



**City of San Marcos  
Regular Meeting  
Parking Advisory Board  
June 21, 2021 5:00 pm**

**Please click the link below to join the meeting:**

**<https://us02web.zoom.us/j/88622752079>**

**or dial:**

**888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)**

**Webinar ID: 886 2275 2079**

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**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 [acogdill@sanmarcostx.gov](mailto:acogdill@sanmarcostx.gov) prior to 12:00PM the day of the meeting. A call-in number to join by phone or link to join by a mobile device, laptop or desktop computer will be provided for participation.*

**MINUTES**

1. Consider approval, by motion, of the meeting minutes.
  - a. May 17, 2021 regular meeting

**DISCUSSION ITEMS**

2. Hold discussion on downtown parking enforcement and provide recommendation regarding the level of enforcement within the Downtown Area during the ongoing pandemic.
3. Hold discussion on next steps for the education committee and potential coordination with city staff.

**ACTION**

4. Consider approval, by motion, the nomination of members to the ad hoc administrative committee.
5. Consider approval, by motion, of changing the date of the regular November meeting.

**REPORTS**

6. Receive a staff report and update on status of e-cab program.
7. Receive a staff report on parking citations issued and paid for the month of May 2021 and update on RFP for new LPR vendor.
8. Receive a staff report of the Employee Parking Program.

9. Receive a staff report from discussions with the City of New Braunfels on their paid parking implementation.

#### **IV. FUTURE AGENDA ITEMS**

#### **V. QUESTION AND ANSWER SESSION WITH PRESS AND PUBLIC**

#### **VI. ADJOURNMENT**

#### Notice of Assistance at the Public Meetings

The City of San Marcos is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. If requiring Sign Language Interpreters or alternative formats, please give notice at least 2 days (48 hours) before the meeting date. 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](mailto:ADArequest@sanmarcostx.gov).

For more information on the Parking Advisory Board please contact Amy Cogdill at [acogdill@sanmarcostx.gov](mailto:acogdill@sanmarcostx.gov)

**May 17, 2021**



**PARKING ADVISORY BOARD  
MINUTES**

**REGULAR MEETING  
May 17, 2021**

The Parking Advisory Board convened in a regular meeting via the Zoom online format on May 17, 2021.

**I. Board Chair Carina Boston Pinales called the meeting to order at 5:03 pm.**

**II. Board Members in Attendance:**

Chair Carina Boston Pinales  
Vice chair John David Carson  
Esther Garcia  
Esther Henk  
Kyle Mylius  
Johnny Finch  
Chris Rue  
Mayor Hughson  
Council Member Baker

**Staff Present**

Public Works Interim Director, Sabas Aliva  
Finance Director, Marie Kalka  
Purchasing Manager, Lynda Williams  
Transit Manager, Pete Binion  
Transit Specialist, Amy Cogdill  
Commander Leonard

**III. 30 MINUTE CITIZEN COMMENT PERIOD**

No comments read into record

**MINUTES**

1. Consider approval, by motion, of the following meeting minutes
  - April 19, 2021 regular meeting

**A motion was made by John David Carson, seconded by Kyle Mylius, to approve the April 19, 2021 meeting minutes with the amendments of adding detail to discussion item 3. The motion was carried by the following vote:**

For:

7 ☐

Chair Carina Boston Pinales, Vice-Chair  
John David Carson,  
Board Member Johnny Finch, Board  
Member Esther Henk, Board Member Chris

