



## CITY OF MARATHON PUBLIC WORKS

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9805 Overseas Highway, Marathon, Florida 33050  
Phone: (305) 289-4109 Fax: (305) 289-4131

### MEMORANDUM

DATE: December 14, 2021

TO: Honorable Mayor and City Councilmembers

FROM: Carlos A. Solis, P.E. Director of Public Works & Engineering

THROUGH: George Garrett, City Manager

SUBJECT: **Facilities Use and Parking Revenue**

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At the October 12<sup>th</sup> Council meeting, we laid out information on the potential revenue stream that the City can anticipate for fees associated with usage and parking fees at our boat ramps, and parking at Sombrero Beach. The estimated revenue as detailed in that report is approximately **\$1,200,000.00**. As mentioned in the previous report, residents of the City of Marathon can apply for a parking permit, either for free or nominal cost, and have unlimited yearly parking at Sombrero Beach. Marathon residents can also purchase a yearly pass for usage and parking at the boat ramps also for a nominal fee as directed by the Council. The revenue mentioned above accounts for the free parking for local residents.

As requested by the City Council, this report will outline the estimated capital outlay required to implement the program. Several factors are involved including equipment, personnel, services and other miscellaneous items. The enforcement of the parking fee collection can be handled by our Code department. Additional code enforcement staff will be required to accomplish this as well as vehicles to provide this service. The staff will require training and a separate certification to be allowed to issue parking citations. This position will require to work on weekends and can also double up as additional enforcement for vacation rentals.

### **Initial Capital Investment:**

Parking Fee Collection Stations (14 stations):	\$100,000.00
Installation	\$20,000.00
New Vehicle for enforcement	\$26,000.00
Staff Training/Certification	\$5,000.00
Signage	\$4,000.00
Surveillance (If we determine we need it)	\$15,000.00
Net	\$170,000.00
<u>10% Contingency</u>	<u>\$17,000.00</u>
<b>Total</b>	<b>\$187,000.00</b>

**Yearly Operating Expenses:**

Additional Personnel	\$80,000.00
Parking Collection Service Charges	\$11,000.00
Equipment Maintenance	\$ 10,000.00
Vehicle Maintenance/Fuel	\$1000.00
<u>Bank charges (credit card fees)</u>	<u>\$30,000.00</u>
Net	\$132,000.00
<u>10% Contingency</u>	<u>\$13,200.00</u>
<b>Total</b>	<b>\$145,200.00</b>

Attached is information on a possible fee collection platform, which can be installed at the boat ramps facilities and the beach. These units provide several option and features. In discussing the collection and enforcement with the Director of Code Enforcement, we would recommend collection by credit card or pay by phone only, eliminating the requirement of collecting cash from the platforms on a daily basis.

In terms of operation, the Parking Collection Service Charge includes all data/cellular service, processing, with funds deposited into a city account on a daily basis. The City will pay for the standard credit card transaction fees.

**Summary**

The system as outlined allows the city to generate additional revenue for the maintenance of our facilities, in particular our recreation facilities, without the financial pressure on the local residents. During the first 20 years or so of the City being incorporated, many of our facilities were new and required minimal repairs. As these facilities age, we are under additional financial pressure to maintain and replace some of these facilities. The revenue from parking and usage fees and locals permits allow our resident to continue to use our facilities at no or nominal cost, while our visitors pick up the bulk of the cost for the continuous maintenance of these facilities. As an example, Our Sombrero Beach maintenance cost has increased significantly over the years, while our TDC funding for the same has decreased. Funding from parking fees would allow us to continue and enhance these resources without the additional tax burden to our local residents.



