



City of San Marcos

630 East Hopkins
San Marcos, TX 78666

Work Session City Council

Tuesday, June 7, 2022

3:00 PM

City Council Chambers

630 E. Hopkins - Work Session

This will be an in-person and online meeting. To view the meeting please go to <http://sanmarcostx.gov/421/City-Council-Videos-Archives> or watch on Grande channel 16 or Spectrum channel 10.

I. Call To Order

II. Roll Call

III. 30 Minute Citizen Comment Period

Persons wishing to participate (speak) during the Citizen Comment portion of the meeting must email citizencomment@sanmarcostx.gov the day prior to the meeting between 8:00AM and 5:00PM. A call in number to join by phone or link will be provided for participation on a mobile device, laptop or desktop computer. Those wishing to speak in person may sign up in person in the City Clerk's office before 12:00PM the day of the meeting.

PRESENTATIONS

1. Receive a staff update on parking management initiatives and provide direction to staff.

EXECUTIVE SESSION

NOTE: The City Council may adjourn into Executive Session to consider any item listed on this agenda if a matter is raised that is appropriate for Executive Session discussion. An announcement will be made of the basis for the Executive Session discussion. The City Council may also publicly discuss any item listed on the agenda for Executive Session.

2. Executive Session in accordance with the following:
 - A. Sec. §551.087 of the Texas Government Code: Economic Development: to receive a briefing and deliberate on Project Snow Leopard and Project Thin Mint
 - B. Sec. §551.071 of the Texas Government Code: Consultation With Attorney: to seek legal advice regarding enforcement of provisions in ground leases and facility leases at the San Marcos Regional Airport
 - C. Sec. §551.072 of the Texas Government Code: Real Property: to discuss the lease of city-owned property at the San Marcos Regional Airport

IV. Question and Answer Session with Press and Public.

This is an opportunity for the Press and Public to ask questions related to items on this agenda. Persons wishing to participate remotely in the Q&A session must email citizencomment@sanmarcostx.gov the day

prior to the meeting between 8:00AM and 5:00PM. A call in number to join by phone or link will be provided for participation on a mobile device, laptop or desktop computer. If attending in person, no sign up is required.

V. Adjournment.

POSTED ON WEDNESDAY, JUNE 1, 2022 @ 4:30PM

ELIZABETH TREVINO, INTERIM CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov



Legislation Text

File #: ID#22-323, **Version:** 1

AGENDA CAPTION:

Receive a staff update on parking management initiatives and provide direction to staff.

Meeting date: June 7, 2022

Department: Public Works, Destination Services & Parks and Recreation

Amount & Source of Funding

Funds Required: NA

Account Number: NA

Funds Available: NA

Account Name: NA

Fiscal Note:

Prior Council Action: [Click or tap here to enter text.](#)

City Council Strategic Initiative: [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

- Economic Development - Choose an item.
- Environment & Resource Protection - Choose an item.
- Land Use - Choose an item.
- Neighborhoods & Housing - Choose an item.
- Parks, Public Spaces & Facilities - Choose an item.
- Transportation - Choose an item.
- Core Services
- Not Applicable

Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]

Choose an item.

Background Information:

The Parking Advisory Board (PAB) currently has two Pilot projects that will begin in the near future. The Micromobility Solution, formerly known as “eCab” is in the closing stages of procurement and will provide electric shuttle services to the downtown area. The Downtown Employee Parking Pilot program will also commence soon and will provide downtown businesses with a solution for employee parking with the cost subsidized by the city during the Pilot. Both projects aim to reduce employee parking in the downtown area. These parking management strategy Pilots may reduce parking demand, increase revenues for downtown businesses, and provide a travel solution for residents, visitors and downtown employees.

