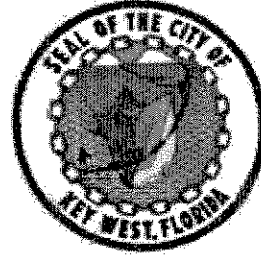


Parking Report

Key West Bight Lot



TO: Key West Bight Management Board
FROM: John Wilkins, Parking Manager
DATE: October 5, 2011
SUBJECT: Key West Bight Parking Lot

Action Statement:

The Key West Bight Management Board has requested the City research reducing the hourly parking rate to \$1.50 to match the City's on-street parking rate

Background:

The Key West Bight Parking Lot currently has an hourly rate of \$2.50 and a daily rate of \$16.25. In this lot we offer a maximum of 10 day purchase and a minimum of 30 minutes. There are 120 spaces in close proximity to the Key West Bight. It is sheltered from traffic in an enclosed parking area.

The 800 Block of Caroline Street has 16 parallel spaces. They are parallel to the sidewalk curb and next to the travel lanes. Current on-street parking rate is \$1.50 per hour with no daily rate. The maximum purchase is 10 hours and the minimum is 30 minutes.

The rates are set by the City Commission seated as the Caroline Street Corridor and Bahama Village Community Redevelopment Agency. They seek input from the Key West Bight Management Board and City Staff in their decision process.

Parking Choices in the Key West Bight Area

There is a variety of parking options and prices for parking in this area:

- Side Streets to the Caroline Commercial Corridor are a mixture of free and residential permit parking spaces. This is to provide for the needs of neighborhood residents as well as those who do not mind walking a distance for free parking.
- The Caroline Commercial Corridor has metered parking. Metered Parking is to encourage parking turn-over providing places to park for a continual stream of customers. By charging for parking, long term parking is discouraged. The fees generated are added to the City's General Fund. This fund pays for city wide services that benefit the heavy use of this street and the City at large. For example, the maintenance of sidewalks and roadways.
- The Key West Bight has several types of parking. The main Key West Bight Lot generates revenue that helps offset the cost of it's construction and maintenance. It provides close convenient parking for the business tenants at the Key West Bight. Also, It offers long term parking – up to 10 days in a secure area. It is a revenue powerhouse that generates funds for the exclusive use of the Key West Bight.. There is also parking in front of the Half Shell Raw Bar and behind the train museum that is restricted to 2 hours max. This time limit is to encourage turn-over for restaurant patrons.

The Key West Bight Parking Lot rates are higher than the Street Metered rate. Some of the benefits of the Key West Bight lot that justify a higher fee are:

- Closer proximity to Key West Bight stores and activities.
- More secure location with frequent security patrols
- Further removed from heavy traffic
- Ease of parking by driving forward and backing out instead of parallel
- Guaranteed availability
- Long term parking opportunities
- Well lite nighttime parking lot
- No stormwater issues – High and dry
- More room to move around the vehicle while boarding

Parking Study

See attached results

On October 5, I conducted an informal parking study. At three different times throughout the day, I approached customers as they completed their purchase. I tried to alternate between the street paystation and the Bight Lot paystation. I interviewed as many people as time permitted. I asked 4 simple questions and tried to capture their comments exactly as they spoke.

While not a scientific survey. I believe the results show conclusively two important factors related to parking rates in this area.

First - The overwhelming majority of customers are not sensitive to the price difference between the on-street parking and the Key West Bight Lot pricing. Many incorrectly quoted the rate. Others did not know the rates. Many purchases were directed by time needed.

Second – The overwhelming factor for parking location decision was close proximity to their destination. In the evening when only a few vehicles parked on the street, the majority choose to park in the Bight Lot because it was close.

If the intent in lowering rates at the Bight Lot to increase volume of vehicles parking there, I do not believe it will be successful. Visitors to Key West Bight are not influenced enough by the rate difference to increase use.

