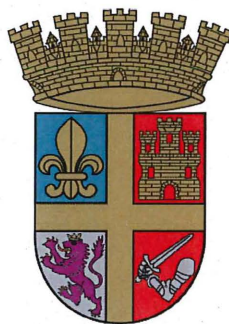


**CITY OF ST. AUGUSTINE CITY COMMISSION
SPECIAL MEETING AGENDA
MONDAY, JUNE 24, 2019
3:00 P.M.
ALCAZAR ROOM**

1. **Call to Order.**
Roll Call.
2. **General Public Comments.**
3. **Discussion of 2020 Budget Assumptions with Focus on Revenues.**
4. **Discussion of Parking Rate Analysis**
5. **Adjourn.**

NOTICES: In accordance with Florida Statute 286.0105: "if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." ***In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice not later than seven days prior to the proceeding at the address given on the notice. Telephone 904-825-1007; 1-800-955-8771 (TDB) or 1-800-955-8770 (V) via Florida Relay Services. ***The City of St. Augustine encourages anyone wishing to present the invocation at city commission meetings to contact the City Clerk's office, to be placed on the rotation list, and encourages people of all religious affiliations or of no religious affiliation to present a non-denominational invocation to inspire us in the work of the City Commission.

FY 2020 Revenue Manual



CITY OF ST. AUGUSTINE

This Page Blank

This Revenue Manual was developed to provide a comprehensive reference source for all revenue collected by the City of St. Augustine. The manual is an in depth view of the City's revenue sources and its purpose is to provide detailed information of the types of revenue that the City of St. Augustine utilizes to provide public services to the community. The City relies on a variety of revenue sources in order to finance the cost of services provided to its residents.

Some of the revenues can be directly associated with the cost of specific services. Examples include user fees charged for water, wastewater, stormwater, solid waste collection services, the use of the Municipal Marina and the use of the parking garage.

Other governmental revenue sources cannot be related directly to underlying services, primarily because the services do not lend themselves to cost recovery using a direct user charge. Examples are police services and street paving. These public services are funded through a variety of revenue sources including property, sales and gas tax, franchise fees and parking meter revenues.

This manual describes revenues in each of the following City Funds:

General Fund: The General Fund is the general operating fund of the City. All general tax revenue and receipts that are not allocated by law or contractual agreement to another fund are accounted for in this fund. The general operating expenditures, fixed charges, and capital improvement costs that are not paid through other funds are paid from the General Fund.

Utility Fund: The Utility Fund accounts for the operation, maintenance and construction of the City-owned water and sewer system. Revenues collected here are for water and wastewater use by inside-City customers and those customers in our service area that are located outside of the City limits. Revenues are also collected for connection fees and added capacity fees.

Stormwater Fund: The revenues collected for the City's Stormwater Fund are used for operating expenses and capital improvements directly related to the management of stormwater. This also includes the enhancement of existing stormwater system maintenance.

Solid Waste Fund: The Solid Waste Fund accounts for the operation and maintenance of the City-owned solid waste pick-up and disposal service. The fund also supports street cleaning services. Revenues from the licensing of private collectors, commercial franchise fees, recycling fees, residential and commercial collection fees, support this fund.

Municipal Marina Fund: The Marina Fund accounts for operations and maintenance of the City-owned Municipal Marina facilities. Revenues are charged for dockage, mooring, rental and other Marina uses.

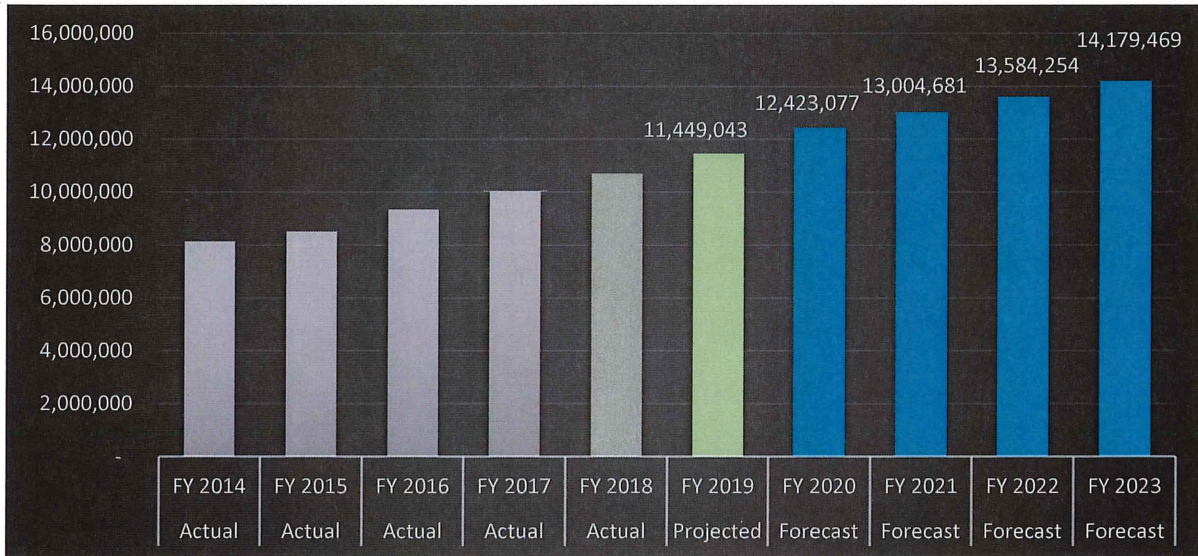
Visitor Information Center Fund: The Visitor Information Center Fund accounts for the operation and maintenance of the City-owned Visitor Information Center and Historic Downtown Parking Facility. Revenues are generated from parking fees and gift shop revenues.

Revenues highlighted in yellow represent opportunities for potential increases/decreases in the amount of revenue generated for the City of St. Augustine.

AD VALOREM TAXES

Description:

A levy against the taxable value of real and personal property. The City Commission sets the millage rate annually prior to October 1st. One mill is \$1 of tax per \$1,000 of taxable assessed value. The adopted operating millage for FY 2019 is 7.5.



Legal Authority:

Florida Constitution, Article VII, Section 9
 Chapters 192-197 and 200, Florida Statutes
 City of St. Augustine Code Sec. 2-190.

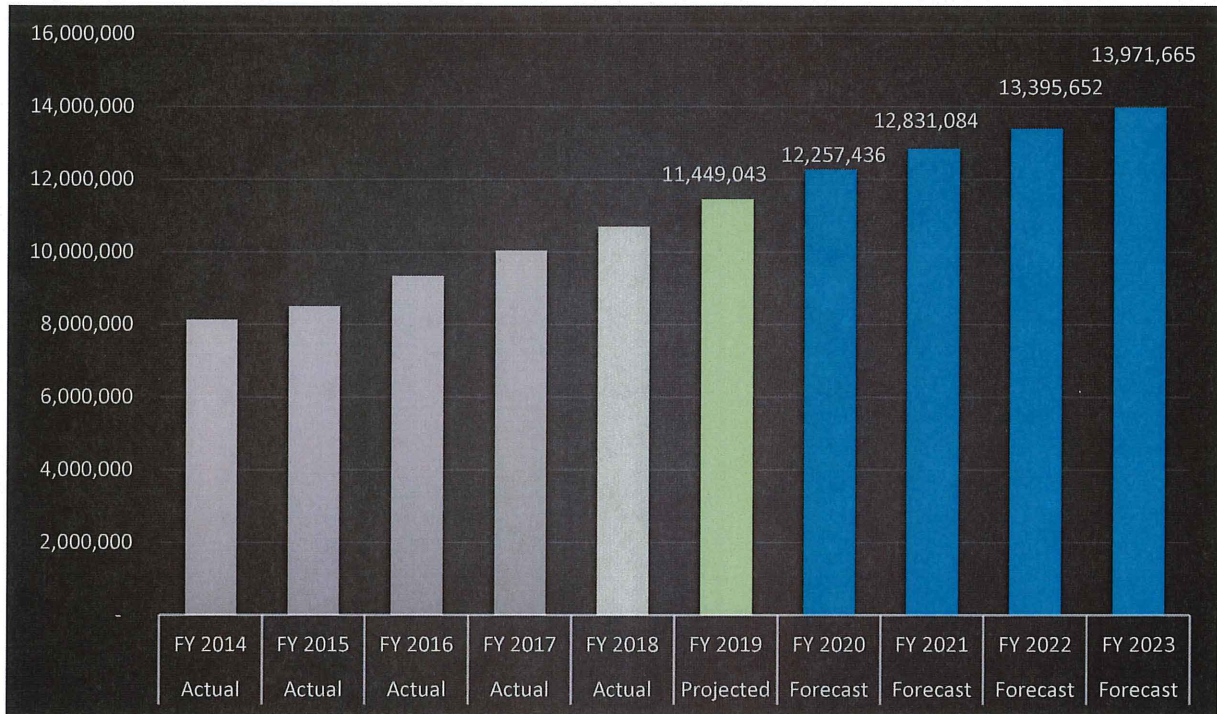
Authorized Exemptions:

All legal Florida residents are eligible for a Homestead Exemption on their homes, condominiums, apartments and certain mobile home lots if they qualify. The Florida Constitution provides this tax-saving exemption on the first and third \$25,000 of the assessed value of an owner/occupied residence. The St. Augustine City Commission has approved an additional \$25,000 senior exemption for households headed by person 65 years or older and who meet income requirements.

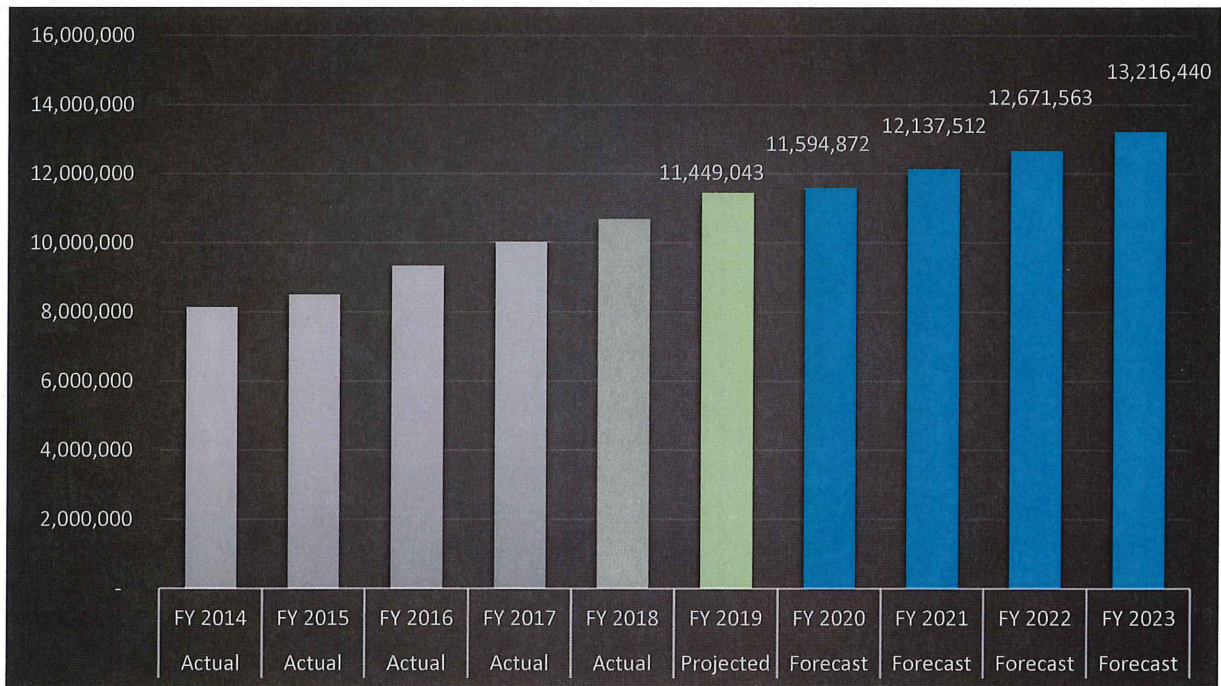
Fiscal Capacity:

St. Augustine's millage rate has remained at 7.5 since 2010. St. Augustine has the capacity to levy up to 10 mills for operating expenditures based on State law. The millage rate is set by the Commission each fiscal year. The amount of revenue received is the result of two factors: 1) the millage rate set by the City Commission; and 2) the value the St. Johns County Property appraiser places upon the property. An increase/decrease in millage would result in a change in revenue of approximately \$165,600 for each tenth of a mill. Commission approval is required for any change in millage rate. A Resolution of "Proposed Millage Rate" will come to you on July 8, so we are asking for a consensus of what this proposed rate should be. Graphs depicting a one-tenth of a mill decrease and a half-mill decrease are included for your reference, as well as the impact these reductions would have on homeowners.

One-Tenth Mill Reduction in Ad Valorem (7.4)



One-Half Mill Reduction in Ad Valorem (7.0)



Impact on Homeowners

Assessed Home Value	\$	100,000	\$	200,000	\$	300,000	\$	400,000
Homestead Exemptions	\$	(50,000)	\$	(50,000)	\$	(50,000)	\$	(50,000)
Taxable Value	\$	50,000	\$	150,000	\$	250,000	\$	350,000

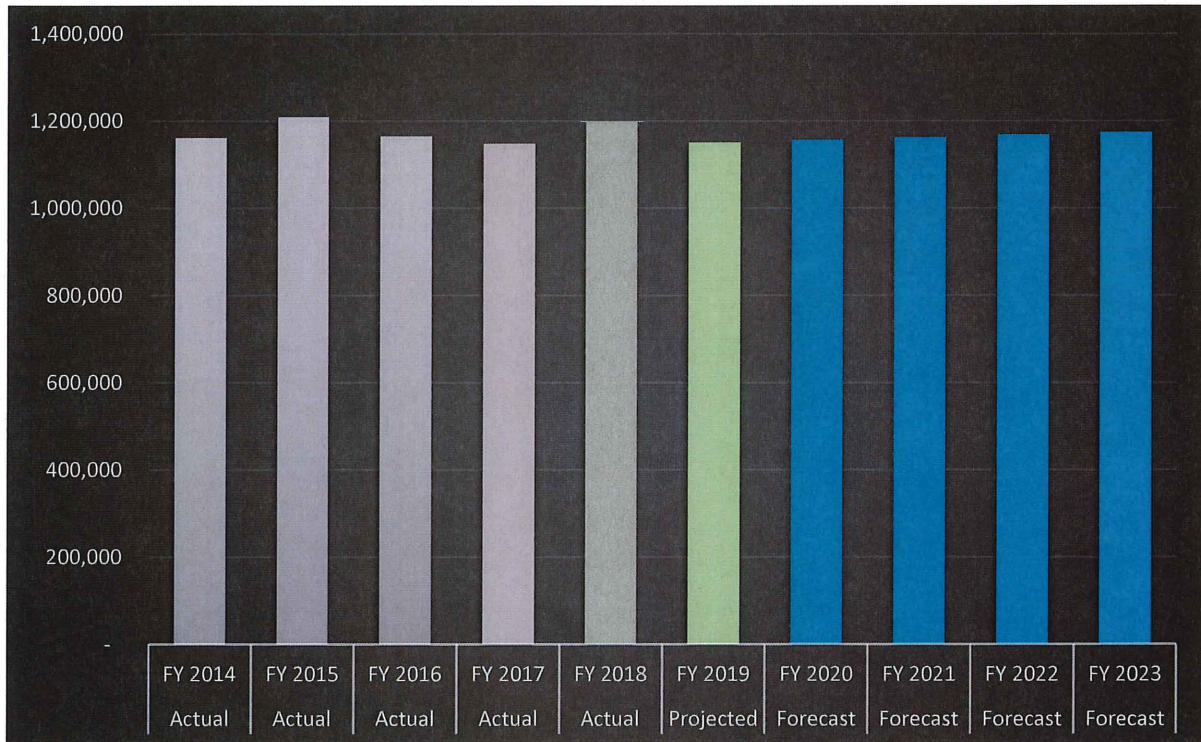
Annual Ad Valorem to City

Current Millage (7.5)	\$	375	\$	1,125	\$	1,875	\$	2,625
With 1/10 Mill Reduction (7.4)	\$	370	\$	1,110	\$	1,850	\$	2,590
With 5/10 Mill Reduction (7.0)	\$	350	\$	1,050	\$	1,750	\$	2,450

FLORIDA POWER & LIGHT (FPL) FRANCHISE FEES

Description:

This revenue source consists of payments made by Florida Power and Light (FPL) for the privilege of constructing upon, and operating within the right of ways owned by the City. The basis for this fee is provided for in long-term agreements for payments to the City of 5.9% of Florida Power and Light gross revenue derived from accounts within City limits, less property tax and minor fees previously paid to the City.



Legal Authority:

City of St. Augustine Ordinance number 2008-15.

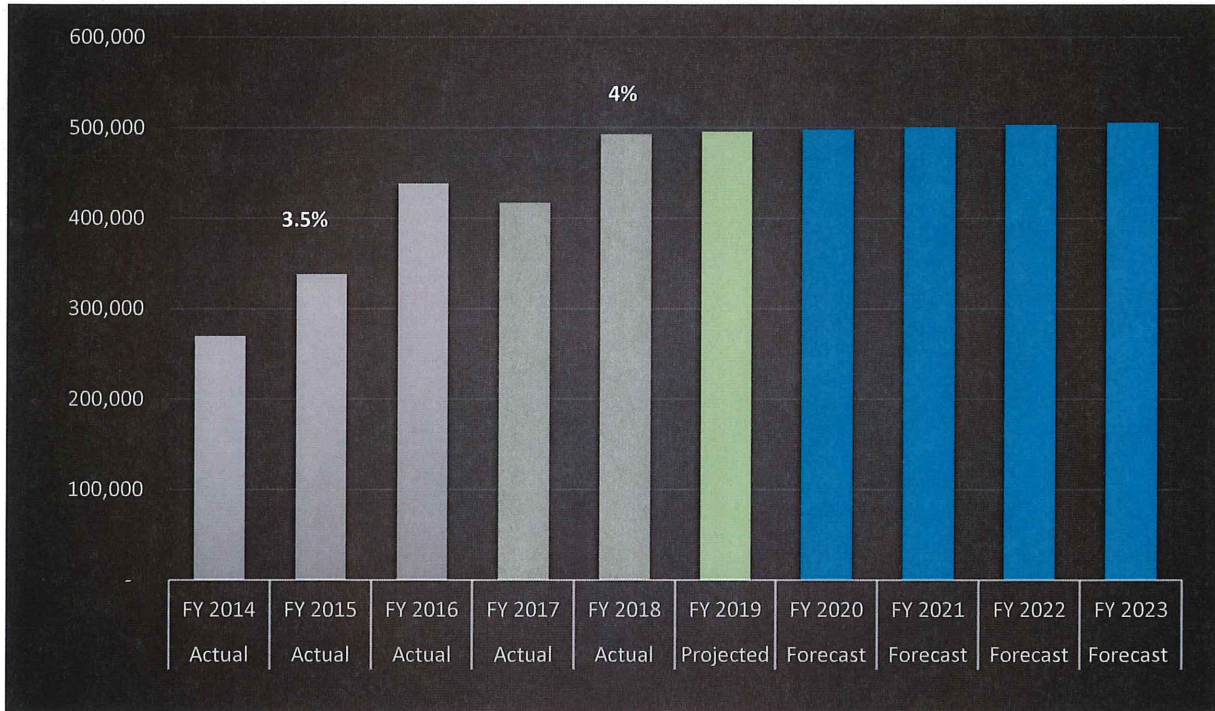
Fiscal Capacity:

The agreement between the City of St. Augustine and Florida Power & Light is a 30-year agreement with a rate of 5.9% of revenues. The two factors that influence the amount of revenue collected are the gross revenue of accounts within the City limits and the rate negotiated in the agreement. This contract is up for renegotiation in 2039.

