

# Oak Island

## 2023 Parking Summary/Overview

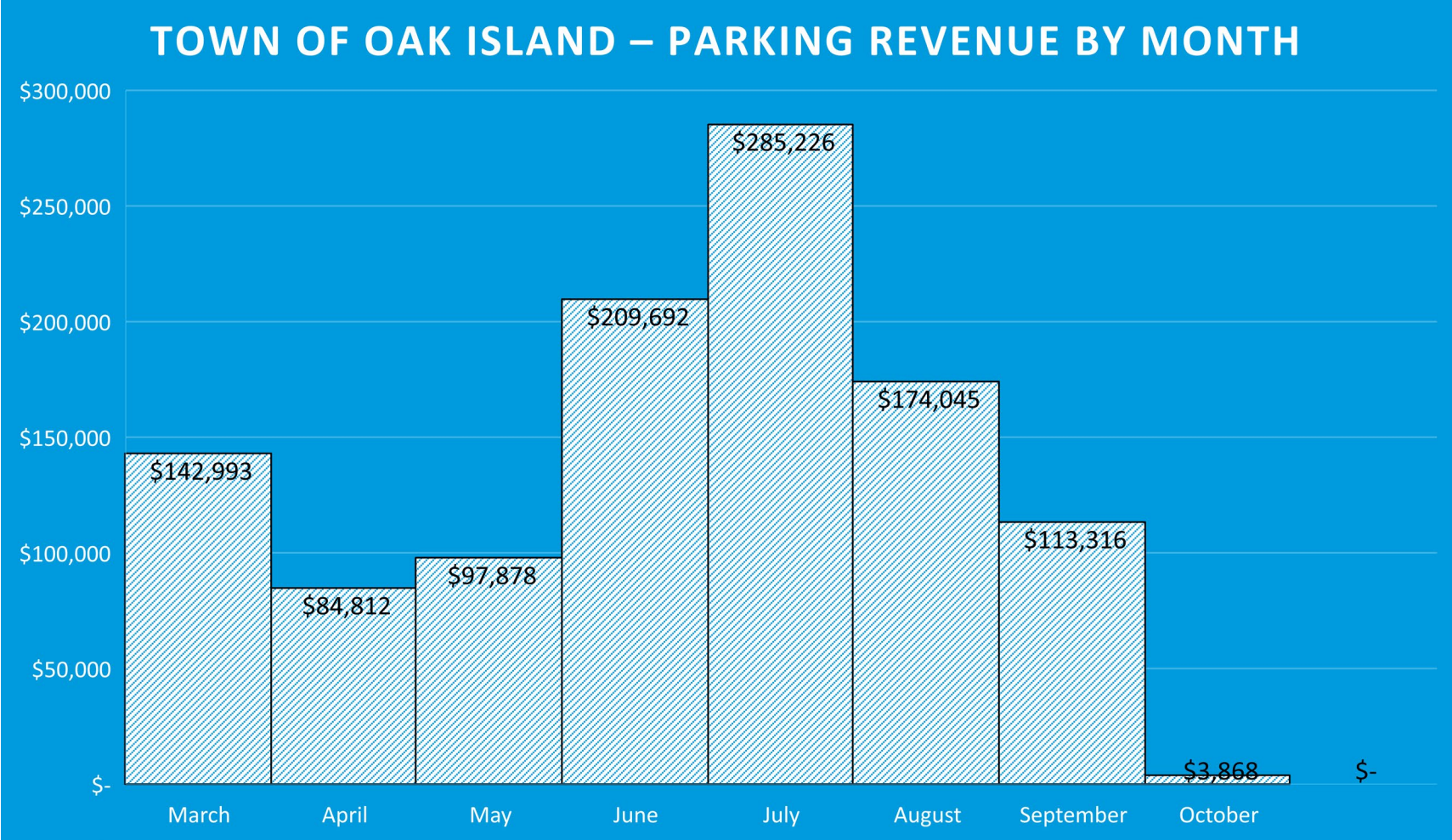
Note: some of the information contained in this report is taken at a point in time and will change over time as additional payments are made.

