

# LowellSTAT Report

May 2014

Subject: Parking



## Sample Space Study:

LowellSTAT conducted a Sample Space Study for May 7th & 8th 2014 using the Parking Enterprise's Metric software system. We looked at time of day, frequency, and length of stay per space. Figure 1 is a histogram using all of the **Metered Parking Areas** in the City. While the sample size is noticeably small, the results mirror those found from a similar study done last summer. The data is based solely on the number of transactions during each time period. The bars shaded blue represent actual enforcement of the parking ordinance. As shown, the peak period is between **11AM-12PM** and there is a large drop-off at **4PM** when meter enforcement ends. This would seem to suggest that most people are aware that while the ordinance goes until 6PM, enforcement ends at 4PM. Parking Department officials have begun collecting data on unpaid usage between the hours of 4PM-6PM and LowellSTAT will assist in analyzing this data going forward.

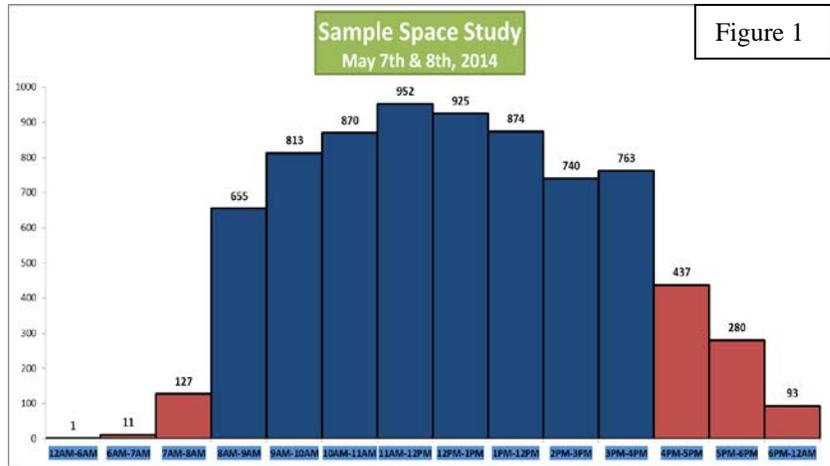


Figure 1

## Parking Revenue:

Figure 2 shows **Total Parking Revenue** going back to **FY05**. The information shows a steady increase that has leveled off in the past few years. The increases in revenue can largely be attributed to the City switching from mechanical meters to the new kiosk system. The **FY14 Budget** projected **\$5,909,470** in Total Parking Revenue. As of May 5th, Parking has collected **\$5,220,296**. The **FY15 Budget** (not shown) contains a Total Parking Revenue projection of **\$6,066,000**. Parking revenue can be broken down further into three categories: **Parking, Meters, and Tickets**. The Parking accounts are made up of the City's six garages. Meter Revenue reflects money generated from all on-street parking. Ticket



Figure 2

accounts are made up of revenue generated through the issuance of parking tickets. For **FY14** - as of May 5th - Parking has taken in \$3,645,507 of its projected \$4,037,000. Meters have produced \$744,096 of a projected \$823,000. Lastly, Ticketing has garnered \$830,693 of its projected \$1,049,470. LowellSTAT will continue to monitor Parking revenue and look for opportunities for improved efficiency, efficacy, and transparency.