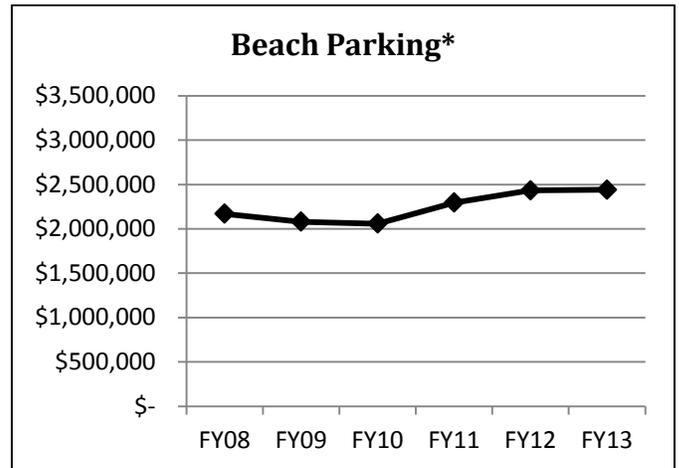


## Beach Parking Department/Beach Parking Fund

### DEPARTMENT FUNCTION

To economically provide safe, well-maintained and clean beach parks, including restrooms, fishing pier, paths, trails and signage. To maintain a mobile beach patrol and to patrol the parks.



\*Expenditures do not include capital items

### ACCOMPLISHMENTS

- Completed construction of family style restroom at Bowman's Beach Park;
- Beach patrol increased environmental protection of shorebirds through the enforcement of the dog leash ordinance by issuing ten citations for violation and twelve warnings for violation;
- Improved beach parking credit card use efficiency through equipment upgrades which increased the speed of transactions by as much as 70%;
- Completed 2012 beach dune plantings to beautify the beach parks and protect shoreline from erosion;
- Reinstalled 1,600 linear feet of rope and bollard system at Gulfside City Park and Lighthouse Beach Park that were impacted by Tropical Storm Debby.

### EMERGING ISSUES AND CHALLENGES FACING THE DEPARTMENT

- Increased pressures on the beach ecosystem and facilities as word of Sanibel's high ranking as a beach destination spreads.
- Increased demands on staff through the expansion of the facilities to be maintained (more restrooms, picnic areas, etc.).
- Maintaining recreational opportunities for beachgoers, while protecting critical wildlife habitat.
- Maintaining the existing family-friendly beach atmosphere.

City of Sanibel, Florida  
**DEPARTMENT OBJECTIVES**

**To Support Council Goals:**

- To protect the beach environment;
- To maintain beach revenues through an enhanced beach experience for residents and visitors.

**To Support Departmental Objectives:**

- To make all beach parks safe for all users;
- To maintain the beach park facilities to a level worthy of a world class destination;
- To ensure that people and wildlife can coexist at all beach parks;
- To protect and manage the beach and shoreline in a natural state;

**PERFORMANCE INDICATORS**

Description	Estimated 2013	Projected 2012	Actual 2011	Actual 2010
Annual beach park dune plantings	100%	100%	N/A	N/A
Annual exotic plant control at all beach parks	100%	100%	100%	100%
Annual maintenance of beach park rope and bollard system	100%	100%	100%	N/A
Maintain consistent revenues through enforcement and parking machine maintenance (measurement will be consistent revenues)			\$1,483,569\$	\$1,349,995

**RESPONSIBILITIES**

**Beach Parks Maintenance**

- Maintain grounds
- Litter control
- Monitor cleaners
- Make repairs
- Dune plantings
- Exotic control
- Beach walkovers

City of Sanibel, Florida

**TREND ANALYSIS**

Description	Estimated 2013	Projected 2012	Actual 2011	Actual 2010	Actual 2009
Parks Restrooms	8	7	6	6	6
Linear feet of shoreline newly vegetated or re-vegetated with dune species	TBD	TBD	TBD	N/A	N/A
Number of acres of exotic plants treated	TBD	TBD	TBD	N/A	N/A
Linear feet of rope and bollards newly installed or reinstalled due to storm events*	TBD	1,600	N/A	N/A	N/A
Parking machine revenue			\$1,368,301	\$1,200,557	\$1,243,204
Parking permit revenue			\$94,450	\$92,823	\$90,753
Parking violation revenue			\$50,818	\$56,615	\$83,601

\*Will be tracked and reported annually beginning in FY2012–2013