BOARD OF COMMISSIONERS REGULAR WORKSHOP
TUESDAY, APRIL 18, 2023 – 7:00 PM
120 108TH AVENUE
TREASURE ISLAND, FL 33706

MEETING NOTICE AND AGENDA

- THIS MEETING WILL IMMEDIATELY FOLLOW THE 6 PM CITY COMMISSION MEETING -

A. CITY MANAGER AND CITY ATTORNEY REPORT

City Manager Amy Davis
City Attorney Jennifer Cowan

B. DISCUSSION

B.1 Proposed Parking Program Changes and Sunset Beach Parking Plan
Passport Labs - Software Quote

C. PUBLIC COMMENT

D. ADJOURNMENT

For any person desiring to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based [F.S. 286.0105]. NOTE: Any transcript shall be requested and made by the individual requesting same at his or her own expense. Therefore, a court reporter may be desired or required accordingly.

Any person with a disability who needs any accommodation in order to participate in this proceeding is entitled to assistance at no cost. Please contact the Office of the City Clerk in writing at 120 108th Avenue, Treasure Island, FL, 33706 or by phone at (727) 547-4575 at least two working days prior to the meeting to advise what assistance is needed.

AGENDA ITEM NO. B.1

Item Cover Page

BOARD OF COMMISSIONERS AGENDA ITEM REPORT

DATE: April 18, 2023

SUBMITTED BY: Mike Munger, Finance

ITEM TYPE: Presentations

AGENDA SECTION: DISCUSSION

SUBJECT: Proposed Parking Program Changes and Sunset Beach Parking Plan

BACKGROUND: The City's Parking Program has gone through a tremendous evolution over the past 5-7 years. Over 2019-2020 alone, the number of paid parking spaces in the City had expanded by 25% to a total of approximately 600 from Kingfish Park to the Blind Pass boardwalk. The Parking Program has become a prominent public amenity and a strategic financial asset. Over the past three complete fiscal years Metered Parking revenue (001-344500) has represented almost 10% of all General Fund revenues and was second only to property tax revenue in terms of total single revenue source to the General Fund.

Recently we have been making marginal changes as opportunities present themselves. Our parking equipment company developed touchscreen pay stations that are far more reliable than the older units. The City has strategically deployed these newer models in the busier and more prominent lots to get the biggest return on investment. The older pay stations were deployed in areas to displace older dual-space "max meters" which have reached end of life and generated numerous costly service calls. By sunsetting, redeploying, and reinvesting in parking equipment the City has been able to improve performance and identify cost reductions.

Additionally, staff has also been able to convert some parking areas into mobile-only zones by leveraging the technology offeered through ParkMobile. By removing all parking

equipment and adding ParkMobile signage, we were able to reduce the overhead costs in these areas to a negligible amount while still maintaining the revenue stream. Removing the parking equipment not only can enhance the aesthetics of the parking areas, but also eliminate any equipment costs. Staff has not received a single complaint about the removal of equipment in these select areas, so where it makes sense to continue to do so in the future it will be an equal option for consideration.

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Secondary to the holistic Parking Program, there are some unique parking situations in the Sunset Beach area in need of special attention as well. With the exception of some houses in Sunshine Beach, Sunset Beach is the only single-family residential neighborhood on our beach. It is a narrow, dead-end peninsula with negligible open land outside of the beach itself. With its unique history, tree-lined dunes, and the presence of Caddy's and Ka'-Tiki in the area, Sunset Beach can quickly become densely-packed with people and vehicles.

Additionally, beach goers are trying to locate any free parking, thus encouraging them to go up and down the streets looking for an available space. This, combined with some of the houses having very little available parking on their own properties created situations where cars were parking on both sides of a street effectively blocking the flow of garbage trucks and public safety vehicles. This made it necessary to limit parking to one side of nearly all streets in the area.

Even with the parking limited to one side of the street, vehicles parked along the street is often causing residents no ability to save any parking for themselves along the street or possibly dealing with issues of getting blocked in or out of their driveways. The challenge in this area of the City is that the beach receieves regular renourshments, which requires public access to the beach. The public access requirements can be met through public parking, public restrooms, bike racks, etc... One of the key ways the City meets the public access requirements is through the availability of public parking.

POLICY/PURPOSE:

Staff is seeking public input and commission direction regarding proposed changes to parking program and in the Sunset Beach area to meter the side streets to help alleviate parking issues, but still provide for the public access requirements associated with beach renourishment.

STRATEGIC PLAN RELEVANCE:

These proposed changed to the City's Parking Program will serve Goal 1 (Protect City Assets to Sustain the Future of Treasure Island) under the Infrastructure road map by ensuring

that the City is implementing industry best-practices, while ensuring the Resident Parking Program is preserved for residents.

ANALYSIS/DISCUSSION: While the City has made great strides in enhancing and expanding its parking system over the past few years, there are always opportunities to improve operations and enhance the experience for the users. Staff desires an opportunity to present these recommended options to address systemic parking issues, and those directly affecting Sunset Beach.

