

Commissioner Tornga noted the Board of Finance has reviewed this information and expressed appreciation for all the work that has been done by them and staff. He was confident the numbers presented are acceptable.

VOTE: Motion carried with Commissioners Kynes, Gracy, Livingston, Tornga and Mayor Bujalski voting aye. Voting nay: None.

NEW BUSINESS

1. BIDS/CONTRACTS/AGREEMENTS

a. RFP 16-1063 PARKING PAY STATIONS AND A PARKING MANAGEMENT SOFTWARE SYSTEM

CRA/Housing & Economic Development Director Ironsmith advised:

This item is for consideration of award of contract for the pay station vendor to Parkeon, Inc. as recommended by staff.

There was a competitive bid system with a Request for Proposals with 6 vendors shortlisted to 2.

Parkeon, Inc. allowed for a one-year Pilot Program and no risk for the first year; there are fees for termination after 3 months, 6 months and 9 months.

In response to a question raised in the Agenda Review Session, staff determined from Parkeon, there is no excess capacity for Wi-Fi in the pay stations.

The contract includes 45 pay station kiosks in the downtown which is part of moving forward with the implementation of the Parking Management Plan with the October 1, 2016 date.

This would be paid for with parking revenues generated through the system.

Parkeon, Inc. representatives were present to answer any questions.

Questions for Staff

Pay Station Capabilities. Commissioner Tornga clarified with Mr. Ironsmith the recommended pay stations have the capabilities the Commission requested including flexibility for weekends, special events and so forth.

Commissioner Kynes requested an explanation regarding this type of pay station being "more intuitive". Mr. Ironsmith explained when staff looked at pay stations these were easier to get through the system which includes license plate recognition.

William Johansson of Parkeon, Inc. explained the system walks the customer through each paid transaction with an animated photo of the next step in the process; it actually shows where to put the form of payment whether it is coin or credit card.

Funding Source. Vice-Mayor Livingston noted going forward this will be paid with parking revenue; however, the first year will be funded through the General Fund with \$63,000 startup costs budgeted. Mr. Ironsmith noted the BP Oil money was allocated which was in the General Fund.

Data Collection. Commissioner Gracy asked what kind of data can be expected on a regular basis from the stations.

Mr. Johansson explained the data on the system is 24/7 real time data and if there is trouble accessing the data there is a 24/7 customer support hot line. The data base shows

the maintenance statistics and all financial statistics, any and all transactions at the pay station will appear at the back office, even canceled transactions and overall occupancy, license plates recurring on a frequent basis.

Display Stations Prior to Implementation. Commissioner Gracy recalled past discussions regarding a kiosk on display at City Hall in order to acquaint the public with the stations and Mr. Ironsmith advised Parkeon is willing to do that as part of the public outreach beginning the end of July.

Mayor Bujalski suggested having a display at the Hale Center and Community Center and the Library noting there are less people coming into City Hall than in those other public buildings, it could be as simple as a display board explaining how they will look and work.

Mr. Johansson explained in the past in these situations they would deliver the stations and while setting up the system they can display units that will eventually be installed in the field, then they can be placed in multiple locations prior to them going live.

Public Comment. Mayor Bujalski opened the Agenda Item to public comment and requested speakers keep comments to 3 minutes and provide their name and address for the record.

Matthew Stevens of 1250 Palm Boulevard:

Inquired regarding the RFP which included the aspect of the Pilot Program and asked if that has been defined and where to find a definition of pilot program to determine whether or not this program passes or fails that definition. If it is not defined, how is a contract awarded if the parameters are not known.

Inquired regarding allowing staff flexibility to contract with the company for enforcement services and if that is going to mean potentially going to sole source with Parkeon. What is the definition of flexibility?

Larri Gerson of 1310 Overcash Drive read from a prepared statement:

The current version of the Parking Management program is a disaster.

Residents have no idea of the disorganization and huge sums of money discussed at official meetings and the businesses that are driving paid parking without regard for Dunedin residents.

The presentations are poorly organized with many changes. The Commission voted 4-1 to proceed with an incomplete plan that was changed by the end of the meeting.

