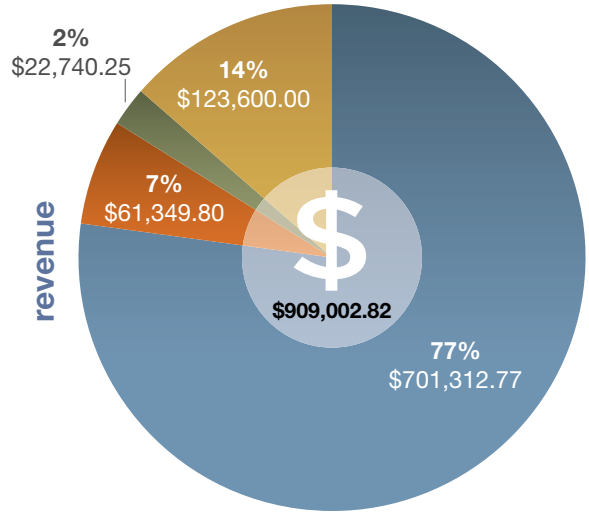
	No. of Parkers	Revenue
Monthly	13,519	\$701,312.77
Event	4,555	\$22,740.25
Hourly	31,952	\$61,349.80
Leases	-	\$123,600.00



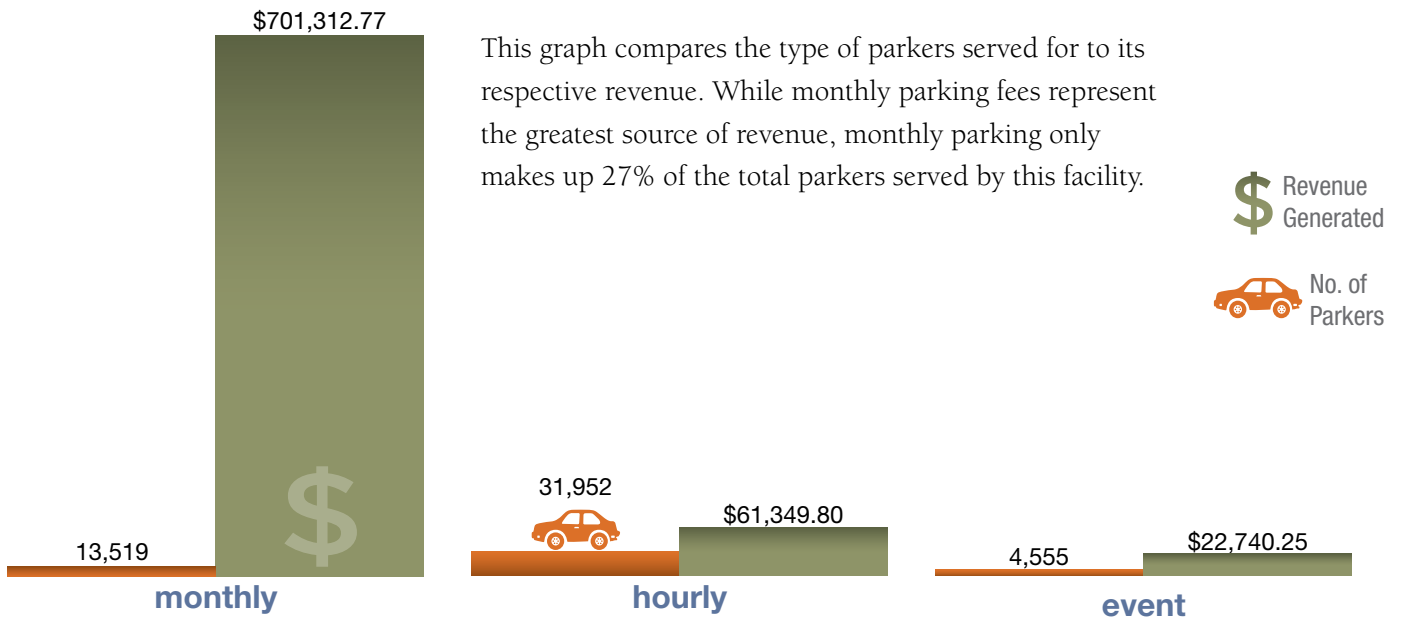
# PERFORMANCE



Monthly	13,519
Hourly	31,952
Event	4,555
<b>FY 2011 Total Served</b>	<b>50,026</b>



Monthly	\$701,312.77
Hourly	\$61,349.80
Event	\$22,740.25
Lease Space	\$123,600.00
<b>FY 2011 Total Revenue</b>	<b>\$909,002.82</b>





## ON-STREET PARKING

### Metered Parking

Oklahoma City currently has 5 multi-space meters serving 48 spaces and approximately 1,400 older electronic and manual single and double head meters. These will be replaced with credit card capable single-space and multi-space pay stations. COTPA currently provides all maintenance of meters and the collection of meter revenue.

