

Staff Report

INCREASED PARKING ENFORCEMENT IN CAMPUSTOWN NEIGHBORHOODS

July 11, 2017

Background:

This report is in response to a May 16, 2017, City Council motion requesting a cost estimate for enhanced parking enforcement in the Campustown neighborhoods. In response to that request, the following information outlines the potential expenses for providing additional parking enforcement in the residential area south of the Iowa State University campus.

The area encompassed by this initiative is the residential neighborhoods from Beach to State and Lincoln Way to Storm. (See attached map.) This area encompasses approximately 30 blocks. Parking rules vary within this district, but many streets have a four hour limit and an alternate side requirement.

Cost projections are based on a goal of continuous patrol in the areas affected by four and six hour limits from approximately 8:00 a.m. to 6:00 p.m., and overnight alternate side enforcement after the changeover period. This will require approximately 84 additional Community Safety Officer (CSO) hours each week (10 hours x 7 days plus 2 hours x 7 days). This will require recruiting, training and supervising four to five additional CSOs.

Projected Budget Impact:

Staffing	\$7,542/month	\$90,505 annual
Vehicle Expenses	\$2,086/month	\$25,029 annual
Citations and Materials	<u>\$ 101/month</u>	<u>\$ 1,212 annual</u>
Total Estimated Expense:	\$9,729/month	\$116,746 annual
Estimated Revenue:	\$4,712/month	\$56,544 annual
Net Expense	<u>\$5,017/month</u>	<u>\$60,202 annual</u>

Other Considerations:

Since many residents of this area park on the street, it seems prudent to alert residents to a change in enforcement plans. To that end, a letter notifying residents and property owners of this change seems like a desirable element of enhanced enforcement. This change may also trigger concern from residents and commuters who have adapted to the current model of complaint-driven enforcement. It is likely that this level of enforcement will trigger feedback to the Police Department and City Council members. For that reason, it may also be helpful if the citations written during the first week are predominantly warnings.

Hiring and training new CSOs will take a minimum of eight weeks. The CSO recruitment pool is predominantly college students, and many of those potential employees will not be available until they return for the fall semester. While it may be possible to begin this effort in late August or early September, it could take several months before an enhanced enforcement effort is fully deployed.

Summary:

The net cost of increased enforcement in this area is estimated to be \$60,202 annually. Assuming a September 1, 2017 start date, the FY 2017/18 costs are projected to be \$50,168. This expense is not reflected in the adopted Parking Fund budget. Therefore, if Council chooses to proceed with this increased enforcement effort in this fiscal year, the funding will need to come from the unobligated portion of the Parking Fund balance. That balance is currently projected at \$380,000.

The City Council has directed that the next budget cycle include a review of fees and fines related to the Parking System. Should the Council proceed to adopt a program of increased enforcement at this time, the information presented during the budget cycle will allow Council to adjust the fees and fines in an attempt to recover these enforcement costs for FY 2018/19 and to further deter non-compliance.

