



SUMMER STUDIES 2017

Residential Parking Program Recommendations



Summer Study 17-005

City Manager's Office

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Summer Studies

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Background

Over the years the City of Hallandale Beach (COHB) has taken some initial steps to identify and address the challenges facing the City as it pertains to the lack of enough public on-street parking throughout the City. This lack of sufficient public on-street parking has had a deleterious effect on the quality of life for those throughout our community, as the lack of adequate parking facilities for both residents and visitors has not grown to meet the existing demand.

The issue of inadequate public on-street parking has presented a particular challenge to the COHB due to the high concentrations of older mid-rise and high-rise condominiums which were predominantly constructed in the 1950's and 1960's. As required by the existing Florida Building Code, all condominiums constructed today must provide off-street parking facilities for their residents and guests. However, many of the older condominiums which were not built to today's building codes would be considered to be seriously deficient today from the perspective of providing adequate parking for their residents and guests. This parking inadequacy in certain areas of the community ultimately leads to the condominiums providing additional parking on the streets within the City's right-of-way (ROW). Atlantic Shores and Diana Drive are current examples of this challenge.

In the COHB there are currently no public on-street parking spaces that service the primary commercial corridors of Hallandale Beach Blvd, and Federal Highway/US-1. Currently the City has two public parking lots for beach goers and a few parking spaces around Scavo Park:

1. North Beach Garage – 80 metered parking spaces (40 of which are allocated to a developer per an agreement between the developer and the COHB).
2. South Beach Parking Lot – 90 metered parking spaces.
3. Scavo Park – Approximately 10 parking spaces.

Throughout the City, parking for commercial establishments is provided primarily onsite. Major leisure and commercial destinations within the City such as The Villages of Gulfstream Park, and Mardi Gras Casino, have 5,231

and 2,100 spaces respectively. Those spaces are currently free of charge to the public.

In 2008, the City attempted an RPP on Three Islands Blvd, Parkview Dr., Leslie Dr., and Atlantic Shores Blvd. The fee amount for the on-street parking permit was \$30 annually. The RPP was short lived for reasons that were not documented and the City subsequently abandoned the program.

Ad Hoc Parking Committee

In 2009, the COHB created an Ad Hoc Parking Committee. The purpose of the committee was to examine the parking situation throughout the City and to make recommendations regarding the problems encountered by both residents and businesses. The committee met on 20 separate occasions, including a joint meeting with the City Commission.

In their findings, the committee believed that the failure of the condominiums to adapt to the increasing parking challenges has aggravated the shortage of parking in those areas. The committee believed that the condominiums have not only shown little interest in adapting to changing conditions within the community, but they, for the most part want the City to solve the problem while refraining from passing along any of the costs for addressing the problems to them. This is not surprising.

In areas such as Atlantic Shores Blvd for example, the committee believed that during the winter months when the City's population is at its peak, the residents of the condominiums were not only filling up all of the available spaces, but they were also double parking in a single spot by parking one car behind another, resulting in vehicles that protrude into the streets, thereby creating unsafe conditions for motorists and pedestrians. The committee believed that it was important for the City to "disabuse" residents of the notion that they are entitled to park wherever they want. Their report stressed however, that the City needs to take every step reasonably possible in order to address the concerns of the residents.

Other recommendations by the committee include preventing long term parking on the streets. The committee believed that people who live in the condominiums are gaming the system by storing their cars in a parking space on the street and using their second car that is parked in their assigned condominium parking space as their daily driver. The committee believed that

policies should be created that require spaces to be turned over on a regular basis.

The committee made recommendations regarding the use of residential parking stickers (RPP's) due to the level of interest in them by the City Commission. They therefore made the following recommendations:

1. RPP should be color coded for specific areas of the community so that residents will be able to park close to where they live.
2. RPP on Golden Isles Dr., and Diana Dr., should be coded the same color due to the fact that any additional spaces created on Diana Dr. would also serve the residents of Golden Isles Dr.
3. RPP should be limited to one per address. Additional permits should be issued only if there are additional vehicles registered to an individual(s) residing at the same address.
4. RPP should be renewed on an annual basis, with all stickers coming due at the same time.
5. RPP and their expiration dates should be easily noticeable so that the parking enforcer will be able to determine if a sticker is out of date.
6. RPP should be issued by the COHB, and not by individual condominiums. This issue was raised at the joint City Commission/Ad Hoc Committee meeting. The committee believed strongly that the COHB would be courting disaster if it allowed the condominiums to inconsistently determine who receives a RPP and who doesn't.
7. The cost of the RPP should be limited to the amount necessary to administer the program.
8. The COHB should consider making those residents who refuse to cooperate with efforts to address the parking problem, ineligible to receive a permit.

