

Staff Report

PARKING SYSTEM IMPROVEMENTS

November 28, 2017

BACKGROUND:

As a follow-up to the May 16, 2017 workshop, the City Council requested that City staff provide additional information about several aspects of the parking system. **Contained in this report is a review of these referrals with the intent of seeking direction on these matters in anticipation of Fiscal Year 2018/19 budget development with the goal of covering operational and capital improvement costs (which is not being covered by our current revenues).**

The parking system has traditionally offered on-street, off-street parking, as well as in parking lots to support neighborhoods and local businesses. Within neighborhoods, parking regulations have evolved with a goal to allow residents and visitors to park while simultaneously discouraging storage parking. In neighborhoods with high demand for parking, additional regulations have been layered to restrict on-street parking further. Another purpose of these regulations has been for the clearing of streets at a specific time to allow street cleaning and snow plowing.

In parking lots, regulations have developed to allow both permit and metered parking around business and entertainment districts. Pricing has been established on an ad hoc basis, basically to cover minimal operational cost on these lots.

Similarly, parking enforcement has been used to support compliance with regulations. The City Council has set parking fines with a goal of generating compliance while also covering operational costs. Also, a hodgepodge of parking regulations has been enacted in the Campus area in response to individual neighborhoods having their own priorities.

A national review of reports prepared by parking consultants advising municipal governments suggests that parking systems can better serve the community by intentionally promoting these principles:

Principle 1: Manage parking to **meet the needs of business districts(s) and neighborhoods.**

Principle 2: Maximize the use of existing parking supply and resources **through technology** and shared use opportunities throughout the District. (Columbus Short North Parking Study, 2015)

- Principle 3: Use **Demand-Based Pricing**: In the Columbus (Ohio) Short North Parking Study, consultants reviewed a community with challenges much like those in Ames. The Study recommends that parking should be managed using tiered pricing; the highest priced parking should be on the blocks with the highest demand, lower pricing on blocks with modest demand, and free in the areas of little to no demand to incentivize the most efficient utilization of the existing parking resources. This helps to achieve parking availability goals in the most convenient “front door” curbside parking spaces. (Columbus Short North Parking Study, 2015)
- Principle 4: Eliminate the **inconsistency of the parking regulations** to provide a consistent and clear message to the users. (Stevens Point, WI Parking Study, 2015)
- Principle 5: Assure **location, convenience, and ease of finding a space** (as opposed to price) as these are the most critical factors in parking satisfaction. (Columbus Short North Parking Study, 2015).

Thus, parking management in Ames has many of the challenges faced by similar communities (with business districts generating growing demand for parking bordered by neighborhoods seeking to retain its character and tradition.) By responding to these challenges, most consultants recommend several actions beginning with **demand-based pricing**. A tiered pricing structure typically lowers prices in less desirable or more distant locations. In this model, the most desirable spots have the highest pricing, typically seeking an 85-90% utilization during peak periods. The pricing encourages turnover. With an appropriate pricing structure in place, less parking enforcement may be necessary to achieve the desired turnover.

Consultants also note that demand-based pricing often supports alternative modes of travel as the true cost of parking begins to factor into the customer’s decision. Promotion or accommodation of alternative modes of transportation can further mitigate the demand.

As noted in Principle 4, **consistent and predictable parking regulations** also help the customer park legally. This customer cooperation is important to an effective parking system.

Many of the lessons from these consultant studies can be directly applied to the parking issues faced by the City of Ames.

PARKING FINES:

Parking fines are summarized in the following two tables:

