

**CITY OF SARASOTA, FLORIDA
PARKING MANAGEMENT**

	Actual 2008-09	Budget 2009-10	Amended Budget 2009-10	Estimated 2009-10	Budget 2010-11
Available Fund Balance	\$ 794,868	\$ 341,922	\$ 521,052	\$ 521,052	\$ 231,725
<u>Revenues</u>					
Parking and Other Violations	383,948	391,800	391,800	389,000	390,000
Meter Collections	10,349	8,000	8,000	8,520	47,093
Parking Permits	57,115	27,520	27,520	30,000	101,480
Other miscellaneous revenues	17,053	14,350	14,350	25,420	25,400
Investment income	21,534	5,000	5,000	10,000	5,000
Total Revenues	489,999	446,670	446,670	462,940	568,973
Estimated Funds Available	1,284,867	788,592	967,722	983,992	800,698
<u>Expenditures</u>					
Personnel	425,373	371,590	371,590	388,681	423,333
Operating	324,931	395,922	395,922	347,570	376,666
Capital	13,511	16,020	16,020	16,016	500
Total Expenditures	763,815	783,532	783,532	752,267	800,499
Projected Ending Balance	\$ 521,052	\$ 5,060	\$ 184,190	\$ 231,725	\$ 199

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 Management Section consists of three basic functions:

Management:

- Implement division changes for increased efficiency, profitability and efficacy and increase the public's understanding of the Public Parking Program.
- Pursue 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.
- Address 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.
- Work with relevant City departments and divisions to provide direction on Citywide parking related codes and ordinances.
- Encourage 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 - ECONOMIC DEVELOPMENT AND RECOVERY

Strategy

To support new growth, sustain existing enterprises, and prepare the City for economic recovery.

Objective

- Prepare materials for the Commission to determine the future of public parking; determine if public parking should be sustained by user fees or Ad Valorem Taxes.

PRIORITY - OPERATIONAL FOCUS

Strategy

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

Objective

- 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 2008	FY 2009	FY 2010	FY 2011
Output Measure					
Metered parking spaces enforced	Number	129	70	70	70
Tickets issued	Number	24,723	19,288	21,250	23,000
Effectiveness Measure					
Illegal parking complaints from citizens	Number	890	800	750	690
Efficiency Measure					
Tickets issued per enforcement FTE	Number	3,900	3,215	4,722	5,111

Cost Center Expenditures By Category

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Personnel	425,373	371,590	423,333	0	423,333
Operating Expenditures	199,562	257,715	271,463	0	271,463
Capital Expenditures	13,511	16,020	500	0	500
Transfer Expenditures	125,368	138,207	105,203	0	105,203
Totals	763,814	783,532	800,499	0	800,499

Personnel Summary

Actual Positions	6.31	6.00	0.00	6.00
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Revenue Summary

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Charges for Services	67,463	35,520	148,573	0	148,573
Fines & Forfeitures	384,530	391,800	390,000	0	390,000
Interest	21,534	5,000	5,000	0	5,000
Rents & Royalties	13,075	12,000	12,000	0	12,000
Other Miscellaneous Revenues	3,396	2,350	13,400	0	13,400
	489,998	446,670	568,973	0	568,973