# Topics

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- Parking Revenue
- Citations
- Parking Statistics
- Communications
- Summary

# Parking Revenue



**Total Net Revenue:  
\$1,111,828**

**Number of Vehicles  
Parked:  
147,713**

# Permits/Violation Payments for 2023



| Permit Type                           | Totals for 2023 |                     |
|---------------------------------------|-----------------|---------------------|
|                                       | Total Permits   | Total Revenue       |
| 1 Hour                                | 18880           | \$ 94,400           |
| 2 Hour                                | 16254           | \$ 162,540          |
| 3 Hour                                | 7099            | \$ 106,485          |
| Day (includes Discounted)             | 26075           | \$ 521,420          |
| Day - Upgrade                         | 12139           | \$ 113,280          |
| Week                                  | 1995            | \$ 159,585          |
| Resident Permit                       | 9142            | \$ 91,420           |
| Season Permit, Visitor                | 1008            | \$ 176,295          |
| Violation, Same Day                   | 2070            | \$ 51,750           |
| Violation, Standard (Paid in 30 days) | 1865            | \$ 93,250           |
| Violation, Late (Paid after 30 days)  | 145             | \$ 10,875           |
| Violation, Special                    | 6               | \$ 1,500            |
| <b>Total</b>                          | <b>96,678</b>   | <b>\$ 1,582,800</b> |
| <b>Net to Town</b>                    |                 | <b>\$ 1,107,960</b> |
| <b>Number of Vehicles Parked</b>      | <b>147713</b>   |                     |

| Permits: Revenue Drivers |           |
|--------------------------|-----------|
| Day Permits + upgrades   | \$634,640 |
| Season – Visitors        | \$176,225 |
| 2 Hour                   | \$162,540 |
| 3 Hour                   | \$106,485 |
| 1 Hour                   | \$94,400  |
| Resident                 | \$91,420  |

| Violation Payment         |          |
|---------------------------|----------|
| Standard (within 30 days) | \$93,250 |
| Same Day                  | \$51,750 |
| Late (after 30 days)      | \$10,875 |
| Special                   | \$1,500  |

# Resident Permits

|                                     | Accounts    | Permits       |
|-------------------------------------|-------------|---------------|
| <b>Permits Transferred</b>          | <b>4922</b> | <b>8137</b>   |
| <b>New Permits</b>                  |             | <b>9142</b>   |
| <b>Permits from Decals (manual)</b> |             | <b>~1304</b>  |
| <b>Total Resident Permits</b>       |             | <b>18,583</b> |

# Citation Report

- By Type / By Month

|   | April      | May        | June        | July        | Aug        | Sept       | YTD         |
|---|------------|------------|-------------|-------------|------------|------------|-------------|
| By Type   |            |            |             |             |            |            |             |
| Parking without a valid paid permit in an authorized parking area (Section 28-43.A)                                 | 465        | 741        | 644         | 684         | 534        | 609        | 3677        |
| Parking in a No Parking Zone, or within Right-of Way (Section 28-42)  | 48         | 150        | 614         | 633         | 272        | 292        | 2009        |
| Parking within 40 feet of a Street Intersection (Section 28-42.B.1)   | 0          | 0          | 4           | 6           | 1          | 3          | 14          |
| Parking in a space reserved for Oak Island Town residents without a Town resident specific permit (Section 28-10.2) | 20         | 31         | 57          | 75          | 48         | 69         | 300         |
| Parking in a Crosswalk, Sidewalk, or Pedestrian Access ways (Section 28-42.B.3)                                     | 0          | 1          | 0           | 0           | 1          | 1          | 3           |
| Parking in a designated Handicap space without proper license plate or hangtag (Section 28-42.B.7)                  | 0          | 2          | 2           | 0           | 1          | 1          | 6           |
| Parking adjacent to (within 15 feet) or blocking a Fire Hydrant, Fire Lane, or Emergency Access (Section 28-42.B.6) | 0          | 0          | 3           | 2           | 1          | 3          | 9           |
| Parking on any portion of the roadway or travel lane (Section 28-42.B.2)  | 0          | 1          | 2           | 4           | 4          | 1          | 12          |
| Parking blocking a driveway or mailbox (Section 28-42.B.4)  | 1          | 2          | 3           | 1           | 3          | 2          | 12          |
| Parking facing opposing traffic (Section 28-42.B.5)   | 0          | 2          | 4           | 1           | 0          | 0          | 7           |
| <b>Total Issued</b>   | <b>534</b> | <b>930</b> | <b>1327</b> | <b>1365</b> | <b>842</b> | <b>951</b> | <b>5949</b> |

