

OLD BUSINESS

1. DOWNTOWN PARKING/CONSULTANT PRESENTATION ON THE IMPLEMENTATION OF THE APPROVED HYBRID PILOT PROGRAM

CRA Director Bob Ironsmith introduced the agenda item and reviewed the previous direction by the Commission for moving forward with the Parking Management Plan which includes complimentary and paid parking.

Mr. Ironsmith introduced Jon Martens and Jim Corbett with Walker Parking Consultants who will present the implementation component of the plan. He advised the team made up of various Department Heads and staff members on parking has been meeting weekly since January all of whom have been very involved in the research and analysis.

Mr. Martens and Mr. Corbett referenced the PowerPoint presentation included in the agenda packet with staffing providing the following highlights and comments.

Why Paid Parking?

There is a limited supply of parking.

It manages the demand on a limited asset in the downtown area.

Much of the parking is at risk and some has already been lost.

It encourages turnover.

Parking is not free as there is a cost to the City which ultimately is upon the citizens.

What is the Plan?

The Plan is a pilot program; therefore, is not set in stone and is meant to be an evaluation tool for a 12-month period.

The Plan is a hybrid of paid and free systems.

Weekdays until 5:00 P.M. would be 51% free and 49% paid

After 5 P.M. and Weekends 25% Free and 75% Paid

This is a change from the original recommendation; however, it is a blend as there have been significant changes in what was available parking from the study issued June 2015.

The map included in the PowerPoint indicates the parking no longer available including the Gateway Project coming on line and the OceanOptics property will be developed and also the area at Douglas will be developed and will not be available.

Additional parking has been added that has been done through striping including at the Marina some of which is by permit during certain hours, paid after permit hours.

The Plan encourages the long-term parking solution which has been an ongoing issue in the downtown.

Proposed Fees and Hours

Starting points for the pilot program:

On-Street \$1.50 per hour

Some small paved lots for example the Museum right off Main Street would be \$1.50.

Off-Street \$1.00 per hour

10:00 A.M. – 10:00 P.M. Monday – Sunday are the recommended enforcement hours.

Limited permit parking - \$30/month - \$300 annual is recommended with the idea that some employers might purchase the permits to allow parking on certain lots and would be available also to residents or regular users.

How Will I Pay?

Parking Kiosks cover multiple spaces, is more convenient and allows for more options and is less clutter on the street.

Pay by Plate has many advantages by entering the license plate number.

Parking App is strongly recommended for use with a smart phone or use a regular phone and call to pay with a credit card.

Discount parking card for residents made available if they desire to purchase in advance.

Payment Options

Coin, credit card and phone app are recommended.

It is recommended the app be the same as used in the surrounding cities; Tampa, Clearwater and St. Petersburg use the same app.

An app will send a text notifying the parking time limit is up.

Credit cards always involve a fee; therefore, the \$1.00 per hour only makes sense.

Benefits for Residents

Provide a discount card for residents to purchase in advance. An example is for \$20.00 they get \$25.00 worth of parking (20% discount). This will also save money on credit card fees by having one transaction.

Dunedin parking token would be a unique token worth 1 hour of parking to be sold to residents and merchants at a discount.

What About My Neighborhood?

A recommendation is for the formation of a Residential Parking Program which protects the residents and enables them to park in their neighborhoods and keep out the peak traffic when the commercial district is at capacity.

A permit credential is given to a resident.

Times and boundaries are established for the programs usually enforced during the peak periods which often is evening and weekend hours.

Typically a neighborhood petitions to be part of a program.

Eligibility – Proof of residency by presenting a number of documents.

Who Will Manage the Parking?

Consideration of options including:

Professional parking management firm in order for the City to be focused on the long range planning efforts and not the day to day issues and customer service issues

In-house with trained City staff

What If I Don't Pay?

The ambassador approach to enforcement is to have a person who can explain how the machines work, the hours and other typical questions.

On the initial roll out it is recommended to have extra help at the meters.

During the initial roll out have a warning period with citations to include instructions for education and marketing.

Fine recommendations:

\$20.00 fine for no payment

\$25.00 fine for no parking zone

\$250.00 fine for ADA violation as determined by State Statute

An appeals process should be in place.

What's Next in the Process?

Establish Enabling Ordinances

Continue Public Outreach and Communications

Formalize Residential Parking Permit Program

Select Meter Vendor/Pay Station

Determine and Establish Management

Commission Questions

Experience in Hybrid Programs and their success. Commissioner Tornga inquired regarding Walker's experience with a hybrid program if they have done it with this small of parking space availability and how the pilot programs have worked out generally.

Mr. Martens stated the goal with the recommendation for paid parking is for the most popular, high demand areas. Occupancy studies were done initially in December 2014 on a Saturday and extensive studies in May 2015 and June 2015; four counts on a weekday and on a weekend from 9:00 a.m. to 9:00 p.m. for all the parking in the area. The idea is to make the free areas to be where you want people to congregate and park first to free up the high demand spaces. It is trying to manage the demand where people want to park.