SIGHTSEEING VEHICLE FRANCHISE FEES

Description:

This revenue source consists of payments made by the sightseeing trains and trolleys for the privilege of constructing upon, and operating within the right of ways owned by the City. The basis for this fee is provided for in a long-term agreement for payments to the City of a percentage of ticket sales to customers.



Legal Authority:

City of St. Augustine Ordinance 2001-22
City of St. Augustine Resolution No. 2017-48

Fiscal Capacity:

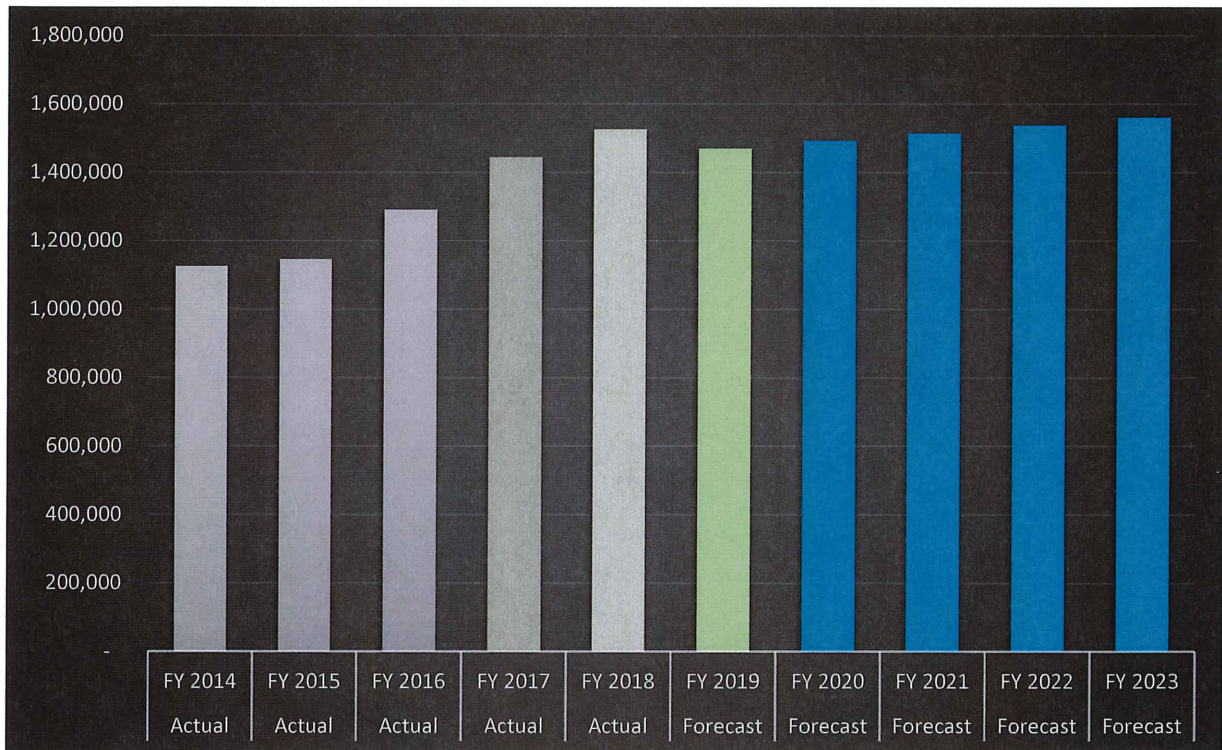
The two factors that influence the amount of revenue collected are the sale of tickets to customers and the rate negotiated in the agreement. The agreement between the City of St. Augustine and the sightseeing vehicle companies allows for a ½% increase in the fee every three (3) years.

The City raised the franchise fee to 4% of sales in FY 2018.

FLORIDA POWER AND LIGHT UTILITY TAX

Description:

This revenue originates from the sale of electricity to residents within City limits. The basis for this fee is the maximum assessment of 10% of Florida Power and Light's revenues authorized by Florida State Statutes.



Legal Authority:

Florida Statute 166.231(1)

City of St. Augustine ordinance number 2015-28.

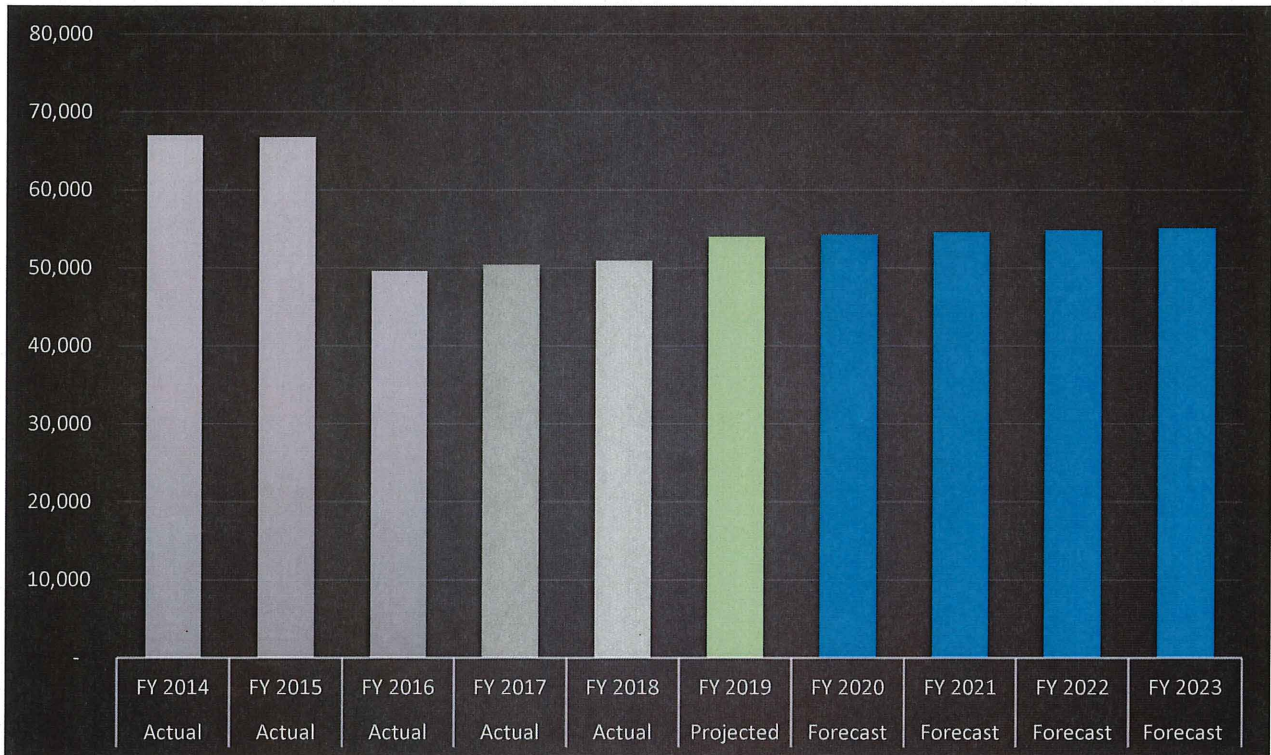
Fiscal Capacity:

The City is currently levying the maximum rate of ten (10) percent for this revenue source. The only current capacity for increasing this revenue would be from increasing the sales within the City through FPL raising fees.

GAS UTILITY TAX

Description:

This revenue originates from the sale of natural gas to residents within City limits. The basis for this fee is 10% of the first \$100, then 1% thereafter.



Legal Authority:

Florida Statute 166.231(1)

City of St. Augustine Code Sec. 17.32.

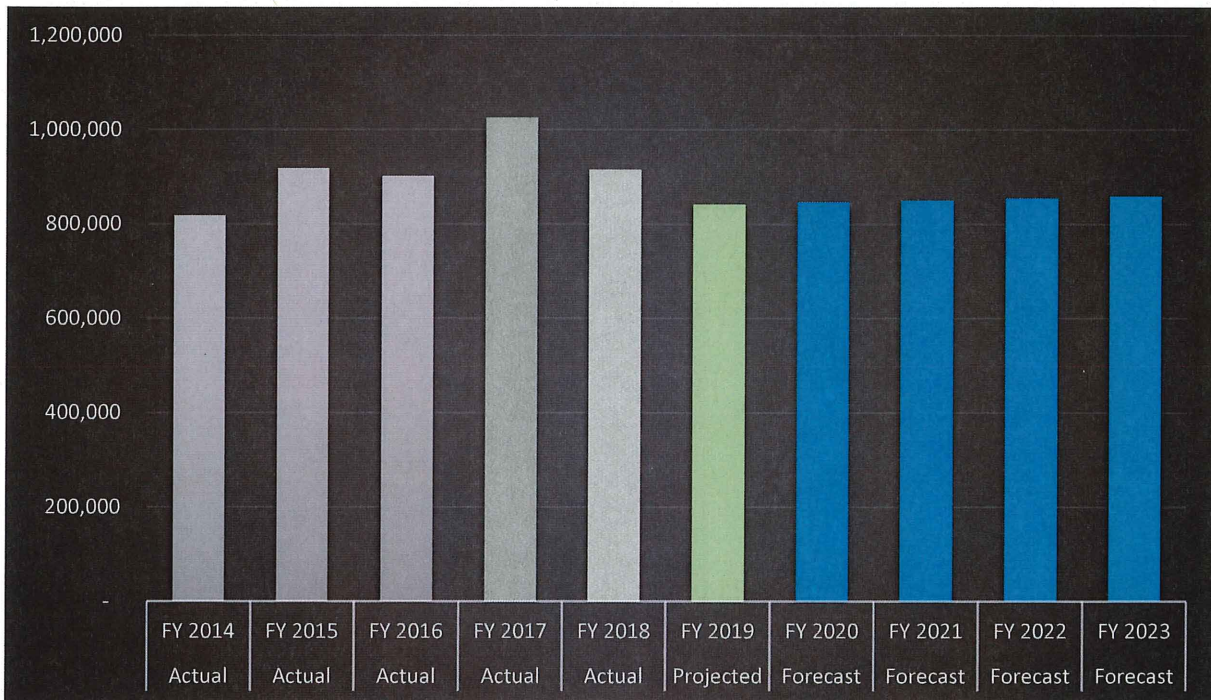
Fiscal Capacity:

The City is not currently levying the maximum rate for this revenue source. Instead of levying the maximum of 10% of all sales, the City levies 10% on the first \$100 and 1% thereafter of applicable revenues. The two factors that determine the amount of revenues collected for this fee are the sales of natural gas in the City and the assessment rate. The current capacity for increasing this revenue would be from raising the rate to 10% of all sales, which is the maximum allowed by Florida Statute or increasing the sales through the gas company raising fees. Moving to the maximum rates allowed by Florida Statute would realize only a slight increase in revenues.

COMMUNICATION SERVICES TAX

Description:

Communication services tax applies to telecommunication, video, direct-to-home satellite, and related communications services.



Legal Authority:

Florida Statutes, Sections 202.19 and 202.20

City of St. Augustine Code Sec. 17-38 and 17-39.

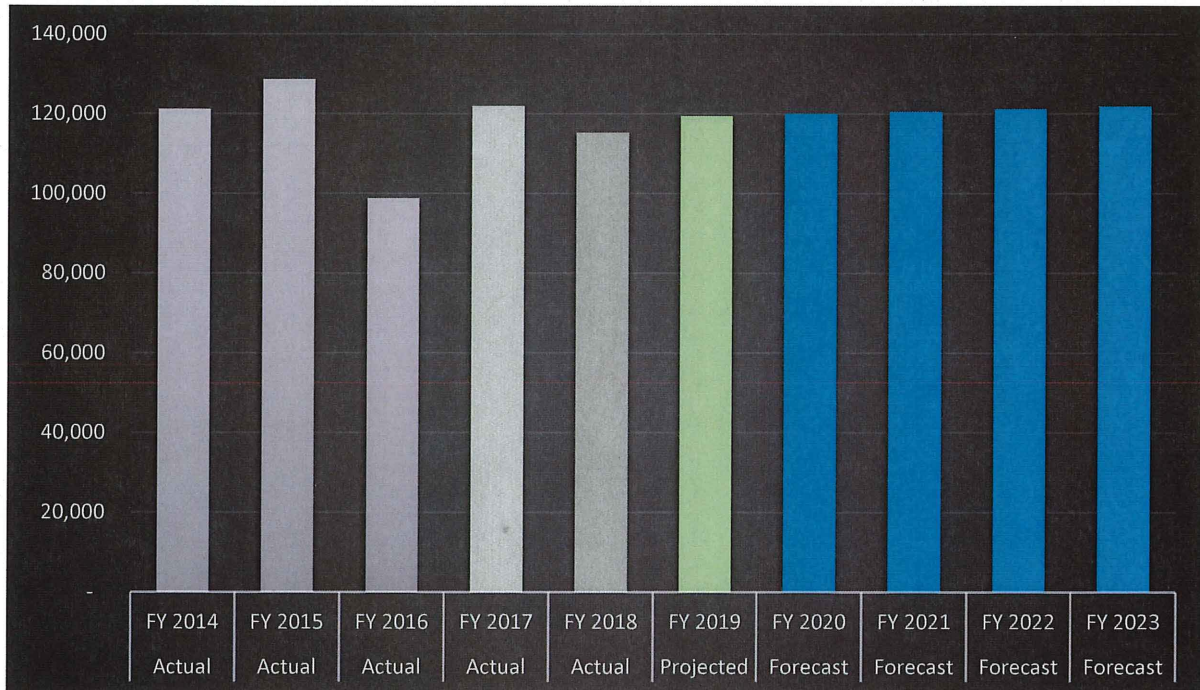
Fiscal Capacity:

According to the City of St. Augustine Ordinance 2001-15 and 2001-16, sections 17-38 and 17-39, Beginning on October 1, 2002, the local communications services tax rate shall be five and one-tenth (5.1) percent or such other rate as may be authorized by the Florida Legislature and adopted by ordinance of the city. The current rate is the maximum of 5.22%. Increasing this revenue source would require authorization by both the Florida legislature and the City of St. Augustine Commission.

BUSINESS TAX

Description:

The Local Business Tax, formerly known as Occupational License Tax, is a tax for the privilege of engaging in or managing any business, profession, or occupation within the City limits.



Legal Authority:

City of St. Augustine Code, Chapter 17, Article III

Florida Statute Section 205.043(1)

Florida Statute Sections 205.0535, 205.0536

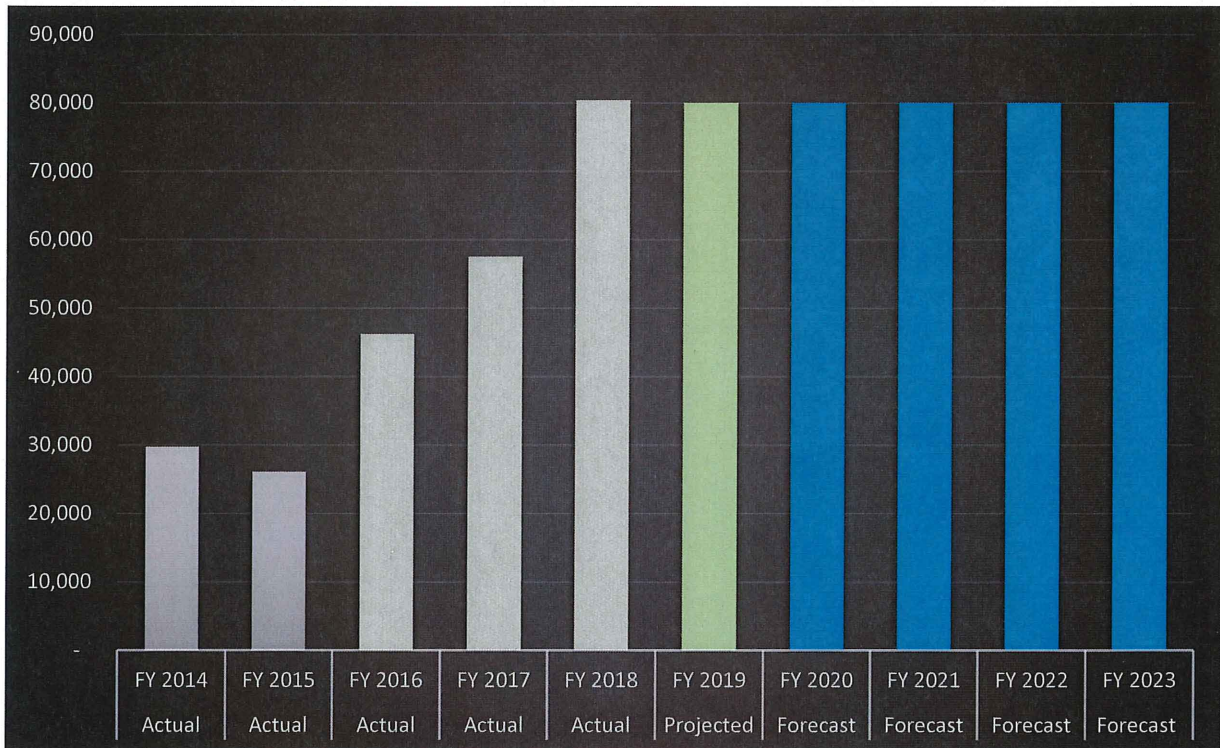
Fiscal Capacity:

A business tax rate increase would require St. Augustine City Commission approval and adherence to the guidelines of Florida State Statutes. The business tax rate can increase 5% every other year by June 30. The expectation is for business tax receipts to remain stable because there is no significant change anticipated in the number of new businesses in the next fiscal year. The Florida Legislature has proposed changes to this tax; however, no changes have occurred to date.

