



Parking Advisory Committee Recommendations for use of Parking Improvement Funds



Council Presentation
07.15.2014



BACKGROUND



Parking Advisory Committee established by ordinance in FY2012

- Representation: Downtown Management District, Uptown Neighborhood Initiative, Business Owners and Managers Association, North Beach Task Force, City Center resident and at-large position
 - Area Covered: City Center as defined by Section 53-2 Code of Ordinances to include uptown, downtown & North Beach
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BACKGROUND



Section 53-196 (a) & (b)(3): *“The Parking Advisory Committee provides advice and recommendations to the Police Chief, City Manager or City Council on matters relevant to the administration and enforcement of this chapter, including:*

- a. On-street and off-street parking, special events, and revitalization projects within the city center;*
- e. Expenditure or usage of Parking Improvement Fund.”*



BACKGROUND



Parking Improvement Fund disbursement for year 2013 budget - **\$60,625.52**

Disposition of Revenue:

Section 53(b)(2) *“A portion of the revenue deposited in the Parking Improvement Fund shall be used as provided under this section for the purposes of:
(2) Landscaping, beautification, construction, maintenance of the city center, tourism;”*



RECOMMENDATIONS



Recommendations have been presented to the Chief of Police and Assistant City Manager as per ordinance



RECOMMENDATIONS



\$30,000 - Corpus Christi Downtown Revitalization Alliance (CCDRA) to contract for a Development Director

- Apply for and obtain various grants from government and private organizations for the use of revitalization efforts in the City Center area
 - Contractual agreement between the City and the CCDRA for obtaining grants to support section 53(b)(2).
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RECOMMENDATIONS



Why a CCDRA Development Director?

- Initial research identified \$22MM in various grants available.
 - Many private grants unavailable to government entities, but to private or non-profit entities.
 - Some specific to the type of development, enhancement, 'green' projects and business types.
 - Many small specific grants that typically City staff may not pursue due to staff and time constraints.
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RECOMMENDATIONS



Note: \$55K Service Contract supported by \$30K Parking Improvement Fund, \$5K from Downtown Management District, \$5K from Uptown Neighborhood Initiative and \$15K from private entity



RECOMMENDATIONS



\$30,000 – Lighting project for the City Center areas

- Enhance visibility, reduce crime & support Public Safety.
 - Spur development
 - Reduce energy consumption & cost by employing a combination of state of the art, 'green', LED & solar technology.
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RECOMMENDATIONS



LED & Solar Powered Options

- Retro Fit of Current Lighting
- Additional Lighting in “dark” areas

Partners:

- Parking Advisory Committee
 - Traffic Engineering
 - Engineering
 - AEP
 - Expert Industry Partner
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RECOMMENDATIONS



- Statistics support strong lighting reduces crime
- Crime Insurance Discounts to Cities and Private businesses
- Enhances **Private Development**
- LED operates at **20%** of the cost of current incandescent lighting
- ‘Green’ and ‘Carbon Footprint’ **Discounts, Rebates and Grants**
- LED **brighter** at same wattage
- Individual businesses can **‘tap into’** project



RECOMMENDATIONS



One **BETA Light Project** allowed for **complete retrofitting of 150 streetlights** in the City Center at a cost of \$30K, with **energy savings of \$244,000**



QUESTIONS
