

Staff Report

**INCREASED PARKING ENFORCEMENT IN AREAS ADJACENT
TO THE IOWA STATE UNIVERSITY CAMPUS**

December 11, 2018

BACKGROUND:

At the City Council meeting on July 11, 2017 the City Council directed City staff to provide additional parking patrol and enforcement in the neighborhoods adjacent to the University campus. During the late summer and fall of 2017, additional Community Safety Officers (CSOs) were hired, outreach to the neighborhoods and commuters parking in the area was initiated, and regular enforcement patrols began. Outreach included neighborhood events and informal interactions, Welcomefest and First Friday on campus, email messages, fliers, StuGov contacts, and Greek representative meetings. These efforts were supported by documents identifying parking options for neighborhood residents.

Beginning in the winter of 2018, a full contingent of CSOs provided regular parking patrol and enforcement. This enforcement involved both the four and six hour limits as well as the alternate side requirement. It should be noted that the four and six hour requirements require identification of vehicles parked on the street at the beginning of the time limit. This is most typically done by chalking the tires. No enforcement actions were taken until there was documentation of the violation. As compliance with the requirement improved, fewer citations were issued. Nonetheless, the tire chalking continued in order to ensure compliance. This effort continued into the fall of 2018 with additional education and ongoing enforcement.

The intent of this report is to provide the City Council with a status report regarding this enforcement initiative.

NEIGHBORHOOD IMPACT:

The following table summarizes the **average number of cars parked** on all the campus area, time-limited streets during various periods in 2018:

Before students returned: Aug. 1-4:	154
First week of classes: Aug. 19-25:	564
Regular class week: Aug. 26-31:	552

Counts ranged from as little as 140 to as high as 799 – The Police Department cited 180 during Aug/Sept for 4/6hr violations, after writing warnings for 10 days during the initial influx of students.

This data aligns with neighborhood feedback describing the impact of university activity on parking in this area.

The following is a **summary of the citations written** in the Campustown neighborhoods (included is Lincoln Way to Cessna, from Beach to Hayward; Campus Ave, West Ave, and the immediately adjacent area) from January 1, 2018 to November 1, 2018.

Alternate side parking citations	6,201
Prohibited Parking	2,951
- 1,458 being time enforcement: 4/6hr citations	
- 1,493 being no parking posted, including no overnight parking	
All other citations (handicap, yellow zones, sidewalk, meters, etc.)	4,025
Total tickets issued	<u>13,177</u>

The 13,177 tickets represent approximately 56% of all citations written in the city during this period. (It is important to note that the alternate side citations include violations during three home football games.) The numbers suggest that alternate side parking tends to be the most common violation, with the prohibited parking violations also contributing to neighborhood frustrations.

Neighborhood feedback has tended to support the additional enforcement effort. Those not satisfied have suggested further changes to the ordinances, higher penalties, and one-side parking at all times. There are also some who have expressed a concern that this level of enforcement is not needed.

COSTS:

The original estimated annual cost of this effort was \$116,746. This turned out to be a reasonably accurate estimate of the program costs, although vehicle expenses were lower than anticipated and materials and equipment were more expensive. The revenue estimates were \$56,544 annually. In practice, the revenue declined as compliance improved.

Since this increased enforcement initiative was not envisioned when the Parking Operations budget was developed, the Parking Fund had to absorb the shortfall in revenue to cover the expenses, thereby reducing the available balance.

The question before the City Council is whether or not to continue the “extra” parking enforcement in these neighborhoods. This information is necessary as the staff prepares next year’s budget.

Staff believes that this same level of enforcement can be maintained with three CSOs, rather than the five originally used. Under this scenario, the projected additional

expense to the Parking Fund will be \$63,216 with a revenue offset of \$39,125. **Therefore, the Parking Fund balance would be reduced further by an estimated \$24,091, unless fees are increased to generate additional revenue.**

OPTIONS:

1. Add \$63,216 in parking enforcement expense and \$39,125 in revenue to the FY 2019-2020 budget year to allow three CSOs to continue enhanced parking enforcement in the residential areas adjacent to the Iowa State University campus.

This option is estimated to result in a \$24,091 deficit to the Parking Fund in FY 2019-20.

2. Add \$87,242 in parking enforcement expense to the FY 2019-202 budget year to maintain five additional CSOs (for a total of 15) to concentrate additional enforcement in the residential areas adjacent to the Iowa State University campus. This alternative should also show projected revenue, most likely at a level slightly above the \$39,125 identified in Alternative 1.

This option is estimated to result in a \$24,091 deficit to the Parking Fund in FY 2019-20.

3. Do not add funds to continue the enhanced enforcement in the areas adjacent to the university campus. Return to the previous level of 10 CSOs to support this effort.

This option assumes that the increased enforcement activity has altered the behavior of the people who previously violated the parking laws in the neighborhoods adjacent to campus.

STAFF COMMENTS:

The enhanced enforcement seems to have improved compliance with parking regulations, which was the original goal of the City Council's request for additional enforcement actions. Whether this is a permanent change in behavior remains to be seen.

The City staff has developed a plan to retain this extra level of enforcement by utilizing an additional three, rather than five CSOs. Therefore, should the Council desire to maintain this level of service, Alternative # 1 could be approved. **However, it should be emphasized that should either Alternative #1 or #2 be pursued, the available balance in the Parking Fund will be further eroded which could expedite the need for an increase in parking violation fines sometime in the future.**