



MEETING OF MAY 2, 2023

TO: Mayor Jordan and City Council

THRU: Susan Norton, Chief of Staff
Chris Brown, Public Works Director

FROM: Justin Clay, Parking Manager

DATE:

SUBJECT: AN ORDINANCE TO AMEND PARKING REGULATIONS AND TO AUTHORIZE THE MAYOR TO SET PARKING RATES AND REGULATIONS SUBJECT TO LIMITATIONS ESTABLISHED BY THE CITY COUNCIL

RECOMMENDATION:

Staff recommends amending the parking code to authorize the Mayor to establish and alter parking rates, regulations, and parking permitting programs subject to limitations established by the City Council.

BACKGROUND:

Currently, parking rates and regulations are set forth by the City Council and may only be altered by ordinance. While this framework has worked well to establish rates, regulations, and permitting options for defined parking districts, a nimbler approach may be desired to more effectively manage the City's parking supply.

DISCUSSION:

Analysis of downtown parking inventory and utilization shows opportunities where changes to our rate and regulatory structure may create greater parking availability and enhance the customer/visitor experience within our downtown.

One objective of parking management is to create an environment where some degree of available parking can always be found - block-by-block and facility-by-facility. There are many strategies that can be deployed to help achieve this objective (pricing according to demand, time-limits, permit restrictions, discounted employee options, etc.), however alterations to any one of those strategies must currently be approved via ordinance.

Staff recommends that greater administrative decision-making authority be given so that different strategies may be utilized to achieve desired outcomes. As we continue to transition from a rate and regulatory structure that was established to fund parking facility construction to one that best manages our parking supply, flexibility should exist in order to respond to new developments or behavioral patterns associated with those who visit, enjoy, work, and reside in our downtown.

Staff envisions implementing policies that encourage turnover within the core areas of our downtown, offer long-term and reduced price (or even free) options within less-utilized parking areas, and provide for permitting options that balance user convenience while preventing vehicle storage within the downtown core.

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To arrive at this data-driven, results-focused approach to parking management, staff recommends that the Mayor be authorized to establish the on-street and off-street locations within established parking district zones whereby parking fees are required, to set the parking fees and associated permitting options for such locations, and to set the days and times when payment shall be required. The Mayor would also have the authority to suspend parking regulations within established parking district zones during city holidays. Similar authority was established in 2019 with the creation of the Wilson Park South Neighborhood Parking District and has been effective in achieving desired results.

The Mayor may also adjust the paid parking rates within already established parking districts, subject to the following limitations:

- The paid parking rates shall not be increased within six months of the initial establishment of a parking district zone or within six months of any previous increase.
- The Parking Division shall conduct a utilization assessment based on peak hours and days prior to any rate adjustment.
- The Parking Division shall report to the City Council or a committee thereof annually on the current status of its programs.
- Rate and hour adjustments shall be based on deviation from ideal utilization rate between 75% and 85% of the paid parking spaces as determined by the Parking Division. The Parking Division shall implement any increase or decrease to the paid parking rates as necessary to achieve the goal of reaching the ideal utilization rate.
- Hourly rate increases shall not exceed \$2.00 per hour per adjustment period.
- Adjustments to the paid parking rates or times shall be communicated through signage within the district for fourteen (14) days prior to the enforcement of any new rates.

BUDGET/STAFF IMPACT:

NONE

ATTACHMENTS: EXHIBITS A, B & C - Amend Ch. 72 Parking Regulations, SRF 2023-674_Parking Reg Authority_4.6.2023, REDLINE - CHAPTER_72___PARKING_REGULATIONS_Ordinance Revisions

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