

CITY OF ST. AUGUSTINE, FLORIDA
Parking and Traffic Committee
May 27, 2010

The Parking and Traffic Committee met in formal session at 8:30 a.m., Thursday, May 27, 2010 in the Alcazar Conference Room, City Hall. The meeting was called to order by Len Weeks, Chairperson and the following were present:

1. Roll Call Len Weeks, Chairperson
Richard Pinto, Historic St. Augustine Area Council Representative
Ken Russom, Flagler College Representative
Phil Moan

Absent: Jeannette Berk (Excused)
Susan Burk, Vice-Chairperson
Gerry Dixon

City Staff: Mark Litzinger, City Comptroller
Nancy Sikes-Kline, City Commissioner
John Regan, Chief Operations Officer
Ron Brown, City Attorney
Carly Mason, Recording Secretary

2. Approval of Minutes

The minutes of the April 22, 2010, Parking and Traffic Committee Meeting were approved as presented.

Jeannette Berk asked that corrections be made to the following:

Page two: *“Target sites” be replaced with “attractions, points of interest”*

Page four: “Following a brief discussion it was determined that the *“existing”* parking garage was the solution, etc.

3.(a) Discussion Concerning the City Parking Inventory

Mark Litzinger said the last parking inventory was taken in 2003. He said keeping a current inventory was important for day to day operations. He said the Trinity Church parking lot would soon be available for public use.

Mr. Weeks suggested the church parking lot be used as an auxiliary parking lot for

downtown employees. He expressed concern for private parking lots noting that the lots could be removed from the City’s inventory providing a 30 day notice was given.

Mr. Litzinger replied that he would retain a current parking inventory and updated maps. He said Memorial Presbyterian Church had inquired about offering commuter parking, which would add 44 parking spaces to the City’s parking inventory.

Commissioner Sikes-Kline questioned the number of church parking lots that were in the City limits.

Mr. Weeks replied that the following churches were located in the City:

- First United Methodist
- Grace United Methodist (2) lots
- Trinity Episcopal Church

Mr. Pinto suggested working with the Presbyterian Church to utilize the parking lot

and provide additional revenue for the church.

Mr. Russom said the surrounding parking lots around Flagler College were used for students and commercial workers.

4. Discussion Regarding Park-Now Cards

Mr. Litzinger said he would like the Committee to provide feedback for promoting the Park-Now card.

Mr. Weeks suggested a marketing strategy to educate the public.

A brief discussion included the following:

- Local residents disappointed with Park-Now card
- Machine instructions were not self explanatory
- Purchasing a Park-Now card through a merchant for easier access
- Option to recharge card at different locations
- Creating a how-to video that would air on the government channel or City website
- Hotels issuing a validated parking pass for guests

Mr. Litzinger said a card was created to function in three different ways. He said the card would work in the parking garage, large kiosk, and small machines. He said people were given an option to test out the machines when a card was purchased.

Mr. Brown provided examples of other Cities that had the same problems.

Mr. Pinto suggested downtown offer a variety of shops, food, landscaping and entertainment to encourage visitors. He said the City should market the Park-Now card to all portions of St. Johns County.

Mr. Litzinger said local residents were provided with free parking Monday – Saturday after 5:00 p.m. and all day Sunday. He suggested a discounted rate for local residents on Saturday.

Commissioner Sikes-Kline noted that a Comprehensive Study had not been completed for a profile of downtown visitors and locals.

Mr. Pinto suggested a pilot program to sell Park-Now cards at local merchants.

Mr. Weeks said he would like to review the topics discussed at a subsequent meeting.

Mr. Sacks questioned whether a monthly income report for downtown merchants existed and the response was affirmative.

Mr. Litzinger said he would review the discussion regarding the marketing of the Park-Now card to local merchants to increase sales.

Mr. Moan questioned whether instructional machines could be offered to merchants to promote the Park-Now card.

Mr. Litzinger replied that three different machines were used for the Park-Now card and once a card was purchased from 50 Bridge Street demonstrations were available.

Mr. Weeks said the City offered a validation parking coupon to assist the public. He suggested the Chamber of Commerce include information regarding the Park-Now cards in their newsletter.

Commissioner Sikes-Kline said she appreciated people assisting visitors with the Park-Now machines.

After the discussion a determination was made to consider a variety of options for marketing the Park-Now card.

Mr. Litzinger said the problem with the Park-Now Card was the accessibility issue not the parking rate.

5. Update Referencing the West Augustine Business District

Mr. Litzinger said a meeting was held with the West Augustine Business Association. He said parking was the number one priority and the solution was to obtain a parking lot and meter system that would encourage people to visit the West King Street businesses. He said the next meeting would entail a discussion of whether or not a private or public partnership to obtain a lot that would include parking and signage.

6. Other Business

Bicycles

Commissioner Sikes-Kline said the North Florida Transportation Planning Organization would provide a City wide bicycle mobility study. She said the study would provide the City with different accessibility options.

Mr. Weeks questioned the location of the bicycle racks. He said the public should be made aware of any additional locations.

Commissioner Sikes-Kline replied that the Visitor Information Center, front of A1A Ale works and the plaza all had bicycle racks. She said the Bike Tour would be relocating the "River to Sea Loop Tour" to St. Augustine.

Mr. Regan said Flagler College had reported an increase in bicycle use. He said bicycle accidents had occurred along the Bridge of Lions and noted that it was preferred that people walk their bicycle across the bridge.

Commissioner Sikes-Kline suggested making bicycle use safer along the Bridge of Lions were as follows:

- Dedicate one side to bicycles only

- Research being done to find out if the "Walk your bike across" was part of an ordinance

Turn signal at the Intersection of Cordova and King Street

Mr. Regan said the Public Works department was reviewing the intersection of Cordova and King Street. He said they were working on ways to increase the movement from the left-hand turn lane.

Commissioner Sikes-Kline noted that a traffic circulation study for Lighthouse Park would be held on June 3, 2010 from 6:00 p.m. to 8:00 p.m.

7. Discussion Topics for Subsequent Meeting

- Educate local community regarding the Park-now card
- Review of the Park-Now cards being marketed to local merchants

8. Consideration of Next Scheduled Meeting – June 24, 2010

(So acknowledged)

9. Adjourn

There being no further business, the meeting was adjourned at 10:21 A.M.¹

¹ Transcribed by Carly Mason