STAFF REPORT

To: Finance Committee Date: September 29, 2009

From: Cathy Ball, PE, Public Works Director

Via: Gary Jackson, City Manager

Subject: Volume Parking Rate Discounts for:
(1) Monthly Parking in Civic Center Garage; and,
(2) Bulk hourly vouchers

In May 2009, the Downtown Commission requested that the City evaluate the potential for allowing discounts for volume purchases of monthly parking spaces as well as hourly vouchers. The purpose of the request was to provide incentives for employers to buy monthly parking passes for employees thus freeing up on-street parking spaces.

Staff developed a recommended discount based on these guiding principles:

- providing a meaningful discount;
- minimize impact to future financial stability of the parking enterprise fund; and,
- balancing proposed volume discounts with other parking rates such as surface parking lot rates.

Based on these principles staff recommends the following parking rate changes:

(1) Fifteen percent (15%) discount for ten or more monthly parking spaces owned by one individual or agency in Civic Center Garage; and,

(2) Fifteen percent (15%) discount for 300 or more bulk vouchers purchased at one time by the same individual or agency for hourly parking in any City operated parking garage.

Pros:

- Provides incentives for employers to purchase multiply monthly parking spaces in the Civic Center Garage where the greatest availability for monthly parking exists.
- Provides incentive for businesses to purchase bulk hourly vouchers for customers.
- Increase availability of hourly on-street parking.

Cons:

- The proposal will have a financial impact on the parking fund as described below.

Staff estimates the maximum negative fiscal impact associated with a discount for monthly parking in the Civic Center Parking Garage at $30,000 per year. The maximum lost revenue associated with the discount for bulk hourly vouchers is $10,000, for a total maximum revenue loss of $40,000.