A NEW DESIGN FOR A SOLAR  
COLOR-TOUCH TERMINAL

# CWT Touch S5

**THE MOST FLEXIBLE USER INTERFACE EVER  
WITH A ROBUST 9.7" TOUCH SCREEN**

**DESIGNED FOR EXTREME DURABILITY  
AND SECURITY**

**PART OF FLOWBIRD'S BACK-OFFICE SYSTEM**

- **Fully adaptable user interface** with movies, animations & advertising capabilities
- **Multiple payment options** including coins, cash, credit/debit cards and tap-to-pay
- **Intuitive back-office software** for measuring, monitoring & managing Smart Mobility in real time

# CWT Touch S5



- Operates on eco-friendly **solar power** with integrated antenna or Mains AC.
- **9.7" Color touchscreen** can display animated pictures, text, maps, videos and dynamic menus to guide the user in real time.
- Communicates via **4G LTE** communications or Ethernet
- Withstands **temperatures from -86°F to 131°F**
- **Stainless steel material** with powder-coated and anti-graffiti design.
- **The modular card reader kit** combines M1000 card reader and A1000 contactless reader, all certified PCI - PADSS.
- **Flowbird's patented coin selector** accepts up to 14 different coins and/or tokens.
- Optional **Flowbird patented graphical printer** can print horizontal and vertical text and logos on paper or self-adhesive tickets with premium quality for long and lasting use.

## One Platform. Endless Possibilities.



Supports multiple languages



Intuitive tablet-style touch screen



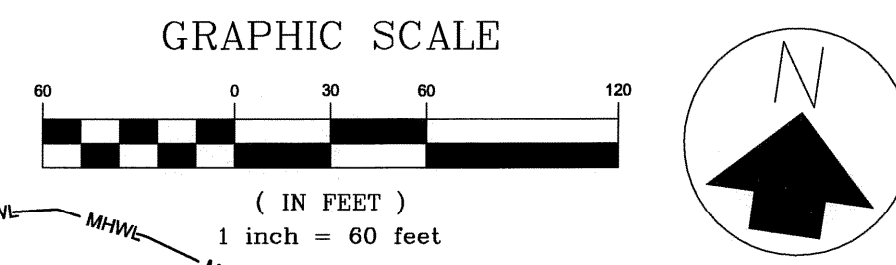
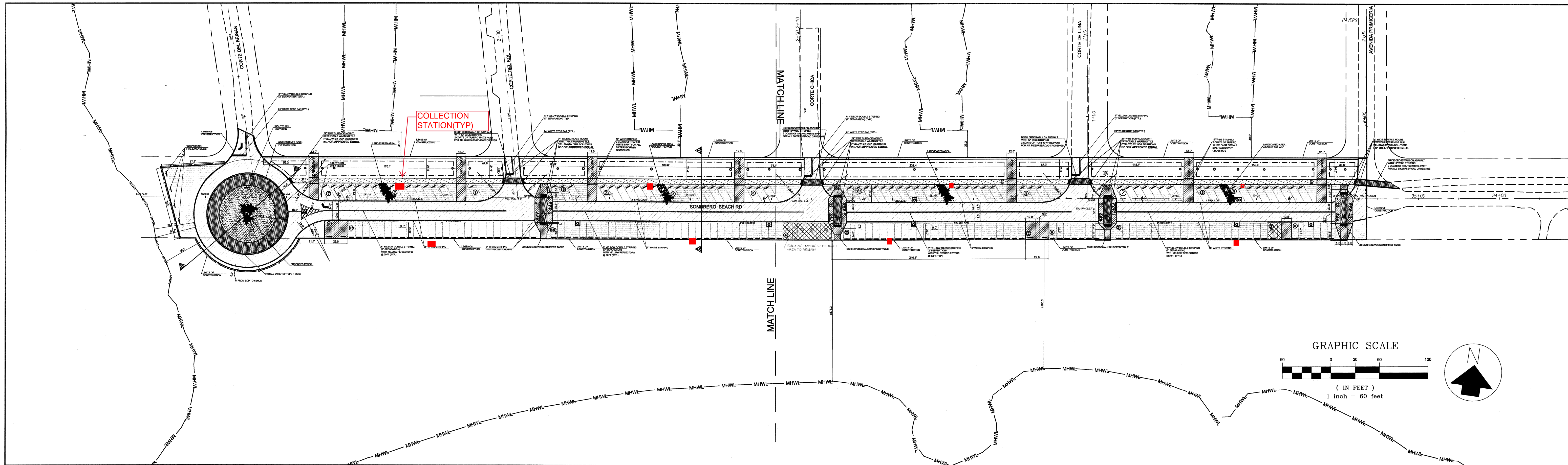
Display local business advertisements for additional revenue and 'shop small' support



