
SALT LAKE CITY COUNCIL STAFF REPORT

DATE: October 28, 2005
SUBJECT: Waive Parking Meter Fees from November 24, 2005 to January 2, 2006
AFFECTED COUNCIL DISTRICTS: Citywide
STAFF REPORT BY: Gary Mumford
ADMINISTRATIVE DEPT. Transportation Division
AND CONTACT PERSON: Tim Harpst

KEY ELEMENTS:

The City Council's annual budget for fiscal year 2005-06 continued the previous policy of free holiday parking at meters. This will be the third year for providing free parking at meters during the holidays. The Downtown Alliance is very supportive of the free parking program and will include the holiday parking program in its advertising and promoting of the Downtown. The City will provide the green bags that will be placed over the meters, and the Downtown Alliance will provide bows and ribbon to secure the bags.

The Downtown Alliance conducted a survey of merchants regarding the free parking. Nearly all were in favor and the majority favored a two-hour limit. Some merchants preferred a one-hour limit because employees sometimes park at the meters; however, most preferred continuing the two-hour limit from last year. It may take more than one hour to shop if a customer goes to more than one store. A restaurant visit can take more than an hour during the busy holiday season.

The proposed ordinance changes only the dates in the current ordinance. Parking meter fees are proposed to be waived from November 24, 2005 (Thanksgiving Day) through January 2, 2006 (holiday since January 1st is a Sunday). Free two-hour parking will be available at all meters in the City not just those in the downtown. The parking meter and parking citation revenue estimates in the adopted budget take into account the reductions that will occur during this period of time.

The Downtown Alliance would like to begin promoting the free parking immediately. Therefore, the Administration is asking that the City Council consider adopting the ordinance on the same day as the briefing. This will also give the Downtown Alliance time to order the bows and ribbon. The Transportation Division has sufficient green bags available from last year's supply.

These bags are imprinted with the words: Free Parking
 2-hour limit

OPTIONS:

Options include:

1. Consider adopting the ordinance on the same evening as the briefing.
 2. Defer consideration of the ordinance until the next formal meeting (November 15).
 3. Change the time limit of the free parking.
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A. LOUIS ZUNGUZE
DIRECTOR

BRENT B. WILDE
DEPUTY DIRECTOR

SALT LAKE CITY CORPORATION
DEPT. OF COMMUNITY DEVELOPMENT
OFFICE OF THE DIRECTOR

ROSS C. "ROCKY" ANDERSON
MAYOR

COUNCIL TRANSMITTAL

TO: Rocky Fluhart, Chief Administrative Officer **DATE:** October 14, 2005
FROM: Louis Zunguze, Community Development Director
RE: Request to waive parking meter fees from Thanksgiving Day, November 24, 2005 to Monday, January 2, 2006, inclusive, to allow two-hour free parking as a means of encouraging additional visitors in the downtown area during the holiday season

STAFF CONTACT: Tim Harpst, Transportation Director, at 535-6630 or tim.harpst@slcgov.com

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: None

DISCUSSION:

Issue Origin: City Council approved waiving meter fees and bagging all parking meters during the majority of the holiday season in 2003 and all of the traditional holiday shopping season (Thanksgiving through New Years) last year. Consistent with that previous action, the Transportation Division requests that a similar waiver be granted by the Council from Thanksgiving Day, November 24, 2005 to Monday January 2, 2006.

Analysis: This incentive to shop and enjoy downtown during the holiday season has been well received by retailers, the Downtown Alliance, and the public. The current fiscal year budget anticipated that this incentive would be approved this year. The parking meter and parking citation revenue estimate in the City's budget takes into account the reduction that will occur while the meters are bagged. The current fiscal year budget reflects a reduction in meter coin revenue and citation revenue based on the past two years' experience of providing this free parking during the holidays. The budget also reflects the meter rate increase from \$.75 per hour to \$1.00 per hour that took affect this summer.

The City Administration and Downtown Alliance recommend that the color scheme of green bags used last year be continued this year, as well as the 2-hour free parking time limit. There are sufficient green bags available from last year's supply that new bags will not need to be ordered. The Downtown Alliance would like to see gold ribbons and bows used this year instead of red, which was used last year. If gold is not available, red will be used. As in the past, the Downtown Alliance will pay the cost of the bows and ribbons.

The recommended dates for free parking include the traditional holiday shopping season beginning Thanksgiving Day, Thursday, November 24, 2005, through and including Monday, January 2, 2006. (New Years Day 2006 falls on a Sunday, which means the following Monday, January 2, will be a holiday.)

To implement this proposal, City Council will need to adopt an ordinance waiving the meter fees for the designated period. This action is requested now in order to provide sufficient time to acquire the bows and ribbon, as well as provide merchants and the Downtown Alliance sufficient time to prepare advertisements of the program.

Public Process: The Downtown Alliance Parking & Transportation Committee endorsed this proposal at their September 6, 2005, meeting. The Downtown Alliance has also agreed to pay the cost to purchase the ribbons and bows this year, as they did in the past two years.

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. The proposed ordinance is attached to the transmittal for the councils' review.

SALT LAKE CITY ORDINANCE
No. _____ of 2005
(Waiving parking meter fees for holidays)

Clean

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 fifteen (15) 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 24, 2005, through January 2, 2006. 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 (2) 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 _____,
2005.

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 2005.
Published: _____.

APPROVED AS TO FORM
Salt Lake City Attorney's Office
Date 10/3/2005
By TKS Pendlove

SALT LAKE CITY ORDINANCE
No. _____ of 2005
(Waiving parking meter fees for holidays)

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Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

ATTEST:

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2005.

Published: _____.