



City of Seal Beach

PROPOSED INCREASE IN PARKING ENFORCEMENT RESOURCES

Existing Parking Enforcement Resources

Current parking enforcement staffing levels

- 3 FTE CSOs
- 5 PTE Police Aides (1 currently unavailable due to injury)

7:00 AM – 7:00 PM – Current staffing (CSOs and Police Aides)

(staffing levels are inconsistent throughout the week by day)

7:00 AM – 10:00 PM – Parking hours of operation

(overnight parking enforced by SBPD when available)



City of Seal Beach



Proposed Additional Parking Enforcement Resources

- Proposal to assign 4 additional FTE CSOs
 - Total of 7 FTE CSOs
 - 5 PTE Police Aides
- CSOs and Police Aides will provide consistent staffing levels throughout the week (7:00 AM – 10:00 PM)
 - Maximum of 7 parking enforcement employees staffed at one time



City of Seal Beach

DIXON
RESOURCES UNLIMITED

Benefits from Additional Parking Enforcement Resources

Additional resources estimated to increase paid parking revenue by **28%** (approximately \$470,000)

- Increase in both paid parking and citation revenue

Consistent parking enforcement increases compliance and promotes public safety and access

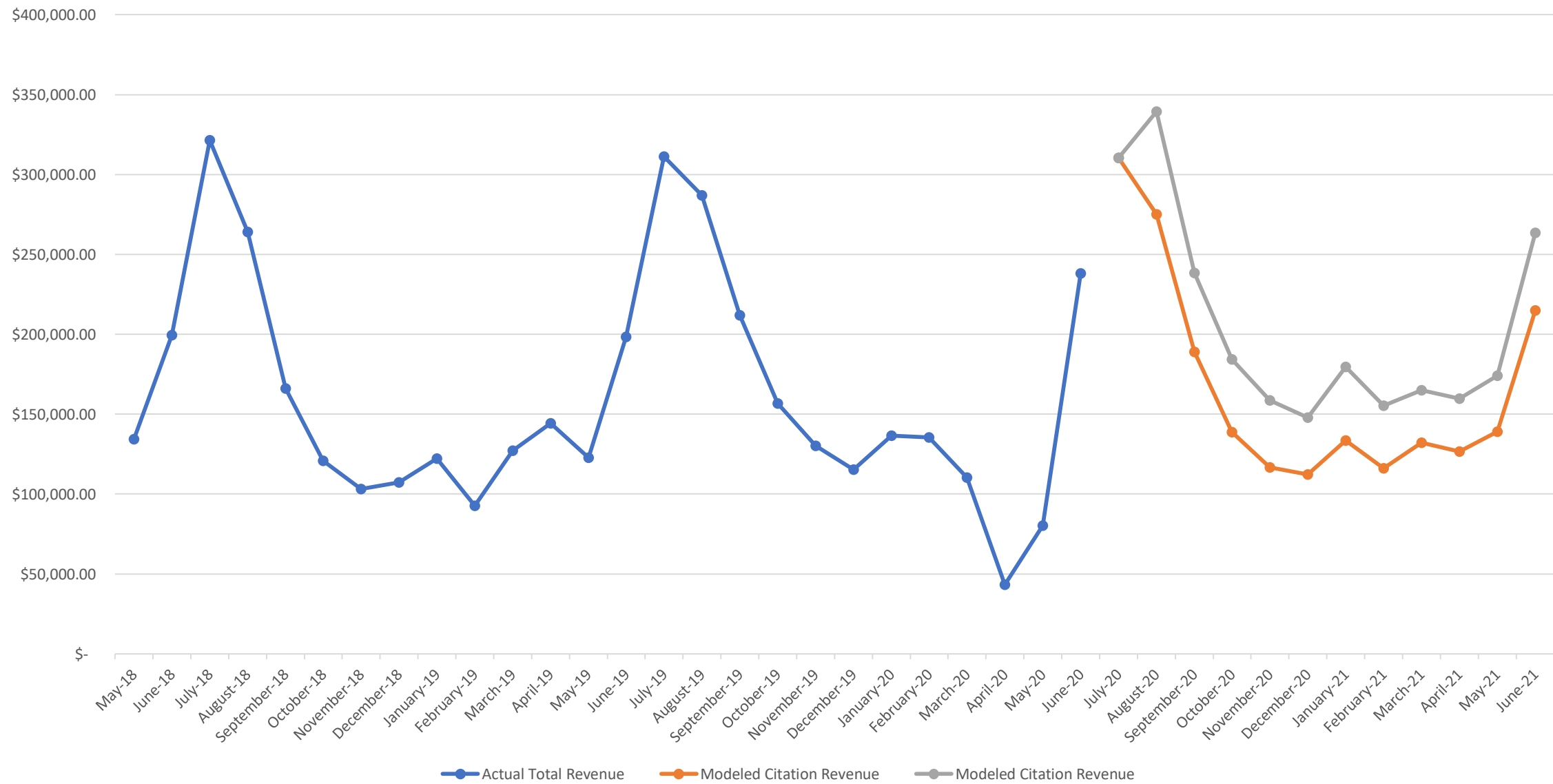
Retain customer service focus with the ability to issue warning notice for the first violation



City of Seal Beach



Parking Forecast



**Parking Forecast
By Month**

Date	Without Additional Employees	With Additional Employees	Additional Revenue Generated	% Increase in Revenue
July-20	\$ 310,522.07	\$ 310,522.07	\$ -	0%
August-20	\$ 275,001.89	\$ 339,412.81	\$ 64,410.92	23%
September-20	\$ 188,887.92	\$ 238,397.67	\$ 49,509.75	26%
October-20	\$ 138,773.59	\$ 184,356.33	\$ 45,582.74	33%
November-20	\$ 116,804.48	\$ 158,553.15	\$ 41,748.67	36%
December-20	\$ 112,180.87	\$ 147,789.82	\$ 35,608.95	32%
January-21	\$ 133,477.33	\$ 179,454.66	\$ 45,977.32	34%
February-21	\$ 116,006.19	\$ 155,426.95	\$ 39,420.76	34%
March-21	\$ 132,237.97	\$ 164,944.40	\$ 32,706.43	25%
April-21	\$ 126,466.57	\$ 159,619.80	\$ 33,153.23	26%
May-21	\$ 139,097.69	\$ 173,995.94	\$ 34,898.25	25%
June-21	\$ 214,864.99	\$ 263,444.11	\$ 48,579.12	23%

Additional Employee Revenue Breakdown from 7/1/2020 - 6/1/2021