Commissioner Tornga clarified his question was how many times has Walker done a hybrid program where there was no charge before and then done a charge/complementary program and how many have been smaller and how many larger and what was the result of the pilot program.

Mr. Martens explained in his 13 years with Walker many times he will do a study and make recommendations and the city does nothing; therefore, to quantify how many he has done, he does not have number. Many places already have some meters or paid parking or it they do not have a cost or that same need, every situation is different, it might be just a matter of adjusting the rates. He could go back to other consultants within Walker and ask for some specific examples. He noted he is working with a city he worked with 12 years ago that did not move forward with the recommendations at the time and now they are looking at it again and is

a little less than Dunedin; they charge a low fee for some off-street and the on-street is free with a time limit and it does not work.

Commissioner Tornga explained he is trying to establish that this program will be successful and he is just trying to make it quantified and feel the right decision is being made.

Mr. Corbett acknowledged other cities do have hybrid programs and Dunedin is not alone in what they are working on for parking in similar situations, Walker is working with Sarasota on St. Armand's Key and with Fort Pierce with similar problems.

Parking Rates

Commissioner Tornga recalled he questioned at the agenda review session about the \$1.50 figure; he just wants it to be the right number for the program to succeed and suggested perhaps it should be lower and the entire program should be kept as simple as possible. He noted in terms of the \$300.00 for an annual permit that the City has estimated \$10,000 cost for a surface space and \$25,000 for a garage space and it would take 30 years to recoup just the surface spot and 83 years for the garage spot. He commented all this is being done in order to have revenue to build a garage.

Mr. Martens explained the logic behind the recommended fee is that the on-street spaces are the most convenient and where the turnover is desired, so the \$1.50 versus the \$1.00 is the differentiator between the two. The report provides an example of an ordinance in Redwood, California one of the first cities to have an ordinance that dictates how the parking rate is established based on occupancy and how much that rate can change, so that is something that could be put in the ordinance for some review. In the industry 85% occupancy is a healthy number because higher than that people say they cannot find a place to park; the occupancy count for Dunedin indicated there were plenty of areas that were 100% or 99% some areas were over 100% because people were parked illegally. The rates could possibly be adjusted down; however, the recommendation is to make the fees different.

Commissioner Tornga pointed out in this program it is the user who pays and verified that with Mr. Martens.

Parking Management/Ambassadors. Commissioner Tornga stated he liked the idea of a contractor and noted on the contractor's side, there are some significant numbers listed and he is not in favor of the City having any involvement in that part of it. He is in favor of the ambassador recommendation when the program begins and thinks that can be done with volunteers. He asked if Walker has had experience with using less than professional organizations or if there is a way to lessen the price.

Mr. Martens stated he has seen some programs with volunteers initially, but it is a limited time that could be augmented to the ambassador staff. They looked at what staffing would look like and all costs passed through that the City would be approved before it was spent, there would be an understanding of the wage, the costs and then the operator would make it happen.

Parking Supply

Commissioner Gracy expressed concern regarding the City buying more supply and at what point does it reach over correction if at all. Mr. Martens noted in the original report in June 2015 they recommended 350 to 400 spaces to be added; even though some spaces have

been lost, staff has found more and they are looking at areas to potentially add more spaces. He clarified the 350 to 400 was in addition to the existing spaces in June 2015 of 829.

Commissioner Kynes noted she was fascinated with the Redwood ordinance and how it looked at the occupancy rates and allowed for adjustment and that would even touch on seasonality and gave some real leverage to be fluid with what actually transpires.

Mr. Martens advised the number they are using currently is 932.

Mr. Ironsmith pointed out the at-risk spaces had to be taken into consideration and there is still a lot of inventory that will change over time.

Mayor Bujalski requested the spread sheet on the parking spaces previously provided be distributed again with updates.

Planning and Development Director Rice commented the objective is to provide a revenue source that can address supply over the next 2 to 4 years. No one is saying there has to be an additional 400 spaces in the very near term and there is that time period to see how things play out in terms of the demand, how much at risk is lost and the different types of uses especially as the eastern end of Main Street comes into play. This is laying the groundwork to have the ability to address the needs at the time. The idea is for the market to determine the rate structure and that can be part of the ordinance.

Commissioner Tornga inquired if the numbers provided of 40% and 45% occupancy is aggressive or not aggressive.

Mr. Martens suggested it is a reasonable number because there were many times they observed it to be a lot higher, but they know it will not always be like that, there are many variables involved and the occupancy will vary according to what is going on like an event. He commented on his experience in talking with people who would not come because there is no place to park, but would come and if there was a place to park and pay, this has been a proven piece in the industry they have seen.

