

MEMORANDUM

TO: City Commission

THROUGH: Doug Hutchens, Interim City Manager 

DATE: May 25, 2016

FROM: Robert C. Ironsmith, CRA Director 

SUBJECT: Downtown Parking Consultant Presentation on Implementation of Approved Hybrid Pilot Program

PRESENTER(S): Jon Martens, Walker Parking Consultants
Jim Corbett, Walker Parking Consultants
Robert C. Ironsmith, CRA Director
Greg Rice, Planning & Development Director
Joe Ciurro, Finance Director

RECOMMENDATION: Approve staff's recommendation for implementation

BUDGET IMPACT: Once the Parking Management Plan is up and running it will be self-sustaining with an outlook to fund future needs such as a 2nd parking garage. In addition, startup funds previously approved will be utilized to implement the Parking Management Plan.

PAST ACTION:

1. June 23, 2015: City Commission Parking Workshop
2. July 9, 2015: City Commission discussion of calendar dates for Commission's discussion on Downtown Parking
3. September 17, 2015: City Commission approved the following:
 - Implement a paid parking component for downtown
 - Allocate up to approximately \$1.9 million in BP funds toward a Parking Management Plan
 - Move forward with negotiations for parking garage at 940 & 966 Douglas Avenue
 - Bring back a timeline for an October 1, 2016 implementation of paid parking
4. January 7, 2016: City Commission approved the following:
 - Conceptual approval of a hybrid map subject to being fluid
 - Approved use of all BP funds toward elements of the Parking Management Plan.
 - Authorization to prepare a draft Request for Proposal (RFP) to solicit quotes for a pay station vendor.

5. March 16, 2016: City Commission approved a draft Request for Proposal (RFP) to solicit bids for a pay station vendor.

NEXT ACTION:

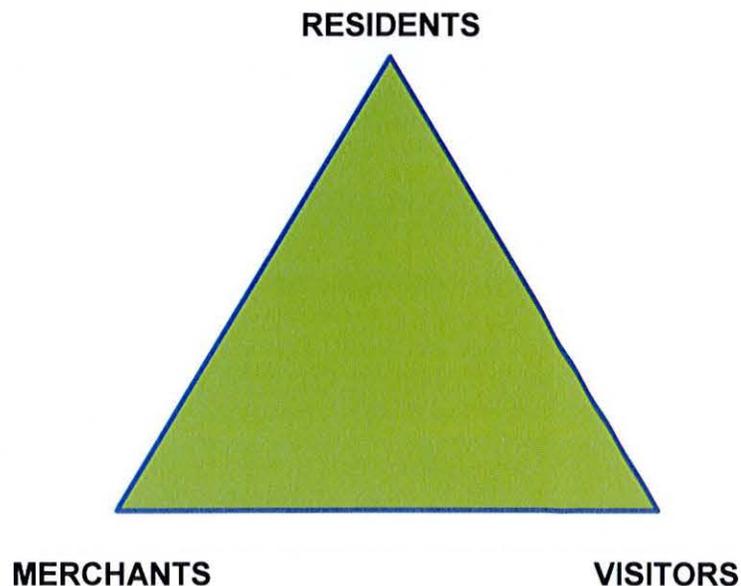
1. June 16, 2016: Seek City Commission approval on pay station vendor and approve improvements to First Baptist site
2. Approve Parking Ordinance
3. Approve Parking Management Approach

ATTACHMENTS:

- (1) Walker Parking Consultants' Paid Parking Implementation Recommendation report
- (2) Walker Parking Consultants' Conceptual Revenue & Expenses
- (3) Walker Parking Consultants' PowerPoint
- (4) Walker Parking Consultants' recommended Hybrid Parking Map of paid and complimentary (free) areas
- (5) Proposed Hybrid Program Free/Paid Parking Map (from January 7, 2016)
- (6) Staff PowerPoint
- (7) Conceptual site plan for future parking garage on City-owned land

BACKGROUND:

Over the last several years City staff has attempted to inform anyone interested in our downtown that there is going to be a parking problem that could hurt the future vitality of the activity center that makes Dunedin so special. From the beginning of this multi-year effort, staff has always believed that downtown Dunedin is a unique and vibrant place that can only succeed with the partnership illustrated below.



All of the above groups in the triangle contribute to the downtown's vitality, and it is important to emphasize that residents alone cannot support the wide variety of commercial investment in the downtown. Merchants need both residents and visitors to spend money in their shops and restaurants to succeed. The income by the visitors, in fact, generates sales taxes and bed taxes which help to alleviate pressure on the millage rate.

The success of this partnership, however, is bringing changes to Main Street.

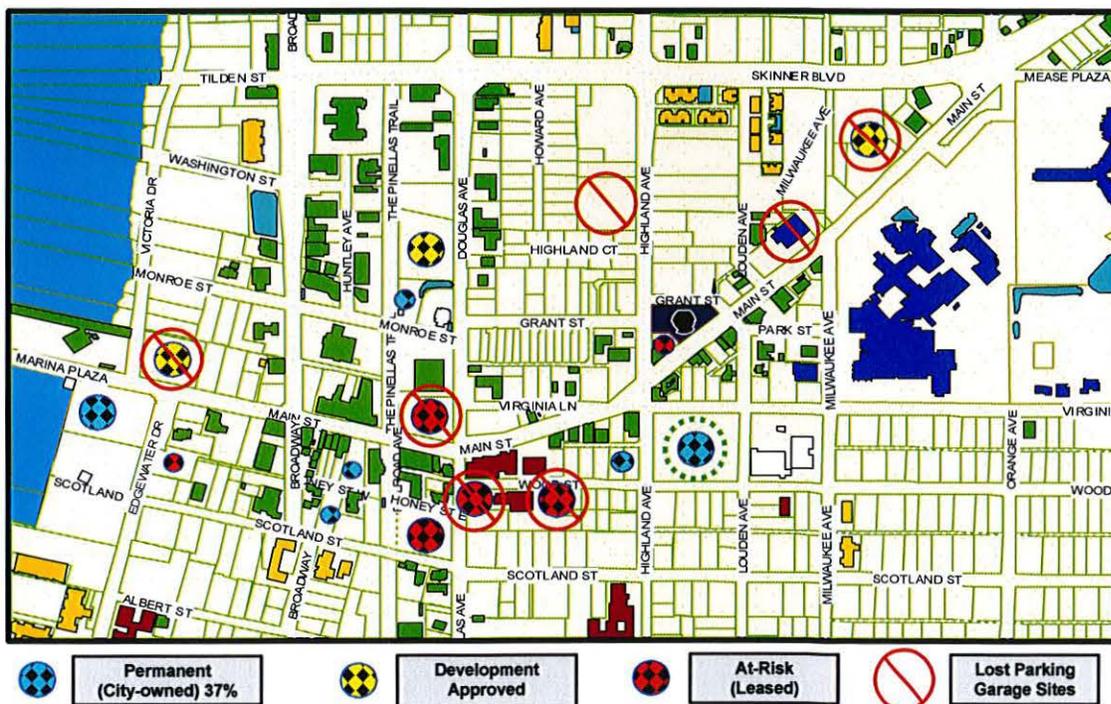
- The downtown is experiencing more visitors who need parking while at the same time leased lots are disappearing.
- More new housing units are under construction as many people want to live in downtown.

To properly address these parking needs over the long-term, the City retained parking consultant HHI/Base in 2009 and Walker Parking Consultants in 2015/2016. These consultants, along with downtown stakeholders such as the Downtown Merchants Association, the Dunedin Chamber of Commerce and investors, have all concluded that a Downtown Parking Management Plan needs to be in place to facilitate the following:

1. Promote parking turnover to place the right people in the right spaces (i.e. people riding the Jolley Trolley and biking the Pinellas Trail should not be taking up space on Main Street all day). Downtown employees should also not be parking in the most convenient parking spaces.
2. Increase parking stock and assure there is land suitable for a future City-owned vertical parking garage.
3. Provide a dedicated funding stream through parking revenue to allow debt to be incurred for building a parking garage.

In addition to understanding the relationship among the three groups that make up downtown (visitors, residents and merchants), it is also important to look at how the downtown landscape has changed over the last year as leased lots have disappeared and other parcels are being developed. The map below details areas that are permanent City-owned lots, along with areas going to be developed and current at-risk parking areas that are no longer available for parking garage sites.

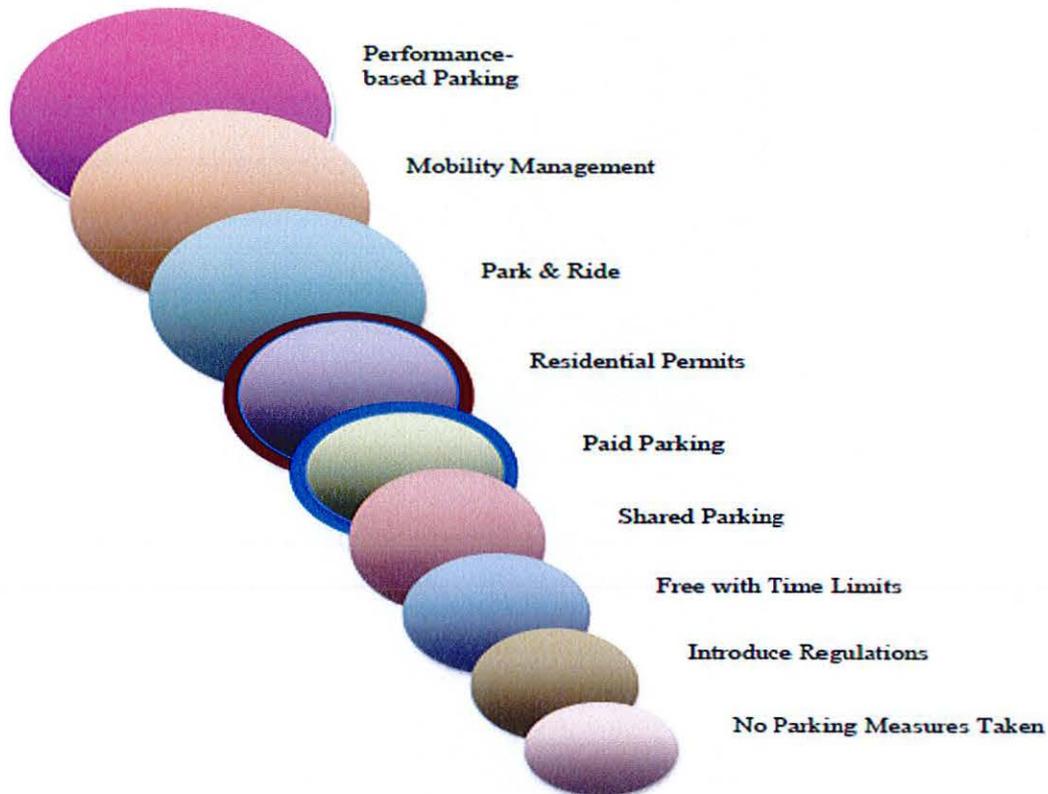
Downtown Dunedin Parking - June 2016



It is evident that opportunities to secure land for a City-owned parking garage are limited and becoming scarcer and that the best option for a future vertical parking structure is at the former First Baptist Church site now owned by the city (Highland Avenue, Loudon Avenue, Virginia Street and Wood Street).

While viewing the downtown landscape for opportunities to increase parking stock is important, it is also noteworthy to look at the typical evolution of parking in a downtown. The graphic below shows the phases a downtown undergoes when dealing with parking management.

The Evolution of Parking Management



In Dunedin's case (where the heavy lines are shown) you will see we are in the middle of the evolution cycle for parking management; a phase where there is paid parking and free parking with enforced time limits.

The continued success of the downtown, therefore, is dependent on the implementation of a Parking Management Plan. Recognizing this, the City Commission directed staff to move forward with a pilot hybrid parking program that featured paid and complimentary (free) parking areas.

Below is a list of completed or ongoing Parking Management Plan initiatives to date.

Action Update

- Structured a deal for the City to lease 195 parking spaces for 20 years in conjunction with a mixed-use project at 940 & 966 Douglas Avenue.
- Developed and installing artistic parking signage as a way to improve parking wayfinding.

- Advertised an RFP (Request for Proposal) to solicit prices for pay stations. Two bidders have been short listed by staff and a recommendation is going to the Commission at its June 16, 2016 meeting.
- Created a page on Dunedin’s website for the history and implementation of a Parking Management Plan for downtown.
- Secured additional parking at 228 Main Street through a lease (35 parking spaces)
- Designed improvements to the former First Baptist Church property to create additional downtown parking. This item is scheduled to go before the City Commission at its June 16, 2016 meeting.
- Negotiated a parking lease at the corner of Virginia Street and New York Avenue to provide downtown special event parking.

All of the items mentioned above have either been accomplished, or are in the process of being initiated, such as parking improvements (June 16, 2016 City Commission agenda item), to the former First Baptist Church property to create additional downtown parking.

Hybrid Parking Map Changes from January 7, 2016 City Commission Meeting

Walker Parking Consultants developed the proposed hybrid parking map of free and paid areas, taking into consideration the demand for the most convenient parking spaces and the need to promote parking turnover. The changes from the January 7, 2016 City Commission meeting to the proposed June 2, 2016 meeting are summarized in the table below:

	January 7, 2016	June 2, 2015
First Baptist site	Free	<ul style="list-style-type: none"> • Free until 5:00 pm • Paid after 5:00 pm and on weekends
Mease Materials site (592 Main Street)	Paid	Agreement did not materialize
380 Main Street	Paid	Lost
First United Methodist Church	Free	At-risk, status uncertain
% Free % Paid	44 % Free 56% Paid	
% Free during the day until 5:00 pm % Paid during the day until 5:00 pm		51 % Free 49 % Paid
% Paid during the evening after 5:00 pm and on weekends % Free during the evening after 5:00 pm and on weekends		75 % Paid 25 % Free

The proposed hybrid map was developed based on the changes that have occurred downtown (leased parking areas going away) and viewing peak times that happen in the downtown where parking is at a premium. The result is more paid parking areas in the evening, which supports the revenue stream needed to move forward with the building of a 2nd parking garage structure.

In addition, it needs to be emphasized that the percentage of free daily parking is actually higher than what was brought to the Commission in January (51% to 44%) for daily parking until 5:00 pm, not including weekends.

Along with the above noted changes in the hybrid map (from January 7, 2016), which was very preliminary and subject to change, staff also performed research to estimate the number of employees working downtown and provide a recommended residential permit program to ease fears of displaced parking on neighborhood streets. Information on both of these subjects is provided below:

Downtown Employees

In May, CRA staff conducted a targeted survey in the downtown core with merchants on Main Street from Loudon to the Marina and on Broadway to gauge the amount of employees working downtown. At the time of survey there were 375 employees counted, representing 2 distinct shifts over morning, afternoon and evening. This change during the day and evening can be translated to equal shifts of 50% of the total employees, or approximately 187 employees during a shift. It was also conveyed to staff that approximately 20% of the employees do not drive to work and use other means such as bicycling. To be conservative, staff is estimating 15% of the downtown employees (or 56 employees) do not drive. This would translate to approximately 319 spaces for employees in the downtown core or 160 spaces during a shift. Please note this figure does not account for businesses that have employee parking for their workers.

In addition to the targeted survey, CRA staff also reached out to the Chamber of Commerce and some businesses in Clearwater Beach with questions about their employees parking. The result was that the majority do NOT supply parking for their workers. They informed us that most employees either bus in, ride the ferry or find their own parking solutions. Clearwater Beach only provides paid public parking with a few distant free on street spaces.

For Dunedin, staff will be directing the downtown employees who are in need of parking during the day (not including weekends) to park at the First Baptist site, Dunedin Station Square and 715 Edgewater Drive. Employees in need of a parking space during the evening (after 5:00 pm) and on the weekends will be directed toward Dunedin Station Square and 715 Edgewater and be able to purchase a parking space for a \$300 annual permit (\$30 per month) for the First Baptist site and \$400 (\$40 per month) in the garage.

Neighborhood Protection Parking Program

Residents near the downtown have expressed concerns about possibly losing existing street parking to downtown patrons looking for free parking. Recognizing these concerns, Walker Parking Consultants recommends a policy for administering a residential street parking program for the area from Skinner Boulevard to the north, Orange Avenue to the east, Roanoke Street to the south, and from the water to the west. The residential areas within this boundary may petition the City to be part of the residential street parking program where their street could be assigned for permit parking only. Residents will have to register their vehicle license plate numbers with the City on a yearly basis to participate in the program. The criteria and process must be developed and an Ordinance adopted by the City Commission to implement this policy. Staff will be recommending that a policy be in place by October 1, 2016.

Recommendations

On June 2, 2016, City staff, with assistance from Walker Parking Consultants, will present a dynamic, fully-funded plan to end the City's dependence on at-risk leased parking with public parking of approximately 400 spaces. The City-owned parking structure would be on the First Baptist site and is the last parcel of any significant size in the CRA.

