

OCT 11 2004

ALISON WEYHER
DIRECTOR

SALT LAKE CITY CORPORATION
COMMUNITY AND ECONOMIC DEVELOPMENT

ROSS C. "ROCKY" ANDERSON
MAYOR

COUNCIL TRANSMITTAL

TO: Rocky Fluhart, Chief Administrative Officer **DATE:** October 11, 2004

FROM: David Dobbins, Deputy Director

RE: A request by the Administration to waive fees at parking meters from Thanksgiving Day, November 25, 2004 to Sunday, January 2, 2005, inclusive, and allow two-hour free parking as a means to encourage additional patronage of the City's retailers during the holiday season.

STAFF CONTACT: Tim Harpst 535-6630

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: It is estimated there will be a reduction in meter coin revenue of approximately \$114,000 and parking fine revenue of \$66,000 for a total reduction of \$180,000 associated with approval of this proposal. This uncollected revenue was anticipated by the Administration and the Council when it adopted the annual budget, so there will be no budget impact if the program is approved. Approximately \$3500 will be needed to purchase the materials. The Downtown Alliance will reimburse the department for that cost.

DISCUSSION: For the 2003 holiday season, the City Council approved waiving meter fees and bagging all parking meters from December 4 to January 5 to provide free parking for up to a 3 hour time limit. Red plastic bags stating "FREE PARKING - 3 HR LIMIT" were placed on each parking meter and fixed with a green bow. This action required an ordinance modification to waive the meter fee. The hard costs in 2003 included a loss of meter coin revenue of approximately \$90,000, a citation revenue loss of approximately \$55,000 and a materials cost of \$3,500 for a total cost of \$148,500. There was a soft cost of approximately \$7,000 in Public Services' labor and equipment to install and then remove the bags.

Analysis: The following minor changes are recommended for this year based on an evaluation by City staff and the Downtown Alliance of last year's experiment:

1. **Change the maximum time limit for free parking from 3 hours to 2 hours.**
Comments were received from several merchants and businesses that downtown workers, especially seasonal workers, were usurping the on-street parking because of the three-hour limit and time limit parking is more difficult to enforce. Workers, particularly part-time workers, were able to move their car once per work shift from one metered spot to another during their work break and have free on-street parking their entire shift.

2. **Use green bags with red ribbons and bows instead of red bags with green ribbons and bows.** Comments were received that the public sometimes mistook or had difficulty in differentiating the free parking meter bags from meters that were bagged NO PARKING for other purposes. Red is considered a "prohibitive" color and the City uses red bags to create temporary no parking areas.
3. **If the Downtown Alliance creates a holiday shopping theme that includes a logo, print the logo on the curb side of the bags placed on the parking meters.** This would help promote the downtown shopping theme and reinforce the free parking as being part of the overall effort to promote shopping downtown.
4. **Begin the free parking from Thursday, November 25 (Thanksgiving) through Sunday, January 2.** Because last year's effort started late, the free meters began one week after Thanksgiving. If this proposal is approved in time to begin on Thanksgiving, this year's entire traditional holiday shopping season will be covered. It would include four more meter days than last year.

To implement this proposal, City Council must adopt the accompanying ordinance waiving the meter fees. This action needs to be done in October to allow sufficient time to order, manufacture and receive the meter bags in time for placement by Thanksgiving.

Public Process: The Downtown Alliance's Parking & Transportation Committee met August 31 with a subcommittee of the RDA Board consisting of Eric Jergensen, Carlton Christensen and Dale Lambert to discuss and prioritize issues related to downtown parking. Consideration of providing free parking meters during the holidays was given high priority because of the approaching holiday season. As a result, this proposal has been prepared. The Downtown Alliance's Parking & Transportation Committee met September 29 (no RDA members were present) and endorsed this proposal. Additionally, the Downtown Alliance has agreed to pay the \$3,500 cost to manufacture the meter bags this year.

Relevant Ordinance: Ordinance 12.56.170 *Parking Meters -- Rates* will need to be modified to waive the meter fees during the specified period. The appropriate wording is shown in Paragraph B of the accompanying draft ordinance. A public hearing is not required.

SALT LAKE CITY ORDINANCE
No. _____ of 2004
(Waiving parking meter fees for holidays)

AN ORDINANCE AMENDING SECTION 12.56.170, *SALT LAKE CITY CODE*,
RELATING TO PARKING METER RATES.

Be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. That Section 12.56.170, *Salt Lake City Code*, pertaining to parking meter rates be, and the same hereby is, amended to read as follows:

12.56.170 Parking Meters-Rates:

A. Parking meter rates shall not exceed twenty five cents (\$0.25) per twenty (20) minutes of parking within any parking meter zone. A parking meter token may be used in parking meters installed by the city at a rate not to exceed one hour of parking per token. Parking meter tokens shall not be used as legal tender to satisfy any debt to the city and shall only be used in connection with a downtown parking and transit token program.

B. The foregoing notwithstanding, all parking meter charges shall be waived during the period of November 25, 2004 through January 2, 2005. However, during said period, no person shall park or permit any vehicle to remain parked in any parking meter space adjacent to a meter for a continuous period longer than two hours.

SECTION 2. This ordinance shall take effect on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,
2004.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

ATTEST:

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2004.
Published: _____.

APPROVED AS TO FORM
Salt Lake City Attorney's Office
Date 10/7/2004
By W. Spindle

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