Table 1. Parking Fines in Iowa Communities

City/Jurisdiction	Overtime Fine (meters)	Illegal Fine (all other)
Ames	\$5, \$10 if not paid in 7 days	\$15, \$20 if not paid in 7 days
Dubuque	\$10, \$15 if not paid in 30 days	\$15, \$20 if not paid in 30 days
Waterloo	\$10, \$15 if not paid in 30 days	\$10, \$15 if not paid in 30 days
Sioux City	\$9, \$14 if not paid in 30 days	\$30, \$35 if not paid in 30 days
Iowa City	Tiered system: First offense: Warning (\$0) Second offense: \$7 Third offense: \$12 Fourth offense: \$15 Fifth offense: \$20 Sixth offense: \$25 Sixth offense or more: \$25	Commercial loading zone: \$25 Prohibited zone: \$15 If not paid in 30 days
Cedar Rapids	\$15, \$20 if not paid in 30 days	\$25, \$30 if not paid in 30 days
Des Moines	\$5, \$10 if not paid in 30 days	\$15, \$25 if not paid in 30 days
West Des Moines	\$15, \$20 if not paid in 30 days	\$15, \$20 if not paid in 30 days
Davenport	No Meters	\$20, \$25 if not paid in 30 days
Ankeny	No Meters	\$15, \$20 if not paid in 30 days
Cedar Falls	\$10, \$15 if not paid in 30 days	\$10, \$15 if not paid in 30 days
Clive	No Meters	\$15, \$20 if not paid in 30 days
Mason City	\$15, \$20 if not paid in 30 days	\$15, \$20 if not paid in 30 days
Iowa State University	\$10 (\$15 in Spring 2018)	\$40

Table 2. Parking Fines in College Communities

City	Overtime Fine	Illegal Fine
Corvallis, OR Oregon State University	\$10, \$10 for subsequent violation(s)	Range from \$10-\$160
West Lafayette, IN Purdue University	\$35, \$65 if not paid in 14 days	\$40, \$80 if not paid in 14 days*
Boulder, CO University of Colorado	\$15, \$30 if not paid in 14 days	\$25, \$50 if not paid in 14 days*
Charlottesville, VA University of Virginia	\$15, \$30 if not paid in 96 Hours	\$25, \$50 if not paid in 96 Hours*
Chapel Hill, NC University of North Carolina	\$15, \$25 if not paid in 21 days	\$50, \$60 if not paid in 21 days
Ann Arbor, MI University of Michigan	\$10, \$20 if not paid in 14 days \$40 if paid after 14 days \$60 if paid after 30 days	\$25, \$35 if not paid in 14 days \$55 if paid after 14 days \$75 if paid after 30 days

*For most parking violations

SUMMARY OF PARKING REGULATIONS AND FINES:

As noted in the previous tables, illegal parking violations of \$20 are typical in Iowa communities. Of those surveyed, only Cedar Rapids and Sioux City had fines over \$20. For overtime violations, penalties ranged from \$5 to \$15. It does not appear that communities are increasing fines as the primary solution to parking problems. It is also interesting to note that Iowa City, with a college environment somewhat similar to Ames,

has been using a scaled penalty. This allows first-time violations to receive a warning while repeat offenders see an escalation in their costs up to \$25. It should be noted this approach, for Ames, would require the purchase of more sophisticated software.

In addition, Ames faces two special problems due to the confluence of campus, business district, and neighborhood demand for parking in and around the Campustown area.

First, portions of this area are zoned for High-Density Residential development. With this designation, less parking is required with the anticipation that fewer vehicles will be stored or access the area. Thus, it is not surprising that remaining parking faces high demand. This, coupled with **high rental occupancy and commuter parking further increases demand for parking**. Free street parking in particular faces very high demand in this area. A demand-based parking analysis and pricing structure could better allocate this demand across available parking.

The second problem involves **parking violations during special events**, most notably during ISU home football games. The public parking fee for ISU grass lots is \$20 on games days. This is already more expensive than an illegal parking ticket in Ames. Thus, many times a decision is made to absorb an illegal parking fine from Ames rather than paying to park legally in the ISU lots.

A solution to this second problem could be exploring the establishment of special event zones and special enforcement rates. The rationale for this type of regulation is that special events require additional efforts to ensure that streets stay open and accessible when demand for parking is unusually high. This ordinance could be developed with a higher fine amount to increase deterrence.

The City Special Events Committee could identify events that might warrant special event parking designation and make this recommendation to Council. At this point, staff is not aware of any Iowa city that has employed this approach to special events. Consequently, the development of this approach would require some analysis of the state limitations on parking ordinances and fines.

