

Staff Report

GAME DAY PARKING

January 18, 2019

BACKGROUND:

On July 31, 2018, the City Council directed staff to draft a game day parking ordinance for Council consideration. The purpose of this ordinance would be to increase the penalty for illegal parking in stadium-adjacent neighborhoods during football home games. **This increase would make illegal parking less attractive compared to legitimate game-day parking options, reducing the inconvenience to residents and safety issues created by widespread illegal parking in stadium-adjacent neighborhoods.**

An ordinance has been drafted that establishes a \$40 fine for illegal parking from 6:00 a.m. to midnight on ISU football home game days. This fine is reduced to \$35 if paid within seven days. For reference, the current fine for illegal parking is \$20, which reduces to \$15 if paid within seven days. The charge to park in ISU grass lots for the 2018 season was \$20.

The zone in which this penalty applies is established by a map. **Both the revised ordinance and the associated map of areas affected by this ordinance are included with this report.**

Implementation of this ordinance should be accompanied by a substantial public education effort. This process began this fall with warning notices about the potential for increased fines next fall. The City will request that ISU provide notice of this ordinance as part of football ticket sales, if possible. **In addition, the City will need to change signs in the affected area and post additional notices at major streets leading into this special enforcement zone.**

EXPENSES AND REVENUE:

The cost of installing an additional 531 informational signs on existing poles is estimated to be \$21,500. City staff also estimates that an additional fifty special signs will be required to provide notification at entrances into this area at a cost of \$1,500. **Thus, the total expense for additional signage is \$23,000.** These expenses do not include labor costs for City staff.

The number of parking tickets written on game days varies considerably. In the early part of the season it is typical to write in excess of 400 citations, many of which are in this area. If the proposed ordinance results in a 50% reduction in violations, revenue

generated by citations on game days would stay level at approximately \$6,400. This total assumes an 80% collection rate on 400 \$20 citations, or a similar collection rate on 200 \$40 citations.

ALTERNATIVES:

1. Approve the first reading of the attached Game Day parking ordinance.
2. Approve the first reading of the attached Game Day parking ordinance, but either increase or decrease the proposed fine.
3. Approve the first reading of the attached Game Day parking ordinance, but identify additional neighborhood areas to be affected by this new ordinance.
4. Do not approve the attached ordinance.