SPECIAL EVENT PERMITS

Description:

This revenue is derived from fees assessed to events using Francis Field and other public spaces requiring a permit.



Legal Authority:

City of St. Augustine Resolution number 2017-28

Fiscal Capacity:

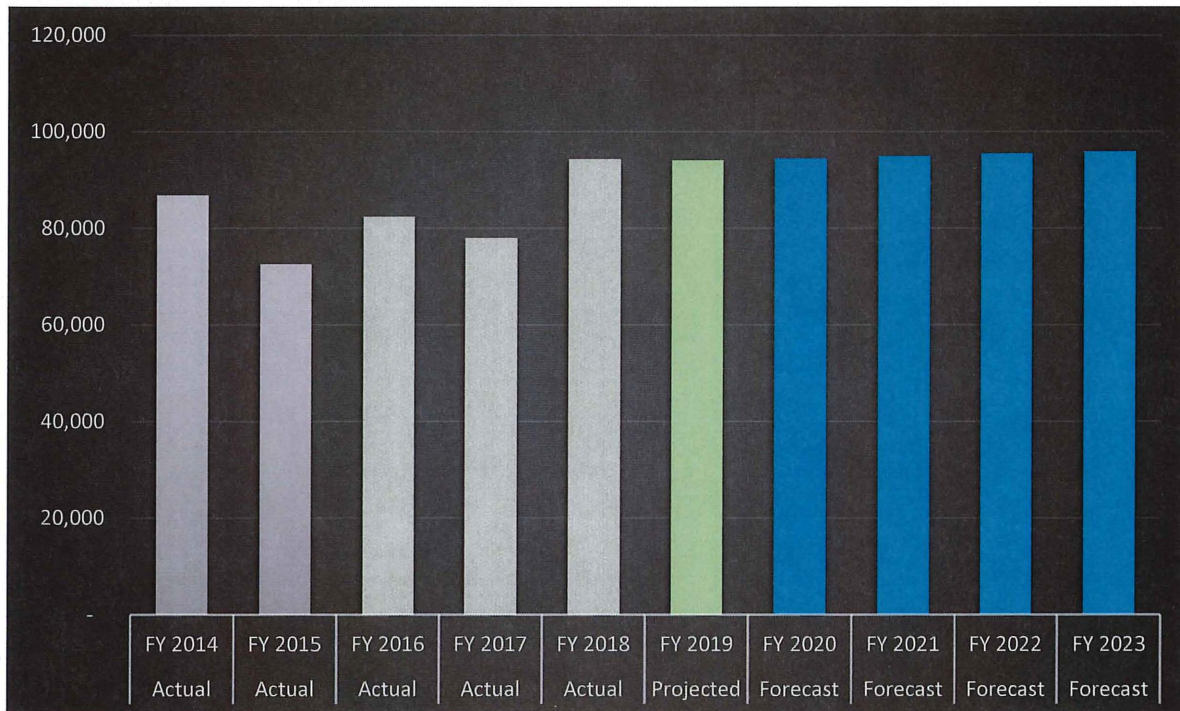
Increases in the current fee schedule could increase the revenue generated by Special Event Permits. Commission approval is required to adjust the fee schedule.

Beginning in FY 2017, special events requiring shuttle service paid an additional “shuttle fee” that was expended from Mobility Contractual Service to provide shuttles during the event weekend. Revenue increased due to this fee for providing the shuttle.

ALCOHOLIC BEVERAGE LICENSE FEE (State Shared Revenue)

Description:

This revenue is from license fees collected from manufacturers, distributors, and vendors that sell alcoholic beverages. A portion of the annual state license tax levied on manufacturers, distributors, vendors, brokers and importers of alcoholic beverages collected within a municipality is shared with local governments. Revenue is received from the State for the City's share of annual alcoholic beverage licensing fees. Currently 38% of the license tax imposed and collected within the City is returned quarterly (February, May, August and November) from the State of Florida.



Legal Authority:

Florida Statute Section 561.342

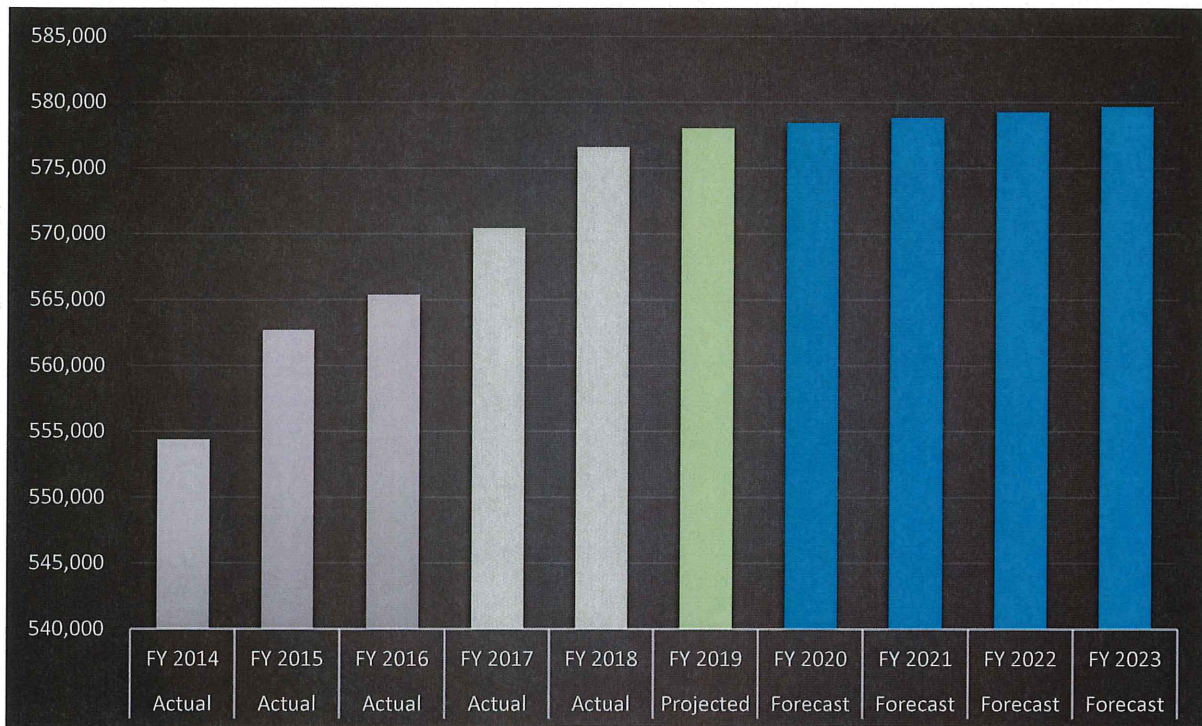
Fiscal Capacity:

The licenses and fees associated with state alcoholic beverages are regulated by Florida State Statutes.

STATE REVENUE SHARING

Description:

The municipal revenue sharing program is administered by the Department of Revenue and monthly distributions are made to eligible municipal governments. The program is comprised of state sales taxes and municipal fuel taxes that are collected and transferred to the Revenue Sharing Trust Fund for Municipalities.



Legal Authority:

Florida Statutes, Chapters 206, 212, and 218

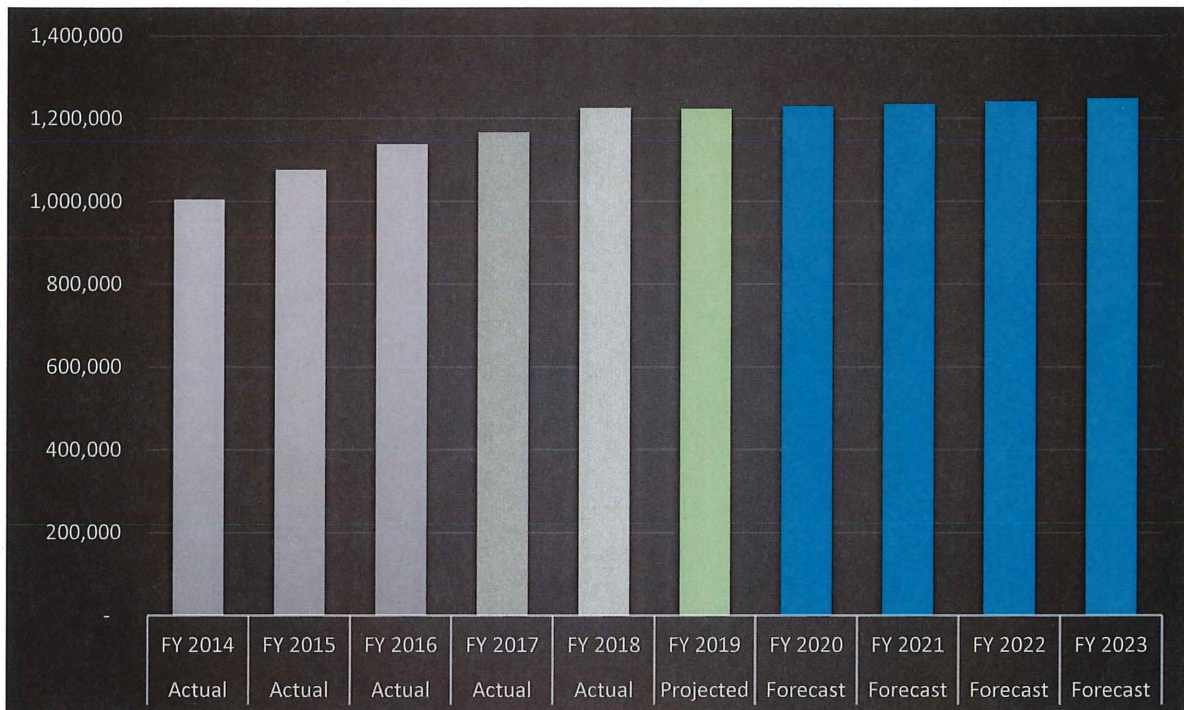
Fiscal Capacity:

In order to calculate the municipal sales tax collection factor, it is first necessary to allocate a share of the sales tax collected within a county to each of its respective municipalities. This allocation is derived based on population. Once that is done, an apportionment factor is calculated by the Department of Revenue for each eligible municipality using a formula consisting of the following equally weighted factors: adjusted municipal population, derived municipal sales tax collections, and municipality's relative ability to raise revenue.

HALF-CENT SALES TAX

Description:

Authorized in 1982, this program generates the largest amount of revenue for local governments among the state-shared revenue sources currently authorized by the Legislature. Monies remitted by a sales tax dealer located within the county and transferred into the Trust Fund are earmarked for distribution to the governing body of that county and each municipality within that county. An allocation formula serves as the basis for distribution. The primary purpose of this revenue is to provide relief from ad valorem and utility taxes while providing counties and municipalities with revenue for local programs.



Legal Authority:

Florida Statute Sections 202.18(2), 212.20(6) and 218.60-67

Fiscal Capacity:

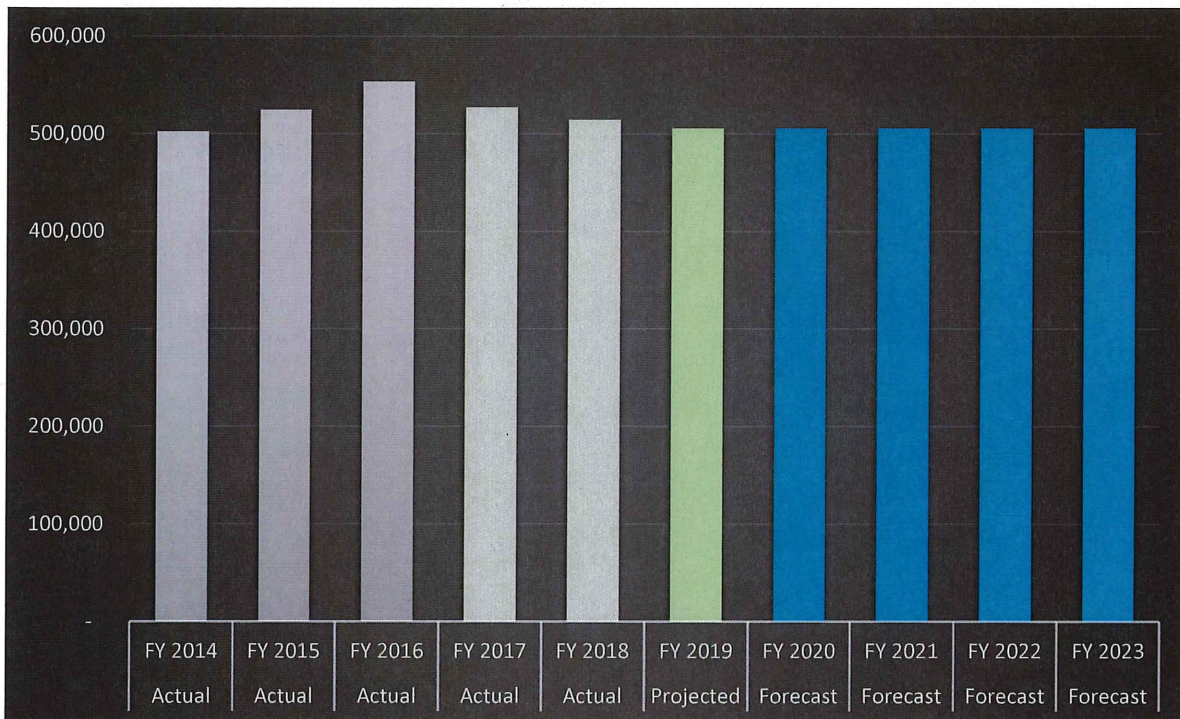
The allocation factor for each municipal government is computed by dividing the municipality's total population by the sum of the county's total population plus two-thirds of the County incorporated population. Each municipality's distribution is then determined by multiplying the allocation factor by the sales tax monies earmarked for distribution within its respective county.

An increase in the City of St. Augustine's population or eligible countywide sales would result in an increase in this revenue for the City.

LOCAL OPTION GAS TAX

Description:

County governments are authorized to levy up to 12 cents of local option fuel taxes in the form of three separate levies. The first is a tax of 1 cent on every net gallon of motor and diesel fuel sold within a County. The second is a tax of 1 to 6 cents on every net gallon of motor and diesel fuel sold within a County. The third is a 1 to 5 cent levy upon every net gallon of motor fuel sold within a County however; diesel fuel is not subject to this tax. Proceeds may be used to fund transportation expenditures. In St. Johns County, the revenue is collected and distributed using a population based formula.



Legal Authority:

Florida Statute Sections 206.41(1)(e), 206.87(1), and 336.025

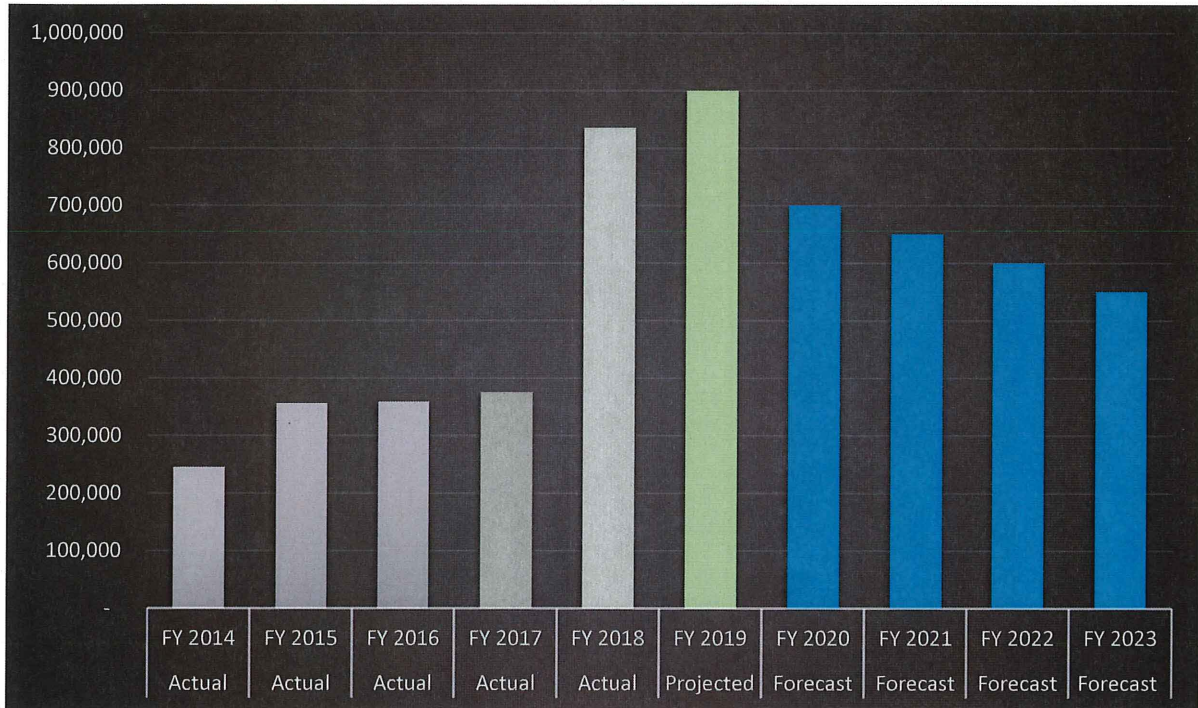
Fiscal Capacity:

This revenue source is distributed to the City through an Inter-local agreement with the County. The formula for distribution to municipalities is based on population. An increase in the percent levied on motor fuel by St. Johns County, and increase in the amount of motor fuel sold in St. Johns County and/or an increase in the City of St. Augustine's population would result in an increase in this revenue for the City. As the County population increases, the City's percentage of this revenue source could decrease.

BUILDING PERMITS AND FEES

Description:

Building permit and fee revenue is collected from fees and the sale of permits issued to regulate the renovation, construction, or installation of plumbing, electrical, and plumbing work.