Locations and meter rates are established by the City Ordinance on Meters. The Oklahoma City ordinance states:

*(d) Central City District time limit parking meter zone in the area bounded by Northwest 8th Street on the north, Southwest 3rd Street on the south, Walnut Avenue on the east and Western Avenue on the west.*

### At-A-Glance

Total Metered Spaces: 1,400

Multi-Space Meters: 5 serving 48 spaces

### Rates:

#### One-hour parking:

3 minutes.....	5¢
6 minutes.....	10¢
15 minutes.....	25¢

#### Two-hour parking:

6 minutes.....	5¢
12 minutes.....	10¢
30 minutes.....	25¢

#### Five-hour parking:

15 minutes.....	5¢
30 minutes.....	10¢
Hour and 15 minutes....	25¢



## SURFACE LOTS

COTPA leases the following 11 lots from the Oklahoma Department of Transportation. The lots are located under the elevated portion of I-40, bound by SW 2, SW 3, E.K. Gaylord and Western. Lots 1 - 5 are used for event parking; providing space for approximately 500 vehicles. Lots 6 through 11 are fenced and unimproved.

Additionally, COTPA operates and manages the following 4 lots for the City of Oklahoma City.

- On the corner of E.K. Gaylord and Reno; it contains 118 spaces and is used for hourly and event parking.
- 417 W Main is used by City employees and those doing business with the City; it contains 57 spaces and is controlled by a parking attendant.
- 620 Robert S. Kerr is used by City employees and Civic Center Music Hall events.
- 712 Kerr is hourly parking for the courts and county jail visitors and Civic Center Music Hall events. This lot is controlled by an attendant.

### *FY 2011 Surface Lots Stats*

	No. of Parkers	Revenue
Monthly	1,874	\$45,284.23
Event	46,356	\$335,707.33
Hourly	56,184	\$87,365.12

## a

**Automated cashiering** – upon entry, patrons are issued tickets in a standard format at ticket-issuing machines located at parking facility's entrance. When exiting from a facility, patrons use a machine that calculates their parking fee based on time of use. The automated machine accepts cash or a credit card.

**Automatic precashiering machines** – automatic prepayment machines usually located in or near a parking facility's elevator lobby for the purpose of permitting the payment of parking fees before patrons retrieve their vehicle from the parking stall; sometimes called pay-on-foot.

**Automatic Vehicle Identification (AVI)** – electronic sensors, antennae, and transponders that detect a vehicle's presence for identification, resulting in some subsequent action such as access control and/or revenue collection.

## C

**Capacity, facility** – the number of vehicles that can be accommodated in any given parking facility under a particular type of operation.

**Card reader** – an access control device, located in the entry and exit lanes of a parking facility, to permit controlled entry and/or exit via use of an authorized, encoded card issued by owner/operator.

**Contract parking** – long-term or specified-term parking arranged in advance, usually on a fixed-fee basis.

## d

**Demand/supply** – a ratio of parking demand (vehicles) to parking supply (spaces), indicating an excess or shortage of available spaces.

**Detector loops** – inductive loop wires imbedded in the pavement adjacent to a ticket-issuing machine, an exit booth, or barrier gate.

**Duration** – the length of time a vehicle is parked; average length of time all vehicles are parked in a particular facility.

## e

**Entry drive** – point of which vehicles enter a parking facility (ingress).

**Exit** – point of which vehicles leave a parking facility (egress).

## f

**Fee computer** – a hardware device that calculates the parking fee based on information contained on a ticket that is either keyed manually or read automatically by a reader/valuator.

**Flat-rate fee** – a set amount charged for parking for a specific period of time, such as an hour, day or month.

## g

**Gates** – control devices to which a gate arm is attached; usually installed at entrances and exits of parking facilities to regulate vehicles and implement fee collection.

