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AGENDA ITEM # 14
Paid Parking Program

Board of Commissioners Meeting
October 13, 2026

Frank A. Rush, Jr., Town Manager

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CURRENT PAID PARKING PROGRAM

- $5 per hour, $25 maximum fee per day
- Western Ocean Regional Access, Eastern Ocean Regional Access
- April 1 – September 30, 8 am – 6 pm
- Free parking for EI property owners
  - ~ 1700 permits issued
- Gate-less system; relies on customer payment and contractor enforcement

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CURRENT PAID PARKING PROGRAM

- **Managed by Towne Park since 2022; contract now essentially expired**
  - **~ 47,000 paid parking transactions**
  - **~ $650,000 gross revenue**
  - **~ $448,000 net revenue to Town after contractor expenses and revenue-share**
  - **Somewhat complicated formula, but net revenue share for the Town is ~ 70%**

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GOALS FOR PAID PARKING PROGRAM FOR 2027 AND BEYOND

- **Maximize Town revenues to invest back into beach facilities**
- **Secure a more favorable revenue-sharing model**
- **Simplify the financial terms of the contract**
- **Make customer experience as simple, easy, and quick as possible**
- **Minimize burden on Town staff to oversee program**

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PROPOSALS RECEIVED

- **Town staff met with 8 different companies during summer / fall 2026**
- **8 proposals received**
  - **6 proposals from parking service companies**
  - **2 proposals from parking equipment vendors**
  - **3 proposals for gate system**
  - **5 proposals for gate-less system (voluntary customer payment and contractor enforcement)**

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PROPOSALS RECEIVED

- Each company provides service slightly differently
- Each proposal allocates fees and expenses slightly differently
  - Some simple, some complicated
  - Different revenue-share percentages
    - Plus per transaction fees, or not?
  - Certain fees passed on to customer, or included in overall calculation?
- Significant effort made to ensure “apples to apples” comparison

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ESTIMATED NET TOWN REVENUE ANNUALLY

Company	Model	Net Town Revenue Annually
Towne Park (current contract)	No gate, enforcement	~ $448,000
Passport	No gate, enforcement	~ $486,000
Otto Connect	No gate, enforcement	~ $440,000
Metropolis Parking	No gate, enforcement	~ $455,000
Pivot Parking	No gate, enforcement	~ $485,000
Air Garage	No gate, enforcement	~ $435,000
Parking Boxx	Town-owned gate	~ $573,000
70 West Access	Town-owned gate	~ $575,000
Towne Park (new proposal)	Contractor-owned gate	~ $549,000.

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STAFF RECOMMENDATION

- **Approve resolution authorizing Town Manager to execute a contract with Towne Park**
- **Estimated additional $101,000 net Town revenue annually**
- **Electronic gate system**
- **Cameras recognize license plate, compute amount owed**
- **No charge for EI property owners; license plate recognition**

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STAFF RECOMMENDATION

- **EI receives 100% of gross revenues**
- **Towne Park owns, maintains all equipment**
- **Towne Park manages all aspects of program**
- **Towne Park responsible for all capital expenses, operating expenses, credit card fees, etc.**
- **EI compensates Towne Park $1.50 per paid transaction, plus fixed fee of $2,493 per month (associated with equipment cost)**

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STAFF RECOMMENDATION

- **Assumes paid parking season begins on April 1**
- **Board can consider extending dates and/or hours later**
- **Maintain current $5 / $25 fee structure**

PRODUCT SPECIFICATIONS

Parking Barrier Gates



Our barrier gate is the most innovative on the market, offering quick and easy installation, world-first zero-maintenance design, enhanced safety features, and reducing both liability and ongoing maintenance costs for a more efficient, reliable parking operation.

The Nexity by Towne barrier gate uses a maintenance-free harmonic drive instead of springs for reliable, consistent performance. It supports left or right configurations, key override, and external controls.

A self-resetting arm with magnetic coupling reduces damage and downtime. Carbon fiber ensures fast movement, while built-in safety systems and visibility keep operations efficient, secure, and future-ready.



FEATURES

Indistructable Gate Arm
Lightweight, durable carbon fiber arm resists damage.

Easy to See, Day and Night
Illuminated arm when gate opens and closes.

Auto-set Feature
Gate arm resets if hit or pushed, requiring no manual assistance.

Swift Entry & Exit
Quick gate arm movements enables less delays.

Pedestrian Safe
Detects motion, stops for obstructions.

Cloud-based Storage
Data stored off site via cellular data communication.

PARKING BARRIER GATE SPECIFICATIONS

Input Voltage
110/230VAC to 36VDC - 240W (internal AC/DC power supply can be mounted externally - up to 10m)

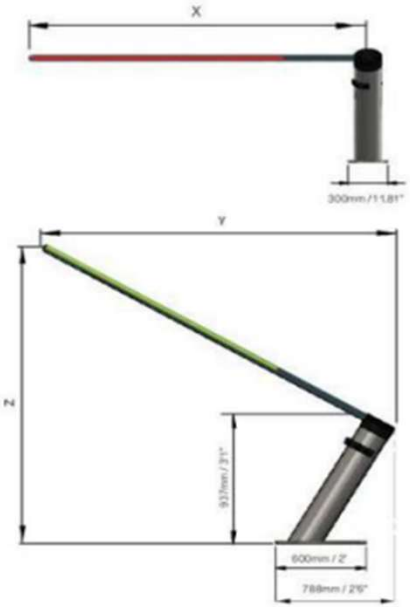
Opening Speed
1.5 seconds (adjustable)

Connectivity
Wired ethernet interface (for communication with payment kiosks)

Ingress Protection Rating
IP65

Mounting Method
Masonry anchorsThunderbolt Pro CSK 12 X 150MM GAL

Ordering Codes
NBGR25 - right hand opening 2500mm/8'2"
arm.NBGL25 - left hand opening 2500mm/8'2"
arm.NBGR30 - right hand opening 3000mm/9'10"
arm.NBGL30 - left hand opening 3000mm/9'10" arm.