Utilizing new CRA revenues and paid parking income, staff has modeled a paid parking solution that will 1) cover all of the expenses associated with the parking management system and 2) provide the 25-year bond financing necessary for the garage described above. This plan places no burden on the General Fund or the current millage rate. For the model to succeed, however, the following assumptions have been used in the model:

- Utilize the attached Walker Parking Consultants' recommended map showing paid and complimentary (free) parking.
- Establish the following parking rates
 - \$1.50 on-street spaces
 - \$1.50 parking lots on Main Street in the high demand areas (Justice Plaza & Museum)
 - \$1.00 off-street parking areas
- Offer residents discount
 - Eligible to park in lots designated as complimentary
 - Purchase refillable discount cards
 - \$25.00 of parking for \$20.00; or
 - \$50.00 of parking for \$40.00
- Establish parking time limits
 - 3 hours for the \$1.50 spaces
 - 4 hours for the \$1.00 spaces
 - 8 hours in complimentary lots (except First Baptist site after 5:00 pm)
 - No overnight parking in any paid or complimentary lot
- Paid parking to be enforced Monday to Sunday from 10:00 am to 10:00 pm
- Payment Type: Pay by Plate
- Methods of Payment: coins, paper currency, credit/debit cards or phone app
- Fine for Overtime Parking: \$30.00
- Parking Management
 - One full-time manager; and
 - One full-time and two part-time ambassadors (enforcement)
- Residential Neighborhood Parking Protection Permit: one per registered vehicle (two visitor passes per household)

Summary Table of Revenue and Expenses of the Downtown Parking Management Plan

In addition to the detail contained in the Walker report, staff has also prepared a summary table of projected revenues and expenses for the first year of the parking program (pilot year) and projections of three subsequent years.

Table 1

<u>Revenues</u>	2017	2018	2019	2020
On-street	400,043	406,601	406,601	406,601
Off-street	364,850	514,994	514,994	514,994
Citation	109,200	109,200	109,200	109,200
	874,093	1,030,795	1,030,795	1,030,795
Funding from BP Settlement	2,204,963	234,852	239,478	-
Funding from CRA Fund	36,500	37,500	38,500	285,170
Total Revenues	3,115,556	1,303,147	1,308,774	1,315,966
<u>Expenses</u>				
Credit Card Fees	52,446	61,848	61,848	61,848
Pay Station Lease/Software	87,220	37,494	35,011	35,536
Parking Mgmt/Enforcement	250,000	257,500	265,225	273,182
Enforcement Software	41,982	6,726	6,827	6,930
Keller Lot Lease (BP/CRA)	2,089,674	115,000	115,000	115,000
Keller Lot Garage Maint (BP/CRA)	70,289	72,852	75,478	78,170
Other Parking Lot Leases	81,500	84,500	87,500	92,000
Depreciation	-	31,196	31,196	31,196
Total Expenses	2,673,111	667,115	678,085	693,862
Operating Income	442,445	636,032	630,688	622,104
"Net Revenues"	442,445	667,228	661,884	653,300
<u>Capital Purchases/Debt Payments</u>				
Enforcement Vehicle Lease/Purch	4,800	15,000	-	-
Pay Stations	-	281,960	-	-
	4,800	296,960	-	-
Net Cashflow	437,645	370,268	661,884	653,300

This table illustrates the projected utilization of paid parking spots as noted in the report provided by Walker Parking Consultants (45% for on-street and 40% for off-street) during the Pilot year. In the following three years, the projection shows an increase in revenues related to the parking garage on Douglas Avenue. With this influx of parking stock becoming available, staff thought it was reasonable to use a more conservative utilization rate (40% for on-street and 35% for off-street) from that point and in the future.

Also, the four years of financial activity will serve as a foundation to the parking program that ultimately looks to construct a 400-space parking structure (as early as 2021) at the former First

Baptist Church site now owned by the City as noted above. The estimated cost and projected financing terms of this structure are as follows:

Future Parking Garage/First Baptist Site

As a measure to be pro-active and look toward opportunities to significantly increase parking stock, staff retained SDG Architecture to prepare a conceptual plan (attached) that included a vertical parking structure with a wrap of retail, residential and office development at the former First Baptist Church site. This parking garage could be expected to produce approximately 400 public parking spaces and be financed with revenue coming from the paid parking areas. The location represents City-owned property and would be a City asset with immediate access to Main Street. This parking garage would enable the City to meet parking goals (350 to 500 parking spaces) established in the consultant reports from Base/HHI and Walker Parking Consultants. Please note this plan is very conceptual at this point and that in addition the Community Redevelopment District and Tax Increment Financing was extended primarily on City plans to build a vertical parking garage.

Table 2

<u>Project Summary</u>		<u>Financing Terms</u>	
Project costs	\$ 8,000,000	Interest rate	4.00%
Issuance costs	160,000	Bond term	25 years
Down-payment	(2,000,000)	Est. annual payment	394,400
Total financed	<u>\$ 6,160,000</u>	Est. required "Net Revenues"	493,000

In the two preceding tables the term “Net Revenues” is used to reference a calculation that is essential when a municipality seeks bond financing. Commonly, this term is defined as operating income/loss plus any depreciation or amortization expense. A bond financing requires the pledging of net revenues to pay annual debt services payments. It is typical for a financing agreement to require pledged annual net revenues to equal, at a minimum, 1.25 times the value of an annual debt service payment.

As can be seen on Table 1, the net revenues are projected to exceed the estimated required amount of \$493,000 for the years following the initial year of the program.

Please note the down-payment portion shown as \$2,000,000 would come from the sale of the land at First Baptist to a developer looking to build residential, retail and office space in a wrap around the parking structure supplemented with parking revenue. The land sale value in the sale is estimated at \$1,500,000.

Conclusion

Staff received clear direction from the City Commission to proceed with development of a parking plan for downtown which included a paid parking component. The goals and objectives were clearly defined from the onset. We believe the proposed implementation plan outlined in this staffing, drawn heavily from Walkers’ professional recommendations and lessons-learned from other municipalities, will achieve the desired results if not diluted or compromised from that proposed in the Recommendations section of this memorandum. The financial analysis herein is heavily predicated on these basic assumptions. Substantive deviations will change the financial outcome and could place the entire plan at risk.

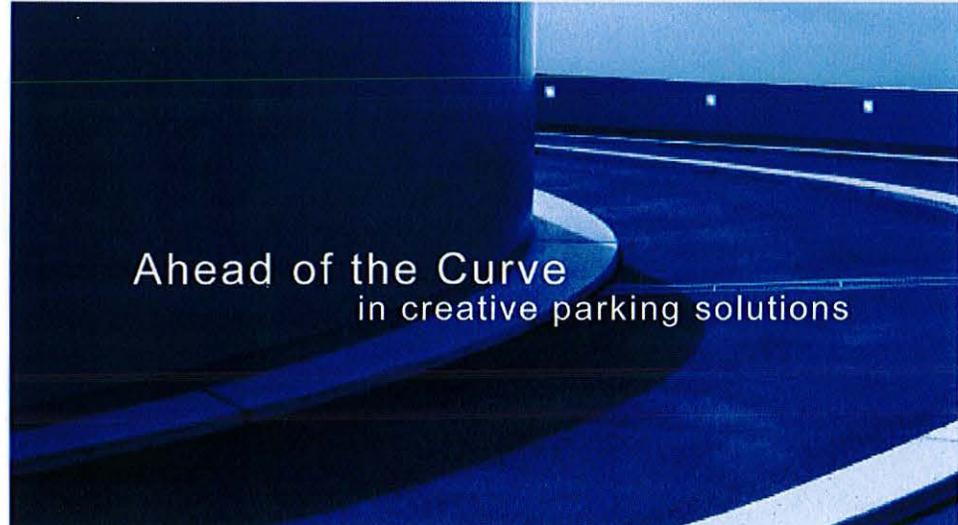
Recognizing that the first year is a pilot program, staff requests that the plan proceed as recommended with allowances given for “fine tuning” as needed. Independently, while the Downtown Parking Plan remains very fluid, staff will continue to explore ways to creatively increase parking stock through shared partnerships in our community.

Acknowledgement

The City Parking Team has been meeting weekly since late January and has been dedicated to developing a Downtown Parking Plan for Dunedin which achieves the goals and objectives established by the City Commission for the downtown. We are indebted to Walker Parking Consultants for their insight and knowledge from years of professional experience in the field of parking management. We challenged them frequently and they were a valuable asset in the development of this plan.

City Parking Team

Robert Ironsmith, CRA Director
Greg Rice, Planning & Development Director
Joe Ciarro, Finance Director
Joan Rice, Traffic Engineer
Chuck Ankney, Purchasing Agent
Courtney King, Communications Director
Trevor Davis, Special Projects Coordinator
Danny Craig, Consultant (5 months)



Ahead of the Curve
in creative parking solutions

PAID PARKING IMPLEMENTATION
RECOMMENDATIONS

**DOWNTOWN
DUNEDIN**
DUNEDIN, FLORIDA

Prepared for:
CITY OF DUNEDIN

MAY 25, 2016

FINAL REPORT



WALKER
PARKING CONSULTANTS

1.

PROJECT NO. 15-2123.00

PAID PARKING IMPLEMENTATION
RECOMMENDATIONS

**DOWNTOWN
DUNEDIN**
DUNEDIN, FLORIDA

Prepared for:
CITY OF DUNEDIN

MAY 2016



WALKER
PARKING CONSULTANTS

DOWNTOWN DUNEDIN

PAID PARKING IMPLEMENTATION RECOMMENDATIONS



WALKER
PARKING CONSULTANTS

MAY 2016

PROJECT # 15-2123.00

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DOWNTOWN DUNEDIN

PAID PARKING IMPLEMENTATION RECOMMENDATIONS



MAY 2016

PROJECT # 15-2123.00

EXECUTIVE SUMMARY

Implementing paid parking requires more than adding pay stations. Ordinances must be added giving authority to charge and enforce parking, hours of operation and fees must be determined, programs for residents must be established, and how the day to day management of the parking must be determined. To assist the City of Dunedin, Walker presents the following summary of the key action items and recommended approach for the approved paid parking pilot program in downtown Dunedin. Additional details are referenced within the main document by page number and Exhibit.

Summary Table of Action Items

Action Item	Main Recommendation/Option	Reference
Paid/Free Areas	Adjust paid/free areas to account for lost parking areas. Change Baptist lot to Free during weekdays until 5pm and paid after 5pm and weekends; Highland Street lots to paid; add on-street areas to paid parking.	p. 3-6 p. 6 map
Parking rates	\$1.50 on-street \$1.00 off-street \$30/\$300 permit (monthly/annual)	p. 7
Time limits	3-hour on-street 2 hour at Edgewater Park and 510 Main Street lot no limit remaining off-street lots	p. 7
Days/Hours of paid parking	Seven days per week 10:00 am to 10:00 pm May consider free on specific holidays	p. 7
Resident discount options (optional - can add later)	Reloadable parking card at a 20% discount Parking token coins	p. 8
Operational payment methods	Pay by Plate Integrated parking app / pay by phone Permit	p. 9-10
Parking violation fines	Unpaid/expired meter/over time limit \$20.00 Parking in unauthorized area \$25.00 Parking in ADA space without permit \$250.00	p. 12
Management of parking program	Solicit parking operator management bids through RFP process to operate meters, provide Ambassador approached enforcement, and report results to City.	p. 13 Article Exhibit
Establish Ordinances to allow paid parking	Paid parking areas, method, fees, and fines.	p. 13-14 Exhibit A Exhibit B
Establish or expand upon Residential Parking Permit	Allows residents to agree to permit program when outside parking is problematic in the area directly in front of their residence.	p. 14-16 Exhibit C

DOWNTOWN DUNEDIN

PAID PARKING IMPLEMENTATION RECOMMENDATIONS

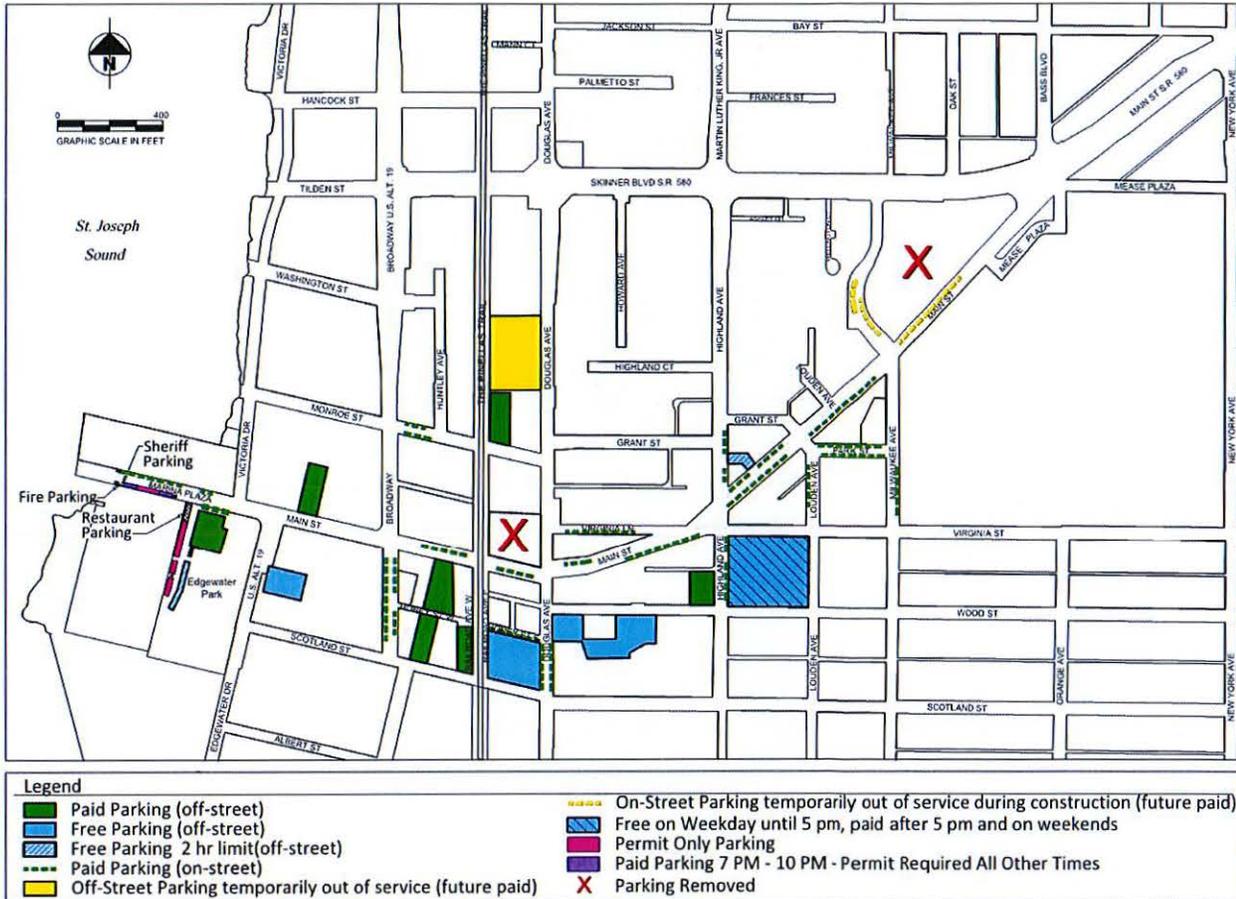


MAY 2016

PROJECT # 15-2123.00

The recommended paid and free areas are outlined in the following map, with consideration for lost, pending lost, and added parking within the downtown.

DUNEDIN PARKING MAP



DETAILS



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INTRODUCTION

The City of Dunedin approved the establishment of a paid parking pilot program in January 2016 to address the growing pressure on the public parking supply in Downtown Dunedin. Walker Parking Consultants ("Walker") has studied parking in Downtown Dunedin and has been working with City Staff to further refine the implementation plan of the paid parking pilot program, which has an implementation goal of October 2016. This report provides specific recommendations formulated after on-going discussions with City Staff since mid-March.

Why Paid Parking? Current public parking in Downtown is limited with several parking lots being leased by the City. Many of these lots are at risk for redevelopment as parking is not the best and most efficient use of the land. Paid parking allows funds to be generated that can be used to add new parking without the risk of losing a leased lot while encouraging turnover of the more convenient spaces.

The hybrid paid parking plan includes paid and complimentary (free) parking is designed to provide the following:

- Promote parking turnover;
- Increase parking stock;
- Get the right cars in the right places, by having designated long term parking areas for trail and Jolly Trolley users;
- Provide downtown parking spaces for shopping or personal errands;
- Improve traffic circulation and economic viability of downtown commercial areas by maximizing the number of patron visits by car; and
- Provide an opportunity to generate revenue to be reinvested into the community for street beautification or other essential City related services.



REQUIRED ACTION POINTS

The following items are required to be addressed in order to implement paid parking and are further outlined with specific recommendations within this document.