Where did you start your trip to Key West Bight today? What is your destination at Key West Bight? Where did you park your vehicle? Why did you choose this parking location? How much did you pay per hour to park?

8:45 AM - 9:45 AM

Garrison Bight
 Spanish Garden Motel
 Pearl's Rainbow Guesthouse
 Baypoint
 Duck Key
 City Marina
 United Street - Cayo Hueso Guesthouse
 El Patio Hotel
 Miami
 Alberta Street - Coconut Beach Resort
 Summerland Key
 Key West Navy Base
 Waddel Ave.
 Truman Ave. - Inn at Key West Resort
 Marathon
 Crown Plaza Resort
 Lexington Resort

Turtle Krawls for breakfast
 Parasailing trip
 Pepe's Restaurant
 Dream Dive Trip
 Pepe's Restaurant
 Sunsetsail wave runner and Samithers beach
 Parasailing boat trip
 Tortuga fishing trip
 Pepe's Restaurant
 Harpoon Harry's Restaurant
 Harpoon Harry's Restaurant
 Sunset Watersports parasailing trip
 Harpoon Harry's Restaurant
 Pepe's Restaurant
 Sunset Watersports Boat trip All day excursion

Right Lot Middle location between where we are going today
 Right Lot Closest to boat
 Caroline Street First spot we saw
 Caroline Street Only place to park
 Caroline Street Available. Close to dive shop
 Caroline Street Going to Pepe's
 Right Lot Close to restaurant. Wide open. Big lot
 Caroline Street Cheaper than lot
 Right Lot Looked good to me. Lots of space
 Right Lot Close to Boat. Automatic choice. Parked here last year.
 Caroline Street Close
 Caroline Street Most convenient. Everything is pay around here. Whatever
 Caroline Street Right by the Restaurant
 Caroline Street Most central location we could find. Within walking distance.
 Right Lot I've been here before. It's so close to Harpoon Harry's
 Right Lot Right across the street
 Right Lot Seemed pretty close to where we are going

\$2.50
 \$2.50
 Don't know. \$5,00?
 \$2.50
 \$1.25
 \$1.50
 \$2.50
 \$1.75
 \$2.50
 \$2.50
 \$1.50
 \$2.50
 Don't know.
 \$2.50 Longer than an hour - until 11:00
 \$2.50 - \$5.00 Total
 \$2.50
 \$16.50 for the day \$2.50 per hour

12:30 PM - 1:30 PM

Sigsbee
 Marathon
 Truman Ave.
 New Town
 Hyatt Resort
 Marathon
 Truman Annex
 Marquessa Hotel
 Islamorada
 Key Haven
 South Street at home
 Key Largo
 Trumbo

Half Shell Raw Bar
 Dive Shop. Dive Trip
 Pepe's Restaurant
 Pepe's Restaurant
 Pepe's Restaurant
 Shopping and Sightseeing
 Charter boat Island Charters
 Shopping
 Key West for a couple of hours
 B.O.'s Fish Wagon Restaurant
 Harpoon Harry's restaurant
 Check out main town center
 B.O.'s Fish Wagon Restaurant

Right Lot Close to Restaurant. Feel safer in Parking Lot than Street. Safer for Car.
 Caroline Street Only space open.
 Right Lot Close walking location to restaurant. Bad knee.
 Caroline Street Closest to Pepe's.
 Caroline Street Open.
 Right Lot Across from boat place.
 Right Lot Last night we parked here when we went to Raw Bar Restaurant.
 Right Lot Found it on map.
 Right Lot We've been here before. We know the area. It's convenient.
 Caroline Street Close to B.O.'s
 Right Lot Closest to where we are going to eat lunch.
 Right Lot Map from tourist information booklet. Followed the map.
 Right Lot No change for the meter - easier to use the card.

