



AGENDA ITEM MEMORADUM

Town Manager's Office

Bud Bentley

Department

Assistant Town Manager *BIB*

COMMISSION MEETING DATE - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> , 2012 <i>July 24</i>	

- Presentation Reports Consent Ordinance
- Resolution Quasi-Judicial Old Business **New Business**

SUBJECT TITLE: Creating New Parking Permits and Adjusting Parking Rates

EXPLANATION: We have several parking issues for which we need Commission policy direction. In addition, we have evaluated the Town parking rates and have two recommended changes for FY 2012-2013.

The following are the parking issues to be discussed:

1. Disabled Parking Permits Parking Policy
2. Hardship Parking Permit Rates
3. Employee Parking Permit Rates
4. Employer purchased Employee Permit
5. Hourly Rates at the Oceanfront Center, Town Parking Lots and the Commercial Business District
6. Reserved Parking Space Permit
7. Pre-Paid Parking Permits

1. Disabled Permits Parking Policy.

At the March 22, 2011 meeting, the Commission approved a policy that requires all vehicles in off-street parking lots to pay the same fee except for vehicles that are equipped with ramps, lifts or hand controls or that have a Florida toll exemption permit. Please note that the Town operates two off-street surface parking lots: the El Mar Lot and the A1A Lot. The El Prado Parking Lot is located within a right-of-way, so it is considered on-street parking.

The policy was adopted by Ordinance 2011-09 and is found in Code Section 19-30.(d). It states, "All users of Town parking lots shall pay the parking meter fee except for vehicles with ramps, lifts, hand controls or Florida toll exemption permits as defined in F.S. § 316.1964."

As you may remember from the Commission discussion, state law provides for four (4) hours of free on-street parking for people with any type of disabled parking placards. In contrast, state law requires free off-street parking only for those disabled persons who have a vehicle that is equipped with a ramp, lift, or hand controls, or that has a Florida Toll Exemption Permit.

We have been waiting for the parking pay stations to be installed in the A1A Parking Lot before adding the signage limiting free parking in the A1A and El Mar lots to those disabled persons described in the state law under the off-street situation.

As noted in the report dated March 22, 2011, ConsulPark advised that most governmental agencies in the State of Florida charge disabled persons for parking in surface lots and garages except, of course, for those exempted by state law. We have the same policy in our Code, but because we anticipate that this may cause some controversy until people get used to the new practice, we want to reconfirm that this is what the Commission wants.



2. Hardship Parking Permits: Proposed Rates

The Town has issued 49 Hardship Permits this fiscal year at a cost of \$125 each (\$10.42 per month), which generated \$6,125 in total revenue. The locations of the properties buying permits are shown in Table 1.

Table 1 – Location of Hardship Permits

Location	No. of Permits	% of Permits
El Mar Drive	35	71%
Ocean Drive	6	12%
Bougainvilla Drive	1	2%
Poinciana Drive	2	4%
E. Trade Winds Avenue	5	10%
Total	49	100%

Earlier this fiscal year, then-Commissioner Clotey expressed her feeling that the prices of hardship permits were too low when they benefitted commercial enterprises and she suggested the Town revisit the price of hardship permits in advance of the next fiscal year. The Commission agreed to do so.

Increasing the cost for a Hardship Permit will not bring the Town significant revenues, but there are valid economic and equity reasons for increasing the hardship rates.

The 2005 Comprehensive Parking Study recommended that the annual fee for a Hardship Parking Permit be increased from \$83.83 to \$350 per year. The Town did increase the rates, but not to the extent recommended by that study. Table 2 shows the changes in the Hardship Permit since 2009.

Table 2 – Hardship Permit Rates

Rate	Effective Date	Resolution
\$200	February 10, 2009	2009-05
\$210	October 1, 2009	2009-14
\$100	November 10, 2009	2009-10
\$125 plus 25% annual increases	October 1, 2010	2010-32
\$125 with no annual increase	October 1, 2011	2011-12

When ConsultPark evaluated our parking rates in 2011, they noted that in their experience, a hardship parking permit such as was offered by the Town was rare and that the Town was significantly undervaluing these



permits. Their point was by undercharging for the permits, we were facilitating economic decisions that may not be in the best interest of the Town.

For example, at \$10.42 per month a Hardship Permit costs less than what we charge for an Employee Parking Permit. It is also far less than the cost of renting a private parking space, thus encouraging a shift of the economic burden of providing parking from the private sector to the public sector and is a disincentive for the development of new private parking. At \$10.42 per month, a parking space costs less than 5 cents per sq. ft. per month, which we believe is less than the cost to a private owner for a parking space. For a resort property, the cost for a 24 hour period is 34 cents or about 1 ½ cents per hour. If the vehicle is parked in the Town space for only 12 hours a day, the cost is 3 cents per hour.

