

# **REPORT TO THE CITY COUNCIL**

## *City of Salinas, California*

DATE: March 21, 2017

FROM: Gary Petersen, Public Works Director

THROUGH: Frank Aguayo, City Engineer

BY: James Serrano, Transportation Planner

SUBJECT: **Parking Enforcement Activities**

### **RECOMMENDATION:**

Receive interim report on parking enforcement activities.

### **DISCUSSION:**

At its meeting on August 16, 2016, the City Council approved Resolution No. 21024 which amended the Salinas City Code Chapter 20 extending authority for parking enforcement to a private contractor with oversight by the Public Works Department. The same Resolution authorized a contract for professional service with Serco, Inc. to provide parking enforcement services citywide.

After contract execution, Serco, Inc. began hiring for one (1) Parking Enforcement Manager and three (3) Parking Enforcement Officers and acquired vehicles, uniforms etc. On November 15, 2016 the City Council approved a lease agreement for Serco's local office at the Salinas Train Station, a City owned building. Parking enforcement by Serco therefore did not start until mid-November 2016.

Staff worked with Serco to initiate "soft" parking enforcement in order to manage customer relations. This means that for two weeks before Serco would begin enforcement for an area or program, violators would receive a "reminder" of parking regulations and inform them that violators would receive a citation the next time around. Enforcement operations are in effect and Public Works is just beginning the 5<sup>th</sup> month of parking enforcement operation with Serco.

### Operations Update

This report shows enforcement activity through the current Fiscal Year which includes enforcement activities before the Public Works contract with Serco was initiated in November. The first four months of the fiscal year (July 2016-Oct 2016) 2,742 total citations written were written by City enforcement staff (PD). The next four months (Nov 2016 through Feb 2016) represents citations written under the City's contract with Serco, which total 4,656. This is a 70% increase in citations written, including periods of "soft" parking enforcement. On average the City contractor writes 1,164 citations each month.

	Month	# Citations Written	Original Value of Citations	Charges/ Penalties	Payments	Owing
2016	Jul	873	\$ 40,039	\$ 7,334	\$ 31,131	\$ 18,017
	Aug	753	\$ 37,746	\$ 7,239	\$ 27,661	\$ 18,578
	Sep	659	\$ 34,971	\$ 4,994	\$ 24,017	\$ 17,612
	Oct	457	\$ 29,923	\$ 5,480	\$ 12,887	\$ 22,473
	Nov	1,312	\$ 54,252	\$ 7,538	\$ 30,069	\$ 32,578
	Dec	1,011	\$ 42,322	\$ 5,392	\$ 25,338	\$ 22,428
2017	Jan	1,413	\$ 57,570	\$ 3,496	\$ 31,407	\$ 29,805
	Feb	920	\$ 35,617	\$ (378)	\$ 8,840	\$ 26,399
	<b>Total</b>	<b>7,398</b>	<b>\$ 332,440</b>	<b>\$ 41,095</b>	<b>\$ 191,351</b>	<b>\$ 187,889</b>

The table above also shows the face value of the citations written, which is the amount the violator is expected to pay. The Department of Motor Vehicles, the Franchise Tax Board and the County receives a portion from parking citations written and these amounts vary for the type of violation. The City does not get the whole citation amount when paid. The table also shows that not all who receive citations pay on time nor do they pay the entire value of the citation at once. Therefore, there is a lag in receipts from citations in comparison to when citations were written.

Citation fees also vary depending on the types of violations. For common parking violations, such as parking in a prohibited zone, the fee is \$39. In comparison, parking in a disabled zone or blue zones, the fee is \$296. With only 3 full months of data, staff is still working to ascertain the net revenues for the program. On the cost end, the average monthly cost of the Serco contract is projected for \$24,500 since November 2016.

Staff is also working to map the locations where enforcement is conducted and this will be part of a periodic report on the enforcement program. Deployment of parking enforcement is citywide. The bulk of the enforcement citations are written in commercial areas and the residential permit parking program areas which includes commercial and residential locations.

Public Works staff will provide another update report to the Council by June 2017 to summarize analysis of revenue received during the first six months of operation.

#### **ISSUE:**

The City Council is requested to receive the interim report on parking enforcement operations and provide comments as necessary.

#### **FISCAL IMPACT:**

The City's contract with Serco, Inc. is \$269,359 which is funded with Measure G funds.

**TIME CONSIDERATIONS:**

The Public Works Parking Enforcement program just completed its fourth month of operations. Staff is providing the interim report in advance of a full report planned after six months of operations.

**CITY COUNCIL GOALS:**

Parking enforcement supports several of the Council's goals: Effective, Sustainable Government; Safe, Livable Community; and Excellent Infrastructure. It also supports the goal of Economic Prosperity since enforcement is an element of the downtown vibrancy plan.

**CONCLUSIONS:**

Council is requested to receive this preliminary update on parking enforcement activities.

Back Up Pages:  
None