**May 17, 2021**

Rue, Board Member Esther Garcia, Board  
Member Kyle Mylius

Against:	0
Absent:	0
Abstain:	0

**DISCUSSION ITEMS**

2. Hold discussion on downtown parking enforcement and provide recommendation regarding the level of enforcement within the Downtown Area during the ongoing pandemic
  - Board would like to see the tickets being mailed out.
  - Downtown enforcement should be increased with the e-cab.
  - Recommendation of having a slow increase of enforcement to build up to the fall semester.
  - There are concerns of downtown employees having safe parking
  - Board Member Mylius noted that there are solutions out there right now. They are just not ideal. Safety is a big concern as well, and a need for more police presence downtown.
  - Commander Leonard informed the board that there will be 4 full-time officers downtown to help with safety
    - Possibility to connect the downtown employees with officers to help get them where they need safely
3. Hold discussion on the next steps for the downtown employee parking program  
**Board Member John David Carson recused himself from the conversation**
  - Staff is meeting with a vendor for a new discussion
  - The previous agreement was \$40 a month split for the city and employees
    - There is a decrease in demand so that can be a negotiation point
  - In the past, employees created an account with the vendor to pay their part, and the vendor would invoice the city
  - The fall semester would be a good start, but it needs to be staggered with the e-cab but unsure what should come first.
  - The next meeting, the Board will need to discuss the e-cab and employee parking roll-out order.
  - Staff is currently working through the lot on the corner on CM Allen, and Hopkins and the Armory city-owned lot is not out of the questions. Staff has not reached out to the Methodist Church again.
4. Hold discussion on recommendation resolution 2020-01 from the Parking Advisory board
  - If the City moved away from the NuPark contract because there is nothing to replace NuPark

**May 17, 2021**

- Staff is in the process of requesting a budget and starting the RFP for a replacement software.
- The RFP should be out in October. the process has been started but is not ready to go out.
- NuPark works for enforcement but does not work ideally for collections
  - NuPark went to a new version of software, and the collection part of the program is what is not working
- Without NuPark, there is no option to write tickets for the entire city
- The board does not need the resolution anymore

**ACTION ITEMS**

5. Consider approval, by motion, the creation of an ad hoc administrative committee and define the committee purpose
  - The purpose of the committee would be pursuant to Article 2(A) of the Bylaws, review and recommend potential updates to the City Parking Ordinances to (1) account for new technological solutions, (2) align with prior/future PAB recommendations (e.g., NuPark, eCab); (3) integrate modern best practices and, (4) improve the overall efficiency and efficacy of parking management, including, but not limited to:
    - Enforcement procedures;
    - Collections procedures; and,
    - Process for modifying enforcement ares/hours/time limits/rates/citations/penalties.
  - Draft written guidelines and best practices including, but not limited to;
    - The establishment, modification or termination of parking benefit districts;
    - An enumeration of possible tools for mitigating shifted demand (e.g., residential parking management); and,
    - The process for allocating benefit district funds and oversight thereof (pursuant to Article 2(B) of bylaws)
  - Board could meet for a limited time depending on need
  - Chair Carina Boston Pinales states she sees the value in the committee:
    - A lot of the items are integrated into what the board is already working on but are not seeing a lot of action or are taking longer than what the board hoped for
    - Allows the board accountability measures for staff with consideration to the limited staff and limited expertise of staff in certain areas
  - The committee would just make recommendations to the board for review.
  - Council Member Baker notes the committee is a good recommendation if there are staff resources
  - Council Members can be resources as needed

**A motion was made by Vice-Chair John David Carson, seconded by Chair Carina Boston Pinales, to approve the creation of the ad hoc committee. The motion was carried by the following vote:**

## PARKING ADVISORY BOARD

## MEETING MINUTES

May 17, 2021

For: 7 ☐ Chair Carina Boston Pinales, Vice-Chair John David Carson, Board Member Johnny Finch, Board Member Esther Henk, Board Member Chris Rue, Board Member Esther Garcia, Board Member Kyle Mylius