The PAB has also sent Council two recommendation resolutions for consideration. The first requests Council’s support to fund and implement Texas Department of Motor Vehicle “look-ups” for unpaid parking tickets (Discussion item on the 5/17 Council agenda). The second recommendation resolution requests Council’s support for the PAB to review and make recommendations to the city’s parking code, Chapter 82. This includes directing staff to support this effort (Legal, Police Department, Finance & Municipal Court).

Destination Services

A “Parking Swap” interlocal agreement between the City of San Marcos and Texas State University is set to expire on August 1, 2022. The Property Use Agreement was originally adopted in 2003 and has been renewed by both parties after each extension. Under this Property Use Agreement, the City is authorized to utilize a downtown parking lot behind Fire Station 1 which is owned by the University. In return, the University is authorized to use designated parking spaces along Charles Austin Drive which are owned by the City. The renewal of this Property Use Agreement would extend the “Parking Swap” for three (3) years, from August 1, 2022 through July 21, 2025.

Parks and Recreation

Following the work of a subcommittee, comprised of members from the Parks and Recreation Board and Parking Advisory Board, it was recommended by the Parks and Recreation Board to implement paid parking in the river parks commonly known as City Park and Rio Vista. The City Council discussed the Recommendation on May 4, 2021, and Council provided consensus to move forward with compiling information and further studies on a paid parking program at City Park, not Rio Vista at no charge for residents. Council also provided direction to look at a fee for parking during University home football games at City Park. Staff conducted a four-day survey over Labor Day weekend (2021) at City Park. Staff also vetted paid parking vendor solutions and will present findings during the City Council Work Session. Based on the information gathered, paid parking seems viable at City Park, but will be cost prohibitive at Rio Vista Park. Staff will be seeking authorization from City Council to proceed with an implementation plan for City Park only.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.



City of San Marcos

City Council Work Session

June 7, 2022



Today's Presentation

Part 1 - Provide a Parking Advisory Board Initiatives & Parking Enforcement Transition Update

Part 2 - Provide an Update on the ILA with Texas State University and Receive Council Direction; Discuss Options for Off-Street Leased Parking Spaces

Part 3 – Provide an Update on a City Park Paid Parking Pilot and Receive Council Direction



Purpose

Part 1 - Provide a Parking Advisory Board Initiatives & Parking Enforcement Transition Update

- Background
- Downtown Micromobility Solution Pilot (E-Cab)
- Employee Parking Program Pilot
- Parking Advisory Board Recommendation Resolutions
- Recent Parking Enforcement Restructure



Background – Parking Advisory Board

- Kimley-Horn “Framework” & Implementation Plan provided to Council
 - Framework adopted by Council -- June 2018
 - Implementation Plan work session presentation provided to Council -- November 2018
 - Implementation Plan was deferred for additional stakeholder feedback
 - Framework & Implementation Plan focused on Downtown
- Council created the Parking Advisory Board (PAB) -- December 2018
 - To provide recommendations on the Kimley-Horn Implementation Plan
 - Gather additional stakeholder feedback
 - PAB charged with providing parking recommendations for the entire City’s parking infrastructure



Background – Parking Advisory Board (Cont.)