Looking at the City's Parking Program holistically, the one aspect of our operations that is not in keeping with current best practices is our use of pay-by-space. This method is a legacy holdover from the original single-space parking meters, but evolutions in technology have allowed the use of license plates to register parking sessions. This newer pay-by-plate system--which has wider usage--gives visitors the flexibility to park anywhere within a zone, rather than a certain space, helping with the overall purchase process.

Another upside of pay-by-plate is enhancing the parking enforcement actions through the use of mobile license plate reader cameras. This passive monitoring system is mounted to parking enforcement vehicles and can instantly scan plates on cars parked in our lots. If the system detects a plate without an active parking session, the enforcement officer will be alerted to stop and issue a citation. If the plate registers as a paid session or if the plate is on the City's current "whitelist" of resident vehicles.

This "whitelist" is what will allow the City to make operational improvements to the Resident Parking Pass. Pay-by-plate will allow the City to implement an electronic resident parking pass, by allowing verified residents to manage their own account. As part of the research for this discussion, staff heard a presentation from Passport Labs--the city's parking enforcement partner--to get an overview of their technology. Candidly, staff was pleasantly surprised at how robust and adaptable their solution is, as the vendor provided solutions for each of the issues we mentioned. Among some of the features:

- Documentation upload, so staff can review their residency and vehicle information in a secure web portal
- Pre-population of all Treasure Island addresses utilizing up-to-date Property Appraiser data
    - Address data will match the same formatting to eliminate property duplicates and provide greater safeguards for the Resident Pass program
- Rolling date for the passes, meaning they are good for 365 days regardless when they purchase

    - A Resident buying a pass on April 19, 2023 would have an active parking pass through April 18, 2024
    - System can be configured to notify the resident well before any pass expires
- Residents can view and manage their own account, meaning they can add/remove their own information
    - If they sell their car or get a new plate, they can update on their own without contacting City Hall
    - Could add temporary time-limited passes to their guests
- The system would also be able to collect payment for the parking passes
    - Avoids having to come into City Hall to purchase
- Staff can push messaging to the users of the system
    - Inform about any lot closures or community events that may affect parking, etc.

Currently, the City of Treasure Island is believed to be the only municipality in Pinellas County still using a pay-by-space system. Clearwater, St. Petersburg, St. Pete Beach, and Madeira Beach all have implemented the newer pay-by-plate system. Because visitors to our neighboring communities are already used to this process, staff does not expect any significant adoption hurdles should we make this change. Adopting the same process as our neighbors will better standardize region-wide parking operations, while simplifying staff operations as well.

In order to enforce in a pay-by-plate system, the City would need to invest in mobile license plate readers (LPR). This technology consists of cameras positioned to aim at the plates of vehicles as the enforcement officer drives. If a plate is detected in a paid spot without a current parking session, the officer is alerted on a display in the car and can quickly determine whether or not to issue a citation. The current manual observation enforcement procedure requires the officers to look at the vehicles in a parking area while monitoring their enforcement software screen. If they see a vehicle in an unpaid space, they have to stop and search two separate payment systems manually to determine if the vehicle is in compliance. Staff is suggesting that the two primary Parking Enforcement vehicles be out-fitted immediately, while the regular police vehicles will have the technology added as they go through their normal replacement schedule.

To be able to keep the City's Resident Parking Pass as similar to how it is currently while implementing pay-by-plate, the City will also need to invest in software to register and track residents' plate information to create a city-wide "whitelist." This is a live database of all license plates that have been

entered on behalf of a resident. Once on the whitelist, the LPR will recognize the license plates as resident vehicles and will mark them as "paid." Not only does this make enforcement easier as the officers do not need to look for a physical hangtag or decal, but by removing the physical passes we eliminate them from being lost or stolen and mitigate fraudulent use. Ideally, this solution would reduce the hands-on staff time it takes to review and validate resident applications by putting the residents in control of their own accounts.

Staff additionally realizes that there may be residents unwilling to use an online solution for their parking passes. However, due to the number of issues with the current physical pass system, the potential concerns from a small group of residents should not deter enacting this change. One option might be to keep both pass types for 1-2 years and adjusting the respective fees to encourage usage of the ePass option over the hangtag. For example, the City could choose to charge $100 for one hangtag per household, and $5 for the ePass as a way to encourage usage of the ePass. (Staff is not advocating for any specific prices at this time, just providing a hypothetical example.)

Finally, staff believes the migration to pay-by-plate will also enhance the city's parking data. While we have transaction data and citation information that can help paint a picture of our parking utilization, we have never been able to provide an accurate picture because we have no way of tracking how often residents use their passes. In most of the LPR software staff has researched, there are ways of extracting data on a summary level to determine what lots are used and when. The current lack of data is holding the City back from implementing other parking related changes as we do not have the confidence to make any adjustments without better data. Examples of the types of changes that could be contemplated with access to this full utilization data include: variable rates that adapt based on live usage, parking count displays that provide the number of spaces available in a lot, or timed-limited parking areas to encourage more turnover.

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These greater, holistic parking program changes are necessary to be able to make the proposed on-street parking changes in the Sunset Beach area. As part of the adopted FY23 budget, the City Commission approved the addition of an on-street parking fee for Sunset Beach.