Against: 0

Absent: 0

### REPORTS

#### 6. Receive a staff report and update on status of RFP for e-cab program

- Finance Director Marie Kalka and Purchasing Manager Lynda Williams joined the meeting for more information on this item
- Transit Specialist, Amy Cogdill gave update on e-cab program
  - Staff has a second meeting with selected vendor on contract negotiation on Wednesday, May 19, 2021
  - Primary points of negotiation: complete flexibility of program and the impact of data-driven information
  - Would like to roll out the program to go with Texas State's fall semester, when there is more demand for downtown parking.
  - Hopeful to take to council later in the summer
- Board Member Mylius requests more information on the flexibility of the contract.
  - Staff is ensuring that there is flexibility and opportunity to change routing and frequency as needed.
- Board Member Mylius raised a question if there is an out in the contract if the vendor is not performing.
  - The final contract will include a termination clause if the vendor is not meeting the needs
  - There will be a termination of convenience in the contract. This allows the city to give the contractor 30 days' notice of termination of contract
    - 1. City will pay for services up to that point
- Board Member Finch requested information on why the termination clauses are not in the NuPark contract and if a clause is included to ensure the vendor is doing what they said they would.
  - If the City terminated the NuPark contract, there would be nothing in its place for parking enforcement.
- Chair Carina Boston Pinales noted she and vice-chair met with staff to discuss the e-cab program
- Transit Manager, Pete Binion included that staff is ensuring the vendor is responsive during the 12-18-month pilot program
- Chair Carina Boston Pinales spoke on the history of the e-cab
  - Ultimately, this is an employee parking solution. The LPR system and the e-cab is part of the solution

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- Realtime analytics is also key to this program, not just dynamic routing
  1. This will help with the buy-in for the downtown business owners for the marketing and business aspects.
  2. Analytics could help downtown businesses be future proof if something happens in the future
- Living wage for the employees in the program
  1. Program managed locally
  2. Staying away from programs that rely on tips for drivers. Safety is a factor for tip-driven programs and bias when drivers rely on tips. Tip-driven models abandon the aging population and do not have mobility compromised individuals in mind
  3. ADA capability and paratransit option available. This will be a service-based model.
- Going with someone local. The budget is reflective of realistic programs. Provider needs to have the ability to be flexible and can have in-house infrastructure and certified employees to work on the vehicles. Local is also important for liability because Texas requires higher insurance
- Polaris GEM is the industry standard because they have not had the problems other companies have.
- Provider familiar with the CARTS system because this is a last-mile solution.
- Employees need to have a safe and reliable transportation option to get them to the employee parking location
- RFP included: real-time analytics, telemetric and that is safe and secure, riders can use an app or call to hail a ride, infrastructure to add or subtract cabs is important to meet demand, Parking Advisory Board to have input on the program.
- Board feels pressure for the program to be successful, and the TIRZ funds are going to be garnished for the next few years.
  - If drivers are expecting tips the ridership will decrease. This should be a free amenity for downtown
  - Drivers need to be ambassadors of downtown
- Board Member Finch noted that this is a pilot program and there will be mistakes made, but it is a learning process.
- Mayor noted that it is important that the employees feel like they are invested in the program
- Council Member Baker requested more information on the NDA conversation
  - Staff advised that it is not a role of the board members and not allowable at this time.
- Mayor requested if all of the listed items were included in the RFP that was released.
  - Staff advised that all the items were stated in the RFP
- Chair Carina Boston Pinales gave suggestions of deal breakers for the program, and brought up that there is no Director of Transportation and not dedicated staff for parking enforcement and solution. There is a strain on current staff.
- Chair Carina Boston Pinales gave examples of failures:
  - Gotcha ride in Riley - could not fix on-demand needs and no technology, vehicle caught on fire due to cheap vehicles
  - Slider in Charelston □ on-demand vehicle could not meet the demand, riders could not reach the vehicles when they needed a ride, not a creditable company
  - Houston eco shuttle - did not have the employer buy-in, and the ROI did not show the data