Evaluation Period

Mayor Bujalski inquired regarding the plan for the evaluation of the 12-month pilot program and how to determine if the program is successful.

Mr. Martens explained:

It is important a pilot program is not too short to determine the experience or too long.

One component is revenue generated per space versus expenses, the financial piece is important.

Other components include the uses of the app; the industry standard is a low number of 30%, the occupancy levels before and after.

Mayor Bujalski requested Walker provide staff with sample reports of what the Commission might see from a management company. She suggested then probably a month after the 12-month program there should be an evaluation of the pilot program. Mr. Martens commented with the ongoing process the data is there; therefore that would be doable.

Mr. Rice commented with regard to the pay stations when that proposal comes in they are designed for a 12-month lease and then if the City continues their design for a purchase right

after that, then there needs to be a plan to have answers before the 12 months are up, so he would suggest there needs to be a decision in the 10th or 11th month as to whether to continue based on the lease agreement. Mayor Bujalski suggested possibly planning for a 13-month lease.

Special Events. Mayor Bujalski asked what the plan is for special events.

Mr. Corbett explained they talked with staff at length regarding special events and there are different types and sizes about possibly pre-collection in order not to have a line of people standing at the kiosk; this could be avoided by having a person in the lot collecting the money for the event is one way, but for events where people are trickling in and out the kiosk could handle that. This is one more reason to recommend a professional parking management company because of their experience in handling those types of events.

Mr. Ironsmith noted the financial model had a certain amount of days not included based on the special events because if Main Street is closed those kiosks are not going to be used.

Mr. Martens stated that was correct and that a more established program would be that if there is an event then part of the cost of the event is to take those spaces out of service and that fee would either be passed on or take the loss of revenue. In a pilot program that was a level of complexity they did not really address and just assumed those would not be paid.

Mr. Rice explained in the modeling they did not plan for any revenue to the City on those big event days, but it also provides an opportunity for example where all the lots with pay stations could be used perhaps to help the Dunedin Downtown Merchants Association (DDMA) recover some of their costs. The pay stations could be programmed for a one-day event if the Commission chose to do it that way.

Phone App. Mayor Bujalski addressed the issue of the phone app 35 cent cost per use and asked the experience of the app use.

Mr. Martens stated that is the typical fee that is added to the cost of the parking as a convenience fee. Mayor Bujalski expressed concern that would be 23% of the parking fee which is huge and that it would be seen as a deterrent. Mr. Martens stated it could be for some people, but that is the industry standard; there are some communities that take that fee on, but that is systems where they know the revenue stream and the costs. Mayor Bujalski asked what if the user paid for the app and then not have to pay the convenience fee every time and Mr. Martens explained the fee is going to be there whether the City or the user pays it. Mayor Bujalski suggested in the first year charging a 35 cent convenience fee to the customer is a good idea especially for those younger people who are going to use the app that come into town two or three times a week. Mr. Martens commented waiving the fee for a certain amount of time might be considered to encourage use and then also it would help in determining the cost and how many people are using it.

License Plate Recognition. Commissioner Gracy asked if the License Plate Recognition is a tool for a resident discount.

Mr. Martens stated he would say it could be done worked out with the app provider in advance, typically there is a registration process.

Mayor Bujalski asked regarding the hourly charge does the user have to pay the full hour. Mr. Martens explained it could be in 15 minute increments.

Fine Amounts. Mayor Bujalski asked for clarification of the fine.

Mr. Rice explained the \$30.00 was used because that is what is used for parking tickets in Code Enforcement and with the Sheriff's Office for other reasons and the County Court system can be used in the case of a challenge, using the \$20.00 the City would have to find a way to adjudicate those people who challenge a citation; therefore, the staff recommendation is to stay at \$30.00 and use the County Court system. He explained also there can be a way for the user to correct going over time at the time for less without getting a citation.

Commissioner Gracy commented regarding using the fines collected in different ways such as donation to for example Dunedin Cares or towards the merchants for a special event to cover their security which she thinks will get residents and others around the city to see it as not just a money grab. Mr. Rice agreed as the desire is for it not to be a negative and the success is not being based on ticket revenue which is a very small piece, he advised that Tampa tried that approach; however, struggled with where to send the money, but Dunedin would not have that problem.

Mayor Bujalski questioned if that would go along with the staggered fine depending on whether it is a first time overage for 15 minutes or someone who consistently is cited and might get a ticket for \$50.00. Mr. Rice stated they would like to have situations like the 15 minutes over cured right there at the kiosk.

Commissioner Tornga suggested a conversation to figure out the best program that is simple and easy and then work on the rest of the issues.

Mayor Bujalski inquired where the ambassador program comes from and Mr. Martens explained it would be the outside parking management company that would do that according to the Request for Proposal that will go out which they recommend to be very detailed in terms of the scope of that program.