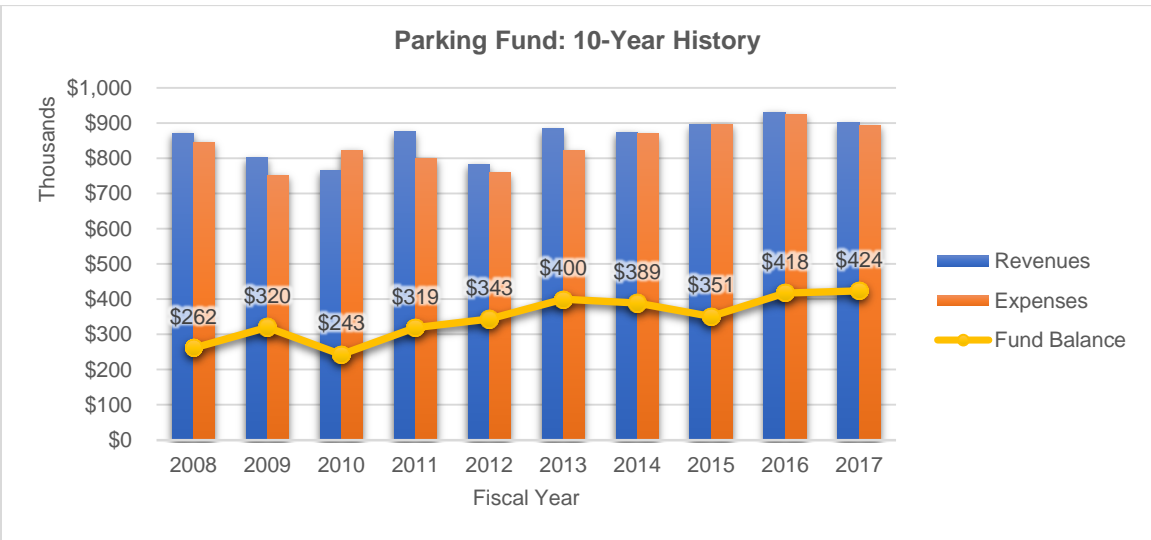
PARKING METER RATE EVALUATION:

This section will evaluate parking meter rates to accomplish the following goals; 1) Adjust rates to cover capital costs (in addition to operating costs), and 2) Propose a tiered meter rate structure that incentivizes the use of the Intermodal Facility and parking lots compared to more desirable on-street stalls. To begin this process staff surveyed other jurisdictions in the State of Iowa that have parking meters and provided a summary below of their rates and collection methods:

Jurisdiction	Parking Rates	Comments
City of Ames	\$0.20/hr. (Downtown); \$0.25/hr. or \$0.50/hr. (Campustown)	No credit cards; Smartcards; Rental stalls at a monthly rate of \$30 or \$35

Jurisdiction	Parking Rates	Comments
City of Cedar Falls	\$0.25/hr. or \$0.10/hr.; up to 10 hrs.	No information on app or credit cards
City of Cedar Rapids	\$1.00/hr. (on-street); \$0.75/hr. (off-street)	"LUKE" pay by phone app
City of Davenport	Ramp parking: \$1/hr. (2 hr.), \$2/hr. (4 hr.), \$3/hr. (6 hr.), \$4/hr. (8 hr.), \$5/hr. (12 hr.), \$10 max; Permit Parking: \$40 to \$103/month	Parkmobile App; Pay station for Credit Cards
City of Des Moines	Progressive Rate Structure \$1 to \$13 depending on duration	Smartcards and Credit Cards accepted
City of Dubuque	\$0.75/hr. (1,2,4 hrs.); \$0.50/hr. (10 hrs.)	PassportParking Mobile (Stopped using Smartcards Nov. 1, 2016 for mobile pay)
City of Iowa City	\$1.50/hr. (Core); \$1.00/hr. (Near core); \$0.75/hr. (fringes)	No information on app or credit cards
City of Sioux City	\$0.75/hr. (1,2,4 hrs.); \$0.60/hr. (30 min.); \$0.50 (10 hrs.)	Parkmobile App
City of Waterloo	\$0.50/hr. or \$0.25/hr. (2,4,10 hrs.)	Parking is cheaper and available for longer based upon location
Iowa State University	\$0.75/hr. (all meters; all ramp spaces)	Parkmobile App; Credit Card as kiosks or through app; still uses Smartcards and cash/coins

