

MEMORANDUM

DATE: June 18, 2015

TO: City Commission

THRU: Rob DiSpirito, City Manager

FROM: Robert Ironsmith, CRA Director
Greg Rice, Planning & Development Director

SUBJECT: Downtown Parking Discussion

EXHIBITS:

- (1) Map of available downtown parking areas today
- (2) Map of available parking remaining when at-risk areas are lost
- (3) Map of at-risk parking areas
- (4) Map of Proposed Parking Management Plan showing Free and Paid parking areas
- (5) Executive Summary of Walker Parking Consultants Feasibility Analysis for Downtown Paid Parking (Complete copy available at City Hall, Library, and Website)
- (6) Letter of endorsement from Downtown Dunedin Merchants Association
- (7) Letter of endorsement from the Dunedin Area Chamber of Commerce
- (8) Letter from Chair of Downtown Parking Advisory Committee
- (9) Introductory PowerPoint by staff

BACKGROUND: A “Question and Answer” type format has been created for this parking workshop staffing as a concise way to share information about issues that have been raised by the City Commission and public. As a backdrop, the first couple of sections relate to what downtown was like in the 1980’s, and what it is like today.

1. What was Downtown Dunedin like in the 1980’s?

- Downtown businesses were in poor health
- High number of commercial vacancies
- No reinvestment occurring
- Poor walkability (narrow concrete walkways)
- Pinellas Trail has not been created yet
- Not a place where people wanted to go
- Sterile and harsh Main Street
- Moving cars on Main Street was the main focus
- S.R. 580 had not yet been relocated to Skinner Blvd.

2. What is Downtown like today?

- Thriving with no vacancies, a busy and desirable place
- Recognized as a top small downtown
- Significant development and redevelopment is occurring
- Well used Pinellas Trail section
- Very walkable
- Home to numerous special events
- Jolley Trolley brings in residents, visitors and tourists to the downtown

3. The Downtown appears fine. Why is there concern?

- With all this success has come a problem; the ability for residents, visitors and tourists to find parking. Although it is a great problem to have, there is concern that if it is not addressed, the downtown will regress, and people will be discouraged from visiting downtown because it is difficult to find available parking.
- Parking studies by HHI/Base Consultants (2009) and Walker Parking Consultants (2015) have identified a shortage of downtown parking for visitors, tourists and residents. The downtown parking deficit has been estimated to be between 350 to 400 spaces.

4. Specifically, what is the downtown parking problem?

- It is the fact that over 50% of the total downtown parking supply is considered “at-risk” as the spaces are leased and privately owned, and thus, subject to loss as development occurs. In addition, the prime parking spaces on Main Street and the parking lots just off Main Street, (some of which are also at-risk) are being used for all-day parking, and therefore are not as readily available to the public as they should be.
- Below is a breakdown of the existing downtown parking supply:

On-street (Main Street corridor)	260
Off-street (City owned)	255
At risk (Leased)	306
Off-street (Overflow)	110
<hr/>	
Total Parking Supply	931

*Please note the City is considering additional parking at the Dunedin Marina and looking to secure a lease that would provide special event parking adjacent to Mease Dunedin Hospital.

5. What are some examples of this happening?

- Over 90 parking spaces will be lost with the development of the former Keller property on North Douglas Avenue. Investors are currently viewing the property and studying options for development.
- The parking lot (Ocean Optic’s 41 parking spaces) at North Douglas Avenue and Main Street is receiving development interest.

- The City-owned property known as the former First Baptist Church site (bounded by Loudon Avenue, Highland Avenue, Virginia Avenue and Wood Street) will likely be the location of a mixed use development eventually. Since the City controls this parcel, a parking garage could be incorporated into the plans.
- Prime parking on Main Street is often used for long periods of time by employees of downtown businesses, as well as the users of the Jolley Trolley and Pinellas Trail. Although Dunedin welcomes all visitors, and understands the need for employees to have areas to park, long-term parking users should be using public parking spaces located off of Main Street.
- Over 110 overflow parking spaces will be lost with the pending Gateway development at the eastern end of downtown.
- Over 100 overflow parking spaces have been lost with the development of Victoria Place (200 Main Street) at the western end of downtown.
- New developments such as Victoria Place, Gateway, and Highland Townhomes on North Highland Avenue will generate more parking demand in the downtown beyond that which they are required to provide.

6. What has the City done the last several years regarding downtown parking?

The following leases (along with property acquisition and improvements to the Wood Street parking lot) were pursued by the City, producing many additional public parking spaces:

- Keller (North Douglas Avenue) 90 spaces leased
- Wood Street lot (Wood and Highland) – 26 spaces owned
- Bushnell lot (Edgewater Drive) – 32 spaces leased
- Station Square lot (Scotland and South Douglas Avenue) – 64 spaces leased
- Lot adjacent to City Hall – 10 spaces leased
- Ocean Optics (Main and North Douglas) – 41 spaces leased
- Improved former First Baptist Church lot (100+ parking spaces counting grass areas) owned
- Total parking spaces = 363

7. That is a lot of parking, so what is the problem?

All of the lots mentioned above, except for the City-owned Wood Street lot and former First Baptist Church lot, are considered at-risk, as they are leased and subject to loss as development starts. In addition, the on-street spaces (260) are heavily used and often for long periods of time.

8. Why Manage Parking?

- To encourage parking turnover in the most convenient areas.
- To “get the right people in the right spaces” means to provide short-term convenient parking in the high activity areas, and long-term parking in areas that are considered low activity places.
- To use parking spaces in an efficient manner, enhancing the experience for all visitors.
- To encourage transit, walking and biking.
- To reduce traffic congestion and improve air quality as cars will be less inclined to just circulate while they are looking for parking spaces.

- To generate revenue, to begin to collect funds that can be used to re-build the parking stock downtown in the form of property acquisition, surface parking improvements and/or to construct a vertical parking garage.

9. How do we improve parking availability?

By adopting and implementing a Parking Management Plan that ensures parking turnover and generates the revenue necessary to increase the parking stock.

10. Has the City studied and analyzed the downtown parking situation?

Over the last 6 years, numerous efforts have taken place to not only evaluate the parking supply but to see what could be done to create additional downtown parking. Below is a list of these efforts. Recently, the Downtown Parking Advisory Committee and consultant Walker Parking Consultants have studied the downtown parking situation extensively.

2009	Base/HHI Consultants completed Downtown Parking Study.
2012	Downtown Master Plan is updated. Constructing a parking garage is noted in the Capital Improvement section.
2014	Walker Parking Consultants prepares draft “Feasibility Analysis for Downtown Paid Parking”.
2014	Downtown Parking Advisory Committee forms and works with City staff.
2015	Walker Parking Consultants final report “Feasibility Analysis for Downtown Paid Parking”.

11. Are the Downtown Dunedin Merchants Association and Dunedin Area Chamber Of Commerce supportive of a Parking Management Plan?

Yes. Attached are letters of endorsement from the Downtown Dunedin Merchants Association and the Dunedin Area Chamber of Commerce in support of the City reviewing the current parking challenge facing downtown. They also support finding parking solutions. In addition, the Downtown Parking Advisory Committee supports the City adopting a Parking Management Plan featuring paid parking.

12. Who is the Downtown Parking Advisory Committee?

DPAC represents a group of business people and citizens who have met with staff to study and express their thoughts on downtown parking. The committee has concluded that inadequate downtown parking exists and that a Parking Management Plan needs to be developed.

13. What have the consultants and committees expressed?

- Current downtown parking is difficult to find and not convenient.
- A large portion of public parking spaces will be lost with development.
- City should work toward adding 350-400 downtown public parking spaces over time.
- Parking turnover on Main Street is needed.
- City should plan for the future growth of downtown.
- A hybrid Parking Management Plan featuring a strategic combination of free and paid parking areas should be implemented.

14. What options are available regarding downtown parking, and what are the pros and cons?

Option A: Do nothing.

Premise: Downtown parking is not that bad and patrons will find parking. Prime parking on Main Street is not in need of parking turnover.

Pros

- Free parking is preserved.
- No disruption to perceived ambience of downtown.

Cons

- Available downtown parking is harder to find and visitors are frustrated.
- Measures to increase parking stock in the future will cost more by waiting.
- Redevelopment is scared away and the tax base becomes stagnant.
- No revenue is generated to produce additional downtown parking.

Option B: Continue with free parking, but begin to enforce time limits, during a one-year Pilot Program, and then assess whether to continue with free enforced parking program for downtown or transition to another option.

Pros

- Downtown parking remains free to users.
- Enforcement ensures parking turnover occurs (every three hours).
- Provides an opportunity to educate the public and allow them to eventually transition to a paid parking program.
- Allows the City to assess data generated from the enforced-only time period.
- The cost (\$125,000) of an enforcement-only approach for a year does not increase the overall City budget significantly and will be offset to some extent by citation revenue. The continuation of just free enforced parking would need to be budgeted each year in the general fund.

Cons

- Although enforcement alone can be an effective tool to achieve parking turnover, the lack of revenue generated does not provide funds to purchase permanent parking or to cover the cost of enforcement itself.
- Heavy reliance on at-risk parking areas to remain available to the public. Without a paid parking program by the City, private investors will likely not produce a parking structure on their own.
- No data on revenue generation would be produced during the pilot year with which to analyze.

Option C: Implement a hybrid Pilot Parking Management Plan that includes 3 hour enforced paid parking in the high activity areas (Main Street), with free parking (no time limits) in areas located off of Main Street.

