

CITY OF ST. AUGUSTINE, FLORIDA
Parking and Traffic Committee
October 22, 2009

The Parking and Traffic Committee met in formal session at 8:30 a.m., Thursday, October 22, 2009 in the Alcazar Conference Room, City Hall. The meeting was called to order by Susan Burk, Vice-Chairperson and the following were present:

1. Roll Call

Susan Burk, Vice Chairperson
Richard Pinto, Historic St. Augustine Area Council Representative
Ken Russom, Flagler College Representative
Phil Moan
Jerry Dixon
Jeannette Berk

Absent:

Len Weeks, Chairperson (Excused)

City Staff:

John Regan, Chief Operations Officer
Ron Brown, City Attorney
Mark Litzinger, Comptroller
Leanna S.A. Freeman, City Commissioner
Carly Mason, Recording Secretary

2. Approval of Minutes

The minutes of the September 24, 2009, Parking and Traffic Committee Meeting were approved as presented.

3.(a) Presentation from Mark Litzinger, Comptroller regarding the Park-Now-Cards

Mark Litzinger and the committee had a discussion regarding parking issues as follows:

Tolomato Lot:

- 90 parking spaces
- 9 parking spaces with meters
- 70 of the 90 were right-to-hunt parking spaces
- 45 permits were owned by Bed and Breakfasts, which filled the spaces on Friday, Saturday and Sundays
- Lowering the cost of the proximity card could reduce the parking problems

- Suggested selling the Tolomato permits for \$50
- Suggested that the parking garage be used for overflow parking

Ms. Burk suggested that local residents receive free parking Monday – Thursday.

Mr. Regan replied that would compromise the Parking and Traffic Master Plan.

Mr. Pinto said the metered spaces located in the Tolomato lot were being used by handi-cap drivers, which were not required to pay for the meters; therefore, any meter study completed for the Tolomato lot would not be accurate. He recommended increasing handi-cap spaces for the lot.

Mr. Dixon suggested additional meters, which would increase hunting permits and public parking.

Ms. Burk questioned whether permits could be date specific.

Mr. Litzinger suggested that the overflow parking from the Tolomato lot could utilize the parking garage.

Jeanette Berk suggested that the Tolomato lot be used for short-term parking and the garage for long-term parking.

Mr. Regan suggested dropping the proximity card bulk rate from \$10 to \$5 with Commission approval. He said the marketing team could revisit the Bed and Breakfasts to promote the new rate.

Mr. Pinto requested that a report on the handi-cap traffic be presented at a subsequent meeting.

Mr. Litzinger replied that he would have parking enforcement evaluate the number of handicap drivers that utilized the metered spaces.

Ms. Burk asked if a criminal activity report had been completed for the parking garage and noted that she would like to review the report.

Mr. Russom said Flagler College had an internal shuttle to assist students to and from the parking garage. He said 150 parking passes had been purchased; however, that number had been drastically reduced due to the number of students riding bicycles. He concluded that the college had no safety concerns regarding the garage.

Pay stations/meters:

Mr. Litzinger said the pay stations/meters had been in place for one year, and he suggested increasing the length of meter time from two to three hours.

Ms. Berk questioned whether the City would lose revenue from the increase over time, and the response was no.

Mr. Pinto stated that he preferred the meter time be changed to four hours.

MOTION

Mr. Moan MOVED to increase the length of meter time from two to three hours and forward the recommendation to the City Commission for approval. The motion was SECONDED by Mr. Russom.

VOTE ON MOTION:

AYES: Moan, Russom, Dixon, Pinto, Burk, Berk

NAYES: None

MOTION CARRIED UNANIMOUSLY

Ms. Burk suggested that local residents be given a permit and free parking from 8 to 10 a.m.

Ms. Berk asked if a decal program for local residents would be a better idea than purchasing park-now cards.

Mr. Pinto said he had spoken to Mark Litzinger regarding the parking. He said the data collected was not completely accurate. He indicated that a small number of people would be the driving force; however, ideas did not always work out.

Mr. Litzinger said the parking permit program for Avenida Menendez had been a success.

Mr. Pinto MOVED to modify the Master Plan topic to be changed to pre 10 a.m. and after 5 p.m. marketing. The motion was SECONDED by Mr. Moan and approved by UNANIMOUS VOICE VOTE

Park Now Card:

Mr. Litzinger said there were no internal or external controls to allow the cards to be recharged; therefore, 50 Bridge Street was the only location available to purchase and recharge the cards. He said a person buying the card for the first time was given a demonstration of the process. He said the card was still being marketed and noted that they had given over 500 cards out to water

customers. He asked for suggestions from the committee.

Ms. Berk questioned the process for providing park-now-cards with the water bills.

Mr. Litzinger replied that giving out \$5 park-now-cards to local residents would help promote the card.

Mr. Regan said the committee would need to vote on whether or not to increase the number of right-to-hunt parking permits or include access to the parking garage.

Mr. Pinto MOVED to increase the number of right-to-hunt passes being sold for the Tolomato lot and include access to the parking garage. The motion was SECONDED by Ms. Berk.

VOTE ON MOTION:

**AYES: Pinto, Berk, Russom, Dixon,
Moan, Burk**

NAYES: None

MOTION CARRIED UNANIMOUSLY

3. (b) Create work plan for each Committee member

(No Discussion)

4. Other Business

Commissioner Leanna S. A. Freeman asked for the committee's feedback regarding her proposal. She suggested that local residents place their park-now-card in the dash of their car to receive free parking for a limited time. She said that would increase downtown traffic flow and encourage residents to purchase park-now-cards. She further suggested that the program be put in place for November and December. She said a time limit of two to three hours should be put into place, but weekends and holidays would not be included.

Mr. Pinto agreed that weekends should not be included.

Ms. Berk said the lost revenue to the City would be made up by the business owners and not the residents. She suggested a free day at the garage.

Mr. Pinto said there were different avenues that the City generated revenue such as parking revenues, certain percentage of sales taxes, and property taxes.

Mr. Regan said the parking garage annual revenue was ahead of schedule. He said the park-now-card only provided 4 to 6% of the revenue. He said Commissioner Freeman's idea would help promote the park-now-card.

Commissioner Freeman suggested placing an ad in the St. Augustine Record to promote the free parking.

Ms. Berk questioned the days that free parking would be allowed and the length of time.

Ms. Burk replied that the free parking would be Monday – Friday for the months of November and December.

Mr. Pinto MOVED to pass along the marketing program to provide local residents free parking for the months of November and December as long as the park-now-card was placed on the dashboard. The motion was SECONDED by Mr. Dixon.

VOTE ON MOTION:

**AYES: Pinto, Dixon, Russom, Burk,
Berk, Moan**

NAYES: None

MOTION CARRIED UNANIMOUSLY

Mr. Regan said the measurement of success should be established. He said after the two month marketing program had ended he would like a report tracking sales.

Mr. Litzinger said they would still provide residents with a \$5 park-now-card to encourage purchase of the cards.

Mr. Russom said the committee should specify a timeframe. He said college students would take full advantage of the free parking; however, the committee should be specific about rules.

5. Discussion Topics for Subsequent Meeting

Ms. Burk asked that Mark Litzinger bring a study back to the next meeting regarding the amount of parking from 8 a.m. to 10 a.m.

Mr. Regan said data collection (how much revenue per hour, overall revenue and tourist flow) should be gathered and brought back to the next meeting.

6. Consideration of Next Scheduled Meeting – January 28, 2010

(So acknowledged)

7. Adjourn

There being no further business, the meeting was adjourned at 10:02 A.M.¹

¹ Transcribed by Carly Mason