Employee Parking/Resident Parking. Mayor Bujalski inquired regarding the employee/permitted parking. Mr. Martens explained they would have access to four particular lots where they would not have to visit the kiosk and make a payment, this is a convenience factor and would not be a "sell as many as possible" item; it would have to be limited.

When Mayor Bujalski asked what stops employees from taking up all the free parking, Mr. Martens explained while it is known that will happen and all employees would not be insured a permit, it would be a limited supply on a first come first serve basis.

Mayor Bujalski expressed concern for the safety of those employees working late nights and walking 5 blocks to a parking lot. She also expressed concern that employees will take up all the free parking spaces and asked how that can be balanced; she assumed at some point there would be an employee parking lot, but that is not what is being proposed.

Mr. Martens commented it is a difficult issue and how do you prove that person is an employee for an employee lot and then that leads to having all paid parking which is not acceptable. He commented possibly some free parking would have a time limit and some would not so it would be an inconvenience for employees. Mr. Corbett commented on there being no way to solve the issue and after the first three months it can be seen how things are effectively working out; interaction with merchants and employees could provide some valuable feedback; he thinks that is the approach that needs to be taken.

Mayor Bujalski reiterated working something out because of the limited free parking and not perpetuating the feeling that all this is just benefiting the businesses and not the residents who visit downtown, that is the statement they make right or wrong.

Mr. Rice advised staff is looking at three additional areas to add supply as needed if it comes to that.

MOTION: Motion was made by Commissioner Tornga and seconded by Commissioner Kynes to extend the meeting past 11:00 p.m.

VOTE: Motion carried 4-1. Commissioner Gracy voting nay.

Mr. Ironsmith stated during the day there is more than enough parking for employees and the public coming into the downtown with over 300 spaces. The targeted survey indicated with employees coming in shifts to the downtown the estimate is 160 during a shift. Also, to be considered are some businesses having parking for employees, it is not totally one way or the other; it is a combination. He agreed the best thing is that after a couple of months staff will see how things are going.

Staff Presentation

Mr. Ironsmith briefly reviewed the PowerPoint presentation Downtown Parking Plan – June 2, 2016 provided in the staffing in the agenda packet with the highlights and comments as follows.

The Evolution of Parking Management (Page 3)

Dunedin is at the Residential Permits stage which is in the middle.

Commissioner Kynes commented regarding the next step of Park & Ride possibly being part of answering the concerns for the employee/resident parking issue that is not quite understood at this moment. Mr. Rice agreed.

Most Stakeholders agree on the Downtown Needs (Page 5)

Commission Direction Progress Update (Page 6)

Construction on the Douglas Avenue with 195 spaces to begin July/August with completion in late fall 2017.

Artistic signs have been installed.

Two finalists from the RFP for pay stations will come to the Commission on June 16, 2016.

Dunedin's website has all information on parking.

Lease secured at 228 Main Street for 35 new spaces

First Baptist Church lot improvement plans have been designed to come to the Commission on June 16, 2016.

Additional special event parking obtained at Mease Dunedin Hospital/Virginia/New York (145 spaces)

Proposed Hybrid Program Free/Paid Parking (Page 7)

Map provided to the Commission on January 7, 2016 as shown by Walker.

Page 8 is the Proposed Dunedin Parking Map

Page 9 is the Marina-Edgewater Park Parking Plan expanded.

Why the Map Changed (Page 10)

More at-risk lots are going away.

There is more demand to live downtown.

Popularity of the downtown is growing.

A financial model needs to cover not only operating costs but also debt servicing for a 2nd parking garage in the future.

Downtown Conditions Status (page 11)

Mr. Rice referred to the map provided and commented regarding the revenue stream to resolve the parking problem over the long term; the commitment does not have to be addressed until approximately 3 years after learning from the pilot program and if the decision is to continue the program. There would be 2 to 3 years of revenue and expense analysis to use in determining what type of permanent resolution is necessary at that time.

Downtown Parking Plan (Page 12)

The next steps outlined including having the system operational October 1, 2016.

The Goals (Same as Before) (Page 13)

Promote parking turnover

Increase parking stock

Have efficient parking locations

Have plans for 2nd parking garage

The Results (Page 14)

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 (Page 15)

Concept drawing with a wrap of retail and office space provided.

Finance Director Ciarro continued the PowerPoint presentation.

Potential Bond Financing (Page 16)

Mr. Ciarro explained:

There are some variables not known; however, there are some educated guesses for building the 2nd parking garage structure. He noted this is not a project planned in the immediate future, like next year; therefore, many elements can change.

Bond holders will look at pledging revenues, what will be coming in to pay the debt which will be based on cash flows available and ratios.

This page provides a Project Summary and Financing Terms as projected scope of financing a future parking garage.