- Identify the specific areas for paid parking
 - Update based on current available parking
- Establish parking rates for on-street and off-street parking
 - Finalize rates
 - Consider discount options for Residents
- Determine any time limit requirements
 - Specific to on-street and off-street locations
- Agree upon days/hours payment is required and enforced
- Identify preferred method to collect parking fees
 - Meter type and method
 - App/phone
 - Permit
- Agree upon associated fines for non-payment or other parking related offenses
 - Unpaid meter
 - Parking over posted time limit
 - Parking in ADA space without permit
 - Parking in unauthorized area (such as in Residential Permit Area)
- Identify how the parking will be enforced and managed
 - New staff within the City or
 - Added responsibility to existing enforcement or
 - Outsourced to private parking firm
- Establish written ordinances to the City Code to identify paid parking areas, fees, and methods
- Establish by code a Residential Parking Permit program to allow surrounding residential streets the ability to limit parking to residents



OVERVIEW OF PARKING PLAN

The parking plan is intended to maximize the use of the most convenient spaces and encouraging the use of less convenient spaces while generating sufficient income to fund the existing and future parking stock. While parking is provided at no charge to the public, the City leases several surface lots to allow public parking. Most of the leased lots are subject to cancelation on short notice and many are available for redevelopment. The long-term solution is to add long-term parking stock.

A hybrid paid/free parking plan was introduced and accepted by the Council in January 2016. This report provides key recommendations on that plan. We recommend the required framework be put into place to move the plan forward, which includes:

- Establishing the required ordinances;
- Setting the fees and fines;
- Putting in place a Residential Parking Permit program;
- Determining any discount programs for residents;
- Selecting the operational / management approach;
- Finalizing the meter type and key features;
- Daily parking management approach; and
- Phasing of program rollout.

As part of the implementing paid parking, a decision on the daily management of the parking must be made. This includes enforcement, basic pay station maintenance, collection of cash from the pay stations, monitoring daily activities, and public interaction. We recommend the City consider outsourcing the daily management to a parking services company through competitive RFP and have the service provider report to a main contact within the City. This part of the process should be coordinated so that the vendor can be in place well before the initial roll-out of the program.

Once the required framework is in place, we recommend a phased approach to include the initial installation of pay stations along Main Street from the marina to Loudon Avenue and south along Broadway combined with pay stations in the Museum/Trail Lots.¹ This initial phase should be combined with enforcement of time limits as outlined within this report. This phase of the project should be monitored closely to ensure the pay stations are functioning as specified and gain valuable feedback from users along with a heavy ambassador presence to assist patrons. This initial area should be in place for 2 to 3 weeks prior to adding paid parking in the remaining areas. As the equipment is installed it can be bagged or covered with a message that it is coming soon with the anticipated date to prepare users of the change.

We recommend the initial phase include both pay stations and enforcement of time limits and not one or the other. Free parking with enforcement of a time limit is not recommended, as it is dependent on citation revenue alone to be self-sufficient. This results in a citation driven approach to enforcement to cover the expense. **Citations are perceived much more negatively than paying a small fee at a meter and leave a bad taste to both visitors and locals.**

¹ Assumes Ocean Optics lot is closed to public parking.

DOWNTOWN DUNEDIN

PAID PARKING IMPLEMENTATION RECOMMENDATIONS



MAY 2016

PROJECT # 15-2123.00

PARKING SUPPLY UPDATE

Parking conditions are fluid as evident by the recent and pending loss of public parking within the downtown area. Table 1 details how parking has already changed since the 2015 parking study and how it is projected to change through 2017.

Table 1: Parking Changes 2015 through 2017

Lot Name	Reg	ADA	2015 Inventory	Change +/-	2016 Inventory	Change +/-	2017 Inventory	Notes
Marina Lot	62	4	66		66		66	
715 Edgewater	30	2	32		32		32	
Museum/Trail Lot	39	0	39		39		39	
Scotland/Honey Lot	30	2	32		32		32	
Station Square	62	3	65		65		65	
Ocean Optics	39	2	41	-41	0		0	Under contract/Pending loss
Monroe Street Lot	19	1	20		20		20	
Keller Lot	84	6	90	-90	0	195	195	Construction June '16 - Oct '17
Church Lot	71	4	75		75		75	
Wood Street Lot	23	2	25		25		25	
Baptist Lot	117	5	62	177	239		239	*final after July 2016
Main Street Lot	10	0	10		10		10	
228 Justice Plaza	0	0	0	35	35		35	New lease
On-Street Parking	258	14	272	22	294		294	Monroe Street and Marina
Total Parking	844	45	829	103	932	+195	1,127	

Source: City Staff and Walker discussions

The changes directly impact the original hybrid parking plan of paid and free areas. The following elements directly impact the recommended changes to plan:

- Loss of the key Ocean Optics lot for redevelopment
- Loss of Keller lot for redevelopment
- Active construction on Gateway project
- No new lot at Main and Milwaukee
- Existing pressure within surrounding residential areas

To account for these changes the paid and free parking areas previously identified have been refined and are reflected on the following recommended paid and free areas map on the following page.

DOWNTOWN DUNEDIN

PAID PARKING IMPLEMENTATION RECOMMENDATIONS

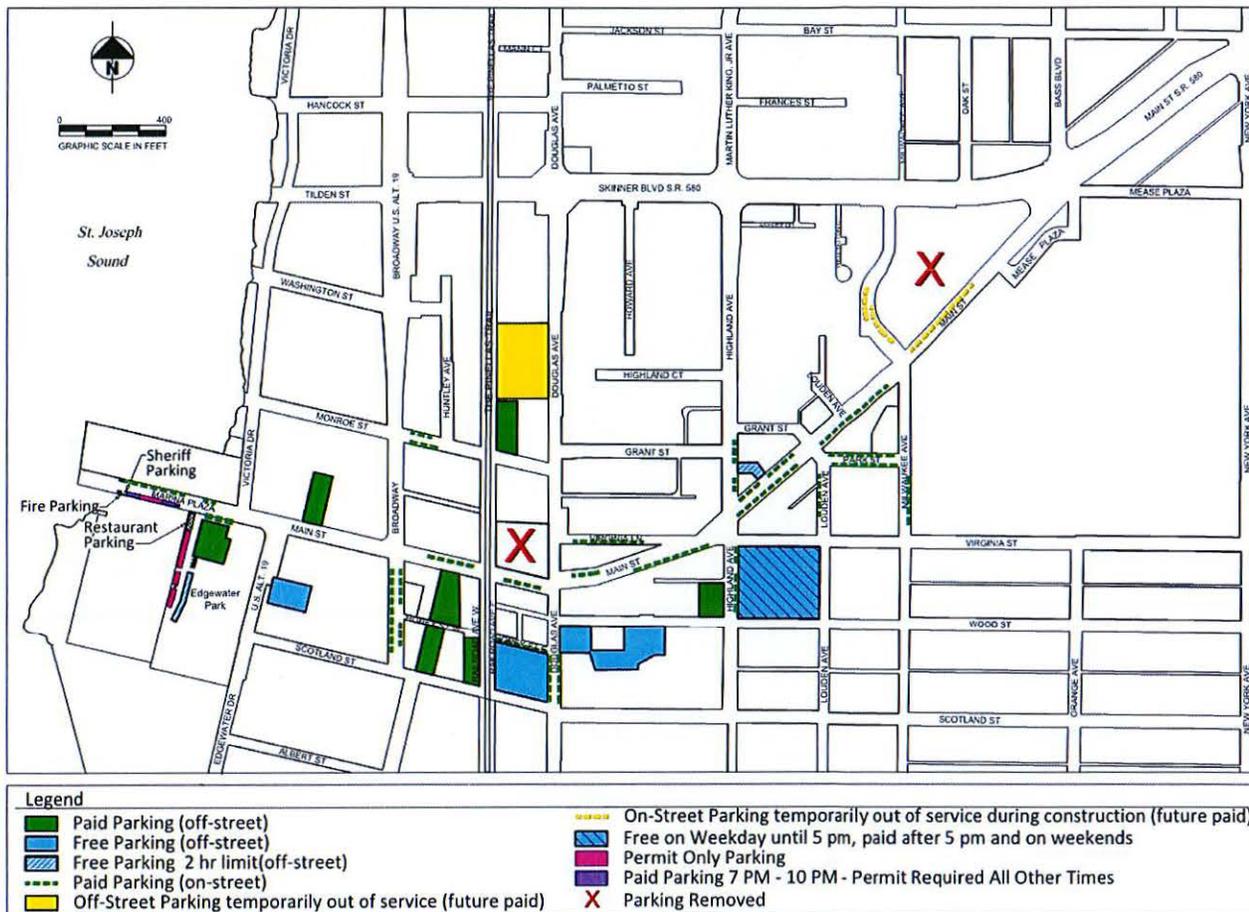


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Figure 2: Recommended Parking Area Map of Paid/Free Areas

DUNEDIN PARKING MAP



Total Free vs. Paid (Weekday Day)

Paid	458	49%
Free	474	51%
Total:	932	100%

Total Free vs. Paid (Evenings and Weekends)

Paid	697	75%
Free	235	25%
Total:	932	100%

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PARKING RATE AND TIME LIMIT RECOMMENDATIONS

Parking rates for on-street and off-street should be based on convenience first. The recommended rates are considered a starting point, with adjustments, either higher or lower, based on observed occupancy. Because the on-street parking is generally perceived as more convenient and observed with the highest parking demand, we recommend the following rates and time limits:

Table 2: Recommended Parking Rates and Time Limits

Type	One Hour	Limit	Permit Rate
On-Street	\$1.50	3 hour	n/a
Off-Street (Edgewater Park and 510 Main St)	Free	2 hour	n/a
Off-Street	\$1.00	no limit	\$30/month
Garage	\$1.00	no limit	\$40/month
Off-Street – Baptist Lot	Free M-F to 5PM; \$1.00 other times	no limit	
Off-Street Church Lot	Free	no limit	n/a
Off-Street Station Square	Free	no limit	n/a
Off-Street 715 Edgewater Lot	Free	no limit	n/a

Note: Permit parking could be sold as a monthly pass or an annual pass with a discount for pre-paying for the year. The parking pass would be the plate number to eliminate the need to provide a physical permit. Users would need to provide any changes to the plate number to transfer parking rights to another vehicle. The permit rate offers a considerable savings for an employee paying the meter \$1.00 per hour, which comes to roughly \$40 per week assuming working 40 hours a week.

TIME LIMITS

We recommend the initial implementation of a four hour time limit for on-street parking and a two hour limit for the free parking located at Edgewater Park and 510 Main Street lot. We recommend no time limits within the remaining off-street lots, including the parking garage once it is completed. This is in line with keeping the system simple. The four hour limit for on-street parking also allows enforcement of ADA paid parking, which is required to be provided on-street for up to four hours at no charge by the State. A review of the time limits is recommended after the pilot program ends with adjustments to the system as needed based on experience.

PERIODS REQUIRING PAYMENT

We recommend the initial deployment of paid parking be in effect seven days per week between the hours of 10:00 am and 10:00 pm.

PARKING PERMITS

The current recommendation is to offer monthly parking permits for a monthly fee of \$30.00 per month or discounted to \$300.00 if purchased as an annual permit. The actual permit would be the registered license plate of the vehicle.

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Registered vehicles would be allowed parking on a first come first served basis at the following lots in addition to the free lots:

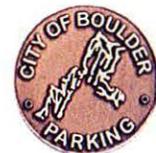
- Baptist Lot
- 228 Justice Plaza Lot
- Wood Street Lot
- Monroe Street Lot

Once the garage is opened, a limited number of permits could be made available for \$40.00 per month, recognizing that covered parking may be more desirable.

DISCOUNT PARKING PROGRAM FOR RESIDENTS

Discount programs for specific groups, such as residents, are possible, but rarely used due to costs and having the opposite effect of managing the parking through pricing. That being stated, the most common options to provide a discount include the following:

- Pre-paid reloadable discount card. Re-loadable card could be sold with \$25 worth of parking for \$20 advance payment from a central parking management office. This is a typical feature of smart meters but there is a cost to implement for the physical cards and software. Additional investment of \$6K - \$8K for a minimum order of 1,000 cards, software and set-up. In addition, there will likely be an on-going software fee of about \$1,200 per year. This adds a layer of complexity to the system and requires the City to proactively promote and manage. In many cases these programs are abandoned due to lack of participation.
- Develop a "Dunedin" Parking Token. These could be offered at a discount to the actual value and handed out by merchants or residents as a way to say thank you. Several cities offer this and have developed a unique token for their city. The typical token has a set parking monetary value or period of time. Our opinion of cost for an initial set of tokens is less than \$5,000.



ADDITIONAL OPTION FOR DISCOUNT FOR SHORT-TERM PARKING

Some pay stations have a short free period built into the rate structure. As an example, 10-minute free parking at the meter could be provided if selected when initially parking. This would allow quick stop users to park without paying the meter. The cost for adding this ability to the meter should be identified by the meter vendor for consideration.

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PARKING RATE ADJUSTMENT RECOMMENDATION

Walker recommends the City of Dunedin conduct seasonal evaluations of its parking system utilization each calendar year. These seasonal evaluations may be measured and documented through the use of the data provided by the pay station software. Walker believes the ability to capture and document this information will play a significant role when demonstrating the need to increase parking rates. Should seasonal utilization rates exceed the 85th to 95th percentile, Walker suggests the timing is appropriate to discuss a rate increase.

This strategy can be put directly into an ordinance, as is the case for Redwood City, California. Redwood City was one of the first cities to add an ordinance to base the meter rate on the occupancy level, with the rates subject to increase or decrease by a set amount based on the observed occupancy level. This ordinance is provided in Exhibit A as an example.

RECOMMENDED PAY STATION OPERATION

The recommended operational pay-station type is "Pay-by-Plate" which requires patron to enter their plate number before paying for parking. This option associates the payment with the vehicle license plate and allows improved integration with enforcement and options for permit or discount based on a specific vehicle using the plate as the credential for payment.

Any system will be new to the users, be it pay-by-plate, pay-by-space, or pay and display. To make the system user friendly, we recommend a strong public awareness marketing campaign, including demonstrations, how to videos, news releases, ribbon cutting, signage, ambassadors, potential give-a-ways of keychains with a place to write your license plate number, radio adds to promote and educate, developing a parking slogan, and branding the parking program.

These strategies for improving acceptance of this payment method are summarized below:

- Ambassadors interacting with the public at pay kiosks during roll-out
- Strategically placed signage
- How to video on website demonstrating the use of meter
- Use of smart phone to capture the license plate information
- Keychains with space to write plate number
- Distributing marketing material prior to initial deployment of meters
- Multiple press releases

Note: The City has already issued a meter RFP and is in the process of evaluating meter options.

Clearwater Florida used a ribbon cutting ceremony to mark the introduction of their pay by phone app as shown in the photo on the right.



Ambassadors are recommended to be used as the enforcement approach. During the roll-out we recommend additional ambassadors to focus on education rather than enforcement. Staffing levels would be reduced and the focus would be on enforcement after the roll-out.

RECOMMENDED PAYMENT OPTIONS

We recommend the pay stations accept coin and credit cards (standard features) plus integrate with a pay-by-phone provider, including a parking app. The parking app should allow users to add time to their parking session and to be reminded before the parking session expires. The typical cost for using pay-by-phone is \$0.35 which is passed along to the user. There would be some benefits to integrating with Parkmobile, the provider is already in use in surrounding Clearwater, Tampa, and St. Petersburg, so users can use one app for the area rather than a special app just for Dunedin. Below is an example of a screen shot from the app and basic directions to sign-up for the app.



TIMELINE OF TRANSITIONING FROM FREE TO PAID

Initial planning should be conducted with the final meter vendor and parking management company input. For planning purposes, we generally recommend one parking kiosk per block-face with signage directing parkers to the kiosk with payment as pay-by-plate. (see photo of signage used in Tampa above) The Manual on Uniform Traffic Control Devices (MUTCD) provides additional standard details for parking signage with an example provided below. State and local regulations regarding parking signage should be reviewed prior to installation.



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Each kiosk typically requires a concrete pad sufficient to bolt down the equipment. (see photos below as examples) In some cases an existing sidewalk is sufficient. Off-street parking areas may require more than one kiosk depending on the size and general pedestrian walkways to and from the lot.



In addition to planning the location of the kiosks and signage, the meter vendor will need to test cellular connectivity for transactions. The overall area could be reasonably broken down into two deployment phases with the initial phase consisting of about 15 - 20 kiosks for focused installation and testing. The initial area is recommended to include the highest demand areas, which include Main Street between the Marina and Loudon, Broadway, and the Museum and Trail lots.

As this focused area of installation is completed over an estimated two week period for installation and testing, signs of the pending change would be posted, directional pamphlets distributed to area merchants (most likely a follow-up), information on the meters posted to the website, ambassadors on-hand to provide assistance, and visits to surrounding businesses to gain feedback and address any questions.