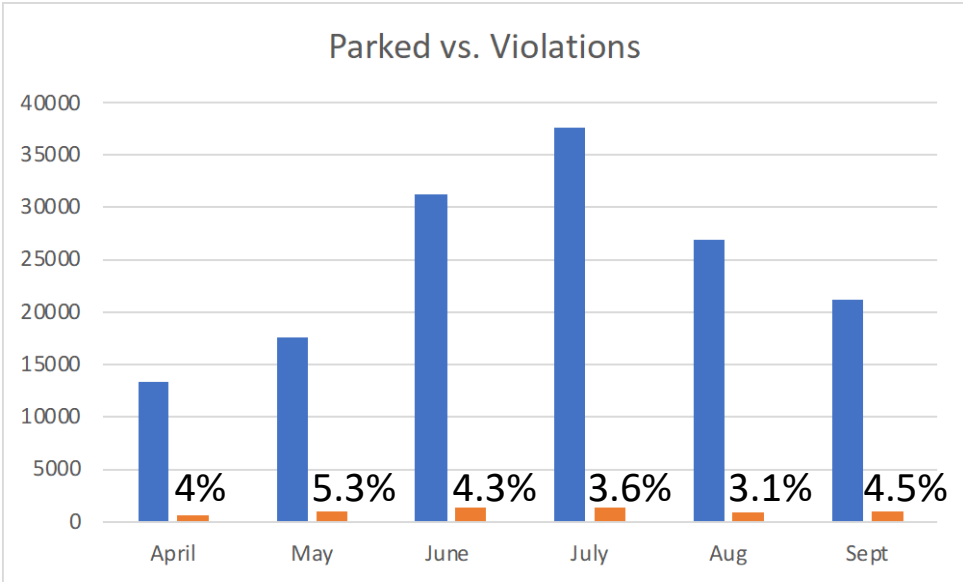
Note: "Parking facing opposing traffic" was suspended in July upon notice of the \$50 citation limit per NC Statute (D. Kelly)

- Will be reinstated for 2024 with a pro-rated fine structure if they had already paid for their parking and were parked in a valid parking space.
- We may need some informational signs added to existing signs in the affected areas (see suggestions).

