



Legislation Text

File #: Ord. 2018-54, **Version:** 1

AGENDA CAPTION:

Consider approval of Ordinance 2018-54, on the first of two readings, amending the City's 2018-2019 Fiscal Year budget to create the Parking Management Fund, allow expenditures in the sum of \$134,411 from the Parking Management Fund to provide for operating expenditures for the Parking Management Program, and add one full-time employment position titled Parking Manager in the Parking Management Fund; amending the City's staffing table to reflect the addition of one full-time employee; and providing an effective date.

Meeting date: December 4, 2018

Department: Finance - Heather Hurlbert, Director

Amount & Source of Funding

Funds Required: N/A

Account Number: N/A

Funds Available: N/A

Account Name: N/A

Fiscal Note:

Prior Council Action: Council approved the Parking Program Framework Plan on June 19, 2018, which established Guiding Principles and Primary Action Items for development of a comprehensive and strategic approach to managing parking in San Marcos.

City Council Strategic Initiative:

N/A

Comprehensive Plan Element (s):

- ☒ Economic Development - Diverse Local Economic Environment
- ☐ Environment & Resource Protection
- ☒ Land Use - High Density Mixed Use Dev. & Infrastructure in the Activity Nodes & Intesity Zones (supporting walkability and integrated transit corridors)
- ☐ Neighborhoods & Housing
- ☐ Parks, Public Spaces & Facilities
- ☒ Transportation - Multimodal transportaion network to improve accessibility and mobility, minimize congestion and reduce pollution

☐ Not Applicable

Master Plan:

Downtown Master Plan

Background Information:

The Parking Program Framework Plan approved by City Council on June 19, 2018 provides a high level program overview for the development of a comprehensive and strategic approach to managing parking in the downtown area of San Marcos, TX. It identifies key program objectives, recommended program vision and mission statements, a set of program guiding principles as well as a set of primary action items to guide program evolution and development. The Parking Program Framework Plan is intended to be a guide for decision makers and identifies governance and management structures that will contribute to the successful implementation of the parking program.

Program Organization/Leadership is Guiding Principle #1. The recruitment and hiring of a Parking Manager with experience managing a municipal parking program is a vital first step toward creating an effective and sustainable parking management program.

As envisioned in the Framework Plan, the parking management program will be “vertically integrated” with responsibility for:

- Managing on street parking
- Managing City owned off street parking
- Coordination with privately owned off street parking
- Parking enforcement/citation management and adjudication
- Parking planning and development
- Transportation demand management

Consolidating the various parking functions under a single entity will establish a consolidated system that is action oriented, responsive, and accountable with improved coordination and operating efficiencies. The Parking Manager will assume primary responsibility for these functions.

The budget amendment will create the Parking Management Fund and amend the FY19 budget for the estimated revenues generated by parking fees, personnel costs for the parking manager for 8 months of the fiscal year, operating expenses, and a transfer of 30% of the net profits to the General Fund. The amendment will also add the parking manager to the Headcount Table, increasing total headcount by one.

Council Committee, Board/Commission Action:

N/A

Alternatives:

Take no action.

Recommendation:

Staff recommends approval.