



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Transportation

CM/ DCM/ ACM: Mario Canizares

DATE: June 20, 2017

SUBJECT

Consider adoption of an ordinance of the City of Denton, Texas approving a rate change pursuant to an interlocal agreement between the City of Denton and the University of North Texas for the enforcement of parking regulations by the University of North Texas authorizing parking enforcement zones for the University of North Texas; providing for a severability clause, and providing for an effective date.

BACKGROUND

As part of the discussion at the September 2016 joint Traffic Safety Commission (TSC) and Mobility Committee meeting, staff reported that discussions were in process with University of North Texas (UNT) representatives to implement strategies addressing on-street parking constraints on campus and on streets adjacent to the UNT campus. One of the items discussed was the pending roll out of smart parking meters by UNT.

At the November 2016 TSC meeting, staff advised that UNT has contracted with T2 Digital to act as their service vendor for smart kiosk technology. UNT recently installed a T2 Digital kiosk that employs smart meter technology at Lot 55, located at the southeast corner of Welch and Mulberry. Previously, this lot was restricted to UNT parking permit holders. With the new technology, non-permit holders may utilize the lot thereby increasing public parking capacity within walking distance to the Hickory/Fry Street commercial/retail area.

In November, City of Denton staff indicated that UNT's next phase of the "smart" parking technology will be the removal of existing coin operated parking meters and replace those with pay by cell technology on streets that are currently included in the UNT – City of Denton Interlocal Agreement, Ordinance 2006-358 as set out in Exhibit 2. On the identified sections of Hickory, Fry and Avenue A, coins are still accepted by the parking meters with the current rate of \$0.10 per 12 minutes or \$0.50 per hour.

UNT has contracted with Parkmobile as their pay by cell provider. Parkmobile is a pay app that allows customers to pay for parking via cell phone. Customers are instructed to download the Parkmobile app, create a profile by entering a license plate number and submitting credit card data. Once the profile is created, customers will be able to park in any Parkmobile managed parking meter, space or zone. Customers will park in a space, enter the space number, zone number or meter number and select the amount of time they plan to park. Customers will receive an alert when their time is expiring with the option to extend their time through the app. If a customer does not have a smart phone to download the app, they may call the Parkmobile phone number to pay for their parking.

UNT has established a \$2.25 per hour rate for all proposed Parkmobile managed parking spaces, including off campus sections of Hickory Street, Fry Street and Avenue A. This is an increase in the current rate of \$0.50 per hour. UNT Parking and Transportation staff representatives advise that a rate of \$0.45 per each 12 minute period will maintain consistency with other smart meter locations on-campus. It was also suggested that the total time limit on the referenced streets be set for a maximum of one-hour and allow 12 minute increments up to the one-hour limit. It is anticipated this time limit will encourage parking stall turnover in the commercial/retail area along Fry and Hickory Streets. The proposed rate includes a first "time period" transaction fee in the amount of \$0.35 will be required and paid to Parkmobile for administrative costs. Should a customer choose to extend their time, the \$0.35 administration fee would not be applied. To establish the recommended \$2.25 per hour rate, Ordinance 2006-358 will need to be revised, to allow the rate change for parking spaces affected on Oak, Hickory, Fry and Ave A.

As part of the November 2016 meeting, the TSC endorsed a recommendation allowing UNT to establish a rate of \$2.25 per hour, \$0.45 per twelve minutes, on identified sections of Hickory Street, Fry Street and Ave A, and maintain a one-hour time limit for metered on-street parking stalls. TSC requested that UNT conduct public outreach efforts with the merchants and stakeholders in the affected area, prior to submitting their recommendation to Council. UNT staff hosted a meeting with the area business owners on the afternoon of April 27, 2017. Comments from this meeting indicated that merchants questioned the need for metered parking and requested free two-hour parking, similar to on-street parking restrictions on and near the Square, be considered for the Hickory/Fry Street area.

During the May 1, 2017, TSC meeting, several area merchants and stakeholders outlined concerns with the proposed increase from \$0.50/hour to \$2.25/hour indicating that it would negatively impact access to their business and creates an unfair advantage with respect to other retail areas with free on-street parking. Due to the limited opportunity for stakeholders to weigh in on the proposal, it was requested that a public meeting or open house be conducted by staff to outline the proposed pay for parking options as well as seek input on options such as free two hour on-street parking similar to the downtown/square area.

UNT and City of Denton staff hosted an open house on May 17, 2017, at the UNT Greek Life Center. Area merchants and residents as well as other stakeholders (students, patrons of area merchants and cyclist) provided input on the proposed on-street parking rate increase and two hour free on-street parking. Area merchants and stakeholders requested that two hour on-street parking be established similar to parking restrictions in the downtown area; two hour term limited free parking enforced 8 am to 5 pm Monday through Friday; no restrictions between 5 pm and 8 am. UNT and City of Denton staff expressed concerns to merchants and stakeholders that regardless of enforcement efforts, students will most likely not abide by the proposed two hour parking restrictions, thus reducing parking stall turnover in the affected area and limiting parking access in the area.

