

Agenda Item: PH-1c

Meeting Date: 09/22/16

MEMORANDUM

TO: City Commission

THROUGH: Douglas Hutchens, Interim City Manager 

DATE: September 12, 2016

FROM: Robert C. Ironsmith, Economic and Housing Development Director
Greg Rice, Planning & Development Director

SUBJECT: Resolution 16-23, Parking Performance Measures

PRESENTER: Robert C. Ironsmith, Economic and Housing Development Director
Greg Rice, Planning & Development Director
Joe Ciurro, Finance Director

RECOMMENDATION: Approve Resolution 16-23

BUDGET IMPACT: None

PAST ACTION: None

NEXT ACTION: None

ATTACHMENTS: Resolution 16-23, Parking Performance Measures

BACKGROUND: With the Parking Management Plan set to begin October 3, 2016 as a 1 year pilot program, staff was directed to develop parking performance measures to evaluate the success of the parking plan. After many internal staff parking meetings and taking into consideration the goals of the Parking Management Plan, 3 areas have been developed to provide the basis for reviewing the new parking program. These measures, which are listed below and contained in more detail in the Resolution, also have a Go/No Go component to be used when determining to continue the 1 year pilot plan or to cease:

Financial:

Goal – Net revenues from the Parking Management Plan will support appropriate capital expenditures such as acquisition of pay stations. A comparison of the projected revenues and expenses model that was

provided to the City Commission at its June 2, 2016 City Commission meeting (Exhibit “A”, Resolution 16-23) will be used as the baseline and compared to actual data resulting from the yearlong pilot test.

Go/No-Go Point: Is the Parking Management Plan providing \$200,000 in net revenues?

Parking Occupancy:

Goal: Parking occupancy counts > 40% on street and 35% off street in paid parking areas.

Go/No-Go Point: 30% occupancy on street and 27% off street. These percentages are tied into the financial model to represent the paid parking providing \$200,000 in net revenues.

Parking Turnover:

Goal: Achieving parking turnover equal to or greater than 3 vehicles in the high demand areas of downtown (Main Street from Alt. 19 to Loudon Avenue, Broadway from Alt. 19 to Scotland Street and parking lots by the museum).

Go/No Go Point: Parking turnover \geq of 3 vehicles a day in the high demand parking areas.

In addition to these quantitative performance measures there will also be other aspects that will be used to evaluate the success of the pilot Parking Management Plan. A list is provided below and includes some data points along with important but more subjective information such as surveys to merchants, visitors and residents on perceptions of the Parking Management Plan.

ADDITIONAL DATA & SUBJECTIVE ASPECTS TO BE CONSIDERED

- Number of enforcement tickets issued, and number of vehicles towed.
- Data obtained from monitoring free parking lots. Visual estimate of percent occupied.
- Document and report on the Residential Permit Program. This would entail how many residential permits have been registered.
- Use a survey method such as survey monkey to obtain feedback from the local merchants on how the Parking Plan is being received. Questions would entail: Are you having more customers

as a result of parking turnover? Are you hearing from customers that they found it easier to find a parking space?

- Use a survey method such as survey monkey to obtain feedback on resident and visitor perception on how the Parking Plan is being received. Was the pay station user friendly? Were you able to find parking?
- Use a survey method such as survey monkey to obtain information from business on where their employees are parking.
- Analyze data to determine number of businesses that are offering parking validation.
- Document and review how many employee passes have been issued.
- Review data from the pay stations and the parking management company to determine highest parking occupancy areas.
- Review PSTA (Jolley Trolley) ridership numbers from 2016 and 2017, noting trends and seeing if ridership increased on the Friday, Saturday and Sunday days.
- Review the downtown special events in relation to the parking plan.
- Assess performance of the parking management company.
- Assess reliability and performance of the parking kiosks.
- Assess increased revenue occurring at parking locations outside of areas closed by the special event.
- Comparison of parking occupancy during special events and not during special events.

Staff recommends adopting Resolution 16-23 and the 3 parking performance measures that cover the financial, parking occupancy and parking turnover aspects with the stated Go/No Go points. The additional data reviewed and the more subjective information just mentioned will also be used when completing the comprehensive analysis of the Parking Plan that will go to the City Commission in September of 2017.

RESOLUTION 16-23

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DUNEDIN ESTABLISHING PARKING PERFORMANCE MEASURES FOR THE CITY'S PILOT DOWNTOWN PARKING PLAN; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.