The Parking Fund is comprised of two primary sources of revenue; 1) Enforcement Fees and 2) Parking Rental/Meter Fees, which are collected by the Police Department and Public Works Department respectively. Expenses of the Parking Fund are comprised of wages, equipment, materials, and facilities that mainly come from Police and Public Works Departments, as well as, support services from various other City Departments. A historical summary of revenues and expenses have been provided below (does not include capital improvement costs to maintain and replace the City parking lots):



See Attachment 1 for a detailed budget summary

The City operates 16 municipal parking lots. **Considering that present meter rates do not cover the long-term replacement of these lots, staff has conducted a life-cycle cost analysis to determine what annual amount would need to be escrowed each year to cover these capital improvement costs.** It is noteworthy that two of the lots are under private ownership where the City operates the lot under a lease agreement. Those agreements put minor maintenance under the responsibility of the City but does not cover full replacement of the lots. Therefore, those capital improvement costs have not been reflected in the annual escrow total.

Area	Lot	Name	SQ.YD.	Current Value ¹	Capital Escrow ²	Maintenance Escrow ³
Downtown	M/MM	City Hall	8,958	\$1,074,951	\$103,647	\$12,186
Downtown	N	City Hall	3,965	\$475,773	\$45,874	\$5,393
Downtown	Q	Library	3,560	\$427,160	\$41,187	\$4,842
Downtown	S	Kellogg	943	\$113,126	\$10,908	\$1,282
Downtown	X	CBD	11,808	\$1,417,014	\$136,629	\$16,064
Downtown	Y/Z	CBD	7,557	\$906,876	\$87,441	\$10,281
Downtown	W	Gilchrist	11,865	\$1,423,784	\$137,282	\$16,140
Downtown	P	Gilchrist	4,445	\$533,368	\$51,427	\$6,046
Downtown	U	Depot	643	\$77,150	\$7,439	\$875
Downtown	N/A	YSS Rental	2,944	\$353,298	\$34,065	\$4,005
Downtown	V ⁴	Depot	5,120		\$0	\$6,965
Downtown	TT	Depot	2,261	\$271,307	\$26,159	\$3,076
Campustown	X	Welch	4,635	\$556,225	\$53,631	\$6,306
Campustown	Y	Chamberlain	728	\$87,386	\$8,426	\$991
Campustown	Z	Stanton	2,377	\$285,221	\$27,501	\$3,233
Campustown	T ⁴	Welch	4,785		\$0	\$6,510
Total Value:				\$8,002,640	\$771,616/yr.	\$104,195/yr.

1. Costs to replace the lot are in 2017 Dollars; \$120.00/yd²; Includes cost for new Stormwater requirements.
2. Annualized capital escrow assumes 3% inflation, plus 20% for Design, Inspection, and Administrative costs.
3. Annualized maintenance escrow assumes 15% of the lot, every five years after Year-10 of life, 3% inflation; \$40/yd².
4. Privately owned lot currently operated by the City of Ames.

The table above estimates that the City would need to escrow each year a total of **\$877,000** (\$772,000 for Capital; \$105,000 for Major Maintenance). However, it is impractical to assume that every City-owned lot would be replaced at the same time. Therefore, staff estimates that a more appropriate initial target value for the initial escrow amount should be approximately 40% of the total value for the lots. To create a true asset management model for the escrow, staff would need detailed pavement condition ratings for the lots like those collected for City streets. **Therefore, the proposed escrow of \$414,000 would cover infrastructure replacement as well as operations and maintenance.**

Revenues for parking are collected from **Parking Meters** and **Rental Stalls** (by month-to-month contract). The City's parking system has 1,944 stalls; 921 meter, 198 reserved, 591 free (time limited), etc. The following table summarizes stalls and rates:

	FREE	Meters (\$/hr.)			Rentals (\$/month)		Total
		\$0.20	\$0.25	\$0.50	\$30	\$35	
Free Parking	591						591
Handicap Parking	49						49