About 25% of the City's parking spaces (or 150 spaces) are in the Sunset Beach area along W. Gulf Blvd. So, there is a reasonable amount of available parking in the area, though the

popularity of this section of beach means the streets and the lots do get full on busy days like weekends. Implementing an hourly rate for on-street parking will provide an incentive for visitors to look in the lots first before considering on-street parking. Also, by setting that rate higher than the regular lot rate can help ensure the lots are more fully utilized and may actually deter on-street parking. The on-street parking would allow residents who obtain the resident parking permit to park for free.

With the assumption that paid on-street parking is the next step to address these issues, the best option would forgo the deployment of parking equipment. There are about two dozen side streets along W. Gulf Blvd with Bay and Bayshore Drives paralleling W. Gulf. Even using pay stations that can cover a hundred spaces or more would require a significant investment in physical equipment if we wanted parking in this area to be the same as the rest of the city. In addition to the maintenance of these pay stations, they would have to be installed in a quaint neighborhood with limited rights of way. For the aesthetics of the neighborhood alone, staff wanted to avoid any physical equipment.

This past fiscal year, the City established a few mobile-only parking areas with the removal of the parking equipment and the deployment of branded signage for ParkMobile--the City's mobile payment app. This was primarily done to reduce equipment and support costs in smaller lots and to test the effectiveness of this process. Staff is unaware of any complaints or issues related to these lots being changed to mobile-only, so we believe with a quality public outreach campaign it should be an easy adoption for mobile only zones in Sunset Beach.

The only adjustment people will need to make is knowing their plate number, which can be conveniently stored within a user's profile in the ParkMobile app. Paying for on-street parking would be as easy as confirming the ParkMobile Zone number, ensuring the user's license plate is entered into their user profile, choosing their time, and tapping "pay." That parking session would immediately appear as "paid" in the officers' enforcement software and the user would still be able to add time remotely to their parking session.

These suggested changes would not necessarily alter any of the current parking regulations in Sunset Beach, as many of those restrictions (like "No parking this side of street") may still be warranted to preserve public safety access. Additionally, staff is suggesting to allow the resident parking pass to be used in these areas, since the push to minimize on-street

parkers is for the benefit of the residents in the area.

Staff is also not recommending taking any actions to paint or in any way formalize parking spots on the streets. Not only would they not be visually appealing but may actually limit the number of spaces available given DOT best practices for parking space design. The only physical alternations suggested for this implementation would be the installation of small, branded ParkMobile signage that informs parkers how to pay for their parking session. These signs would be mounted on existing posts and poles and either end of the streets and/or mid-block, so that they cannot be overlooked but are not obtrusive.

FUNDING:

To change the entire parking program to a Pay-by-Plate from a Pay-by-Space system, License Plate Readers are required.

The FY23 Budget included $72,000 in the Parking Program (001-5193) for parking system upgrades including LPR. $42,000 of that was slated for a new Parking Enforcement vehicle, but due to some changes in the Fire/EMS fleet, the City can repurpose the Fire Inspection Ford Escape as a rebranded Parking Enforcement vehicle. That vehicle has approximately 50,000 miles on it, meaning it still has a number of years left on its useful life. The remaining $30,000 was specifically budgeted for LPR-related technology.

Staff is still working on compiling the best available pricing, but the investment in the LPR technology may be about $20,000 per vehicle it is deployed on. Besides the fact that pay-by-plate has become the norm in parking operations, this investment will certainly enhance the enforcement actions, which will in turn increase compliance with paying to park. It is not staff's intent to increase citations or fine revenue, but rather to enforce paid parking. We would rather collect parking fees than parking fines.

The other additional annual cost is related to the implementation of e-pass parking "whitelist" software. This technology will allow residents to maintain their own parking accounts in real time and would cost about $31,500 annually.

MOTION:

No motion required; seeking consensus of the Commission.

ATTACHMENTS:

Passport Labs - Software Quote

Passport[SM]

Passport is pleased to present the below pricing options to Treasure Island, FL for a digital parking permit system. This pricing is based on a three (3) year agreement and is valid for ninety (90) days from March 21, 2023.

		Price (USD)
Client Portal[1] & Digital Permits *back -end management and reporting software*	➔ Real-time access to active permits ➔ Reporting Access ◆ Permit Reports ◆ Administrative Reports ◆ Ad hoc and custom reports ➔ Unlimited Administrators ➔ Access to Passport's Knowledge Base ◆ FAQ's ◆ Training Videos ◆ Community Forum ➔ Mobile-Optimized Pay Website ➔ Permit Rate adjustment ➔ Permit Setup and Testing ➔ User role creation and setup if needed ➔ Ongoing upgrades and enhancements	**$10/permit added to the software** **(annual minimum of $31,500)**
Payment Processing	➔ Passport Gateway	**$0.05**
	➔ Secure Payment Processing	**2.9% + $0.25**
Service Delivery	➔ Product Support Specialists for technical support 7 days a week	**Included**

[1] Passport's pricing assumes purchase of all listed products and services and the scope as Passport currently understands it. Should either structure change, Passport reserves the right to update its price accordingly. This price proposal is valid up to 90 days from receipt.