



PARKING ADVISORY BOARD  
MINUTES

REGULAR MEETING  
May 15, 2023

The Parking Advisory Board convened in a regular meeting via the Zoom online format and in-person on May 15, 2023.

**I. Chair Dr. Rosalie Ray called the meeting to order at 5:12 pm.**

**II. Board Members in Attendance:**

- Carina Boston – Pinales
- Vice-Chair John David Carson
- Mayor Hughson
- Ester Henk
- Ester Garcia
- Johanna Whitt
- Council Member Gleason
- Chair, Dr. Rosalie Ray

**Staff Present**

- Assistant City Manager, Laurie Moyer
- Assistant Director Public Works, Pete Binion
- Parking Coordinator, Samantha Deyo
- Transit Manager, Amy Cogdill
- Multimodal Parking Initiatives Manager, Charles Campbell

**III. 30 MINUTE CITIZEN COMMENT PERIOD**

**MINUTES**

1. Consider, by motion, the approval of regular meeting minutes:
  - a. April 17, 2023

**A motion was made by Chair Dr. Ray, seconded by Vice Chair John David Carson, to approve the April 17, 2023, Meeting Minutes.**

**The motion was carried by the following vote:**

For:	6-	Board Member Carina Boston Pinales, Vice Chair John David Carson, Board Member
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Johanna Whitt, Chair Dr. Rosalie Ray, Ester Henk, Ester Garcia

Against: 0-  
Absent 0-

**REPORT ITEMS**

2. Receive a staff report on the Employee Parking Program
  - Staff reported there are five businesses registered for 14 dedicated spaces
3. Receive a staff report on parking citations issued and paid last month
  - Parking citations issued: 1320
  - Parking citations paid: 350
  - Received report from Samantha Deyo on enforcement technologies:
    - Two quotes for new enforcement technology
    - New booting equipment (self releasing, Barnacles)
      - Barnacle must be returned within 24 hours at a drop box location (drop box bin will be provided as part of the subscription service)- 1 drop box will be provided
      - Barnacle is adhered to the front windshield
      - Subscription service so City receives 100% of booting revenue
      - If Barnacle is not return, the person in violation is charged on their credit card. Device tracked by GPS
      - Possible display vehicle with Barnacle at TXST Orientation
      - Safer for enforcement personnel as they do not have to remove the device
      - Can integrate with back office municipal citation system
      - Will be receiving 3 devices. Old boots will be back ups or extras
4. Receive a staff report and update on Council direction for recommendation resolution 2023-01 and 2023-02
  - Staff advised that both RR 2023-01 and 2023-02 are scheduled for 1<sup>st</sup> reading at Council for June 6, 2023
  - Staff is working with Legal on Ordinance language for the 4-Hour zoning
  - Question: Will both recommended resolutions be marketed together? Staff advise both recommended resolutions will be marketed together
5. Receive a staff report on pending 2022-01 Recommendation Resolution
  - Staff advised this RR is also scheduled for the June 6, 2023 City Council meeting
  - Send RR 2022-01 to Johanna Whitt
  - Mayor Hughson advised that staff will be summarizing RR 2022-01 for Council to make it easier for Council to review and vote up/down on each

item. Staff will then work with Legal after which it will be presented for review to the PAB

**DISCUSSION ITEMS**

6. Receive a staff report on Get Around Downtown soft launch and discuss Key Performance Indicators (KPI) for pilot program
  - Program has spent \$195,571.75 so far, leaving about eight and a half months remaining in the pilot
  - Amy Cogdill provided information on the Get Around Downtown cost and ridership compared to CARTS service (2 months of data)
    - CARTS cost per ride is \$17, with grants covering \$12 per ride, leaving the city with \$5 cost per ride
    - CARTS averaged 4.5 rides per hour
    - Get Around Downtown cost per ride is \$21.60
    - Get Around Downtown averaged 3.5 rides per hour
    - Get Around Downtown lifespan cost per ride is at approx. \$30
    - Staff reported the above data was for the period March 1 to May 12
  - Chair Dr. Ray presented a spreadsheet outlining “Possible Goal of eCab pilot” for discussion
    - The following items were agreed to by the PAB as items they would like to look at or track in regard to possible goals for the eCab program
      - Incentivize participation in Employee Parking Program
      - Incentivize additional visits to downtown for other citizens or visitors (what would be the benchmark?). Chris Nielsen, with ECAB North America advised their engagement questionnaire can be modified
      - Increase customer length of stay downtown. Possibly measuring this by asking “By using this service were you able to visit other establishments you might not have been able to otherwise?”
      - Chris Nielsen would share other dashboards from other cities with similar programs
    - The following items were discussed by PAB in regard to possible goals for the eCab program
      - Reduce capital expense of enforcement vehicle by adding LPR to ECABs. Staff advised that this is not in the contract, municipal courts would not likely allow non-city employees to enforce and enforce could not be done by a third-party vendor. However, staff advised LPR could be used for simple occupancy data collection