Legal Authority:

Florida Statute Section 166.201

City of St. Augustine Code, Chapter 8, Section 8-103

City of St. Augustine Resolution 2017-42

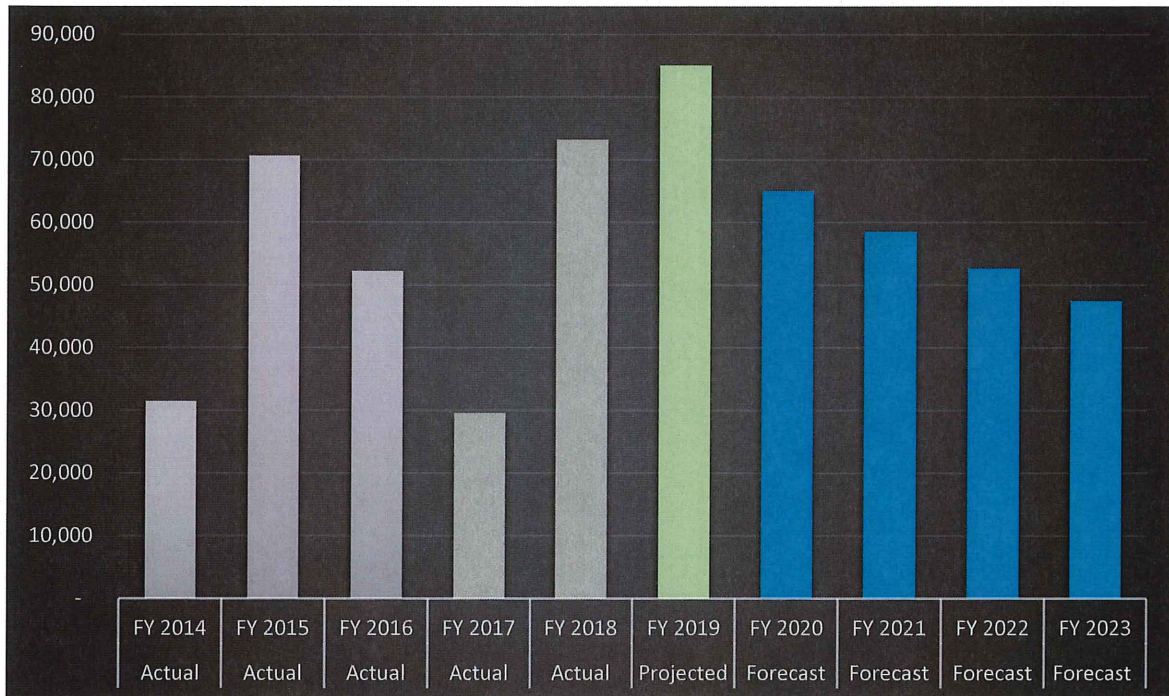
Fiscal Capacity:

In 2017, the Commission approved a change to the current fee in order to bring fees in line with Florida Building Code (Florida Statute 553.80). This change in fees increased revenue slightly to help offset more of the Planning & Building department expenses. Commission approval would be required to increase the fee schedule.

ARCHAEOLOGICAL PERMITS

Description:

This revenue is collected from fees charged for regulation and archaeological investigation and excavation as required in enumerated Archaeological Zones for ground disturbances associated with building permits, utility permits or right-of-way permits.



Legal Authority:

Florida Statute Section 166.201

City of St. Augustine Code, Section 6-8

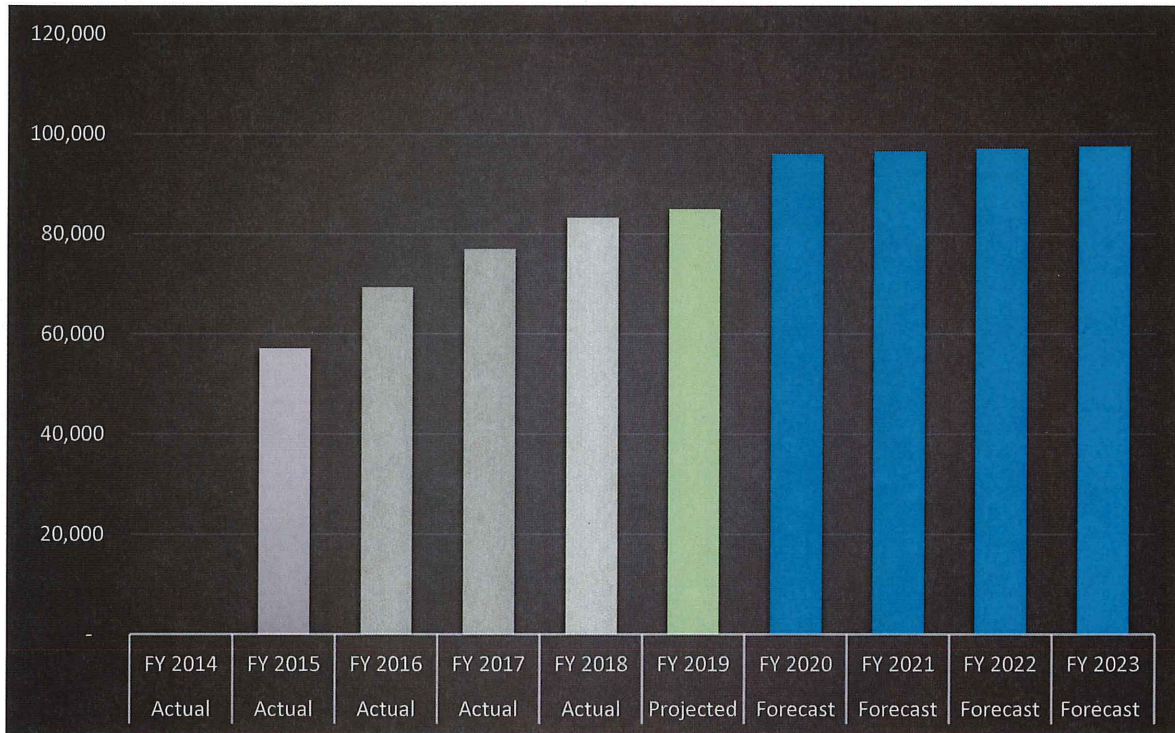
Fiscal Capacity:

Commission approval would be required to increase the fee schedule. Although changes to the fee schedule were discussed in the FY 2018 budget session on revenues, no changes were made as the revenue impact did not seem to be significant. The continued transfer of funds from the Visitor Information Center to Historic Preservation/Archaeology is requested but no fee changes are recommended at this time.

PUBLIC WORKS PERMIT FEES

Description:

Permit review fees are cost associated with an in-house review of a new or existing project and right-of-way fee. The administrative review fees vary based on the size of the project.



Legal Authority:

Florida Statute Section 166.201

City of St. Augustine Resolution 2015-29

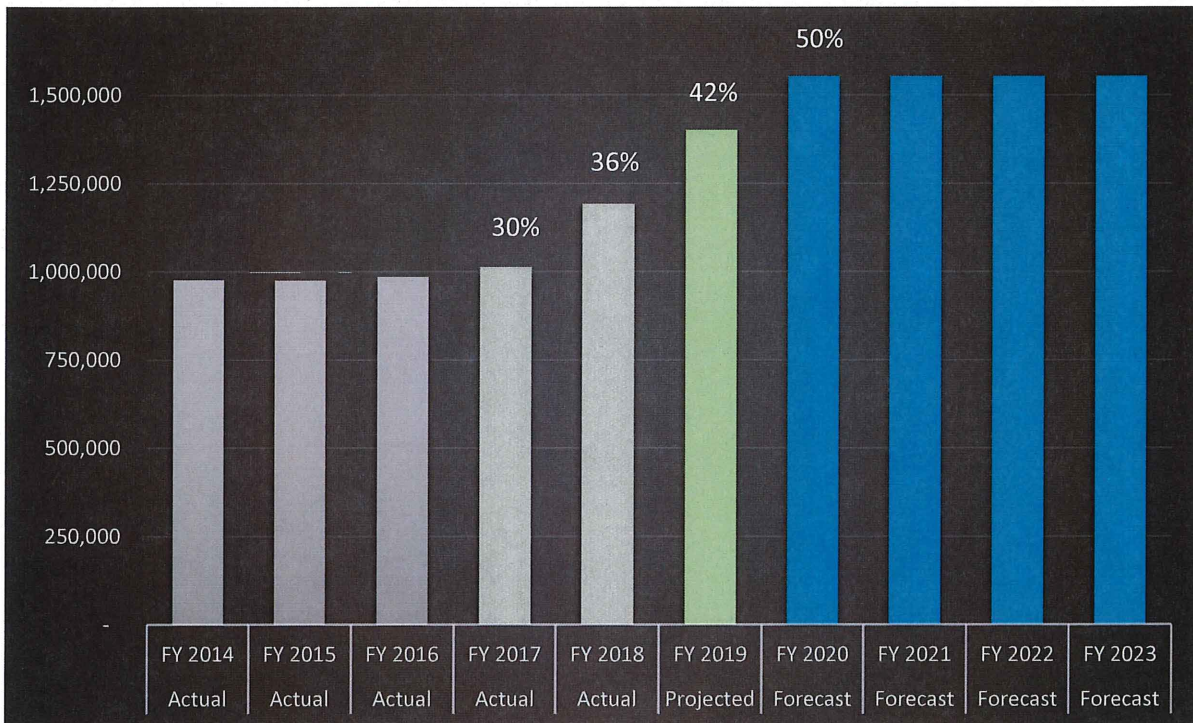
Fiscal Capacity:

The fee assessed for administrative review applicants are a part of the revised fee schedule approved by St. Augustine City Commission in 2015. Commission approval would be required to increase the fee schedule.

FIRE ASSESSMENT FEE

Description:

This revenue consists of a Fire Assessment fee that is charged per square foot of assessable area within the City limits. The rate is based on the percentage of calls the Fire Department responds to and the percentage of the Fire Department's assessable budget that may be recovered. Our 2016 analysis concluded that Residential calls make up 43.71% of all calls and Non-Residential calls make up 56.29%. In 2018, 36% of the Department's total budget was recovered by this fee and in 2019, 42% was recovered by the fee. The revenue is billed on the Ad Valorem tax notices sent out in November from the St. Johns County Property Tax Collector's Office.



Legal Authority:

City of St. Augustine Ordinance 2016-20
City of St. Augustine Resolution 2017-44

Fee Schedule: In 2019, the Fire Assessment rate of \$0.0589 for Residential and \$0.1075 for Non-Residential was assessed.

Fiscal Capacity:

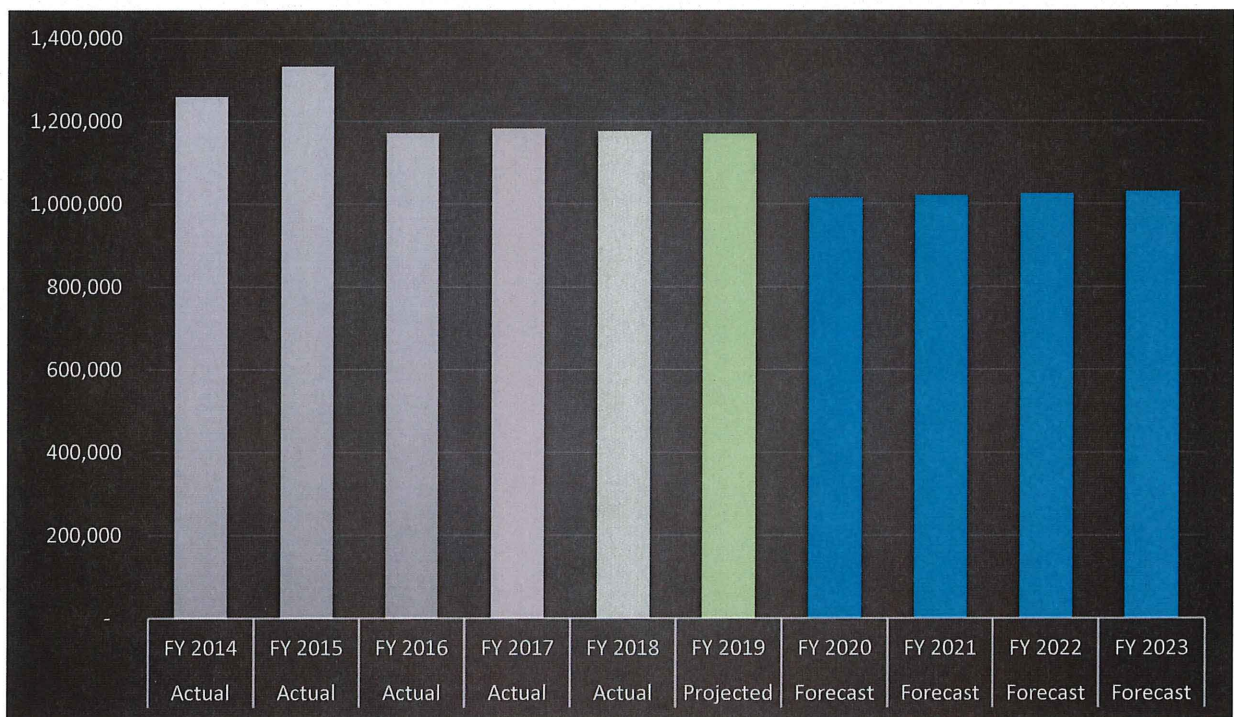
Commission approval would be required to increase the fee schedule. Staff is recommending an increase to 50% cost recovery of the Fire Department budget. Moving from 42% cost recovery to 50% cost recovery would result in a Residential rate of \$0.0689 per square foot and a Non-Residential Rate of \$0.1257 per square foot. An increase in revenue of approximately \$230,000 would result from this change.

RENTS & ROYALTIES

Description:

This revenue source includes Rents and Royalties from leases and other agreements. Examples of these agreements include:

Carpet Golf—Ripley's
Galimore Center usage
Davenport Park Carousel
St. Augustine Yacht Club
Casa del Hidalgo
State of Florida Department of Corrections
State of Florida Department of Juvenile Justice
Florida Cracker Café
Flagler College
1st Floor Alcazar Hotel
Flagler/Police Agreement
Submerged Land Leases



Legal Authority:

Home Rule Authority, Florida Constitution Article VIII, 5.2, Florida Statute 166.021

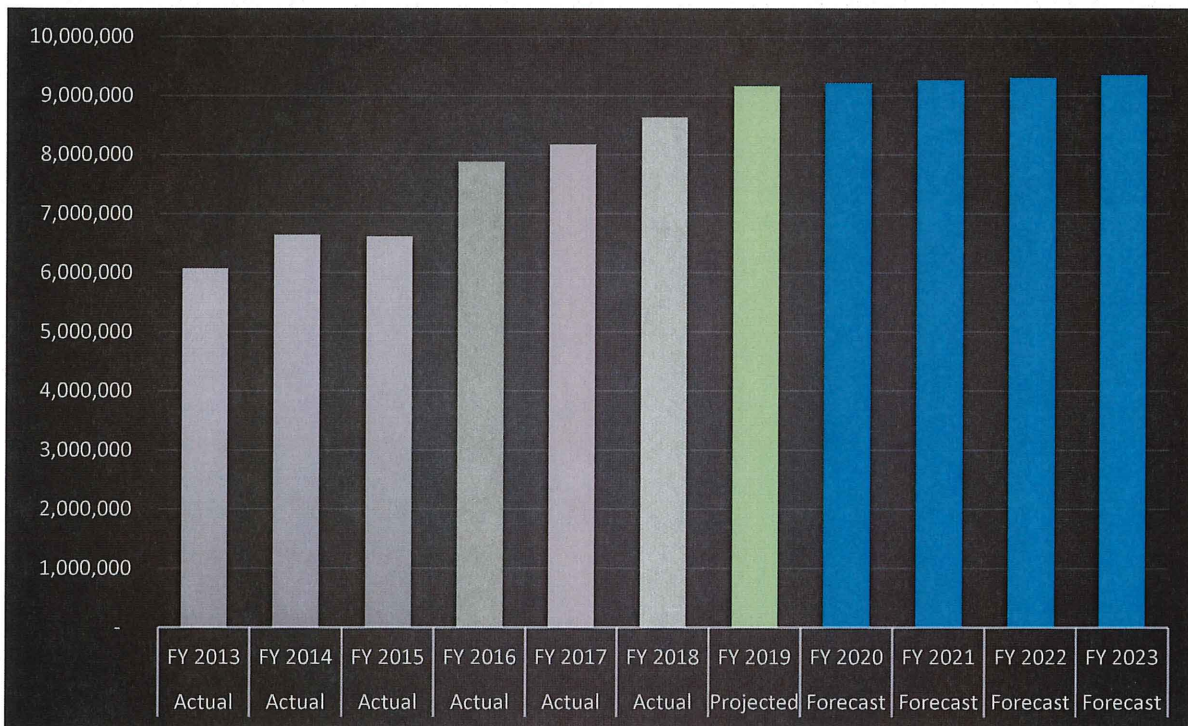
Fiscal Capacity:

St. Augustine City Commission has the ability to negotiate rates and lease terms based on a fair and marketable rate. City Commission reserves the right to charge rates that are sufficient to insure a reasonable return on the investments.

WATER & SEWER CHARGES FOR SERVICES INSIDE CITY

Description:

This revenue source is generated by water and sewer fees paid by the resident for their utility usage for customers inside the City limits.



Legal Authority:

City of St. Augustine Code Chapter 26, Section 26-55

City of St. Augustine Resolution 2015-28

Fiscal Capacity:

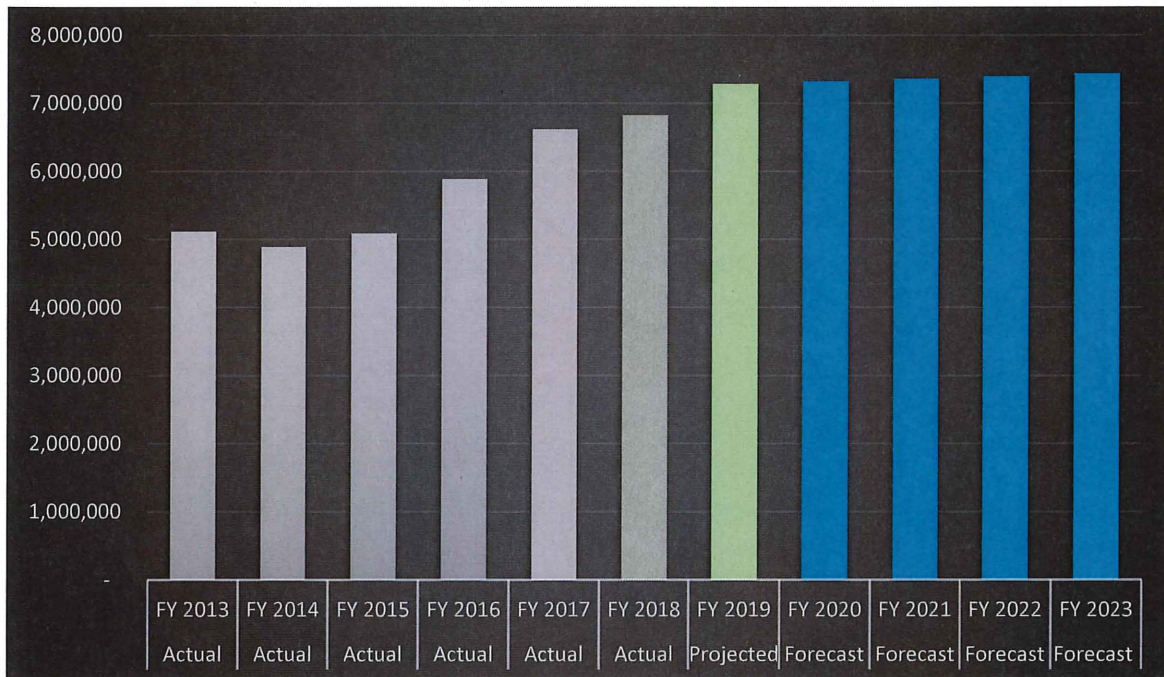
Utility rates were adopted by Resolution 2015-28 for Fiscal Years 2016 through 2020. We will be beginning the fifth year of these adopted rates in FY 2020. The rate schedule and Resolution are attached for your reference.