Pros

- Hybrid approach provides the public with options: Paid parking in the heavy demand areas (ensuring turnover and increasing business opportunities for merchants), and free parking in the areas off of Main Street.
- Revenue is generated to begin to create additional downtown parking, fund pay station leases, and to fund parking enforcement.
- Hybrid approach provides free parking for employees in off-street lots, and reserves prime parking for patrons of downtown businesses.
- Hybrid Parking Management Plan allows for reevaluation and modifications.
- A Resident Discount Program can be created for possible inclusion in the Parking Management Plan. There are many options that can be made available to residents in a paid Parking Management Plan to recognize that residents are currently paying taxes to the City and could be treated differently than a visitor or tourist to the downtown.

Cons

- Perceived notion that paid parking lessens the ambience of downtown.
- Cost (lease) for pay stations.
- Cost of enforcement.

Option D: Install paid parking throughout all of the Downtown.

Pros

- Maximum revenue collected to fund enforcement, pay station purchases, as well as the addition of parking through property acquisition, surface parking improvements and/or a vertical parking structure.
- Creates maximum turnover of parking spaces.
- A Resident Discount Program can be created for possible inclusion in the Parking Management Plan. There are many options that can be made available to residents in a paid Parking Management Plan to recognize that residents are currently paying taxes to the City and could be treated differently than a visitor or tourist to the downtown.

Cons

- Not all parking areas in the downtown can participate since some property owners will not approve a paid parking system on their lots that are leased by the City for public parking.
- Less free public parking downtown.
- Paid parking could displace cars into residential areas.
- Cost of pay stations and enforcement would be the highest of all options.

Option E: Free parking with 3-hour enforced time limits for 6 months, and a certain transition to a paid parking program in the high activity areas (Main Street) and free parking in areas located off of Main Street.

Pros

- Represents a phased-in approach, giving maximum time for the public to acclimate to a managed/paid parking program. Utilizing a 6 month time period of enforced free 3 hour parking would enable residents, visitors and tourists who come to the downtown

at different times of the year the ability to adjust to a Parking Management Plan. It would also allow staff to have 6 months worth of data to analyze parking use patterns, such as peak times, and how enforcement practices are being received. (In addition the 6 month cycle would enable the City to have a better understanding of other funding needs such as the Blue Jays Stadium, Aquatic Center, and replacing the Municipal Service Building. This information would enable the City to balance parking needs in relation to the other needs mentioned above).

- Move with certainty toward a paid parking program.
- A Resident Discount Program can be created for possible inclusion in the Parking Management Plan. There are many options that can be made available to residents in a paid Parking Management Plan to recognize that residents are currently paying taxes to the City and could be treated differently than a visitor or tourist to the downtown.
- Creates turnover

Cons

- Cost of enforcement for 6 months.
- Little revenue for first 6 months (citations only).
- Cost (lease) for pay stations.
- Perceived notion that enforcement and paid parking lessens the ambience of downtown.

15. Will paid parking hurt the downtown or ruin its ambience?

It is our belief that a Parking Management Plan that features a hybrid approach, encompassing both free and paid parking areas, would not ultimately reduce the overall ambience of downtown. The thriving downtown of St. Petersburg, which has paid parking in place, has not seen any detriment to its downtown as a result of paid parking. Various research studies have shown that businesses in downtowns that install paid parking where none has existed before have actually done better as a result of parking space customer turnover.

16. What does Walker Parking Consultants recommend?

- Utilize a “Pilot” parking management strategy where the prime parking downtown on Main Street and near-by public parking lots are paid, Historical Museum, Ocean Optics, Monroe Street lot and First Baptist Church site (after 5:00 p.m.), and there is free parking off of Main Street on the lots of Bushnell lot, Keller lot (North Douglas), Dunedin Station Square lot, First United Methodist Church lot, and the lot next to City Hall.
- Pursue opportunities to create 350 to 400 new public parking spaces downtown by utilizing parking-derived revenue and fostering public/private partnerships (“P-3”s).
- Continue to improve City’s downtown wayfinding signage plan to better direct visitors to parking areas.
- Review and test License Plate Reader enforcement technologies.

17. What can be done to better direct visitors and tourists to parking locations?

- With the development of a Parking Management Plan, an improved wayfinding program can be formed that will standardize parking signage and provide more user-

friendly directional signs. In addition, maps showing parking areas can be created as a brochure and updated on the City's website.

18. How can the City plan for the future when the leased lots go away and more development occurs downtown?

All research points to the development of a Parking Management Plan that takes into account:

- Parking turnover in the prime areas;
- Sustained revenue source to use to acquire additional parking spaces.

19. With regard to a Parking Management Plan, has the City met with parking vendors?

Yes, City staff has met with 3 parking vendors, as well as the cities of St. Petersburg and Madeira Beach, to better understand what costs are involved. The research included reviewing various parking management options and running numerous financial models.

20. How much will it cost to implement a system based on a phased-in approach?

The enforcement in year one is estimated to cost \$10,500 a month (or \$125,000 for a year), to enforce 3 hour parking six days a week. The second year costs are estimated at \$6,250 a month (or \$75,000 annually). The enforcement costs would need to be funded initially from the General Fund, and if paid parking is approved, could come from revenue generated with the pay stations.

With regard to the pay station, staff would recommend to lease the equipment, having the lease payment applied to the extent possible, if the City decides to purchase after the conclusion of the one year pilot period. The costs for the lease of the pay stations in year one are estimated at \$50,000 per year, and projected revenue would go toward paying for the lease.

21. What is the range of expenses and revenue that would be generated with a Pilot Parking Management Plan?

Expenses

- Enforcement for 2 full-time personnel estimated at \$125,000 for the first year (including startup cost), with recurring costs of \$75,000
- Hiring 1 full-time Parking Manager annual cost estimated at \$78,000
- Leasing of pay stations in year one estimated at \$35,460, (33 pay stations).
- Revenue Station installation estimated at \$25,000 for 33 pay stations.
- Parking Management operational costs estimated at \$25,000 to \$27,000 annually.
- Total expenses estimated at \$290,000 in the 1st year, \$390,000 in 2nd year and \$178,000 in 3rd year.

Revenue

- Walker estimates the potential annual revenue, which includes Pay Station revenue and citation revenue, at \$385,200 in the first year. This is based on an overall parking occupancy of 45% to 50%.

Below is a breakdown of the expenses and revenue for one-year Pilot Programs of enforced free parking versus enforced paid parking.

One-Year Pilot Program Enforced Free vs. Paid Parking Financial Comparison

Revenues

	Option "B" (Enforced Free)	Option "C" (Year 1 Paid)	Year 2 Paid	Year 3 & Beyond Paid
Net Carry Forward			\$ 95,071	\$ 90,814
Total Pay Station Revenue (\$1/HR)		\$486,000	\$486,000	\$486,000
Less: Resident Discount (40%)		(\$194,400)	(\$194,400)	(\$194,400)
Citation Revenue (\$15 Fine 20 / day with paid parking)	\$ 46,000	\$ 93,600	\$ 93,600	\$ 93,600
TOTAL REVENUE	\$ 46,000	\$385,200	\$480,271	\$476,014

Expenses

Enforcement (10am-10pm 312 days / year)	\$125,000	\$125,000	\$ 75,000	\$ 75,000
Parking Manager		\$ 78,000	\$ 78,000	\$ 78,000
Pay Stations (33) Rent \$90 / Mo		\$ 35,640		
Pay Stations (33) Purchase			\$211,530	
Shipping (\$135 / pay station)		\$ 4,455		
Installation (\$250 / pay station)		\$ 8,250		
Installation performed by City		\$ 12,295		
Operations (Back Office Support / Paper)		\$ 26,489	\$ 24,927	\$ 24,927
TOTAL EXPENSES	\$125,000	\$290,129	\$389,457	\$177,927

NET TO PARKING SYSTEM	(\$ 79,000)	\$ 95,071	\$ 90,814	\$298,087
------------------------------	--------------------	------------------	------------------	------------------

If the City decides to not move forward with a pay station system for downtown, after a paid parking trial period of one year, the City would be charged \$2,000 by the vendor for removing the pay stations. The City would also have the expense for any restoration of sidewalks and / or pads the pay stations had impacted or occupied.

If the City decides to move forward with a pay station system for downtown, after a paid parking trial period of one year, the City would have an option to purchase the pay stations at a cost of \$6,410 at the end of 12 months (\$7,490 - \$1,080 credit for an entire year of rental payments) per pay station. It is suggested that this purchase can be paid for using residual net income from the first year combined with less than half of the operating revenue from the second year. All future net income would become a financing mechanism to address future parking needs and creating additional downtown parking.

22. Will the revenue from paid parking pay the costs of implementing a Parking Management Plan?

Yes, in a relatively short time, as projected revenue would pay the costs of the equipment in the second year of operation. In the following years, once the revenue is established, the City could finance other measures to provide additional downtown parking, such as property acquisition and/or participate in funding a vertical parking garage.