2.50 plus 1.75
 Don't know
 \$2.50 two hours for \$5.00
 \$1.50
 I think \$2.50
 \$1.25
 \$2.50
 \$2.50
 \$2.50
 \$1.50
 \$2.50 1.5 hours
 \$2.50
 \$1.25

4:50 PM - 5:50 PM

Oriando
 Islamorada
 Summerland Key
 At work on Simonton Street
 Best Western
 Ft. Lauderdale
 Reno Nevada / Florida City
 Key Haven
 Grinnell Street
 Casa Marina Resort
 Paradise Inn
 New Town
 Parrot Bay
 La Balsa
 Tampa
 Mariner's Cove and Publics Supermarket
 From work at Comfort Inn

Alonzo's Oyster Bar
 Pepe's Restaurant
 B.O.'s Fish Wagon Restaurant
 Party Cat Sunset Sail
 Maritina Sunset Sail
 Half Buck Freddie's
 Duval Street
 Going out on Sunset Watersports Party Cat - sunset sail
 Party on a Boat
 Don't know. Visiting
 Sunset Cruise
 Sunset Sail
 Calamarand Sunset Trip
 Schooner Warf
 B.O.'s Fish Wagon Restaurant
 Raw Bar
 Sunset Party Cat

Right Lot I always park here
 Caroline Street. Available space on the street
 Right Lot Close location
 Right Lot Did not want to make a U-turn on the street. Came from Duval Street
 Right Lot They told us to park here
 Caroline Street. Did not know where else to park
 Right Lot Sleeping on a 100' boat docked in the Marina
 Right Lot Used it before. Convenient. Boat is docked nearby
 Right Lot Didn't have any quarters
 Right Lot Drove around and found it. Seems like a safe place
 Right Lot Near cruise ship
 Right Lot Easier
 Right Lot Convenient
 Right Lot Easy to park
 Right Lot Just picked it
 Right Lot Big hurry
 Right Lot In a hurry

\$2.50
 \$1.50
 \$2.50
 Don't know
 \$2.50
 \$1.00
 \$16.25 Daily Rate. No idea the hourly rate.
 2. something an hour
 No idea. Paid until 9:00 PM
 \$2.50
 \$2.50
 \$1.50
 \$2.25 to \$2.50
 \$1.50
 \$2.50
 \$3.75
 \$2.50

