

**CITY OF SARASOTA, FLORIDA  
PARKING MANAGEMENT**

	Actual 2007-08	Budget 2008-09	Amended Budget 2008-09	Estimated 2008-09	Budget 2009-10
Available Fund Balance	\$ 864,557	\$ 889,000	\$ 794,867	\$ 794,867	\$ 341,922
<u>Revenues</u>					
Parking and Other Violations	492,578	656,726	656,726	350,800	391,800
Meter Collections	8,180	85,950	85,950	8,000	8,000
Parking Permits	19,905	180,743	180,743	40,000	27,520
Other miscellaneous revenues	12,669	21,671	21,671	14,350	14,350
Investment income	31,383	43,200	43,200	20,000	5,000
Transfer from the CRA	209,000	-	-	-	-
Total Revenues	773,715	988,290	988,290	433,150	446,670
Estimated Funds Available	1,638,272	1,877,290	1,783,157	1,228,017	788,592
<u>Expenditures</u>					
Personnel	514,169	516,277	516,277	513,833	371,590
Operating	317,436	389,750	407,923	371,758	395,922
Capital	11,800	76,020	90,856	504	16,020
Total Expenditures	843,405	982,047	1,015,056	886,095	783,532
Projected Ending Balance	\$ 794,867	\$ 895,243	\$ 768,101	\$ 341,922	\$ 5,060

# PARKING MANAGEMENT

## Mission Statement

To provide safe and convenient parking facilities that are user friendly, aesthetically attractive, responsive to community needs, and which are operated in a fiscally responsible manner.

## Description of Operations

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

Management of the Public Parking Program consists of:

- Implementing division changes for increased efficiency, profitability and efficacy and to increase the publics' understanding of the Public Parking Program.
- Pursuing the development of new parking infrastructure in the two dense 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 four 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 Communities

#### Strategy

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

## PERFORMANCE MEASURES

Description	Unit	FY 2007	FY 2008	FY 2009	FY 2010
<b>Output Measure</b>					
Metered parking spaces enforced	Number	261	129	129	804
Tickets issued	Number	23,300	24,723	22,096	20,000
<b>Effectiveness Measure</b>					
Illegal parking complaints from citizens	Number	640	890	1,050	250
<b>Efficiency Measure</b>					
Tickets issued per enforcement FTE	Number	3,340	3,900	3,900	4,000

## PARKING MANAGEMENT

### Cost Center Expenditures By Category

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
Personnel	514,169	516,277	371,590	0	371,590
Operating Expenditures	246,893	264,382	257,715	0	257,715
Capital Expenditures	11,800	76,020	16,020	0	16,020
Transfer Expenditures	85,058	125,368	138,207	0	138,207
Totals	857,920	982,047	783,532	0	783,532

### Personnel Summary

Actual Positions	8.10	6.31	0.00	6.31
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### Revenue Summary

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
CHARGES FOR SERVICES	28,085	266,693	35,520	0	35,520
FINES & FORFEITURES	492,992	656,726	391,800	0	391,800
INTEREST	31,383	43,200	5,000	0	5,000
RENTS & ROYALTIES	7,812	21,321	12,000	0	12,000
OTHER MISCELLANEOUS REVENUE	4,442	350	2,350	0	2,350
TRANSFERS	209,000	0	0	0	0
	773,714	988,290	446,670	0	446,670

# PARKING MANAGEMENT

## Tier-one paid parking-NOT REFLECTED IN BUDGET

The Parking Management budget presents a budget issue for the implementation of tier-one paid parking, which has not been incorporated into the budget as presented. While efforts continue towards tier one paid parking implementation in the fall of 2009, the budget is presented without inclusion of the projected revenues and expenditures of said implementation. Based on currently anticipated hourly rates of \$1 and operating times of 8am to 6pm Monday through Friday annual revenues received are being projected as \$534,000. Annual expenses incurred as a result of maintenance and operations of paid parking equipment are projected as \$78,000.

### Cost of Issue

Personal	0
Operating	78,000
Capital	0
Transfers	0
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Total	\$78,000

### Revenue

CHARGES FOR SERVICES	534,000
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	534,000

Net Cost of Issue (456,000)