

**CITY OF SARASOTA, FLORIDA
PARKING MANAGEMENT**

	Actual 2005-06	Budget 2006-07	Amended Budget 2006-07	Estimated 2006-07	Budget 2007-08
Available Fund Balance	\$1,093,082	\$ 1,072,637	\$ 1,166,486	\$ 1,166,486	\$ 855,364
<u>Revenues</u>					
Parking and Other Violations	310,366	331,130	403,470	301,185	560,268
Meter Collections	41,736	40,000	40,000	33,366	28,800
Parking Permits	189,625	185,000	185,000	52,854	-
Other miscellaneous revenues	1,392	265	265	815	36
Investment income	39,054	30,000	30,000	30,914	33,516
Transfer from the CRA	-	-	-	-	209,000
 Total Revenues	 582,173	 586,395	 658,735	 419,134	 831,620
 Estimated Funds Available	 1,675,255	 1,659,032	 1,825,221	 1,585,620	 1,686,984
<u>Expenditures</u>					
Personnel	305,924	415,813	479,439	440,276	545,918
Operating	152,591	211,491	301,241	220,733	345,630
Capital	50,254	34,500	103,950	69,247	34,200
 Total Expenditures	 508,769	 661,804	 884,630	 730,256	 925,748
 Projected Ending Balance	 \$1,166,486	 \$ 997,228	 \$ 940,591	 \$ 855,364	 \$ 761,236

PARKING MANAGEMENT

Mission Statement

To provide, manage and maintain an adequate supply of on-street and off-street parking within the City of Sarasota’s core business district that is safe, clean, convenient, pedestrian and bike friendly and affordable in a manner that is effective and efficient and will meet the needs of the residents, visitors and the business community, while also promoting the continued growth, development and economic progress of the City of Sarasota in a manner consistent with the Downtown Master Plan 2020.

Description of Operations

The Parking Department will be integrated into one organizational unit in the 2007/2008 budget year. This will bring together collections, enforcement and management to operate as one interactive department.

The department is divided into three (3) functional areas:

Enforcement:

Enforcement consists of six (6) Parking Enforcement Specialists and one (1) Parking Enforcement Supervisor which will enforce the laws and ordinances as they pertain to parking in the City of Sarasota. The Parking Enforcement Supervisor will lend support and training to the Specialists. Enforcement personnel must attend, via the Sarasota Vocational Technical Training Center, the 16 hour Florida Parking Enforcement certification course which is required by the State of Florida. All other training is conducted in the field with the exception of Customer Service Training which will be conducted in the first 30 days of employment. This training will be provided to all existing personnel once the program transfers from the Sarasota Police Department, as there is no formal customer training currently being utilized at this time. All field training will be conducted and managed by the Enforcement Supervisor under the direction of the Parking Manager. The Enforcement Department checks all city lots and garages as well as collects the revenues from the Pay-Stations and a handful of meters which the city currently maintains. They also apply any auto boots in accordance with the City of Sarasota Code.

Collections:

The Collections function of the program consists of one (1) Parking Collections Supervisor and one (1) Part Time-Clerk. The primary function is the collection of parking violation fees and issuance of City of Sarasota monthly parking permits. Once purchased, the Collections software will track violations and supply daily, weekly and monthly reports to the Parking Manager for analysis.

Management:

The overall management of parking in the City of Sarasota will be the responsibility of the Parking Manager. Support, such as payroll, budgeting and purchasing, will be provided by staff in the City Department of Engineering. The Parking Manager will work with all City departments to achieve the goals of the Parking Mission Statement and will plan, organize and provide direction for the Parking Program. The Parking Manager, with input from the parking department and other departments, will create a vision for the program and implement changes to further the overall mission of the department in the core business district. This includes identifying sites for parking structures in Tier 1 (high demand and utilization areas) as well as determining on-street paid parking methods.

STRATEGIC PLAN

Strategic Goal - Well-Maintained and Future-Oriented Infrastructure

Strategy - Provide safe transportation infrastructure.

Objective - Construction of priority Tier 1 parking sites identified in the Downtown Parking Study.

Task	Current Funding	Fiscal Year Completed	Funds Required
Locate area in the downtown which is suitable for parking structures and to construct Tier 1 (high demand/utilization zones) projects. Status - Currently working with a potential parking garage site at the corner of Orange Ave. and Morrill Street.	No	2010	\$35,280,000

PARKING MANAGEMENT

OPERATIONAL FOCUS

Strategy

To provide a safe and convenient place for residents and visitors to park their cars in the City.

Task

To operate the parking enforcement program as a self-funded program.

To provide a safe, effective and efficient parking enforcement program.

To provide sufficient, convenient parking for the citizens, merchants and visitors of Sarasota.

To manage available free parking so that it is available for visitors through vehicle turnover.

To remove abandoned and illegally parked vehicles in a timely manner.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
Input Measure					
Metered parking spaces	Number	208	261	208	208
Output Measure					
Tickets issued	Number	24,804	23,000	23,000	46,000
Effectiveness Measure					
Illegal parking complaints from citizens	Number	590	620	600	600
Efficiency Measure					
Tickets issued per enforcement FTE	Number	4,960	4,600	7,667	7,667

Cost Center Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	305,924	415,813	545,918	0	545,918
Non Personal Expenditures	125,770	183,732	275,087	0	275,087
Capital Expenditures	50,254	34,500	34,200	0	34,200
Transfer Expenditures	26,820	27,759	70,543	0	70,543
Totals	508,768	661,804	925,748	0	925,748

Personnel Summary

Actual Positions	7.00	9.00	0.00	9.00
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	231,361	225,000	28,800	0	28,800
FINES & FORFEITURES	311,454	331,130	560,268	0	560,268
INTEREST	39,054	30,000	33,516	0	33,516
OTHER MISCELLANEOUS REVENUES	304	265	36	0	36
TRANSFERS	0	0	209,000	0	209,000
	582,173	586,395	831,620	0	831,620