23. What other possible revenue sources have been analyzed, and what are findings?

- The formation of a Business Improvement District, or “BID”, where individual business property owners are annually assessed a tax was reviewed for downtown. However, a BID was found to have several limitations: (1) For a BID to be successful, it needs to cover a large area and encompass many businesses or the annual assessment becomes very prohibitive and not manageable. (2) BID’s are most often used in larger cities that have franchise-type businesses that can absorb the annual tax levy. Downtown Dunedin is home to smaller non-franchise businesses and does not have the same capability to absorb the annual tax levy, and (3) BID’s are typically formed when merchants organize and petition the City, and this has not occurred, (4) There has to be a specific statutory requirement to create any type of “tax”, and the geographical area for the BID would most likely include residential areas where it could not be justified to place a burden on a handful of residents to pay for a portion of a garage.
- The use of a millage levy was also reviewed. Increasing City property taxes was likewise found to have limitations: (1) the incremental millage needed to support the financing of an \$8,000,000 parking garage would be approximately .23 mils and levied on an owner who may or may not come to the downtown. A “user fee” at pay stations was deemed to be the most equitable and fairest method to apply toward parking costs. This method is similar to what other jurisdictions use, such as Pinellas County and the State of Florida, where there are entrance fees for Fred Howard, Fort De Soto, and Honeymoon Island parks. There is also a user fee in many places for boat ramps and other amenities.
- The use of Penny for Pinellas Sales Tax Funds was studied by our Finance Department, and found not be a viable revenue source, as there are many competing future projects for the Penny, including Blue Jays Stadium, Aquatic Center, and a replacement Municipal Services Building. In addition, the Penny is being used to pay debt service on the Community Center until 2025, and must be renewed by residents via referendum by 2020. In general, the Penny Fund is over-subscribed.

24. So what is the main reason for paid parking again?

It is understood that paying for parking is like paying for taxes, it is not something about which one would be overly excited. However, paid parking is an important part of an effort to stimulate parking turnover and to build funds for future downtown parking areas. The proposed hybrid pilot plans (Options C & E) discussed in this staffing would still offer free parking areas. The convenient, prime

parking spaces on and near Main Street, (known as “hot spots”), would be the only areas that are paid parking.

25. What was the consensus reached from the recent (June 11th) Downtown Parking Advisory Committee meeting?

- Move forward with Option “C” a hybrid Pilot Program featuring paid parking in high activity areas (Main Street, and certain parking lots), along with free parking in areas located off of Main Street.
- No time limits on the paid or free parking areas.
- Utilize a tiered approach for paid parking, where on-street parking rates are higher than off-street parking areas.
- No discount to residents parking on the Main Street, but reduced rates in off-street paid parking lots. Note: There would also be free parking areas where anybody can park.
- Enhanced wayfinding signage to direct users of the Jolley Trolley and Pinellas Trail to utilize designated lots for long-term free parking to encourage a Park & Ride approach.
- Implement a Resident Permit Program for nearby surrounding residential streets.

Conclusion

Downtown Dunedin is thriving with no commercial vacancies on Main Street. The “Little Downtown That Could” is facing a parking challenge that needs attention due to increased demand from visitors, tourists and residents, combined with leased parking areas at risk of being lost as new development occurs. Staff, with the assistance of the Downtown Parking Advisory Committee, has been studying the issue over the last year. We have met with other jurisdictions, as well as parking vendors. The information obtained about parking management has enabled City staff to run financial models and view multiple options. Our research points to the need for the development of a Parking Management Plan. Doing so will increase parking turnover and the building of new parking spaces, given that consultants have estimated the downtown needs an additional 350 to 400 spaces to account for parking spaces that have been lost, and to meet current and future demand.

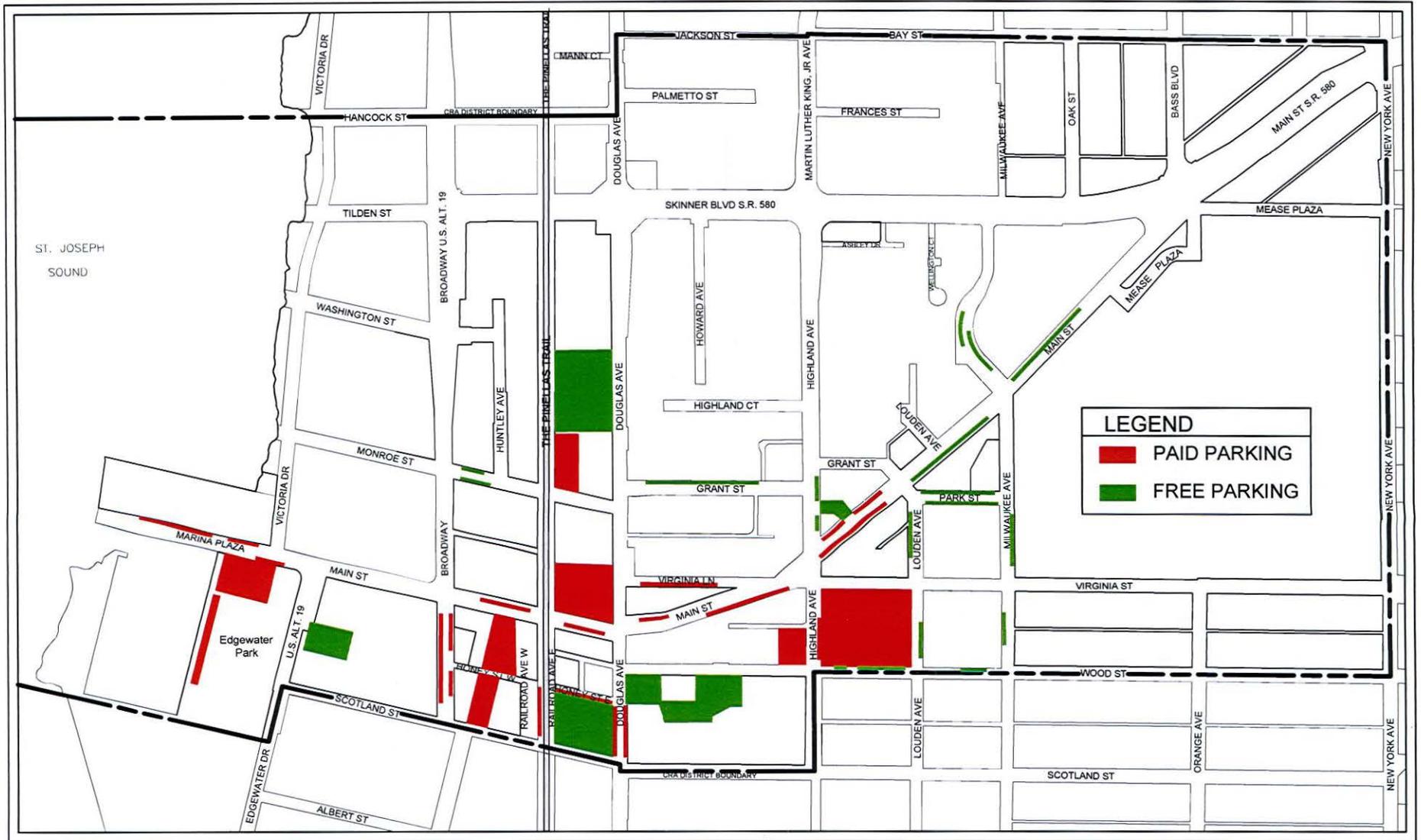
It needs to be emphasized once more that paying for parking in a vibrant downtown is customary. This measure would put the “right people in the right places”, meaning visitors can find close-by paid parking and long-term users can park in areas off of Main Street at free or discounted rates. The revenue stream created would enable the City to finance additional parking through as property acquisition, parking improvements, and a vertical parking garage.

Staff Recommendation:

- Both Option “C” and Option “E” address the problems of 1.) lack of parking space turnover and 2.) the need to generate revenue with which to purchase currently-leased, but at-risk parking lots, to enter into public/private partnerships, and/or to participate in leases or bonding to pay for an elevated parking structure downtown. Either option is therefore acceptable as a way to solve both of these significant parking problems.

- A majority of the City Commission have indicated support of a Parking Management Program being implemented in order to address these problems. Further, the Commission has expressed an interest in a “phased-in” approach, and a “pilot program” whereby any changes that occur be re-assessed following a year or so of experience. Staff supports this approach.
- Option “E” calls for six months of free, but time-enforced (3 hour) parking. Rather than citations being written during this period, staff prefers that warnings be issued. The idea of a phased-in approach is to provide more time for educating the public about all aspects of any parking management that is implemented, including the necessity to address the core parking problems, the program’s goals, and all of the methods and particulars involved. Warnings could also be issued for a period of time once paid parking is implemented.
- Should paid parking be selected, we recommend that there be some form of a “resident discount” offered. There are many variations of methods, and this can be further discussed.
- We support issuing decals to residents located in the periphery of downtown, and the enforcement of such, to protect parking opportunity for these residents in their own neighborhood.
- We would evaluate a “tiered” parking rate structure (different fees charged in different locations) after one year of paid parking data is obtained and analyzed.
- We recommend that regardless of whether a free enforced period or paid parking option is selected, there be a three hour time limit in effect in order to achieve the much-needed turnover of spaces.

PROPOSED PILOT PROGRAM FREE / PAID PARKING





JUNE 18, 2015

PROJECT # 15-2047.00

EXECUTIVE SUMMARY

Parking in Downtown Dunedin has been and continues to be a growing point of concern. In an effort to address the parking issues, the City retained Walker Parking Consultants (Walker) to review the issues and develop a Downtown Parking Action Plan. Walker was contacted to assist the City and provide a plan for downtown parking. This executive summary provides the key findings and recommendations. The full report provides a detailed review of the analysis and recommendations.

