



City of San Marcos

City Council Work Session

June 7, 2022



Today's Presentation

Part 1 - Provide a Parking Advisory Board Initiatives & Parking Enforcement Transition Update

Part 2 - Provide an Update on the ILA with Texas State University and Receive Council Direction; Discuss Options for Off-Street Leased Parking Spaces

Part 3 – Provide an Update on a City Park Paid Parking Pilot and Receive Council Direction



Purpose

Part 1 - Provide a Parking Advisory Board Initiatives & Parking Enforcement Transition Update

- Background
- Downtown Micromobility Solution Pilot (E-Cab)
- Employee Parking Program Pilot
- Parking Advisory Board Recommendation Resolutions
- Recent Parking Enforcement Restructure



Background – Parking Advisory Board

- Kimley-Horn “Framework” & Implementation Plan provided to Council
 - Framework adopted by Council -- June 2018
 - Implementation Plan work session presentation provided to Council -- November 2018
 - Implementation Plan was deferred for additional stakeholder feedback
 - Framework & Implementation Plan focused on Downtown
- Council created the Parking Advisory Board (PAB) -- December 2018
 - To provide recommendations on the Kimley-Horn Implementation Plan
 - Gather additional stakeholder feedback
 - PAB charged with providing parking recommendations for the entire City’s parking infrastructure



Background – Parking Advisory Board (Cont.)

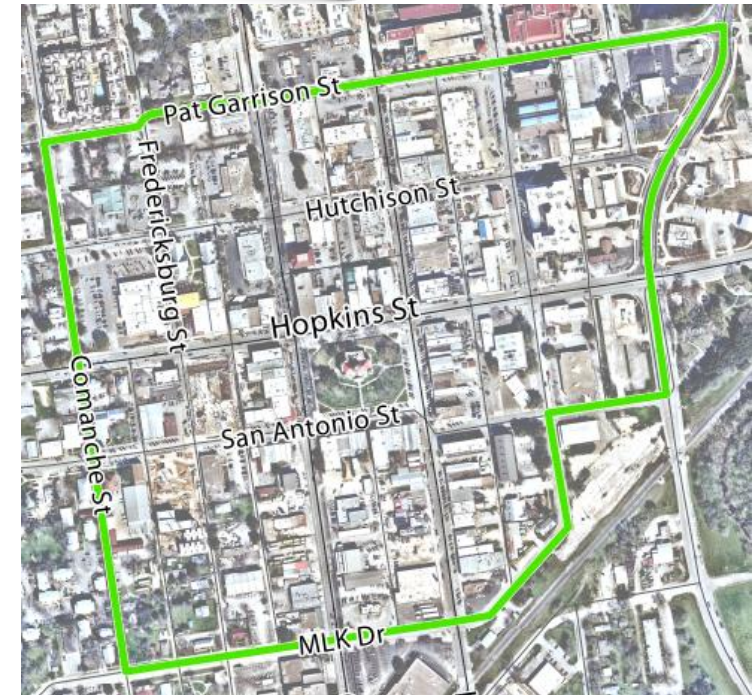
Parking Advisory Board Resolutions

- 2019-01RR - Supporting a six-part recommendation to alleviate Downtown parking pressure
 - 100% Net downtown parking funds to be placed in a “parking & mobility fund”
 - Parking funds from downtown should remain to support creation of a downtown Parking Benefit District
 - Mail out of citation letters for unpaid parking tickets
 - Develop a park & ride system for transportation of downtown employees, visitors and residents
 - Hire a Parking and Mobility Manager
 - Create a permitted 24-hour employee and downtown resident surface lot parking program
- 2021-01RR - Supporting the use of Department of Motor Vehicle "look-ups" to mail parking citation letters, requesting funding to support such operation and staff support for execution
- 2022-01RR Requesting Council support the PAB in providing recommendations on Chapter 82 of City code, parking



Micromobility Solution: Downtown Electric Cab Pilot

- Provide a transportation solution for downtown employees, visitors and residents
- Service area is the Main Street District
- Riders have several options to connect to the service
- Bilingual service model
- All vehicles will be 100% electric
- Funding provided by Tax Increment Reinvestment Zone 5 (\$500,000)
- Program kick-off in late Summer 2022



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Downtown Employee Parking Program Pilot

- Purpose is to provide downtown employers an option to park their employees & removes employees from parking spaces that customers could use
- Downtown employees have an option to park for more than two (2) hours without risk of parking citation
- City subsidizes monthly rate for parking spaces (50% City // 50% Employer)
- Parking lot at 312 E. Hopkins St., managed by LAZ, a professional parking operator
- Education materials & outreach a collaborative effort of PAB, Main Street and staff (\$4,000)
- Funded by Strategic Initiative: Downtown Vitality funds (\$45,000)
- Program kick-off in late Summer 2022