Parking Volume

See attached graphs

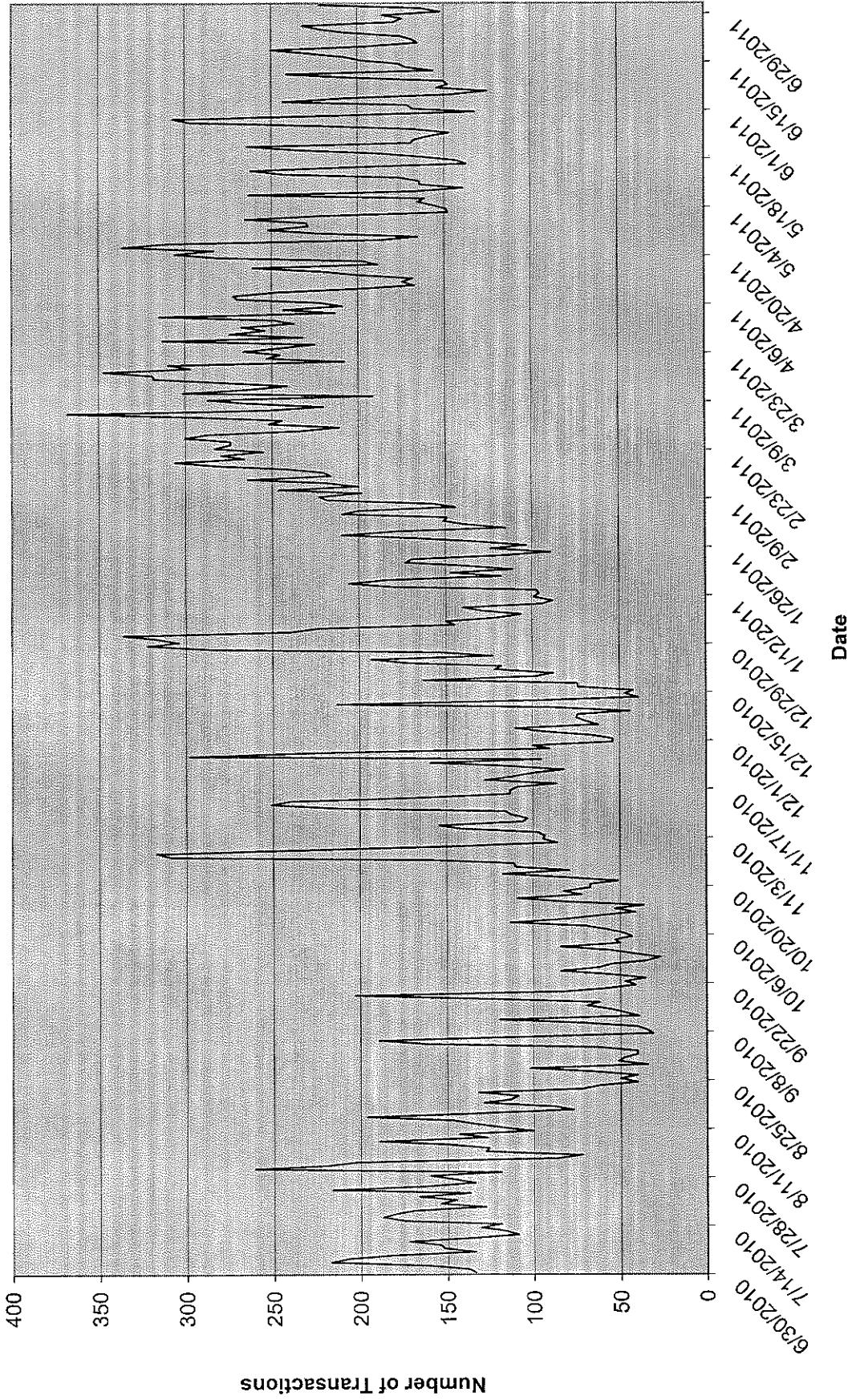
During a recent study, we have learned that the parking in this lot is not as underutilized as we imagined. During every holiday and festival event this lot is at capacity. Additionally during the spring season the lot is heavily used. We found that almost 30 percent of the days per year, you cannot be guaranteed a space. Of course there would be hours of every day that the lot is not near capacity but this is also the times businesses are not very active.

This lot will be increasingly utilized as the Key West Bight develops into a destination location.