For the parking meters east of Ocean Drive, the 1 ½ cents per hour compares to the meter rate of \$1.50 per hour. That is a significant subsidy.

We recently surveyed Deerfield Beach, Lighthouse Point, Fort Lauderdale, and Hollywood to learn more about their parking policies and permit fees. None of those cities offer hardship parking permits. They do offer monthly permit parking, with Fort Lauderdale having the largest range of rates from \$26.50 to \$80.00 per month with the cost depending upon location.

RECOMMENDATION: Staff recommends Hardship Permits be increased by 50% effective October 1, 2012, and increased 20% per year thereafter. This would result in an increase to \$188 per permit in October (\$16 per month).

3. Employee Parking Permits: Proposed Rates

Effective October 1, 2010, employee permits cost \$150 per year or \$13 per month plus sales tax and they did not change this fiscal year. At \$13 per month, a person that works a 40-hour job pays about 8 cents an hour to park. We find from talking to people buying employee permits that some employers reimburse them while other employers only reimburse certain employees.

This year we have sold between 104 to 119 permits per month, for a total of 1,139 permits through July; those permits generated \$16,653 in revenue.

We surveyed other Broward coastal cities and found that only Hollywood offers employee parking permits at a cost of \$31.80 per month. As noted above, other cities offer monthly permit parking, with Fort Lauderdale having the largest range of rates from \$26.50 to \$80.00 per month.

If the Town prices employee permits parking too low, businesses have no economic incentive to create or provide parking for their employees, nor do employees have an incentive to use public transportation, ride share, or ride a bike to work.

RECOMMENDATION: We recommend Employee Parking Permit fees be increased by 50% effective October 1, 2012, and 15% per year thereafter. That would mean the employee permits would increase to \$19 per month in October.



4. Employer-purchased Employee Permits.

Section 19-26(b) establishes Employee Parking Permits, which are available to employees of businesses holding a business tax receipt. An employee parking permit does not reserve any particular parking space, but allows unlimited parking in employee parking posted areas. The permit is specific to a particular employee and their vehicle, and is to be used only during the employee's working hours.

We have received a request from a small business that uses part time employees on the weekend. They want to purchase one employee permit and give it to the employee who is working to use when they arrive to work. If the Commission is inclined to allow this flexibility to small businesses, we could develop procedures and implement a six month trial period. If there is a positive response, we would return with a permit process that could be adopted by Resolution.

5. Hourly Rates at the Oceanfront Center, Town Parking Lots and the Commercial Business District.

We do not recommend any changes in these rates except for one change at the El Prado Parking Lot.

Resolution 2011-12 established a daytime rate of \$1.50 per hour and an after 6 p.m. rate of \$1.00 per hour at the El Prado Parking Lot. The lower rate was never implemented because of programming issues with the pay station and conflicts with Pay-By-Phone. The El Prado lot is well-utilized in the evenings, so there seems to be no reason to have a differential rate.

RECOMMENDATION: We recommend the rate for parking in the El Prado Parking Lot be set at \$1.50 per hour, day and night.

6. Reserved Parking Space Permit.

From time to time, we get requests from businesses to allow them to block off specific parking spaces for limited time. In the past several months the requests have been to unload furnishings for a business and to place a roll-off container so a business can quickly and efficiently demo a building interior.

In the past, we understand accommodations have been made; however, there is not a permit provided by Code or Resolution.

RECOMMENDATION: We recommend the Commission authorize the Town Manager to allow certain parking spaces to be restricted for a specific use for a limited period of time. The permit would be approved by the Town Manager upon a showing that the intended use would reduce the inconvenience to the public and decrease the time necessary for the business to conduct the activity. The business would be required to pay the meter rate for the hours the meter is usually used by the public.



7. Pre-Paid Parking Permits.

Currently we issue a limited number of non-exclusive parking permits. For example, we issue pre-paid permits to a church on Commercial for three hours on Sunday mornings. The permit allows the church goers to park at any meter in the Commercial business district during those three hours.

We also receive requests for these permits for weddings on the beach. Often the wedding party wants to pre-pay the parking for their guests.

In these cases, we issue non-exclusive permits that are good for a specific time and date at any open meter in a specified parking area.

RECOMMENDATION: Since there is nothing in the Code or past resolutions that provides for pre-paid permits, we recommend the Commission authorize pre-paid permits by Resolution.

SUMMARY: We seek Commission direction on these parking issues and will prepare a resolution for adoption in August of the Commission's policy direction.

Reviewed by Town Attorney

Yes No

Town Manager Initials CA