

ITEM#: 21b
DATE: 01-22-19

COUNCIL ACTION FORM

SUBJECT: DOWNTOWN EMPLOYEE PARKING HANG-TAG PROGRAM

BACKGROUND:

On November 13, 2018, City Council directed staff to move forward with an Employee Hang-Tag program in the Downtown district that would allow employees working in Downtown to park in any 4-hour Free Parking Stalls (south side of Central Business District (CBD) median) at the cost of \$10/month. City Council also wanted staff to talk with ISU and review their policies to determine an appropriate limit to the number of Hang-Tags sold.

In response, City staff reached out to the Parking staff at Iowa State University and was told that ISU's policy is to sell a lot to capacity. Then their staff will conduct periodic counts of vacant stalls in each the lot to determine a "vacancy rate." This vacancy rate would then be added to the capacity of the lot to determine the amount of overselling the lot can support. For example, a lot with 100 stalls that on average had ten (10) stalls vacant would be eligible under this policy to sell a maximum of 110 permits.

In the case of the CBD lots, there are 366 total stalls, which 184 are 4-hour time limited and eligible for use under this employee hang-tag program. However, unlike ISU lots, which are 100% permitted parking for ISU staff, the CBD lot is also open to the general public, and therefore it cannot be assumed that the capacity of the lot for employee use is the full 184 stalls. To better determine a usage number, staff counted stall utilization in the CBD lots for a week, both in the morning (AM) before most businesses are open as well as in the afternoon (PM). Generally, the assumption is that the morning is mostly employees and the afternoon adds in customer usage.

The morning count of the 4-hour stalls showed a weekly average of 116 filled stalls (68 open), and the afternoon weekly average had 130 filled 4-hour stalls (54 open). Staff would then estimate that there are 100-110 potential employees on an average week, with an additional 50-60 available stalls, making a conservative starting limit for the employee hang-tag program at 100 tags. If the City finds that the demand for these tags exceed the initial 100 tags, the number can be expanded.

Staff has also developed a monthly rental contract for the employees hang-tag program with the City's Legal Department. The draft contract has been attached to the CAF for approval by City Council. Also attached is a final draft of what the employees hang-tag will look like.

Once the hang-tags are received from the printers, staff will work with the Downtown district to begin the marketing and sale of the tags to those employees that want them.

ALTERNATIVES:

1. Approve the monthly rental contract for the Downtown Employee Hang-Tag Program.
2. Direct staff to make modifications to the contract.

MANAGER'S RECOMMENDED ACTION:

By moving forward with the Downtown Employee Hang-Tag program, the City will be able to provide an option for employees to park throughout the workday without having to move their vehicles multiple times or incur numerous parking tickets.

Therefore, the City Manager recommends that the City Council adopt Alternative No. 1, as noted above. It is anticipated that the new Hang-Tag program can take effect in February 2019.



AMES DOWNTOWN DISTRICT EMPLOYEE PARKING TAG CONTRACT

Name and Business Name:	
Mailing Address:	City, State, Zip:
Billing Address: (Only if different from Mailing Address)	City, State, Zip:
Phone:	Email:
*Permit End Date (last day of the month only): _____ (Date) <small>*If a downtown employee parking tag holder purchases a hang tag after the first of the month, they will be responsible for the current month's payment plus the next two full-month's payments or as many months as the parking tag holder wishes to purchase, whichever is greater.</small>	

Downtown Employee Parking Tag Agreement: In consideration of a monthly payment as described below and proof of employment and/or business ownership in the Ames Downtown District, the City will issue a downtown employee parking tag (to be displayed on the rear view mirror of a vehicle) that shall provide an exception to the time limit restriction on any free 4-hour parking space within the CBD lots. Downtown employee parking tags are only valid in the City's CBD lots and will not provide exceptions in City lots in other locations. The downtown employee parking tag program will end December 31, 2019, or sooner if the Ames City Council chooses to end the program early.

Any vehicle parked in a free 4-hour space within the CBD lots not displaying a valid downtown employee parking tag will be subject to the 4-hour parking limit. Downtown employee parking tags are **NOT** valid in free 2-hour parking spaces, at parking meters, or reserved for parking spaces. **Downtown employee parking tags do not guarantee an available space.** It merely grants the tag holder the ability to park for more than 4 hours in an available 4-hour space within the CBD lots. Additionally, tag holders are not exempt from the no parking policy from 4:00 a.m. - 6:00 a.m.; the tag holder's vehicle must still be vacated from the lot during this time.

A new parking tag agreement must be signed if the parking tag holder wishes to participate in the downtown employee parking tag program after the expiration of this agreement. Any parking tag with more than one month punched is invalid and will not grant the tag holder an exception to the 4 hour time limit.