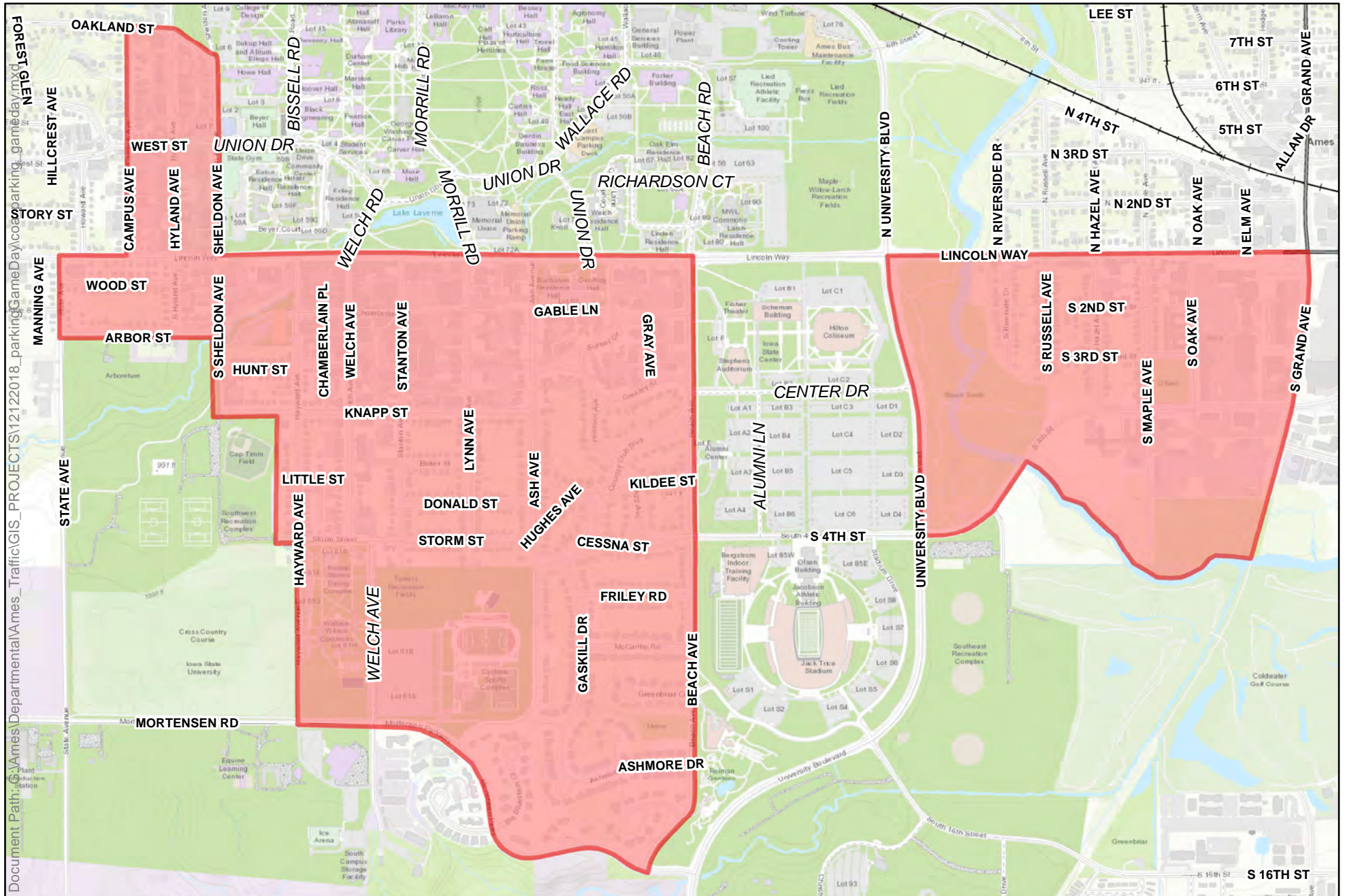
CITY MANAGER'S RECOMMENDED ACTION:

The increased illegal parking fine on ISU football game days incentivizes the use of legal parking options instead of illegally parking in neighborhoods near the stadium. While it is difficult to forecast the level of compliance for a new enforcement mechanism such as this, more information regarding compliance can be gathered after implementation of this ordinance.

Therefore, it is the recommendation of the City Manager that City Council adopt Alternative No. 1, thereby approving first reading of the attached Game Day parking ordinance.

Given the current status of the Parking Fund, it is also recommended that the City Council approve \$23,000 from the Road Use Tax Fund available balance to purchase the required informational parking signs.

Game Day Special Parking Penalty Zone



Legend

 Game Day Special Parking Penalty Zone

ORDINANCE NO.

AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY ENACTING A NEW SECTION 18.7A SPECIAL PENALTY FOR GAME DAY PARKING THEREOF, FOR THE PURPOSE OF PARKING PENALTIES REPEALING ANY AND ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT TO THE EXTENT OF SUCH CONFLICT; PROVIDING A PENALTY; AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ENACTED, by the City Council for the City of Ames, Iowa, that:

Section One. The Municipal Code of the City of Ames, Iowa shall be and the same is hereby amended by enacting a new Section 18.7A as follows:

“18.7A. SPECIAL PENALTY FOR GAME DAY PARKING

(1) This special penalty applies in the “Game Day Parking Area” as designated by a Resolution adopted by the City Council.

(2) Notwithstanding the fine amounts stated in Section 18.7 (parking violations), a special penalty of forty dollars (\$40.00) shall be applied to violations occurring on the date of Iowa State University home football games from the hours of 6:00 a.m. to midnight. However, if the fine is paid within the first seven (7) days of the date of violation, five dollars (\$5.00) of the fine amount will be waived. Any fines that remain unpaid after thirty (30) days from the date of the violation will be deemed contested and may be prosecuted.

(3) This special penalty applies to all parking violations within the Game Day Parking Area except for violations of Section 18.18(1) (persons with disabilities parking).”

Section Two. Violation of the provisions of this ordinance shall constitute a municipal infraction punishable as set out by law.

Section Three. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed to the extent of such conflict, if any.

Section Four. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Passed this _____ day of _____, _____.

Diane R. Voss, City Clerk

John A. Haila, Mayor