During the first week of going live (after a ribbon cutting ceremony) ambassadors could focus on helping users with the meters and less on enforcement, with warnings during the first week offering first-time violators helpful directions on how to use the meters and downloading the app. After the first warning, fines should be imposed and after the initial first week, fines should be in place for all violators.

Within two to three weeks of the initial area opening for paid parking, the remaining areas should be placed into service with bags covering the equipment until it is fully installed and tested. The pay station coverings should state when paid parking will start in the new area.



ESTABLISH FINES FOR NON-COMPLIANCE

Paid parking requires establishing fines and enforcement for non-compliance. Typical fines for these types of violations in the Florida market range anywhere from \$15 to \$25 for parking overtime/expired meter; \$20 to \$30 for restricted parking violations; and \$250 for disabled parking violations as specified under the Florida State Statutes. Municipalities will often establish a local ordinance that allows for the addition of an administration fee on each citation. Administration fees may be used to defray an operating cost such as costs associated with citation adjudication. A number of local municipalities have created language where additional fees may be added to a citation to help fund school crossing guard programs.

Should a citation remain uncontested or unpaid after 10 to 14 days, a municipality may develop language for the addition of a late fee. Late fees typically range from \$5 to \$10 per citation. Walker recommends the implementation of late penalties.

We recommend establishing the following fees specific to paid parking:

Overtime/expired meter -	\$ 20.00
Restricted parking area -	\$ 25.00
Unauthorized ADA parking -	\$250.00
Failure to pay within 10 days -	add \$5.00

SCOFFLAW/IMMOBILIZATION

Language within the Florida State Statutes allow municipalities to create a local ordinance for immobilization or vehicle towing in the event motorists fail to pay or contest their outstanding parking citations. By definition, a scofflaw is someone who fits the description of a contemptuous law violator. These individuals have no intent to abide by the law nor will they pay their parking violation fines.

Walker recommends the establishment of an immobilization ordinance allowing local enforcement personnel the opportunity to capture license plate information specific to scofflaws with multiple outstanding parking citations. Walker recommends establishing the criteria for a minimum number of outstanding parking citations before a motorist is added to a scofflaw list. We suggest no more than three outstanding citations.



RECOMMENDED APPROACH TO ENFORCEMENT AND MANAGEMENT

We recommend an Ambassador approach to parking through a professional parking management company. These ambassadors should be dressed in a non-threatening uniform, able to provide area directions and assistance, knowledgeable and able to assist users with the new meters, and promote all the parking options. In addition, they would write citations; however, they should consider themselves a welcoming service to Downtown, which goes beyond a traditional rule enforcer.

MANAGEMENT OF PARKING SYSTEM

Current enforcement is dependent upon the County Sheriff's Department, which has reported limited resources for enforcement of existing parking regulations. This is evident in some of the discussions regarding parking in residential streets during events. Given the potential temporary nature of the pilot program, we recommend the City consider outsourcing the management of the parking during the initial pilot program with clauses to continue beyond the initial period. This allows the City to focus on the overall impact of the program without also having to learn the day-to-day operations of paid parking. Parking operators can provide enforcement, revenue collections, staffing for events, and limited maintenance on the kiosks. The City would provide a main contact for the vendor and provide guidance and contract oversight.

Several national companies offer parking management services with local offices throughout the state of Florida. Walker believes a number of these organizations would be interested in teaming with the City. Some of the national companies include SP+, ABM Parking Services, LAZ Parking, Lanier Parking, and Denison Parking. When selecting an operator for parking, it is imperative to carefully vet each proposal to allow for a fair comparison.

The management fee is typically based on the budgeted expenses to staff, equip, maintain, and supply the operation. These fees are based directly on the level of service dictated by the City and hours of operation. In addition to the direct costs, there is an actual management fee for the services. The entire fee should be considered, as each operator will have its own approach and cost basis in addition to the management fee. Considering enforcement staffing for 12 hours per day, seven day a week, part-time bookkeeping, part-time basic maintenance, management, and supplies, our conceptual opinion of cost to manage the parking ranges from \$225,000 - \$300,000. Ultimately, the best way to obtain a fair price is through a well written RFP designed to allow comparison between vendors and clearly state the minimum required standards. An article written on the subject is provided at the end of the exhibits.

REQUIRED ORDINANCES

Walker recommends the City of Dunedin develop a parking-specific chapter within the general ordinance section of its city charter. Specific to this chapter, Walker suggests the City develop language detailing administrative authority, establishment of parking fees, parking regulations and violation penalties. The language should be defined through a series of local ordinances

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transferring jurisdiction responsibilities from the Florida State Statutes (FSS) to the Charter for the City of Dunedin.

It is important to understand that uniform traffic control regulations defined in FSS Chapter 316 may only be enforced through the use of a uniform traffic control citation. Local parking ordinances are enforced through the use of a civil citation. The use of a civil citation for parking violations shall also afford the opportunity for a violator to contest the citation through the services of a 3rd party hearing magistrate. Civil citations do not count against a motorist's driving record.

Exhibit B provides links to a sampling of neighboring cities' parking ordinances providing for the establishment and regulation of a municipal parking system. These and additional ordinances may be found within the online code library at www.Municode.com.

Parking violations should be established with the City of Dunedin municipal parking code. There are three typical types of violations: 1) parked overtime or expired parking meter, 2) restricted parking, such as fire hydrant or no parking zone, and 3) disabled parking violation without a valid placard or license plate displayed.

RESIDENTIAL PARKING PERMIT PROGRAM

We recommend the City of Dunedin establish a policy for administering a residential parking program (RPP) in certain areas within the city limits expected to be impacted by commercial parking overflow. The RPP shall be available in areas where there is a heavy concentration of vehicles during certain times of the day which prevents residents in those areas from having reasonable access to their homes. An example RPP program is provided from the City of Coral Gables, Florida in Exhibit C.

For planning purposes, we recommend the initial area for targeting residential education to include the area bound by Skinner Blvd to north, Orange Avenue to the east, Roanoke Street to the south, and the water to the west. This encompasses both the downtown and the ball park. The program is not meant to be mandatory; rather, by petition of the residents as outlined herein.

PERMIT ELIGIBILITY

City residents with a residential address in a defined residential neighborhood or boundary will be eligible to apply for the residential parking program. Each registered address will be eligible for a maximum of two residential parking permits. Additional permits may be granted by the City of Dunedin upon demonstrated need or mitigating circumstance.

REQUEST FOR RESIDENTIAL PARKING PROGRAM

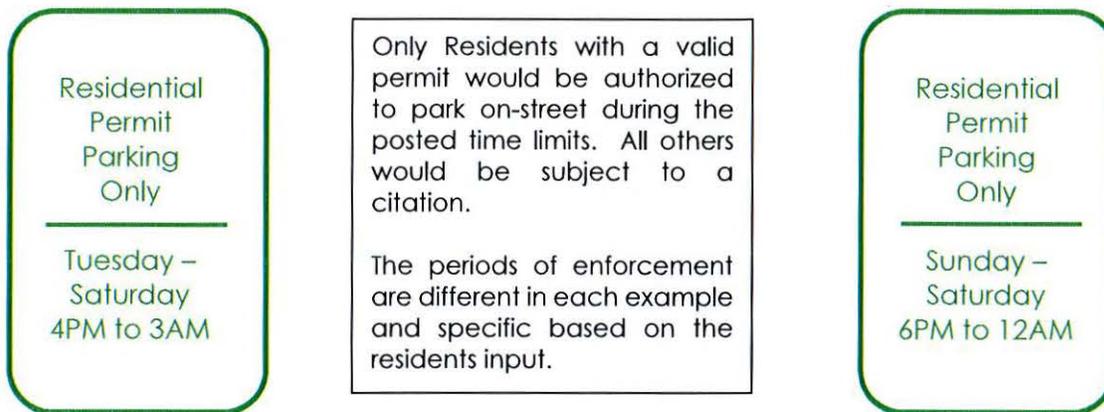
A residential neighborhood may petition the City with a request for a residential parking program. A neighborhood may consist of a collection of two or more contiguous blocks demonstrating a majority signed consent. Once a residential neighborhood has been approved for a residential parking program, the City will erect signs within each block of the neighborhood

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designating the area as a residential permit parking only area. Program hours of operation will be posted on each sign. An example of a residential parking program sign is shown Figure 3.

Figure 3: Example Residential Parking Program Signage



Source: Walker Parking Consultants 2016

PERMIT ELIGIBILITY REQUIREMENTS

Established proof of residence will be required by each homeowner within the approved residential parking program boundaries. Walker suggests the homeowner provide proof of residency with a copy of any two of the six following items:

1. Current Florida driver's license with an address in the approved boundary;
2. Current utility bill in the homeowners name with address in approved boundary;
3. Current property rental agreement noting name of applicant, address, terms of lease and signature of lessee and lessor within approved boundary;
4. Current property purchase agreement, sales contract or settlement statement noting name of applicant, address, and signature within approved boundary;
5. Current mobile phone bill or landline bill in homeowners name with address in approved boundary;
6. Current Pinellas County property tax bill in homeowners name with address in defined boundary.

Homeowners will be required to provide the license plate numbers of each household vehicle and any visiting family member's license plate information. A minimum of one license plate per household will be required to activate a residential parking program account. With the pursuit of a pay by plate system for Downtown paid parking, Walker recommends the integration of license plate permit system which may be enforced with the same enforcement tool used by the Ambassadors enforcing the paid parking system. Such a permit system will allow a homeowner to provide as many license plate credentials as they like; however only two license plate credentials per household may be valid at any time during the residential parking program hours of operation.

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PERMIT RENEWAL PROCESS

Permits issued to residential households shall renew on an annual basis to account for homeowner changes and prevent the potential for permit misuse. Homeowners shall be required to renew their residential status online or by notifying the city's parking management contractor. The permit would be available to the current tenant if leased and not necessarily the actual homeowner.

PERMIT DENIAL AND REVOCATION

Residential parking permit holders may have their residential permit parking privileges revoked if it is found they are misusing their parking permits for personal gain or reselling the privilege to employees and regular visitors that do not reside within the neighborhood boundaries.

RPP ENABLING ORDINANCE INFORMATION

Walker recommends the City develop a residential parking ordinance defining the basic criteria and process of establishing a residential permit parking area. Residential permit parking boundaries should be included in this ordinance and amended each time a residential neighborhood petition is accepted and authorized.

SPECIAL EVENT PARKING

We recommend event parking charges be considered for off-street parking lots during large public events for a flat rate or at a minimum have staff available to assist patrons to pay the meter, as if payment is not made, enforcement will leave a citation that will be perceived negatively. Given the current market, it is our opinion that for most events \$5.00 would be appropriate or just leaving it at the regular meter rate. It is also possible to change the meter rate to a flat rate during special events.

Charging a flat fee would allow staff to manage the lot during peak usage, assist patrons with finding a parking space without having to stop at the meter, close the lot when it is full, and pick-up trash from the lot after the event is over.

We recommend developing a list of events to consider charging with a list of the lots that would be impacted. This list should be approved in advance. When special events take up on-street parking, the City may consider charging for the lost meter revenue. Even if the fee is waived, it should be considered as an expense or contribution toward the event by the City.



NEW GARAGE CONTROLS

There are two options for controlling the public parking within the parking garage. Understanding the public parking area is completely separate from the residential parking areas, extending the meters to the garage is a viable option. The meters would require power and internet connections as well as signage, but would be less costly than a gated system and allow free traffic flow. The main disadvantage is that the parking would need to be enforced, but that would also ensure a security presence on a regular basis.

EVALUATION CRITERIA

The goal of the parking pilot program is to provide a positive source of funds to improve the overall availability of parking within downtown. To this end we recommend the following metrics be tracked to determine the overall effectiveness of the program:

- Revenue generated per space verses expense per space
- Parking occupancy before and after comparison
- Number of Residential Parking Permit areas established
- Percentage of discount parking cards purchased by month
- Percentage of transactions completed with the app vs cash vs credit card at the meter
- Number of citations issued per month by type
- Percentage of appealed citations by month

EXHIBITS



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EXHIBITS

EXHIBIT A: REDWOOD CITY CODE OF ORDINANCES

(Related to Parking Rate Adjustment)

CHAPTER 20 – MOTOR VEHICLES AND TRAFFIC

ARTICLE VII. – STOPPING, STANDING, AND PARKING

DIVISION 5. - ON-STREET PARKING METER ZONES AND RATES

Sec. 20.133. - PERIODIC ADJUSTMENT OF DOWNTOWN METER ZONE METER RATES:

Under the authority of California Vehicle Code section 22508, the following process for adjusting Downtown Meter Zone meter rates from time to time to manage the use and occupancy of the parking spaces for the public benefit in all parking areas within the Downtown Meter Zones is hereby established.

- A. To accomplish the goal of managing the supply of parking, including the use and occupancy of parking spaces for the public benefit, and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established as the goal sought to be achieved with the rate structure for parking meters within the Downtown Meter Zones. Such target occupancy rate balances the consistent use of the public parking supply with minimizing the time it takes for individual parkers to find a parking space. For purposes of this [Section 20.133](#), the "two (2) representative days" shall fall on a Tuesday, Wednesday, or Thursday, and shall exclude days that fall on a holiday, experience severe weather, or host a special event within the City's downtown area. The two (2) representative days shall be taken from within a single month during one of the busiest four (4) months of the year, based on the past twelve (12) month period of parking data.
- B. At least biennially and not more frequently than quarterly, the City Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters and recalculate the parking rates for parking meters in both Downtown Meter Zones A and B using the criteria and calculations established below:
 1. In the Downtown Meter Zone A:
 - a. The hourly parking rate in Downtown Meter Zone A shall at all times be between twenty-five cents (\$0.25) per hour and two (\$2.00) dollars per hour.
 - b. If the average occupancy within Downtown Meter Zone A between the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days are over 85%, the then existing hourly meter rate shall be increased by twenty-five cents (\$0.25) provided, however, the hourly parking rate shall in no event exceed the approved maximum rate.
 - c. If the average occupancy within Downtown Meter Zone A between the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days are between seventy percent (70%) and eighty-five percent (85%), the then existing hourly meter rate shall remain the same.
 - d. If the average occupancy within Downtown Meter Zone A between the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days are below seventy percent (70%), the then existing hourly meter rate shall be reduced by twenty-five cents (\$0.25), provided, however, the hourly parking rate shall in no event go below the approved minimum rate.
 2. In the Downtown Meter Zone B:
 - a. The hourly parking rate in Downtown Meter Zone B shall at all times be between fifty cents (\$0.50) per hour and three (\$3.00) dollars per hour.

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- b. If the average occupancy within Downtown Meter Zone B between the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days are over eighty-five percent (85%), the then existing hourly meter rate shall be increased by fifty cents (\$0.50), provided, however, the hourly parking rate shall in no event exceed the approved maximum rate.
- c. If the average occupancy within Downtown Meter Zone B between the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days (Tuesday, Wednesday, or Thursday) are between seventy percent (70%) and eighty-five percent (85%), the then existing hourly meter rate shall remain the same.
- d. If the average occupancy within Downtown Meter Zone B the hours of eleven o'clock (11:00) A.M. and one o'clock (1:00) P.M. on two (2) representative days are below seventy percent (70%), the then existing hourly meter rate shall be reduced by fifty cents (\$0.50), provided, however, the hourly parking rate shall in no event go below the approved minimum rate.

C. The new rates shall become effective upon the programming of the parking meter for that rate. The current schedule of meter rates shall be available at the City Clerk's office.

D.

(Ord. No. 2406, § 4, 6-9-14)

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PAID PARKING IMPLEMENTATION RECOMMENDATIONS



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EXHIBITS

EXHIBIT B: EXAMPLES OF PAID PARKING ORDINANCES

Tampa: (Chapter 15)

https://www.municode.com/library/fl/tampa/codes/code_of_ordinances?nodeld=COOR_CH15PA

St. Petersburg: (Chapter 26)

https://www.municode.com/library/fl/st._petersburg/codes/code_of_ordinances?nodeld=PTII STPECO_CH26TRVE

Clearwater: (Chapter 30)

https://www.municode.com/library/fl/clearwater/codes/code_of_ordinances?nodeld=SPAGE OR_CH30TRMOVE

Orlando: (Chapter 39)

https://www.municode.com/library/fl/orlando/codes/code_of_ordinances?nodeld=TITIIICICO_CH39ORTRPACO

Lakeland: (Chapter 98)

https://www.municode.com/library/fl/lakeland/codes/code_of_ordinances?nodeld=PTIITHCO_CH98TRVE

EXHIBITS

EXHIBIT C: EXAMPLE OF RESIDENTIAL PARKING PERMIT PROGRAM

Coral Gables Residential Permit Parking

The City of Coral Gables has instituted a Residential Permit Parking Program that is available to any residential property owner when there is a significant shortage of parking availability in the immediate area due to commercial parking incursion.

A residential property owner must request a Residential Permit Parking Program in a specific block with the block being defined as both sides of any single street named, numbered block and obtain the approval of a minimum of 51 percent of the residents of that block. There is an annual cost per vehicle to obtain annual decals that allow parking in the designated residential areas.