WHEREAS, the City Commission of the City of Dunedin has received public input at several City Commission workshops and City Commission meetings regarding downtown parking, and has received recommendations from City staff, the Ad Hoc Downtown Parking Committee and the Community Redevelopment Agency Advisory Committee to implement a Pilot Downtown Parking Plan within the Community Redevelopment Area (CRA); and

WHEREAS, after receiving the public input and retaining Walker Parking Consultants to study the issues and make recommendations for implementing a hybrid downtown parking plan within the CRA, the Pilot Downtown Parking Plan (Ordinance 16-25) was adopted; and

WHEREAS, the overall goal of the Pilot Downtown Parking Plan is to promote turnover and provide a dedicated funding source to increase parking space supply; and

WHEREAS, in order to determine the success of the Pilot Downtown Parking Plan and to decide whether or not continuation of the program is merited, the City Commission wishes to establish metrics to be used in evaluating the results of the one-year Pilot Downtown Parking Plan, beginning October 3, 2016 and ending October 5, 2017; and

WHEREAS, the City Commission shall hold a workshop on September 20, 2017 to review the results of the program.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY ASSEMBLED:

Section 1. That the City Commission, in support of the overall goal of the Pilot Downtown Parking Plan to promote turnover and provide a dedicated funding source to increase parking space supply, hereby adopts the following Pilot Downtown Parking Plan objectives:

1. Net revenues from the Downtown Parking Plan shall support appropriate capital expenditures such as acquisition of pay stations, and the analysis of net revenues to expenditures shall be based on the projected revenues and expenses more specifically attached as Exhibit "A".

2. Parking occupancy counts shall be greater than 40% on-street and 35% off-street, in paid parking areas.
3. Parking turnover shall be greater than or equal to 3 vehicles in the following high demand areas: Main Street, from Alternate U.S. Highway 19 to Loudon Avenue; Broadway from Alternate U.S. Highway 19 to Scotland Street; and the parking lots by the Dunedin Historical Museum.

Section 2. That the City Commission, in evaluating the results of the one-year Pilot Downtown Parking Plan, beginning October 3, 2016 and ending October 5, 2017, shall use the following quantitative based performance metrics to determine if it was successful:

1. Net revenues must equate or exceed \$200,000.00.
2. Parking occupancy counts must show greater than 30% on-street occupancy and 27% off-street occupancy in paid parking areas.
3. Parking turnover must be greater than or equal to 3 vehicles in the following high demand areas: Main Street, from Alternate U.S. Highway 19 to Loudon Avenue; Broadway from Alternate U.S. Highway 19 to Scotland Street; and the parking lots by the Dunedin Historical Museum.

Section 3. That the City Commission, in evaluating the results of the one-year Pilot Downtown Parking Plan, beginning October 3, 2016 and ending October 5, 2017, may also review merchant, neighborhood and resident perception of Pilot Downtown Parking Plan.

Section 4. That this Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, THIS 22nd day of September, 2016.

Julie Ward Bujalski
Mayor

ATTEST:

Denise M. Kirkpatrick
City Clerk

RESOLUTION 16-23**EXHIBIT "A"****Summary Table of Revenue & Expenses of the
Downtown Parking Plan**

| <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 |
| | <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 | 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 | <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" | <u>442,445</u> | <u>667,228</u> | <u>661,884</u> | <u>653,300</u> |
| <u>Capital Purchases/Debt Payments</u> | | | | |
| Enforcement Vehicle Lease/Purch | 4,800 | 15,000 | - | - |
| Pay Stations | - | 281,960 | - | - |
| | <u>4,800</u> | <u>296,960</u> | <u>-</u> | <u>-</u> |
| Net Cashflow | <u>437,645</u> | <u>370,268</u> | <u>661,884</u> | <u>653,300</u> |

Source: June 2, 2016 City Commission Meeting

*** Supplement ***

Agenda Item: PH-1c

Meeting Date: 09/22/16

AGENDA MEMORANDUM

TO: City Commission

DATE: September 20, 2016

FROM: Denise M. Kirkpatrick, City Clerk 

SUBJECT: Resolution 16-23, establishing Parking Performance Measures for the Pilot Program

REVISION: In Resolution 16-23, Exhibit A was amended by placing Fiscal Year "FY" before the years at the top of the chart.

ATTACHMENT: **Resolution 16-23**

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Denise M. Kirkpatrick
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RESOLUTION 16-23

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Source: June 2, 2016 City Commission Meeting