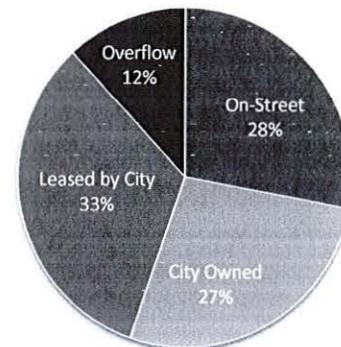
The overriding objectives for the downtown parking program as outlined:

- Encouraging turnover of the most convenient spaces.
- Securing sufficient public parking inventory in Downtown.
- Providing options to residents, visitors, and employees for parking.

PARKING SUPPLY AND DEMAND

Taken as a whole, 931± public spaces were inventoried by Walker. Of these, 821 spaces are available on a regular basis.

Type of Parking	Status	Regular	ADA	Total
On-Street		247	13	260
City Owned	C	240	15	255
Leased by City	L	289	17	306
Subtotal:		776	45	821
Overflow	OF	110	0	110
Total:		886	45	931



- Currently, parking is provided at no charge to the public with some areas having time restrictions posted, although the time limits are inconsistent and not uniform.
- The City leases several surface lots from private land owners at an annual cost of roughly \$81,000.
- More than half (373 spaces) of the public surface parking spaces are considered at risk due to planned and potential redevelopment projects. This does not include the overflow parking, which is also at risk, but only available during large events when parking demand spills over into these areas.
- Observed parking demand indicates overall peak demand during typical conditions is during a weekend evening.
- Several areas experience high demand at levels where parking is either full or nearly full, making it difficult to find a space. An example of parking occupancy is provided in the following heat map.

DOWNTOWN DUNEDIN

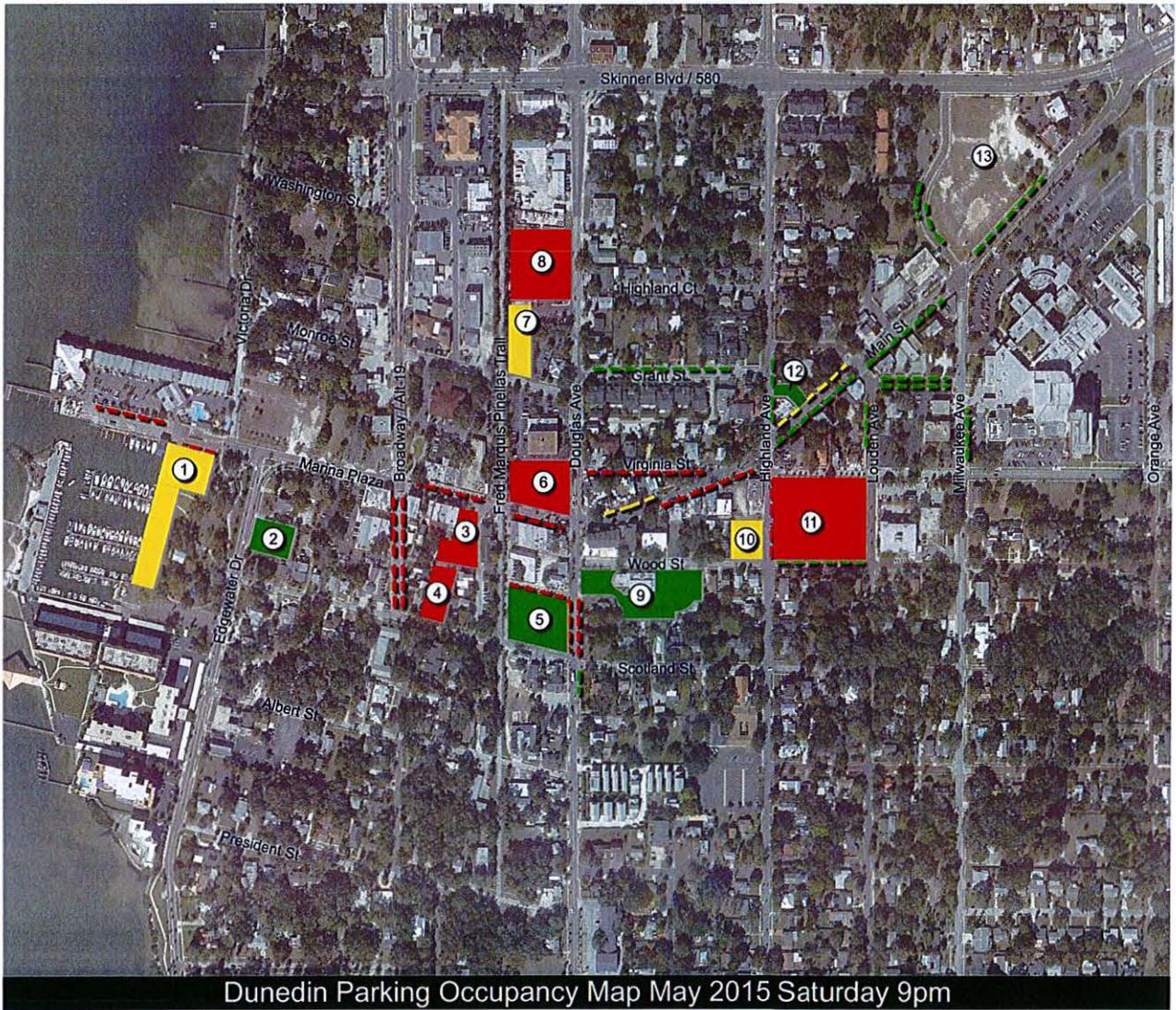
FEASIBILITY ANALYSIS FOR DOWNTOWN PAID PARKING



JUNE 18, 2015

PROJECT # 15-2047.00

Example of observed conditions during a weekend evening in May. Similar results were observed during December and June, as well as during the mid-day and weekdays.



Dunedin Parking Occupancy Map May 2015 Saturday 9pm

On-Street

- ≤ 70%
- 71% - 84%
- ≥ 85%

Off-Street

- ≤ 70%
- 71% - 84%
- ≥ 85%

① Lot Numbers



DOWNTOWN DUNEDIN

FEASIBILITY ANALYSIS FOR DOWNTOWN PAID PARKING



JUNE 18, 2015

PROJECT # 15-2047.00

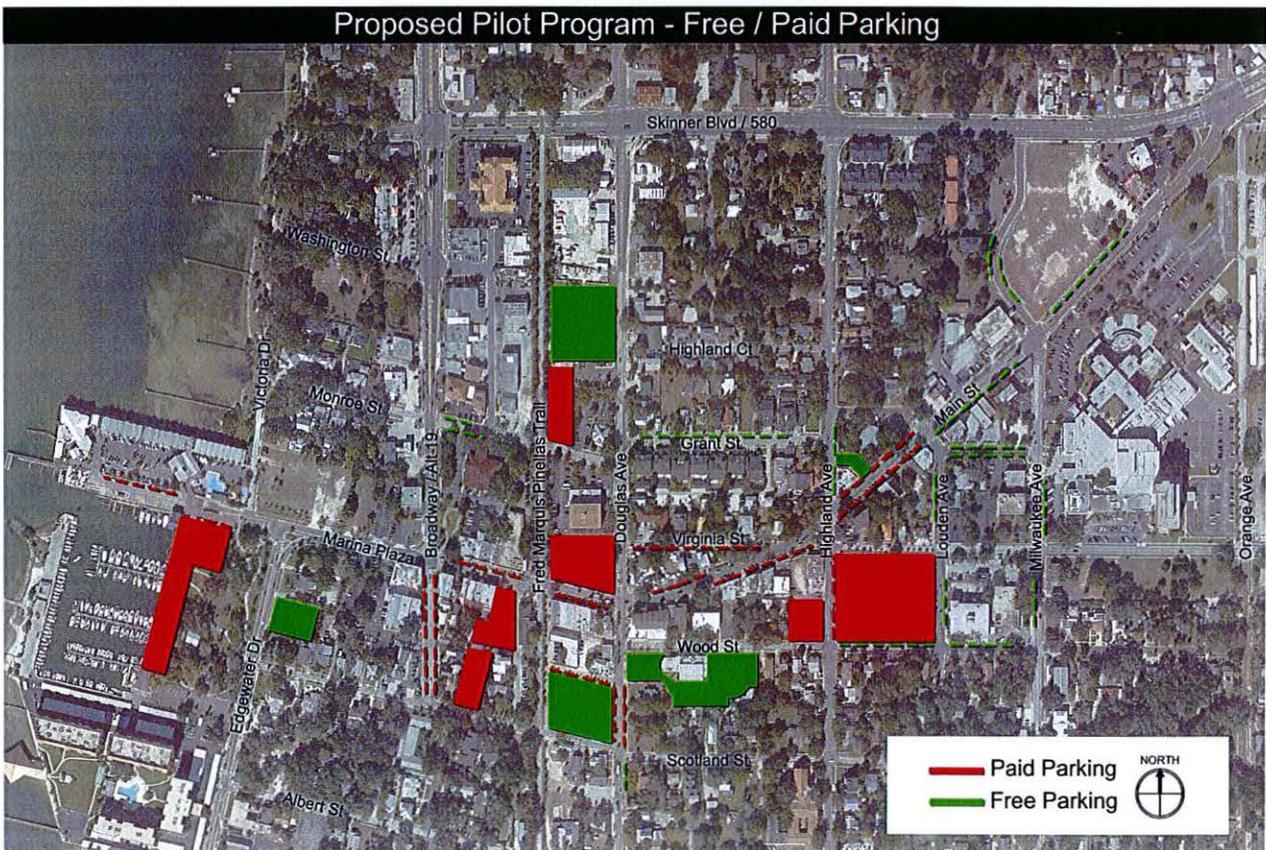
PARKING IS NEEDED

Considering the current non-event demand levels observed, the at risk parking supply, and current parking requirements in Downtown, Walker recommends the City add 350 to 400 new public parking spaces. This additional parking would account for the eventual loss of at-risk parking areas and to meet new parking demand.