PAB – Recommendation Resolution 2021-01RR

- The recommendation is to begin mailing parking citation letters using Texas Department of Motor Vehicle “look-up”
- Council discussed this item in the May 17th regular Council meeting
- Parking enforcement is currently mailing out letters to top offenders
- Parking enforcement will continue this effort and staff will track results



PAB – Recommendation Resolution 2022-01RR

- New Recommendation requests Council's direction on the PAB's intent to review and make recommendations on Parking Ordinances (Chapter 82 of the City Code)
- PAB Ordinance amendment considerations:
 - Creation of Parking Benefit District(s)
 - Establish a Parking Enterprise Fund
 - Organizational structure to support parking
 - Increasing parking fees (with annual adjustments) & enforcement mechanisms
- Requesting staff assistance in evaluation of Ordinance language recommendations & impacts of proposed recommendations



Parking Enforcement Transition

- Effective May 1, 2022, Parking Enforcement operations and resources have been transitioned from the Police Department to the Marshal's Office
- Transition Goals:
 - Enhance enforcement operations
 - Increase parking citation revenues
 - Enable Police Department to concentrate on public safety duties
 - Evaluate current staffing model for enforcement
- Current Parking Enforcement staff include the Parking Coordinator & four (4) part-time Parking Technicians



Future Council Actions

- Consider approval of the Micromobility RFP contract award
- Consider approval of the PAB 2022-01 recommendation to work on Parking Ordinances
- Potentially consider Parking Ordinance amendments



Questions?



Purpose

Part 2 - Provide an Update & Receive Council Direction

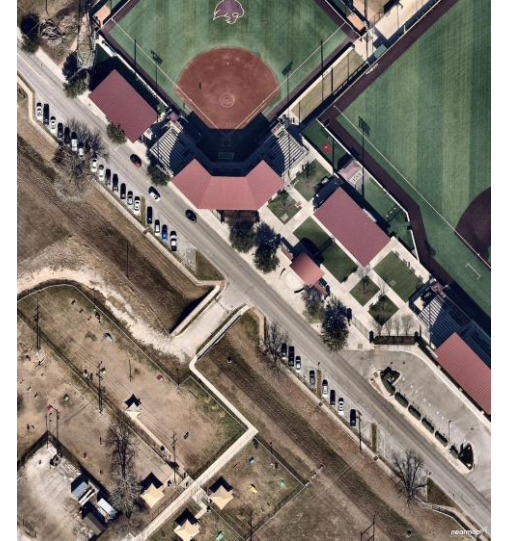
- Review Interlocal Agreement “Parking Swap” with Texas State University
- Discuss City Options for Off-street Leased Parking Spaces



Texas State University Interlocal Agreement History

- Agreement began in 2003
- Renew “Parking Swap” Interlocal Agreement with Texas State University
 - City Property – Charles Austin Drive
 - University Property – Downtown Parking Lot
- Downtown parking lot located adjacent to Fire Station 1 (Hutchison Street)

Charles Austin Drive



Downtown Parking Lot

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Texas State University Interlocal Agreement Renewal

- No change to existing agreement terms
- Zero cost agreement, three (3) year term
- Council consideration on July 5, 2022
- Staff recommends approval of the agreement

Questions?



Texas State University Interlocal Agreement Opportunity

- City leases parking lot spaces, generating revenue (~\$33,000 annually)
- Allocation of parking spaces has not changed significantly since 2003
 - 33 total spaces
 - Fire Station – 2 spaces
 - Leases – 31 spaces, 5 businesses
- Lease rates have not changed since 2003
 - Maximum of \$95/month





Seeking Council Direction

- Requesting direction on allocation and monthly rates
- Allocation of Leased Parking Spaces
 - Staff recommendation to keep as is for now
 - Maintain current arrangement (Five (5) businesses lease thirty-one (31) spaces)
- Monthly Rate of Leased Parking Spaces
 - Change current arrangement (Monthly rate is \$95 per space)
 - Update Rate – staff recommendation to increase to market value over next 3 years
- Staff recommends keeping the allocation method and increasing the monthly rate for the leased parking spaces.



