



March 5, 2018

Mr. Kevin J. Burke, AICP  
Economic Development & Downtown Administrator  
City of San Marcos, TX  
630 E. Hopkins  
San Marcos, TX 78666

RE: Project Update Memo

Dear Mr. Burke,

Based on project communications from late 2017 and the "Authorization of Change in Services" (ACIS) dated January 8, 2018, the following is an update on the tasks remaining on the "Parking Management Consulting Services" project.

#### CURRENT PROJECT TASKS

Based on the previous project update memo (10/17) and ACIS scope/budget adjustment, the following focus areas make up the remaining tasks required to wrap up this project.

1. DEVELOP A PARKING MANAGEMENT STAFFING AND ORGANIZATION PLAN
2. DEVELOP A PARKING MANAGEMENT PLAN FRAMEWORK
3. ON-STREET PARKING UTILIZATION AND TURN-OVER DATA UPDATE
4. DEVELOP A RECOMMENDED PAID ON-STREET PARKING IMPLEMENTATION PLAN

The following is a summary action plan for each of these four task areas noted above:

1. DEVELOP A PARKING MANAGEMENT STAFFING AND ORGANIZATION PLAN:
  - a. **Description:** Consider locating parking management (organizationally) within the departments of either Economic Development or Neighborhood Services. Compare with other parking system organizational models and recommend preferred alternative.
  - b. **Scope Summary:**
    - i. Provide an overview of parking management organizational models. Options to include:
      - a. Parking Authority
      - b. Parking Commission
      - c. City Department
      - d. Contract Management Option
      - e. Parking District Model
      - f. Eco-District Model
    - ii. Provide an overview of parking "operating methodologies"
      - a. Self-operation
      - b. Contract management
      - c. Concession agreement
  - c. **Deliverables:** Develop a preferred parking management organizational recommendation.
  - d. **Timing:** By mid-April 2018.



- e. **Use of Sub-Consultants:** None.
2. DEVELOP A PARKING MANAGEMENT PLAN FRAMEWORK:
- a. **Description:** Develop a parking management plan framework, including a defined scope of services, program vision/mission/guiding principles and a first-year action plan.
  - b. **Scope Summary:**
    - i. Building on the recommended parking management organizational model, develop a comprehensive parking management framework plan including the following elements:
      - a. Program Vision/Mission statements
      - b. Program Guiding Principles
      - c. Staffing Recommendations (Will vary depending on preferred organizational model)
  - c. **Deliverables:** **Develop a Parking Management Framework Plan including the following elements:**
    - i. A set of Primary Action Items re: Program Development including:
      - 1. Technology Plan
      - 2. On-Street Program Plan
      - 3. Off-Street Program Plan
      - 4. Parking Planning Needs
      - 5. Facilities Maintenance Plan
      - 6. Program Financial Plan/Budget Outline
        - a. Draft program manager position description
        - b. Create a recommended “Year One Action Plan” for the new parking manager position
        - c. Develop initial on-street parking capital investment and revenue/expense projections.
  - d. **Timing:** Includes one project trip for Dennis Burns and Anne Guest in the late March/early April timeframe and could potentially include attendance at a Council Work Session in early May. Includes sub-consultant fees.
  - e. **Use of Sub-Consultants:** Yes. Ms. Anne Guest
3. ON-STREET PARKING UTILIZATION AND TURN-OVER DATA UPDATE:
- a. **Description:** Following Nu-Park (MLPR system) implementation, analyze parking data. Update on-street parking utilization and turn-over data. Use this information to inform recommendations on on-street paid parking implementation.
  - b. **Status Summary:**
    - i. I will set up a conference call, within the next 2 weeks, to:
      - 1. Discuss the current status of the Nu-Park system and review the list of data that we will be requesting re: new enforcement program and technology
        - a. Please provide me with a list of City personnel that should be invited to participate.
      - 2. Prior to the proposed call noted above, Kimley-Horn (KH) requests that the City parking enforcement team provide us with the following enforcement program statistical data and results
        - a. Requested data: (Note: if staff needs direction or assistance related to an of the topics below, have someone contact me)



- i. # of citations issues (past 2 years, by month)
      - ii. Citation collection ratios (past 2 years, by month)
      - iii. Capture rates (past 2 years, by month)
      - iv. Violation rates (past 2 years, by month)
      - v. Program revenues and expenses (past 2 years, by month)
      - vi. On-street vehicle turnover data (as available)
    - ii. **KH will review and analyze this data and develop a technical report assessing the current parking enforcement program.**
  - c. **Timing: By mid-April 2018.**  
**Use of Sub-Consultants: None.**
4. **DEVELOP A RECOMMENDED PAID ON-STREET PARKING IMPLEMENTATION PLAN:**
  - a. **Description:** Develop a recommended paid on-street parking implementation plan including identification of recommended locations and meter type/quantities, required capital investment, recommended parking rates and projected program operating costs and revenues.
  - b. **Scope Summary:**
    - i. Develop a paid parking implementation plan to include the following elements:
      1. Provide an overview of on-street parking technology options
      2. Recommended meter locations, types, quantities, etc.
      3. Financial analysis including:
        - a. Estimated capital costs
        - b. Estimated on-going operating costs
        - c. Estimated parking revenues
        - d. Revised program budget including on-street paid parking
      4. Community engagement meetings (to be led by Dennis and Gateway Planning)
    - c. **Timing:** Draft parking on-street implementation plan to be submitted in mid-to late April 2018.
    - d. **Use of Sub-Consultants:** Yes. Gateway Planning and possibly Strategy 5 (no trip planned for Strategy 5 if used).

Please let me know if you have any questions or concerns.

Best regards,

A handwritten signature in blue ink that reads "D Burns".

Dennis Burns, CAPP  
Project Manager  
Kimley-Horn and Associates