



*PAY TO PARK  
PILOT PROGRAM  
UPDATE*

**MARCH 10, 2025**

**FOR  
REVIEW:**

- 2 park option with city resident permit
- 3 park option with annual permit for all
- Revenue
- Maintenance fees
- Validation program
- Education program



**PAY  
PARKING**

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# 2-PARK VS. 3-PARK

- Per SLC, parking must be equitable to ALL to comply with the federal funding contract.
- This applies to Jetty Park ONLY.
  - **OPTION 1** – Continue moving forward with all 3 parks and establish an annual pass for all.
  - **OPTION 2** – Continue moving forward with S. Causeway and Jaycee Parks only and establish paid parking with a COFP free resident parking pass.



# REVENUE COMPARISON

	2 Parks w/ free COFP permits Staffing hours: 7-days: 8 A – 8 P	3 Parks w/ annual permit for all Staffing hours: Su-Thurs: 8 A – 8P Fri-Sat: 24 hours
Estimated Income	\$475,405	\$900,000*
To PCI	65% \$309,013	35%** \$315,000
To COFP	35% \$166,392	65% \$585,000

\*Based on an educated guestimate of 5000 permits at \$60 each.

\*\*PCI will not be required to confirm residency, which results in a smaller %.

# *PARKING COMMITTEE RECOMMENDATIONS*

July 10, 2023 –

- Staff presented the Parking Committee's recommendations to the City Commission, which initiated the pay to park pilot program.

- One of their recommendations was to place a portion of the income into a restricted fund to future parking needs.

## PARKING COMMITTEE COMMENTS

- General consensus was to put RFP out and see what is submitted for further review.
  - What are the start up costs?
  - What is the anticipated return on investment?
- Recommend income from the program be divided into 2 parts:
  - 50% - General Fund
  - 50% - Restricted Fund for future parking needs.



# ***MAINTENANCE FEES – RESTROOM MAINTENANCE***

	Current Janitorial Costs	PCI Janitorial
<b>Janitorial*</b>	<b><u>\$101,919</u></b>	<b><u>\$78,000</u></b>
Cleaning supplies	\$14,559	\$14,559
Building Repair	\$23,400	\$23,400
<b>Total</b>	<b><u>\$139,878</u></b>	<b><u>\$115,959</u> (\$23,991 savings)</b>

These fees are related specifically to the maintenance of facilities within each park. They are standard and apply equally to each park.

PCI offers to replace the janitorial services for \$6,500/mo. (\$78,000) for 2 cleanings per day.

# ***MAINTENANCE FEES – GROUNDS MAINTENANCE***

	S. Causeway	Jetty	Jaycee	TOTAL
Grounds	\$11,232	\$18,250	\$37,440	<b>\$66,922</b>
Trash Removal	\$4,576	\$4,576	\$4,576	<b>\$13,728</b>
General Maintenance	\$9,125	\$29,952	\$18,250	<b>\$57,327</b>
Equipment	\$6,159	\$9,350	\$10,024	<b>\$25,533</b>
<b>TOTAL</b>	<b>\$31,092</b>	<b>\$62,128</b>	<b>\$70,290</b>	<b>\$163,510</b>
PCI trash cans	Unknown exact labor costs (+/-)			<b>\$42,000</b>
PCI trash pick up	Unknown exact labor costs (+/-)			<b>\$24,000</b>

These fees are related specifically to the grounds' maintenance within each park. Labor costs for picking up trash and emptying trash cans is not defined in the budget, so is unknown.

PCI offers the following services:

- Emptying trash cans (1x M-F, 2x S-S) - \$3,500/mo. (\$42,000)
- Trash pick-up from parking lots (daily 7a-4p) - \$2,000/mo. (\$24,000)

Estimated Income	2 Parks w/ free COFP permits 12 hr. patrols	3 Parks w/ annual permit for all 24 hr. weekend patrols
Estimated Income	\$475,405	\$900,000
To PCI	65% - \$309,013	35% - \$315,000
<b>To COFP</b>	<b>35% - \$166,392</b>	<b>65% - \$585,000</b>

Maintenance Total	Current Costs	PCI Janitorial
Grounds Total	\$139,878	\$115,959
Facilities Total	\$163,510	\$163,510
<b>TOTAL w/o Garbage pick-up</b>	<b>\$303,388<sup>EX 1</sup></b>	<b>\$279,469<sup>EX 2</sup></b>
PCI Garbage cans	\$42,000	\$42,000
PCI Garbage pick-up	\$24,000	\$24,000
<b>TOTAL w/ Garbage pick-up</b>	<b>\$369,388<sup>EX 3</sup></b>	<b>\$345,469<sup>EX 4</sup></b>

**BOLD** items carried over to next slide

# POSSIBLE REVENUE VS. EXPENSES

## EX # 1A: 2-PARKS w/o PCI SERVICES

INCOME	\$166,392
MAINTENANCE COSTS	(\$303,388)
NET INCOME	(\$136,996)

## EX # 1B – PERMITS FOR ALL w/o PCI SERVICES

INCOME	\$585,000
MAINTENANCE COSTS	(\$303,388)
NET INCOME	\$281,612

## EX # 2A – 2-PARKS w/ PCI JANITORIAL ONLY

INCOME	\$166,392
MAINTENANCE COSTS	(\$279,469)
NET INCOME	(\$179,077)

## EX # 2B – PERMITS FOR ALL w/ PCI JANITORIAL ONLY

INCOME	\$585,000
MAINTENANCE COSTS	(\$279,469)
NET INCOME	\$305,531

## EX # 3A – 2-PARKS w/ PCI GARBAGE ONLY

INCOME	\$166,392
MAINTENANCE COSTS	(\$369,388)
NET INCOME	(\$202,996)

## EX # 3B – PERMITS FOR ALL w/ PCI GARBAGE ONLY

INCOME	\$585,000
MAINTENANCE COSTS	(\$369,388)
NET INCOME	\$215,612

## EX # 4A – 2-PARKS w/ FULL PCI SERVICES

INCOME	\$166,392
MAINTENANCE COSTS	(\$345,469)
NET INCOME	(\$179,077)

## EX # 4B – PERMITS FOR ALL w/ FULL PCI SERVICES

INCOME	\$585,000
MAINTENANCE COSTS	(\$345,469)
NET INCOME	\$239,531



# *VALIDATION PROGRAM*

- I reached out to 10 food service establishments that were within walking distance of S. Causeway and Jetty Parks.
  - I was able to speak with the owner or a representative of 5 businesses
  - Of those 5, only 1 said they would consider participating in a validation program.

# EDUCATION PROGRAM

PCI would work with the City on a community education program for the paid parking program. The program would consist of the following elements:

- Press Releases
- Social Media Campaign
- Parking Website published with information, videos and on-line permit sales.
- Open Houses
- A 2 week “warnings period” when paid parking begins. No citations issued during this period. This will serve as an educational effort.
- Ambassador Tent staffed at the beaches on Saturdays for the first two months to answer questions, sell permits and hand out informational pieces.





*QUESTIONS?*