
M E M O R A N D U M

DATE: November 1, 2006
TO: City Council Members
FROM: Russell Weeks
RE: Request to Waive Parking Meter Fees During Holiday Season
CC: Cindy Gust-Jenson, Rocky Fluhart, Louis Zunguze, Tim Harpst, Steve Fawcett, Gary Mumford, Larry Spendlove, Jennifer Bruno, Sylvia Richards, Robert Farrington

This memorandum pertains to a proposed ordinance to waive parking meter fees in the City from November 23 (Thanksgiving Day) to January 1, 2007. The City Council is scheduled to consider the proposed ordinance on November 7.

OPTIONS

- Adopt the proposed ordinance.
- Do not adopt the proposed ordinance.

MOTIONS

- I move that the City Council adopt the ordinance amending City Code Section 12.56.170 to waive parking meter fees during the winter holiday season.
- I move that the City Council consider the next item on the agenda.

KEY POINTS

- The proposed ordinance would continue a City practice begun in 2003.
- The Administration estimates that the City would lose about \$100,000 in revenue from putting coins in meters and \$50,000 in revenue from fines for parking-meter violations.
- According to the Administration, the revenue loss was anticipated in preparing the current fiscal year's budget. It is considered a reduction of budgeted revenue.
- The Administration estimates that the City operates about 2,150 parking meters. One-half or more of the meters are located in the Central Business District. Other areas with meters include 200 East Street, 1300 East Street near 100 South Street and Trolley Square.

ISSUES/QUESTIONS FOR CONSIDERATION

- Is waiving parking meter fees during the winter holiday season in the best interests of the City?

BACKGROUND/DISCUSSION

The proposed ordinance would replace one exactly like it that the City Council adopted last year about this time to address parking during the winter holiday season.

The City Council has waived parking meter fees during the winter holiday season since 2003. Generally, it has been seen as a way to publicize shopping in Salt Lake City by giving shoppers the opportunity to park free at meters for two hours. The practice has gone on long enough that City officials now are budgeting for the revenue loss as the annual budget is prepared.

According to Downtown Alliance Executive Director Robert Farrington, this might be the last year that the business community the Alliance represents will seek a waiver. The Alliance supports waiving parking meter fees for the 2006 holiday season but plans to wait until recommendations that pertain to downtown parking issues are published in the Downtown Transportation Study that currently is under way. If the Transportation Study recommends different approaches to subsidizing or promoting parking downtown, the Alliance would like to compare the recommended approaches – and their cost – to the parking-meter fee waiver and, possibly, the downtown token program – and their costs, according to Mr. Farrington.

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

CITY COUNCIL TRANSMITTAL

TO: Rocky Fluhart, Chief Administrative Officer **DATE:** October 5, 2006
FROM: Louis Zunguze, Community Development Director
RE: Request to waive parking meter fees from Thanksgiving Day, November 23, 2006, to Monday, January 1, 2007, 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 Year's) in 2004 and 2005. Consistent with that previous action, this request is for a similar waiver to be granted by City Council from Thanksgiving Day, November 23, 2006, to Monday, January 1, 2007, inclusive.

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 three years' experience of providing this free parking during the holidays. The reduction in revenue, although highly dependent on weather and shopping conditions, is anticipated to be approximately \$100,000 in meter coin revenue and \$50,000 in fine revenue.

There are sufficient green bags previously purchased by the Downtown Alliance from last year to use again this year. The Downtown Alliance will also be selecting the color and covering the cost of bows. The bags will display a 2-hour free parking time limit on the street side and a gold-colored "Lights On" logo on the sidewalk side.

The recommended dates for free parking include the traditional holiday shopping season beginning Thanksgiving Day, Thursday, November 23, 2006, through and including New Year's Day, Monday, January 1, 2007. Thanksgiving Day, New Years Day, and weekends are normally free parking days.

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 and Transportation Committee endorsed this proposal at their September 12, 2006, meeting. Their letter of support is attached. Similarly, the Downtown Retail Merchants Association is supportive and appreciative of this proposal.

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 Council's review.

Attachment A:
Letter from Downtown Alliance



SALT LAKE
Downtown Alliance
an affiliate of the Salt Lake Chamber

175 East 400 South, Suite 600
Salt Lake City, Utah 84111
t: 801.359.5118
f: 801.328.5098
www.downtownslc.org

October 3, 2006

Mr. Dave Buhler
Chairman
Salt Lake City Council
451 South State Street
Salt Lake City, Utah 84111

Dear Councilman Buhler;

The Downtown Alliance would like to thank the Salt Lake City Corporation for continuing the practice of providing free on-street parking during the holiday season on city streets.

This practice and protocol of allowing customers, shoppers and visitors to downtown to park free for two hours at city meters is a great boon to keeping downtown a lively and active shopping district.

The free holiday parking is an important public relations tool in our holiday season marketing. We are planning to feature this in our special holiday promotional insert in the Salt Lake City magazine, which hits homes and newsstands in November.

In addition, the free parking will be a feature of our Lights On! promotion and other holiday marketing and advertising materials.

We receive very good feedback from downtown merchants, and I know that they and their customers very much appreciate this gesture by Salt Lake City to keep downtown vibrant.

Thank you again for your support of this program and many others that positively impact downtown Salt Lake City.

Cordially,

Bob Farrington
Executive Director

cc. Salt Lake City Council
Mayor Rocky Anderson
Downtown Alliance Board of Trustees
Tim Harpst, Salt Lake City Transportation Dept.

Attachment B: Proposed Ordinance

SALT LAKE CITY ORDINANCE
No. _____ of 2006
(Waiving parking meter fees for holidays)

APPROVED
AS TO FORM

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 23, 2006, through January 1, 2007. 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 _____,
2006.

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 2006.
Published: _____.

APPROVED AS TO FORM
Salt Lake City Attorneys Office

Date

10/2/2006

By

[Signature]

SALT LAKE CITY ORDINANCE
No. _____ of 2006
(Waiving parking meter fees for holidays)

LEGISLATIVE

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2006.

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 2006.
Published: _____.