PARK FLAG
ANNUAL REPORT 2019–2020
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This Annual Report is designed to update the community on the operations and financial reporting for ParkFlag. Although the COVID-19 pandemic impacted parking operations for much of 2020, the ParkFlag team remained an integral part of the community response. This report informs the general public of the following:

• Benefits of managed parking
• Overview of parking operations, and changes in response to COVID-19
• Program enhancements
• Detailed financial reporting
• Goals for the year ahead

WHY MANAGED PARKING?
Adequate parking infrastructure and management is a fundamental need for a vibrant downtown. It supports the vibrancy and success of small businesses and future investment while providing a better experience for visitors and residents alike. Downtown is a premier destination and economic hub, yet the parking supply has not grown with demand, resulting in negative impacts to all stakeholders and visitors. Until the creation of ParkFlag there had not been an investment in providing adequate public parking or managing the existing limited supply.

BENEFITS TO PARKFLAG
By managing parking, we achieve the following community goals:

• Better manage our existing – and limited – parking supply
• Provide a dedicated funding source to acquire or build additional parking infrastructure
• Support Downtown Flagstaff as a viable economic center
• Apply a comprehensive approach – addressing parking for residents, employees, business owners, visitors and customers
• Offer a more convenient and positive experience for visitors, residents & employees
• Provide multi-modal options, including a Mountain Line ecoPASS for employees and additional bike racks installed downtown
• Parking Aides serve as Ambassadors – by providing education on parking options and positive parking behavior

SPECIAL REVENUE FUND ESTABLISHED
ParkFlag is a City program within the Economic Vitality Division and in partnership with the Flagstaff Police Department. City Council passed an ordinance formally establishing separate accounting for the parking system. This means all revenues and expenses associated with the parking program stay separate from the City’s general fund. Funds in this account must be applied to operation and maintenance of the parking program and may not be used for any other city initiatives, projects, areas of service, etc.

The ordinance also requires that a minimum of 20% of gross revenues be set aside in a separate fund dedicated to the acquisition of additional parking supply. This fund, referred to as the “lockbox” has been growing since the launch of ParkFlag in 2017.

COVID PIVOT
Although paid parking was suspended for almost a year, funds in the lockbox remained untouched totaling $740,307 as of 6/30/20.

COVID PIVOT
Due to the ongoing impacts of COVID-19, paid parking was suspended in March 2020 to help support downtown businesses with free curbside parking and to reduce touchpoints for customers.
**MISSION STATEMENT**

Providing exceptional customer service to our customers by facilitating their parking experience. Honest and professional individuals dedicated to help the public find places and services in Flagstaff.

**MISSION STATEMENT**

The goal is PARTICIPATION NOT CITATION.

**WARNING – CITATIONS STATISTICS**

**JULY 1, 2019 – JUNE 30, 2020**
- Total Warnings Issued: 8,654
- Total Citations Issued: 2,174

**SEPTEMBER 30, 2017 (INCEPTION) - JUNE 30, 2020**
- Total Warnings Issued: 31,081
- Total Citations Issued: 8,714

**PARKING AIDE’S ROLE**

- Act as City Ambassador
- Provide a positive customer experience
- Fairly regulate parking rules
- Inform and educate users on appropriate parking practices

**EXAMPLES OF TRAFFIC CODE ENFORCED**

- Illegal use of handicapped accessible parking
- Parking on crosswalk / sidewalk
- Blocking driveway
- Parking more than 18” from the curb
- Limited time parking
- Parking within lines and markings
- Parking within 15 feet of fire hydrant

**COVID PIVOT**

While paid parking was suspended, Parking Aides continued to provide enforcement of Title 9 Traffic Code Violation, refreshed red curbs and sanitized touchpoints throughout downtown.

**WAYS TO PAY**

- Pay to park
- Employee parking and pay to park
- 20 minute curbside pick-up zone
- Check signs for free / time limited parking

**SURFACE PARKING LOTS**

- Free public parking after 5pm and on weekends at city & county lots

**PARKING OPERATIONS**

Every kiosk accepts Visa, Mastercard and debit cards. Customers may also pay cash at the following locations located throughout the downtown area:

- Kiosk located at the southeast corner of Leroux St. and Aspen Ave.
- Kiosk located at the northwest corner of San Francisco St. and Aspen Ave.
- Kiosk located mid-block on north San Francisco St. between Cherry St. and Birch Ave, adjacent to County Courthouse
- Kiosk located on South San Francisco St. in the Lumberyard parking lot
- Flagstaff Visitor Center
- Flagstaff City Hall

For added convenience, customers may download the Flowbird App. Using the app:

- Provides touchless payment
- Notifies when parking time is running low
- Allows customer to easily extend their time

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ENHANCEMENTS

Based on two years of user data, and recommendations from customers and business owners, the ParkFlag team identified enhancements to better fit the needs of the community, while at the same time managing parking when it is in most demand.

HOURS & COST

• REDUCED & SIMPLIFIED HOURS OF OPERATION
  Manages parking when it’s in most demand, creating more opportunities to grab a quick bite or coffee in the morning, and happy hour, dinner, or shopping after 5pm.