HOW THE RESIDENTIAL PERMIT PARKING PROGRAM WORKS

Who may apply for the Residential Permit Parking Program?

Any residential property owner may petition the City of Coral Gables Parking Department for inclusion in the Residential Permit Parking Program.

Are there any special requirements for program participation?

In order for the block in question to be considered eligible for inclusion in the Residential Permit Parking Program, a survey is conducted to determine if there is a significant shortage of parking availability due to commercial parking incursion.

Are there any official application procedures?

If the block in question is found to be eligible for inclusion in the Residential Permit Parking Program, the petitioner will be provided an official form in order to canvas that block.

What fees are associated with the Residential Permit

Please see other side for more >



EXHIBITS

(continued)

Parking Program?

The cost to residential property owners or renters is \$20 per vehicle per year. Four free visitor hanglets are provided to each participating residence. Additional visitor hanglets are available at \$5 each per day.

What criteria is used to determine if a block is approved for the Residential Permit Parking Program?

The petition must have the signatures of a minimum of 51 percent of the property owners favoring inclusion in the Residential Permit Parking Program. Petitioners are limited to one signature per property address.

If my block is approved what happens next?

All residents of each dwelling located within a program area will be eligible to buy annual program decals at the Coral Gables Parking Department located at 2801 Salzedo St., Second Floor. Office hours are Monday through Friday, from 8 a.m.– 4:30 p.m.

Program decals may be purchased upon the presentation of current motor vehicle registration, current driver's license, and either a current utility bill or a copy of a fully executed lease for property located within the program area. These documents shall be in the name of the person acquiring the program decals and reflect an address within the program area boundaries.

The City of Coral Gables shall install signage in the program area indicating respective parking restrictions.

During the hours of enforcement, the City of Coral Gables shall be authorized to issue parking citations to all vehicles parked in the program area that do not display a proper program decal or visitor hanglet.

For additional information contact:
Coral Gables Parking Department **305-460-5540**



CORAL GABLES CITY COMMISSION

Donald D. Slesnick II, Mayor
William H. Kerdyk Jr., Vice-Mayor

Maria Anderson, Commissioner
Rafael "Ralph" Cabrera Jr., Commissioner
Wayne "Chip" Withers, Commissioner

Patrick Salerno, City Manager
Elizabeth M. Hernandez, City Attorney
Walter J. Foeman, City Clerk

Visit the City of Coral Gables
Web site:
www.coralgables.com



EXHIBITS



CITY OF CORAL GABLES
Ph. (305) 460-5540
PETITION FOR RESIDENTIAL PERMIT PARKING

We the undersigned residents of the _____ block of _____ petition the Parking Department and the Parking Advisory Board of The City of Coral Gables to designate our block (both sides) as part of the Residential Permit Parking Program. The petition contains signatures of at least fifty-one percent (51%) of the households (one signature per household) on the street.

We understand the fees, regulations, and limitations of the Residential Permit Parking Program listed below:

The program is in effect Monday thru Sunday with hours as requested. A permit costs \$20.00 per year for each vehicle.

To be eligible, a vehicle must display a valid Florida license plate registered to a home address within the permit parking zone.

The permit increases the resident's chances of finding a parking space by stimulating turnover and eliminating dead storage of non-resident vehicles; however, it does not guarantee a parking space.

A permit is only valid on those blocks posted with a permit parking sign having the corresponding zone number.

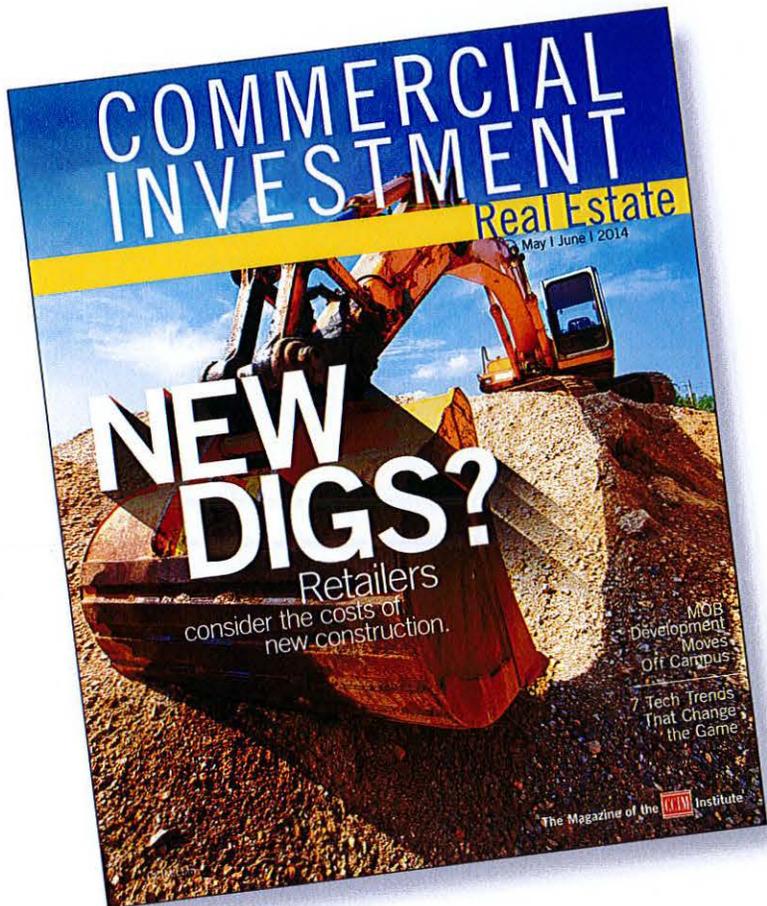
This petition serves only to inform and advise The Coral Gables Parking Department and The Parking Advisory Board of our interest in being designated a Residential Permit Parking Program block and our understanding of the programs regulations.

NAME (Print)	SIGNATURE	ADDRESS/PHONE	DATE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

Name of Survey Bearer _____ No. of households signing _____

Signature of Survey Bearer _____ No. of households on block _____

Phone No. of Survey Bearer _____ Percentage of households signing _____



This article brought to you by **Commercial Investment Real Estate**, the magazine of the **CCIM Institute**.

To read the entire issue or find out more about the Institute, go to **www.ccim.com**.



Parking Problems

Evaluating operations could lead to better service and greater profitability.

by **Phill Schragal**

Parking is a vital part of many commercial property operations. In multifamily, office, and retail properties, parking is often the first thing that visitors experience, and parking facilities often serve as de facto lobbies for commercial buildings and complexes. As such, tenants expect convenient, safe, and secure parking for their staff and customers.

Yet, in spite of parking's importance, many property owners take a hands-off approach to working with their parking operators. If specific problems don't arise, owners are often content to give their operators a free hand from year to year. However, when assessing the bottom-line performance of an operator, it makes sense to take a closer look every now and then.

Since the recession and the slow market upswing, prop-

erty owners and managers have focused on controlling costs as a way to improve a building's financial profile. In addition, investors considering ways to add value to a property acquisition may have overlooked parking as a potential area to improve operations and profitability. In both cases, ignoring a parking operation could result in lost revenue to deficiencies in a number of key areas, including audit control, facility maintenance, marketing policies and pricing for daily and monthly rates, staffing requirements, and technological advancements.

Providers, Not Partners

In the past, property owners often regarded parking operators as their partners. However, parking management

ImageSource/Glow Images

years after purchasing the property, the new owner issued an RFP to assess operating costs as well as the fees charged to manage the asset.

In the proposal review process, several bidders offered new marketing initiatives and technological enhancement opportunities. The incumbent operator promised business as usual. A comparison matrix of proposed operating expenses also revealed that the incumbent proposed annual operating costs were 11.5 percent higher than the nearest bidder and 47 percent higher than the least expensive, using a base staffing schedule included with the RFP.

The owner subsequently requested that the operator submit a best and final budget proposal and revised marketing plan. Much to the owner's dismay, the best and final budget was still 5.5 percent greater than the nearest bidder and 26 percent higher than the least expensive. Additionally, the revised marketing plan clearly lacked the creativity shown by other respondents. Eventually, the operator's unwillingness to reduce expenses, explaining that "some operators are just better and in fact command greater fees," resulted in the owner awarding the asset to another firm.

RFP Process

To begin the RFP process, the property owner or manager, with assistance from a parking consultant, prepares a list of qualified operators from whom they would like to request proposals. Along with the RFP documents, a sample management agreement is included to ensure an unbiased comparison among providers.

A pre-proposal meeting and walk-through is held after interested operators have had a chance to review the RFP document thoroughly. Questions are not typically allowed during the pre-proposal meeting and walk-through to ensure that no operator will have an unfair advantage by reason of unilateral conversations with the owner or the owner's consultant. Any questions resulting from reviewing the RFP or from the walk-through are solicited from the operators and answered through a written addendum. Most owners and management companies select a committee to evaluate the proposals, attend finalist interviews, and select the best operator. The selection committee is usually comprised of people involved in overseeing the facility, but sometimes may include people engaged in the parking business that are employed elsewhere.

The owner's parking consultant assists the selection committee with the evaluation process by preparing an objective analysis of the proposals and answering questions the selection committee may

EVALUATION SCORECARD

Initial Rating Criteria	Max Points
General manager résumé	5
Related operating experience	20
Proposed operating plan	20
Proposed operating expense budget	30
Proposed management fee	25
Maximum score	100
Final Evaluation Criteria – Short-Listed Operators	Max Points
General manager interview	10
Operator's presentation	10
Operator's experience (similar venues)	1
Reference checks	5
Operations plan and cost proposal	25
Operator's customer service training plan	20
Management fee	20
Maximum score	100

Source: Walker Parking Consultants

have when it performs its own analysis. Though usually attending the interviews, most consultants prefer, or even demand, to be a nonvoting committee member. In the public process, the consultant generally participates in the presentation to the final decision-making body such as a city council or airport commission.

For owners or property managers, the RFP can be an important tool. Whether the owner or manager feels the operator provides great service or whether there's speculation that a replacement can provide similar service for less cost, issuing an RFP can be an eye-opening experience. It can often get the owner and property manager back on track when it comes to managing their parking asset to its fullest potential and also help to achieve the maximum bottom-line profitability for the owner.

Phill Schragal is director of the Parking Operations Consultant Group at Walker Parking Consultants. Contact him at phill.schragal@walkerparking.com.

Creative_Outlet/Thinkstock

PARKING STATS

- Monthly unreserved U.S. parking rates increased YOY by \$5.47 or 3.4 percent; in Canada, by \$6.39 CAD or 2.7 percent
- The average monthly U.S. median unreserved parking rate is \$166.26 USD; \$241.72 CAD
- Daily rates increased by 2.9 percent to an average of \$17.19; Canadian daily rates increased by 3.4 percent to an average of \$16.04 CAD
- One-third of all U.S. markets have garage waiting lists with the average time 9.3 months; All Canadian markets have garages with wait lists with average time 7.8 months

Source: Colliers International 2012 Parking Rate Survey

PAID PARKING REVENUE
 CONCEPTUAL REVENUE POTENTIAL
 5/25/2016



WALKER
 PARKING CONSULTANTS

ON-STREET REVENUE ANALYSIS	Hourly Rate
	\$1.50
Potential Average Daily Revenue per Parking Space (12 hr spaces)	\$8.10
Potential Annual Revenue per Parking Space (unadjusted)	\$2,803
Annual per Space Non-Compliance Adjustment	(\$561)
Annual per Space ADA Placard Free Parking Adjustment	(\$420)
Potential Annual per Space On-Street Revenue	\$1,822
Annual reduction for 5-Hour Paid Marina Spaces (11 spaces)	(\$17,983)
Total Annual On-Street Meter Revenue Before Discounts	\$421,000

Annual per Space Residential Discount Adjustment	(\$182)
Total On-Street Annual Revenue with Residential Parking Discount	\$377,100

Assumptions:

Total Regular # of On-Street Parking Spaces:	241
<i>Main Street - Milwaukee to Loudon S</i>	9
<i>Main Street - Loudon to Highland N</i>	10
<i>Main Street - Loudon to Highland S</i>	18
<i>Main Street - Highland to Douglas N</i>	7
<i>Main Street - Highland to Douglas S</i>	17
<i>Main Street - Douglas to Alt 19 N</i>	13
<i>Main Street - Douglas to Alt 19 S</i>	11
<i>Main Street - Alt 19 to Marina South N</i>	25
<i>Main Street - Alt 19 to Marina South S</i>	21
<i>Milwaukee - South of Main E</i>	8
<i>Park - West of Loudon N</i>	8
<i>Park - West of Loudon S</i>	7
<i>Louden - South of Main W</i>	7
<i>Highland - North of Main E</i>	5
<i>Highland - South of Main E</i>	8
<i>Virginia - East of Douglas S</i>	16
<i>Honey - Douglas to Pinellas Trail S</i>	11
<i>Douglas - South of Main E</i>	7
<i>Douglas - South of Main W</i>	4
<i>Broadway - South of Main E</i>	8
<i>Broadway - South of Main W</i>	10
<i>Monroe St - New spaces</i>	11
Hours of Operation: 10:00 AM - 10:00 PM	12 Hours/Day
Marina spaces paid after 7:00 PM	11 Spaces
Days of Operation: 7 Days per week; less 18 event days	346 Days/Year
Average Occupancy: Average for all days/hours paid	45%
Percent non-compliance:	20%
ADA Placard Free Parking: (State Law)	15%
Resident Discount Program Impact:	10%
Estimated cost per multi-space meter, installed:	\$10,000
Monthly Mgmt/Comm fees per meter, per month:	\$60
Rounding to nearest hundredth	

PAID PARKING REVENUE
 CONCEPTUAL REVENUE POTENTIAL
 5/25/2016



WALKER
 PARKING CONSULTANTS

OFF-STREET REVENUE ANALYSIS	Hourly Rate
	\$1.00
Potential Revenue per space - 12 hr lots	\$4.80
Potential Annual Revenue per space - 12 hr lots (unadjusted)	\$1,661
Annual per Space Non-Compliance Adjustment - 12 hr lots	(\$498)
Annual per Space ADA Placard Free Parking Adjustment	\$0
Potential Annual Revenue per space - 12 hr lots	\$1,163
Potential Annual Revenue per space - Baptist Lot (adjusted)	\$653
Annual Off-Street Annual Meter Revenue - Before Discounts	\$408,333
Annual Residential Parking Discount Adjustment	(\$40,833)
Total Off-Street Annual Revenue with Residential Parking Discount	\$367,500

Assumptions:

# of Off-Street Parking Spaces:	456
Marina Lot	66
Museum/Trail Lot	39
Scotland/Honey Lot	32
Monroe Street Lot	20
Wood Street Lot	25
Baptist Lot	239
228 Justice Plaza	35
Hours of Operation: 10:00 AM - 10:00 PM	12 Hours/Day
*Baptist Lot free - M-F 10:00 AM - 5:00 PM - Paid All Other Hours	44 Hours/Week
Days of Operation: 7 Days per week; less 18 free days	346 Days/Year
Average Occupancy: Average for all days/hours paid	40%
Percent non-compliance:	30%
ADA Placard Free Parking: (assume all meters/lots ADA compliant)	0%
Resident Discount Program Impact:	10%
Estimated cost per multi-space meter, installed:	\$10,000
Monthly Mgmt/Comm fees per meter, per month:	\$60
Rounding to nearest hundredth	

Enforcement of Parking

CITATION REVENUE ANALYSIS	Basic Fee	
	\$20.00	
Total Spaces	697	
Daily Citations Issued: (not including warnings)	15	\$300
Weekly Citations Issued:	105	\$2,100
Annual Revenue:		\$109,200



Summary

Revenue (Conceptual based on assumptions)

On-Street Meters	\$ 377,100
Off-Street Meters	\$ 367,500
Sub-Total Paid Parking	<u>\$ 744,600</u>
Citation Revenue	\$ 109,200
<i>Total Revenue</i>	<u>\$ 853,800</u>

Expenses (Conceptual based on assumptions)

42 Meters (total meter cost assumption / 5)	\$ 84,000
Annual Meter Management Service Fee	\$ 30,200
Credit Card Fees (0.5 paid by cc x 0.08 fee)	\$ 34,200
Staffing, Supplies, Mgt Fee	\$ 250,000
<i>Total Expenses</i>	<u>\$ 398,400</u>
<i>Revenue less Expenses (Conceptual based on assumptions)</i>	<u><u>\$ 455,400</u></u>

Total Free vs. Paid (Evenings and Weekends)

Paid	697	75%
Free	235	25%
Total:	<u>932</u>	<u>100%</u>

Total Free vs. Paid (Weekday Day)

Paid	458	49%
Free	474	51%
Total:	<u>932</u>	<u>100%</u>

DOWNTOWN DUNEDIN PAID PARKING IMPLEMENTATION

City Council Review and Discussion

Prepared for:

The City of Dunedin

2 June 2016



WALKER
PARKING CONSULTANTS

Discussion points

- ◉ Why paid parking?
- ◉ What is the plan?
- ◉ How much and when will I have to pay?
- ◉ How will I pay?
- ◉ What about surrounding residential streets?
- ◉ Who will manage the parking?
- ◉ What if I forget to pay or park too long?

