

SALT LAKE CITY COUNCIL STAFF REPORT

DATE: October 15, 2004

SUBJECT: Request by the Administration to waive fees at parking meters during the 2004 holiday season to encourage patronage of City retailers (follow-up to budget adoption)

AFFECTED COUNCIL

DISTRICTS: If the ordinance is adopted, it will affect City metered parking from November 25, 2004 through January 2, 2005.

STAFF REPORT BY: Sylvia Jones, Policy Analyst

ADMINISTRATIVE DEPT. AND CONTACT PERSON: Community Development
David Dobbins, Acting Director

KEY ELEMENTS:

1. The Administration has requested, and the Council adopted a budget that contemplates a waiver of all City-owned parking meter fees from Thanksgiving Day, November 25, 2004 through Sunday, January 2, 2005 as a means of encouraging patronage of City retailers during the upcoming holiday months.
2. Last year, the City Council approved waiving meter fees from December 4th to January 5th to provide free parking for a three-hour timeframe. The Administration proposes to limit free parking to two hours this year based on input from merchants and businesses who indicate the three-hour free parking was used primarily by seasonal and part-time employees who sought free parking during their work shifts.
3. If this request is approved by the Council, the Administration estimates that meter coin revenue will be reduced by \$114,000 and parking fine revenue will be reduced by \$66,000, for a total reduction of \$180,000.
4. During the 2004-05 budget process, the Council anticipated the loss of meter coin revenue and parking fine revenue during the holiday season and expressed intent for the RDA to participate in the program costs by reimbursing the General Fund. It is the Council staff's understanding, however, that this is not currently included in the RDA's budget.
5. Materials need to be ordered as soon as possible in order to receive and install the bags on the meters by November 25th. Public Services personnel will install and remove the bags.
6. The Downtown Alliance has agreed to reimburse the City for the cost of materials in the amount of \$3,500.
7. Due to the holiday schedule this calendar year, the Administration suggests increasing the free parking by four additional days.
8. Parking meters located on University of Utah property are not subject to the free parking program.

MATTERS AT ISSUE /POTENTIAL QUESTIONS FOR ADMINISTRATION:

1. Given that the Administration has a better understanding of the true costs of the program this year, the Council may wish to request that the RDA reimburse the General Fund in the amount of \$93,600.
2. As outlined in the attached ordinance, all parking meter charges will be waived during the period of November 25, 2004 through January 2, 2005. Additionally, during this period, no one will be permitted to park in a metered space in excess of two hours. Parking Enforcement will monitor the metered spaces.
Does the Council approve of the two-hour time limit?

MOTION:

["I move that the Council"] Adopt the ordinance waiving parking meter fees for the period of November 25, 2004 through January 2, 2005.

["I move that the Council"] Not adopt the ordinance waiving parking meter fees for the period of November 25, 2004 through January 2, 2005.

["I move that the Council"] Request that the RDA staff prepare a budget amendment to allow for the RDA's participation in the amount of \$93,600 for the holiday parking program.