Purpose

Part 3 – Provide an Update and Receive Council Direction

- City Park Paid Parking Pilot



Background – Paid Parking in Parks

- Parks and Recreation Board Recommendation Resolutions
 - 2019-01RR – Supporting the creation of a river benefit parking district
 - 2020-04RR & 2021-02RR – Supporting paid parking implementation in the parks known as City Park and Rio Vista Park
- City Council provided direction to staff to investigate paid parking in City Park
 - Perform an Audit to determine percentage of visitors versus residents
 - Evaluate paid parking Vendor Solutions



Labor Day Weekend Audit - 2021 (Friday-Monday)

- City Park parking lot – 268 parking spaces
- Visitors from 216 different cities
- Total parked vehicles – 1,091
- 81% - Outside San Marcos
- 19% - San Marcos



Vendor Solution



- Pay by Plate, by Space or Pay & Display
- Kiosk accepts Coin, Bills, Credit/Debit, Contactless Payment Options
- Remote rate changes
- Integrates 3rd party payments
- Integrates with City's License Plate Recognition software/hardware (NuPark) for parking enforcement
- Kiosks are mobile – can be moved to alternate locations



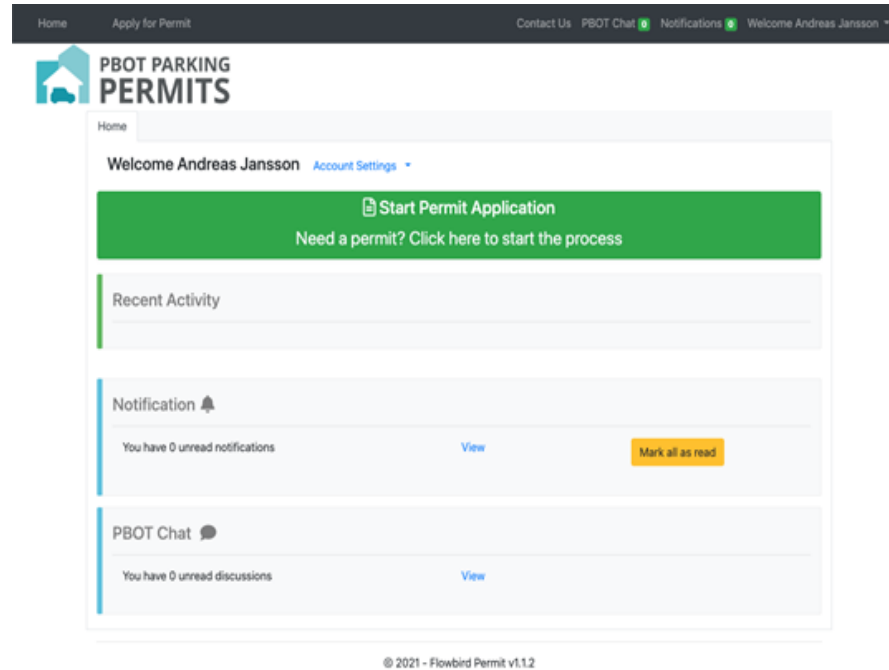
Vendor Solution



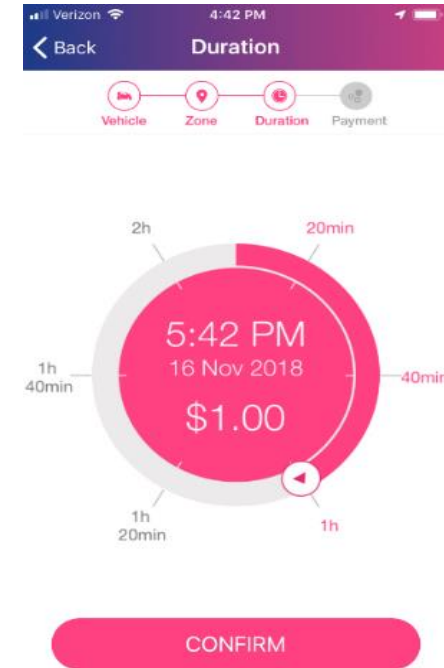
PAY STATIONS



E-PERMITS & VALIDATIONS



MOBILE APPLICATION



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Customizable Solution

- E-Permits: Eliminates need for stickers & hang tags
 - Supports many permit types (daily, monthly, annual, student, resident, visitor)
 - Optional online payments
 - Expiration notification emails

- Customizable User Application “Mobile App”:
 - Supports both Android and iOS mobile platforms
 - Time expiration reminders // Remote time extensions
 - “Find my car” feature
 - Displays real time parking availability



Capital & Operating Expense – Three Years

- Year One - Equipment (5 kiosks) - \$34,000
- Year One through Three - On-going Support Services - \$20,500
- Total Costs for Three Years - \$54,500
- **Available through purchasing cooperative**



Discussion & Council Direction

- Proceed with pilot program of paid parking in City park?
- Develop paid parking implementation recommendations?
 - Rates
 - Dates of operation
 - Special events
 - Facility rentals, etc.
- Parks & Recreation Board to provide implementation recommendations to Council?



Questions?