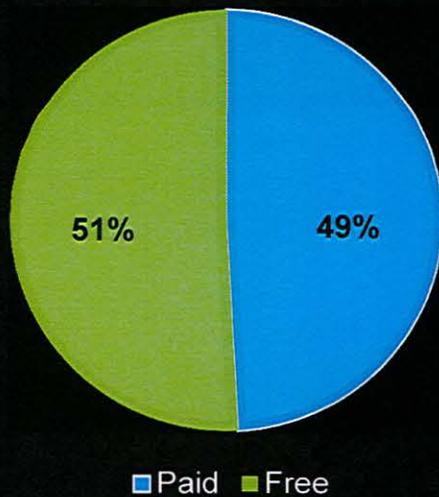
Why paid parking?

- Limited supply
- Manage demand
- At risk parking
- Encourage turnover

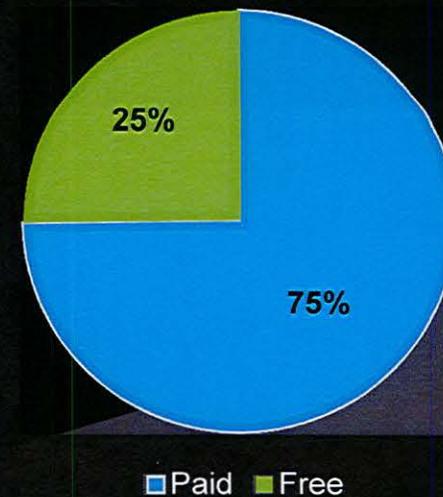
What is the plan?

- Pilot program – 12 month evaluation
- Hybrid Paid and Free
- Encourage long-term solution to parking

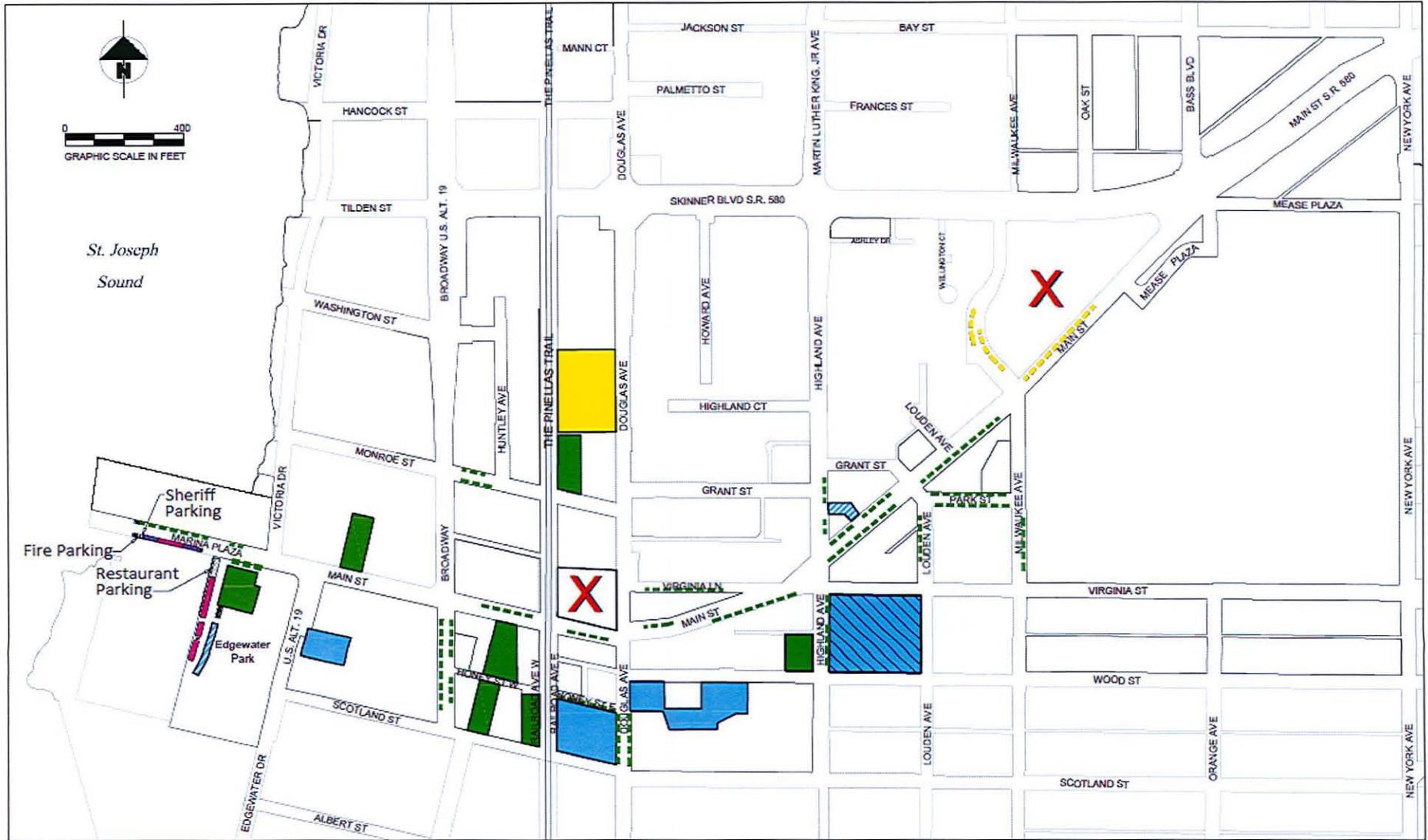
WEEKDAY UNTIL 5 PM



AFTER 5 PM AND WEEKENDS



DUNEDIN PARKING MAP



Legend

- | | |
|---|---|
|  Paid Parking (off-street) |  On-Street Parking temporarily out of service during construction (future paid) |
|  Free Parking (off-street) |  Free on Weekday until 5 pm, paid after 5 pm and on weekends |
|  Free Parking 2 hr limit(off-street) |  Permit Only Parking |
|  Paid Parking (on-street) |  Paid Parking 7 PM - 10 PM - Permit Required All Other Times |
|  Off-Street Parking temporarily out of service (future paid) |  Parking Removed |

Proposed Fees and Hours

- On-Street \$1.50 per hour
- Off-Street \$1.00 per hour
- 10 am – 10 pm Monday – Sunday
- Limited permit parking - \$30/month \$300/annual

How will I pay?

- Parking kiosk
- Pay by Plate
- Parking App/Phone
- Discount parking card (for Residents)



Examples of Parking Kiosks

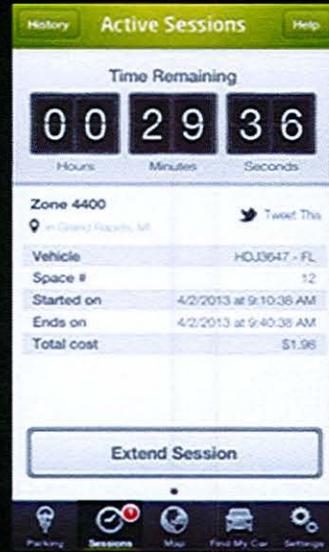


Examples of Parking Kiosks in lots



Payment Options

- Coin, credit card, phone/app
- Recommend teaming with same app used in surrounding cities - Tampa and Clearwater



Benefits for Residents

- Prepaid Discount card: \$20 for \$25 worth of parking (20% discount)
- Dunedin parking token – unique parking token worth 1 hour of parking – sold to residents and merchants at a discount

What about my neighborhood?

- Residential Parking Permit Program (RPP)
- By the Residents for the Residents
 - Petition request to City
- Establish boundaries and hours of operations
- Eligibility – Proof of residency
 - Utility bills
 - Rental agreements
 - Property sales
 - Drivers license

Who will manage the parking?

- City considering options
 - Professional parking management firm
 - In-house with trained City Staff

What if I don't pay?

- Ambassador approach to enforcement
- Extra help at meters during rollout
- Initial citations – warnings with instructions

- \$20 fine no payment
- \$25 fine no parking zone
- \$250 ADA violation
- Appeals process

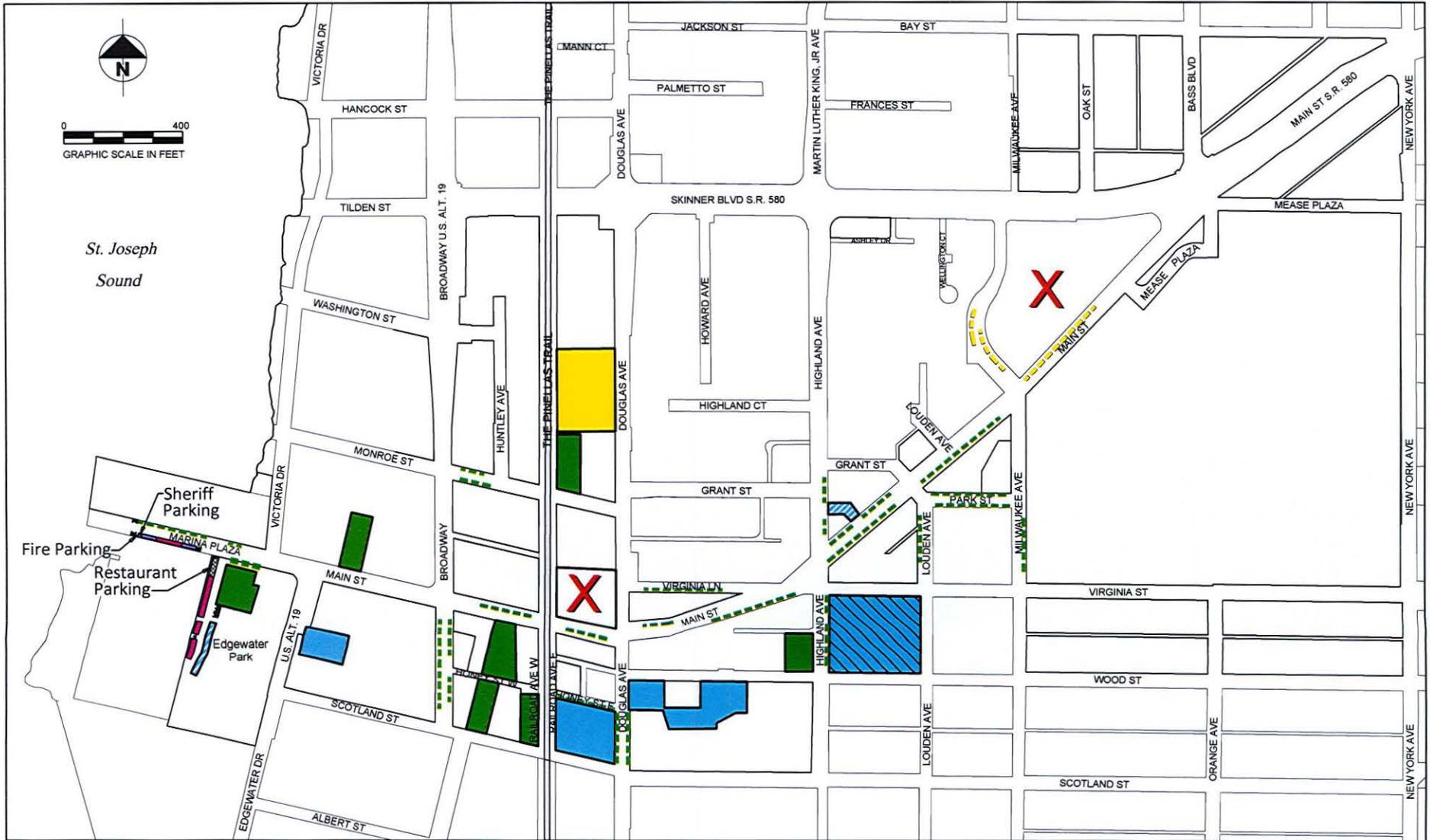


What's next in the process?

- ◉ Establish Enabling Ordances
- ◉ Continue Public Outreach and Communications
- ◉ Formalize Residential Parking Permit Program
- ◉ Select meter vendor
- ◉ Determine and establish management

Paid Parking Program
Discussion

DUNEDIN PARKING MAP



Legend	
	Paid Parking (off-street)
	Free Parking (off-street)
	Free Parking 2 hr limit (off-street)
	Paid Parking (on-street)
	Off-Street Parking temporarily out of service (future paid)
	On-Street Parking temporarily out of service during construction (future paid)
	Free on Weekday until 5 pm, paid after 5 pm and on weekends
	Permit Only Parking
	Paid Parking 7 PM - 10 PM - Permit Required All Other Times
	Parking Removed

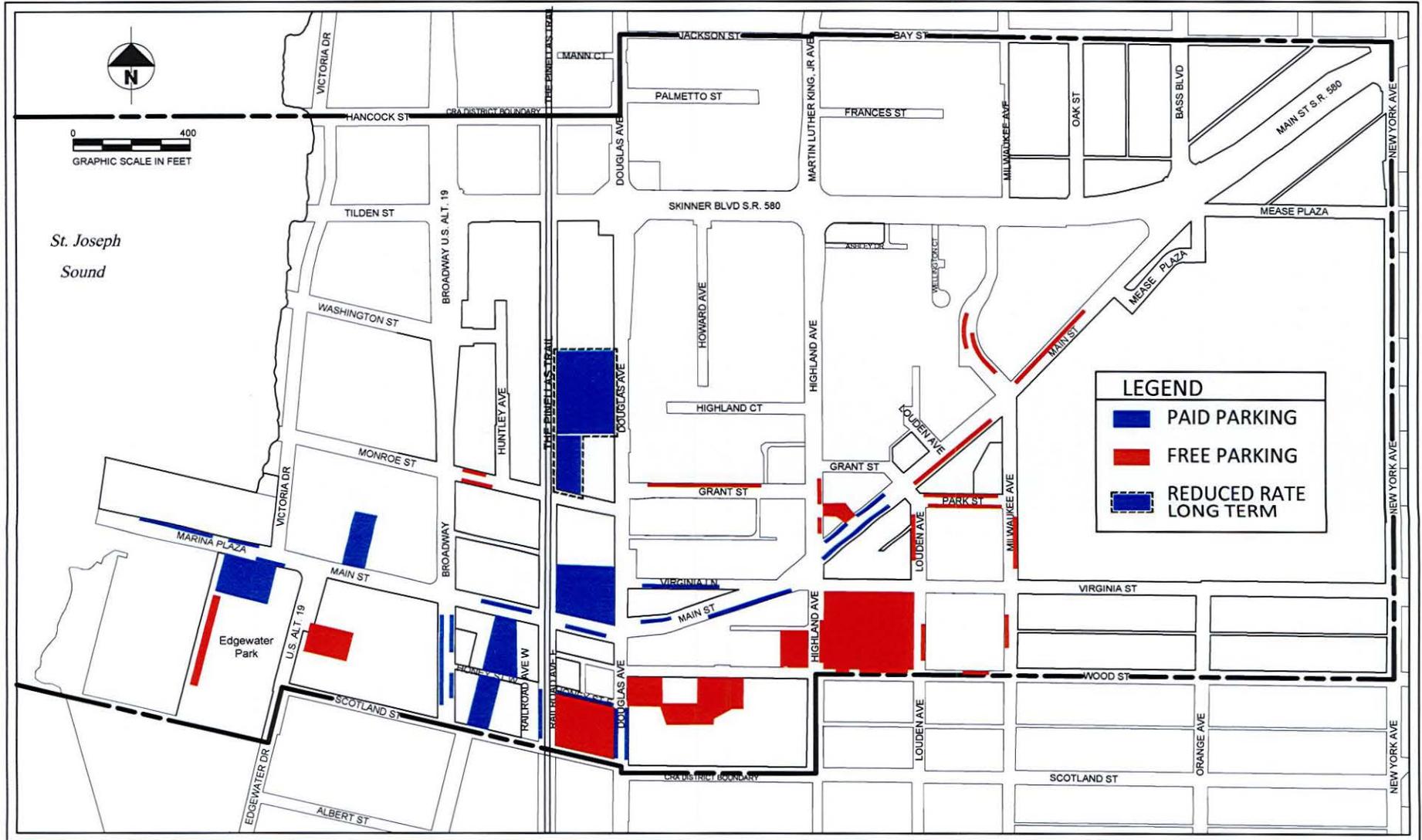
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January 7, 2016

PROPOSED HYBRID PROGRAM FREE / PAID PARKING

Please Note:

Parking garage construction on Douglas Avenue is scheduled to start June 2016 and be open fall of 2017. Map subject to change.



5.