Summary of Revenue and Expenses Projections (Page 17)

This projection indicates in the first year 2017 the estimated required "Net Revenues" for debt financing is not met for debt issuance. This is primarily due to startup costs, leases occurring and so forth.

The next few years with more parking stock with a good flow of revenues.

Being operational for 3 years and showing good growth in the last 2 years would be the point at which to begin planning the project costs and looking for financing to be ready in year 4 and after.

These are projections with assumptions using Walker's assumptions to assist in this model; they are not concrete. The anticipation is to evaluate the pilot year throughout the year in order to make decisions in a timely manner related to upcoming contracts for parking stations and so forth.

Mr. Rice explained after meeting with the Board of Finance, the parking team attempted to go more conservative with the occupancy projections, more so than what Walker had and noted the figure for Parking Management is worst-case scenario which staff believes can be done better and more efficiently, but it includes a full time parking manager with two enforcement personnel; however, it is known what that will be until the RFP comes back.

Mr. Ironsmith advised when Mr. Ciurro prepared the table Walker used 45% on-street and 40% off-street and Mr. Ciurro took into consideration the parking garage coming on board with additional parking inventor and actually lowered the numbers again for 2018.

Summary Recommendations for the Parking Plan (Page 18)

All actions 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 a parking garage.

Recommended Parking Management Package from Staff (Page 20)

Parking Rates

Residents Discount

To include implementation of the 35 cent phone app fee.

Parking Time Limits

Paid Parking enforcement, system, methods fines

Paper should be deleted as paper in pay stations is problematic.

Parking Management

Neighborhood Protection Parking Permit

No overnight parking in any paid or complimentary lot.

Commission Questions

Commissioner Gracy clarified with Finance Director Ciurro if there is no user fee then the funds for this parking plan would come from the General Fund and the Community Redevelopment Area (CRA); it would be covered by the tax base to an extent at least at this time.

Commissioner Kynes asked in regarding off-street parking if it will be those people using the Trail and the Trolley who will use that app and want to stay longer than 4 hours. Mr. Ironsmith explained those users are anticipated to go to the complimentary lots with not time limits.

When Commissioner Kynes further inquired regarding the phone app users ability to increase their time in the off-street parking it was determined that was not part of the plan; however, Mr. Rice suggested staff should look into allowing extension of the time past 4 hours on the phone app.

Mayor Bujalski advised those in the audience that most likely everything else on the agenda tonight would be postponed. (11:25 P.M.)

Citizen Input

Larri Gerson of 1310 Overcash Drive commented:

She has been through this issue from the beginning and recently found out there were meetings taking place the residents were not aware of where decisions were being made.

They have asked a lot of questions and Walker gave them a presentation that is nothing like what is being heard today.

In the original presentation they saw there was no mention to keep up Walker Company, the cost of the parking management company and evaluations to know the costs.

Now there is talk that there is no collection for the tickets, of appeals, the ambassador program, these are all the things nobody has questioned but the Commission is talking about the money and the revenue.

She has concerns for the over 55 age group and adding a new tax, because for the residents to come downtown it is a tax and it seems to be taken very lightly that it is "just" \$1.50 or \$1.00.

It is an added tax to the residents so the City can supplement the new development and the businesses that were grandfathered in that did not have to pay for this parking.

There is a Baptist Church lot secret plan now, because in the report by Mr. Ironsmith there is talk about selling that lot for \$1.5 million with a public/private partnership with condos, retail and parking. That is the lot being discussed in January to use for a parking garage for the citizens and build on it and they were told it was for the Blue Jays and there were secret negotiations so we could not talk about it.

Regarding fines it is now up to \$30.00 and that is a lot of money for retired residents; that would keep her away as a resident.

The employee loop was discussed, but what about the residents, there should be a balance and it should be a part of the parking management plan. All the talk is about revenue.

She heard from merchants and residents that the parking problem is related to tourists, but there is nothing in any of this conversation about tourists, it is all about revenue and residents and people coming downtown.

Casa Tina's was reported to have an increase in revenue by 20%; she doesn't have to pay for any parking.

At the Finance Committee she attended there was a good suggestion not even brought up to consider an ordinance including a taxing district for the businesses since they are the ones profiting from the parking and residents are having to pay a new tax, so why not share the cost.

This parking plan is not being figured out and going forward with a plan when you cannot figure out the costs is going down a bad path.

Regarding the Douglas Avenue parking garage, will the residents get the revenues from that, or is that going to the owner and how much will it cost to park there.

Gregory Brady of 580 Skinner Boulevard #4 commented:

In regard to a business tax, many of the merchants including Tina of Casa Tina's own multiple pieces of property they have invested in over 20 years and they pay taxes on those properties. They do provide a service to the community and he does not think they should be penalized when their goal as local merchants is to make money having a business and especially those who have worked 25 to 30 years in this community to make downtown what it is.

