



TO: MAYOR AND TOWN COUNCIL
FROM: LOGAN SNYDER, MARINA GENERAL MANAGER
**RE: CONTRACT WITH INTERSTATE PARKING COMPANY FOR PARKING
MANAGEMENT SERVICES**
DATE: MAY 24, 2022

Summary and Background: Staff released a Request for Proposals (RFP) for a paid parking management system on March 9, 2022 and received six (6) proposals from interested companies. Five of the six companies were interviewed, and staff recommended Interstate Parking Company for this parking management system. Prior to entering into a contract with Interstate, Council had a work session on April 12, 2022, to discuss the terms of the contract and the details associated with the paid parking system. Council supported a three-year contract with Interstate Parking Company to manage paid parking at the Frisco Bay Marina from Memorial Day weekend to Labor Day weekend and to enforce parking year-round on Main Street. Council discussed rates, terms of the contract, and additional details during this meeting, and followed up with a contract for Council approval during the April 26th Council meeting. Due to public input received between April 12th and April 26th, Council moved this contract from the consent agenda to a work session on April 26th.

During the April 26th work session, staff reviewed the public comments received and presented some options for Council's consideration. Staff from Interstate Parking were also in attendance to answer questions and to review the details of their proposal. Council supported a 3-year contract with Interstate Parking Company to manage paid parking at the Frisco Bay Marina from Memorial Day weekend to Labor Day weekend, and to enforce parking year-round on Main Street. A contract with Interstate Parking is attached for Council review.

Analysis:

The agreement with Interstate Parking includes the following:

- The installation of a highly flexible contactless, QR code based mobile payment system with no requirement to download a mobile app.
- An alternative payment system through the installation and use of green, solar powered kiosks (5 to 7 units to be installed by Interstate).
- Parking enforcement on Main Street from June 10, 2022 to September 5, 2022. Enforcement will be from Memorial Day to Labor Day in 2023

- No enforcement on Main Street for the months of April and October
- Revenue Share with the goal of 92% occupancy at peak time
- Full signage & branding package – cohesive and recognizable throughout all outlets
- Local, friendly, knowledgeable, on street ambassadors who will assist customers with wayfinding in the Marina Park and whom can also direct customers to local shops and restaurants.
- Park Frisco website that will become a focal point for mobility in the Community
- Consistent, professional branding of Frisco through all user experiences-website, uniforms, vehicles, signage, 24/7 local customer care center
- The unlimited sale of parking passes at a cost of \$99.00 each. Passes for this summer will be available for sale from May 25th to June 30th.
- Overnight parking will still be available to boaters via a permit system
- Council approved rates:
 - First 30 minutes free
 - Monday to Thursday from 10:00 am to 5:00 pm - \$.75/half hour with a \$10.00 maximum.
 - Friday through Sunday and holidays - \$.75/ half hour for the first 3 hours, \$2.50 a half hour thereafter to a maximum of \$15.00.
- Town of Frisco will continue to have the final say on all parking rates, permit zones, paid zones, employee permits, signage, branding and technology upgrades.

Financial Impact:

There are no startup expenses associated with this paid parking program. Interstate Parking estimates that parking fees for the Marina could generate over \$300,000 for the summer season. There will be a 50/50 revenue split with the Town. In prior work sessions a percentage breakpoint scale of the net revenue was presented. This revenue split has changed due to the sale of unlimited parking passes. The previous revenue split was as follows:

- 1st breakpoint: \$0 – 89,960 – (83% TOF / 17% Interstate Parking)
- 2nd breakpoint: \$89,961 – 187,052 – (68% TOF / 32% Interstate Parking)
- 3rd breakpoint: \$187,053 and over – (50% TOF / 50% Interstate Parking)

All revenues collected will remain in the Marina Fund to fund future marina-specific projects. The Marina Fund is an enterprise fund to account for the operations and maintenance of the marina.

Interstate Parking will patrol the Frisco downtown Main Street for free during the patrolled hours of the Frisco Bay Marina, and at a monthly fee of \$1,149/month during the other months.

Alignment with Strategic Plan: This paid parking program aligns seamlessly with the 2020-2021 Town of Frisco Strategic Plan in the following ways:

Thriving Economy: Not only will the Town receive a share of parking revenue, but more vehicle turnover will actually help local businesses thrive and increases sales tax revenue.

Vibrant Culture, Arts & Recreation: Completing a parking/circulation study and implementing changes as appropriate is a priority of the Plan. The implementation of paid parking addresses the concerns of the circulation study and will reduce overcrowding.

Environmental Sustainability:

Interstate Parking uses solar powered kiosks and hybrid enforcement/patrol cars. Their goal is to use fully electric four-wheel drive vehicles once the technology is more readily available and cost effective.

Staff Recommendation: Staff recommends that Council approve a contract for services with Interstate Parking.

Reviews and Approvals: This report has been reviewed and approved by:

Diane McBride, Interim Town Manager/Recreation Director
Leslie Edwards, Finance Director

Attachments:

Attachment 1 – Contract for Parking Services with Interstate Parking