DOWNTOWN PARKING PLAN

JUNE 2, 2016



1

WALKER PARKING CONSULTANTS

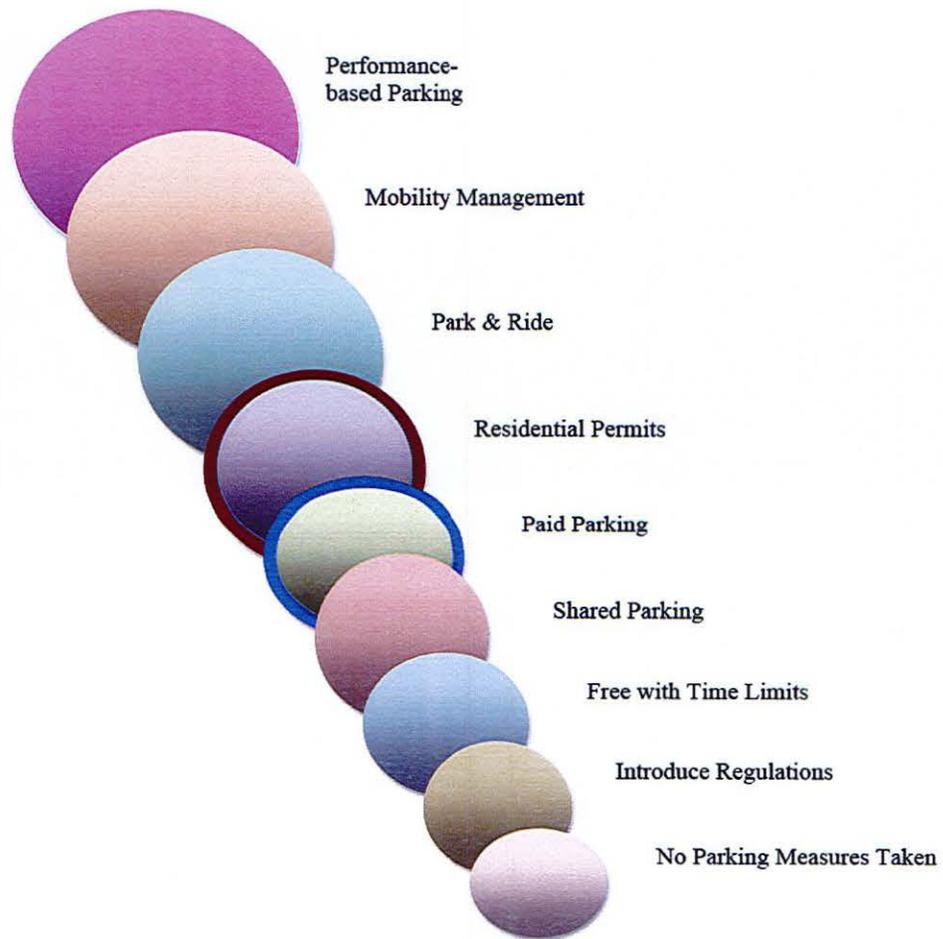
- Prepared recommendations to be implemented
 - Areas of free & paid
 - Hours of enforcement
 - Rates
 - Various action steps

Jon Martens

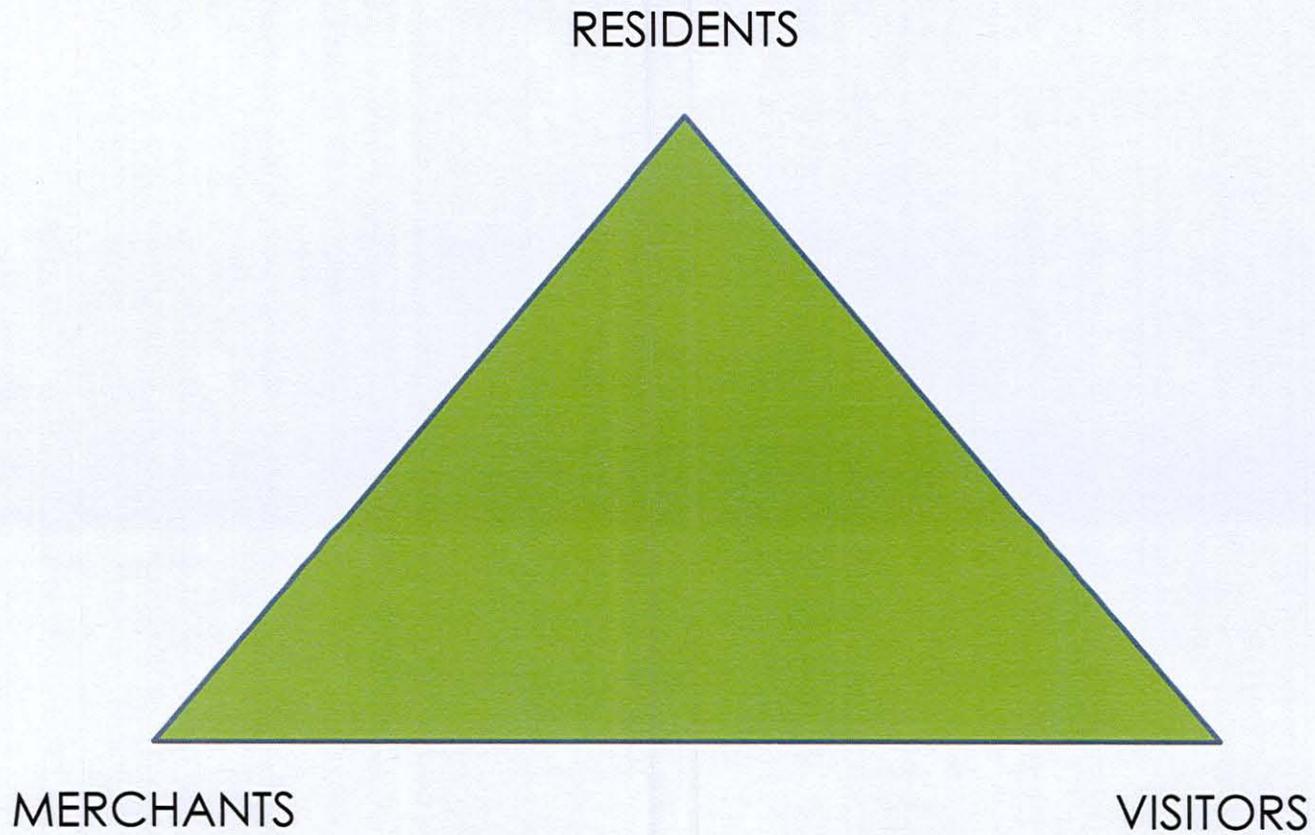
Jim Corbett

INTRODUCTION

The Evolution of Parking Management



SUCCESSFUL PARTNERSHIP



MOST STAKEHOLDERS AGREE THE DOWNTOWN NEEDS:

- **Parking turnover**
 - Placing the right people in the right spaces
 - Jolley Trolley, Pinellas Trail users.
- **Adequate parking supply**
 - Accounting for at-risk leased parking areas being lost
- **Future parking garage**
 - 400 plus spaces – First Baptist site

COMMISSION DIRECTION PROGRESS UPDATE

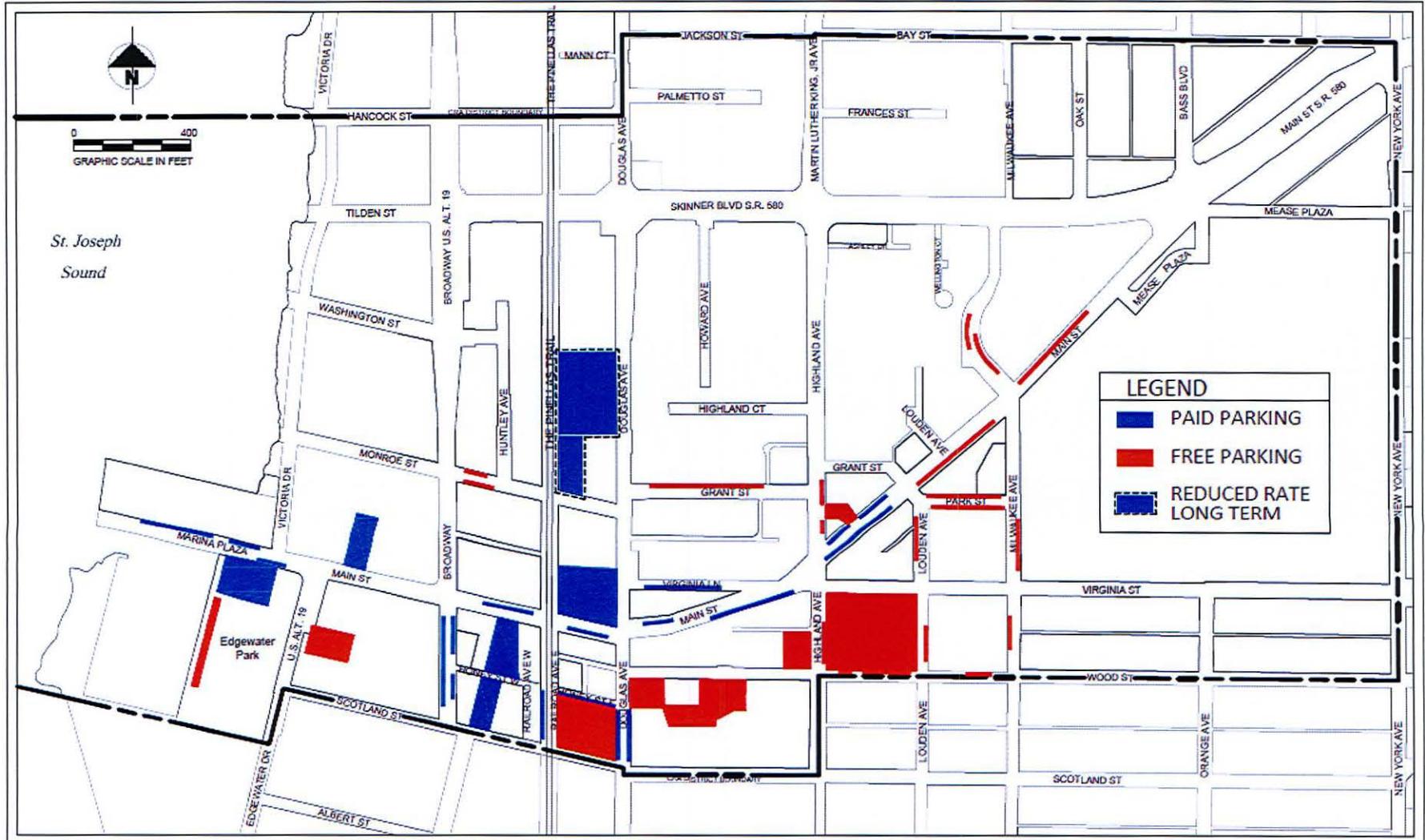
- Parking Garage lease on Douglas Avenue in Place – 195 spaces
 - Construction to begin July/August with a completion in late fall of 2017
- Artistic signs developed and being installed
- RFP (Request for Proposal) advertised to solicit prices for pay stations. Two finalists are being reviewed.
- Dunedin's website has a page dedicated to Downtown Parking
- Secured lease for 35 new parking spaces at 228 Main Street
- Plans designed to improve First Baptist Church lot
- Additional special event parking obtained at Mease Dunedin Hospital (145 spaces).

January 7, 2016

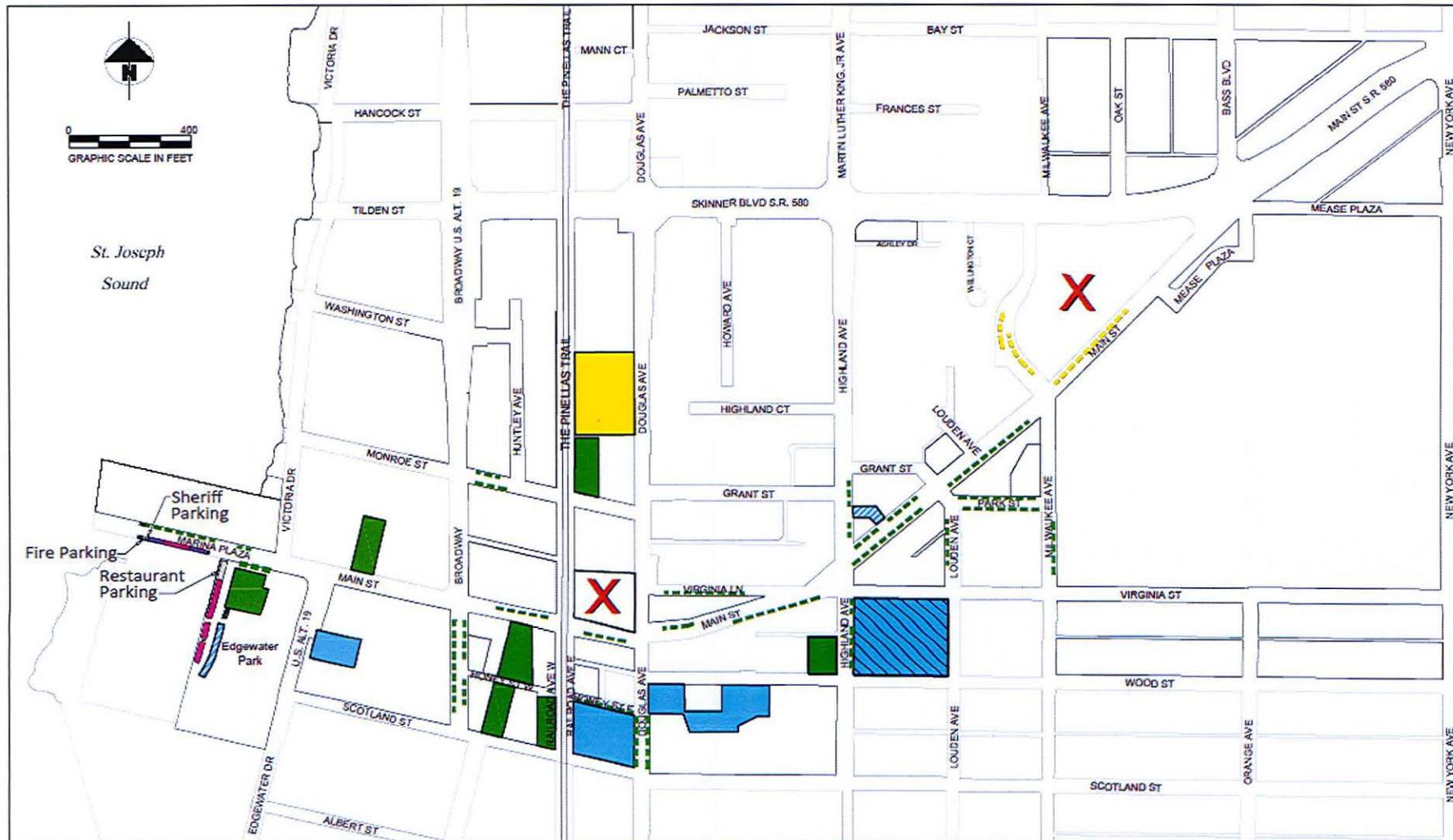
PROPOSED HYBRID PROGRAM FREE / PAID PARKING

Please Note:

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PROPOSED DUNEDIN PARKING MAP



Legend	
 Paid Parking (off-street)	 On-Street Parking temporarily out of service during construction (future paid)
 Free Parking (off-street)	 Free on Weekday until 5 pm, paid after 5 pm and on weekends
 Free Parking 2 hr limit(off-street)	 Permit Only Parking
 Paid Parking (on-street)	 Paid Parking 7 PM - 10 PM - Permit Required All Other Times
 Off-Street Parking temporarily out of service (future paid)	X Parking Removed

St. Joseph Sound

24 PAID PARKING
PAID PARKING 7 PM - 10 PM
PERMIT REQUIRED ALL
OTHER TIMES
2 HC PARKING
1 FIRE PARKING
1 SHERIFF PARKING
PERMIT ONLY PARKING
1 HC PARKING
MARINA PLAZA
2 PAID PARKING
10 PAID PARKING

VICTORIA DR

MARINA

RESTAURANT PARKING
PERMIT ONLY PARKING
PAID PARKING LOT
3 HC PARKING
FREE PARKING
2 HR LIMIT
1 HC PARKING
PERMIT ONLY PARKING
PERMIT ONLY PARKING

