



REVISIONS TO PARKING FEE SCHEDULE

City Council Meeting
June 21, 2022

Alan Alton, CFO
Finance

Current

- The City Council approved various temporary parking fee waivers at the outset of the COVID-19 Pandemic
- These fee waivers were intended to provide relief to downtown businesses and visitors
- The waivers are set to expire on June 30, 2020

Proposed

- City staff and the Downtown Action Organization (DAO) discussed how the City can help visitors and business in the downtown after the fee waivers expire
- One proposal would be to provide first hour free parking hours to all five parking garages
 - The Seventh Street Garage (Garage 1) and First Street Garage (Garage 12) currently offer first hour free parking
- Another proposal would be to make permanent free weekend parking in the garages during the Holiday Season

Fiscal Impact

- Estimated loss of revenue for the two programs: \$175,000
 - First Hour Free for all five garages: \$150,000
 - Holiday Parking Program (weekend free parking in all five garages): \$25,000
- Already included in Parking Fund revenue estimate for FY 2022-23
- Parking Fund has an operational deficit
 - Forecasting balanced operational fund if return to Pre-COVID average revenue

Outreach

- Goal of these changes is to encourage the use of parking facilities
 - Consistent and Permanent charges
- Coordinate with DAO on promoting new parking hours
- Hours clearly identified at garages
- Other promotional measures
 - Presence at Wednesday Night Market in June to answer questions.
 - Developing brochures and fliers
 - Meeting with business owners
 - Use of City website, social media and ads

Recommendation

It is recommended by the Finance Department that the Council, by resolution, approve changes to the Parking fee Schedule to provide in the five public parking garages effective July 1, 2022: 1) first hour free parking ; and 2) free weekend parking Saturdays and Sundays from the first Saturday after Thanksgiving through New Year's Day annually.

Questions?