IMPLEMENT PARKING MANAGEMENT STRATEGIES

Parking management strategies should be implemented to encourage turnover of the most convenient spaces and to disperse parking demand to less convenient parking in the peripheral areas.

The most effective method to accomplish this and to assist in funding new parking is by implementing a paid parking program consisting of both paid and free parking options. Parking funds generated by paid parking should be used to improve parking within downtown, including funding new parking and improving wayfinding. Options may be added to the system to allow discounts to registered residents of Dunedin and to address surrounding residential neighborhoods. Walker recommends implementing a 12-month pilot program to evaluate the effectiveness of a paid parking approach in downtown Dunedin.



DOWNTOWN DUNEDIN

FEASIBILITY ANALYSIS FOR DOWNTOWN PAID PARKING



WALKER
PARKING CONSULTANTS

JUNE 18, 2015

PROJECT # 15-2047.00

First and foremost the recommendation for implementing paid parking is to manage a limited resource. Revenues generated by paid parking should be used to fund adding parking to meet the projected parking need to ensure the public parking remains available.

The following provides a range of annual revenue potential for consideration for on-street and off-street areas, as well as citation revenue. The assumptions used in the analysis are listed below each table as needed. This analysis is limited in scope and intended to provide a general overview of potential revenue based on the proposed pilot area. Smart meters that accept credit cards and coins as well as a pay-by-phone app are recommended and assumed in this analysis.

On-Street parking represents the most conveniently located parking in Downtown. As such, it should be priced accordingly. Rates should not be set lower than \$1.00 per hour and will be more effective if priced higher than off-street parking. The analysis accounts for paid parking six days per week less 18 days to account for road closures for events.

ON-STREET REVENUE ANALYSIS	Hourly	Hourly	Hourly
	Rate	Rate	Rate
	\$1.00	\$1.25	\$1.50
Potential Average Daily Revenue per Parking Space	\$6.00	\$7.50	\$9.00
Potential Annual Revenue per Parking Space (unadjusted)	\$1,764	\$2,205	\$2,646
Annual per Space Non-Compliance Adjustment	(\$353)	(\$441)	(\$529)
Annual per Space ADA Placard Free Parking Adjustment	(\$265)	(\$331)	(\$397)
Potential Annual per Space On-Street Revenue	\$1,147	\$1,433	\$1,720
Total Annual On-Street Meter Revenue	\$194,900	\$243,700	\$292,400

Annual per Space Residential Discount Adjustment	(\$459)	(\$573)	(\$688)
Total On-Street Annual Revenue with Residential Parking Discount	\$117,000	\$146,200	\$175,400

Assumptions:

# of On-Street Parking Spaces:	170
Hours of Operation: 9:00 AM - 9:00 PM	12 Hours/Day
Days of Operation: Tuesday - Sunday; less 18 event days	294 Days/Year
Average Occupancy: Average for all days/hours paid	50%
Percent non-compliance:	20%
ADA Placard Free Parking: (State Law)	15%
Resident Discount Program Impact:	40%
Rounding to nearest hundredth	

DOWNTOWN DUNEDIN

FEASIBILITY ANALYSIS FOR DOWNTOWN PAID PARKING



WALKER
PARKING CONSULTANTS

JUNE 18, 2015

PROJECT # 15-2047.00

Off-Street rates should be set lower than on-street rates, but not less than \$1.00 per hour. To account for closed surface parking lots for events, the total paid days is reduced by six per year.

OFF-STREET REVENUE ANALYSIS		Hourly Rate
		\$1.00
Potential Average Daily Revenue per Space		\$5.40
Potential Annual Revenue per Parking Space (unadjusted)		\$1,652
Annual per Space Non-Compliance Adjustment		(\$496)
Annual per Space ADA Placard Free Parking Adjustment		\$0
Annual Reduced Hours per Space Adjustment (impact to Baptist Lot)		(\$749)
Potential Average Annual per Space Revenue		\$987
Total Off-Street Annual Meter Revenue		\$291,100

Annual per space Residential Parking Discount Adjustment		(\$395)
Total Off-Street Annual Revenue with Residential Parking Discount		\$174,700

Assumptions:

# of Off-Street Parking Spaces:	295
Hours of Operation: 9:00 AM - 9:00 PM	12 Hours/Day
Days of Operation: Tuesday - Sunday; less 6 event days	306 Days/Year
Average Occupancy: Average for all days/hours paid	45%
Percent non-compliance:	30%
ADA Placard Free Parking: (assume all meters/lots ADA compliant)	0%
Resident Discount Program Impact:	40%
Weekly free parking hours per space (Baptist Lot paid after 5 pm)	32 Hours/Week
Rounding to nearest hundredth	

Paid parking only works with enforcement. Two basic fines are provided for consideration. This only includes citations with a fine and not warnings.

CITATION REVENUE ANALYSIS		Basic Fee	Basic Fee
		\$15.00	\$20.00
Daily Citations Issued: (not including warnings)	20	\$300	\$400
Weekly Citations Issued:	120	\$1,800	\$2,400
Annual Revenue:		\$93,600	\$124,800



JUNE 18, 2015

PROJECT # 15-2047.00

IMPLEMENTATION ACTION PLAN:

IMMEDIATE ACTION (3-6 MONTHS)

- Establish ordinances to allow paid parking within specific parking zones in downtown Dunedin.
- Continue process of public meetings to address concerns and explain the program.
- Consider a survey to determine which optional programs are favorable to residents, including permits, validations, and time limits.
- Develop an RFP to implement a paid parking pilot program as outlined in the full report including integrated Pay by Plate meters, parking app, and enforcement system using license plate readers.
- Review options for staffing and management of the paid parking system – either internally or sub-contracted. If sub-contracted, recommend retaining assistance in developing RFP documents and obtaining proposals.
- Strategize and pursue options to increase public parking supply by 350-400 spaces.
- Begin process of establishing a standard parking signage for directional and locational parking wayfinding.

SHORT-TERM (6 – 12 MONTHS)

- Identify locations for the meters and signage with specific focus on the pilot program area.
- Establish an informational site on parking within the city website.
- Obtain and conduct a review of meter proposals and enforcement equipment.
- Display a sample meter for the public to see and try out inside City Hall or other public space.
- If applicable, obtain and review management proposals for system.
- Begin training of ambassadors and deploy with the pilot program.
- Conduct public and media outreach to communicate the parking plan and pending changes.
- Implement pilot program area to test meters and gauge performance, including an on-line survey to understand any specific issues that can be resolved.
- Develop printed parking brochure with map of public parking facilities and city parking app.
- Implement an ambassador approach to parking enforcement.
- Add Neighborhood Parking Permit enabling ordinances.
- Finalize standard parking signage and begin installation.

DOWNTOWN DUNEDIN

FEASIBILITY ANALYSIS FOR DOWNTOWN PAID PARKING



WALKER
PARKING CONSULTANTS

JUNE 18, 2015

PROJECT # 15-2047.00

MID-TERM (1 – 2 YEARS)

- Evaluate results of paid parking pilot program and adjust as necessary to achieve results.
- Continue public outreach and marketing campaign to educate the public.
- Review financial results of paid parking and use funds to improve downtown.
- Begin adding additional parking within the downtown area as either surface parking or parking structured spaces, including pursuing private development opportunities that could incorporate public parking.

LONG-TERM (OVER 3 YEARS)

- Review parking demand and overall parking management plan.
- Continue to seek private development that includes adding public parking within the Core Area if that has not yet occurred.



June 1, 2015

To: City of Dunedin

Through: Robert Ironsmith, Robert Dispirito, Greg Rice

From: Downtown Dunedin Merchants Association Board and Membership

Through: Gregory Brady, President, 2015-16

To whom it may concern,

The Downtown Dunedin Merchants Association board and its members have met on several occasions and discussed the work of all of the different studies, task forces and committees and agree that we have to move urgently toward a long term solution for parking in the CRA district.

We have most recently had discussions at monthly meetings about the DPAC and staff recommendations and have had no opposition. A consensus was reached to move forward with a paid parking pilot program in the "hot spots areas". We would also see the need to implement the resident component of the recommendations as well as some relief to locals/residents.

We discussed the need for parking structures and securing additional land to have surface parking and maintain control of these parcels for future growth. We understand that a funding stream needs to be created and would agree that the people parking in the spaces should pay for them, making this approach the most realistic.

In conclusion, we support the direction and recommendations of the DPAC and staff recommendations.

Regards,

Gregory Brady, President

DDMA



June 9, 2015

Mayor Julie Ward Bujalski
City Commissioners
City of Dunedin
PO Box 1348
Dunedin, FL 34697

Dear Mayor Bujalski & Commissioners:

The Board of Directors of the Dunedin Chamber of Commerce reaffirms their support of the process of reviewing the public parking availability, now and planning for the future.