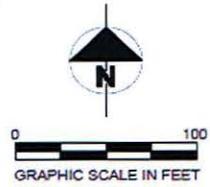
MAIN ST

Edgewater
Park

U.S. ALT. 19

715 EDGEWATER DR
FREE LONG TERM PARKING

SCOTLAND ST



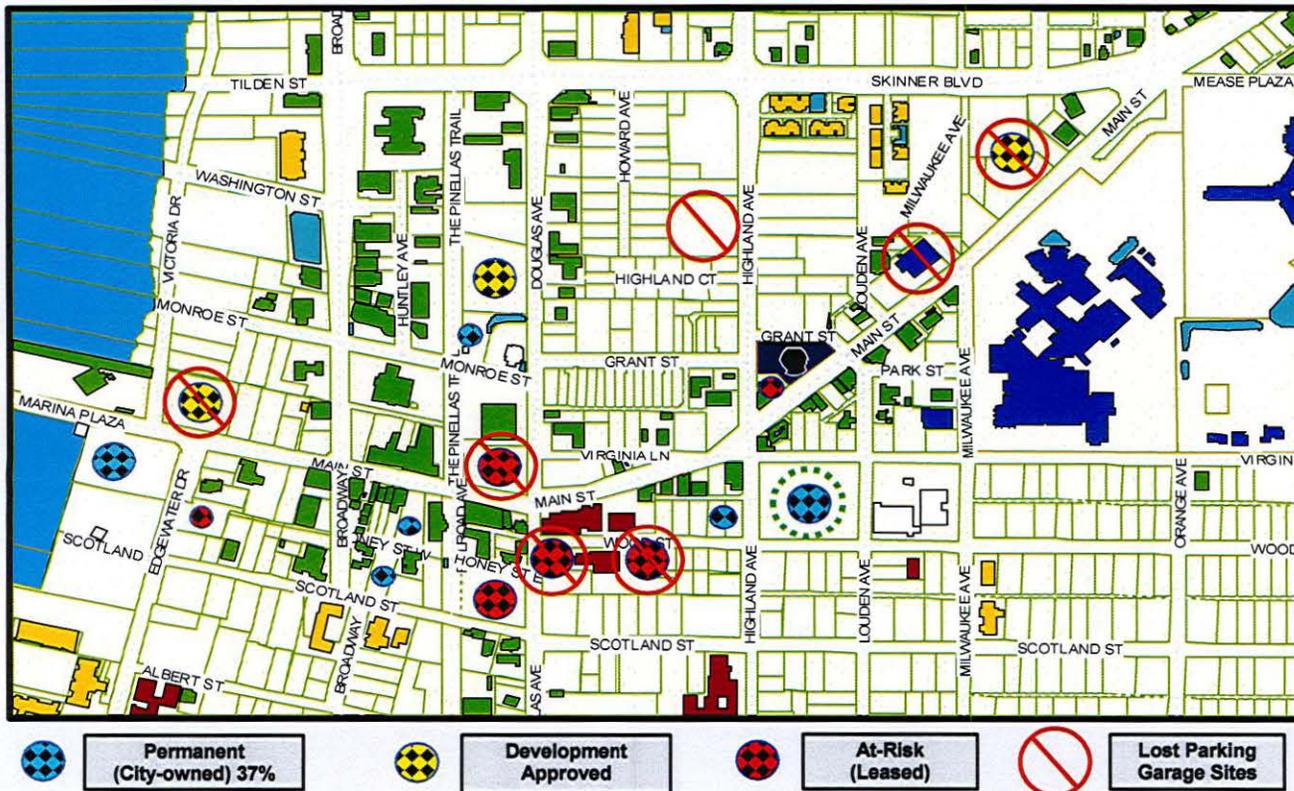
MARINA-EDGEWATER PARK PARKING PLAN

WHY THE MAP CHANGED

- Leased parking lots were lost
 - 380 Main Street (corner of Douglas/Main)
 - First United Methodist Church status uncertain
 - Mease Materials deal did not materialize (80 parking spaces)
- More demand to live downtown with additional housing choices (rental, luxury, townhomes, etc.)
- Popularity of downtown growing
- Financial model needs to cover not only operating costs but also debt servicing for a 2nd parking garage.

DOWNTOWN CONDITIONS STATUS

Downtown Dunedin Parking - June 2016



DOWNTOWN PARKING PLAN

- **The steps**

- Approve recommendations for Parking Management Plan
- Approve pay station vendor
- Approve improvements to First Baptist site (35 parking spaces)
- Approve parking ordinance
- Approve parking management approach
- Install pay stations
- System operational October 1, 2016
- Evaluate after 1 year (pilot)

THE GOALS

(Same as Before)

- Promote parking turnover
- Increase parking stock
- Have efficient parking locations
- Have plans for 2nd parking garage

THE RESULTS

- Sustained parking management program
- Ample parking for visitors and residents
- Dedicated revenue generator
- No burden on the general fund
- Artistic wayfinding



2ND DUNEDIN PARKING GARAGE CONCEPT



PARKING

GROUND LEVEL GARAGE PARKING	103
2ND LEVEL GARAGE PARKING	127
3RD LEVEL GARAGE PARKING	127
4TH LEVEL GARAGE PARKING	127
5TH LEVEL GARAGE PARKING	127
TOTAL	611

RESIDENTIAL/RETAIL

1ST FLOOR AREA	27,323 SQ. FT.
2ND FLOOR AREA	27,383 SQ. FT.
3RD FLOOR AREA	25,733 SQ. FT.
TOTAL AREA	80,439 SQ. FT.

STREETScape FEATURES:

- A. BURIED POWER LINES
- B. NEW SIDEWALK PAVERS
- C. LANDSCAPE/BENCHES/DECORATIVE LIGHTING



MUNICIPAL PARKING CONCEPT



POTENTIAL BOND FINANCING

- There is a lot of information that will need to be known when the City would issue bonds to finance a project.
 - Project Cost Estimate
 - Terms of financing
 - Pledged Net Revenue History
 - Net Revenues are generally defined as operating income/loss, plus non-cash transactions such as depreciation or amortization.
- The below table illustrates the projected scope of financing a future parking garage:

Project Summary		Financing Terms	
Project costs	\$ 8,000,000	Interest rate	4.00%
Issuance costs	160,000	Bond term	25 years
Down-payment	(2,000,000)	Est. annual payment	394,400
Total financed	<u>\$ 6,160,000</u>	Est. required "Net Revenues"	493,000

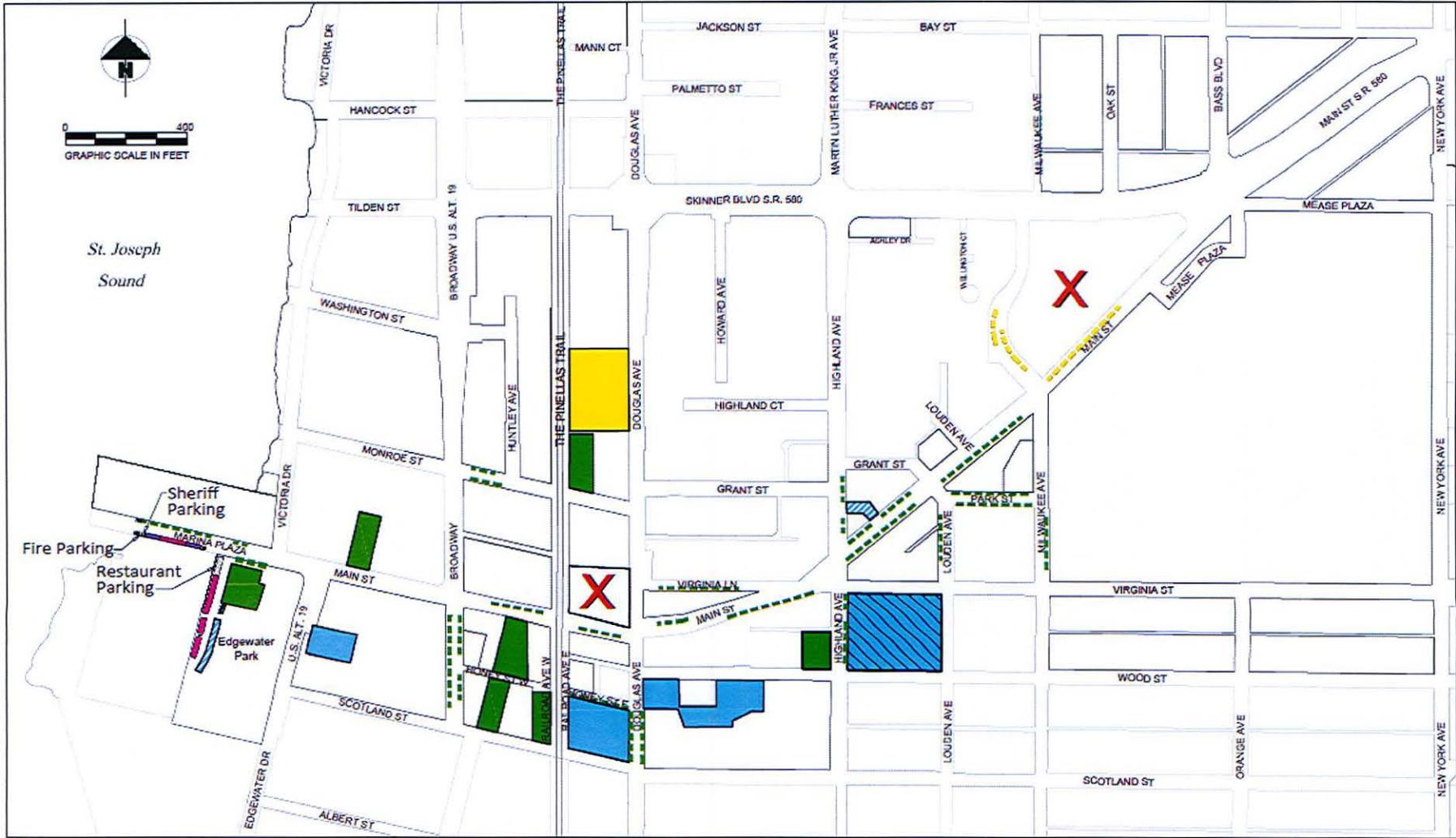
SUMMARY OF REVENUE AND EXPENSE PROJECTIONS

<u>Revenues</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
On-street	400,043	406,601	406,601	406,601
Off-street	364,850	514,994	514,994	514,994
Citation	109,200	109,200	109,200	109,200
	<u>874,093</u>	<u>1,030,795</u>	<u>1,030,795</u>	<u>1,030,795</u>
Funding from BP Settlement	2,204,963	234,852	239,478	-
Funding from CRA Fund	36,500	37,500	38,500	285,170
Total Revenues	<u>3,115,556</u>	<u>1,303,147</u>	<u>1,308,774</u>	<u>1,315,966</u>
 <u>Expenses</u>				
Credit Card Fees	52,446	61,848	61,848	61,848
Pay Station Lease/Software	87,220	37,494	35,011	35,536
Parking Mgmt/Enforcement	291,982	264,226	272,052	280,111
Keller Lot Lease/Maint (BP/CRA)	2,159,963	187,852	190,478	193,170
Other Parking Lot Leases	81,500	84,500	87,500	92,000
Depreciation	-	31,196	31,196	31,196
Total Expenses	<u>2,673,111</u>	<u>667,115</u>	<u>678,085</u>	<u>693,862</u>
Operating Income	<u>442,445</u>	<u>636,032</u>	<u>630,688</u>	<u>622,104</u>
"Net Revenues"	442,445	667,228	661,884	653,300
Capital Purchases	4,800	296,960	-	-
Net Cashflow	<u>437,645</u>	<u>370,268</u>	<u>661,884</u>	<u>653,300</u>

SUMMARY RECOMMENDATIONS PARKING PLAN

- All action items are part of a comprehensive plan
- It needs to be viewed as a **total package and not independently**
- Changing one item creates a domino effect
- The plan represents a well researched parking management initiative to create parking turnover, increase parking stock, and facilitate parking garage

PROPOSED DUNEDIN PARKING MAP

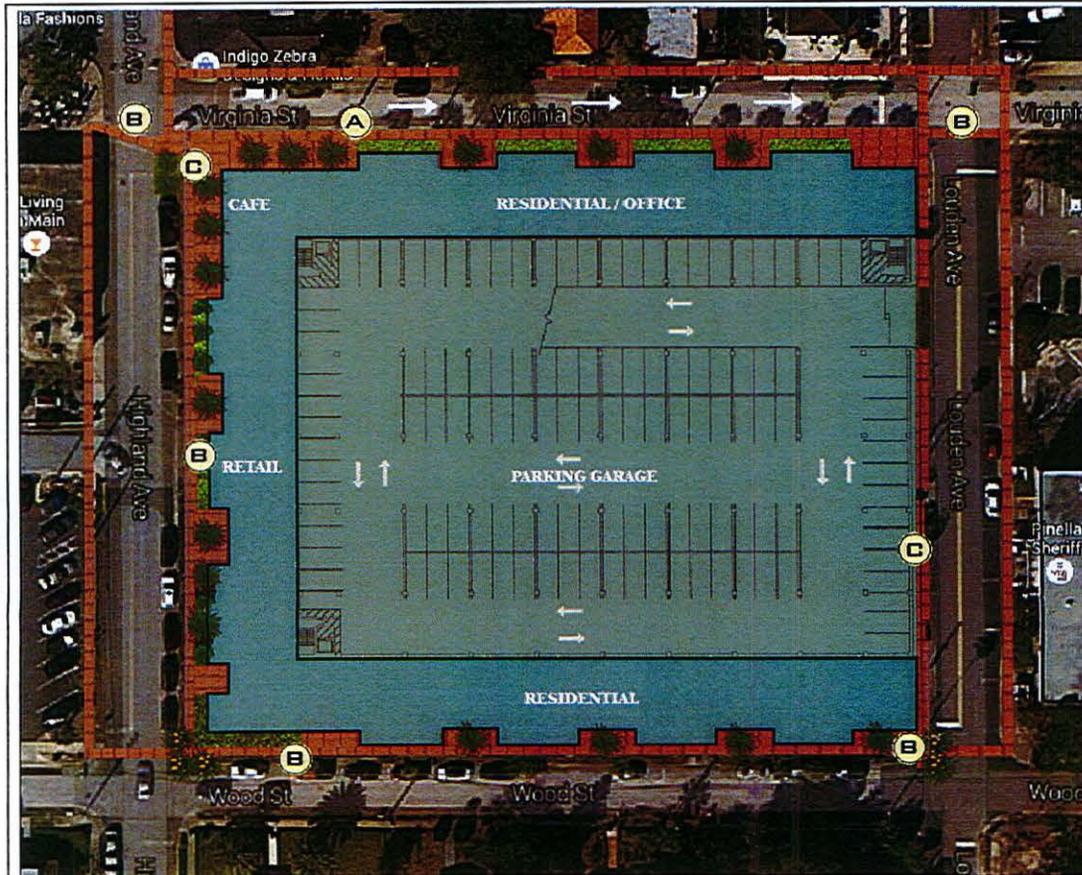


Legend	
	Paid Parking (off-street)
	Free Parking (off-street)
	Free Parking 2 hr limit(off-street)
	Paid Parking (on-street)
	Off-Street Parking temporarily out of service (future paid)
	On-Street Parking temporarily out of service during construction (future paid)
	Free on Weekday until 5 pm, paid after 5 pm and on weekends
	Permit Only Parking
	Paid Parking 7 PM - 10 PM - Permit Required All Other Times
X	Parking Removed

RECOMMENDED PARKING MANAGEMENT PACKAGE

- **Parking Rates**
 - \$1.50 on-street spaces.
 - \$1.50 Parking lots on Main (228 Main, Museum)
 - \$1.00 off-street parking areas.
- **Residents Discount**
 - Eligible to park in lots designated as complimentary.
 - Purchase refillable discount cards.
 - \$25.00 of parking for \$20.00; or
 - \$50.00 of parking for \$40.00.
- **Parking Time Limits**
 - 3 hrs. for the \$1.50 on Main Street
 - 4 hrs. for the \$1.00 spaces.
 - 8 hrs. in complimentary lots (except 1st Baptist Lot after 5:00pm).
- **Paid parking will be in force daily from 10:00am to 10:00pm.**
- **Parking System - Pay by Plate.**
- **Methods of Payment – coins, paper, credit cards or phone app.**
- **Fine for Overtime Parking - \$30.00.**
- **Parking Management**
 - Parking company
 - Contractual
 - Expanded pay station vendor scope
- **Neighborhood Protection Parking Permit**
 - one per registered vehicle (two visitor passes per household).
- **No overnight parking in any paid or complimentary lot.**

2ND DUNEDIN PARKING GARAGE CONCEPT



PARKING

GROUND LEVEL GARAGE PARKING	103
2ND LEVEL GARAGE PARKING	127
3RD LEVEL GARAGE PARKING	127
4TH LEVEL GARAGE PARKING	127
5TH LEVEL GARAGE PARKING	127
TOTAL	611

RESIDENTIAL/RETAIL

1ST FLOOR AREA	27,323 SQ. FT.
2ND FLOOR AREA	27,383 SQ. FT.
3RD FLOOR AREA	25,733 SQ. FT.
TOTAL AREA	80,439 SQ. FT.

STREETSCAPE FEATURES:

- A. BURIED POWER LINES
- B. NEW SIDEWALK PAVERS
- C. LANDSCAPE/BENCHES/
DECORATIVE LIGHTING



MUNICIPAL PARKING CONCEPT

DUNEDIN
Home of Honeymoon Island

sdg ARCHITECTURE
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7.