• COST REMAINS $1 / HOUR

• EASIER TO READ SIGNS

EMPLOYEES

• EMPLOYEE PERMIT FEE REDUCED
  Now, just $10 per month

• ADDED EMPLOYEE PARKING AREAS
  Making it easier for employees

CUSTOMER CONVENIENCE

• FREE 20-MINUTE CURBSIDE PICKUP ZONES
  Added for convenience and to support quick stops at businesses

• ADDITIONAL KIOSKS PURCHASED THAT ACCEPT CASH

• DAILY CLEANING WITH MICROBAN DISINFECTANT

COVID PIVOT

While paid parking was suspended, parking spaces and one lane of Aspen was closed, allowing businesses to expand outdoor seating.

ADDED PARKING SUPPLY

Two surface lots will be striped and available for parking in 2021. Both lots will accommodate Municipal Courthouse employees and visitors, as well as paid public parking.

• 87 spaces plus 5 ADA spaces will be added at the surface lot at the northwest corner of Cherry Ave. and Beaver St.

• 55 spaces and 3 ADA spaces will be added at the surface lot located at the former Municipal Courthouse site in Fall 2021.

RESIDENTIAL PERMITS

Residents in surrounding neighborhoods may “opt in” to installation and enforcement of permitted areas. Options include combinations of open parking, time-limited, and permit required parking.

There are currently 13 residential permitted areas which include sections of DuPont, WC Riles, Birch, Leroux, Ashurst, Elm, Hillside, Dale, Verde, S. Humphreys and Brannen Ave.

ParkFlag staff continues to participate with neighborhood groups and attend community meetings, including the Southside Neighborhood Association, Southside on the Street and the Good Neighbor Coalition to listen to residents, provide information, and assist with residential permits and other parking concerns.

EMPLOYEE PERMITS

Those working downtown have several options to get to work on time:

• Apply for a monthly permit at $10/month
• Receive a free ecoPASS to ride Mountain Line
• Commute by bike, foot or other device
• Park for free outside of the managed area

Visit the ParkFlag website at ParkFlag.org for all of your parking needs. You can find more information and downloadable applications for employee, ecoPASS and residential parking permits, as well as answers to your parking-related questions. You can also stop by the ParkFlag office and talk directly with a Parking Aide - 6 E. Aspen Ave., Suite 200.
**SUMMARY OF RESOURCES & EXPENDITURES/USES**

### Resources FY19-20

- Pay to Park Revenue $1,032,064
- Parking Permit Revenue $98,817
- Interest Income $24,277
- Proceeds from Financing $32

**TOTAL RESOURCES** $1,155,190

### Expenditures/Uses FY19-20

- Salaries & Wages $206,710
- Employee Benefits $104,857
- Advertising $2,649
- Utilities $8,433
- Maintenance $53,466
- Rent $24,879
- Interest Payments $21,668
- Credit Card Fees/Other Fees $121,231
- Other Miscellaneous Services $85,882
- Operating Supplies $10,026
- Computer Equipment & Software $100,607
- Other Non-Capital Expense $0
- Depreciation Estimate $260,862

**TOTAL EXPENDITURES/USES** $921,374

**Resources in Excess of Expenditures** $233,816

**20% Reserve (Lockbox)** $231,032

*Audited 20% of pay to park revenue, parking permit revenue and interest income

**GLOSSARY OF TERMS**

**SPECIAL REVENUE FUND**

A fund used to account for revenues from specific taxes or other earmarked revenue sources that by law are designated to finance functions or activities of government. These funds can only be used for the purposes in the law. ParkFlag is a Special Revenue Fund and the money can only be used for parking related purposes and is kept separate from the General Fund.

**DEBT SERVICE**

Payment of principal, interest and related service charges on obligations resulting from the issuance of bonds. Often paying debt incurred at the beginning of a project.

**GENERAL FUND**

A fund used to account for all general-purpose transactions of the city that do not require a special type of fund.

**PROCEEDS FROM FINANCING**

Funding received as a loan that will need to be repaid.

**LOCKBOX**

The 20% of ParkFlag revenue reserved by the ordinance for use only in creating additional parking inventory.

### BUSINESS REPORTING

**Operating Revenues FY19-20**

- Pay to Park Revenue $1,032,064
- Parking Permit Revenue $98,817
- Interest Income $24,277

**TOTAL OPERATING REVENUES** $1,155,158

**Operating Expenses FY19-20**

- Salaries & Wages $206,710
- Employee Benefits $104,857
- Advertising $2,649
- Utilities $8,433
- Maintenance $5,346
- Rent $24,879
- Interest Payments $21,668
- Credit Card Fees/Other Fees $121,231
- Other Miscellaneous Services $85,882
- Operating Supplies $10,026
- Computer Equipment & Software $100,607
- Other Non-Capital Expense $0
- Depreciation Estimate $260,862

**TOTAL OPERATING EXPENSES** $953,150

**Operating Income** $202,008

**20% Reserve (Lockbox)** $231,032

*Note: If reported as an Enterprise Fund. For more detailed information please call (928) 213-2906 or go to parkflag.org.*

**Lockbox total as of June 30, 2020 is $740,307 for future parking supply.**
THANK YOU
FOR PARKING RESPONSIBLY

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928-213-2960 • parkflag@flagstaffaz.gov
WWW.PARKFLAG.ORG