

**CITY OF SARASOTA, FLORIDA  
PARKING MANAGEMENT**

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$1,166,486	\$ 855,364	\$ 864,557	\$ 864,557	\$ 889,000
<u>Revenues</u>					
Parking and Other Violations	344,918	560,268	560,268	597,396	656,726
Meter Collections	24,391	28,800	28,800	9,446	85,950
Parking Permits	65,055	-	-	6,126	180,743
Other miscellaneous revenues	2,085	36	36	18,375	21,671
Investment income	63,289	33,516	33,516	39,481	43,200
Transfer from the CRA	-	209,000	209,000	209,000	-
 Total Revenues	 499,738	 831,620	 831,620	 879,824	 988,290
 Estimated Funds Available	 1,666,224	 1,686,984	 1,696,177	 1,744,381	 1,877,290
<u>Expenditures</u>					
Personnel	434,683	545,918	546,741	520,929	516,277
Operating	294,679	345,630	370,485	322,652	389,750
Capital	72,305	34,200	53,000	11,800	76,020
 Total Expenditures	 801,667	 925,748	 970,226	 855,381	 982,047
 Projected Ending Balance	 \$ 864,557	 \$ 761,236	 \$ 725,951	 \$ 889,000	 \$ 895,243

# **PARKING MANAGEMENT**

## **Mission Statement**

To operate the City of Sarasota's Public Parking Program in such a way that the public perceive adequate resources and availability, safe and convenient access to those resources and that the resources are operated in a financially sound manner via a self supporting enterprise account.

## **Description of Operations**

The Parking Division can be categorized as having three general functions:

### **Management:**

The Public Parking Program is managed by the Parking Manager whose responsibilities include:

- Implementing division changes for increased efficiency, profitability and efficacy and to increase the public's understanding of the Public Parking Program.
- Pursuing the development of new parking infrastructure in the two densest areas of the City: St. Armand's and "Downtown" (City land within the CRA boundary), either by the creation of new off-street parking facilities or on-street parking spaces.
- Addressing the market value of respective parking spaces by designating parking areas in the City as Free Unrestricted Parking, Free Time Restricted Parking, Paid Restricted Parking and Permit Parking.
- Working with all relevant City departments and divisions to provide direction on Citywide parking related codes and ordinances.
- Encouraging economic development by properly managing Public Parking.

### **Enforcement:**

The Enforcement staff of the Parking Program consists of one Supervisor and five Parking Enforcement Specialists. As some of the most publicly visible City employees, these officers patrol distinct areas within the City and cite vehicles for parking in violation of City codes for the purpose of preserving public safety and public accessibility to parking resources. They are also responsible for "wheel-locking", maintaining off-street parking meters, collecting meter revenues, providing assistance to the public, photographing all non-overtime violations and appearing at court hearings when subpoenaed.

### **Collections:**

The Collections segment of the program consists of one Supervisor and one Part Time-Clerk. The collections staff accept payments for parking violations via the internet, mail and in person; administer the parking permit programs; administer the Citation Dismissal request program; coordinate Sarasota County court hearings; coordinate registration stops and wheel locking for scofflaws; and record and prepare necessary data including court transactions, booting data, citation dismissal data, meter collections data and daily cash report summaries.

## **CITYWIDE PRIORITIES**

### **PRIORITY - Safe Community**

#### **Strategy**

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

#### **Task**

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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.

## PARKING MANAGEMENT

### PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
<b>Output Measure</b>					
Metered parking spaces enforced	Number	261	261	261	875
Tickets issued	Number	22,300	23,300	24,348	25,000
<b>Effectiveness Measure</b>					
Illegal parking complaints from citizens	Number	620	640	820	850
<b>Efficiency Measure</b>					
Tickets issued per enforcement FTE	Number	4,600	3,340	3,478	3,500

### **Cost Center Expenditures By Category**

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
Personal Expenditures	434,683	545,918	516,277	0	516,277
Non Personal Expenditures	266,921	275,087	264,382	0	264,382
Capital Expenditures	72,306	34,200	76,020	0	76,020
Transfer Expenditures	27,759	70,543	125,368	0	125,368
<b>Totals</b>	<b>801,669</b>	<b>925,748</b>	<b>982,047</b>	<b>0</b>	<b>982,047</b>

### **Personnel Summary**

Actual Positions	9.00	8.10	0.00	8.10
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### **Revenue Summary**

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
CHARGES FOR SERVICES	89,446	28,800	266,693	0	266,693
FINES & FORFEITURES	346,163	560,268	656,726	0	656,726
INTEREST	63,289	33,516	43,200	0	43,200
RENTS & ROYALTIES	0	0	21,321	0	21,321
OTHER MISCELLANEOUS REVENUES	841	36	350	0	350
TRANSFERS	0	209,000	0	0	0
	499,739	831,620	988,290	0	988,290