Display local news and emergency announcements



Digital receipt option to reduce operation costs and quicken transaction process



Design:	ERC	PJM
Drawn:	1-30'	JNB
Checked:	08/00.006	MG
Job No.:	08/00.006	
Date Issued:	3/19/2009	

**WEC** THE WELLER ENGINEERING CORPORATION  
 20020 VETERANS BOULEVARD SUITE 7-9  
 PORT CHARLOTTE, FLORIDA 33954  
 (941) 764-6447

**SITE GENERAL NOTES:**

- ALL WORK SHALL BE PERFORMED IN ACCORDANCE WITH THE REQUIREMENTS OF CITY OF MARATHON.
- THERE SHALL BE NO CHANGE OR DEVIATION OF THESE PLANS OR SPECIFICATIONS UNLESS PRIOR WRITTEN APPROVAL FROM THE ENGINEER IS OBTAINED.
- THE CONTRACTOR SHALL NOTIFY THE ENGINEER IMMEDIATELY IF AND WHEN A POSSIBLE ERROR IS FOUND IN THE PLANS OR STAKED ALIGNMENT AND/OR GRADES. THE ENGINEER MAY ACCEPT, REVISE TO ACCOMMODATE CONDITIONS, OR REJECT THE FACILITY BEING CONSTRUCTED. IT IS IMPERATIVE THAT THE CONTRACTOR NOTIFY THE ENGINEER OF THESE SITUATIONS AS SOON AS POSSIBLE.
- THE CONTRACTOR SHALL CONTACT ALL UTILITY COMPANIES PRIOR TO THE BEGINNING OF ANY ON-SITE OR OFF-SITE CONSTRUCTION. THE CONTRACTOR SHALL BE RESPONSIBLE TO IDENTIFY AND REPORT THE EXACT LOCATION OF ALL EXISTING UTILITIES WITHIN THE CONSTRUCTION LIMITS, WHETHER THEY ARE IDENTIFIED ON THE DRAWINGS OR NOT.
- CONTRACTOR SHALL INCLUDE IN HIS BID PRICE THE COST OF EROSION CONTROL, EROSION AND SEDIMENT CONTROL BEST MANAGEMENT SHALL BE OBSERVED DURING CONSTRUCTION BY THE CONTRACTOR. THE METHODS WHICH SHOULD BE USED INCLUDE BUT ARE NOT LIMITED TO:
  - THE CONTRACTOR SHALL BE RESPONSIBLE FOR ANY SILTATION ENTERING THE STORM DRAINAGE SYSTEM BOTH ON-SITE AND OFF-SITE. THE CONTRACTOR SHALL UTILIZE SAND BAGS AND HAYBALES OR OTHER EROSION CONTROL METHODS TO CONTROL EROSION.
  - CONTRACTOR SHALL PLACE SOD AROUND ALL INLETS A MINIMUM OF 3 FEET TO MINIMIZE ROAD AND STORM DRAINAGE SILTATION.
  - THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE CONTROL OF DUST AT ALL TIMES DURING CONSTRUCTION BY UTILIZING WATER TRUCKS, ANTI-DRIFT FENCING AND BY COVERING OPEN SLOPED TRUCKS TRANSPORTING DEBRIS.
  - THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE MONITORING OF TURBIDITY LEVELS OF ANY WATER DISCHARGE OFF-SITE. TURBIDITY SAMPLE LOCATIONS WILL BE VERIFIED BY THE ENGINEER PRIOR TO THE BEGINNING OF CONSTRUCTION.
- THE CONTRACTOR SHALL USE EXTREME CARE NOT TO DAMAGE THE ROOT SYSTEMS OF TREES AND OTHER LANDSCAPE FEATURES WHICH ARE TO BE SAVED AND/OR SALVAGED FOR RESTORATION PURPOSES. NO EQUIPMENT, SUPPLIES OR VEHICLES SHALL BE STORED OR PARKED WITHIN THE DRIP LINE OF TREES TO REMAIN AND BE PRESERVED.
- GRADE SITE AS INDICATED. ALL STORMWATER RUN-OFF SHALL BE DIRECTED TO THE RETENTION AREA.
- THE CONTRACTOR SHALL SOD ALL DRAINAGE RETENTION AND SWALE AREAS. SODDING INCLUDES MAINTAINING SLOPES AND SOD UNTIL, IN THE OPINION OF THE ENGINEER, GROWTH IS FIRMLY ESTABLISHED.
- AS PART OF CLEARING AND GRUBBING, ALL DEBRIS IS TO BE REMOVED FROM THE PROJECT SITE AND SALVAGED BY THE CONTRACTOR OR TRANSPORTED TO LEGAL DISPOSAL AREAS.
- REFER TO LANDSCAPE DRAWINGS FOR LANDSCAPING BUFFERS, TREE PRESERVATION, ETC.
- AS CONTRACTOR MUST COMPLY WITH CITY OF MARATHON MAINTENANCE OF TRAFFIC (MOT) POLICY, AND BE PRE-APPROVED PRIOR TO ANY WORK BEING PERFORMED WITHIN THE COUNTY RIGHT-OF-WAY.
- IT SHALL BE THE CONTRACTORS RESPONSIBILITY TO CONTACT CITY OF MARATHON PUBLIC WORKS AND APPLY FOR ALL REQUIRED RIGHT-OF-WAY PERMITS.