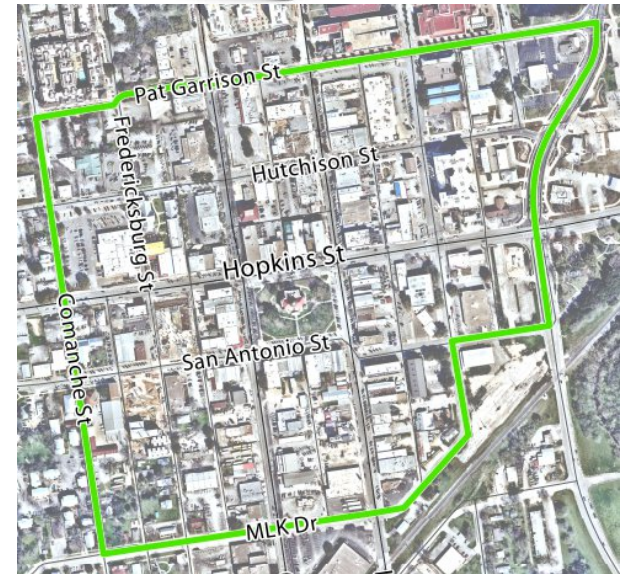
Parking Advisory Board Resolutions

- 2019-01RR - Supporting a six-part recommendation to alleviate Downtown parking pressure
 - 100% Net downtown parking funds to be placed in a “parking & mobility fund”
 - Parking funds from downtown should remain to support creation of a downtown Parking Benefit District
 - Mail out of citation letters for unpaid parking tickets
 - Develop a park & ride system for transportation of downtown employees, visitors and residents
 - Hire a Parking and Mobility Manager
 - Create a permitted 24-hour employee and downtown resident surface lot parking program
- 2021-01RR - Supporting the use of Department of Motor Vehicle "look-ups" to mail parking citation letters, requesting funding to support such operation and staff support for execution
- 2022-01RR Requesting Council support the PAB in providing recommendations on Chapter 82 of City code, parking



Micromobility Solution: Downtown Electric Cab Pilot

- Provide a transportation solution for downtown employees, visitors and residents
- Service area is the Main Street District
- Riders have several options to connect to the service
- Bilingual service model
- All vehicles will be 100% electric
- Funding provided by Tax Increment Reinvestment Zone 5 (\$500,000)
- Program kick-off in late Summer 2022



sanmarcostx.gov



Downtown Employee Parking Program Pilot

- Purpose is to provide downtown employers an option to park their employees & removes employees from parking spaces that customers could use
- Downtown employees have an option to park for more than two (2) hours without risk of parking citation
- City subsidizes monthly rate for parking spaces (50% City // 50% Employer)
- Parking lot at 312 E. Hopkins St., managed by LAZ, a professional parking operator
- Education materials & outreach a collaborative effort of PAB, Main Street and staff (\$4,000)
- Funded by Strategic Initiative: Downtown Vitality funds (\$45,000)
- Program kick-off in late Summer 2022



PAB – Recommendation Resolution 2021-01RR

- The recommendation is to begin mailing parking citation letters using Texas Department of Motor Vehicle “look-up”
- Council discussed this item in the May 17th regular Council meeting
- Parking enforcement is currently mailing out letters to top offenders
- Parking enforcement will continue this effort and staff will track results



PAB – Recommendation Resolution 2022-01RR

- New Recommendation requests Council's direction on the PAB's intent to review and make recommendations on Parking Ordinances (Chapter 82 of the City Code)
- PAB Ordinance amendment considerations:
 - Creation of Parking Benefit District(s)
 - Establish a Parking Enterprise Fund
 - Organizational structure to support parking
 - Increasing parking fees (with annual adjustments) & enforcement mechanisms
- Requesting staff assistance in evaluation of Ordinance language recommendations & impacts of proposed recommendations



Parking Enforcement Transition

- Effective May 1, 2022, Parking Enforcement operations and resources have been transitioned from the Police Department to the Marshal's Office
- Transition Goals:
 - Enhance enforcement operations
 - Increase parking citation revenues
 - Enable Police Department to concentrate on public safety duties
 - Evaluate current staffing model for enforcement
- Current Parking Enforcement staff include the Parking Coordinator & four (4) part-time Parking Technicians



Future Council Actions

- Consider approval of the Micromobility RFP contract award
- Consider approval of the PAB 2022-01 recommendation to work on Parking Ordinances
- Potentially consider Parking Ordinance amendments



Questions?