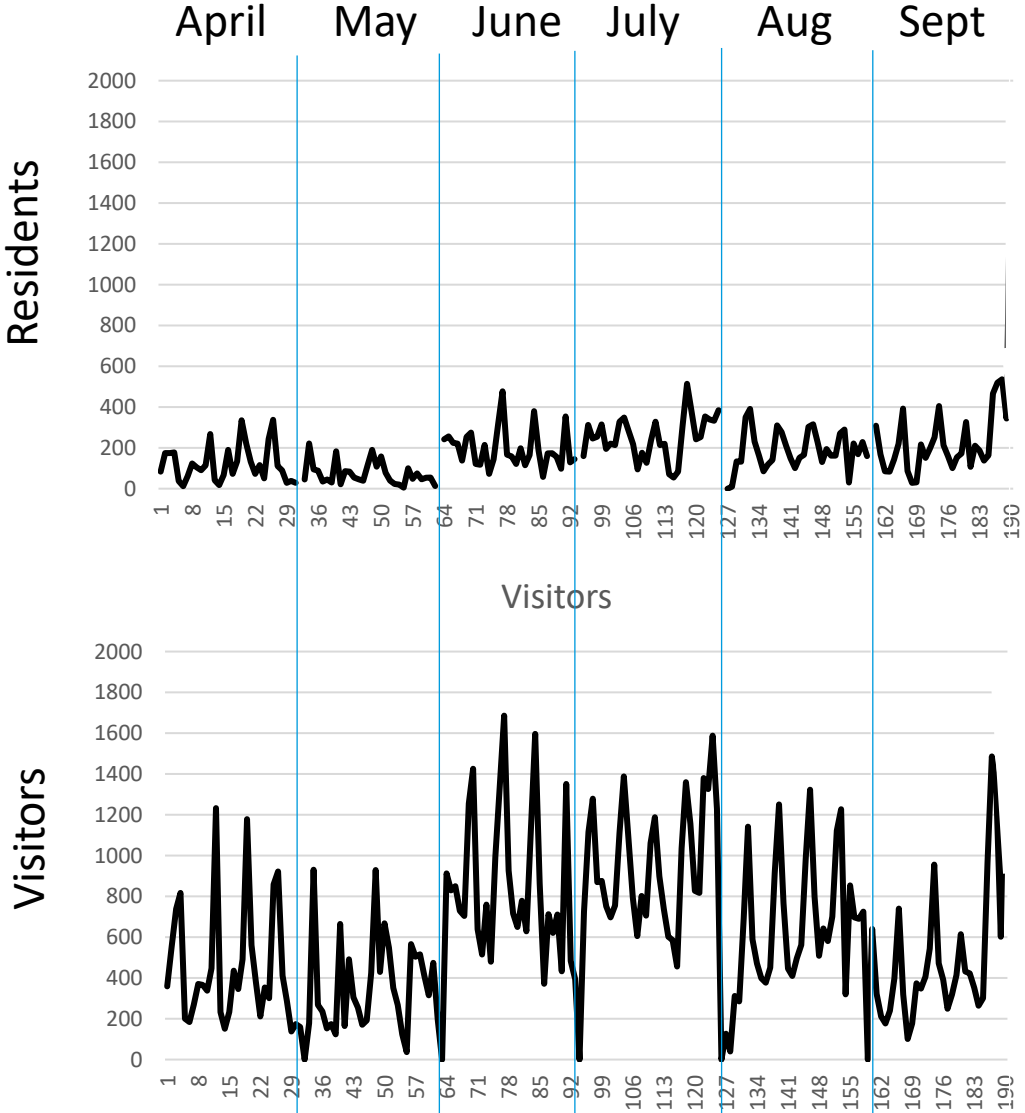
# Parked vs. Violation Trends

|                          | April'23 |         | May'23 |         | June'23 |         | July'23 |         | Aug'23 |         | Sept'23 |         | Year Total 2023 |
|--------------------------|----------|---------|--------|---------|---------|---------|---------|---------|--------|---------|---------|---------|-----------------|
|                          |          | Avg/Day |        | Avg/Day |         | Avg/Day |         | Avg/Day |        | Avg/Day |         | Avg/Day |                 |
| <b>Vehicles Recorded</b> | 13279    | 443     | 17582  | 586     | 31313   | 1044    | 37626   | 1214    | 26893  | 867     | 21138   | 705     | <b>147831</b>   |
| - Residents              | 2206     | 74      | 3762   | 125     | 5850    | 195     | 7810    | 252     | 5987   | 193     | 6572    | 219     | <b>32187</b>    |
| - Visitors               | 11073    | 369     | 13820  | 461     | 25463   | 849     | 29816   | 962     | 20906  | 674     | 14566   | 486     | <b>115644</b>   |