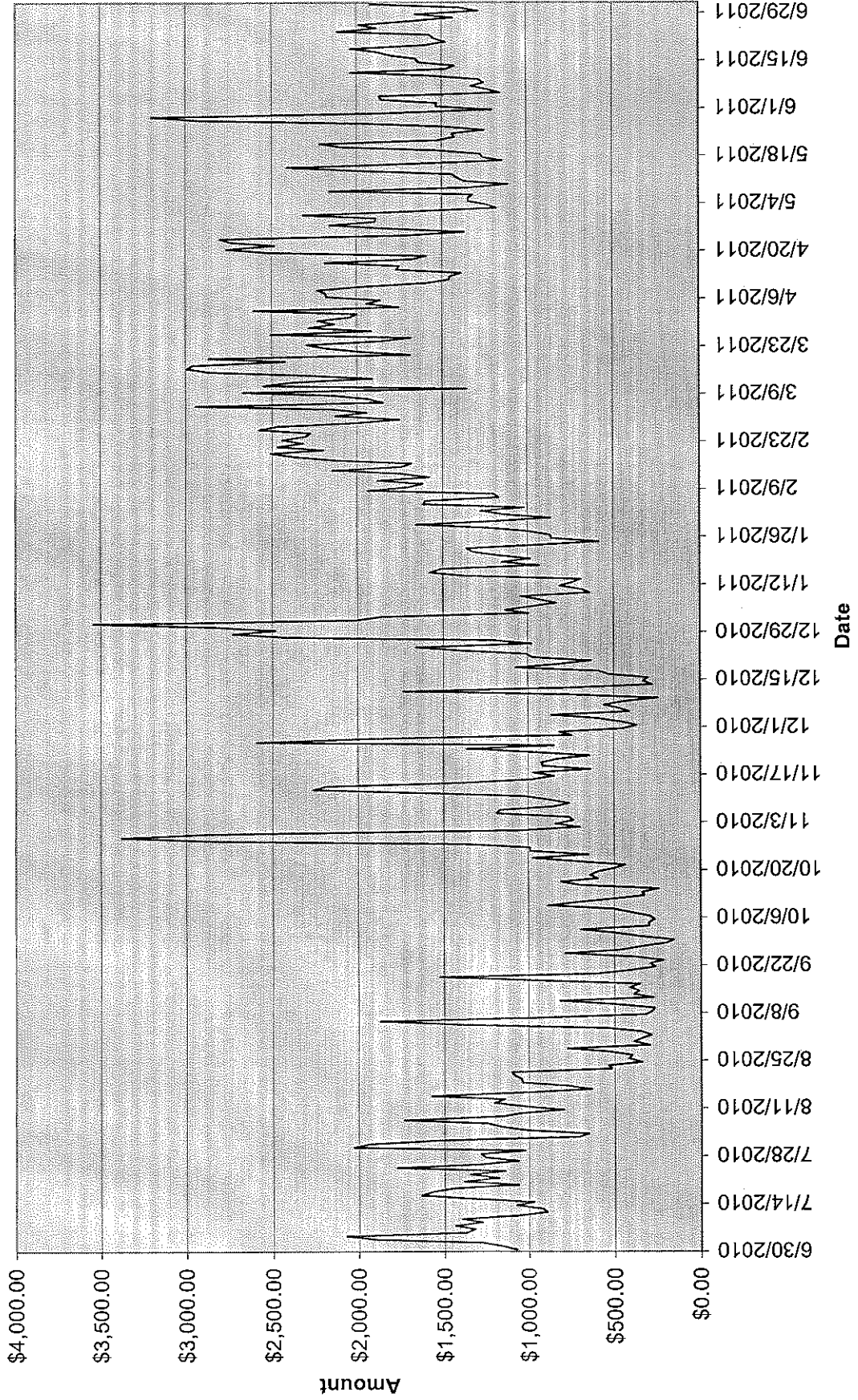
Pending is the creation of a new restaurant next to Key West Bight Lot. Parking volume is sure to increase as their customers choose parking based convenience and location.

There are ongoing negotiations with a new resort to use some of these spaces to meet their parking requirements for development.

Key West Bight Number of Transactions Per Day



Key West Bight Total Revenue By Day



Financial Impact:

City of Key West Parking Division collected \$404,176.60 in revenue from the Key West Bight Parking Lot from 1/31/2010 to 1/31/2011. By changing the rate to \$1.50 per hour from \$2.50 per hour would result in an estimated decrease of revenue by \$161,670.00 during a similar annual period.

This loss of revenue will grow as Key West Bight develops and the number of customers increases.

Recommendation:

I do not recommend Key West Bight Management District Board pursue reduction parking rate at the Key West Bight parking lot to match the City on-street parking rate because of the negative financial impact.

In the 2012 budget there is money for an improved "Parking Lot Trail". This will direct vehicles as they enter Key West to Public lots and one Private Parking lot with a series of directional signs. Currently the parking lot signs are not consistent through out town.

Additionally, the plans being created for the redevelopment of the Key West Bight include a new entrance to the Bight Lot directly from Caroline Street. This will increase usage by making it more visible and convenient to enter.