



Community Development Committee

MEETING AGENDA

Regular Meeting

Monday, January 25, 2021

1:00 p.m.

Main Meeting Room, Second Floor – Berryville-Clarke County Government Center

101 Chalmers Court - Berryville VA 22611

Item

1. Call to Order – Kara Rodriguez, Chair
2. Approval of Agenda
3. Unfinished Business
 - Blight Abatement
 - Discussion - Livery Stable Update
4. New Business
 - Parking Meter Options
 - Discussion - Virginia Commission for the Arts Creative Communities Partnership Grant
 - Discussion – Clarke County Farmers Market Update
5. Other
6. Closed Session
7. Adjourn

Parking Meters

Contactless Payment Options



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Existing Condition

- 99 Parking Meters
- Average Annual Revenues \$15,340.00
- All Meters Require Deposit of Coin
- 12 Minutes of Parking for Each \$0.05 (Max 120 Minutes)
- Parking Enforced 11 Months a Year, Monday – Friday
- Parking Enforcement Conducted by Police Department



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Contactless Options

- Text Messaging
 - Offers the parker the ability to pay for parking without needing to initially download an app.
 - Some basic information still would need to be entered to process parking request.
- Smartphone Application
 - Parker would have to download the app and enter some basic information prior to first use.
 - Entered information generally is saved to make next transaction quicker.



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Vendor Fees

- Vendors Structure Fees Associated With The Service in a Variety of Ways.
 - Monthly Subscription or Software Fees Paid By Locality
 - Convenience Fee Paid By Parker
 - Credit Card Transaction Fee Paid By Parker
- Most Fee Structures Pass Along the Cost to Utilize the Service to the Parker.
- Some Offer an Opportunity to the Locality to Increase Revenues Through Advertising Opportunities and Collection of Convenience Fees



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Considerations

- The implementation of any system still will require management and oversight by TOB staff.
- Many of the systems have add-ons and analytics to the base program
 - Parking availability maps
 - Enforcement
 - Merchant validation
 - Parking permits
 - Parking wallet for frequent users



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Considerations

- Most vendors offer the ability to extend parking time through text notification
- Some vendors consider this a separate transaction requiring additional convenience fee while others do not.
- Reminders would increase compliance and reduce issuance of citations.
- Additional signage would be necessary to denote parking zones and inform parker of process



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Considerations

- There are a multitude of vendors in the market, and each offer slightly different products.
- Key features and fee structures should be determined prior to further exploration.



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