



**CITY OF SALINAS
FINANCE COMMITTEE**

DATE: NOVEMBER 5, 2018
DEPARTMENT: PUBLIC WORKS DEPARTMENT
FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR
BY: JAMES SERRANO, TRANSPORTATION MANAGER
TITLE: PARKING ENFORCEMENT PROGRAM UPDATE

RECOMMENDED MOTION:

Receive report on parking enforcement program update and proposed contract extension and service increase.

BACKGROUND:

Public Works will be proposing the continuation of contract parking enforcement services provided by SERCO, Inc. The City Council approved contract parking enforcement services in 2016 to supplement police parking enforcement. Public Works staff proposed the supplemental services to the Police Department approximately two years earlier before bringing the proposal to City Council. For the Public Works Department, which operates parking programs and manages City parking assets, the parking enforcement function is critical to sustainability of the City's parking program. Contract parking enforcement service does not replace Police Services nor the authority of the Police Department to enforce parking rules. The Police Department continues to be actively involved in the City's parking enforcement program.

SERCO began contract parking enforcement service on November 1, 2016 and Public Works staff will provide a 2-year report on contract parking enforcement operations which ends October 30, 2018. The program has been a success with the Public Works Department proposing continuation of service for another 2 years at least and expanding services to evenings and weekends to meet the growing demand for parking enforcement services during that period.

Revenue and Costs Summary

The SERCO contract for \$269,359 per year includes 3 parking enforcement officers and a supervisor, vehicles, equipment to conduct effective parking enforcement citywide. The Parking enforcement scope includes enforcement at two focus areas; the downtown and the former Sunset Redevelopment area surrounding East Alisal and East Market Street areas; the City's Residential Permit Parking Programs, at schools throughout the city with remainder of time for citywide parking enforcement (e.g., curb returns, red zones, fire hydrants, etc.). Not specifically included

were parking enforcement actions that required towing. For example, with the City's abandoned vehicles program, SERCO can respond and cite vehicles but turns the next enforcement actions to PD which has the function to tow vehicles.

In the last 2 years, SERCO has covered these areas and provided support for City PD/Code Enforcement joint enforcement activities, abandoned vehicles, and the Monte Bella Clean Streets initiative, where street sweeping services are paired with parking enforcement to improve street sweeping functions. SERCO also provided sweeps at school zones to support Public Works school safety program such as clearing parking from crosswalks, red curbs, and school bus areas. Public Works parking staff coordinate closely with PD parking enforcement officers and schedule joint sweeps program for areas with high parking enforcement demand. Table A below summarizes the program revenues and cost.

Table A summarize parking enforcement revenue for FY 2016-2017 & 2017-18

	Nov 2016- Oct 2017	Nov 2017-Aug 2018	Projected thru Oct 30, 2018
<u>Revenue</u>	<u>\$342,174</u>	<u>\$275,768</u>	<u>\$413,652</u>
<u>Costs</u>	<u>258,832</u>	<u>158,015</u>	<u>269,359</u>
<u>Net</u>	<u>\$83,342</u>	<u>\$117,753</u>	<u>\$144,293</u>

Next Steps

As mentioned, in response to increasing demand for parking enforcement, staff is recommending an expansion of services to include evenings and weekends. Proposed Cost for the additional service is \$80,574. The additional cost will also generate new revenue that is unknown at this time. The annual cost for enforcement will also increase by \$34,000 to \$303,316 annually due mostly to cost of living increases.

FISCAL AND SUSTAINABILITY IMPACT:

The City's Parking Enforcement Program was converted into an enterprise, along with other city programs. Operated as such, revenues and costs are contained within each program with the goal to reduce dependence on the City General Fund.

Managing the parking program as an enterprise encourages the City to monitor and evaluate the fiscal health of the programs. Parking enforcement is a critical component of the city's parking programs as it provides a supporting function for the downtown program, the residential permit parking, and citywide parking enforcement. Public Works report to the Finance committee will show that the parking enforcement program is a sustainable program. With increasing demand, the parking enforcement division is responding with proposed increases in services. Public works is prudently monitoring the program to ensure that optimal parking enforcement is deployed to support the City's residents and commerce while maintaining the program's sustainability.

ATTACHMENT:

1. Exhibit A – Revenue Summary

Exhibit A - Revenue Summary

FY 16-17 Revenue Breakdown				
	Total	Data Ticket	City Collection	FTB Remittance
July	14,191.84	13,317.49	432.35	442.00
August	13,365.50	11,924.50	1,259.00	182.00
September	19,263.88	17,719.88	920.00	624.00
October	14,775.17	13,042.34	950.00	782.83
November	1,062.00		965.00	97.00
December	25,068.94	23,881.94	1,131.00	56.00
January	15,157.32	13,349.32	1,808.00	
February	23,060.70	20,051.92	2,189.00	819.78
March	28,541.78	19,041.11	2,630.00	6,870.67
April	26,429.19	19,991.19	2,320.00	4,118.00
May	33,090.83	26,939.59	1,952.00	4,199.24
June	35,805.35	28,476.64	4,302.00	3,026.71
Total	249,812.50	207,735.92	20,858.35	21,218.23
FY 17-18 Revenue Breakdown - as of June 2018				
	Total	Data Ticket	City Collection	FTB Remittance
July	39,500.81	34,276.11	4,311.00	913.70
August	44,446.65	38,105.77	5,880.65	460.23
September	38,454.01	32,432.01	5,967.00	55.00
October	31,556.56	27,190.09	4,004.00	362.47
November	38,383.91	30,099.91	7,449.00	835.00
December	6,231.00		6,231.00	
January	70,688.31	64,143.31	5,972.00	573.00
February	32,244.12	25,216.42	4,427.00	2,600.70
March	30,953.36	12,902.89	6,677.00	11,373.47
April	37,800.62	23,572.57	5,760.00	8,468.05
May	48,112.83	32,783.06	6,663.00	8,666.77
June	11,353.73		8,249.00	3,104.73
Total	429,725.91	320,722.14	71,590.65	37,413.12