He agreed with the 3 hours in the hotspot areas to provide the needed turnover.

For the paid lots, he agreed with Commissioner Kynes, that there should be a 4 hour rate of maybe \$1.00 an hour and maybe the rate goes up if the person wants to use the mobile app and increase the time if they are on the Trolley or the Trail.

Many of the free lot spaces will be shared by residents, employees and everyone. In most cities the employees have a reasonable expectation they will park in a free lot, they will pay for it or the employer will share the cost. He would share the cost with his employees and provide for them to park closer to the shop if they will be working later in the evening.

The planned events require more discussion and planning including the Jolley Trolley to keep people from walking through neighborhoods.

He liked the idea of the public/private partnership on the First Baptist lot. The way he understood it was the City would maintain ownership of the parking structure and then the wrap would be sold to someone who wanted to develop it to defray the cost to the City.

There are many at-risk lots going away and they have been going for the past 5 years as the climate for development is going to clear they will continue to go away.

Everyone has worked hard to make a successful downtown and in other successful cities and towns there is a reasonable expectation that if you are going to be in key parking areas you will pay for it.

In terms of the tourists, that is the meaning of the people using it, pay for it; that is primarily the tourists. Many studies have been done by the Merchants Association over 25 years to determine where their business comes from. The locals provide approximately 35% to 38% of their business, the rest comes from tourists.

There have been discussions about this since 2004/2005 knowing this was going to be a problem and now it is a great problem that must be resolved. He thinks the only way to create a revenue stream is with some paid parking. All those who have said there is no need for paid parking do not seem to have a solution otherwise.

Nancy Hale of 509 Ashley Drive commended the Walker Company for a comprehensive study and proposal. She stated:

As part of the Parking Committee the culmination of all the efforts to make this project come to fruition has been months in the making.

She was able to turn over some interesting programs to Mr. Ironsmith that were successfully rolled out in similar size communities where she lived in New Jersey. The common denominator with those cities was that the citizens all jumped on the bandwagon and realized seeing the future was important and what the ramifications were going to be, a positive result continued and growth is continuing as she sees the progress every year.

One area to closely consider would be the time allotment and every business has a different opinion.

Her questions include the difference between the pay by plate versus by spot and her concern was the out-of-state cars and how to control that.

As a resident and employee of an established business and member of the Downtown Merchants Association she has a vested interest in the future of Dunedin and is confident there will be a positive direction taken.

Elaine Mann of 1325 Robin Hood Lane encouraged the Commission to approve paid parking as an economic stimulus that will ultimately serve Dunedin now and in the future. She commented:

The residents have too long gone without paying and relying on the City to pay.

Fear of negative impacts to the downtown crowd the path for change and concern that the burden of paying for parking will rest with the residents, that cars circling downtown for parking will cause congestion and that a parking garage could mar the landscape of downtown.

The Urban Land Institute parking studies and implementation case studies have consistently shown that paid parking leads to a decrease in traffic congestion by as much as 30% and increases safety for pedestrians.

The combination of metered parking and parking garages designed to fit the downtown offers residents and visitors a variety of parking opportunities to fit every need and allows visitors to enjoy the events and services of the downtown.

Studies have shown that it is visitors to downtown who shoulder the lions' share of the responsibility.

Dunedin residents who do not want to pay for parking can easily access public transportation including the PSTA and Jolley Trolley, Lift or Uber or take advantage of the number one walkable city in Florida.

Economic development will continue to draw viable businesses and younger residents to support the City in years to come.

Paid parking will generate funds the City can allocate to continue creating Delightful Dunedin experiences now and in the future.

Chris Krampert of 1371 Glendale Drive the lay leader at the First United Methodist Church commented:

Consultant Danny Craig has been in continuous correspondence with their Pastor on this issue and he and Mr. Ironsmith have met with their Church leadership to hear their questions and concerns.

The Church strives to be a good neighbor and work with the City and business community to ensure Dunedin remains delightful.

In 2002 the Church entered into a non-exclusive easement agreement with the City for the use of Church property for general public parking in exchange for City funded improvements including drainage and lighting. The agreement provided specific exceptions for Sundays and Church activities and a schedule was attached to the original agreement.

They understand the need for changes to downtown parking including looking at these revenue options; however, the consultant's proposed plan designates the Church lot as a sizeable contingent of the free parking in downtown. Furthermore, their study was predicated on it being leased by the City in the original parking study

They wish to ensure the availability of parking for Church members and guests, not just on Sunday mornings, but for the number of meetings and ministries including on Saturdays, Wednesday nights, meetings of various organizations and weddings and funerals.

They look forward to studying the situation as the pilot parking program is implemented and hope the increase of burden on the lot is not at the expense of Church activity.

Hans Hess, current President of the Downtown Dunedin Merchants Association congratulated the Commissioners and stated he was sure they would make the right decision. He inquired the impact with this program when it is rolled out in terms of it being a shock and turning people off from the downtown or what will be the impact.

