



Agenda Item: Discuss Update on Seawall Urban Park Visitor Transactions and Communications

Background: Per an Interlocal Agreement with the City of Galveston, the Park Board is responsible for managing the Seawall Urban Park program. This includes the daily operation of a Call Center to assist individuals with paying for parking, Seawall Ambassadors who assist with parking and general tourist information on the Seawall itself and the maintenance of the Loos, Port-o-Loo's, Bus Stops and Bollards for the entire Seawall Urban Park.

In early 2020 the Park Board responded to the financial challenges presented by the pandemic by modifying budgets. As part of the budget modifications, several Part Time positions were eliminated through the end of the budget cycle. While these reductions proved to be a strong recourse for lost revenue opportunities early in the pandemic, we quickly saw that demand for outdoor recreation was high and the Seawall saw record visitation.

When building the budgets for current fiscal year, it was apparent that the positions eliminated because of the pandemic were essential to ensure a successful program. The decision was made to bring back the Seawall Ambassadors previously eliminated in Spring of 2021, in anticipation of the increases to the Seawall Parking Program and another busy season.

As 2020 progressed, the Parks as a whole saw turnover in leadership, which created an opportunity to review practices and make recommendations for improvement. The primary area of opportunity for improvement in Seawall Urban Park related to customer engagement and payment options.

Today's presentation will focus on the importance of Seawall Ambassadors and explore options for improving customer engagement and payment options.

Staff Recommendation: Discussion Item Only – Staff is seeking feedback from the Committee

Funding Source (if applicable): n/a