



# **CITY OF HALLANDALE BEACH**

## **CITYWIDE PARKING**

August 5, 2015



# Public Parking Overview

- Public Parking
  - Existing inventory & payment methods
  - Enforcement
  - Residential areas
  - Needs Assessment (additional parking)
  - Management

# The City



- No central business district (downtown); primary commercial corridors:
  - Federal Highway
  - Hallandale Beach Blvd.
- No public on street parking that services commercial corridors

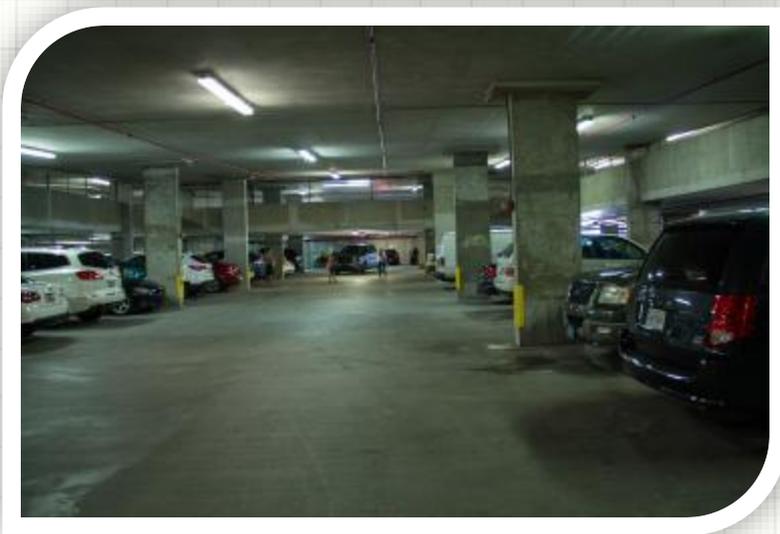


*Hallandale Beach Blvd.*

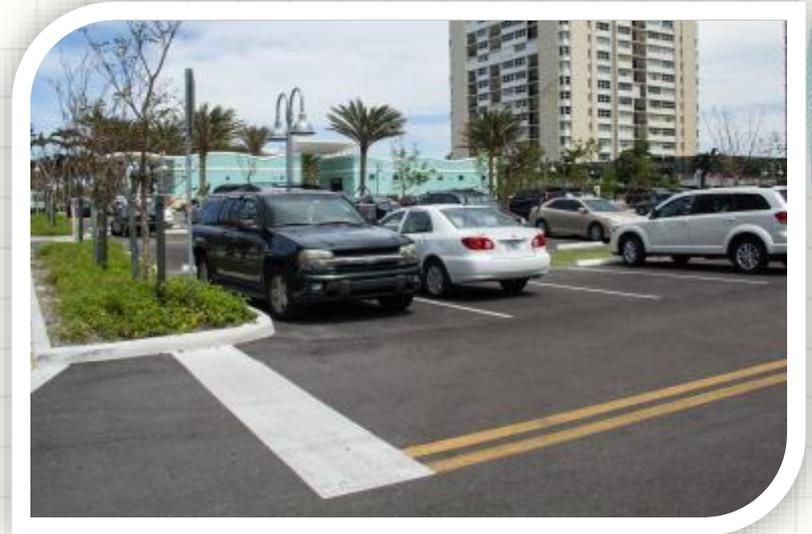
# The City



- 3 beach access points for public; only 2 public parking lots for beach goers:
  - North Beach Garage – 80 spaces
  - South Beach Parking Lot – 199 Spaces



*North Beach Garage*



*South Beach Parking Lot*

# The City



- Village of Gulfstream Park and Race Track, and Mardi Gras Casino
  - Each provide on-site parking to patrons free of charge
    - ❖ Gulfstream has 5,231 parking spaces available
    - ❖ Mardi Gras has 2,100 parking spaces available
- Patron parking is generally provided onsite for all commercial establishments
- High concentration of mid-rise and high rise condominiums; in some instances, additional parking for residents is provided on-street

# The Issues

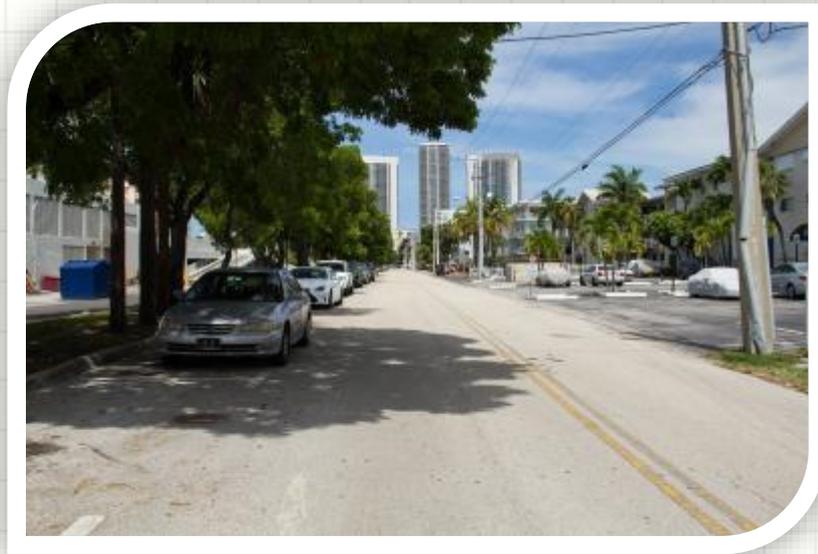


- Insufficient and inadequate parking city-wide.
- Issue of inadequate inventory has escalated as a result of increased residential and commercial development.
- Resident concerns for limited payment options when using the pay stations at North and South Beach Parking facilities.
- Change in demographics in the City; Median age is 49 (2010 Census) – (Younger residency increases the number of drivers in the average household).