John Medeiros of 2368 Mangrum Drive made the following comments:

The taxpayers have been paying for the parking all along and that has been just fine. His understanding is the City has funded the downtown out of the General Fund for quite a few years during the recession especially when the CRA was not doing well, very little money came from the CRA. Money is being lost that should be going to the General Fund to the CRA.

Regarding the numbers Walker put together, they seem to think the first year the net cash flow will be approximately \$438,000, but if he heard correctly there are 900 parking spaces becoming available and it would be 49/51 complimentary/paid parking during the day; then they said tonight the expectation was 45% occupancy, so that reduces the 900 spaces to 450 and then reduce that again by half with 45% occupancy, so that is 225 spaces. He thinks the numbers are inflated but that remains to be seen.

His question is, one year from October, if it is decided not to be viable or preferable to the majority of the citizens, is there a cost to terminate the program for removal of the equipment.

He echoed the comment by Ms. Gerson relating to the Blue Jays and the Baptist Church parking and he was at that meeting when it was said they could not discuss that issue and now it has come up as part of a new issue which is what the majority of the citizens at the time wanted the BP money to be used for a combination City offices and garage, now it is

not available. He imagined the Blue Jays have a different plan and hopefully that is not to take up more greenspace in the city or at Honeymoon Island or the Golf Course.

Dennis McGreen of 1689 Hamilton Court stated:

He does not support paid parking or the notion of parking turnover as an acceptable goal.

Turnover is the notion that when limited to a shorter period of time to park in a given parking space that more people will park there and more customers will shop, this is called "shop and get out".

The Declaration of Independence was changed from property to the pursuit of happiness because the founding fathers decided that was far more important and that is still true.

When citizens park in the downtown area they have every right to assume they are engaging in the pursuit of happiness, to take a walk, watch the sunset, ride bikes, meet friends and make new ones, sit on a bench and watch life go by and window shop, bring children and grandchildren to play in the park or watch a movie in the park and maybe shop, eat or have a few drinks – that is spend money downtown.

Now we find the pursuit of happiness in Dunedin has been revised backwards to the original discarded purpose of the Declaration, it seems property has replaced the pursuit of happiness as a top priority. People are told there should be limitations on how long they can park in the downtown area because when people park for a long time the number of people buying stuff in the stores is not as large as it could be if the parking time was limited.

If you agree that Dunedin citizens do not want the "shop and get out" philosophy you should let the candidates running for the Dunedin Commission this fall know that and ask them to repeal paid parking and turnover requirements as a condition for our vote.

Lynn Wargo of the Dunedin Chamber of Commerce echoed the comments thanking everyone for all the time put into this process. She commented:

The Chamber Board of Directors had multiple discussions about this issue over the past month. They realize the difficult decision.

It has to be taken into consideration the aspects of how this will affect the residents, visitors and businesses and the visitors cannot be discounted. The Chamber serves over 25,000 of those visitors in a year; it is a huge part of the business of their organization.

When the Chamber building was built over 100 years ago this was never anticipated, they have no parking for Chamber staff, volunteers, tenants, guests or members. They rely on parking availability.

What they like about the proposed parking management system is that it encourages turnover in the most desirable places in the downtown, but also provides free parking for residents and frequent downtown users. It allows for longer term parking for the heavier users who will not take the more desirable spots while working, using the Trail or riding the Trolley. The ones that derive the most benefit will be the ones to support the program and to look for the capacity to accumulate the needed funds for additional parking.

The at-risk parking is of significant concern because if there is no place to park in the downtown there is no way to use it.

Her questions include the evaluation process that earlier will be better to determine the effect; extending the time limits via the app.

The overnight parking is of concern because they encourage people to use Uber or taxis if they have indulged too much, to take the safe and responsible way home, but not allowing overnight parking is something that needs to be considered.

The Chamber also asks, in implementing the program, that it be done in as simplistic a way possible. There are so many variables involved in the plan with times and lots, the tweaks and changes could be made later.

Staff Response to Questions and Comments

Baptist Church Lot sale for \$1.5 million. Mr. Ironsmith explained that was one concept, it was the sale of the wrap and the parking garage structure part would be owned by the City. It would be similar to the public/private partnership discussed previously.

Cost for the Douglas Parking Garage and who will get the revenue. The charge for the garage parking would be the same \$1.00 per hour that comes to the City.

Pay by Plate versus Pay by Spot. Mr. Ironsmith advised both were studied by Walker and the LPR technology is better for enforcement and efficiency and is more user-friendly.

Initial Impact and Shock. Mr. Ironsmith explained:

This has to do with public outreach and what the City will do over the next several months to inform residents, merchants and visitors/tourists.

Mr. Craig is in the process of preparing a Public Outreach Campaign working with Communications Director Courtney King.

