

### Seawall Parking Update 3/19/2015

As of March 1, 2015 the Park Board formally assumed responsibility for the collection of seawall parking beach user fees. This date was selected as it coincides with the cutoff date for the quarterly Beach User Fee reports required by the GLO. The City will produce the final Beach User Fee report for the quarter ending Feb. 28, 2015 and the Park Board will be responsible for subsequent required quarterly reports.

Parking staff consists of one full time Manager and five seasonal Beach Ambassadors, all of whom have been trained as Certified Tourism Ambassadors (CTA), with supplemental certifications in CRP and endangered species monitoring. The Manager's office is located at the Stewart Beach Pavilion.

Staff is trained to up-sell from hourly passes to daily or seasonal passes, market the island's attractions and events and provide general beach safety information. Staff will also classify, log and maintain statistics regarding interactions with the public, for example; contacts regarding parking, tourist contacts, emergency responses, and complaints, amongst others. The Methods of Payment continue to be Cash, Credit and Pay-by-Phone. Beach Ambassadors will accept payments for those that do not want to or cannot access the Pay-by-Phone system.

A Galveston Police Department officer has been assigned to the program year-round and is available to assist with operational activities including customer service and bank drops. The cost of the GPD officer is not attributed to the collected beach user fees.

The Seawall Urban Park is separated into three zones: 6th to 37th, 37th to 61st and 61st to 103<sup>rd</sup>. Ambassadors are assigned to specific zones in an effort to gain familiarization and rapport with stakeholders that work, visit, and live in the assigned zone.

A hybrid or electric car was originally considered but discarded as the primary vehicle for the LPR system. This decision was made given the power drain of the LPR system on the vehicle. Staff is now procuring a Ford or Chevrolet SUV for the on-going reading of license plates. The ambassadors assisting with parking collections will be on Segways or bicycles. The equipment is stored at the Stewart Beach pavilion and the Galveston Island Convention Center.

Daily reports are to be maintained and provide a comparison for year over year sales. Year to date monthly report follows for the months proceeding March 1, 2015.

#### Year Over Year Collections by Month

MONTHS	2013	2014	2015	COMPARISON
				2014-2015
JANUARY		\$ 16,858.50	\$ 14,015.00	(\$2,843.50)
FEBUARY		\$ 24,382.25	\$ 21,661.25	(\$2,721.00)
MARCH		\$ 44,051.25		

APRIL		\$ 42,594.50		
MAY		\$ 61,033.00		
JUNE		\$ 59,614.25		
JULY	\$ 27,526.50	\$ 75,523.75		
AUGUST	\$ 68,908.00	\$ 61,193.25		
SEPTEMBER	\$ 39,780.00	\$ 29,214.50		
OCTOBER	\$ 28,594.75	\$ 28,288.00		\$ (306.75)
NOVEMBER	\$ 14,835.75	\$ 17,146.25		\$ 2,310.50
DECEMBER	\$ 9,804.50	\$ 9,698.75		\$ (105.75)
TOTAL	\$ 189,449.50	\$ 469,598.25	\$ 35,676.25	(\$3,666.50)

The Park Board established a revenue projection of \$600,000 in gross collections for the 2014-2015 fiscal year, a 27% increase over the previous year's actual. Last year's receipts totaled roughly \$469,600. As of March 1, 2015, collections on the seawall were down \$3,666, or -4% from the previous year. The reduction in collections are most likely attributed to a reduction in enforcement given the GLO's position to not reimburse for the cost of patrols. Park Board staff feels optimistic about achieving the annual goal given the immediate uptake in collections during the first weeks of March. See March 14 weekend report below.

#### **Weekend Collections for March 14, 2015 compared to Spring Break 2014**

			2014	2015
Sat.	Mar.15	Mar.14	\$1,251.50	\$4,436.50
Sun.	Mar.16	Mar.15	\$1,242.75	\$2,985.25

Consensus with the Texas General Land Office regarding eligible expenses has not been achieved. Initial proposals regarding the issuance of after the fact citations (through the mail) have proven unfeasible for various reasons. Dialogue with the City regarding the re-patronage of funds from tickets generated from the seawall to the beach user account has been initiated and is initially amenable to the GLO. In the interim, the cost of the ambassadors, given their training, orientation and mandate to collect (as opposed to enforce) will be well received by the GLO.