|              | April'23 |         | May'23 |         | June'23 |         | July'23 |         | Aug'23 |         | Sept'23 |         | Year Total 2023 |         |
|--------------|----------|---------|--------|---------|---------|---------|---------|---------|--------|---------|---------|---------|-----------------|---------|
| Violations   | Total    | Percent | Total  | Percent | Total   | Percent | Total   | Percent | Total  | Percent | Total   | Percent | Total           | Percent |
| - Didn't Pay | 465      | 3.50%   | 742    | 4.22%   | 639     | 2.04%   | 648     | 1.72%   | 518    | 1.93%   | 590     | 2.79%   | 3602            | 2.4%    |
| - No Zone    | 69       | 0.52%   | 189    | 1.07%   | 688     | 2.20%   | 717     | 1.91%   | 324    | 1.20%   | 368     | 1.74%   | 2355            | 1.6%    |
| - Overall    | 534      | 4.02%   | 931    | 5.30%   | 1327    | 4.24%   | 1365    | 3.63%   | 842    | 3.13%   | 958     | 4.53%   | 5957            | 4.0%    |



# Resident/Visitor Parking Statistics



|              | Resident   |            |
|--------------|------------|------------|
|              | Average    | Max        |
| <b>April</b> | <b>121</b> | <b>338</b> |
| <b>May</b>   | <b>73</b>  | <b>222</b> |
| <b>June</b>  | <b>195</b> | <b>477</b> |
| <b>July</b>  | <b>252</b> | <b>514</b> |
| <b>Aug</b>   | <b>187</b> | <b>316</b> |
| <b>Sept</b>  | <b>219</b> | <b>536</b> |
| <b>2023</b>  | <b>174</b> | <b>536</b> |

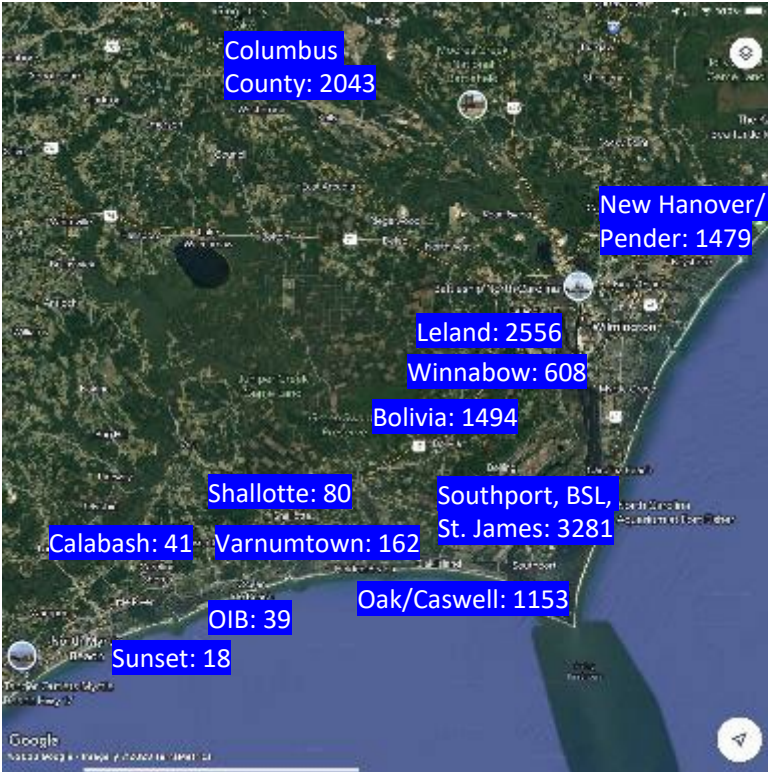
|              | Visitor    |             |
|--------------|------------|-------------|
|              | Avg        | Max         |
| <b>April</b> | <b>442</b> | <b>1514</b> |
| <b>May</b>   | <b>369</b> | <b>931</b>  |
| <b>June</b>  | <b>848</b> | <b>1686</b> |
| <b>July</b>  | <b>962</b> | <b>1588</b> |
| <b>Aug</b>   | <b>653</b> | <b>1323</b> |
| <b>Sept</b>  | <b>485</b> | <b>1486</b> |
| <b>2023</b>  | <b>627</b> | <b>1686</b> |