- Discuss on goal “safely circulate downtown employees and residents”.
  - Board Member Boston-Pinales noted voicemail on ECAB service still advised that service is in operation to 1am. Staff advised hours were 11am to 3am, Monday through Friday. Staff would investigate recording and adjust if necessary. Chris Nielsen advised the app has been updated
  - Board Member Whitt commented that they were concerned the ECAB service is not available for morning employees and downtown shoppers before 11am. Staff advised that the service formerly ran from 7am to 4am however ridership was extremely low during the period 7am to 11am. As a result, the hours of operation were changed to start at 11am. Staff advise to put a Discussion item on the June Agenda for this topic
  - The Board was concerned about progress of the Employee Parking Program because the ECAB is not available during the 8am to 3pm slot when employees need it, and enforcement is occurring. Maybe split the hours of service so we could service both the morning users and late night users
  - Board Member Whitt expressed a concern about the late night ECAB service and who is serviced. Staff advised that the program is running to 3am because of concerns expressed about the security of 3am employees. Can staff get data on who are the people using the ECAB at late night (students, employees)? Board member Boston-Pinales will be meeting with several bar owners and will follow up with them on the effectiveness of the late night ECAB service
  - Board member Boston-Pinales expressed a concerned about marketing of both the Employee Parking Program and ECAB service. Business have expressed having no knowledge of these programs. Staff advised of the following marketing efforts:
    - Emails have been sent through Downtown Main Street (weekly newsletter)
    - Social media posts

***Board Chair Dr. Ray advised that the meeting no longer had quorum and remaining items would be discussion only***

- Chair Dr. Ray asked for feedback from the board on the goal of expanding the geographical ECAB service area to “getting people downtown”
- Chair Dr. Ray asked for feedback on the “proof of concept” of the ECAB program for possible future grant/other funding
- Concern over cost if we are expanding the hours to cover both the early morning employees while still covering the late-night

hours for night employees. Is there a possibility for grant money to help reduce the cost? ACM Moyer explained that if the ECAB and Employee Programs can work as intended by increasing parking availability downtown and thereby increasing downtown sales activity, there could be a possible route for additional TIRZ funding

- Board Member Whitt asked about possible expansion of ECAB program to assist the elderly community. Staff advised that the City has a program for transportation for the elderly through our current CARTS program. Staff advised on these details
- Board Member Whitt asked if it might be an option to do less ECAB hours during the summer. Staff advised that they could meet with the local ECAB team to see how the hour of service could be adjusted

**7. Hold discussion on materials to send for New Student Orientation at Texas State**

- Board Chair Dr. Ray asked if staff needed input for the marketing materials that would be distributed at TXST during New Student Orientation. Staff recommended the ECAB cards and the violations blue informational cards. Board Chair Dr. Ray recommended we provide TXST the scannable QR code for the ECAB program so students could just scan. This would reduce the cost to print a lot of material
- Discussed timing for marketing materials for booting program withing RR 2023-02. Staff advised this would probably be around October as the new booting equipment is in the 2024 budget. Possibly display a vehicle with a Barnacle at the Orientation dates so student could see this

**FUTURE AGENDA ITEMS**

**8. Move June meeting due to Juneteenth Holiday**

**A motion was made by Chair Dr. Ray, seconded by Vice Chair John David Carson, to approve move the June meeting to June 12, 2023.**

**The motion was carried by the following vote:**

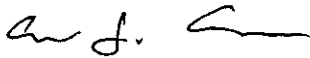
For:	6-	Board Member Carina Boston Pinales, Vice Chair John David Carson, Board Member Johanna Whitt, Chair Dr. Rosalie Ray, Ester Henk, Ester Garcia
Against:	0-	
Absent	0-	

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

- Q: What is the trigger to get booted? A: Staff advised 3 or more unadjudicated tickets within a calendar year
- Q: The City still has some old boots? A: Staff advise that yes there are 3 old boots
- Q: Is the enforcement department going to start using these old boots or will they be waiting until the new boots arrive? A: Staff advised that the old boots could be used but only after notification to the public has been done. Staff also advised that they would do at least 2 months of outreach before boot program began. The old booting equipment would be used until new equipment arrives
- Q: Will there be demos of the old booting equipment before the new equipment arrives? A: Staff agreed that demos should be done
- Q: With the implementation of the new 4-hour zone will student park there? A: Yes, and that would free up the spaces they are taking downtown

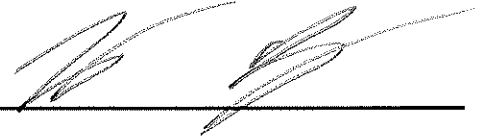
**IV. ADJOURNMENT**

The meeting was adjourned at 6:37 pm by Dr Rosalie Ray



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**Staff Liaison**



**Board/Commission Chair**

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