

**PARKING MANAGEMENT ADVISORY BOARD MINUTES  
TUESDAY, MAY 4, 2015, 5:30 P.M.  
FIRST FLOOR CONFERENCE ROOM**

**MEMBERS PRESENT:**

Bruce Gimmy  
William Branning  
Fran Marincola  
William Morse  
Peter Perri  
Brian Rosen  
Albert Richwagen  
Allen Huntington  
Gerald Franciosa

**MEMBERS ABSENT:**

None

**STAFF PRESENT:**

Scott Aronson, Parking Management  
Randal Krejcarek, Environmental Services Director

**STAFF ABSENT:**

**GUESTS/OTHERS:**

Scott Porten

**I. CALL TO ORDER:**

The meeting was called to order by Chairperson, Mr. Bruce Gimmy, at 5:30 p.m.

**II. NEW BUSINESS:**

**A. Review of Parking Plan Presentation for City Commission.**

Mr. Aronson made a presentation of the revised proposed Parking Management Plan. This proposal will be presented to the City Commission at the workshop schedule for May 12, 2015.

**Parking Management Plan:**

**Policies to Establish:**

- Where and How Much to Charge for Parking?
- How should program be managed
- Contract v In-House
- Enforcement
- Technology
- Employee Parking Program
- Valets
- Taxi Stands
- Trolleys
- Beach Area Residential Neighborhood Permit Programs
- Programs Funded

Recommended Where and How Much to Charge:

**Core Area:**

**Daytime Hours & Fees**

- 9 AM to 5 PM - 1st Hour Free (on-street only)
- \$2.00/Hour Atlantic Avenue, 2 hour Limit.
- \$1.50/Hour Surface Lots & Side Streets
- \$0.50/Hour w/ \$3.00 Cap Parking Garages
- W Atlantic Ave – Free Parking, 2 Hour Limit

**Evening Hours & Fees**

- 5 PM – 1 AM No 1<sup>st</sup> Hour Free
- \$2.50/Hour Atlantic Avenue (PMAB Recommendation)
- \$1.50/Hour Surface Lots & Side Streets
- \$1.00/Hour Garage Cap with a \$5.00 cap (PMAB Recommended)

**Beach Area**

**Hours & Fees**

- 9 AM to 8 PM
- \$2.00/Hour on Street
- \$1.50/Hour Surface Lots

**Beach Permits**

- \$95.40 Regular Permit
- \$100.70 Senior Permit

Parking Revenue:

- Beach Area \$1,750,000
- Core Area \$2,500,000
- Employee Permit \$200,000
- Beach Permits \$90,000
- Citation Revenue \$680,000
- Total \$5,220,000

Capital Expenditure:

- Meters \$2,100,000
- Installation \$17,500
- Spare Parts \$35,000
- EMV System (optional) \$350,000
- Total \$2,502,500

Annual Expenses:

- Amortized Capital \$250,250
- Staff\* \$789,900
- Meter Back Office Fees \$105,000
- Warranty/Maintenance \$131,250
- Paper \$50,000
- Vehicles/Phones/Uniform \$9,000
- Total \$1,370,400

*\*to be compared against contracted services*

Technology:

**Multi Space Meters**

- Pay by License Plate: Customer logs tag number in meter
- Pay & Display: Customer places receipt on dashboard
- Pay By Space: Customer inputs space number in meter

Access Equipment:

- Requires Gate Arms At All Entrances and Exits
- Requires Ticket Dispensers At All Entrances
- Increased Costs for machinery, access cards and tickets
- Requires around the clock personnel to address mechanical failures/user error.

Employee Parking Program:

- Provide Parking for Employees
- Affordability for Small Business

Program Detail:

- Employer Buys Hangtag
- Spaces identified in various lots
- \$20/Month

Valet Program:

- Single or Multiple Operators
- Spaces Allocation on East Atlantic Avenue
- 20% of total
- Max 3 spaces per queue
- Existing queues grandfathered
- Cost per Space
- Remove \$10 Gap

*\*Parking Management Advisory Board recommended no changes on program\**

Taxi Stands Locations:

- East Side of NE 1<sup>st</sup> Avenue
- West side of SE 2<sup>nd</sup> Avenue
- East side of SE 3<sup>rd</sup> Avenue
- West side of NE 4<sup>th</sup> Avenue
- East side of Venetian Drive
- East side of Gleason Street

Trolleys:

- Add route between Garages and North/South SR A1A

Signage:

Way finder Signs: To Identify Parking Area

- West Atlantic Avenue at 10<sup>th</sup> Avenue

- South East 6<sup>th</sup> Avenue
- North East 5<sup>th</sup> Avenue
- Signs color coded to time limited spaces
- Core area signs direct customers to appropriate parking areas
- Signs at parking areas color coded to time limits
- Signs backlit for optimal evening visibility

Residential Neighborhood Permit Program:

- Casuarina to George Bush
- Based on street geometry
- Public safety
- Allow for service providers
- Allow for residents
- Signage to parking lots
- Seeking neighborhood input

Potential Project Funding/East of Intracoastal Waterways:

- Participate in Clean & Safe Program
- Walkability-ADA Compliant Street Crossings
- Beach Maintenance/Nourishment
- Trolley Service
- General Fund
- Parking Enforcement
- Construction of New Structured Facilities
- Beach Master Plan

Potential Project Funding/Core Area:

- Participate in Clean & Safe Program
- Walkability-ADA Compliant Street Crossings
- Trolley Service
- General Fund
- Parking facilities maintenance/Construction

Requesting Direction to Proceed with:

- Free Based Program
- Employee Program
- Valet
- Signage
- Taxi Stands
- Residential Program

At this time, the board discussed the revised proposed Parking Management Plan. The proposed program included: daytime and evening hours for the core area, fees, beach permits fees, funding source, capital expenditure, annual expenses and technology on multi space meters. access equipment, employee parking program, six (6) taxi stand locations, Trolley route's, signage to

identify parking areas and existing proposed signage, residential neighborhood permit program for the beach area, potential project funding (beach and core area), etc. The board had unanimous consensus not to make changes to the valet program and accepted the revised proposed Parking Management Plan.

Mr. Aronson stated that the Parking Management Plan would be presented at the City Commission workshop on May 12, 2015.

There being no further business, Mr. Gimmy, declared the meeting adjourned at 7:30 p.m.

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Advisory Board Liaison

The undersigned is the Secretary of the Parking Management Advisory Board and the information provided herein is the minutes of the meeting of said Parking Management Advisory Board on May 4, 2015, which minutes were formally approved and adopted by the Board on \_\_\_\_\_, 2015.

ATTEST:

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CHAIR

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Advisory Board Liaison

NOTE TO READER: If the minutes you have received are not completed as indicated above, this means they are not the official minutes of the Parking Management Advisory Board. They will become official minutes only after review and approval, which may involve some amendments, additions or deletions.

S/City Clerk/Boards/Parking Management Board/minutes