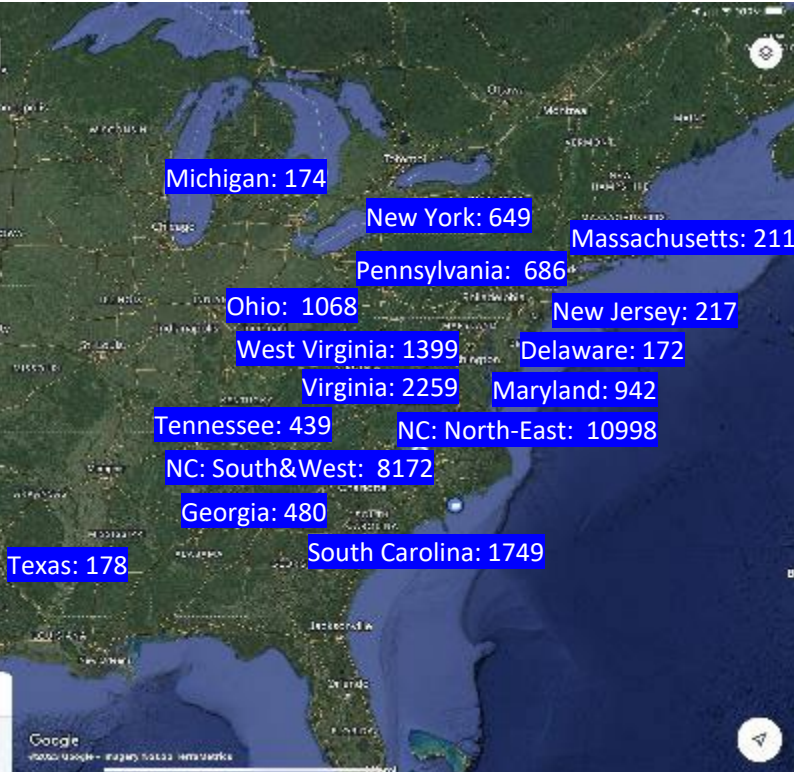
# Violation Payment Rate

|                          |      |       |
|--------------------------|------|-------|
| <b>Violations Paid</b>   |      |       |
| - SDV                    | 2088 | 39.4% |
| - 30 days                | 1916 | 36.2% |
| - > 30 days              | 175  | 3.3%  |
| - Misc                   | 5    | 0.1%  |
|                          |      |       |
| <b>Violations Issued</b> | 5293 |       |
| Paid                     | 4184 | 79.0% |
| Unpaid                   | 1109 | 21.0% |

# Zip Code Distribution - Visitors



| AREA                            | SubArea                  | Count | Percent |
|---------------------------------|--------------------------|-------|---------|
| North Carolina - NorthEast      |                          | 10998 | 25.1%   |
| Brunswick County                |                          | 9432  | 21.5%   |
| 3281                            | Southport/BSL/St.James   |       |         |
| 2556                            | Leland                   |       |         |
| 1494                            | Bolivia                  |       |         |
| 1153                            | Oak/Caswell              |       |         |
| 608                             | Old Town - Winnabow      |       |         |
| 162                             | Varnamtown/Holden        |       |         |
| 80                              | Shallotte                |       |         |
| 41                              | Calabash/Carolina Shores |       |         |
| 39                              | Ocean Isle               |       |         |
| 18                              | Sunset                   |       |         |
| North Carolina - South and West |                          | 8172  | 18.6%   |
| Virginia                        |                          | 2259  | 5.2%    |
| Columbus County                 |                          | 2043  | 4.7%    |
| South Carolina                  |                          | 1749  | 4.0%    |
| New Hanover/Pender Counties     |                          | 1479  | 3.4%    |
| West Virginia                   |                          | 1399  | 3.2%    |
| Ohio                            |                          | 1068  | 2.4%    |
| Maryland                        |                          | 942   | 2.1%    |
| Other States                    |                          | 869   | 2.0%    |
| Pennsylvania                    |                          | 686   | 1.6%    |
| New York                        |                          | 649   | 1.5%    |
| Georgia                         |                          | 480   | 1.1%    |
| Tennessee                       |                          | 439   | 1.0%    |
| New Jersey                      |                          | 217   | 0.5%    |
| Massachusetts                   |                          | 211   | 0.5%    |
| Onslow County                   |                          | 210   | 0.5%    |
| Texas                           |                          | 178   | 0.4%    |
| Michigan                        |                          | 174   | 0.4%    |
| Delaware                        |                          | 172   | 0.4%    |