Mr. Craig advised:

The City's website will continue to be a source of information continually updated.

Dunedin TV will be doing promotional pieces, public service type ads.

The Public Relations Advisory Action Committee includes very creative marketing people and the City should take advantage of their skills.

All ready and waiting for the final map, are brochures to explain why this is being done, and where people can park some, of which can be distributed on the street. Posters to go in shop windows are ready or other appropriate places are ready to go. A newsletter has been created and is ready to launch which will be quarterly to answer questions and other issues.

To help with local residents the City will create a flyer that explains the program as simply and easily as possible which can go in utility bills to all residents. It will include contact information for questions.

The key chain idea is a good one for people to put their license plate number on the key chain.

Social media can include purchase of ads on Facebook.

PowerPoint presentations will continue to be created to go to civic clubs and the web to break down the program and provide information.

Ambassadors will be on the street as well as staff in the beginning.

The pay station vendor will have a marketing program to be rolled out at the same time.

Mr. Ironsmith commented regarding the City not looking to give out citations, but warnings and helping people to make the process smooth.

Mr. Rice advised there was a meeting with the Pinellas County Director of Building Services who came from Redwood, California was very helpful and indicated for the first two weeks staff is needed on the street.

Lease Termination Fees for the Pilot Program. Finance Director Ciurro advised through the evaluations of the bids received there were no termination fees. There is a lease fee and the vendors are aware of the City's option after the year.

Mayor Bujalski asked what staff is looking for from the Commission.

Mr. Ironsmith referred to the PowerPoint, Page 20, Recommended Parking Management Package and the nuances discussed tonight:

- 35 cent convenience fee to be a resident discount aspect

- Extend the time limit in relation to the phone app for the off street lots

- Citation fee of \$30.00 given consideration to come to a lower rate/staggered

- Employee parking in relation to free parking

- Remove the petition process from the residential program

- Remove the "No Overnight Parking"

- Evaluation and timing of evaluations

Commission Comments

Vice-Mayor Livingston recalled early on it was agreed this would be a fluid process; therefore, the management plan could be approved as submitted subject to appropriate changes as staff and Commission mutually agree.

Mr. Rice commented all of the items being discussed are the components of the parking ordinance staff is waiting to draft; therefore, there will be another opportunity as the ordinance is drafted incorporating everything discussed and finalize all the parameters.

Commissioner Tornga pointed out this is a staff program, there were consultants and now the City is doing it. He suggested:

- In the ordinance, to make it very simple at first without all the complicated Redwood elements and to give more consideration to the \$1.50 and \$1.00.

- Work with the merchants for them to understand where they can park and that the City cares about that and there is communication.

- The ambassador program is for the initial part and later there will be only one in the downtown.

- In terms of the evaluation that needs to be done instantly and constantly and he would request a monthly report of available information.

- Make sure the Trail users and Trolley users know where the City is asking them to park.

Look into the event parking which he thinks there should be a charge because of the cost of the events and it is the user who is being asked to pay in order to accumulate funds to provide additional parking.

MOTION: Motion was made by Vice-Mayor Livingston and seconded by Commissioner Kynes to approve the Parking Management Plan.

Commissioner Gracy requested clarification for example a resident with non-homestead property within the City of Dunedin, but owns no land in the CRA does that person's tax dollars ever go to building supply of parking in the downtown.

Mr. Ironsmith explained the dollars received are coming from the County and the City above the base for the year which are paying for the parking leases currently in play, so there are tax dollars being used in a combination of the County and the City above 1988; it is kind of a mixture so that would be difficult to answer. If there was no CRA then absolutely.

VOTE: Motion carried 4 – 1 with Commissioners Tornga, Gracy, Kynes and Livingston voting aye. Mayor Bujalski voting nay.

NEW BUSINESS

1. BIDS/CONTRACTS/AGREEMENTS

b. EMERGENCY MEDICAL SERVICES CONTINUING MEDICAL EDUCATION (CME) AGREEMENT

Fire Chief Parks advised:

The agreement presented is between the City and Pinellas County to provide instructors to the County for continuing medical education.

The process will allow the County to reimburse the City for instructors.

The process will also allow reimbursement from the County for continuing medical education program used on line to get services provided.

MOTION: Motion was made by Commissioner Tornga and seconded by Commissioner Kynes to approve the CME Agreement with Pinellas County.

VOTE: Motion carried unanimously.

7. AGENDA APPROVAL

Approve the revised proposed agenda for the regular meeting of June 16, 2016.

Addition: New Business

Bid 16-1062 for the Lakewood Estates Drainage Improvements

MOTION: Motion was made by Commissioner Tornga and seconded by Commissioner Kynes to approve the revised proposed agenda for June 16, 2016.

VOTE: Motion carried unanimously.

The meeting adjourned at 12:21 a.m.