We are very pleased to see this process moving forward. Recognizing the vulnerability of much of our public parking is a concern to all downtown businesses, as well as businesses and residents throughout our community. We must ensure that there is adequate parking for visitors and customers, as well as business owners, employees and volunteers. We applaud the process now being undertaken and are glad to see that our current parking resources are being evaluated. It's planning for the future that is vital to the continued success of our businesses and events.

Our Board is very supportive of the parking evaluation process. We look forward to being at the workshop on June 23 to participate in further discussions.

We offer our support and involvement in this process and we thank the Parking Committee for its hard work on behalf of our community.

Sincerely,

A handwritten signature in blue ink that reads "Lori Badders".

Lori Badders
Chair of the Board

6/12/2015



Gregory Brady
DPAC- Downtown Parking Advisory Committee

City of Dunedin
Mayor and Commissioners
Through: Robert Dispirito, Greg Rice and Robert Ironsmith

Mayor and Commissioners:

The meeting of the DPAC was held last evening, June 11th at 5:30 Pm, at the Bon Appetit. The meeting was well attended and we had a signup sheet circulated to give you an idea of the mix of attendees. Surprisingly there were not any attendees who opposed any management plan through paid parking. The public facebook page created an event page for this meeting to invite anyone with questions, comments or concerns.

The city staff had a well prepared presentation that was sent out to all regular members and the furnished in printed form for all to follow. This was accompanied by a power point presentation of the same information in a condensed form.

Finally, there was a well participated in Q and "A forum. During this process we came to a consensus on the following:

1. Option "C"- **Implement a hybrid pilot parking management plan that includes paid parking in high activity areas (Main Street), with free parking areas located off Main street.** This option was chosen by the large majority. No other option was chosen.
2. No Time limits on the paid or free parking areas
3. A tiered approach in the paid parking hotspots
4. No discount to residents on the on Main Street parking, but reduced on off street paid lots
5. Free lots with signage to direct Jolley Trolley and trail parking (Park and Ride)
6. Implement a resident permit program for nearby surrounding residential streets

This approach seemed to fit the directive by commission to both go with a "phased approach" and protect any concern by residents abutting the downtown area. I hope this information is helpful in your moving forward with a decision. The tiered pricing, free and paid lots off Main Street as well as proactive resident protection represent this phased approach.

DPAC- Downtown Parking Advisory Committee



Respectfully submitted,

Gregory Brady

Chairperson

DPAC- Downtown Parking Advisory Committee

DUNEDIN LOOKS AHEAD

DOWNTOWN PARKING DECISIONS ON A GOOD “PROBLEM” TO HAVE

City of Dunedin
City Commission Workshop
6-23-15

SPECIAL THANK YOU

To the Downtown Parking Advisory Committee for
all their hard work!



DOWNTOWN PARKING DISCUSSION



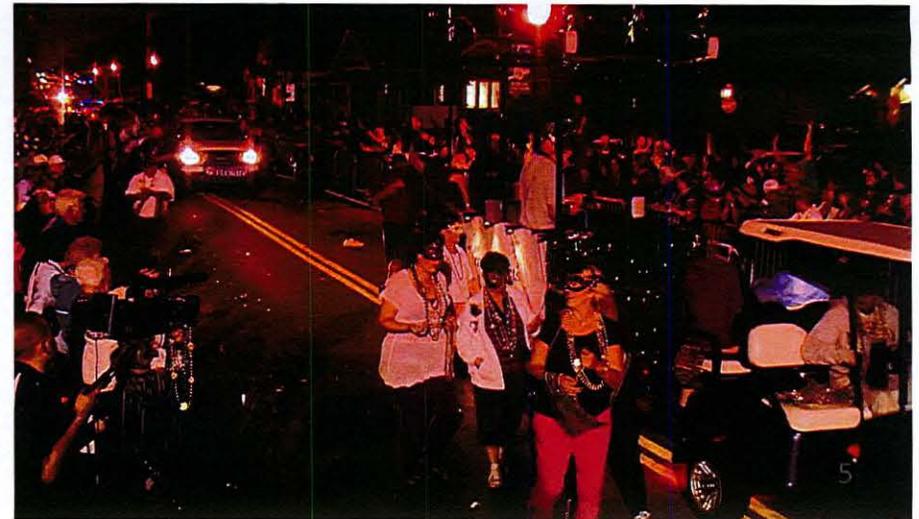
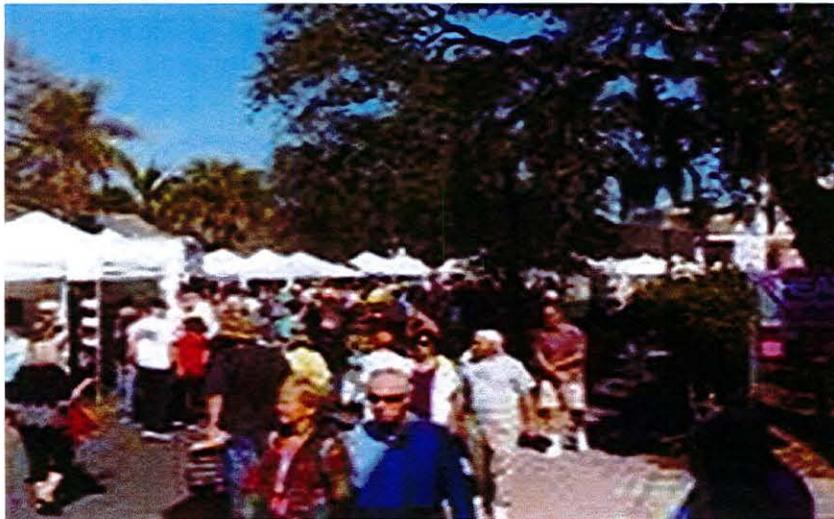
- Where are we today?
- What are the concerns?
- What are the goals?
- What are the options?

DOWNTOWN PARKING DISCUSSION



- What are the Costs?
- Hear from DPAC
- Conclusion
- Final Thoughts/Comments

DOWNTOWN DUNEDIN TODAY



DOWNTOWN DUNEDIN TODAY

- No vacancies on Main Street
- Top small downtown
- Development & Redevelopment is occurring
- Very walkable & desirable
- Well used Pinellas Trail section

DOWNTOWN PARKING TODAY

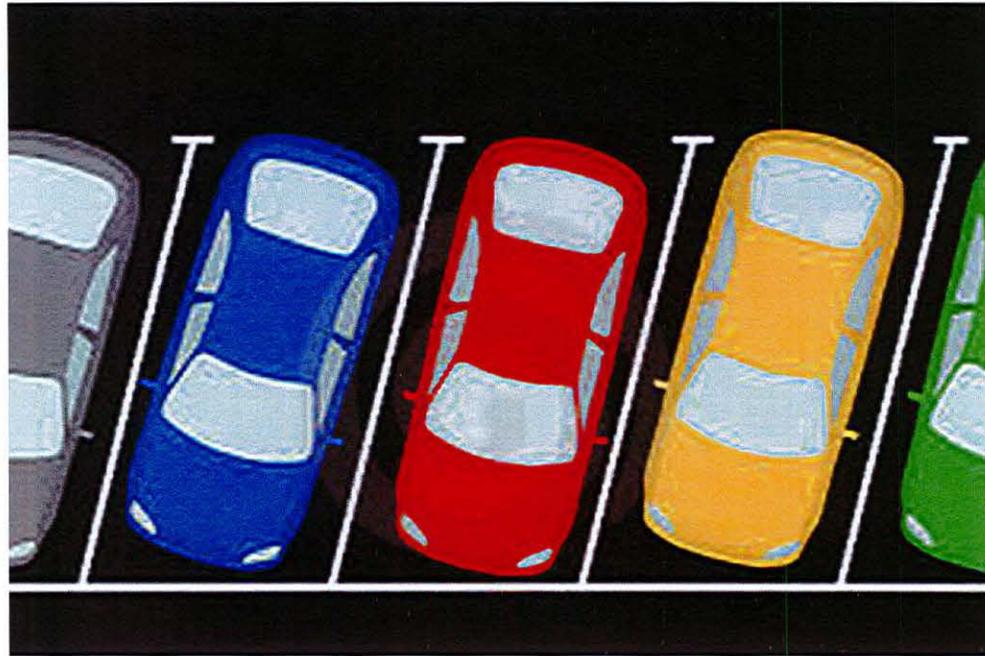
DOWNTOWN PARKING BREAKDOWN

- On-street (Main Street corridor) **260 Spaces**
- Off-street (City owned) **255 Spaces**
- Off-street At-risk (leased) **306 Spaces**
- Off-street (overflow) **110 Spaces**