Residential Parking Permit Program

A residential parking permit program would allow for COHB residents to park their vehicles in on-street designated zones which are usually determined by neighborhood boundaries. The program would be governed by the COHB Code of Ordinances.

The purpose of the City's RPP would be to maximize the availability of parking for COHB residents while also discouraging long-term parking on residential streets near or within commercial zones. The RPP would limit parking to

residents only based on the times and days determined by the neighborhood in conjunction with the COHB.

It should be noted that the impetus for this Summer Study was based on the desire of the City Commission to create an RPP as a service enhancement for residents at specific locations throughout the City which would be determined by staff in conjunction with local residents. The next section of this Summer Study will discuss the salient issues and challenges of the COHB's parking needs as it pertains to residential areas.

Challenge

The concerns expressed by residents regarding insufficient or inadequate parking city-wide have been growing over the past few year. These concerns have escalated as a result of increased residential and commercial development. Residents have also raised concerns about limited or oversaturated parking within residential parking areas such as Diana Drive, Three Islands, Golden Isles Drive, NE 14th Avenue and Atlantic Shores Blvd. These parking challenges have been exacerbated by an increased influx of residents with multiple car households, visitors or employees of nearby businesses.

Additionally, many of the mid-rise and high-rise condominiums with the COHB were built in the 1950's and 1960's when parking requirements were significantly different, and many households only had one car if any. Currently, however, per the last Census, due to a major shift in demographics, the City has experienced a drop in the median age from a median age of 49 years old in 2010, to an adjusted median age of approximately 46 as of 2016. The higher influx of millennials and younger families mean that the not only will the median age continue to drop over the next few years, but the number of cars per household may also increase as more millennials choose to delay marriage yet continue to live in multi-person households including those individuals who have returned home to live with parents. Two wage earning families as young people marry has also become the norm.

According to a Municipal Population Study by Broward County, the 2026 population of the COHB is projected to be approximately 48,000 residents. This figure does not take into account the daily residential population increase by workers who live outside of the community, visitors to our major destinations, or the increase of the winter population by "snow birds." In

conjunction with this increase in population, the COHB is poised to experience a substantial increase of large scale developments. If staff makes an assumption that all development applications in the current pipeline come to fruition, the City is projected to have approximately 4000 additional residential units within the next 5 years alone. These figures do not include the additional hotel units for which the City has received numerous development inquiries or actual applications.

Current Practices

The COHB has very minimal practices as it pertains to parking enforcement within the community. These practices are not indicative of any one department's efforts or lack thereof, but instead, reflected lower prioritization from City management as staff focused on dealing with other higher priority issues within the City.

Parking enforcement in regulated areas is currently carried out by the COHB Police Department (PD) utilizing on-duty officers, Community Service Aides, or parking enforcement volunteers trained by the police. As a matter of practice, budget and practicality, there are currently no personnel that are specifically tasked with focusing only on parking enforcement.

The lack of prioritization of parking enforcement as an important city-wide function, paired with the fact that there has been no consistent enforcement has resulted in undesirable outcomes such a broken parking meter equipment and increased resident complaints. This lack of attention to parking needs will soon end as it already has in the South Beach lot and the Ansin facility.

City of Hallandale Beach Parking Citations

2013	2014	2015	2016	2017
2,263	1,679	*1,360	2,307	1,218

*Construction of South Beach Park and Parking

Currently, the fine for either a general parking violation or an overtime parking violation is \$34. This amount includes a charge of \$4 for the school crossing guard fee. When someone receives a parking citation, they remit payment to Broward County and the county retains \$7.50 per citation. Any individual that wishes to contest a parking citation is directed to contact Broward County directly.