X	Y	Z
2500mm (8'2")	2304mm (7'7")	2144mm (7')
3000mm (9'10")	2737mm (9')	2394mm (7'11.5")



PRODUCT SPECIFICATIONS

Payment Kiosks





Experience a seamless payment experience with our next-generation payment kiosk. The Nexity kiosk provides a simple pay-by-plate ticketless system, real-time dynamic pricing and rate updates, multiple cashless payment options, and a fully customizable interface.

It delivers a fully ticketless and cashless parking experience designed for convenience, speed, and flexibility. With a wide range of contactless payment options to suit every user, the kiosk ensures smooth transactions from entry to exit.



Real-time integration with the pricing engine allows instant rate updates that take effect immediately on site, giving you complete control over pricing strategy, revenue optimization, and demand response.

Designed with significantly fewer moving parts than traditional kiosks, it reduces maintenance requirements, lowers operational costs, and improves long-term reliability.

Its modern, user-friendly interface also allows for easy customization to match your brand and operational needs.

FEATURES

Cashless Payments

Compatible with Google Pay, Apple Pay, We Chat Pay, AliPay, Paywave, QR Code, Pin Number of Access Card, Mag Stripe, and more.

Ticketless System

Simply pay-by-plate. This means zero required paper ticket stock; lowering your overall maintenance cost and supporting the environment.

Implement Dynamic Pricing

Set operational specific rates for maximum revenue collection.

Instant Rate Updates

Kiosk system updates instantly to reflect your changes in parking rates and access rules with no additional charges.

Cloud Storage

All digital data is stored on offsite servers via cellular data communication.

Sustainable

Superior engineering ensures less repair wastage. Built to stand the test of time.

Making payments simple, secure, and accessible with Nexity Parking Kiosks

OVERVIEW

License Plate Recognition



Our License Plate Recognition (LPR) system is a powerful, data-driven solution designed to transform parking operations while delivering a faster, smoother experience for users.

By capturing and recognizing license plates in real time, the system enables fast, ticketless entry and exit, reducing delays and eliminating manual interaction.

Payments are calculated instantly, creating a seamless, automated parking experience. A cloud-based dashboard provides clear visibility into performance, usage, and occupancy, helping optimize efficiency and maximize space utilization.

Powered by advanced AI, the system performs reliably in all conditions, with simplified installation and remote maintenance reducing operational costs while supporting a modern, hassle-free parking operation.

FEATURES

Accurate Detection

Identify key vehicle details from the license plate. Log accurate entry and exit times and link to vehicle sessions.

Fast Processing

Detection and processing is performed at the unit so only the information that you need is sent to the cloud.

Various Applications

Gated or ungated entry and exit control, calculate time to park/exit, secure premium parking/nested zones and automate hot-listing.

Cloud Storage

No on site services are required. All digital data is stored via cellular data communication.





Deal Terms

TOWN OF EMERALD ISLE | TWO LOCATIONS | 5-YEAR PARTNERSHIP

LOCATIONS

8301 Emerald Isle 2701 Emerald Drive

8302 Emerald Isle 9003 Louise Avenue

COMMERCIAL STRUCTURE

Commencement	January 1, 2027
Term	5 Years
Revenue to Town	**100% of Parking Revenue**
Monthly Fee	**$2,493.33 Total**
Transaction Fee	$1.50 per Transaction
Upfront Capital	**$0**

TOWNE FUNDS

Technology & Deployment	Hardware • Software • Installation • Commissioning
Transaction Costs	Credit card processing fees
Seasonal Staffing	30 hrs/week total • Apr 1–Sep 30 15 hrs/week per location

PARTNERSHIP HIGHLIGHTS

- **100% Revenue Retention –** Emerald Isle retains all parking revenue.
- **Zero Upfront Investment –** Towne funds technology and deployment.
- **Predictable Economics –** Fixed monthly fee + $1.50 per transaction.

100% OF PARKING REVENUE TO EMERALD ISLE | $0 UPFRONT CAPITAL | TECHNOLOGY + SEASONAL LABOR FUNDED BY TOWNE

towne

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PROPOSED CONTRACT ACHIEVES GOALS

- **Maximizes Town revenues – extra ~ $101,000**
- **More favorable revenue-sharing model - 100% of gross revenues**
- **Simpler financial terms – per paid transaction fee and fixed fee**
- **Simple, quick, easy customer experience**
  - **EI property owners register and drive right in, drive right out**
  - **No paper ticket, customers simply pay amount owed by credit card, Apple Pay, Google Pay**
- **Minimizes burden on Town staff – Towne Park handles all aspects, responsible for all equipment**

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ALTERNATIVE OPTION

- Town purchases equipment from Parking Boxx
  - Gate system with cameras and paper tickets
  - Similar system currently utilized by Bogue Inlet Pier
  - Town owns, maintains, manages, repairs
- Town receives additional ~ $24,000 additional annual revenue, but has full responsibility for all aspects of program, all expenses
- Staff believes it's worth ~ $24,000 to completely outsource program

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Questions?