

BOROUGH COUNCIL ISSUE BRIEFING

COUNCIL / COMMITTEE: Parking Committee

DEPARTMENT MANAGER: Clark Elms

DATE: September 10, 2019

I. Action to Be Considered by the Borough Council

Consider creating a new garage rate structure for monthly parkers.

II. Reason Why this Issue Needs Borough Council Consideration

Any rate changes require Borough Council consent.

III. Current Policy of Practice

Borough Council must approve rate changes.

IV. Other Background Information

Our Garage Management vendor, Impark, has made some suggestions after reviewing rates in similar communities. This has evolved from the fact that we are suddenly on waiting lists in both garages. We need to find a solution and it might just be going from one rate for 24/7 to multiple rates for daytime users, nights and weekend users, potentially downtown business users and 24/7 users. The expectation is there may be some users who do not need the parking 24/7 and out of convenience use as such at times. We wish to reduce the congestion by making it more affordable for certain times and days, and increasing rates so people can consider if they really need full time parking or could move vehicles in and out at times that can save them some expense with minimal effort.

I. Impact on Borough Finances

The expectation is revenue will increase as well as useful spaces so more people can enjoy the convenience of garage parking.

Monthly Parking Recommendations – West Chester

Current Monthly Rates: Bicentennial \$95, Chestnut \$90/month all for 24/7 usage.

Proposed rates:

Day rate – 6am until 9pm (M – F) - \$115

Night and Weekend rate – 5pm to 8am and all access from Friday night through Monday morning - \$50

24/7 – all access - \$175

Additional thoughts:

Parking is based on supply and demand. Although of the towns studied Lancaster (\$70) and Allentown (\$75) are less expensive they have less demand and more parking space available. Unfortunately with the high demand here in the Borough we need to consider higher rates to limit demand.

Dependent upon how the University handles their parking demand (daily and semester passes) it could help to alleviate capacity issues, subsequently allowing for a modification of the proposed rate structure.