The collection and maintenance of the North and South Beach pay stations, as well as the pay stations that are located at Scavo Park are being done by the Department of Public Works Utilities Division (DPW). The responsibility for collection of the money and the maintenance of the meters currently takes approximately 10 hours a week.

In order to facilitate the creation of an RPP for the City as a part of an overall city-wide parking strategy, staff would be required to fund a position(s) that would be dedicated solely to the enforcement of public and residential parking.

Solution

The COHB has previously reviewed two options for the implementation of an RPP within the community:

1. Residential Permits – Permits would be issued to residents upon proof of residency. The City would charge a nominal fee to cover the cost of printing, enforcement, and administration. Permits would also be available for the visitors of the residents on a very short term basis.
2. Residential zones using license plate recognition (LPR) – using this approach, residents would not need to be issued a permit. Residents would simply register their vehicle(s) with the City and parking enforcement would be done by verifying the tag through a smart device carried by the parking enforcement personnel. A temporary visitor permit option may still be considered necessary.

Although parking issues city-wide pose a serious challenge for the future growth of the COHB, this Summer Study primarily addresses the challenges posed by the lack of parking in residential areas. It should be clearly understood however that the City should not consider the implementation of a residential parking program in a vacuum without addressing the other city-wide parking challenges as an element of a comprehensive effort.

Economics and Relationship to Millage Set on June 21, 2017

If the City Commission were to move forward with a RPP, there would be startup costs that would need to be considered. Due to the need to address general issues related to parking requirements as well as issues relating to nighttime enforcement, it is important to first understand the existing issues and costs associated with managing our parking enforcement today.

Current Expenses

Currently the DPW provides collection and maintenance of the parking meters. Twice weekly, two employees from the Utilities Division gather cash from each meter box. They transfer the cash which they collect from the meters into cash bags and deliver those cash bags directly to the Finance Department. This task takes approximately 2 hours per round trip. Staff is currently reviewing chain of custody with these funds to ensure accountability. DPW employees also perform corrective maintenance on the meters if needed.

The budget for operating expenses for these services are as follows:

<u>FY 14/15</u>	<u>FY 15/16</u>	<u>FY 16/17</u>
\$2,500 repair of parking meters	\$2,500 repair of parking meters	\$2,500 repair of parking meters
\$5,000 parts & supplies for parking meters	\$5,000 parts & supplies for parking meters	\$5,000 parts & supplies for parking meters
<u>\$2,655</u> annual hosting and web license fee	<u>\$7,125</u> annual hosting and web license fee	<u>\$7,125</u> annual hosting and web license fee
\$10,155 Total	\$14,625 Total	\$14,625 Total

There are also costs to the PD specifically relating to parking enforcement. The PD does not track costs specific to parking citations as this is an ancillary duty for various personnel. In order to estimate the cost of parking

enforcement duties, police personnel used an average salary of \$30 per hour and an estimated amount of time of 15 minutes per citation (\$7.50 per citation). For citation totals over the past three years, this resulted in the following estimates of costs for PD parking citation activities:

2015 - 1,360 citations X 7.50= **\$10,200**

2016 - 2,307 citations X 7.50= **\$17,303**

2017 - YTD 1,218 citations X= **\$9,135**

In addition to the above costs, PD estimates that the Court Liaison spends approximately 15% of her time on parking citations. This accounts for an additional \$13,500 per year of expenses associated with the City's parking enforcement program. It is easy to conclude that the enforcement program as it exists today in this Police Department lacks focus and is not cost efficient.

Summary

The Administration is supportive of an RPP Program and will recommend implementation as an element of a comprehensive mobility strategy which will include road improvements, pedestrian improvements, public transit, new by-pass corridors, signalization improvements, walking and biking trails, bike lane improvements, and parking. These physical and operational elements will be tied to land use planning; the potential of changing travel patterns through projects which provide living, working, and recreational opportunities in one location. These improvements will be the subject of a possible grant from in the Bloomberg Challenge grant program. We need to evolve our community from a road related lifestyle to a location related lifestyle. This is a long term strategy, and it is the only way to solve the traffic problem.

Staff will make small scale improvements to the parking program while the long term strategy is being developed. Please review the Transportation Fund Summer Study for more detail on this long term solution.