

Beach Support Paid Parking Proposal



Overview

To support beach maintenance and operations while generating revenue for the City, we propose implementing a fee-based parking program in Parking Lots 2 and 3. This initiative will charge a \$10 daily parking fee and be staffed by seasonal employees or community organizations, with the latter eligible to earn a percentage of revenue as a fundraising opportunity. We will confirm the exact number and dates of the paid trial by May 18th, 2026. This will allow us time to staff as many dates as possible with employees and/or community organizations. We anticipate being 10 to 20 days. Lot 4, lot 5, parallel parking along Zlatnik, and Pierce St. parking would remain free and open to the public.

Legal & Operational Considerations

- Resident vs. Non-Resident Fees: State law prohibits charging non-residents while allowing residents to park for free. A resident can be charged a discounted rate.
- It is not recommended to provide a resident discount in the trial period because it presents significant challenges to verifying residency in a timely and cost-effective manner.
- Technology Evaluation: Business planning around license plate scanners, kiosks, meters, and QR code systems revealed that a full-scale, high-tech parking fee system may not be financially viable once infrastructure and operational costs are considered.
- A low-input, manual trial period provides an opportunity to collect data, assess demand, and mitigate financial and operational risks before pursuing larger infrastructure investments.

Revenue Projection

Days	Daily Fee	Avg. Cars/Day	Total Revenue
10 to 20	\$10	200	\$20,000 to \$40,000

Staffing Plan and Expenses

- Operating Hours: 8:00 AM – 4:00 PM (two 4-hour shifts)
- Staffing: 3 staff per shift (to allow for rotation and breaks)
- Wage: \$15/hour

# Hours/Shift	#/Shifts	Days	Wage/Hour	# Staff/Shift	FICA	Total
4.5	2	10	\$15	3	\$309.83	\$4,359.83

- Estimated City staffing cost per shift: ~\$217
- If operated by a community organization, they could receive 25% of revenue as a fundraiser.
Example: \$1,000 shift revenue × 25% = \$250 for the nonprofit.
- Approximately \$1,000 will be needed for two Square credit card readers with cellular service.

Additional Considerations

- Zlatnik Drive already experiences slowdowns on peak days, parking fee collection could increase congestion and potential encourage more people to park in neighborhoods.
- Free Parking: Lot 4, lot 5, parallel parking along Zlatnik, and Pierce St. parking would remain free and open to the public.
- The trial period would require very little support from the police department for enforcement. If a person refuses to pay, the police department would be called to address the issue.

Conclusion

The Beach Support Parking Program offers a low-cost, revenue-generating opportunity to support beach operations, engage community partners, and test a fee-based parking model without significant upfront investment. A low-input trial period will allow the City to gather data, understand revenue potential, and evaluate long-term options before committing to a larger-scale system.