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SEP 08 2010

SCANNED TO: May 27

SCANNED BY: JT

DATE: 9/3/10

SALT LAKE CITY CORPORATION

DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
OFFICE OF THE DIRECTOR

RALPH BECKER
MAYOR

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SEP 03 2010

FRANK B. GRAY
DIRECTOR

MARY DE LA MARE-SCHAEFER
DEPUTY DIRECTOR

ROBERT FARRINGTON, JR.
DEPUTY DIRECTOR

CITY COUNCIL TRANSMITTAL

Salt Lake City Mayor

David Everitt, Chief of Staff

Date Received: 09/03/2010

Date Sent to City Council: 09/03/2010

TO: Salt Lake City Council
JT Martin, Chair

DATE: September 1, 2010

FROM: Frank Gray, Community & Economic
Development Department Director

RE: Request to waive parking meter fees from Thanksgiving Day, November 25, 2010 to Sunday, December 26, 2010, 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

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. This year, the Downtown Alliance is requesting meter fees be waived for a shorter time period, from Thanksgiving Day, November 25, 2010, through Sunday, December 26, 2010, 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



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incentive would be approved this year through New Year's Day 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, is anticipated to be approximately \$100,000 in meter coin revenue and \$50,000 in fine revenue for the period between Thanksgiving and New Years Days. However, the Downtown Alliance's request this year is for a shorter period than previous years. In their accompanying letter, the Downtown Alliance requests the meter bagging begin with Thanksgiving, but end with Christmas rather than New Years. Their request recognizes that these are difficult economic times. They wish to reduce the amount of revenue forgone by the City, particularly considering their current request for the City to reimburse them for their costs to administer the Parking Token Program, which has been submitted for consideration in the next budget opening. Approving the Downtown Alliance's request and shortening the meter bagging time should net the City approximately \$30,000 in what would have been forgone 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.

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 has provided the accompanying letter requesting the holiday meter bagging, see Attachment A. If their request is approved, the Downtown Alliance and the Downtown Retail Merchants Association 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.

Attachment A:
Downtown Alliance Letter of Support



Mr. Robert Farrington
Economic Development Director
Salt Lake City Corporation
451 South State Street
Salt Lake City, Utah 84111

Mr. Tim Harpst
Transportation Director
Salt Lake City Corporation
349 South 200 East, Ste 450
Salt Lake City, Utah 84111

August 16, 2010

Dear Bob and Tim:

Since 2003 the Downtown Alliance has operated a parking token program in partnership with Salt Lake City, Utah Transit Authority and participating lots, garages and businesses throughout the Central Business District. The purpose of the program is to assist downtown merchants and their customers through a unified parking validation system.

The program works through discounted tokens which are available to local merchants through Zions Bank. These tokens are provided to customers for use in parking meters, UTA busses and garages throughout downtown. The Downtown Alliance has administered the program and subsidized the discounted tokens which have a dollar value in garages on busses and in participating lots but are purchased by local businesses at a reduced rate. Downtown businesses who agree to help market the program pay \$.25, other businesses pay \$.50.

For the past several years, the Salt Lake City Council has graciously provided support for the Parking Token Program through budget adjustments that have reimbursed the Alliance for additional token costs. We requested the last payment in support of this program in 2007. We have currently utilized all of the funds the city contributed to this program three years ago, and ask the City to reimburse the Alliance for the additional funds we have invested in this program.

As Salt Lake City prepares to implement a parking management entity and new pay stations throughout downtown, it is a good time to reevaluate the mechanics and success of this initiative. This program has been a great benefit to downtown merchants. Last year, we surveyed participating businesses about the program and found that they continue to appreciate the token program as a benefit offered by Salt Lake City and the Alliance. We propose moving away from the token program in favor of a validation system that is consistent with the new technology in the pay stations.

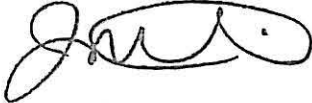
At this time, the Alliance has contributed \$30,000 in additional funds to help subsidize the discounted token program. We would also ask Salt Lake City Corporation to provide an additional \$15,000 to help fund the program until a more effective and efficient downtown parking validation system is put into place.

Reimbursement for tokens already purchased	\$30,000
<u>Subsidy for continuation of the program</u>	<u>\$15,000</u>
Total City Funding	\$45,000

Because funds to support this program were not included in the City's formal budget we would recommend using a portion of the funds that have been allocated to the Two Hour Free Holiday Parking Program. We would suggest considering ending the dates of the Free Holiday Parking Program on December 26 instead of January 2 to help raise funds to continue to support the year round token program. Our goal is to continue the year-round parking token program until pay stations and a parking management entity are in place and to do this in a way that is cost neutral to Salt Lake City.

Thank you for your continued support of this program that benefits businesses large and small throughout the Central Business District.

Sincerely,



Jason Mathis
Executive Director

Attachment B:
Proposed Ordinance

SALT LAKE CITY ORDINANCE
No. _____ of 2010
(Waiving parking meter charges for holidays)

An ordinance amending Section 12.56.170, *Salt Lake City Code*, relating to parking meter rates, to waive parking meter charges during the holiday season.

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 25⁶, 2010⁰⁹, through January 3¹December 26, 2010. 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 _____,
2010.

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 2010.
Published: _____.

HB_ATT#14296-v1-amending_12_56_170_waiving_parking_meter_fees_for_holidays_2010.DOC