Metered Space		609					609
Official Vehicles	48						48
Permit Parking	127						127
Reservable	1				16	150	167
Total	816	609	0	0	16	150	1,591

Campustown	FREE	Meters (\$/hr.)			Rentals (\$/month)		Total
		\$0.20	\$0.25	\$0.50	\$30	\$35	
Handicap Parking	10						10
Metered Space			183	129			312
Reservable					26	5	31
Total	10	0	183	129	26	5	353

Grand Total 1,944

Current parking meter inventory shows that Downtown has 609 parking meters and Campustown has 312. The total number of parking meters equals 921, which can vary slightly depending on how many reserved parking stalls are under contract (reserved stalls are operated using a parking meter until a customer rents them). Staff calculated a utilization rate using historical collection data, which is found by taking the annual revenue divided by the maximum potential revenue for each year. A five-year average utilization rate for each CBD area was found to have 44.2% for Downtown and 46.0% for Campustown. **It should be noted that these rates do not account for the lost revenues from special event waivers of meter fees.**

As shown above, monthly rental fees in Ames vary from \$30 to \$35 per month. Revenue from these rentals should be a component of providing the operations, maintenance, and infrastructure replacement. Considering this, staff is proposing a rental rate of \$50 per month. Staff then calculated a break-even hourly meter with the goal of establishing a tiered meter rate structure that is market appropriate, that puts a higher cost on the most popular parking stalls, and can cover the costs for both operational and capital expenses. **Therefore, the following calculation estimates the rates in each tier to what is minimally needed to accomplish this goal:**

Breakeven Rate - Fiscal Year 2018/19

Meter Tier 3	\$0.40 /hr.	(10 hr. max)		
Meter Tier 2 (x1.5)	\$0.61 /hr.	(4 hr. max)		
Meter Tier 1 (x2.0)	\$0.81 /hr.	(2 hr. max)		
Rental Rate	\$50.00 /month	(24/7 ea. month)		
Estimated Revenue		Estimated Expense		
Illegal Parking	\$367,300	Capital Escrow	\$414,000	
Overtime Parking	\$150,000	Operating Expense	\$928,600	
Misc.	\$27,900			
Rentals	\$118,800			
Downtown	\$434,204			
Campustown	\$244,396			
Total	\$1,342,600	Total	\$1,342,600	

1. Estimate uses a forecasted inflation of 2.76%/yr. for 2 years of growth.

The approach behind the tiers is as follows; **Tier 1** is the highest desirable spaces, which in Downtown these are the Main Street meters and in Campustown there are the 100 block of Welch, and Lincoln Way (Hayward to Lynn), **Tier 2** is all other on-street metered stalls in the districts, and **Tier 3** is any metered stall in a lot or parking lots; existing free parking spaces will remain free under this proposal.

ISU PARKING PROGRAM AND RATES:

During the preparation of this report, City staff met with Iowa State University parking staff to compare meter rates and discuss current collection methods they use. Similarly, to the coordination that was done between the City and ISU to add Smartcard functionality to the City's parking meter systems. Currently, ISU has a \$0.75/hour rate for all meters and all hourly structured parking stalls.

The University has also implemented various policies that they have found to minimize customer confusion and thereby reduce the number of voided tickets. ISU sets priority by limiting time, rather than by adjusting rates, which can still promote higher turn-over at those most popular parking stalls while eliminating the confusion users have with a multiple rate structure. **It should be noted that this approach works for the homogeneous nature of a University Campus and is unlikely to translate well to the rest of Ames.**

Beginning in FY16, ISU implemented a pay-by-phone app from a company called "Parkmobile." ISU staff sent out an RFP in FY15 requesting information on app-based payment method and found that Parkmobile provides the best value to comparable vendors. **It should be noted that Parkmobile has no start-up costs.** Their services include all mapping, numbering (meter stickers), and advertising materials needed to get a jurisdiction setup for collection through the Parkmobile app.

