



MEMORANDUM

TO: City Commission
FROM: Parking
DATE: October 25, 2023
RE: Proposed Parking Changes

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

In response to resident, non-resident, property & business owners, and visitor comments, inquiries, and concerns over the past 6 months, we would like to discuss the following proposed changes. As a reminder currently Resident parking permits are FREE and all City pay spaces are available at a cost of \$3.00 per hour:

- 1. Resident Parking Permit** – free to residents living within the Madeira Beach corporate city limits for at least 6 months and a day, upon providing a valid FL driver's license with a Madeira Beach address (within City limits) and a valid vehicle registration; only change allows for the option of an online process with digital parking permits enforced through each vehicle's license plate. Limit of 3 passes per address, may park in all City lots, and no overnight parking.

Moving to an online Resident Parking Permit application system offers several advantages, including faster processing times, improved user experience, increased transparency, and a positive environmental impact. These benefits collectively contribute to a more efficient and modern permit operation for the community's use.

- 2. Business Employees Permit** - \$40.00/month mainly for John's Pass Village/Boardwalk employees to park at various lots – only change allows for the option of an online process with digital parking permits enforced through each vehicle's license plate.

Proposed New Parking Categories (all only available on-line with digital parking permits enforced through each vehicle's license plate):

- 3. MB Property Owner, not a resident Parking permit:** those not residing in MB for at least six months and a day may purchase a monthly parking pass for \$100.00 - \$300.00/month.
- 4. Visitors, overnight guests Parking Permit:** \$150.00-\$250.00/weekly, \$300.00-\$400.00/monthly; will be available for anyone, but mainly designed (in response to) out-of-town visitors staying from a few nights to a few weeks with limited parking at at property/resort.
- 5. Pinellas County OR smaller designated geographic area (possibly various zip codes) resident Parking Permit –only** to visit John's Pass Village & Boardwalk, only valid at specific lots/streets; must register to participate – rate will be \$1.00/hour.

Should any of the above proceed to possible enactment, City staff will bring back applicable ordinances for review and approval at future Commission meetings.

FISCAL IMPACT

ADDITIONAL REVENUE:

- Pinellas County resident Parking Permit:**
Population of 958k.

With an estimated 935 guests visiting the parking lot throughout the year at a daily occupancy of 10% for the 165 available spaces, the total estimated parking revenue can be calculated based on the \$1.00 per hour rate. Considering an average guest stay of 2 to 4 hours, the revenue generated from this occupancy amounts to approximately \$2,800 for the year.

- Visitors, overnight guests Parking Permit: \$150.00/weekly, \$400/month**

With an estimated 10% of visitors potentially purchasing a visitor permit and with 162 parking spaces total available. The total estimated revenue from parking permits is \$55,000.00.

- **MB Property Owner, not a resident Parking permit:**

Monthly permit rate: \$100.00 Total monthly revenue per property owner: 2 visits *
\$100.00 per month = \$200.00

Total revenue from 150 property owners: Assuming each owner uses the monthly permit only three times a year, the estimated revenue would be \$30,000.00.

- **Special Events at ROC Park:**

191 spaces at \$5 per day for 50 event dates = \$47,750, with some turnover of spaces, a conservative \$50,000.00

ADDITIONAL EXPENSES

- Areas will be patrolled by parking enforcement staff, who will also handle the setup and removal of all signs.
- Staff annual expenses for sign set-up/removal are estimated at \$5,000. No additional staff needed will use existing full and part-time staff.
- Initial total cost of equipment estimated at: \$5,000.00, with estimated annual maintenance/replacement costs totaling \$1,000

Equipment needed:

- Metal portable stands and wheels.
- Signs posted on how to pay and the flat rate