



## Legislation Text

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

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### **AGENDA CAPTION:**

Consider approval of Ordinance 2018-54, on the second of two readings, amending the City's 2018-2019 Fiscal Year budget to create the Parking Management Fund, allow expenditures in the sum of \$87,258 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 12, 2018

**Department:** Finance - Heather Hurlbert, Director

### **Amount & Source of Funding**

**Funds Required:** [Click or tap here to enter text.](#)

**Account Number:** [Click or tap here to enter text.](#)

**Funds Available:** [Click or tap here to enter text.](#)

**Account Name:** [Click or tap here to enter text.](#)

### **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 & Intensity Zones (supporting walkability and integrated transit corridors)
- ☐ Neighborhoods & Housing
- ☐ Parks, Public Spaces & Facilities
- ☒ Transportation - Multimodal transportation 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.

**Council Committee, Board/Commission Action:**

N/A

**Alternatives:**

Take no action.

**Recommendation:**

Staff recommends approval.