Parkmobile pays for their services via a \$0.30 transaction fee (\$0.15 if you use the wallet app) that is paid by the customer, which applies only to the initial payment. A transaction fee is not charged for extending time on a meter or parking stall. The Parkmobile platform has almost unlimited customization options for a jurisdiction to set policies. The app provides all the modern conveniences of paying with credit cards and other options such as extending time on a meter from anywhere with a smartphone. An added benefit from using Parkmobile is that it works "on-top" of your existing parking infrastructure, so for your customers that still want to pay using a Smartcard or coins can still do so (without the fee collected by the app).

ISU has spent the last two years promoting the use of the Parkmobile app with a goal to have at least 50% of transactions collected through the app, which they are at approximately 45% after Q1 of FY18. The City of Ames would be able to take advantage of some efficiencies in educating the public if Parkmobile is seen as a desirable customer service tool. Data from ISU beginning in FY16 has shown a consistent 15% growth per year in parking revenues after implementing the app, while

they have seen over-time parking tickets drop from around 16,157 (FY15 before the app) to 6,089 (FY17).

Finally, **ISU indicated that their parking committee had approved a recommendation to increase their parking rate to \$1.00/hr. It is expected that this proposal will be presented to the Board of Regents in the spring of 2018.** For consistency purposes, it may be advisable to adopt a rate structure that aligns, at least in-part, with the new rate seen on campus.

With a coordinated rate structure, along with encouraging the use of the Intermodal Facility (which is \$0.75/hr.) the updated revenue/expense calculation becomes:

Proposed Rate - Fiscal Year 2018/19			
Meter Tier 3	\$0.50	/hr.	(10 hr. max)
Meter Tier 2 (x1.5)	\$0.75	/hr.	(4 hr. max)
Meter Tier 1 (x2.0)	\$1.00	/hr.	(2 hr. max)
Rental Rate	\$50.00	/month	(24/7 ea. month)
Estimated Revenue		Estimated Expense	
Illegal Parking	\$367,300	Capital Escrow	\$573,574
Overtime Parking	\$150,000	Operating Expense	\$928,600
Misc.	\$27,900		
Rentals	\$118,800		
Downtown	\$536,307		
Campustown	\$301,867		
Total	\$1,502,174	Total	\$1,502,174

City Council also requested the cost to upgrade all the remaining standard meters to those that can take Smartcards. Of the 921, the City has 704 that accept Smartcards and have 45 additional mechanisms on order, which leaves 172 meters to upgrade. The current purchase price for a Smartcard meter is \$171.52, which equates to a total cost of \$29,501.44 to complete the system conversion. **The City Council may find this upgrade is not necessary with the implementation of the Parkmobile App. Staff would recommend monitoring the success of the app before putting this upgrade in the budget.**

OVERNIGHT RESTRICTIONS - SURVEY RESULTS:

To solicit feedback on overnight parking restrictions, stakeholders in the Downtown and Campustown were invited to take part in an online survey. Campustown Action Association and Main Street Cultural District was asked to distribute the survey to their respective businesses. Twenty-seven individuals responded to the survey. A summary of the response is shown in the tables that follow:

Responses:

Q1: When should the overnight restriction apply?

Answer Options	Response Percent	Response Count
All Days (Monday - Sunday)	44%	11
Weekdays (Monday - Thursday)	56%	14

Answered: 25 Skipped: 2

Q2: What is your preferred start time of the parking restriction?

Answer Options	Response Percent	Response Count
2 AM	15%	4
3 AM	37%	10
4 AM	37%	10
Other*	11%	3

*None. Chalk tires and prohibit overnight parking *Prefer no restriction

*Storms are likely to occur at 2 AM

Answered: 27 Skipped: 0

Q3: What is your preferred end time of the parking restriction? (When parking will be allowed)

Answer Options	Response Percent	Response Count
6 AM	58%	15
7 AM	15%	4
8 AM	8%	2
*Other	19%	5

*5AM

*This does not affect me

*As the streets are cleared of snow

*Prefer no restriction

Answered: 26 Skipped: 1

Q4: What is your preferred enforcement method?

