

Winchester Town Center Parking Study
Rates, Revenue and Expense Estimates
Introduction

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This workbook estimates revenues and expenses for the parking management program.
The information and calculations are organized by tab (worksheet) as listed below:

Tab

Introduction	Overview of workbook
Parking Spaces	Number of parking spaces and allocation of spaces among parking zones
Permit Parking	Annual revenue and expense estimates for permit parking zones
Pay-Parking	Annual revenue and expense estimates for pay-parking zones
Enforcement	Annual expense estimates for enforcement operations
Start-Up Costs	One-time start-up cost estimates
Program Net	Net of revenues and expenses (without amortization of start-up costs)
Working Notes	

	Gray cell indicates value to be estimated by user
	White cell indicates calculated value

Print

To print all tabs/worksheets in the workbook, right-click any tab, left-click "Select All Sheets," then print.
Default print setting is letter/landscape.

Winchester Town Center Parking Study
 Rates, Revenue and Expense Estimates
 Parking Spaces

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\$ 44,563

Location	Total Spaces	Red Zone		Orange Zone		Yellow Zone		Green Zone		Purple Zone		Pay Parking Zone		check sums
		Percent	Spaces	Percent	Spaces	Percent	Spaces	Percent	Spaces	Percent	Spaces	Percent	Spaces	
Aberjona North lot	26											100%	26	26
Aberjona South lot	124			33%	41	33%	41					34%	42	124
Cullen lot	23			100%	23									23
Dix/School Streets area	33					100%	33							33
Elmwood/Vine/Park Streets area	69					100%	69							69
Laraway Road lot	31											100%	31	31
Lincoln School on-street	80							100%	80					80
Mt. Vernon lot	97					50%	49					50%	49	97
Shore Road lot	60					60%	36					40%	24	60
Town Center on-street	328	100%	328											328
Town Hall/Library lot	28											100%	28	28
Waterfield lot	92			70%	64							30%	28	92
Wedgemere Bacon Street (south side)	37									100%	37			37
Wedgemere DRC/Town lot	115											100%	115	115
WHS Skillings on-street	45							100%	45					45
Totals	1,188		328		128		227		125		37		342	1,188

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Permit Parking

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Zone	(Daily)	Monthly	Quarterly	(Yearly)
Red	\$ -	\$ -	\$ -	\$ -
Orange	\$ 2.00	\$ 43	\$ 130	\$ 521
Yellow	\$ -	\$ -	\$ -	\$ -
Green	\$ -	\$ -	\$ -	\$ -
Purple	\$ 4.00	\$ 87	\$ 260	\$ 1,042
Parking days per month	21.7			

Daily and yearly permits not sold; rates are shown for reference only

Quarterly rates are calculated at 3 times monthly rate; yearly, at 12 times monthly

Current rate for town center employees and town residents is \$125/Q (\$500/yr)

Current rate for MBTA parking lots at Wilmington and Anderson stations is \$4/day

Parking industry standard

Orange Zone Revenues

Location	Spaces	Permits Sold	Annual Revenue
Aberjona North lot			\$ -
Aberjona South lot	41	90%	37 \$ 19,180
Cullen lot	23	100%	23 \$ 11,978
Dix/School Streets area			\$ -
Elmwood/Vine/Park Streets area			\$ -
Laraway Road lot			\$ -
Lincoln School on-street			\$ -
Mt. Vernon lot			\$ -
Shore Road lot			\$ -
Town Center on-street			\$ -
Town Hall/Library lot			\$ -
Waterfield lot	64	90%	58 \$ 30,186
Wedgemere Bacon Street (south side)			\$ -
Wedgemere DRC/Town lot			\$ -
WHS Skillings on-street			\$ -
Subtotals	118		\$ 61,344

Spaces carried forward from "Parking Spaces" worksheet

Number of "Permits Sold" is estimated

"Annual Revenue" is calculated at 12 times monthly rate

Purple Zone Revenues

Location	Spaces	Permits Sold	Annual Revenue
Aberjona North lot			\$ -
Aberjona South lot			\$ -
Cullen lot			\$ -
Dix/School Streets area			\$ -
Elmwood/Vine/Park Streets area			\$ -
Laraway Road lot			\$ -
Lincoln School on-street			\$ -
Mt. Vernon lot			\$ -
Shore Road lot			\$ -
Town Center on-street			\$ -
Town Hall/Library lot			\$ -
Waterfield lot			\$ -
Wedgemere Bacon Street (south side)	37	100%	37 \$ 19,270
Wedgemere DRC/Town lot			\$ -
WHS Skillings on-street			\$ -
Subtotals	37		\$ 19,270
Annual Permit Revenues Total			\$ 80,614

Spaces carried forward from "Parking Spaces" worksheet

"Permits Sold" value is estimated

"Annual Revenue" is calculated at 12 times monthly rate

DCR owns lot; flat rate per day is consistent with other MBTA parking lots.

