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## M E M O R A N D U M

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**DATE:** October 10, 2008  
**TO:** City Council Members  
**FROM:** Russell Weeks  
**RE:** Request to Waive Parking Meter Fees During Holiday Season  
**CC:** Cindy Gust-Jenson, David Everitt, Lyn Creswell, Frank Gray, Tim Harpst, Robert Farrington, Karen Hale, Jennifer Bruno, Karen Halladay, Sylvia Richards, Lehua Weaver

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This memorandum pertains to a proposed ordinance to waive parking meter fees in the City from November 27 (Thanksgiving Day) to January 1, 2009. The City Council is scheduled to consider the proposed ordinance on October 14.

### 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. The great majority 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.

It should be noted that the Administration's transmittal contains letters of support for the holiday parking waiver from The Downtown Alliance Board of Trustees and the Downtown Merchants Association.

It might also be noted that in 2006 there was some consideration of making the proposed ordinance permanent instead of adopting it every year. The idea was dropped in part because there was some consideration of using equivalent funds from the parking-meter waiver for other promotional activities. However, at a Downtown Merchants Association meeting where the idea of not having free holiday parking was raised, the Association indicated that the waiver was a proven promotional program that ought to be retained.

FRANK B. GRAY  
DIRECTOR

**SALT LAKE CITY CORPORATION**  
DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT  
OFFICE OF THE DIRECTOR

RALPH BECKER  
MAYOR

MARY DE LA MARE-SCHAEFER  
DEPUTY DIRECTOR

ROBERT FARRINGTON, JR.  
DEPUTY DIRECTOR

**CITY COUNCIL TRANSMITTAL**

  
\_\_\_\_\_  
David Everitt, Chief of Staff

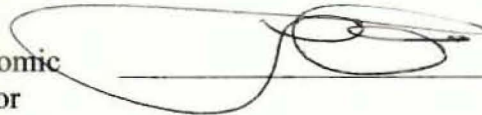
Date Received: 9-24-08 - SRB

Date Sent to City Council: 9/29/2008

**TO:** Salt Lake City Council  
Jill Remington-Love, Chair

**DATE:** September 24, 2008

**FROM:** Frank Gray, Community & Economic  
Development Department Director



**RE:** Request to waive parking meter fees from Thanksgiving Day, November 27, 2008, to <sup>rec 9/24</sup> Thursday, January 1, 2009, inclusive, to allow two-hour free parking as a means of <sup>alt</sup> 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

**RECOMMENDATION:** That the City Council approve the accompanying ordinance change  
waiving the meter fees during the specified period.

**DOCUMENT TYPE:** Ordinance

**BUDGET IMPACT:** None. The current city budget was adopted anticipating a reduction  
in meter coin and fine revenue associated with this request.

**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 the years since then. Consistent with that previous action, this request is for a similar waiver to be granted by City Council from Thanksgiving Day, November 27, 2008, to New Years Day, Thursday, January 1, 2009, inclusive.

**Analysis:** This incentive to shop and enjoy Downtown during the holiday season has been well received by retailers, the Downtown Alliance, the Downtown Retail Merchants Association, Chamber of Commerce and the public. The current fiscal year budget anticipated that this



incentive would be approved this year and reflects a reduction in meter coin and citation revenue based on the previous years' experience of providing this free parking during the holidays. The reduction in revenue, although highly dependent on weather and shopping conditions, particularly considering the heightened level of downtown construction, is anticipated to be approximately \$100,000 in meter coin revenue and \$50,000 in fine revenue.

The bags will display a 2-hour free parking time limit which is what has been successfully used in prior years. The Downtown Alliance covers the cost of the bags and bows.

The recommended dates for free parking include the traditional holiday shopping season beginning Thanksgiving Day, Thursday, November 27, 2008, through and including New Year's Day, Thursday, January 1, 2009. 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 materials and provide merchants and the Downtown Alliance sufficient time to prepare advertisements of the program.

**Master Plan Considerations:** Not specifically applicable, but this request is a key element in the effort to keep downtown active and "open for business" during this time of major reconstruction.

#### **PUBLIC PROCESS:**

The Downtown Alliance Board of Trustees and the Downtown Retail Merchants Association have provided the accompanying letters and resolution of support. Both organizations intend to advertise it as part of their holiday advertising campaign.

#### **RELEVANT ORDINANCES:**

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, Attachment B, for Council's review.