Answer Options	Response Percent	Response Count
Ticket (only)	52%	14
Towing (only)	4%	1
Ticket & Towing	30%	8
Other	15%	4

*Towing (only) if car has been there for 24 hours without moving

*Ticket (only). If snow, Towing (only)

*Only ticket for second night

*Ticket (only), but prefer no restriction

Answered: 27 Skipped: 0

Q6: Would you support the snow ordinance covering the Downtown Business District and Campus Business District during major snow events to expedite the clearing of streets and lots?

Answer Options	Response Percent	Response Count
Yes	92%	24
No	8%	2

Answered: 26 Skipped: 1

STAFF RECOMMENDATIONS:

The management and enforcement of a City's parking system can be a multifarious task, which requires a wide-range of potential solutions to provide the quality of services expected by its customers while implementing fees that are reflective of the market. This report has outlined a diverse summary of qualitative and quantitative metrics that were used to generate the following recommendations.

Parking Fines

For the issue of illegal and overtime parking fines, staff found through the comparison of other communities' fine structures with Ames' fine structure that the City's fines are appropriate. **Staff is not seeking an increase in fines at this time.** Before significantly increasing fines, staff would propose to improve responsiveness to our customers' needs. By minimizing some of the issues that frustrate our customers, the City would be able to reduce the potential number of violations.

Special Event Fines

As stated earlier in this report, **staff recommends working with the City's Legal Department to explore establishing a Special Event fines ordinance.** This ordinance would create a fine structure during special events that recognizes parking demand balloons from normal day-to-day levels due to the potentially thousands of out-of-town visitors. Those additional vehicles significantly impact neighborhood parking, especially those neighborhoods adjacent to ISU Campus and Campustown.

Meter and Rental Rates

Currently, the Parking Fund is not operated as an actual enterprise fund. If it was, fees would be set to cover all operating expenses including the upkeep or replacement of parking system assets (infrastructure, equipment, vehicles, staff, etc.). A step towards that goal would be to set Parking Meter and Rental rates to the proposed tiered rates shown in this report. This would **establish meter rates of \$1.00/hr. (2 hr.), \$0.75/hr. (4 hr.), and \$0.50/hr. (10 hr.), and a rental rate of \$50.00/month for reservable stalls.** As a reminder, this is expected to generate \$573,574 annually for a capital improvements escrow. **Parking Rates in use today were established over 24 years ago in August of 1993. Using City Council's goals for the Parking System, staff also recommends that rates be adjusted on a 3-year to 5-year cycle to keep them up-to-date and appropriate.**

Parkmobile App (Credit Cards)

One of these services would be to implement the use of the Parkmobile App. This would allow our customers to pay for parking with a credit card, which, based on anecdotal evidence, appears to be highly desired by citizens and visitors alike. It would also provide significant customer service features, such as being able to add time to a meter without physically returning to the meter. **Staff recommends that the City begin using Parkmobile beginning in the next fiscal year regardless of what City Council decides to do with meter rates.**

Overnight Parking

The results from the survey sent to both Downtown and Campustown districts regarding overnight parking restrictions to allow for maintenance activities seemed to indicate that most businesses want overnight restrictions to be set from 4 AM to 6 AM for Monday thru Thursday, and to also restrict parking when the City's Snow Ordinance is in effect. The preferred method of enforcement from the perspective of the businesses was to ticket only, and not to tow those vehicles left overnight (unless illegally parked in a reserve space). It should be noted that during a snow event, vehicles would be towed if needed.

Staff recommends implementing the changes supported by the CBD area businesses with one minor revision that the overnight hours be for all days. Because of seasonal maintenance needs (leaves, snow, etc.), there are times of the year when crews will need to work more frequently in CBD areas to clear and clean the parking stalls. **Therefore, staff recommends going to a 4 AM to 6 AM restriction All Days of the week (Monday – Sunday), incorporating the CBD areas into the Snow Ordinance, and adopting the policy to only ticket violators of the 4 AM to 6 AM period.**

TWO ADDITIONAL ISSUES:

Simplification of Neighborhood Parking Regulations

An outstanding issue that was not addressed in this report was a solution to simplify and make consistent neighborhood parking regulations in and around the CBD areas. Staff recognizes that this has been a long-standing goal of the City Council. However, it is also one of the more complicated issues. **It is hoped that the Campus Community Commission will be able to provide a recommendation to address this long-standing problem.**

