

Minutes of City Council Workshop
Downtown Parking
Wednesday, August 28, 2013 – 6:00 PM
City Council Chambers

Mayor Charlie Latham called the workshop to order at 6:00 PM.

The following City Council members were in attendance:

Keith Doherty
Steve Hartkemeyer
Chris Hoffman
Tom Taylor
Phil Vogelsang
Jeanell Wilson

Also present were City Manager George Forbes, Police Chief Pat Dooley, Finance Officer Harry Royal, Budget Officer Trish Roberts, Parking Enforcement Coordinator Shannon Robeson, and Nancy Pyatte, Assistant City Clerk.

Purpose of Workshop

The purpose of the workshop is to discuss four proposed options for downtown parking.

Discussion

The City Manager began the workshop with a brief review of the focus of the City's paid parking program - to provide safe and secure parking for the residents and visitors to the City within the downtown/CBD as well as throughout the City. The Mayor and Council had copies of the PowerPoint for reference.

Beginning with **Option #1 - Parking Management Company**, Mr. Forbes stated this is the City's current paid parking program. The photo displayed the orange barricades used for boundaries, which does not provide an attractive, positive image in our City. Mr. Forbes reviewed the Pros and Cons, as listed, and a brief discussion followed about this option, the City's costs, and net revenue.

Next presented, **Option #2 - Automated Parking Control System with Cashiers**, the City Manager compared this to the airport (JIA) parking system. The photo displayed the cashier booth, with a ticket dispenser and gate system. Mr. Forbes stated this presents a professional image, could be used at all 5 parking lots, and provides multiple payment options, including Merchant Programs. Mr. Forbes reviewed the Pros and Cons, as listed. Discussion ensued about the capital outlay to implement this type of parking system, the cashier acting as a city ambassador, security issues, and whether to use year round or seasonally.

Option #3 - Multispace Meters, was the next item presented and a unit was on display, courtesy of CALE America Inc. There were two sales representatives from the Tampa office in attendance.

Mr. Forbes stated this system is unmanned, completely automated with real-time financial data, remote monitoring capability from a laptop or smartphone, and units are removable in a catastrophic event. It has flexible options for varying rate structures, can be shut off to allow free parking, and has many payment options. Mr. Forbes reviewed the Pros and Cons, as listed. There was discussion about the overall lower costs to install and operate, the system is very user-friendly, and easy to monitor and enforce. Also, it was noted that this system might be more efficient in the smaller lots, and use a gated system for the larger lots.

The last **Option #4 - Automated Parking Control System with Gates**, was presented, which is similar to Option #2, but without a cashier, and completely automated. As shown in the photo it presents a professional image, could be used at all 5 parking lots, provides multiple payment options including Merchant Programs, and there is revenue control. Mr. Forbes reviewed the Pros and Cons, as listed. Discussion ensued noting the capital outlay and costs associated with implementing this system are similar to Option #2. Also discussed was security, feasibility of using year round, gate system better for long term lots and meters better for short term parking, and having seasonal paid parking.

Mayor Latham acknowledged the excellent presentation and the staff's response to the parking issues. This is a result of all the workshops that have been conducted over the past several years. The Mayor suggested that each council member take the opportunity to express their comments and concerns about the four proposals.

Before commenting, Mr. Vogelsang asked the City Manager what the revenue is for the existing paid parking program. Mr. Forbes reported, for 2012, \$378,000.00 was collected and after expenses, etc., the net amount was \$107,000.00.

Council member Vogelsang

Mr. Vogelsang proposed the automated gated system (#4) for the three big lots used for long term parking and the pay-display meters (#3) for the smaller lots and street parking, for short term parking.

Council member Hartkemeyer

Mr. Hartkemeyer agreed with Mr. Vogelsang, for a combination use of the automated gated system and the pay-display system.

Council member Doherty

Mr. Doherty proposed charging for weekends during peak season, free parking for citizens, and no paid parking during winter/off-peak season. Regarding the illegal parking lots, Mr. Doherty

said he wanted to enforce the code to eliminate that activity. Mr. Doherty is satisfied with how the current paid program (#1) is working but would like to improve on it with a manned, gated system (#2), and also add another lot.

Council member Hoffman

Ms. Hoffman stated she liked that three of the four options offered an hourly rate. She suggested an automated system that was consistent in all the lots, provided options for peak and off-peak rates, special event rates, and was expandable. Ms. Hoffman proposed the pay-by-space system (#3), stating it was aesthetically more pleasing than a gated system.

Council member Wilson

Ms. Wilson stated the current paid parking program (#1) is working very well. The City can adjust the rates for peak and off-peak season as well as for special events with that system. She said she would rather not have paid parking. Ms. Wilson commented that the orange barricades are an eyesore but she is OK with the current program and that we should not spend any more money.

Council member Taylor

Mr. Taylor stated he is not for paid parking; he is for safety and security. Mr. Taylor stated that was why the City started the paid parking program – for safety and security, not for revenue. He reiterated he was not for paid parking and only voted for it because it allowed residents to park for free.

Mayor Latham

Mayor Latham thanked the Council for their input and comments. Mr. Latham emphasized the importance having a long term plan (5 to 10 year plan) to implement a parking system that will be orderly and consistent throughout the City, not just in the CBD. In addition to converting the existing parking lots, the Mayor suggested using Wingate Park or property in the industrial zone for special event parking lots, using trams or partnering with JTA to transport people to and from events. Mr. Latham stated that a combination of two of the four systems presented could be utilized to provide a paid parking system that is expandable, have peak and off-peak plans, and a resident program. Based on the information and comments presented at this workshop, the Mayor requested staff to prepare a final paid parking program for Council's consideration.

The City Manager summarized the directives from the Mayor and Council, as follows:

- unmanned gated system (#4) for the two large parking lots for long term parking
- pay/display system (#3) for the three smaller parking lots for long term parking
- pay/display system for short-term on-street parking (2 hours or less)
- residents parking program, free or minimum fee
- close 1st Street to parking, except for taxis

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- establish plan to stop migration of downtown parking into residential neighborhoods
- establish a calendar for peak and off-peak seasonal rates
- establish rates for Monday through Thursday parking
- establish rates for Friday-Saturday-Sunday and special event parking
- turn the City owned vacant property at 2nd Street and 3rd Avenue North into a parking lot

The workshop adjourned at 8:00 p.m.

Submitted by: Nancy J. Pyatte
Assistant City Clerk

Approved:

/s/William C. Latham

William C. Latham, Mayor

Date: September 16, 2013