Purpose

Part 2 - Provide an Update & Receive Council Direction

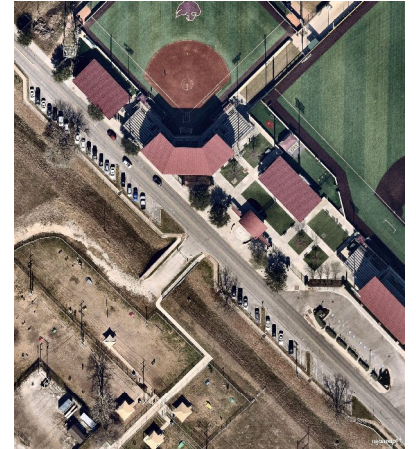
- Review Interlocal Agreement “Parking Swap” with Texas State University
- Discuss City Options for Off-street Leased Parking Spaces



Texas State University Interlocal Agreement History

- Agreement began in 2003
- Renew “Parking Swap” Interlocal Agreement with Texas State University
 - City Property – Charles Austin Drive
 - University Property – Downtown Parking Lot
- Downtown parking lot located adjacent to Fire Station 1 (Hutchison Street)

Charles Austin Drive



Downtown Parking Lot

sanmarcostx.gov



Texas State University Interlocal Agreement Renewal

- No change to existing agreement terms
- Zero cost agreement, three (3) year term
- Council consideration on July 5, 2022
- Staff recommends approval of the agreement

Questions?



Texas State University Interlocal Agreement Opportunity

- City leases parking lot spaces, generating revenue (~\$33,000 annually)
- Allocation of parking spaces has not changed significantly since 2003
 - 33 total spaces
 - Fire Station – 2 spaces
 - Leases – 31 spaces, 5 businesses
- Lease rates have not changed since 2003
 - Maximum of \$95/month





Seeking Council Direction

- Requesting direction on allocation and monthly rates
- Allocation of Leased Parking Spaces
 - Staff recommendation to keep as is for now
 - Maintain current arrangement (Five (5) businesses lease thirty-one (31) spaces)
- Monthly Rate of Leased Parking Spaces
 - Change current arrangement (Monthly rate is \$95 per space)
 - Update Rate – staff recommendation to increase to market value over next 3 years
- Staff recommends keeping the allocation method and increasing the monthly rate for the leased parking spaces.



Purpose

Part 3 – Provide an Update and Receive Council Direction

- City Park Paid Parking Pilot



Background – Paid Parking in Parks

- Parks and Recreation Board Recommendation Resolutions
 - 2019-01RR – Supporting the creation of a river benefit parking district
 - 2020-04RR & 2021-02RR – Supporting paid parking implementation in the parks known as City Park and Rio Vista Park
- City Council provided direction to staff to investigate paid parking in City Park
 - Perform an Audit to determine percentage of visitors versus residents
 - Evaluate paid parking Vendor Solutions



Labor Day Weekend Audit - 2021 (Friday-Monday)

- City Park parking lot – 268 parking spaces
- Visitors from 216 different cities
- Total parked vehicles – 1,091
- 81% - Outside San Marcos
- 19% - San Marcos



Vendor Solution



- Pay by Plate, by Space or Pay & Display
- Kiosk accepts Coin, Bills, Credit/Debit, Contactless Payment Options
- Remote rate changes
- Integrates 3rd party payments
- Integrates with City's License Plate Recognition software/hardware (NuPark) for parking enforcement
- Kiosks are mobile – can be moved to alternate locations