Vendor/Work Permit in CBD areas

Finally, a subset of these broader issues is a method to address service industry parking in CBD areas. Workers who are performing improvements to businesses such as plumbers, electricians, painters, etc. have higher difficulty in Downtown and Campustown parking their vehicles or to deliver materials needed to complete a project. Staff would like to explore the potential of creating a CBD work permit that allows these service industries to park legally, whereas currently, staff finds that there is a high level of frustration where workers are willing to risk getting daily tickets rather than parking legally. **Staff plans to return at a later date with a proposal to establish a CBD work permit program.**

Attachment 1: Detailed Parking Fund Summary

PARKING FUND (540)

	Actuals					Adjusted	Requested
	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19	FY 19/20
Revenues							
Illegal Parking	\$371,639	\$357,513	\$347,732	\$363,089	\$349,353	\$350,000	\$367,300
Overtime Parking	\$150,557	\$147,014	\$165,495	\$151,761	\$141,925	\$100,000	\$150,000
East District - Downtown	\$191,504	\$190,316	\$197,838	\$205,401	\$205,739	\$212,360	\$636,507
Rentals	\$52,423	\$45,368	\$49,547	\$56,112	\$55,445	\$59,760	\$100,200
Meters	\$139,081	\$144,948	\$148,292	\$149,288	\$150,293	\$152,600	\$536,307
West District - Campustown	\$147,024	\$144,583	\$156,932	\$180,876	\$179,829	\$192,100	\$320,467
Rentals	\$17,847	\$17,309	\$28,207	\$31,828	\$25,011	\$30,500	\$18,600
Meters	\$129,177	\$127,274	\$128,725	\$149,048	\$154,819	\$161,600	\$301,867
Collection Agency Revenue	\$17,255	\$21,077	\$19,398	\$19,910	\$22,312	\$20,000	\$21,400
Interest Revenue	(\$87)	\$4,196	\$3,165	\$5,322	\$996	\$3,000	\$3,300
Misc. Revenue	\$5,921	\$9,743	\$4,587	\$4,140	\$547	\$350	\$3,200
Total Revenues	\$883,813	\$874,442	\$895,148	\$930,499	\$900,701	\$877,810	\$1,502,174
Expenses							
Parking Enforcement	\$313,381	\$324,357	\$344,158	\$351,718	\$342,140	\$447,881	\$356,100
Parking Operations	\$259,121	\$292,716	\$309,628	\$322,817	\$303,531	\$333,937	\$321,000
Customer Service	\$172,411	\$173,490	\$169,964	\$175,595	\$177,968	\$177,109	\$179,600
Right-of-Way Maintenance (Removed as of FY 17/18)	\$3,036	\$3,345	\$3,262	\$5,274	\$0	\$0	\$0
Financial Services	\$22,625	\$22,432	\$23,417	\$24,014	\$25,251	\$26,562	\$24,900
Purchasing Services	\$0	\$462	\$503	\$495	\$475	\$529	\$500
Legal Services	\$35,063	\$36,553	\$38,049	\$38,167	\$37,957	\$37,420	\$39,200
Human Resources	\$5,197	\$5,150	\$5,267	\$4,364	\$4,855	\$6,080	\$5,000
Facilities	\$10,738	\$11,136	\$2,438	\$2,180	\$2,104	\$2,778	\$2,300
Capital Escrow							\$414,000
Merit/Payroll Adjustment	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$821,572	\$869,642	\$896,686	\$924,623	\$894,281	\$1,032,296	\$1,342,600
Fund Balance							
Net Change in Fund	\$62,240	\$4,801	(\$1,539)	\$5,876	\$6,420	(\$154,486)	\$159,574
Beginning Balance	\$337,870	\$384,098	\$352,775	\$411,757	\$417,712	\$269,649	\$123,570
Ending Balance	\$400,110	\$388,898	\$351,236	\$417,633	\$424,132	\$115,163	\$283,144

Minimum fund balance target:

10% of operating expenses

\$92,860

Unreserved fund balance

\$190,284