

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

January 18, 2019

**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, staff initiated outreach to the neighborhoods and commuters parking in the area, and began regular enforcement patrols. 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 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.

**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 - we 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 designated areas adjacent to the University campus (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 of these were time enforcement: 4/6hr citations	
- 1,493 of these were no parking, including no overnight parking	
All other citations (handicap, yellow zones, sidewalk, meters, etc.)	4,025
<b>Total tickets issued</b>	<b><u>13,177</u></b>

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. As expected, the revenue declined as compliance improved. **The \$60,202 shortfall for this enhanced parking enforcement initiative had to be paid for from the available balance in the Parking Fund.**

**The staff believes the same level of enhanced enforcement can be maintained in this area with three CSOs, rather than the five originally used. By retaining three CSOs rather than five, the projected additional expense in FY 2019/20 to the Parking Fund will be \$63,216 with a revenue offset of \$39,125. Hence, the fund balance will be further eroded by \$24,091 next year should the Council choose to continue this initiative.**

## **OPTIONS:**

1. Continue enhanced parking enforcement in the areas adjacent to the Iowa State University campus by adding \$87,242 in parking enforcement expense to the FY 2019-2020 budget year to maintain **five additional CSOs (for a total of 15)**. **This alternative is expected to yield \$39,125 in revenue, resulting in a \$48,117 erosion to the Parking Fund available balance.**
2. Continue enhanced parking enforcement in the areas adjacent to the Iowa State University campus by adding \$63,216 in parking enforcement expense to the FY 2019-2020 budget year to maintain **three additional CSOs (for a total of 13)**.

**This alternative is expected to yield \$39,125 in revenue, resulting in a \$24,091 erosion to the Parking Fund available balance.**

3. Do not continue the enhanced parking enforcement in the areas adjacent to the Iowa State University campus at this time. This option would direct staff to return to the previous level of **10 CSOs** to support this effort.

If in the future, the neighborhood residents express concern about a growing number of parking violations, staff could once again pursue Option 2.

## **STAFF COMMENTS:**

The enhanced enforcement seems to have improved compliance with parking regulations in these areas, which was the original goal of the City Council request for additional enforcement actions.

**The City Council will now need to decide whether to continue this enhanced level of enforcement or wait until the problem returns before committing any additional resources to the initiative.** Should the Council wish to continue the enhanced enforcement, staff is confident that the addition of 3 CSOs would be sufficient (Option 2)