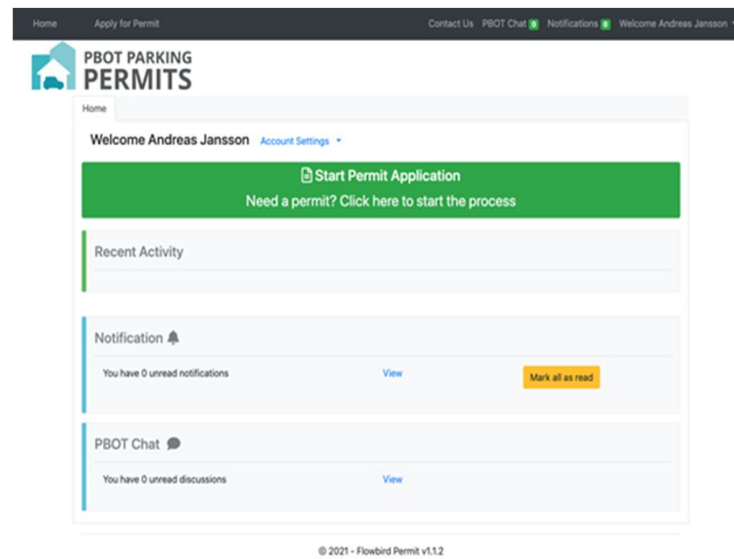
Vendor Solution



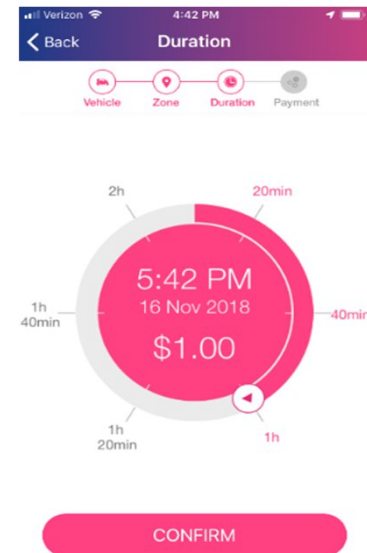
PAY STATIONS



E-PERMITS & VALIDATIONS



MOBILE APPLICATION



sanmarcostx.gov



Customizable Solution

- E-Permits: Eliminates need for stickers & hang tags
 - Supports many permit types (daily, monthly, annual, student, resident, visitor)
 - Optional online payments
 - Expiration notification emails
- Customizable User Application “Mobile App”:
 - Supports both Android and iOS mobile platforms
 - Time expiration reminders // Remote time extensions
 - “Find my car” feature
 - Displays real time parking availability



Capital & Operating Expense – Three Years

- Year One - Equipment (5 kiosks) - \$34,000
- Year One through Three - On-going Support Services - \$20,500
- Total Costs for Three Years - \$54,500
- **Available through purchasing cooperative**



Discussion & Council Direction

- Proceed with pilot program of paid parking in City park?
- Develop paid parking implementation recommendations?
 - Rates
 - Dates of operation
 - Special events
 - Facility rentals, etc.
- Parks & Recreation Board to provide implementation recommendations to Council?



Questions?



Legislation Text

File #: ID#22-381, **Version:** 1

AGENDA CAPTION:

Executive Session in accordance with the following:

A. Sec. §551.087 of the Texas Government Code: Economic Development: to receive a briefing and deliberate on Project Snow Leopard and Project Thin Mint

B. Sec. §551.071 of the Texas Government Code: Consultation With Attorney: to seek legal advice regarding enforcement of provisions in ground leases and facility leases at the San Marcos Regional Airport

C. Sec. §551.072 of the Texas Government Code: Real Property: to discuss the lease of city-owned property at the San Marcos Regional Airport

Meeting date: June 7, 2022

Department: City Manager's Office

Amount & Source of Funding

Funds Required: Click or tap here to enter text.

Account Number: Click or tap here to enter text.

Funds Available: Click or tap here to enter text.

Account Name: Click or tap here to enter text.

Fiscal Note:

Prior Council Action: Click or tap here to enter text.

City Council Strategic Initiative: [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

Economic Development - Choose an item.

Environment & Resource Protection - Choose an item.

Land Use - Choose an item.

Neighborhoods & Housing - Choose an item.

Parks, Public Spaces & Facilities - Choose an item.

- Transportation - Choose an item.
- Core Services
- Not Applicable

Master Plan: *[Please select the corresponding Master Plan from the dropdown menu below (if applicable)]*

Choose an item.

Background Information:

Click or tap here to enter text.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

Click or tap here to enter text.