The price is climbing. The startup cost is now over \$422,000 of taxpayer's money under the guise of the CRA – 60% from the County and 40% from Dunedin. This doesn't include cost of management for enforcement, fines and appeals.

The Commissioners are asking residents to pay for a service that will change our town, cost plenty of money, involve enforcement and require more money to operate and administrate. You should know every detail about the plan you are approving with your vote and be able to answer specific questions.

I have been talking to residents and they have questions for you.

Why wasn't a survey taken of residents who park in Downtown? The City assumes that residents will get over it and pay for parking but what if this assumption is wrong?

What happened to smaller businesses that rely on foot traffic? Maybe you can afford to pay the \$1.50 or whatever fee you decide, but how about low-income residents earning \$8.50 an hour or retirees living on Social Security or young families just starting out.

If you earn \$30.00 a day, would you risk it all just to shop a bit after dinner or take a stroll on the Pinellas Trail? And how would you feel about visiting Downtown again if you got a \$30.00 fine?

What if the parking project fails to generate enough income? Residents will have to shoulder the costs with even higher taxes and fewer services. Small stores will be starved of shoppers willing to spend only a few bucks on knickknacks.

Why are there only eight spaces designated for golf carts when more residents are using them?

The more I look into the project, the more questions I have, and the answers I can pin down change weekly.

When can the public park for free in the Baptist lot? If free parking starts at 8:00 a.m. what happens if you have to be at work at 7:00 a.m.? Do you have to pay?

Why are we spending hundreds of thousands leasing and buying equipment for a one year limited test? Can we get our money back or do we sell it on EBay?

The bottom line is that residents are being forced to go along with an unpopular and expensive plan that is driven by a few businesses downtown that prefer that their clients shop and get out.

Response to Public Comment Questions

Definition of the Pilot Program. Mr. Ironsmith explained:

It is a one-year pilot program.

There is complimentary as well as paid parking. During the day 51% complimentary and 49% paid and in the evening 75% paid and 25% complimentary.

The evaluations after one year will come back to the City Commission with information on occupancy, turnover, revenue, expenses and so forth for consideration of whether or not to extend the program.

It is a risk free program with no cost after the first year if the City decides not to continue.

The contract can be extended for 3 months in order to do an evaluation; there was also discussion of evaluation after 10 months.

What is a successful Pilot Program? Mr. Rice explained:

Reaching the objective of the original goals to create turnover and provide a base to increase the parking supply over time. There is another 3 to 4 years to determine what the parking supply needs to be.

Data and history must be collected to consider a possible bond in the future.

Enforcement with Parkeon. Mr. Ironsmith explained:

Staff will be going out with an RFP for a parking management company.

There is the option with Parkeon, Inc. for an enforcement type component if desired.

Staff will research an in-house and outside source enforcement component.

Mr. Rice explained:

Parking Management would involve collecting money and making sure it is deposited correctly, citation management, complaints and maintenance. Analysis of using an outside source will need to be done with the results of the Parking Management RFP. Options will be kept open for the most cost effective method of providing additional services.

Mayor Bujalski clarified staff is looking to keep the option open to use Parkeon for enforcement.

Who is paying for what? Mayor Bujalski verified with Mr. Ironsmith that it is the BP money paying for all the startup costs and then next year any costs will be paid from parking revenue.

Commissioner Questions and Comments

Funding/Debt Coverage. Vice-Mayor Livingston reviewed the long range plan is to afford additional parking stock and what seems most appropriate is a vertical parking structure. At the last staffing there was an anticipated garage size and forecasted cost; it is important to note the parking management system will generate enough revenue to cover that debt. All the forecasts the Commission saw were positive to that concept. He verified with staff it is correct to say the debt coverage was there from the projected revenues from the parking management system.

Ordinance. Commissioner Kynes commented regarding the ordinance and referred to the Redwood, CA ordinance that gave great flexibility in looking at different areas of data that came in and to use the ordinance as a tool to help look at data and have flexibility to tweak that data by law.