Annual Expenses

Permit tags	\$ 600
Permit account management software	\$ 1,000
Permit administration	\$ 2,500
Regulatory signs maintenance	\$ 500
Pavement markings maintenance	\$ 500
Annual Permit Expenses Total	\$ 5,100

\$ 568 Total permit spaces + 50 municipal at \$5/tag with 15% turnover/year

Preliminary estimate; licence vs. purchase options?

Preliminary estimate

Annual replacement cost est'd by Engineering

Annual replacement cost est'd by Engineering

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Pay-Parking

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Pay-Parking Rates								
Hours Parked	1	2	3	4	5	6	7	8
Rate per Hour	\$ -	\$ 0.50	\$ 0.75	\$ 1.00	\$ 1.50	\$ 1.50	\$ 1.50	\$ 1.50
Totals	\$ -	\$ 0.50	\$ 1.25	\$ 2.25	\$ 3.75	\$ 5.25	\$ 6.75	\$ 8.25

Cost for 6+ hours must be greater than lot permit fees

Pay-Parking Revenues							Pay Stations
Location	Pay-Parking Spaces	Utilization	Effective Rate/Hour	Parking Hours/Day	Parking Days/Year	Revenue	
Aberjona North lot	26	70%	\$ 0.25	8	260	\$ 9,464	1
Aberjona South lot	42	50%	\$ 0.25	8	260	\$ 10,962	3
Cullen lot			\$ -			\$ -	
Dix/School Streets area			\$ -			\$ -	
Elmwood/Vine/Park Streets area			\$ -			\$ -	
Laraway Road lot	31	80%	\$ 0.25	8	260	\$ 12,896	2
Lincoln School on-street			\$ -			\$ -	
Mt. Vernon lot	49	40%	\$ 0.15	8	260	\$ 6,053	3
Shore Road lot	24	65%	\$ 0.25	8	260	\$ 8,112	2
Town Center on-street			\$ -			\$ -	
Town Hall/Library lot	28	70%	\$ 0.15	8	260	\$ 6,115	2
Waterfield lot	28	85%	\$ 0.25	8	260	\$ 12,199	3
Wedgemere Bacon Street (south side)			\$ -			\$ -	
Wedgemere DRC/Town lot	115	95%	\$ 0.50	8	260	\$ 56,810	4
WHS Skillings on-street			\$ -			\$ -	
Annual Pay-Parking Revenue Total	342					\$ 122,611	20

Spaces carried forward from "Parking Spaces" worksheet
Utilization is estimated
Effective rate/hour assumes most parkers stay 2 hours and pay \$0.50 max.
(only 1/3 of parkers stay longer than 60 minutes)
Parking hours/day assumes 9A to 5P if posted 8A to 6P
260 parking days/year is industry standard

Assumes that DCR/Town lot revenue is shared with DCR \$ 4.00 = flat rate per day 50% = Town share

Vendor and consultant estimates \$7,500 to \$8,500 per unit

Typical for MA municipality
Typical for MA municipality
Calculated; sign reversed to show positive value
Vendor estimate at \$425 per unit per year (VERIFY)
\$32 per roll, 10 rolls per year per unit (high?)
Vendor estimate at \$650 per unit per year
Vendor rate at \$45 per unit
(To be determined)
Engineering/DPW estimate
Engineering/DPW estimate

Annual Expenses	
Pay Station Lease	
Pay Stations	20
Cost per Station	\$ 8,500
Amount Financed	\$ 170,000
Annual Interest Rate	4%
Years Financed	5
Payment	\$ 38,187
Maintenance (3% station cost)	\$ 8,500
Receipt paper rolls	\$ 6,400
Replacement parts	\$ 10,000
Back-office services (data processing, monitoring, machine diagnostics)	\$ 900
Credit card fees	
Regulatory signs maintenance	\$ 500
Pavement markings maintenance	\$ 500
Annual Pay-Parking Expense Total	\$ 64,987