**Attachment A:  
Letter of Support**



SALT LAKE CITY  
**Downtown  
Alliance**  
AN AFFILIATE OF THE SALT LAKE CHAMBER

September 9, 2008

Jill Remington-Love  
Chairwoman  
Salt Lake City Council  
451 South State Street  
Salt Lake City, UT 84111

**RECEIVED**

SEP 10 2008

TRANSPORTATION  
DIVISION

Dear Councilwoman Remington-Love;

The Downtown Alliance Board of Trustees met on September 8, 2008 and adopted a resolution to support two-hour free holiday parking. I have enclosed the resolution for your consideration.

The Downtown Alliance Board of Trustees, on behalf of the over 2,500 business and property owners which we represent, would like to thank the City Council for their continued efforts to promote the downtown by supporting the two-hour free holiday parking. With your support, we will continue to make downtown Salt Lake City the premier destination for arts, culture, entertainment, shopping and business in the region.

Sincerely,

Bruce Bingham, Chair  
Board of Trustees  
Downtown Alliance

cc: Tim Harpst

Enclosure



## RESOLUTION SUPPORTING TWO-HOUR FREE HOLIDAY PARKING

September 8, 2008

*WHEREAS, the merchants in the Central Business Improvement District see an increase in retail activity during the holiday season, and*

*WHEREAS, Downtown Salt Lake City welcomes many visitors during the holiday season to shop, dine and enjoy holiday activities, and*

*WHEREAS, the Downtown Alliance mission is, in part, to promote the Central Business Improvement District as a destination location for shopping and entertainment, and*

*WHEREAS, it has become a holiday tradition and a gesture of good will to offer two-hour free parking, and*

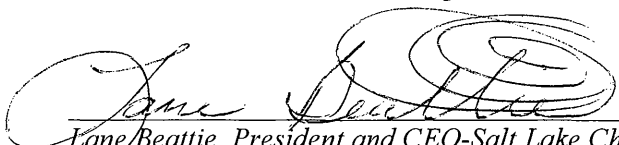
*WHEREAS, the Downtown Merchants Association supports two-hour free holiday parking, and*

*WHEREAS, the Downtown Parking and Transportation Committee has made recommendations in favor of supporting two-hour free holiday parking,*

**BE IT THEREFORE RESOLVED**, that the Downtown Alliance Board of Trustees formally supports two-hour free holiday parking and requests that the Salt Lake City Council approves an ordinance to establish two-hour free holiday parking.

*Passed and adopted this 8<sup>th</sup> day of September, 2008 by the Downtown Alliance Board of Trustees*

  
Bruce Bingham, Chair

  
Lane Beattie, President and CEO-Salt Lake Chamber/Downtown Alliance



RECEIVED

SEP 17 2008

TRANSPORTATION  
DIVISION

September 15, 2008

Timothy Harpst  
Transportation Director  
Salt Lake City Transportation Division  
349 South 200 East, Suite 450  
Salt Lake City, UT 84111

Dear Mr. Harpst,

Recently, Salt Lake explored the possibility of increasing parking meter hours throughout the city. During which time the Downtown Merchants Association was inundated with concerns from local business owners expressing their fears given the unusual amount of construction downtown. The city's decision not to increase parking fees was a relief to merchants who face continued competition from easily accessible suburban businesses.

The ongoing program to provide free on-street parking during the holiday season has helped increase traffic, cultivating a lively shopping district and improving perceptions about parking issues in the city. Downtown merchants appreciate the accessibility that the parking provides for their customers; year after year gathering positive feedback from shoppers on the convenience of having free parking available to them during the holiday season.

On behalf of our members, I would like to thank you, and the entire City Council, for your continued support of this program and the many other programs that have such a positive impact on downtown Salt Lake.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amy Coady', is written over a horizontal line.

Amy Coady  
President, Downtown Merchants Association



**Attachment B:  
Proposed Ordinance**

SALT LAKE CITY ORDINANCE  
No. \_\_\_\_\_ of 2008  
(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 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 ~~2227~~, 2007~~8~~, through January 1, 2009~~8~~. 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 \_\_\_\_\_,  
2008.

\_\_\_\_\_  
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 2008.

Published: \_\_\_\_\_.

HB\_ATT#5438-v1-amending\_12\_56\_070\_holiday\_free\_parking\_meters\_2008

SALT LAKE CITY ORDINANCE  
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B. The foregoing notwithstanding, all parking meter charges shall be waived during the period of November 27, 2008, through January 1, 2009. 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 \_\_\_\_\_,  
2008.

\_\_\_\_\_  
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 2008.

Published: \_\_\_\_\_.

APPROVED AS TO FORM  
Salt Lake City Attorney's Office  
Date 9/3/08  
By [Signature]

HB\_ATTYY-#5438-v1-amending\_12\_56\_070\_holiday\_free\_parking\_meters\_2008