Total Parking Supply = 931 Spaces

DOWNTOWN CONCERNS

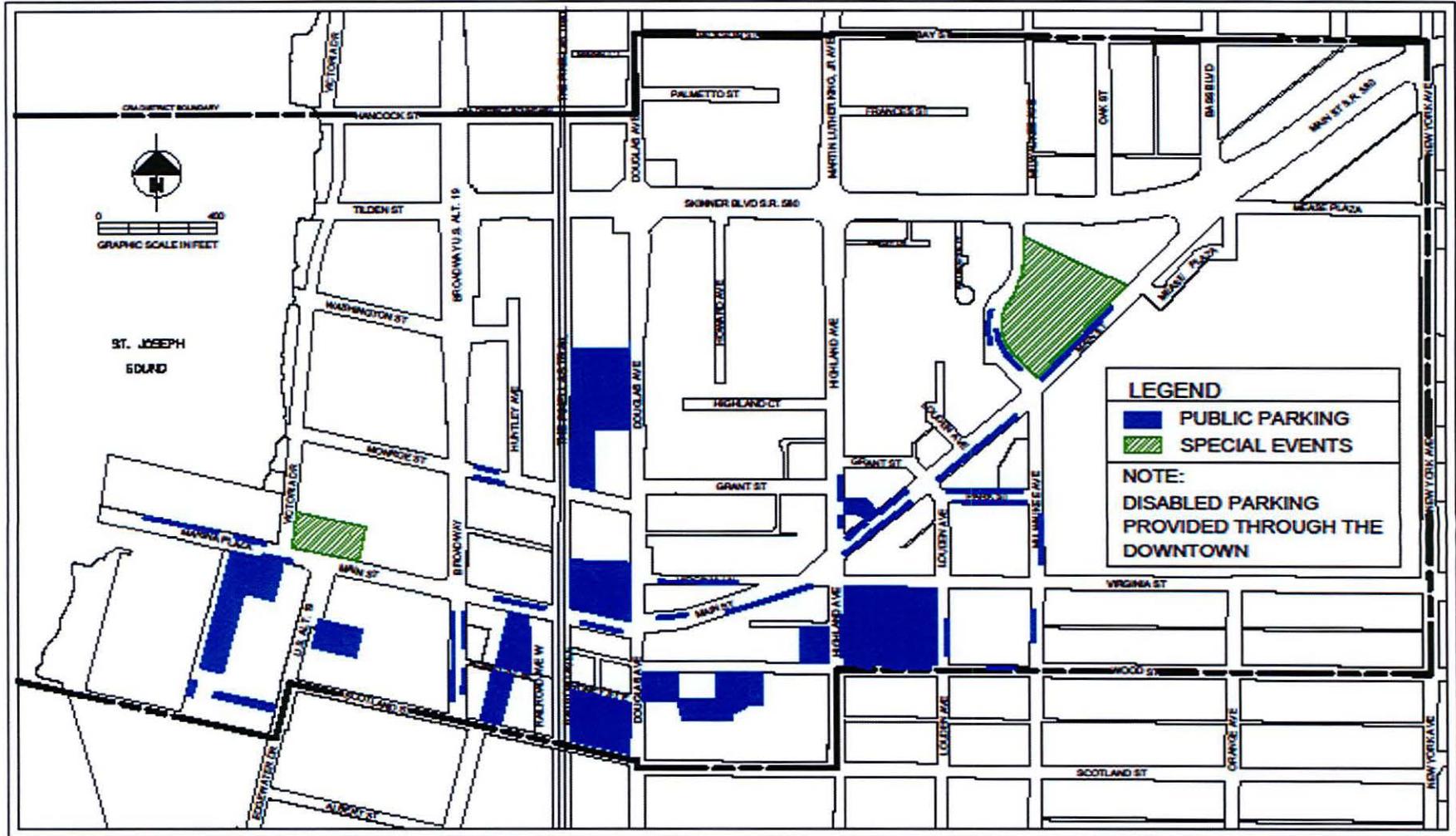
- Parking Availability
- Parking Turn Over
- 50% of Downtown Parking is At-Risk to Lose



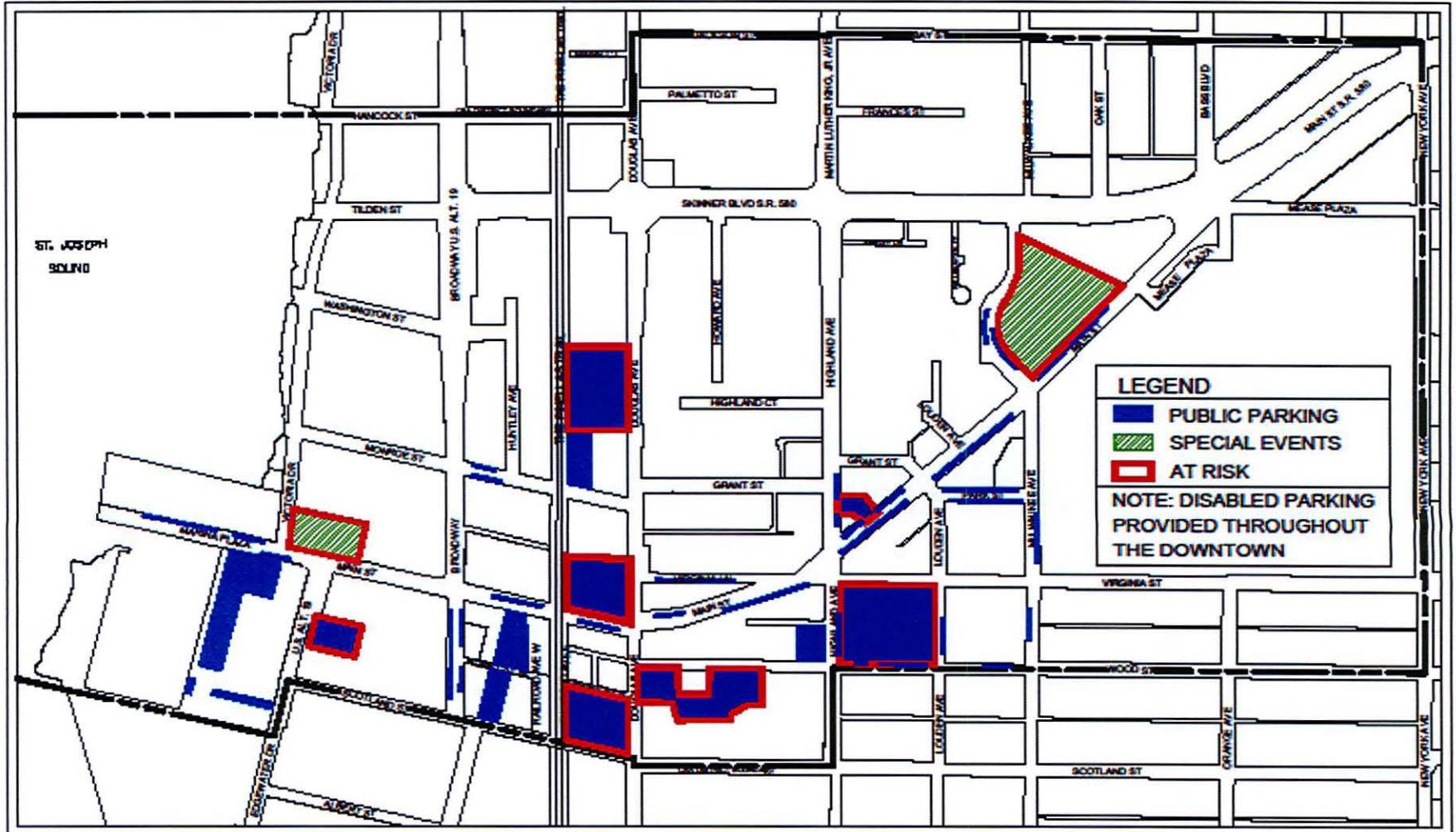
EXAMPLES OF PARKING CONCERNS

- 90 parking spaces will be lost at Keller Site (Douglas Ave.).
- 40 parking spaces will be lost at Ocean Optics (Main & Douglas).
- 100 special event spaces gone at Victoria Place (200 Main St.).
- 67 parking spaces will be lost at former First Baptist Church parcel.
- 64 parking spaces will be lost at Station Square (Scotland & Douglas).

CITY OF DUNEDIN DOWNTOWN PUBLIC PARKING (TODAY)



CITY OF DUNEDIN DOWNTOWN PUBLIC PARKING (AT RISK)



DOWNTOWN PARKING GOALS

- Plan to Add 350 to 400 Parking Spaces
- Implement Parking Management Plan
- Get the “right people in the right places”
- Create Parking Turnover
- Provide Revenue Stream for Additional Parking

RECENT PARKING ADDED

- 90 Spaces Keller Lot - Leased
- 26 spaces Wood & Highland Lot - Leased
- 29 spaces Bushnell Lot - Leased
- 64 spaces Station Square - Leased
- 10 spaces Lot adjacent to City Hall - Leased
- 40 spaces Ocean Optics - Leased
- 67 spaces First Baptist Church Lot - Owned

DOWNTOWN PARKING OPTIONS

- **Option “A”** Do Nothing
- **Option “B”** Free Enforced (3-Hour) Parking for 12 Months, then Assess
- **Option “C”** Hybrid Pilot Plan, 3-Hour Paid in Hot Spots, Free Elsewhere
- **Option “D”** Paid Parking throughout Downtown
- **Option “E”** Free Enforced (3-Hour) Parking – Transition to Paid/Free Parking in 6 Months

OPTION "A" - DO NOTHING

- **PROS**

- Free parking is preserved
- No disruption to perceived downtown ambience

- **CONS**

- Available downtown parking harder to find
- No revenue to increase parking stock
- Redevelopment is hampered and tax base stagnant
- No revenue to generate additional parking

OPTION “B” – FREE ENFORCED 3-HOUR PARKING

- **PROS**

- Parking remains free
- Allows City to assess data over a year
- Opportunity to educate the public