City Attorney Trask explained:

The ordinance is the law in the City of Dunedin, but that is not the basis of the ordinance being worked on right now.

He met with Mr. Ironsmith and Mr. Rice yesterday to discuss the ordinance and there is a draft being reviewed which will come to the Commission for consideration; it is in the preliminary stages.

Basically it is an ordinance that collects information from different municipalities and different input based upon the program to be put in place and hopefully the ordinance will be in line with most of the Commission direction so far.

Mr. Rice explained what Redwood, CA did is similar to many other cities in adopting a market rate model in which to adjust prices to an 80% occupancy rate. In the 12-month pilot period Dunedin is not putting that market rate terminology in the ordinance because of the desire to keep it simple over the first year; if the decision is to continue the program, there can be discussion of the market rate concept.

Mr. Rice noted staff will have access to the Parkeon data 24/7 which is part of the division of labor being considered if it is done in-house, someone will be looking at the data both in financial terms and for operations.

Mayor Bujalski suggested it would be important to have a bullet point document outlining the 10 matrix you can look to decide if the information being provided is successful; i.e. the occupancy rate desired for the week or the weekend and the trends staff hopes to see to determine the success of the program. This could be used throughout the year and everyone would be looking at the same criteria. Mr. Rice suggested staff could prepare the model and compare the data as it comes in.

Display of Pay Stations. Mr. Johansson explained the display stations would be units that will eventually be installed and there will be the initial period when they could be displayed around the City and then be installed at the appropriate time. He suggested a base unit for demonstration purposes with general software and after that put in the actual software for Dunedin.

MOTION: Motion was made by Commissioner Gracy and seconded by Vice-Mayor Livingston to award a contract to Parkeon, Inc. of Moorestown, NJ to furnish and install 45 Parking Pay Stations and provide other related services for the City's Parking System. In addition, allow City staff the flexibility to contract with Parkeon for enforcement services based on the information contained in the proposal.

Commission Final Comments

Mayor Bujalski made the following comments.

An issue standing out over the past couple of months is the concern of residents about the direction Dunedin is going. Residents feel Dunedin is becoming something they do not like and are fearful and she is beginning to feel the same way.

She was not convinced of the need for paid parking for a number of reasons. She was convinced the City is making residents unhappy and thinks it is time to pause, read and react and say we need to do a better job of listening.

Staff recommended at one point doing the parking with an incremental approach. An incremental approach would allow for doing everything in the Parking Management Plan except paid parking and to take a period of time to educate residents, a year or year and half to get people used to thinking about where they are going to park.

She brought this up because of the impending loss of two major parking lots, the Douglas lot and now the OceanOptics lot. On October 1, when the stations are put in and all of a sudden it is paid parking, what is the customer experience going to be? They are going to go downtown, two parking areas are going to be gone and now they have to pay for parking when they can barely find it; that is not a good customer experience. No matter how much education there will be people who will not know this is happening or what is going on including visitors who come in October and November. Her view was to not wait until the Douglas parking structure is up and running prior to implementation of paid parking is asking for trouble.

She suggested slowing down, not that paid parking is not necessary; however, over this period of time the Commission has been given one analysis on what a parking garage might cost, no other options of payment have been offered, no expert analysis has been done on a potential public/private partnership that could be created or talked with a consultant as to whether the City has to pay for the entire structure or can some other developer pay for part of it; there have been no creative ideas on that end.

She felt more funding options need to be considered. If time is taken to look at other creative financing options, the education and enforcement program and not install the parking stations, the Penny and General Fund can still be used as an option for bonding and then start the revenue that will kick in later.

She noted the citizens have committed \$3 million of their money, the BP money to this Parking Management Program, so they do have skin in the game. She felt as staff originally recommended and showed the City could afford to do a phased approach, that there should be reconsideration to do so and urged her colleagues to postpone approval of the parking stations, allow the rest of the plan to do its job, ask staff to come up with some other funding options and then make good policy decisions with all the information. She added the residents deserve that.