**RIGHT-OF-WAY NOTES:**

- CONTRACTOR MUST OBTAIN RIGHT-OF-WAY PERMIT FROM CITY OF MARATHON RIGHT-OF-WAY DEPARTMENT PRIOR TO COMMENCING ANY WORK WITHIN THE RIGHT-OF-WAY. CITY OF MARATHON PUBLIC WORKS DEPARTMENT TO APPROVE ALL RIGHT-OF-WAY IMPROVEMENTS (i.e. Pipe size, Manhole type, Invert elevation, Swale grades, slopes, Sign locations, etc.) PRIOR TO CONSTRUCTION, DURING THE RIGHT-OF-WAY PERMIT REVIEW PROCESS.
- ALL IMPROVEMENTS WITHIN THE RIGHT-OF-WAY MUST CONFORM TO CITY OF MARATHON REQUIREMENTS.
- ALL AREAS DISTURBED BY CONSTRUCTION IN COUNTY RIGHT-OF-WAY SHALL BE REGRADED AND SODDED.

**PROPOSED CONDITIONS SUMMARY:**

TOTAL SITE AREA:	151,852 S.F.
IMPERVIOUS AREA:	AREA (S.F.)
PROPOSED BIKE PATH	7,797 S.F.
PROPOSED CONCRETE	7,823 S.F.
PROPOSED ASPHALT PAVEMENT	52,489 S.F.
PROPOSED PARKING AREA	41,167 S.F.
TOTAL IMPERVIOUS AREA	109,074 S.F.
PERCENT IMPERVIOUS	71.9 %
PERVIOUS AREA:	
GREEN AREA	42,558 S.F.
TOTAL PERVIOUS AREA	42,558 S.F.
PERCENT PERVIOUS	28.1 %