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- Transit Manager Pete Binion noted that staff is ensuring all of the needs are met that are outlined in the RFP and current staff is dedicated to the project.
- 7. Receive a staff report on parking citations issued and paid for the month of April 2021.
  - Staff sent out parking citations issued and paid for April 2019 and 2021 to compare.
- 8. Receive a staff report from discussions with the City of New Braunfels on their paid parking implementation
  - Transit Specialist, Amy Cogdill reviewed the City of New Braunfels Paid Parking Program around river parks.
    - Spoke to the River Operations Manager
    - Residents can get a free parking program, non-residents will pay a fee of different rates depending on parking location
    - Business surrounding the paid public parking already charge for parking
    - New Braunfels does see cars parked in surrounding neighborhoods, but mainly from locals
    - Lessons learned from NB:
      1. Promotion codes for residents were challenging to use
      2. The paid parking program came with software for park rangers to quickly lookup vehicles that have paid for parking
  - Follow-up questions:
    - Is it day rate only in the lots? Example is the \$30 for all-day or an hour?
    - How do they handle enforcement in neighborhoods? Do they have LPR in the neighborhoods?
    - Are there supplemental programs for employees/employers? Public-private partnership? How did the city educate the public on the program (roll out)?
    - How many residents have picked up the resident parking permits? Does the city own the kiosk for paid parking? How are they doing with collections, and if they mail out tickets?
    - Is there data provided to the city? Frequency of use or turnover?

**FUTURE AGENDA ITEMS**

- Add amended meeting minutes to the next agenda packet
- Action ☐elect member of the ad hoc committee members
- Report ☐New Braunfels update
- Report ☐Update of employee parking program and discussion with vendor

**QUESTION AND ANSWER SESSION WITH THE PRESS AND PUBLIC**

None.

**IV. ADJOURNMENT**

The meeting was adjourned at 7:13 pm motioned by Board Member Kyle Mylius seconded by Chair Carina Boston Pinales.



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**Staff Liaison**

**Board/Commission Chair**

**Notice of Assistance at the Public Meetings**

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# 2021 Parking Advisory Regular Meetings

## JANUARY

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## FEBRUARY

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## NOVEMBER

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## DECEMBER

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Jan 01 New Year's Day

Jan 18 M L King Day

Feb 14 Valentine's Day

Feb 15 Presidents' Day  
May 09 Mother's Day  
Jun 20 Father's Day  
Sep 06 Labor Day  
Nov 11 Veterans Day

Apr 02 Good Friday  
May 31 Memorial Day  
Jul 04 Independence Day  
Oct 11 Columbus Day  
Nov 25 Thanksgiving Day

Apr 04 Easter Sunday  
Jun 04 National Donut Day  
Jul 05 Independence Day Holiday  
Oct 31 Halloween  
Dec 25 Christmas