Staff recommends that we adjust rates only to the extent approved by Resolution 2015-28. No Commission action is required for water and wastewater rates. A Consumer Price Index (CPI) adjustment is recommended for all hard costs including taps and meters.

WATER & SEWER CHARGES FOR SERVICES OUTSIDE CITY

Description:

This revenue source is generated by water and sewer fees paid by the resident for their utility usage for customers outside the City limits.



Legal Authority:

City of St. Augustine Code Chapter 26, Section 26-55

City of St. Augustine Resolution 2015-28

Fiscal Capacity:

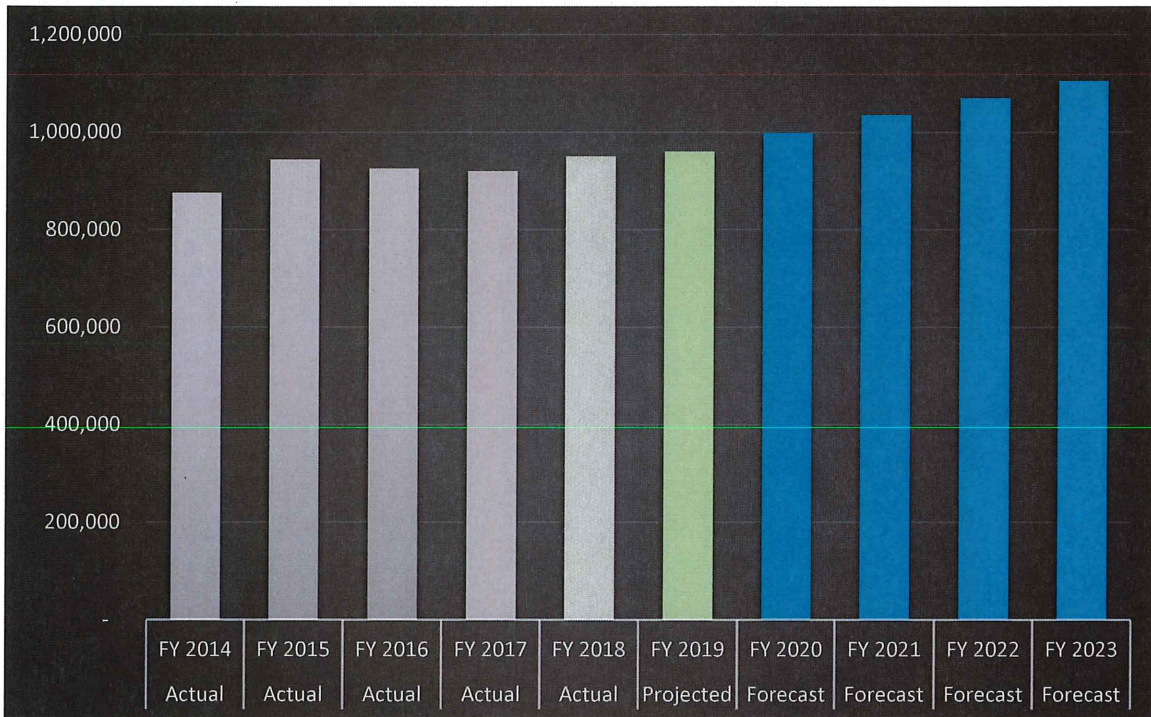
Utility rates were adopted by Resolution 2015-28 for Fiscal Years 2016 through 2020. We will be beginning the fifth year of these adopted rates in FY 2020. The rate schedule and Resolution are attached for your reference.

Staff recommends that we adjust rates only to the extent approved by Resolution 2015-28. No Commission action is required. No Commission action is required for water and wastewater rates. A Consumer Price Index (CPI) adjustment is recommended for all hard costs including taps and meters.

STORMWATER CHARGES

Description:

This revenue source includes storm water fees assessed to residents inside City limits on their utility bills.



Legal Authority:

City of St. Augustine Code Section 29-5

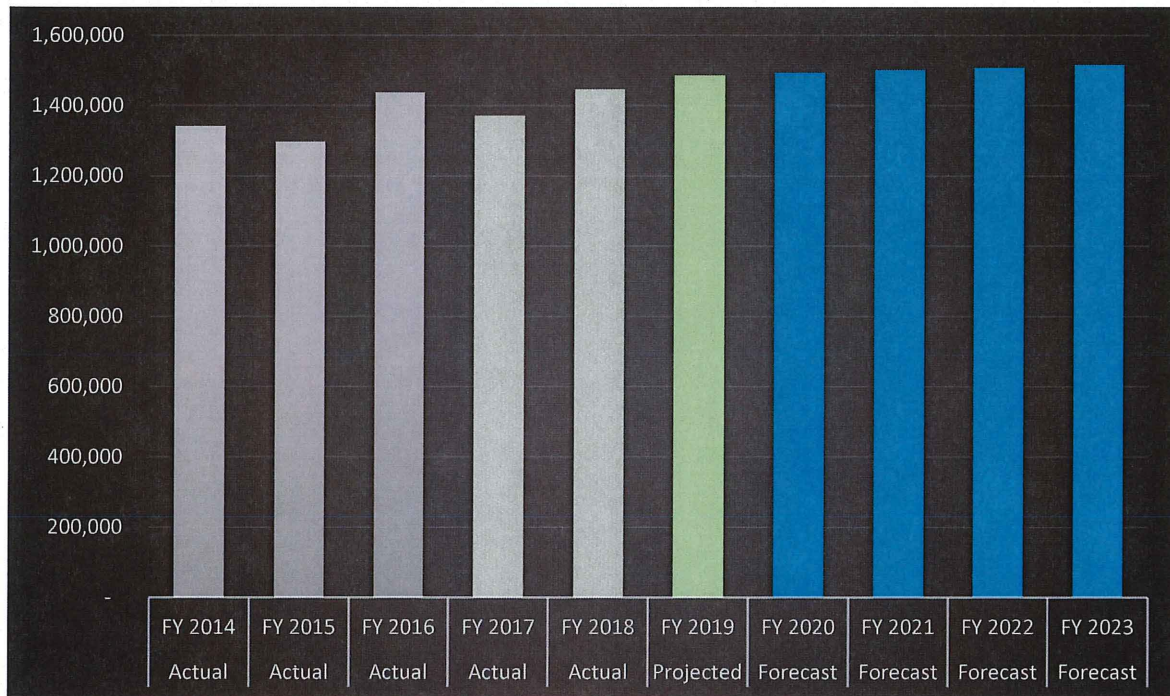
Fiscal Capacity:

The current methodology and rate structure was approved by the Commission in FY 2014 when it adjusted the rates from \$5.00 per parcel for Residential Customers and \$7.50 per Equivalent Residential Unit (ERU) for Non-Residential Customers with a 10 ERU cap, to \$5.00 per Single Family Unit (SFU) for all Customers with no cap. The recommendation from the Stormwater Master Plan was to increase this \$5.00 rate by \$0.25 per SFU annually until reaching \$7.00 per SFU. Staff is recommending the first implementation of this \$0.25 increase in FY 2020. A \$0.25 per SFU increase will result in approximately \$37,000 in Stormwater revenues that will be used for the continued implementation of the Stormwater Master Plan. A small Single Family Home would see an increase of \$0.13 per month, a medium Single Family Home would see an increase of \$0.25 per month and a large Single Family Home would see an increase of \$0.40 per month. This increase requires Commission approval.

RESIDENTIAL COLLECTION FEES

Description:

This revenue source includes fees for trash and recycling collection assessed to residents for services inside the St. Augustine City limits.



Legal Authority:

City of St. Augustine Code Chapter 30, Section 30-10
City of St. Augustine Resolution 2017-45.

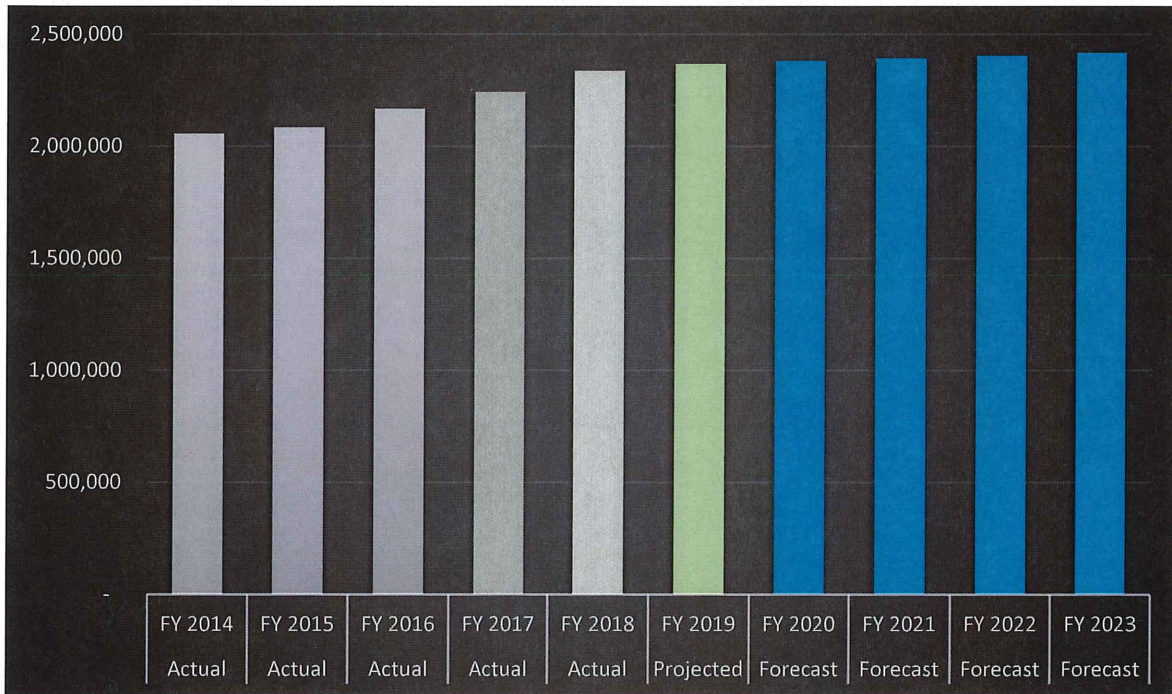
Fiscal Capacity:

St. Augustine can increase revenue for the sanitation fund by increasing the monthly service fee for single and multifamily residents. This monthly service fee was increased in FY 2018. At this time, no rate increases are being proposed for residential Solid Waste.

COMMERCIAL COLLECTION FEES

Description:

This revenue source includes fees for trash and recycling collection assessed to businesses for services inside the St. Augustine City limits.



Legal Authority:

City of St. Augustine Code Chapter 30, Section 30-10

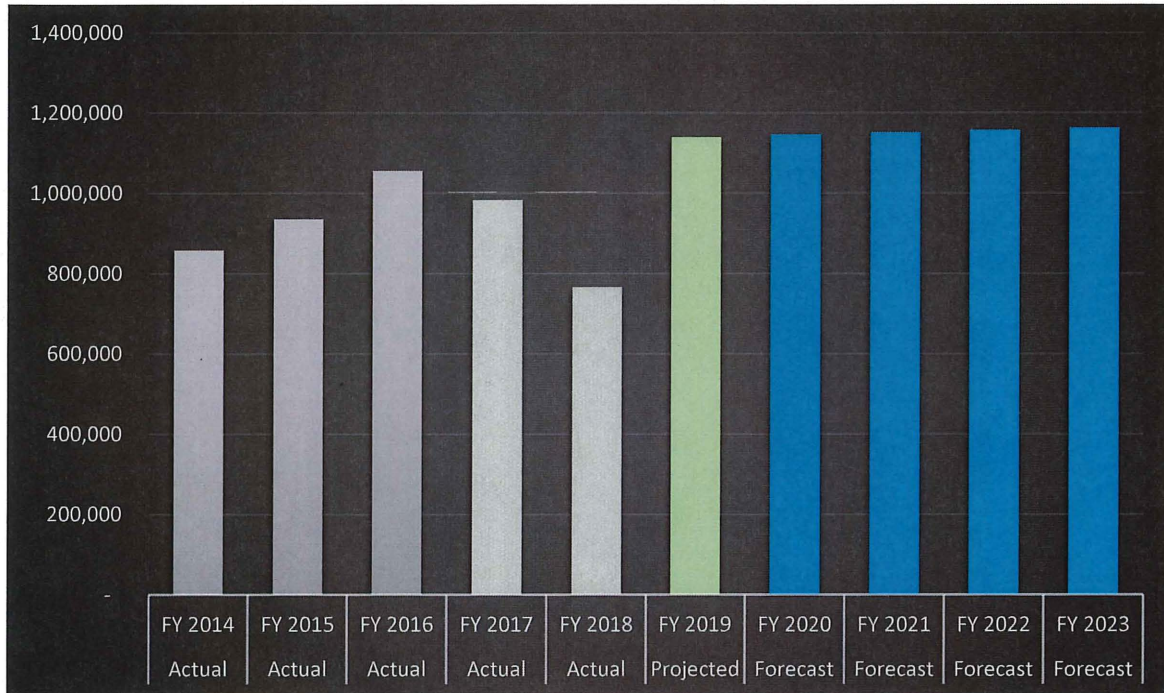
Fiscal Capacity:

St. Augustine can increase revenue for the sanitation fund by increasing the monthly service fee for single and multifamily residents. At this time, no rate increases are being proposed for commercial Solid Waste.

MARINA DOCKAGE & MOORING FIELD

Description:

This revenue source consists of user fees from long-term and transient use of the Municipal Marina docks and mooring fields.



Legal Authority:

Home Rule Authority, Florida Constitution Article VIII, 5.2, Florida Statute 166.021

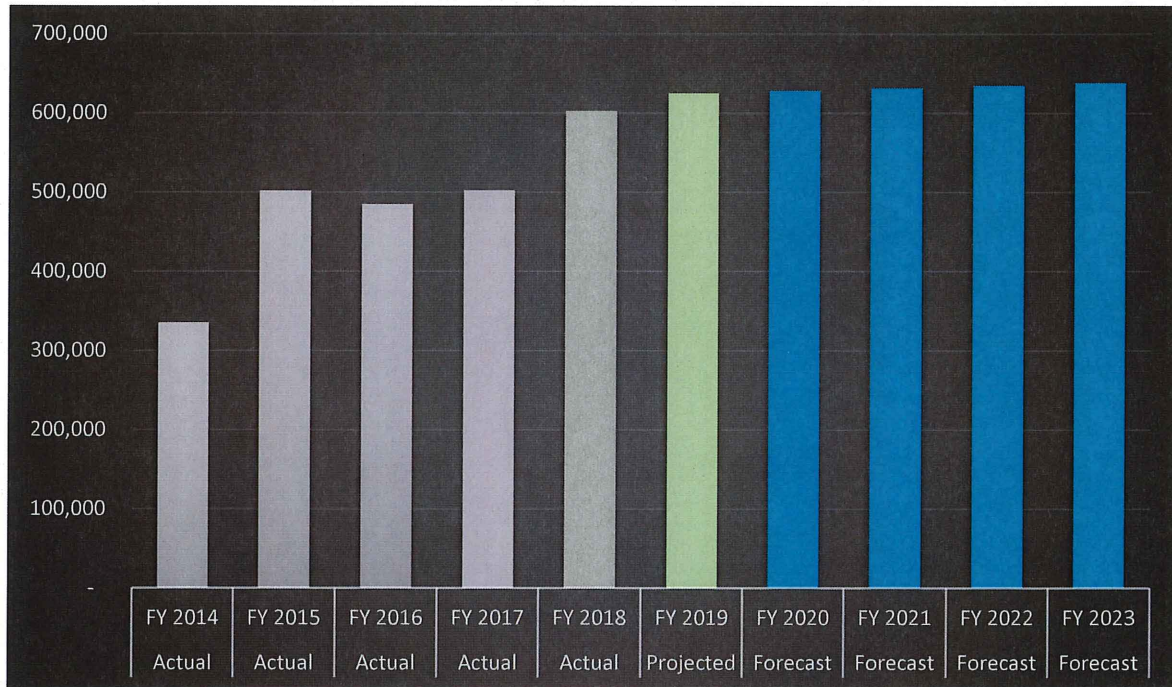
Fiscal Capacity:

St. Augustine could increase this revenue source by increasing dockage and/or mooring field rates. An increase in dockage rates was approved in FY 2017. Commission approval would be required to increase the fee schedule by any additional amount. Staff is not recommending any additional increase in dockage or mooring field rates. The revenue decrease shown in FY 2017 and FY 2018 is due to the storm damage from Hurricanes Matthew and Irma. Now that construction is complete, revenues are expected to return to FY 2016 levels and higher.

VIC GIFT SHOP SALES

Description:

This revenue source consists of retail sales at the Visitor Information Center Gift Shop.