**Winchester Town Center Parking Study
Rates, Revenue and Expense Estimates
Enforcement**

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	Annual Enforcement Costs		
	Number	Unit Cost	Total
Enforcement wardens	2	\$ 42,000	\$ 84,000
Handheld barcode readers*	3	\$ 5,000	
Lease cost		7% of unit cost	\$ 1,050
Handheld ticket printers*	3	\$ 2,500	
Lease cost		7% of unit cost	\$ 525
Wireless data service (stations-units-base)			\$ 3,000
Annual Enforcement Expenses Total			\$ 88,575

Fully loaded FTE (\$28,000 + 50%)
Read MA inspection sticker ID, timestamp, store
Consultant estimate
(Option: integrated with readers)
Consultant estimate
Consultant estimate

* Purchase option may be less costly?

Winchester Town Center Parking Study
Rates, Revenue and Expense Estimates
Start-Up Costs

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Start-Up Costs	
Pavement markings	\$ 1,000
Regulatory signs	\$ 22,000
Site preparation (pads, bollards...)	\$ 5,000
Enforcement processing software (verification, violations)	\$ 2,500
Installation and training	\$ 6,000
Windshield permit stickers	\$ 3,000
Public information/outreach	\$ 5,000
Contingencies at 25%	\$ 9,125
Total	\$ 53,625

DPW estimate
 Engineering Dept. preliminary estimate
 Engineering Dept. preliminary estimate
 To be determined
 Vendor estimate at \$300 per unit
 ~\$2 per tag by 200 tags by 5 categories
 Design and printing of flyers, handouts, YouTube instructional videos, etc.

* Option to recover cost if permit holders are charged for tag and initial account activation

**Winchester Town Center Parking Study
Rates, Revenue and Expense Estimates
Program Revenues and Expenses**

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\$ 44,563

Annual Revenues

Permit Parking	\$	80,614
Pay-Parking	\$	122,611
Total	\$	203,224

Annual Expenses

Permit Parking	\$	5,100
Pay-Parking	\$	64,987
Enforcement	\$	88,575
Total	\$	158,662

Net of Revenues and Expenses \$ **44,563**

WITHOUT amortization of start-up costs

One-time Start-Up Costs \$ 53,625

Winchester Town Center Parking Study
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Working Notes

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MBTA Lowell Line Parking Rates as of December 2010

Location	MBTA Line	Rate
Wilmington Commuter Rail	Lowell Commuter Rail	\$4.00 per day
Anderson Regional Transportation Center	Lowell Commuter Rail	\$4.00 per day
Sullivan Square Station	Orange Line	\$5.50 per day
Wellington Station	Orange Line	\$5.50 per day
Alewife Station	Red Line	\$7.00 per day, \$8.00 overnight

Wedgmere Station

DCR portion of lot	100	
Town portion of lot	15	To be recounted after platform reconstruction is complete.
Total	115	45-50 percent of cars registered outside town

Bacon St (south side only) 37

Total 152

Massachusetts Handicapped Parking Regulations

Total Spaces	Required Accessible Spaces
1-14 (ADA only)	1 space
15-25	1 space
26-50	2 spaces
51-75	3 spaces
76-100	4 spaces
101-150	5 spaces
151-200	6 spaces
201-300	7 spaces
301-400	8 spaces
401-500	9 spaces
501-1000	2% of total

Parking Related Revenues

Parking Meter Fund

Sale of parking permits by Engineering
Receipts from meter machine Aberjona lot

	FY	2010	2011	2012ytd	2012proj
Balance beginning of FY		\$78,786	\$71,522	\$98,000	\$98,000
Revenue		\$77,736	\$76,478	\$41,402	\$82,804
Transferred to general fund		-\$85,000	-\$50,000	-\$77,000	-\$77,000
Balance end of FY		\$71,522	\$98,000	\$62,402	\$103,804

Parking Citations

Collected directly into general fund

	FY	2009	2010	2011	2012ytd	2012proj
Parking fines		\$133,307	\$119,590	\$128,014	\$63,365	\$152,076
Parking fine interest		\$26,120	\$21,100	\$18,595	\$10,500	\$25,200
		\$159,427	\$140,690	\$146,609	\$73,865	\$177,276

Parking Wardens

Cost of issuing citations

	FY	2011	2012
Budgeted expense		\$40,000	\$75,000