## Citation Violations Summary

Dates beginning 5/1/2019 through 5/31/2019

Violation	Count	Warnings	Voids	Total	Fines
101-Parked Overtime - Warning	0	2	0	2	\$0.00
103-Parked In Fire Zone - Warning	0	5	0	5	\$0.00
105-Disable Parking Violation - Warning	0	9	0	9	\$0.00
107-Personal Watercraft or Boat in Res. Area-Warn	0	1	0	1	\$0.00
108-Large Vehicle Parked in Res. Area - Warning	0	3	0	3	\$0.00
109-Parked Within 4' Of A Mailbox - Warning	0	5	0	5	\$0.00
119-Parked Within 30' Of Traffic Control Dev-Warn	0	1	0	1	\$0.00
130-Parked in a No Parking Zone - Warning	-1	10	1	10	\$0.00
135-No Parking Zone - RPP - Warning	0	2	0	2	\$0.00
136-Wheels Over 18" From The Curb - Warning	0	1	0	1	\$0.00
137-Parked Within 15' Of Fire Hydrant - Warning	0	1	0	1	\$0.00
140-Parked In Lane of Traffic - Warning	0	3	0	3	\$0.00
141-Parked In Intersection - Warning	0	2	0	2	\$0.00
142-Parked Left Side Street/Facing Traffic - Warn	0	41	0	41	\$0.00
145-Parked On Sidewalk - Warning	0	36	0	36	\$0.00
151-Backed Into Head-In Angled Parking - Warning	0	3	0	3	\$0.00
152-Head-In Into Back-In Angle Parking - Warning	0	2	0	2	\$0.00
201-Parked Overtime	839	0	29	868	\$13,340.00
203-Parked In Fire Zone	15	0	0	15	\$450.00
205-Disable Parking Violation	76	0	1	77	\$19,762.00
208-Large Vehicle Parked in Res. Area	1	0	0	1	\$45.00
209-Parked Within 4' Of A Mailbox	5	0	1	6	\$120.00
230-Parked in a No Parking Zone	150	0	3	153	\$3,360.00
234-Parked in Loading Zone	9	0	0	9	\$225.00
235-No Parking Zone - RPP	20	0	0	20	\$450.00
236-Wheels Over 18" From The Curb	2	0	0	2	\$60.00
237-Parked Within 15' Of Fire Hydrant	12	0	0	12	\$75.00
238-Double Parked	3	0	0	3	\$135.00
240-Parked In Lane of Traffic	3	0	0	3	\$45.00
241-Parked In Intersection	3	0	0	3	\$0.00
242-Parked Left Side Street/Facing Traffic	16	0	1	17	\$240.00
243-Parked On Grass	44	0	0	44	\$540.00
245-Parked On Sidewalk	11	0	1	12	\$180.00
250-Boot & Tow	1	0	0	1	\$50.00
251-Backed Into Head-In Angled Parking	4	0	1	5	\$90.00
252-Head-In Into Backed-In Angle Parking	74	0	13	87	\$900.00
<b>Grand Totals</b>	<b>1287</b>	<b>127</b>	<b>51</b>	<b>1465</b>	<b>\$40,067.00</b>



## Citation Violations Summary

Dates beginning 5/1/2021 through 5/31/2021

Violation	Count	Warnings	Voids	Total	Fines
101-Parked Overtime - Warning	0	8	0	8	\$0.00
106-Travel Trailer Parked in Res. Area - Warning	0	1	0	1	\$0.00
108-Large Vehicle Parked in Res. Area - Warning	0	1	0	1	\$0.00
130-Parked in a No Parking Zone - Warning	0	16	0	16	\$0.00
133-Parked Blocking Driveway - Warning	0	2	0	2	\$0.00
134-Parked in Loading Zone - Warning	0	3	0	3	\$0.00
135-No Parking Zone - RPP - Warning	0	3	0	3	\$0.00
142-Parked Left Side Street/Facing Traffic - Warn	0	10	0	10	\$0.00
145-Parked On Sidewalk - Warning	0	1	0	1	\$0.00
152-Head-In Into Back-In Angle Parking - Warning	-1	13	1	13	\$0.00
201-Parked Overtime	4	0	0	4	\$40.00
205-Disable Parking Violation	8	0	0	8	\$2,000.00
230-Parked in a No Parking Zone	16	0	0	16	\$300.00
234-Parked in Loading Zone	12	0	1	13	\$240.00
237-Parked Within 15' Of Fire Hydrant	4	0	0	4	\$100.00
238-Double Parked	-1	1	1	1	\$0.00
242-Parked Left Side Street/Facing Traffic	4	0	0	4	\$80.00
243-Parked On Grass	1	0	0	1	\$30.00
245-Parked On Sidewalk	1	0	0	1	\$0.00
251-Backed Into Head-In Angled Parking	1	0	0	1	\$30.00
252-Head-In Into Backed-In Angle Parking	2	0	0	2	\$60.00
<b>Grand Totals</b>	<b>51</b>	<b>59</b>	<b>3</b>	<b>113</b>	<b>\$2,880.00</b>

## Parking Tickets Paid

	Number of tickets
April '19	142
April '21	15
May '19	168
May'21	23