Legal Authority:

Home Rule Authority, Florida Constitution Article VIII, 5.2, Florida Statute 166.021

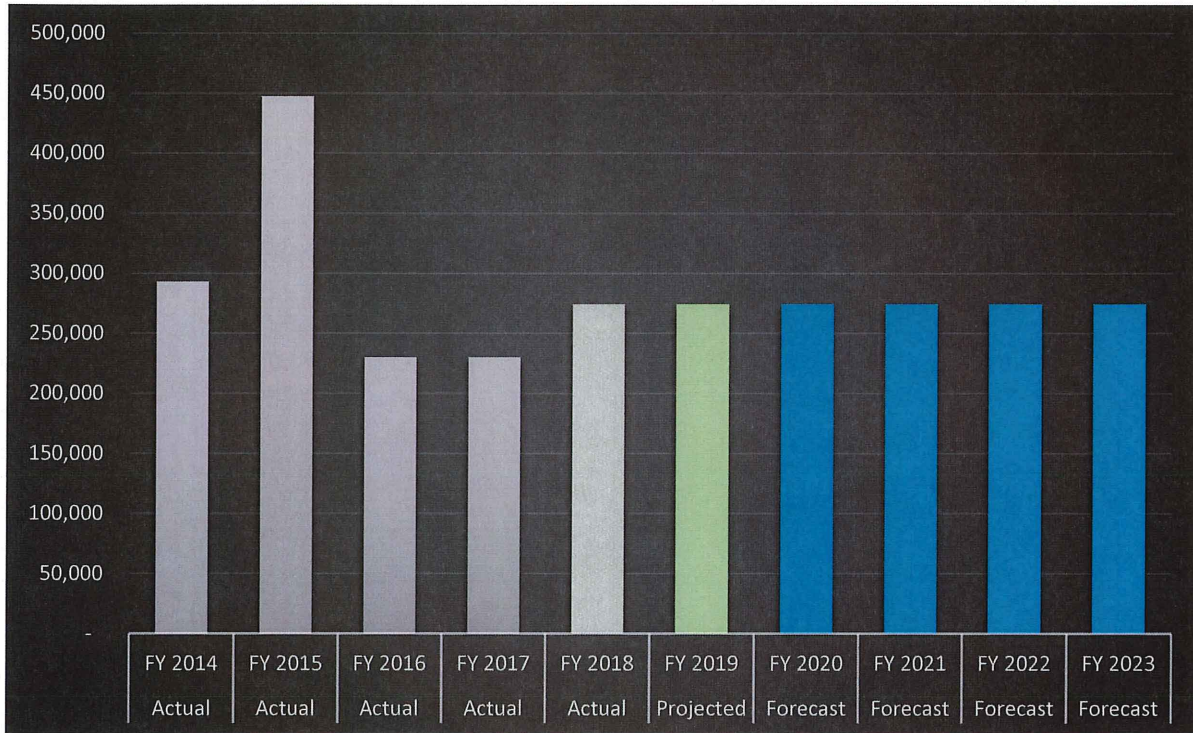
Fiscal Capacity:

St. Augustine could increase this revenue source by increasing the quantity or price of items currently carried in the gift shop. Increases in the cost of goods sold would also be expected with any changes to items sold in the gift shop.

TOURISM DEVELOPMENT COUNCIL (TDC) FUNDING

Description:

This revenue source consists of grants and other funding from the Tourism Development Council (TDC)



Legal Authority:

Home Rule Authority, Florida Constitution Article VIII, 5.2, Florida Statute 166.021

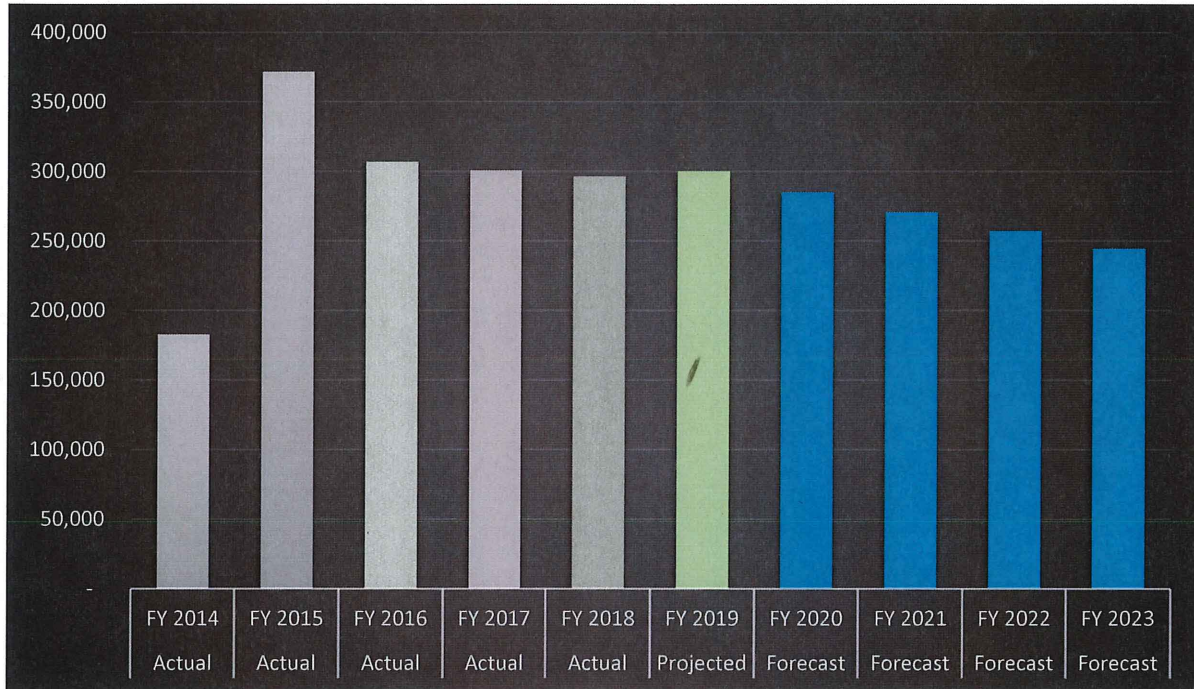
Fiscal Capacity:

This chart captures all revenue received from the TDC, across all City Funds. This includes annual grants for Fireworks, Nights of Lights and the Shuttle in the General Fund and Visitor Information Center funding in the VIC Fund. It also includes revenues received for the Gentleman of the Road festival and various 450th Celebration events in 2014 and 2015.

PARKING FINES

Description:

This revenue source consists of parking fines collected from citations including overtime parking citations, handicapped parking citations, and other illegal parking citations.



Legal Authority:

City of St. Augustine Code, Section 24-31

City of St. Augustine ordinance number 2015-01

Fiscal Capacity:

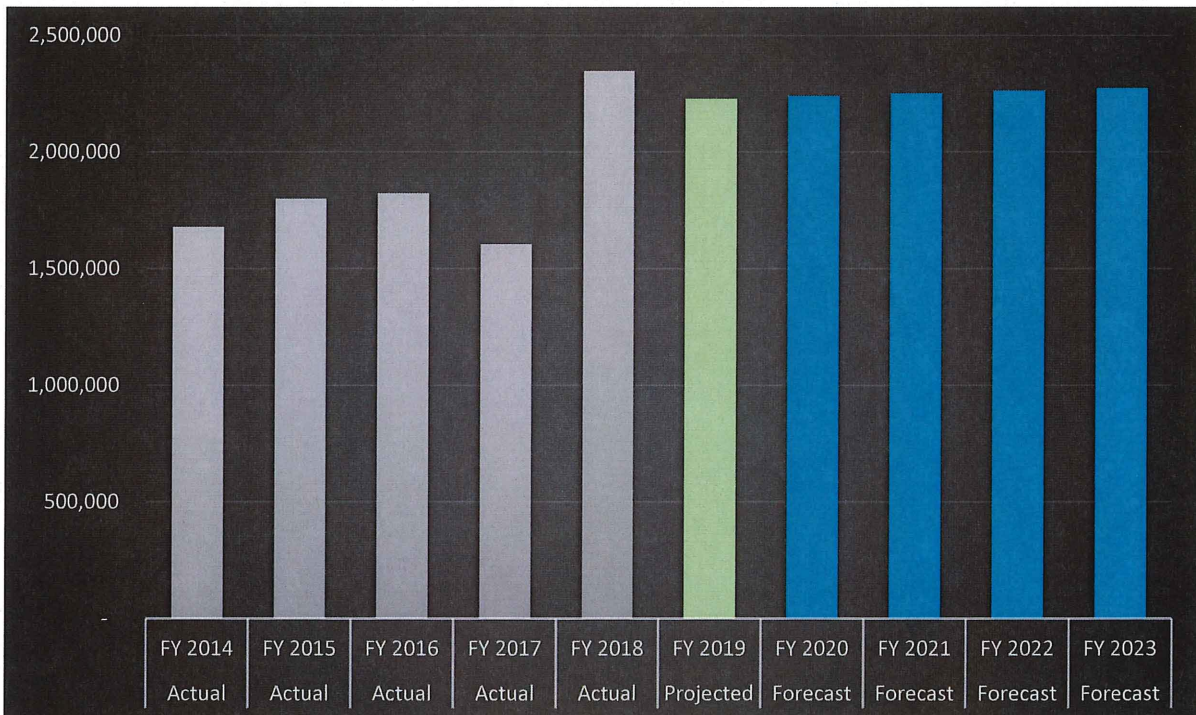
As improvements are made to parking options and parking technology, fines issued for parking violations should decrease over time if the current fine structure is continued. Commission approval is needed for any adjustments made to the fine structure. No changes are recommended at this time.

PARKING FEES (Existing)

Description:

This revenue source consists of user fees from parking meters and pay stations in City operated lots and on-street. See the Mobility Presentation for a description and discussion of the combined On-Street, City Operated Lot and Parking Garage revenue projections for “Existing” vs. “Option A” vs “Option B”.

Existing



Legal Authority:

City of St. Augustine Code Chapter 24, Article II, Division II

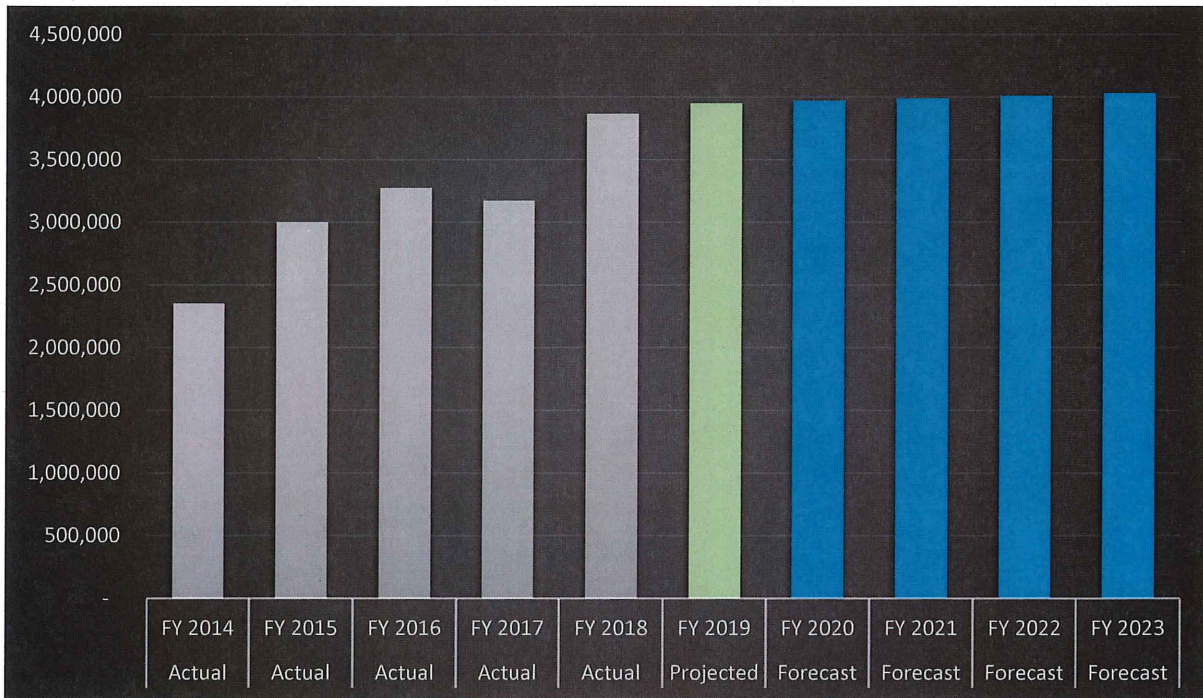
Fiscal Capacity:

In FY 2018, the Commission approved a rate increase for metered parking. The rate was increased from \$1.50 per hour to \$2.50 per hour. Commission approval would be required to increase the fee schedule. The current parking study and technology implementation has assessed and reviewed the advantages to mobility by adjusting meter fees and/or meter enforcement hours. See parking presentation for more detail on proposed changes.

VIC GARAGE PARKING FEES (Existing)

Description:

This revenue source consists of user fees from transient parking fees and discounted rates (ParkNow) in the Historic Downtown Parking Facility.



Legal Authority:

City of St. Augustine Code Chapter 24, Article II, Division II

Fiscal Capacity:

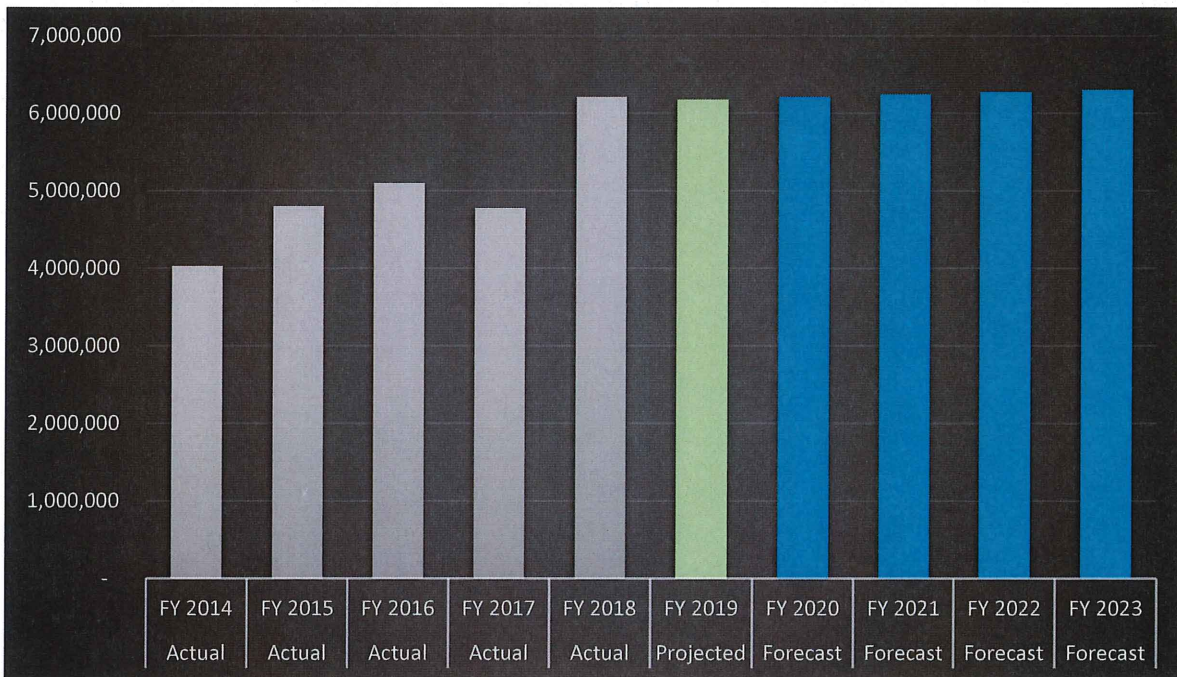
St. Augustine could increase this revenue source by increasing garage fees or the hours of operation of the garage. Commission approval would be required to increase the fee schedule. The rate was increased to \$15 flat entry in FY 2018, with the ParkNow card rate staying at \$3. The current parking study and technology implementation has assessed and reviewed the advantages to mobility by adjusting garage fees and/or enforcement hours. See parking presentation for more detail on proposed changes.

COMBINED PARKING FEES (Existing)

Description:

This revenue source consists of user fees from parking meters and pay stations in City operated lots and on-street, as well as the Historic Downtown Parking Facility. See the Mobility Presentation for a description and discussion of the combined On-Street, City Operated Lot and Garage revenue projections for “Existing” vs. “Option A” vs “Option B”.

Existing



Legal Authority:

City of St. Augustine Code Chapter 24, Article II, Division II

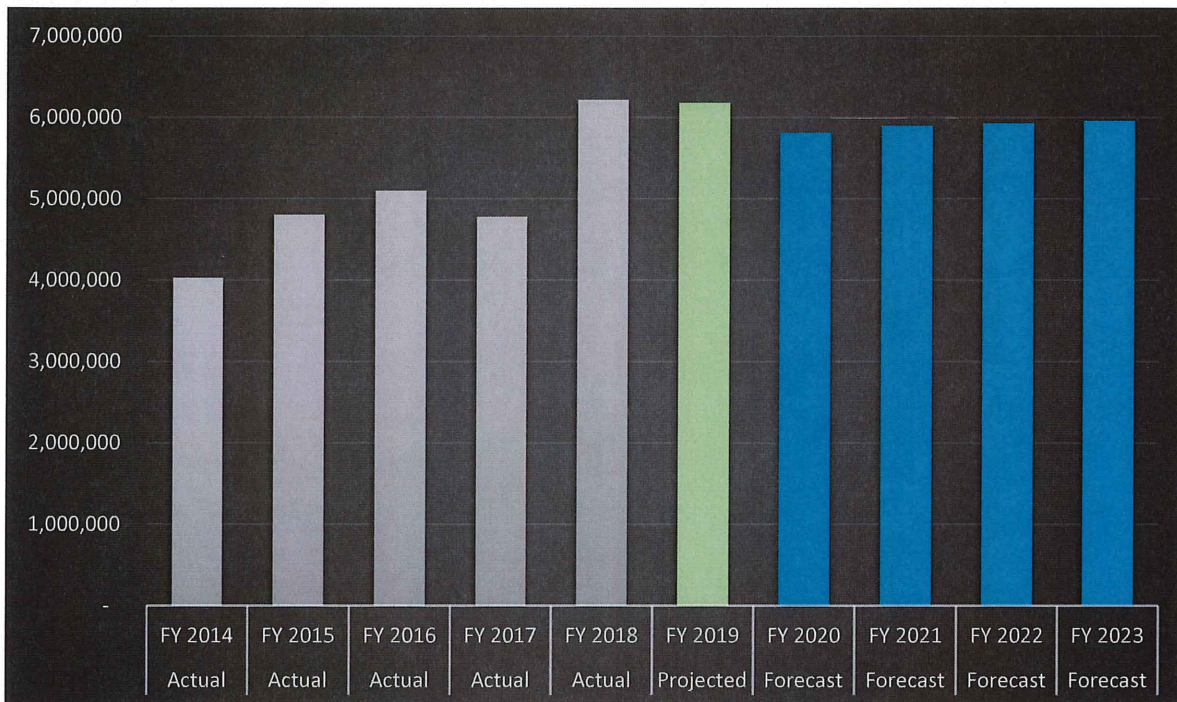
Fiscal Capacity:

Existing rates on street and in City operated lots are \$2.50 per hour Monday through Saturday, 8am to 5pm (10am to 5pm in the Plaza). The Resident discount offers a rate to St. Johns County residents of \$0.50 per hour Monday through Saturday, 8am to 5pm (10am to 5pm in the Plaza). The existing rate in the garage is a flat \$15 per day when entering 8am until 9pm, 7 days a week. The Resident discount offers a rate to St. Johns County residents of a flat \$3 per day when entering 8am to 9pm, 7 days a week.

