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Adoption of Ordinance No. 889 - Amending Chapter 10.05 SMC, the Model Traffic Ordinance, for Clarity and to Establish a City Monetary Penalty for Parking

June 1, 2020



Agenda

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- Background
- Jurisdiction Comparisons
- Financial Analysis to Provide Dedicated Parking Enforcement Citation Data
- Observations
- Recommendation
- Council Comments from May18, 2020 meeting
- Proposed Amendment
- Next Steps
- Questions and Discussion



Background

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- Light Rail Subareas Parking Study
 - Presented Oct. 2019
- Subsidy of processing citations
 - Net cost to the City of about \$10/citation
- Increasing parking issues
 - Uptick in parking restriction signs installed
 - Increase in violations over last several years
- Council asked about increasing fines and providing dedicated parking enforcement
- Council discussed the proposed Ordinance to on May18, 2020



Jurisdiction Comparisons

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- Minimum monetary penalties were reviewed for multiple cities in the region.
- 3 of these cities contract with King County Sheriff's Office, two employ dedicated parking enforcement positions.

City	Minimum Monetary Penalty
Burien*	\$50
SeaTac*	\$50
Everett	\$40
Renton	\$35
Kirkland	\$35
Edmonds	\$40
Seattle	\$47
Sammamish	\$71



Jurisdiction Comparisons

- Of the 7 cities reviewed with dedicated parking enforcement positions, the top end hourly pay rate ranged from \$25-\$30/hour.
- These positions are not deputized, however specialized training and equipment is necessary.

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Financial Analysis to provide Parking Enforcement

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- The minimum monetary penalty per parking violation citation is \$50.
- \$27 is deducted for King County District Court costs and processing.
- Revenue per citation has been reduced by 17% to account for court reductions and non-payment, the amount available to the City is about \$14.50 per citation.
- Updated penalty starts on January 1, 2021.

Financial Analysis to provide Parking Enforcement

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- There were 1,110 parking citations issued in 2019,
- The analysis assumes a 5% increase in citations year over year starting in 2020 with a 20% increase in 2024 and 2025, then back to 5% annual increase.
- Revenue from payment late fees or Restricted Parking Zone (RPZ) permits are not included in this analysis.

Financial Analysis to provide Parking Enforcement

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- Dedicated parking enforcement begins in 2024
- One-time startup cost for dedicated enforcement is estimated at \$100,000.
- Annual ongoing dedicated enforcement cost is \$67,000 starting in 2024 and increasing 3% per year thereafter.

Parking Enforcement Cash Flow

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Year	Cost	Annual Revenue	Annual Surplus/(Shortfall)	Accumulated Balance
2020	\$ -	\$ 13,000	\$ 13,000	\$ 13,000
2021	\$ -	\$ 18,000	\$ 18,000	\$ 31,000
2022	\$ -	\$ 19,000	\$ 19,000	\$ 50,000
2023	\$ -	\$ 20,000	\$ 20,000	\$ 69,000
2024	\$ 175,000	\$ 23,000	\$ (152,000)	\$ (83,000)
2025	\$ 78,000	\$ 28,000	\$ (49,000)	\$ (132,000)
2026	\$ 80,000	\$ 30,000	\$ (50,000)	\$ (183,000)



Observations

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- With a \$50 monetary penalty assumption and citation issuance projections, a dedicated parking enforcement program is not projected to cover all costs associated with the program.
- The program does not reach a cost neutral balance until over 5,500 citations per year (about 15 per day) are issued; almost four times the 2019 total tickets issued.
- Assumptions are based upon limited data and are conservative intended to be “directionally correct” for discussion



Recommendation

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- City parking violation monetary penalty be established at \$50 with a late payment penalty of \$25 starting on January 1, 2021
- That the penalties provide revenue to support the cost for ticket processing and dedicated part time parking enforcement.
- Return with an updated evaluation of revenue and costs before starting a dedicated parking enforcement program



Council Comments - Concerns

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- The \$50 monetary penalty is regressive and impacts low income populations more heavily.
- The \$50 monetary penalty may be too high, especially in considering that Seattle and Edmonds have lower penalties and that business patrons could be deterred by the fine and choose to take business elsewhere.
- The \$25 late fee, at 50% of the overall penalty, is high.
- Parking management should support business and residential functions. Educational outreach, rather than punitive measures, should be a supplemental tool to incentivize business patronage, and improve quality of life for Shoreline residents.



Council Comments - Value

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- Parking enforcement is an important public safety activity, and it also supports quality of life for Shoreline residents, businesses, and visitors.
- There was recognition of the need for dedicated enforcement in the future given the 2024 start of light rail service and station openings, as well as increased density in the station areas.
- Council also recognized that with the impact to the City's budget of the start-up and ongoing costs for a dedicated parking enforcement program (with these assumptions), it is a program the City should pursue



Proposed Amendment

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Councilmember Roberts requested that staff prepare an amendment to proposed Ordinance No. 889 to set the parking infraction penalty at \$40 on Jan 1 2021 and then increase it to \$50 on Jan. 1, 2023. The motion for this proposed amendment is as follows:

I move to amend Section 4(C) of Ordinance No. 889 to decrease the monetary penalty for a parking infraction set for in SMC 10.05.035 to \$40.00 effective 12:01 am Jan 1, 2021 until Dec 31, 2022, and, then to establish a new monetary penalty of \$50.00 effective 12:01 am January 1, 2023.



Next Steps

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- Tonight - Proposed adoption of Ordinance No. 889
- The 2023/2024 budget will include update on parking citations and revenue and information for providing dedicated parking enforcement



Questions and Discussion

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12th Avenue NE near Polaris Apartments