Commissioner Kynes commented regarding the incremental approach noting the work on the parking has been ongoing since 2007/2009. In terms of the Penny-for-Pinellas funds there might be for other projects including what would be heard tonight on the bridge. She commented there are many interrelated issues and it is very complex. She noted the City acquired Weaver Park through many sources, State, County and a lot of different grant opportunities.

Mayor Bujalski responded that nothing from those plans has ever been implemented and her suggestion was an incremental approach to the implementation, not the planning.

Commissioner Gracy agreed with the comments by Commissioner Kynes and agreed it has been incremental over almost a decade. She has studied this issue since coming on the Commission; she understood it and has heard support from the community. She understands opposition, but if the supply is going to increase, the money has to come from somewhere and she would prefer it be a user fee rather than a property tax. She commented this is the most equitable solution she has heard in the past three and a half years, she has no other alternative that would help the City buy more supply and right now the City is giving away free parking and also using property tax through the General Fund for the enforcement so it is a multi-funded approach. She does not like it, but she does not like raising taxes in order to pay for it. A lot of time was lost last year from September to January, lead time that is being made up for tonight. Her vote would be in the affirmative.

Vice-Mayor Livingston commented it is late to be weighing in and say we are not prepared to move forward. This has been a 10 year project and you want to be sure to do the right things in this large of a project. He reviewed that all the right things were done, engaging a well-known parking management consultant, went out to the community, there have been 30 public meetings on the issue. The Commission gave consensus to move forward with the consultant. Every day the problem is not addressed it gets worse. He supported moving forward.

Mayor Bujalski clarified she was not asking to do nothing, but to implement everything except paid parking. There are many sustainable revenue sources and only this one has been looked at; there has been no analysis on any other. She is only asking to look at others.

She noted she has been consistent in her position to take an incremental approach and kind of hold our residents hands along the way. She is seeing people react poorly to many things going on in the City and she sees nothing wrong with being cautious on their behalf.

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

NEW BUSINESS

1. BIDS/CONTRACTS/AGREEMENTS

a. BID 16-1062 FOR THE LAKEWOOD ESTATES DRAINAGE IMPROVEMENTS

Public Works and Utilities Director/City Engineer Jorge Quintas reviewed the bid process. He advised the presentation shown at the Agenda Review Session has been amended to incorporate some of the comments and concerns received from citizens.

Assistant Director of Public Works Section Engineer Marcello Tavernari reviewed the location and scope of the project as outlined in the staffing. He advised:

The goals of the project are to remove the regular flooding, improve water quality with some sediment removal devices and to construct new roadway, sanitary sewer and water services.

This project was presented November 13, 2006 of the Drainage Priority Plan; this was within the Master Drainage Plan which was a 20-year plan that is coming to an end. Many projects in the plan have been accomplished including San Mateo Drive where there was significant flooding, San Christopher Drive, Braemoor Subdivision which had a collapsed pipe which is happening throughout the City and Pinellas County.

The projects on the list from 2006 were all part of the Master Drainage Plan and a consultant was engaged to assist in the priorities. There are still projects after Lakewood Estates is completed; however, it is one of the last major stormwater projects.

It is important to note staff experience and comfort in bidding out large projects of this nature.

Mr. Quintas explained the concerns regarding the collapsed pipes and the intent to bring those pipes out to the roadway corridor in order to get the pipes from the side and back yards and have it installed where it can be easily maintained by City crews.

Mr. Quintas noted shortly after 2006, they had to come back to the Commission to point out the project funding at the time was substantially unfunded with approximately \$1.9 million set aside in 2006 for Lakewood Estates while the award recommendation today is approximately \$4.5 million which does include some Water and Wastewater work being done at the same time.

Mr. Quintas addressed the following issues:

Flooding in the subject area is a regular event happening for years in streets and backyards; the relation in terms of the duration of time of rainfall and storms. Photographs were provided of the recent storms in May 2016 and this project will alleviate many of the problems.

One of the goals of the project is to move the entire infrastructure into the public right-of-way in order for City staff to perform maintenance which is very difficult when it is in someone's backyard.