

MEMORANDUM

To: Mayor Don Keil and the Seguin City Council

From: Kyle Kramm, Main Street and CVB Director

Subject: Parking Enforcement Officer in Downtown

Date: October 11, 2016

The availability of parking in downtown Seguin has been a major discussion item for downtown businesses, property owners, and employees. Main Street and city staff have been reviewing ways to improve parking in downtown Seguin, from conversion of parallel to diagonal parking, areas for future use as parking lots, and improvement of enforcement of parking regulations in downtown.

In the past, volunteers would assist with the enforcement of the two hour parking restrictions, but over time the number of volunteers and their ability to assist with the enforcement have dwindled.

Staff is proposing the creation of a paid position for a parking enforcement officer. The position would be expected to work from 8:30 a.m. to 3:30 p.m. Monday through Thursday and 8:30 a.m. to 12:30 p.m. on Friday. Assuming the position would take a thirty minute lunch, the position would work 29 hours a week. The number of hours and schedule of work are subject to change after there is historical data for review. The position would report to the Main Street and CVB Director and assist with other projects and needs in downtown, including trash pick-up and other maintenance concerns.

Additional changes for downtown parking are increasing the fine for parking over two hours from \$15.00 to \$25.00. Main Street is also proposing changes to the location and number of blocks that are designated two hour.

Staff anticipates an increase in expenditures by \$24,647, this includes \$22,647 in employee costs, \$1,500 for an electronic ticket reader, and \$500 in supplies and uniforms. An increase in revenue is also anticipated, which staff is estimating to be approximately \$26,000. Staff is optimistic that with strict enforcement, and with the costs as such, we anticipate the revenues to offset the costs of this enforcement program.

If Council provides positive direction for moving forward with the discussed changes, staff will bring to Council corresponding action items for increasing the fine, altering the location of two-hour parking, and a budget adjustment.