Payment: The downtown employee parking tag holder agrees to pay the City of Ames, Iowa, a charge of \$10.00 per month for each tag. The minimum amount of time a downtown employee parking tag may be issued is three months; the maximum amount of time the parking tag may be issued is from the date of the agreement through the end of December 2019. Payment shall be made upon signing this contract. Total payment of \$_____.

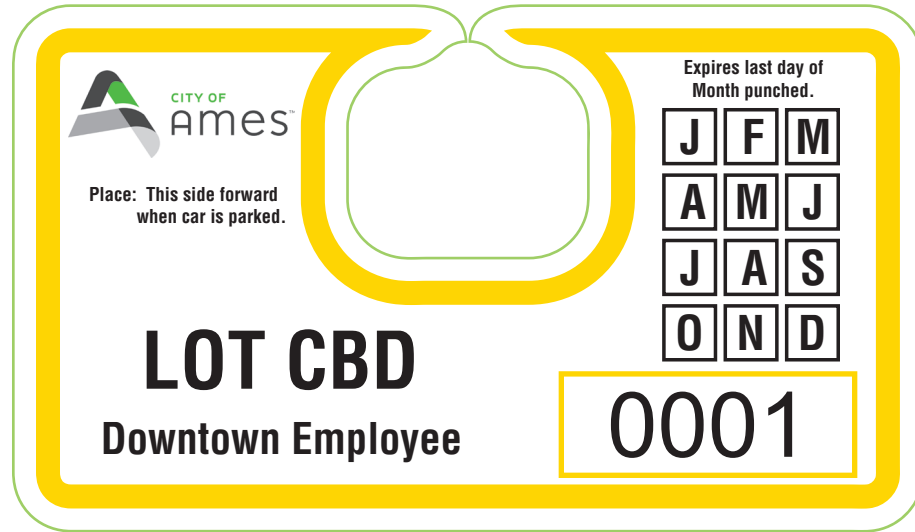
Parking Tag: Tag **MUST** be displayed at all times from the rearview mirror of the vehicle occupying a 4-hour parking space longer than restricted time. Replacement of lost hang tags will be \$5.00 per tag.

Cancellation: If the downtown employee parking tag holder violates any term of this contract, all rights to the parking exceptions granted under this contract will be terminated.

This agreement may be cancelled with a 3-day notice by either party. Early cancellation of this agreement by the parking tag holder will not entitle the parking tag holder to a refund.

EMPLOYEE/EMPLOYER	DATE	PUBLIC WORKS DEPARTMENT	DATE
		515 CLARK AVENUE, AMES, IA 50010	
		(515) 239-5160	

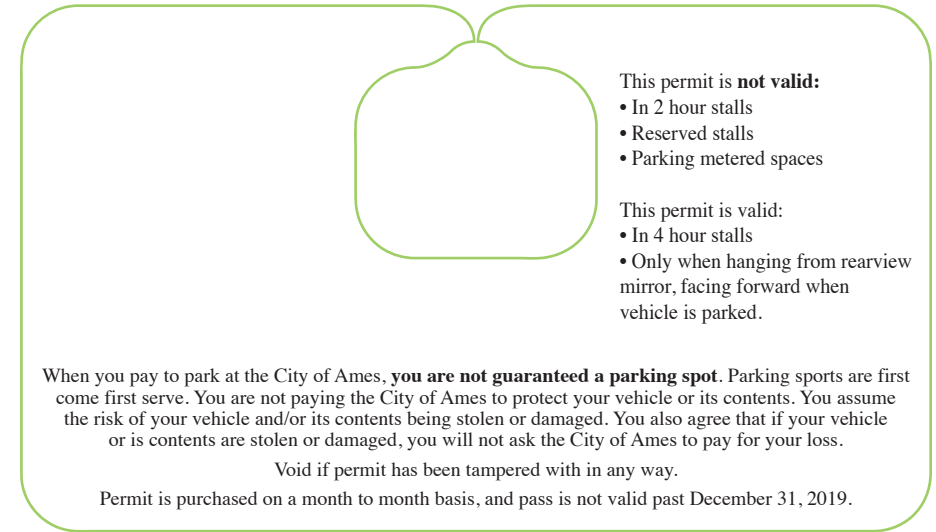
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Size: H=+ 4.750 inch X V=+ 2.750 inch

- Cyan
- Magenta
- Yellow
- Black
- Dark Yellow
- Die Line

23729_289445 BPai



Size: H=+ 4.750 inch X V=+ 2.750 inch

- Black
- Die Line



PLEASE NOTE: While every endeavor has been made to insure accuracy please check that spelling, punctuation, color(s) and bleeds match your specifications.

Rydin will not be held responsible for any errors (either artwork or printing) overlooked or changes made once this artwork has been dispatched.

The colors on this proof are for representational purposes only.

Numbers are for visual reference only.

Jan.08 2019

City of Ames

19 CBD Employee Permits

25 mil composite - clear lam

C: 23729

J: 289445

E: 182878

SR: **405**