# The Issues



- Oversaturation of residential parking areas by visitors or employees of nearby condos or hotels (Diana Drive, Three Islands, Golden Isles Drive, N.E. 14<sup>th</sup> Ave. & Atlantic Shores Blvd.)



*Diana Drive*



*Atlantic Shores Blvd.*

# Parking Operational Changes

*Implemented and recommended*

- Improved pay stations (implemented):
  - New parking pay stations at North and South Beach
    - Machines provide a pay by phone application (pay by plate technology), coins and credit cards
    - Solar power machines
    - Aesthetic improvement

# Parking Operational Changes

*Implemented and recommended*

- On-street application (implemented):
  - Single space meters replaced with central pay station to improve aesthetics on Three Islands Blvd. in front of Scavo Park
- Pay by phone option will be a service enhancement to the public
  - This implementation will reduce the frequency of inoperable meters due to coin jams or other malfunctions
- Comprehensive Parking Enforcement City Wide (Outsource recommended)



# Current Practice (parking enforcement)



- Regulated parking areas currently enforced by Police Dept. using on-duty officers, Community Service Aides, or parking enforcement volunteers trained by Police in parking regulations
- This approach yields inconsistency in results due to not being PD's core service
  - Resident complaints
  - Non-compliant conditions (overtime parking, abandoned vehicles, etc.)
  - Fluctuating revenues
- PD spends approximately \$13,983 per year on parking enforcement related services
- Citywide Total Parking Citations:
  - 2013: 2,263
  - 2014: 1,679
  - Average of 4-6 parking citations issued per day



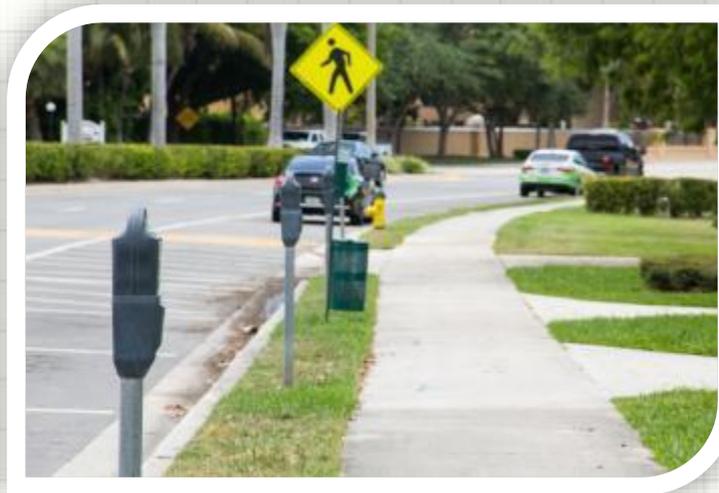
# Current Practice (parking enforcement-cont.)

- Processing of parking citations:
  - Payment of parking citations are remitted to Broward County
  - County keeps \$7.50 per citation (processing and collection fee)
  - City receives the balance
  - City PD provides the ticket stock
  - To contest a parking ticket, residents must contact Broward County Court directly
- Database for analysis of the City's parking enforcement activities is limited
  - Collection rates
  - "hot spots"

# Current Practice (meter collection/maint.)



- The collection and maintenance of pay stations at North and South Beach and the [previous] single space parking meters in front Scavo Park is being done by the Department of Public Works Utilities Division.
- Annual cost (inclusive of replacement parts and staff time) is approximately \$5,000.
- This responsibility consumes approx. 10 hours a week of DPW staff, which would be better utilized if devoted to their core services.



*Previous single  
space meters  
in front of  
Scavo Park*

# Proposed Approach



- Engagement of a private parking operator
  - Responsible for citywide parking enforcement, collection of pay stations, repair of pay stations (once out of warranty period)
- The benefits are the following:
  - Focused resources and increased productivity
  - Greater compliance of parking regulations
  - Industry expertise – a private operator will provide access to the latest technology and industry knowledge to assist the City in long-term parking solutions



# Long-Term Programmatic Recommendations (Residential Permit Program)

- Residential Permit program (at a glance):
  - A designated zone (by signage) restricted to residents of the immediate area
- Methods for regulation:
  1. *Residential permits* – Residents must provide proof of residency. Nominal fee to cover cost of printing, enforcement and administration. Permits for visitor will be available.
  2. *Residential zones using license plate recognition (LPR)* – No permit needed. Vehicle registration is necessary with the City and parking enforcement is completed through the tag and a smart device carried by the parking enforcement personnel. Temporary permit for visitor is an option if the City deems necessary.



# Long-Term Programmatic Recommendations (needs assessment and public parking facilities)

- So we need more parking!
  - Where?
  - How many spaces?
  - Parking garage or surface lot?
  - Financing?
- Construction of public parking facilities
  - An experienced professional parking operator can provide overall parking consultation and baseline of analytical reports

# Anticipated Service Enhancements



1. Consistent and comprehensive parking enforcement (metered areas as well as residential areas)
2. Professional presence and customer service by the assigned parking staff
3. On-line parking ticket payment options
4. Streamlined appeal process for contested parking citations
5. Increased revenue to City as a result of consistent enforcement
6. Facilitate the ability to implement a new residential permit program
7. Industry expertise to assist the City in determining long-term public facility needs

# Next Steps



- City staff strongly recommends engaging a professional parking operator to address the growing issues of citywide parking.
- If consensus from the City Commission is reached staff will prepare RFP for private parking operation. Scope of work will include:
  - Parking enforcement
  - Meter collection and repair
  - Customer service
  - Overall management and consultation
- Staff anticipates to issue the RFP in 45 days