COMBINED PARKING FEES (Option A)

Description:

This revenue source consists of user fees from parking meters and pay stations in City operated lots and on-street. See the Mobility Presentation for a description and discussion of the combined On-Street, City Operated Lot and Parking Garage revenue projections for “Existing” vs. “Option A” vs “Option B”.



Legal Authority:

City of St. Augustine Code Chapter 24, Article II, Division II

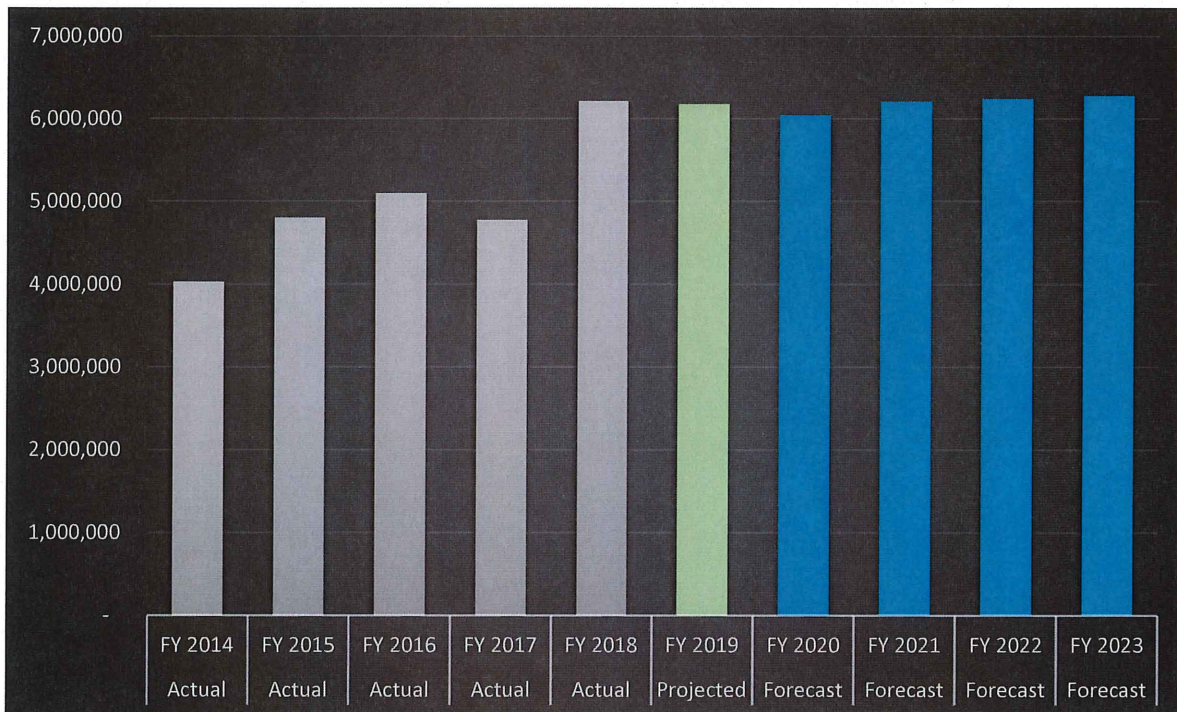
Option A Changes:

- 1) Increases the enforcement of on-street and City operated lots to 8am to 9pm (10am to 9pm in the Plaza).
- 2) Adds enforcement hours on Sunday from 1pm to 9pm.
- 3) Rates stay unchanged at \$2.50 per hour and \$0.50 per hour with the Resident Discount.
- 4) Resident Discount will no longer be available in 1) the Fort Lot, 2) the Plaza and 3) the Bayfront north of the Bridge of Lions.
- 5) Rates at the garage change from \$15 flat to \$2 per hour with a max of \$15 after 4 hours.
- 6) The Resident Discount in the garage is reduced to \$2 flat per day.
- 7) Reduced monthly permits for workforce parkers will be offered.
- 8) All other monthly permits will be increased.

COMBINED PARKING FEES (Option B)

Description:

This revenue source consists of user fees from parking meters and pay stations in City operated lots and on-street. See the Mobility Presentation for a description and discussion of the combined On-Street, City Operated Lot and Parking Garage revenue projections for “Existing” vs. “Option A” vs “Option B”.



Legal Authority:

City of St. Augustine Code Chapter 24, Article II, Division II

Option B Changes:

- 1) Increases the enforcement of on-street and City operated lots to 8am to 9pm (10am to 9pm in the Plaza).
- 2) Adds enforcement hours on Sunday from 1pm to 9pm.
- 3) Rates stay unchanged at \$2.50 per hour and \$0.50 per hour with the Resident Discount.
- 4) Resident Discount will no longer be available in 1) the Fort Lot, 2) the Plaza and 3) the Bayfront north of the Bridge of Lions.
- 5) Garage rate stays \$15 flat from 7am to 5pm, and is reduced to \$5 flat from 5pm to 7am.
- 6) The Resident Discount in the garage is reduced to \$2 flat per day from 7am to 5pm, and is free from 5pm to 7am.
- 7) Reduced monthly permits for workforce parkers will be offered.
- 8) All other monthly permits will be increased.

[illegible]

[illegible]

Mobility Program



Parking Rate Analysis & Revenue Discussion

City of St. Augustine

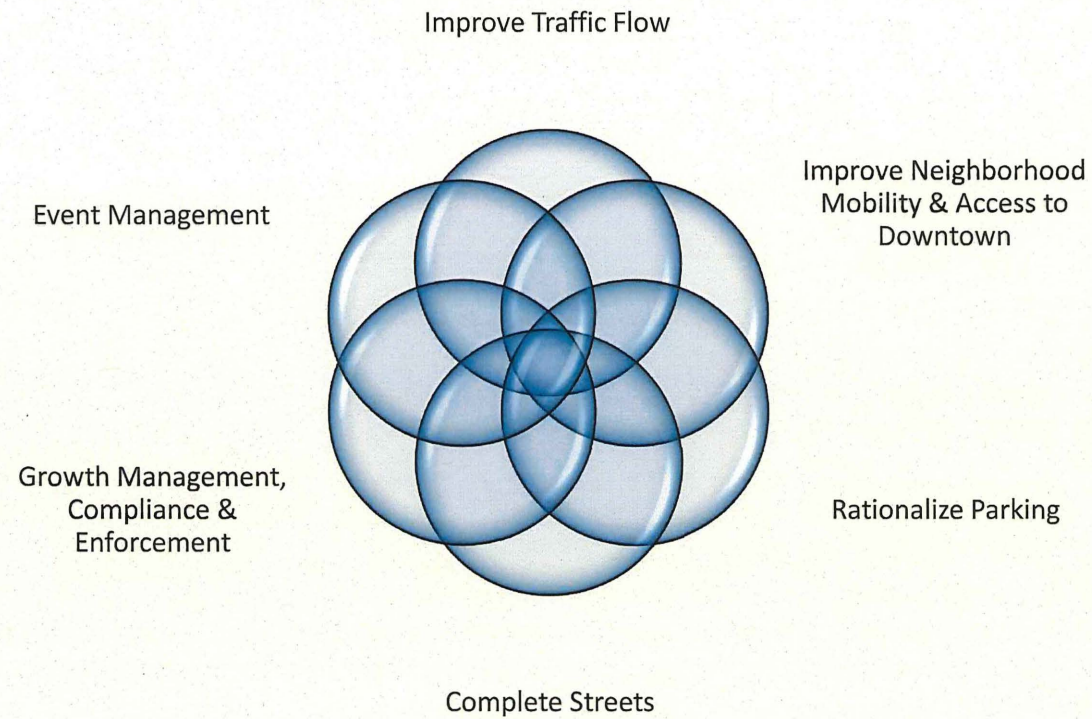
June 24, 2019

"Moving People Through History"



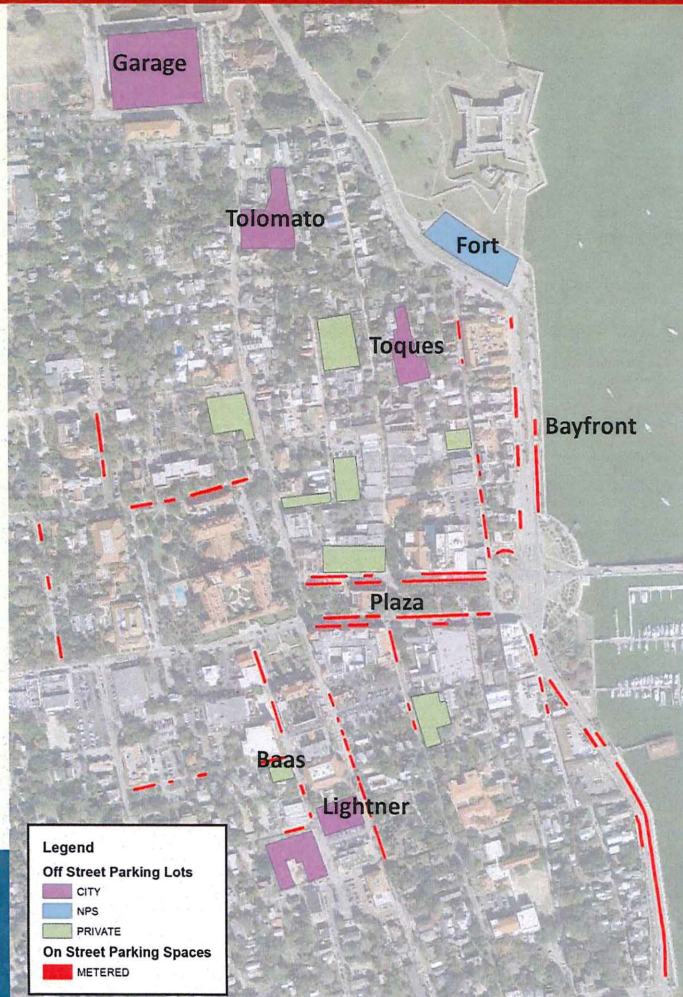
CITY OF
ST AUGUSTINE
EST. 1686

St. Augustine Mobility Strategy



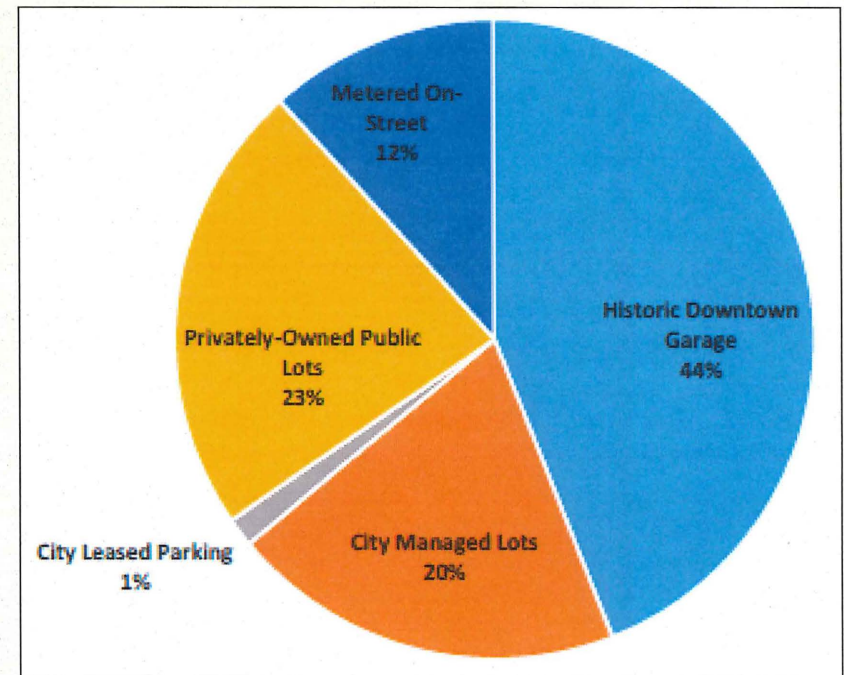
CITY OF
ST. AUGUSTINE
EST. 1686

Existing Parking Inventory



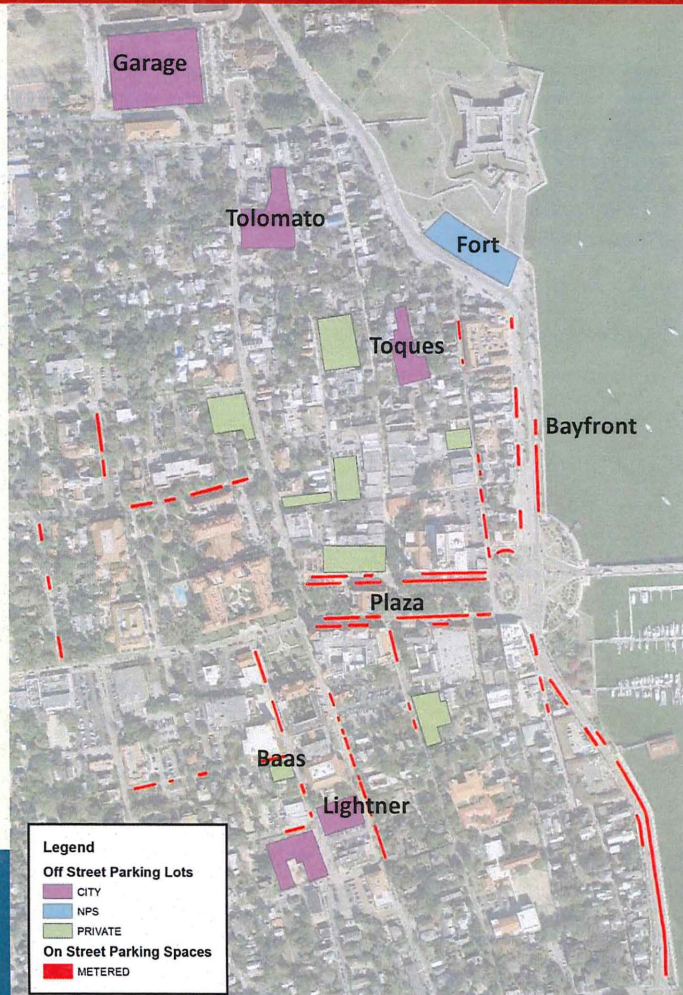
Facility	No. of Metered Spaces
Baas Lot	13
Tolomato Lot	17
Lightner Lot	32
Toques Lot	47
Fort Lot	112
On-Street	314
Garage	1,148
Total	1,571

Figure 1 – Breakdown of Downtown Parking



CITY OF
ST AUGUSTINE
EST. 1666

Existing Parking Rates, Times & Revenues



Facility	No. of Metered Spaces	Regular Rates	Discount Rates	Metered Times	Metered Days
Baas Lot	13	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sat
Tolomato Lot	17	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sat
Lightner Lot	32	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sat
Toques Lot	47	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sat
Fort Lot	112	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sun
On-Street ¹	314	\$2.50/hr	\$0.50/hr	8am-5pm	Mon-Sat
Garage	1,148	\$15.00 Flat	\$3.00 Flat	7am-9pm	Mon-Sun

Notes:

1. Plaza metered time begins at 10am.
2. Lots and On-Street are 3/4-hr max time limited.
3. Garage provides monthly parking permit at \$32/month or \$300/yr.

Facility	Existing Annual Revenue
Lots & On-Street	\$2,228,185
Garage	\$3,949,000
Total	\$6,177,185

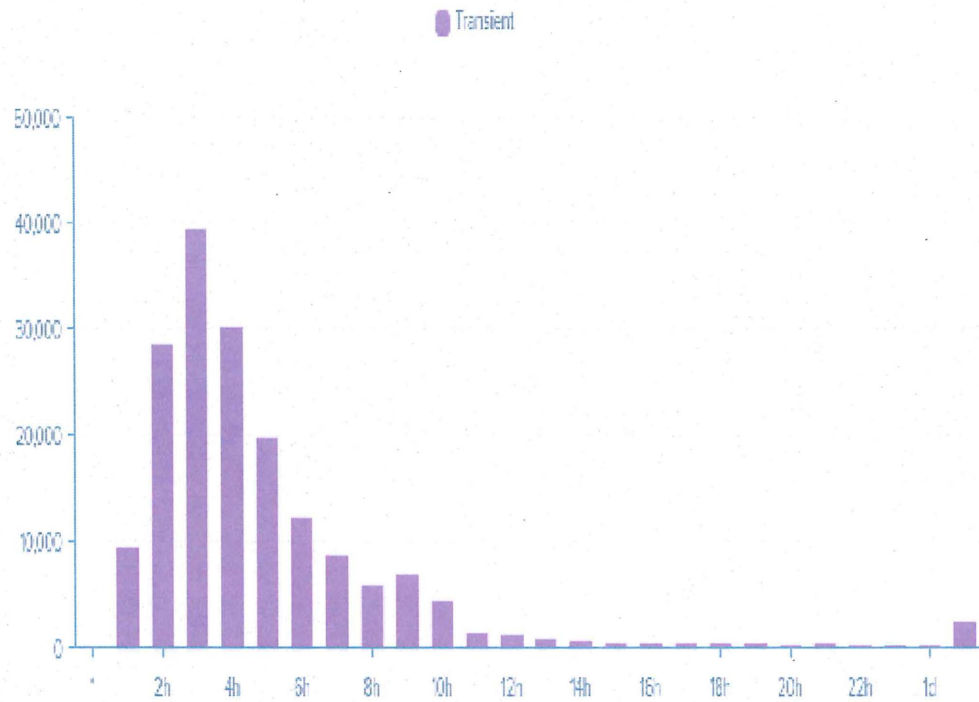


CITY OF
ST AUGUSTINE
EST. 1565

Parking Data Analytics

Duration Distribution 

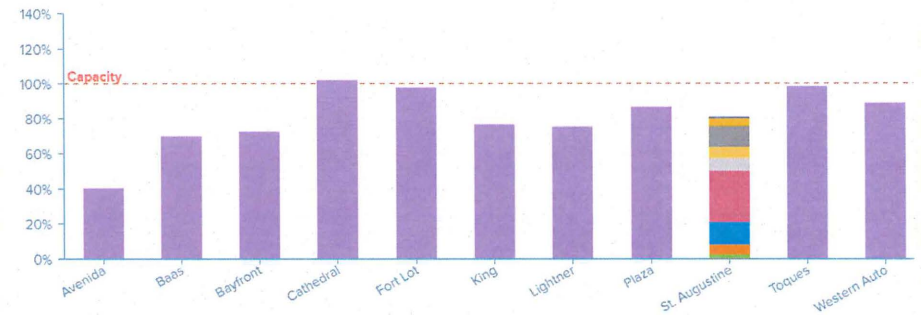
Garage Duration Distribution
January 2019 to June 2019



Occupancy Now

September 28, 2018 at 1:34 pm

■ Avenida ■ Baas ■ Bayfront ■ Cathedral ■ Fort Lot ■ King ■ Lightner ■ Toques ■ Transient
■ Western Auto ■ null



Occupancy Now



CITY OF
ST AUGUSTINE
EST. 1665

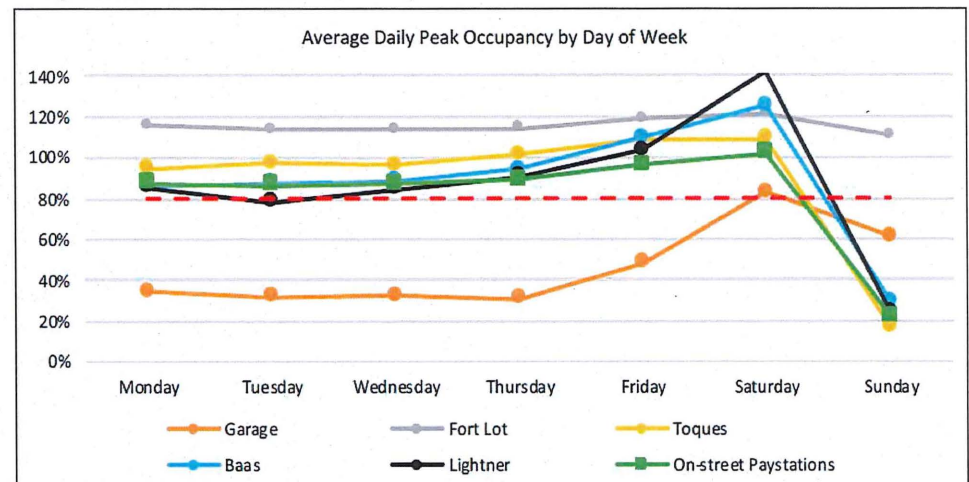
Existing Parking Occupancy Analysis

Table 1: Occupancy/Demand Patterns by Day of Week

	High Occupancy/Demand	Mid Occupancy/Demand	Low Occupancy/Demand
Mon – Fri	Lots: Fort Lot, Toques	- Lots: Baas, Lightner - Paystations: King, Plaza, Cathedral, Bayfront	Off-street: Downtown Garage
Sat	- Lots: Baas, Fort Lot, Toques, Lightner - Paystations: Plaza, Cathedral, Bayfront	- Paystations: King - Off-street: Downtown Garage	
Sun	Lots: Fort Lot	Off-street: Downtown Garage	- Lots: Baas, Toques, Lightner - Paystations: King, Plaza, Cathedral, Bayfront

Based on parking data during 10/1/2018 – 1/31/2019 for Downtown Garage and during 7/1/2018 – 1/31/2019 for other facilities.