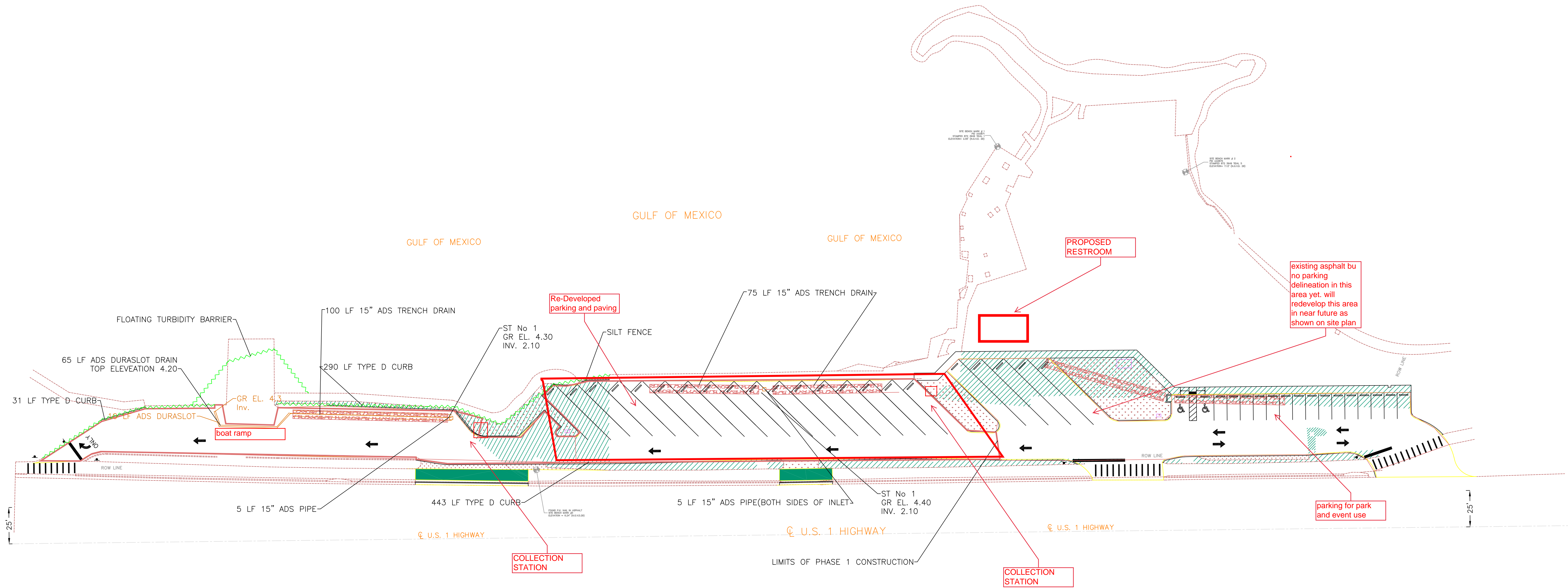
**LEGEND**

PROJECT BOUNDARY	---
RIGHT OF WAY LINE	- - - - -
PROPOSED FENCE	x x x x
PROPOSED PAVEMENT	[Hatched pattern]
PROPOSED GRAVEL PARKING AREA	[Diagonal hatched pattern]
PROPOSED CONCRETE	[Cross-hatched pattern]
PROPOSED ASPHALT BIKE PATH	[Dotted pattern]
PROPOSED BRICK	[Brick pattern]
WASHED RIVER ROCK	[Stippled pattern]
EXISTING CONCRETE	[Cross-hatched pattern]
EXISTING ELEVATION	+5.13
EXISTING ELEVATION (GRADE TO MATCH)	[Symbol]
PROPOSED ELEVATION	[Symbol]
PROPOSED STORMWATER PIPE	—
PROPOSED DRAINAGE FLOW ARROW	~
PROPOSED TOP OF BANK	—
PROPOSED SWALE BOTTOM	- - - - -

**OVERALL SITE PLAN**  
 for  
**SOMBRERO BEACH ROAD EXTENSION**

Description	Revisions	SAW	SAW	SAW
REVISIONS	3/21/09	SAW		
REVISIONS	06/04/09	SAW		

JUN 17 2009  
 Edward R. Castle  
 Professional Engineer  
 State of Florida  
 Registration No. 55574





Overview



Legend

- Centerline
- Easements
- Hooks
- Road Center
- Rights of Way
- Shoreline
- Key Names
- ▣ Subdivisions

Date created: 11/30/2021  
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