



# **City of San Marcos**

## **City Council Workshop**

January 6, 2026



# Presentation Item #1

Receive a staff presentation and hold discussion regarding the Paid Parking Pilot in City Park Parking Lot, and provide direction to the City Manager.



# Purpose

Provide the City Council with an update regarding the Paid Parking Pilot implemented on July 1, 2025.

We will cover:

- Brief History of Project
- Review of Implementation
- Council Direction regarding expanding City Park Parking Lot Permit eligibility

# History & Background



- **May 21, 2019** - City Council adopted Parks, Recreation & Open Space Master Plan.
  - Goal FF-1: Ensure funding for well-maintained parks/trails.
  - Action FF-1.5: Evaluate fees for riverfront parking.
- **January 13, 2020** - Joint meeting: Parks & Recreation Board + Parking Advisory Board held.
  - Discussed paid parking in the riverfront parks and benefit districts within the Kimley-Horn On-Street Paid Parking Implementation Plan.
  - Parks and Recreation Board adopted recommendation to create River Benefit Parking District and implement paid parking.
- **July 7, 2020** - City Council discussed Parks & Recreation Board Recommendation.
  - Council provided consensus to move forward with a River Benefit District and directed the two boards to form a joint subcommittee to work together to present options.

# History & Background



- **July 2020 – April 2021** – Parks & Recreation Board and Parking Advisory Board worked on an updated Recommendation to City Council related to paid parking in the river parks.
- **May 4, 2021** – City Council discussed the Parks & Recreation Board updated Recommendation following subcommittee work.
  - Council directed to proceed with compiling information for a paid parking program at City Park parking lot, not Rio Vista, (free for San Marcos residents) and to evaluate fees to be charged during University home football games.
- **June 7, 2022** – City Council received update from Staff on initial data/vendor analysis.
  - Council agreed to pilot program; Parks and Recreation Board to draft implementation plan.

# History & Background



- **December 15, 2022** - Parks Board approved implementation plan.
- **January 17, 2023** – City Council discussed implementation plan.
  - Provided consensus to proceed with a paid parking pilot in City Park Parking Lot and to continue coordination with the Parking Advisory Board.
- **January 2023 – May 2025** – Parks & Recreation Staff and the Multimodal Parking Initiatives Manager worked through the implementation plan with both boards, City Council and the city's procurement department.

# History & Background



- **May 20, 2025** - City Council was provided an update that the Paid Parking Pilot would be going live on July 1, 2025.
- **October 8, 2025** - Staff provided an End of Summer Season report. City Council discussed expanding the eligibility of City Park paid parking permits to include drivers outside of the corporate city limits (seeking Council direction during this item).

# Implementation Overview



- 3,637 - active resident parking permits\*
- \$171,764.95 - Parking fee net revenue\*
- Paid parking is currently operated every day year-round.
- Enforcement is done using closed system License Plate Readers (LPR) to capture license plate information as drivers enter/exit. Violations for non-payment are then reviewed and adjudicated by City Staff.

*\*as of December 23, 2025*

[sanmarcostx.gov](http://sanmarcostx.gov)

# Implementation Overview - Revenue



- All revenues are deposited into a Special Revenue account that supports the cost of technology and administration of the program.
- Future use of revenues from this program will be guided by the forthcoming River Benefit Parking District creation, which will be presented to Council in the coming months following review and approval by the Parking Advisory Board.



# Implementation - Citations

- October 9, 2025-Staff began issuing citations for non-payment
- 1,502 - citations issued\*
- \$19,234.45 - citation revenue received\*
- City Staff adjudicates contested citations. If the person contesting the citation disagrees with the final disposition of the citation by Staff, they may appeal to the Municipal Court Judge within 30 days of decision by staff.
- To ensure clear adjudication processes for parking violations across the organization, staff will be working with the Parking Advisory Board on recommended Ordinance amendments.



# Questions Regarding Implementation or Enforcement?

# City Park Parking Permit Eligibility



- **October 8, 2025** – During Work Session, City Council expressed the desire to expand the permit eligibility to either those with a 78666 zip code or San Marcos Consolidated Independent School District (SMCISD) boundary.
- If eligibility is expanded to include those who reside outside of the City Limits but have a 78666 zip code it will add an estimated 33,836 households according to estimated Census data.\*
- If eligibility is expanded to include those within the San Marcos Consolidated Independent School District boundary it will add an estimated 20,591 households according to estimated Census data.

\* U.S. Census Bureau (2023). *American Community Survey 5-year estimates*. Retrieved from *Census Reporter Profile page for 78666* <<http://censusreporter.org/profiles/86000US78666-78666/>>

# City Park Parking Permit Eligibility



- Option to expand eligibility to Martindale residents within the 78655 zip code it will add an estimated 1,464 households according to estimated Census data.
- Martindale does fall within SMCISD Boundary.
- SMCISD Boundary includes: San Marcos, Martindale, Redwood, and Staples

# Direction



- Does City Council want to exempt those within the 78666 zip code from paying for parking under the City Park Paid Parking Pilot?
- Does City Council want to exempt those within the SMCISD boundary or Martindale only with the 78655 zip code from paying for parking under the City Park Paid Parking Pilot?



# Next Steps

- Parks and Recreation Staff will be submitting the proposed River Benefit Parking District application to the Parking Advisory Board this month.
- The Parking Advisory Board will then hold a Public Hearing and provide a recommendation on the request to create the Benefit District to City Council.
- City Council will then hold a Public Hearing and consider the creation of the Benefit District by Ordinance.



# Questions?