64% from North Carolina

# Specials – Additional Permits

| Additional Permit Type  | Quantity                         |
|-------------------------|----------------------------------|
| Decals not transferred  | ~1304 (single – stopped 7/30)    |
| Fishing Season Permits: | 80 (single)                      |
| Vacant Lots             | 140 resident permits (x3 option) |
| Koko/Ruby Staff         | 67 / 7                           |

| Properties               | Accounts |
|--------------------------|----------|
| Palms @ Long Bay         | 25       |
| Ocean Walk               | 116      |
| Yaupon Dunes             | 36       |
| Yaupon Village           | 16       |
| Marina Club Condos/Slips | 51       |
| Dutchman Creek           | 42       |
| Hawthorne Apts           | 300      |
| The Preserve             | 134      |

| Properties               | Accounts     |
|--------------------------|--------------|
| Lundy’s Coastal Dream    | 20 (permits) |
| Inn @ South Harbor       | 10           |
| South harbor – Glen Cove | 133          |
| Navigation Point         | 6            |
| South Harbor Mixed Use   | 20           |
| Heron Cove               | 6            |
| Southern Shore Villas    | 34           |
| West Beach Villas        | 16           |

# Pier Parking Lot - Discounts

Discount usage for 2023 via Koko/Ruby's/Pier:

| Establishment | Issued by Otto        | Used by Customers |
|---------------|-----------------------|-------------------|
| Fishing Pier  | 500 (Value: \$5K)     | 80                |
| Ruby's        | 3000 (Value: \$30K)   | 426               |
| Koko Cabana   | 10000 (Value: \$200K) | 475               |

For consideration:

- Recommend moving to a 2-hour limit as free parking between 7:00AM and 6:00PM
- Leverage Sensors approach to monitor
- Issue Citations for those who stay longer than 2 hours during this period

# Communications (approx. %)

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- Office (discontinued at the end of July):
  1. Primarily to setup parking permits for residents (72%)
  2. Q&A (9%)
  3. Pay for a Citation (2%)
  4. Other (17%)
  
- Phone (approx. total – consistent with 1<sup>st</sup> year of service)
  1. Disputes caused by License Plate typos (41%)
  2. Purchase a permit (19%)
  3. Pay for a Citation (14%)
  4. General Disputes – referred to email process for review (10%)
  5. Q&A (16%)
  
- Email (approx. total – consistent with 1<sup>st</sup> year of service)
  1. Disputes caused by License Plate typos (81%)
  2. General Disputes – for investigation (15%)
  3. Q&A (4%)

# Summary

| Topic           | Results   |
|-----------------|---|
| Revenue         | <b>Gross: \$1,582,800</b><br><b>Net to OKI: \$1,111,828</b>   |
| Parked Vehicles | <b>Resident: 32,187</b><br><b>Visitors: 115,644</b><br><b>Total Recorded: 147,831</b>               |
| Citations       | <b>Did Not Pay: 3602 (2.4%)</b><br><b>Other (No Zone): 2355 (1.6%)</b><br><b>Total: 5957 (4.0%)</b> |
| Citations Paid  | <b>79% (balance to Collections)</b>   |

# Changes Required for 2024

- Violation/Fine for:
  - Parking Opposing traffic.
    - If a paid parking space, then the violation will be pro-rated to the \$50 fine level.
    - Some signage needed for customer education (both Resident and Visitor)
  - Target only specific streets
  - Can be temporary sign (lower cost)

