



Date: April 29, 2019

To: Thomas J. Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Bill Judge, Interim Transportation Director
Subject: Ordinance to Change Parking Fees Amendment

Executive Summary

With the retroactive effective date of March 11, 2019, the amendment to Part 17-107 (Parking Fees) of the Fee Schedule removes Surface Parking Lot #14 and replaces it with the new Morgan-Rigsbee Parking Garage.

There have been six parking fee changes within the last eighteen years: June 18, 2001; June 18, 2007; July 1, 2010; October 2014; September 6, 2016; and July 1, 2017.

Attached is a copy of the current ordinance identifying the changes to be applied to Part 17-107 (Parking Fees) of the Fee Schedule along with a copy of the ordinance to be approved, amending the parking fees.

Recommendation

The Department recommends that City Council adopt an Ordinance to Revise Parking Fees effective March 11, 2019, retroactively.

Background

The City has implemented parking fee changes five times within the last eighteen (18) years. On June 18, 2001, the City implemented three changes: 1) increased hourly rates at parking decks and surface lots; 2) increased monthly contract fees; and 3) eliminated employee subsidy for parking. On June 18, 2007, the City implemented two changes: 1) a motorcycle fee and 2) the fee charged in the initial hour instead of across the first and second hours. The changes did not represent a significant revenue increase. On July 1, 2010, the City implemented two changes: 1) increased hourly rates at parking decks and surface lots; 2) increased monthly contract fees. On October 1, 2014, the City increased monthly residential permits for Downtown residents, increased special events parking by \$1.00 per vehicle and implemented additional options for residential parking. On September 6, 2016, the City increased hourly, and special event parking rates. On July 1, 2017, the City implemented one change that increased monthly parking rates at parking garages and surface lots.

Issues and Analysis

The City's parking facilities operate as an enterprise fund. The primary purpose of charging a fee for parking convenience is not the collection of revenue, although this is important, but rather to allocate a scarce resource efficiently. Most highly valued commodities in limited supply are often most fairly rationed by price. Charging appropriate parking fees allows the market participants to value each parking asset properly.

The new Morgan/Rigsbee Parking Garage opened on Monday, March 11, 2019. The new parking garage was built on the former surface parking lot #14. To this end, a modification to the Fee Ordinance is required to reflect these changes.

Alternatives

1. Amend the Ordinance to Revise Monthly Parking Fees as requested. Recommended.
2. Do not amend the Ordinance to Revise Monthly Parking Fees. Not recommended as the current Fee Ordinance does not include the new Morgan/Rigsbee Parking Garage.

Financial Impact

The City's parking lots and garages operate as an enterprise. Parking revenues will be placed into the Parking Enterprise Fund to be used to pay for improvements to the parking system.

Equal Business Opportunity Summary

The Equal Business Opportunity Program participation is not an issue that is associated with acceptance and implementation of fee changes.

Attachments

- Exhibit A: Changes to Part 17-107 of the Fee Schedule (Parking Fees) (Mark Up Version)
- Exhibit B: Changes to Part 17-107 of the Fee Schedule (Parking Fees) (Clean Version)