Fig 1. Average Daily Peak Occupancy (based on parking data during 10/1/2018 – 1/31/2019 for Garage and during 7/1/2018 – 1/31/2019 for other facilities)



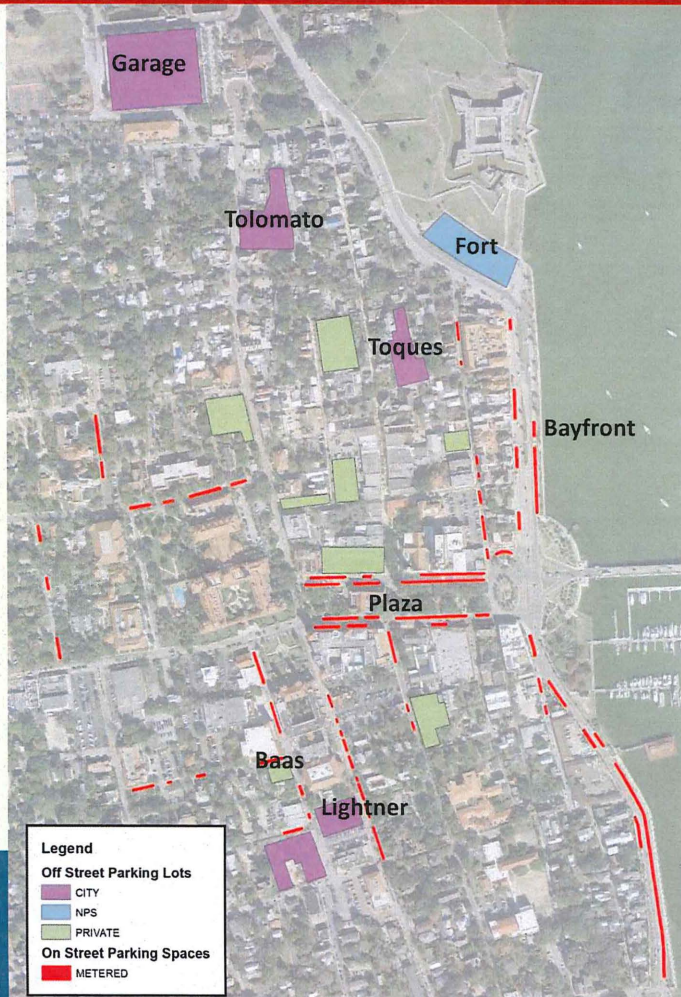
Generally, on weekdays on-street and parking lots exceed 80% peak occupancy and the peak occupancy of the garage stays below 50%. All parking facilities have the highest demand on Saturday, followed by Friday.

Proposed parking policies are centered around incentivizing the use of the garage.



CITY OF
ST. AUGUSTINE
EST. 1565

Proposed Parking Rates, Times & Revenues – Option A



Facility	No. of Metered Spaces	Regular Rates	Discount Rates	Metered Times	Metered Days
Baas Lot	13	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Tolomato Lot	17	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Lightner Lot	32	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Toques Lot	47	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Fort Lot ⁴	112	\$2.50/hr	-	8am-9pm	Mon-Sun
On-Street ^{1,4}	314	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Garage	1,148	\$2.00/hr \$15.00/day	\$0.50/hr \$2.00/day	24 hrs/day	Mon-Sun

Facility	Option A Proposed Annual Revenue
Lots & On-Street	\$2,410,337
Garage	\$3,484,000
Total	\$5,894,337

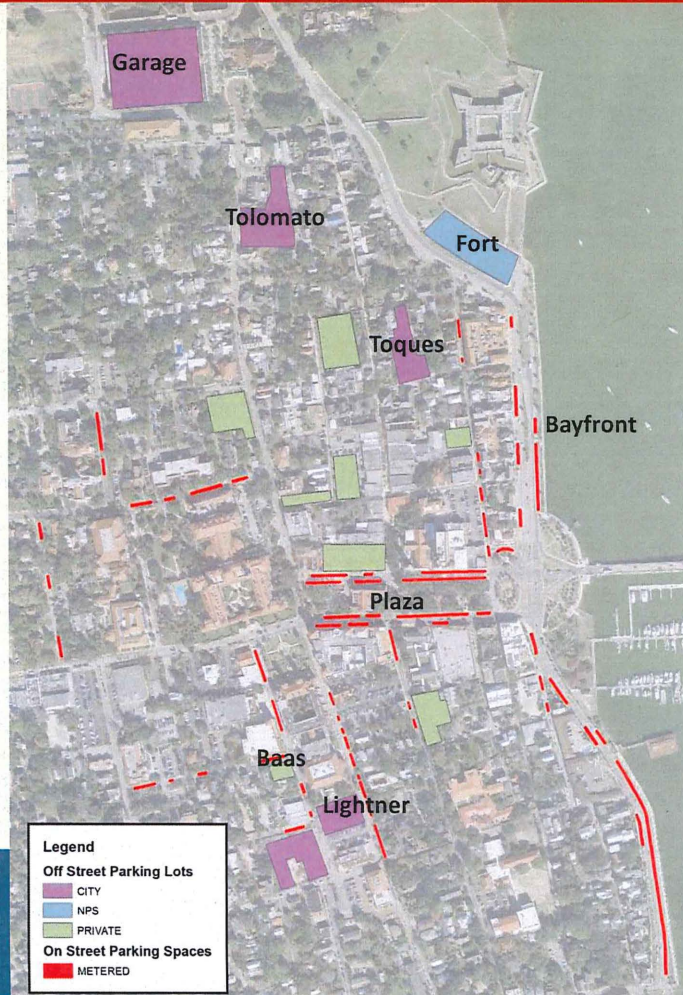
Option A Notes:

1. Plaza metered time begins at 10am.
2. Extend lots & on-street enforcement time to 9pm.
3. Lots and On-Street are 3/4-hr max time limited.
4. No discount rate provided for Fort, Bayfront & Plaza.
5. Garage hourly rate is \$2.00/hr up to 4-hrs and then \$15/day.
6. Garage discount hourly rate is \$0.50/hr up to 4-hrs and then \$3/day.
7. City residents park for free in the garage Mon-Fri.



CITY OF
ST AUGUSTINE
EST. 1666

Proposed Parking Rates, Times & Revenues – Option B



Facility	No. of Metered Spaces	Regular Rates	Discount Rates	Metered Times	Metered Days
Baas Lot	13	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Tolomato Lot	17	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Lightner Lot	32	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Toques Lot	47	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Fort Lot ⁴	112	\$2.50/hr	-	8am-9pm	Mon-Sun
On-Street ^{1,4}	314	\$2.50/hr	\$0.50/hr	8am-9pm 1pm-9pm	Mon-Sat Sun
Garage	1,148	\$15.00/day (7am-5pm) \$5.00/day (5pm-7am)	\$2.00/day (7am-5pm) Free (5pm-7am)	24 hrs/day	Mon-Sun

Option B Notes:

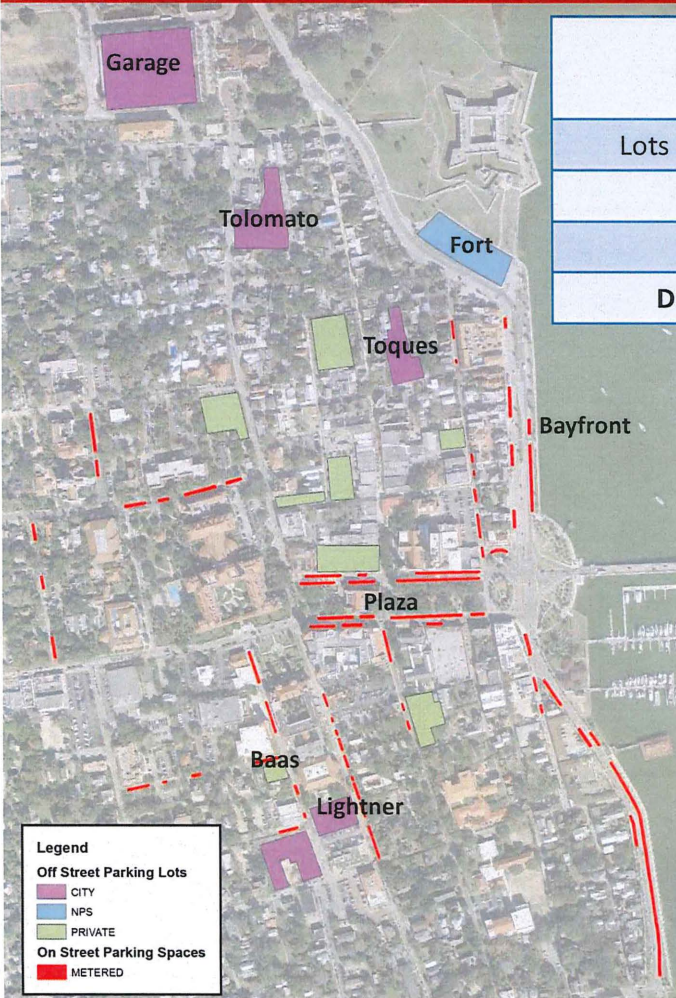
1. Plaza metered time begins at 10am.
2. Extend lots & on-street enforcement time to 9pm.
3. Lots and On-Street are 3/4-hr max time limited.
4. No discount rate provided for Fort, Bayfront & Plaza.
5. Garage is a flat rate structure.
6. Discount rate holders park for free after 5pm in the garage.
7. No reduction on event dates.
8. Workforce monthly permit.

Facility	Option B Proposed Annual Revenue
Lots & On-Street	\$2,410,337
Garage	\$3,800,000
Total	\$6,210,337



CITY OF
ST. AUGUSTINE
EST. 1666

Existing & Proposed Parking Rates, Times & Revenues Comparison

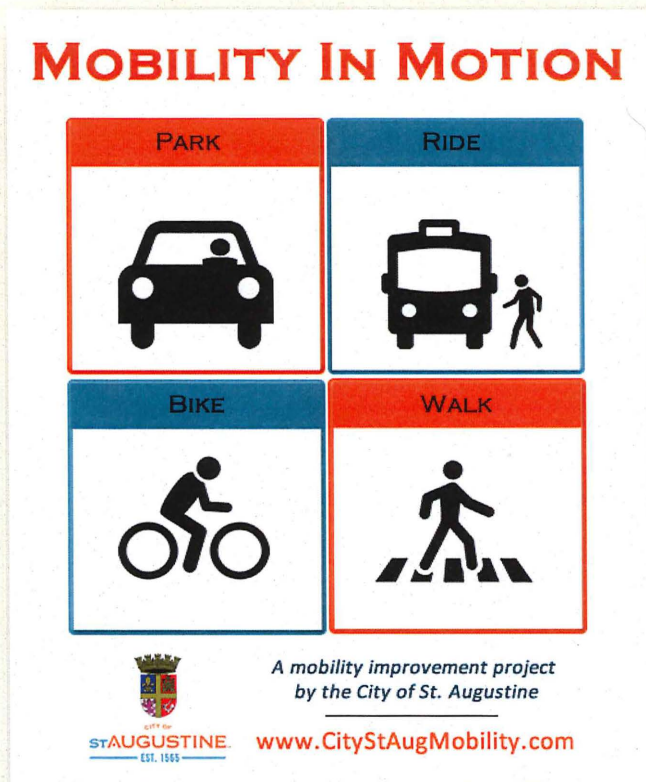


Facility	Existing Annual Revenue	Option A Proposed Annual Revenue	Option B Proposed Annual Revenue
Lots & On-Street	\$2,228,185	\$2,410,337	\$2,410,337
Garage	\$3,949,000	\$3,484,000	\$3,800,000
Total	\$6,177,185	\$5,894,337	\$6,210,337
Difference	-	(\$282,848)	\$33,152
The goal of Option A & B is to encourage the use of the parking garage during times when there is capacity in the garage and lot/on-street capacity is above 80%.	Garage Flat Rate (7am-9pm) \$15 (\$3 w/discount)	Garage Hourly Rate (\$2/hr up to 4-hrs then \$15/day) (\$0.50/hr w/discount up to hrs then \$2/day)	Garage Flat Rate (24-hr/day) \$15 (\$2 w/discount), 7am-5pm \$5 (free w/discount, 5pm-7am)
	Lot & On-Street Hours (8am-5pm) \$2.50/hr (\$0.50/hr w/discount) Plaza enforcement begins at 10am.	Lot & On-Street Hours (8am-9pm) \$2.50/hr (\$0.50/hr w/discount) Plaza enforcement begins at 10am. Sunday enforcement begins at 1pm. No discount at Fort, Bayfront or Plaza	Lot & On-Street Hours (8am-9pm) \$2.50/hr (\$0.50/hr w/discount) Plaza enforcement begins at 10am. Sunday enforcement begins at 1pm. No discount at Fort, Bayfront or Plaza
	Garage Monthly Permit	Garage Monthly Permit Develop Workforce Permit	Garage Monthly Permit Develop Workforce Permit



CITY OF
ST AUGUSTINE
EST. 1666

Discussion / Questions



Thank You

Reuben C. Franklin Jr., P.E.
Mobility Program Manager
Mobility Office
City of St. Augustine
rfranklin@citystaug.com

"Moving People Through History"



CITY OF
ST AUGUSTINE
EST. 1665

6.24.19 - 3p
COSA

BJ KALAI DI
8 NEWCOMB

- p. 1 & 3 PARKING VIOLATIONS ON STREETS - THIS COST CAN BE RECOVERED BY POLICE WRITING TICKETS NOT KNOCKING ON DOORS AND TELLING VIOLATORS TO MOVE ILLEGALLY PARKED VEHICLES.
- p. 2 & 3 REDUCE MILLAGE RATE - PROPERTY TAX TO 7.4 SINCE INCREASING FIRE ASSESSMENT AKA DOUBLE TAXATION.
- p. 8 - IN 2015 CITY RAISED FPL UTILITY TAX. IT'S TIME TO RAISE NATURAL GAS UTILITY RATE TO 10% OF ALL SALES EVEN IF ONLY SLIGHT INCREASE IN REVENUES
- REMEMBER, TAX PAYERS HAVE TO PAY 15¢ OR 20¢ FOR ANY COPIES OF RECORDS IF HAVE NO COMPUTER.
- p. 10 - THE BUSINESS TAX SHOULD BE INCREASED, CODE ENFORCEMENT HAS TO CONTACT MANY FOR SIGN AND R.O.W. VIOLATIONS.
- p. 12 WORD ON THE STREET IS HOTELS AND BEVERAGE LICENSE FEES FUND THE CITY. THESE BUSINESSES CONTRIBUTE TO THE NOISE AND DRUNKENNESS VIOLATIONS, ~~AND~~ THE REVENUE RECEIVED IS 38%, WHICH IS NOT CONTROLLING THE COSTS TO ALL RESIDENTS AND TAX PAYERS FOR LAW ENFORCEMENT TO ENFORCE VIOLATIONS.
- p. 14 VOTE NO ON ANY SALES TAX INCREASE
- p. 19 THE MILLAGE / AKA PROPERTY TAX SHOULD BE REDUCED BY 7.4 OR 7.0 SINCE THIS GOES TO GENERAL FUND WHICH IS WASTED ON PET PROJECTS OF POLITICIANS. THE FIRE ASSESSMENT CAN'T GO TO THE GENERAL FUND.
- p. 24 - GOOGLE BIG BELLY TRASH CANS. IF THIS COMES TO ST. GEORGE ST. LET THE BUSINESS OWNERS PAY NOT RESIDENTS. NO ADVERTISING SHOULD BE ALLOWED.
- p. 28 - PARKING FINES SHOULD INCREASE NOT DECREASE WITH THE NEW TECHNOLOGY. THE CITY HAS LOST REVENUE SINCE METERS WERE REMOVED ON MALAGA. THOSE GOING TO SCHOOL IN THIS CITY PARK FOR FREE ON OUR STREETS. RESIDENTS ARE NOT WANTED DOWNTOWN, AND FEED METERS TO DO BUSINESS OR PARTICIPATE IN COMMISSION AND BOARD MEETINGS.