



MEMORANDUM

TO: City Commission
FROM: Robin I. Gomez, City Manager
DATE: May 22, 2024
RE: Parking Hourly Rate Discussion

Background

The parking department designs and implements parking policies, sets parking rates, enforces regulations, and optimizes parking infrastructure. Staff work towards balancing the demand for parking spaces and efficiently utilizing available resources. Moreover, the parking department strives to integrate technology and sustainable practices to enhance operational effectiveness and address modern-day parking challenges, contributing to a community's overall functionality and mobility in addition to raising revenue.

Review/Discussion

Currently, the City manages and maintains 551 pay spaces that are available every day of the year (for varying times) at a cost of **\$3.00 per hour**. In FY 2023, the City collected nearly \$4.2 M in revenue (in the Parking and Archibald Park Funds), see attachment listing FY 15 – FY 24 annual revenue. The City also provides for enforcement of its parking revenue and over-all parking operation through a full-time equivalent staff of 4.0. Parking Enforcement expenditures for salaries, operations, and equipment totaled: FY 24 budget: \$612,139; FY 2023: \$463,369; FY 2022: \$420,400; FY 2021: \$341,572.

The City last increased the hourly parking rate from \$2.50 per hour to \$3.00 per hour effective December 2021. In early 2023, the City increased various parking fines for not paying/overtime parking from \$40 to \$60 and improper parking from \$80 to \$90.

Attached is a spreadsheet listing all the beach communities' including unincorporated Pinellas County's parking rates, locations, payment methods, hours of operations, etc; a few highlights:

1. Compared to the other Pinellas County beach cities and Unincorporated Pinellas County beaches, the City's \$3 hourly rate is not the lowest, which is \$2.50 (Indian Shores), is the same as most of Clearwater at \$3.00, and is not the highest of \$5.00 (Belleair Beach).

2. Our 2 most comparable cities in terms of spaces and visitors are Treasure Island with an hourly rate at \$3.75 (\$3 for City Community center lot) and St Pete Beach with an hourly rate of \$4 during the week and \$4.75 on weekends.
3. Redington Shores charges \$4.00 an hour.
4. The various County lots within the cities of St Pete Beach, Madeira Beach, Redington Shores, Indian Shores, and Indian Rocks Beach charge the City's going hourly rate.
5. Various Pinellas County parking lots: Fred Howard Park, Sand Key Park, and Ft De Soto Park charge a daily flat rate of \$5.00.
6. Honeymoon Island State Park (managed by the FL Department of Environmental Protection) charges a daily flat rate of \$8.00.
7. Indian Rocks Beach and Clearwater have areas (on-street and a few lots) that do not charge a parking fee.
8. All lots/parking areas are cashless, only allowing for an electronic payment via a meter/kiosk and/or an app (most use Park Mobile, some also use Flowbird); Redington Shores and Belleair Beach no longer utilize a meter/kiosk to accept payment.

Whatever rate the City decides to pursue, we will likely be moving to reduce over time (6 months to a year) the number of meters/kiosks to reduce costs.

We will similarly continue to research various innovations and enhanced technology for future consideration, including but not limited to:

1. Real time parking data (available spaces) via an app/website
2. Dynamic pricing – based on days/times/locations and or capacity measures
3. Holiday pricing (similar to St Pete Beach)

Attachments

City of Madeira Beach Parking Revenue, FY 15 – FY 24

City of MB Paid Parking Spaces Information

May 2024 City Parking Rates Comparison

Map of MB Parking lots