Staff agreed to consider the proposed two-hour term parking and reevaluate the proposal after six to eight months. In addition to staff concerns regarding limited parking stall turnover, cost to enforce the two-hour parking will be evaluated as part of the reassessment. Additional revisions may be warranted at the time of the reassessment or other best management parking practices may be identified and considered as part of the proposed Fry Street Small Area Plan expected to be completed in Calendar Year 2018. As part of the consideration of this item at the TSC meeting on June 5, metered parking on Oak Street, Welch to Avenue B, should also be replaced with the two on-street restrictions to maintain consistency.

As part of this discussion, it is important to note that continued use of the existing coin operated meters is not feasible. Financial institutions have given UNT notice they will no longer accept bulk coins after July 14, 2017. With this understanding, near-term removal of the existing meters will be necessary, thus necessitating the smart meter option or free on-street parking option.

In addition to the proposed rate change, UNT Parking and Transportation is requesting authorization to enforce on-street parking on Central Avenue from Mulberry Street to Eagle. This street segment serves as

a primary access route for students, staff, faculty, and visitors to access UNT's parking garage located at the northwest corner of Central Avenue and Mulberry. This street segment is not currently within UNT's jurisdiction to regulate and/or enforce parking. Because private property, multi-housing developments, are present on the east side of this street segment, City of Denton staff is recommending that UNT be provided the authority to enforce City of Denton parking regulations rather than allow on-street parking to potentially be converted to UNT permit parking. City Staff is monitoring the on-street parking constraints in the area and may consider a future restriction of on-street parking on one side of this street segment should more consistent enforcement of current parking regulations not be successful in providing intended traffic safety improvements (line of sight, blocked driveways and constrained roadway).

UNT has also requested regulation and enforcement authority as part of the proposed amendment to Ordinance 2006-358 to address parking congestion on Wilshire Street, from North Texas Boulevard (NT Blvd) to Avenue C. UNT owns the adjacent property along this street segment except for an approximate 120-foot segment on the SE corner of Wilshire and NT Blvd. This tract is owned by the IHOP restaurant and currently has head in parking stalls with access from Wilshire as well as loading a zone (deliveries and solid waste service) that prevent on-street parking on that segment. City of Denton staff is amenable to UNT's request as part of the overall parking plan for streets in and adjacent to the UNT campus.

OPTIONS

1. Amend Ordinance 2006-358 to allow two hour term limited on-street parking on the identified sections of Oak Street, Hickory Street, Fry Street and Avenue A, Monday through Friday 8 am to 5 pm. Provide UNT on-street parking enforcement authority for Central Avenue, and provide UNT on-street parking regulation and enforcement authority on Wilshire from NT Blvd to Avenue C.
2. Amend Ordinance 2006-358 to allow UNT to establish a rate of \$2.25 per hour, \$0.45 per twelve minutes, on identified sections of Oak Street, Hickory Street, Fry Street and Ave A and maintain a one-hour time limit. Provide UNT on-street parking enforcement authority for Central Avenue, and provide UNT on-street parking regulation and enforcement authority on Wilshire from NT Blvd to Avenue C.
3. Amend Ordinance 2006-358 to allow UNT to establish a rate of \$1.50 per hour or \$0.30 per 12 minutes on Hickory Street, Fry Street and Ave A and maintain a one-hour time limit. Provide UNT on-street parking enforcement authority for Central Avenue, and provide UNT on-street parking regulation and enforcement authority on Wilshire from NT Blvd to Avenue C.
4. Provide staff with additional direction to address proposed roll out of technology based parking meters, associated parking rates and on-street parking enforcement.

RECOMMENDATION

The TSC recommends Option 1 - Amend Ordinance 2006-358 to allow two hour term limited on-street parking on the identified sections of Oak Street, Hickory Street, Fry Street and Avenue A, Monday through Friday 8 am to 5 pm. Provide UNT on-street parking enforcement authority for Central Avenue, and provide UNT on-street parking regulation and enforcement authority on Wilshire from NT Blvd to Avenue C.

Staff recommends Option 1.

ESTIMATED SCHEDULE OF PROJECT

If approved, the ordinance would provide UNT immediate authority to begin parking enforcement and/or regulation on identified streets and UNT would remove parking meters within 30 days which are owned by UNT. City staff or contractors would then begin the process of removing the meter poles.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

TSC considered this item as part of the November 2016 TSC meeting.

TSC considered this item as part of the May 2017 TSC meeting.

On-street parking metered parking and two-hour parking was vetted as part of the May 17, 2017, Open House meeting at the UNT Greek Life Center.

TSC recommended Option 1, 6-0, as part of the June 5, 2017, TSC meeting.

FISCAL INFORMATION

The City of Denton receives one-third of the parking meter receipts from the meters on Hickory, Fry and Avenue. The total revenue received in FY 2015 was \$26,017 and FY 2016 was \$19,178, for approximately 100 meters located on the identified street segments.

It is anticipated the enforcement of the free two-hour on-street parking, as outlined in Option 1, could result in a deficit to UNT Parking and Transportation Department operations of approximately \$13,000 due to the loss of revenue generated from paid parking to cover overhead for enforcement.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Liveable & Family-Friendly Community

Related Goal: 1.6 Collaborate with local, regional, state, and federal partners

2. Ordinance 2006-358
3. UNT Parking Map
4. Hickory Street Site Map
5. Hickory Street Comments – May 17 Open House
6. Wilshire Site Map
7. Draft Minutes – TSC June 5, 2017
8. Ordinance

Respectfully submitted:
Mark Nelson
Transportation Director