- **CONS**

- Enforcement cost \$125,000
- Heavy reliance on available at-risk parking
- No data on revenue generation is produced

OPTION “C” – HYBRID PILOT PLAN, 3-HOUR PAID HOT SPOTS, FREE ELSEWHERE

- **PROS**

- Hybrid provides paid and free to public
- Revenue is generated for future parking from day 1
- Hybrid allows for reevaluation

- **CONS**

- Cost, lease and acquisition for pay stations
- Perceived notion that paid lessens ambience of the downtown
- Cost for installation

OPTION “D” – PAID PARKING THROUGHOUT DOWNTOWN

- **PROS**

- Maximum revenue from day 1
- Maximum turnover of spaces

- **CONS**

- Less free parking downtown
- Having all paid parking could displace parking into residential areas
- Cost of pay stations and enforcement is the highest
- Not all areas can participate

OPTION “E” – FREE ENFORCED 3-HOUR PARKING TRANSITION TO PAID/FREE PARKING

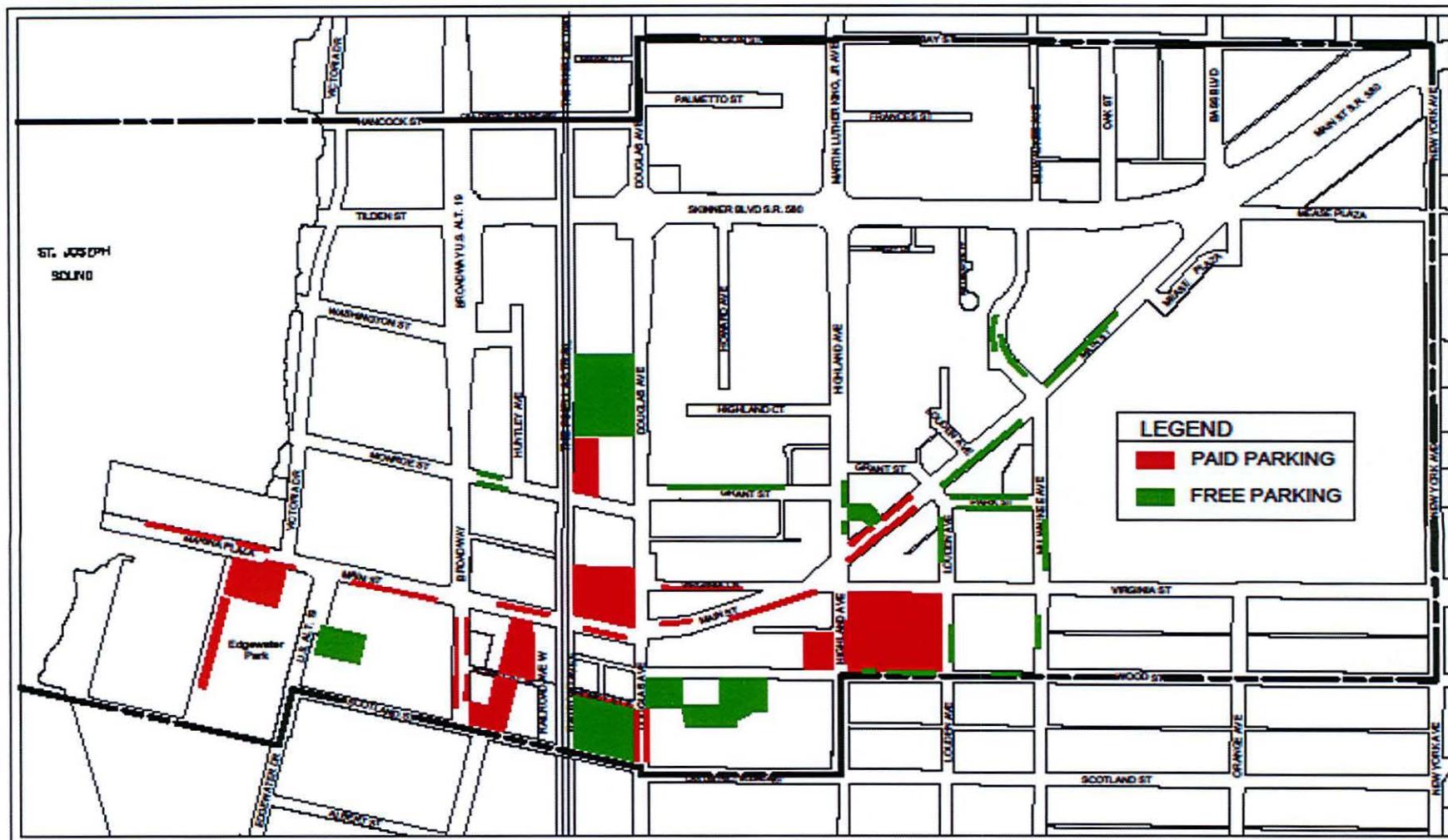
- **PROS**

- Represents Phased-in approach
- Move with certainty to paid parking program within 6 months
- Creates turnover of spaces

- **CONS**

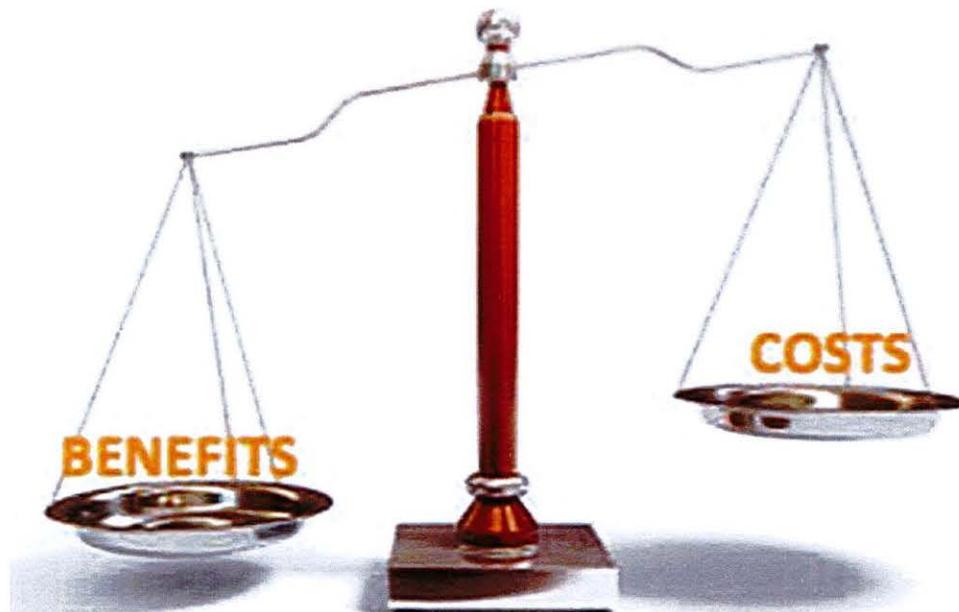
- Cost of enforcement for 6 months
- Little revenue for first 6 months (citations only)
- Delay in ability to secure financing for garage

PROPOSED PILOT PROGRAM FREE / PAID PARKING



RANGE OF EXPENSES/REVENUE PILOT HYBRID PLAN

- Enforcement \$125,000
- Leasing of pay stations \$35,640
- Installation costs \$25,000
- Parking Management operations \$105,000



One-Year Pilot Program Enforced Free vs. Paid Parking Financial Comparison

Revenues

	Option "B" (Enforced Free)	Option "C" (Year 1 Paid)	Year 2 Paid	Year 3 & Beyond Paid
Net Carry Forward			\$ 95,071	\$ 90,814
Total Pay Station Revenue (\$1/HR)		\$486,000	\$486,000	\$486,000
Less: Resident Discount (40%)		(\$194,400)	(\$194,400)	(\$194,400)
Citation Revenue (\$15 Fine 20 / day with paid parking)	\$ 46,000	\$ 93,600	\$ 93,600	\$ 93,600
TOTAL REVENUE	\$ 46,000	\$385,200	\$480,271	\$476,014

Expenses

Enforcement (10am-10pm 312 days / year)	\$125,000	\$125,000	\$ 75,000	\$ 75,000
Parking Manager		\$ 78,000	\$ 78,000	\$ 78,000
Pay Stations (33) Rent \$90 / Mo		\$ 35,640		
Pay Stations (33) Purchase			\$211,530	
Shipping (\$135 / pay station)		\$ 4,455		
Installation (\$250 / pay station)		\$ 8,250		
Installation performed by City		\$ 12,295		
Operations (Back Office Support / Paper)		\$ 26,489	\$ 24,927	\$ 24,927
TOTAL EXPENSES	\$125,000	\$290,129	\$389,457	\$177,927
NET TO PARKING SYSTEM	(\$ 79,000)	\$ 95,071	\$ 90,814	\$298,087

DOWNTOWN PARKING ADVISORY COMMITTEE

- Chair Gregory Brady (Speaking)
- Special thanks to former Chair Andy Chiodo
- Letter from Downtown Dunedin Merchants Association
- Letter from Dunedin Area Chamber of Commerce



CONCLUSION

- Parking problem is a good problem to have
- Need additional 350 to 400 parking spaces
- Downtown parking supply heavy reliance on at-risk
- At-risk parking areas are going away
- Parking Management Plan needed
- Request for Commission to provide top (2) choices

DOWNTOWN PARKING DISCUSSION

FINAL THOUGHTS AND COMMENTS