**Generators** – parking uses that generate parking demand, such as stores, office buildings, hospitals, and recreational facilities.

## h

**Headroom** – the vertical clearance in a parking structure; usually seven (7) feet.

**Helical ramp** – a spiral or circular ramp.

**Honor box** – steel boxes used in metered unattended parking facilities. To pay for parking fees, customers insert coins or bills in appropriately numbered slots corresponding to parking space identification. The fee is typically a fixed-day or half-day rate but could be an hourly rate. Customers are on their honor to pay the parking fees.

## i

**In-and-out parking privileges** – parking, usually on a rental basis, in which the vehicle can be taken in and out during the day without added fees.

**Indenture** – an agreement, often part of a bond issue that sets forth the terms of debt.

**Inventory spaces** – total number of parking spaces available in a parking system or facility.

## k

**Key card access** – parking ingress/egress controlled by a key card unit that recognizes a valid card for access to the facility. Key cards can be swiped, inserted, or proximity-read.

## l

**Leased space** – parking space leased on a monthly or similar basis.

**License plate inventory** – periodic recording of all vehicle license plate numbers in a parking facility in order to determine length of stay and prevent fraud by patrons claiming lost tickets.

**Locator signs** – parking spaces signs or other means of helping motorists locate their vehicles when they return to a parking facility.

## o

**Occupancy rate** – the rate of which a given parking facility or parking system is occupied on an hourly, daily, seasonal, or annual basis.

# GLOSSARY

**Off-street** – beyond the right-of-way of a street or highway.

**Oversell Percentage** – percentage of monthly spaces available for sale over and above actual spaces recognizing not all monthly parkers are parked in the garage at the same time.

## p

**Park and ride** – a system of parking facilities located near mass transit lanes to accommodate the vehicles of travelers who complete their trips on transit vehicles.

**Park and shop** – validated parking for customers usually provided by an association of merchants.

**Parking bay** – the section of a parking facility containing an aisle and one or two rows of parking spaces.

**Parking deck** – a structure for vehicle storage or parking usually with partial walls as opposed to a fully enclosed garage.

**Parking fee** – the amount charged for parking a vehicle, often determined by the length of stay and/or the area in which the vehicle is parked.

**Parking level** – a floor or level within a multistory parking facility (also known as a parking tier).

**Parking lot** – a surface area for parking off the street or off the right-of-way.

**Parking meter** - a mechanical device for collecting coins in payment of parking fees.

**Parking revenue control equipment** – mechanical devices used in parking facilities, including gates, counters, cash registers and detectors.

**Pay-and-display units** – patrons insert parking fee into a lockbox and are issued a numbered parking ticket for a specified length of time. Printed instructions tell the customer to display the ticket on the vehicle's dashboard to identify payment of the appropriate parking fee.

**Peak period** – period of maximum parking activity; can be by the hour, day of the week, or season.

**Perimeter parking** – parking spaced located near the edge of a downtown or similar major generator; also may refer to parking located at the ends and sides of parking facilities.

**Proximity key card** – key card that is presented to the “face” of the access reader for verification of the key card; no swiping or insertion needed.

## r

**Rates** – the charges imposed for parking in a parking facility or an entire system.

**Revenue control system** – system for the handling of money and recording of transactions to ensure control of the revenue.

## S

**Scissor-ramp garage** – a design format in which ramped floors are situated opposite one another like the blades of scissors; also called a double-helix garage.

**Space count** – total number of spaces in a facility or system.

**Stall** – the area, usually marked with distinguishing lines, in which one vehicle is to be parked; a parking space.

## t

**Ticket dispensers** – ticket issuing machine TIM – equipment component that issues a parking ticket automatically upon detection of a vehicle's presence or when a "ticket issue" button is pushed.

**Transient parkers** – short term parkers who pay for the use of a parking space daily; as opposed to long term (contract) users.

**Turnover** – the number of vehicles using a given space or facility each day, often expressed as a ratio of the total number of vehicles using the facility in a given period to the total number of parking spaces in the facility.

## V

**Validation** – ticket procedure by which merchants or service providers encourage customer purchases by minimizing the patron's cost of parking.

**Vehicle counter** – a device used to count vehicles entering and leaving a facility.



# PARKING SERVICES

Central Oklahoma Transportation & Parking Authority