



# TOWN OF LAUDERDALE-BY-THE-SEA

## ROUNDTABLE ITEM REQUEST FORM

Town Manager's Office

Bud Bentley  
Assistant Town Manager

Meeting Date / Time

Deadline w/o Backup

Deadline w/ Backup

September 20, 2010 7:00 PM

Oct 13, 2010 / 7:00 PM

Oct 6, 2010 / Noon

Oct 1, 2010 / Noon

Oct 27, 2010 / 7:00 PM

Oct 20, 2010 / Noon

Oct 15, 2010 / Noon

ITEM/ITEMS\*: **Parking Policy Issues**

1. **Residential and Beach Parking Permits.** On September 14, 2010, the Commission directed staff not to sell any FY2011 Residential or Beach Parking Permits until the Commission determined the price for those permits. We suggest a policy of honoring FY10 permits until 30-days after the Commission sets the FY11 price.

The following background information is provided to facilitate the discussion.

- A. The proposed FY11 Parking Budget assumes \$66,856 in additional revenues from ANTICIPATED increases in parking rates and permit fees. This was necessary to balance the Parking Fund without increasing the transfer from the General Fund.
- B. The City Clerk's Office advises:

Permit	No. of Annual Permits As of 9-15-2010
Residential	246
Beach	104
Employee (total of 667 months)	56
Hardship	41

- C. **Exhibit 1** is a Table showing current parking rates and the effects of Resolution 2009-14, which established an annual five percent (5%) increase in parking fees each October 1<sup>st</sup> and Resolution 2009-29, which decreased Employee Parking Permits 40% and hardship permits 50%.

Sidenote: The 2005 Parking Study recommended increasing the hardship parking permit fee to \$350. The current rate is \$100, which was decreased from \$200 in November 2009.

- D. **Exhibit 2** is a survey of what other beach cities charge for residential and beach permits.
- E. **Exhibit 3** is a Table showing the impact of various options to increase permit fees.

2. **The Payment of Sales Tax.** We have recently confirmed the Town must pay State sales tax on parking permits and on off-street metered parking. There is no sales tax required on street metered parking.

The sales tax rate for parking permits is 6%, which is about \$3,600 on current sale volume and we recommend adding it to whatever cost the Commission sets for permits in FY 2011.

The sales tax on off-street meters affected the A1A and El Mar lots. The tax rate is 3% since we accept nickels in the meters; otherwise it would be 6%. We estimate the tax impact to be about \$2,200.

3. **Merchant Sponsored Parking Program.** The BankUnited Branch at 227 East Commercial Boulevard has inquired about a merchant-sponsored parking program where they can pre-pay for a few meters in front of their business.

Typically in such programs the meters would be bagged or removed and the parking space would be signed as complementary of the paying merchant. The parking would be non-exclusive, meaning anyone could park there.

We recommend the Commission authorize staff to explore the idea and provide a recommendation on price to the Commission.

Town Manager's Initials: \_\_\_\_\_



**\*ITEMS LISTED THAT WOULD BE GOING TO REGULAR COMMISSION AGENDA REQUIRE NEW AGENDA ITEM REQUEST FORM WITH AMPLE TIME TO PRODUCE BACKUP**

# Exhibit 1

B	C	D	E	F	G
		5/26/2009 Resolution 2009-14	Oct-1-2009 (5% Inc)	11/10/09 Resolution 2009-29	Oct-1-2010 (5% Inc)

Annual Permits

1	<b>"A"</b>	Resident	\$20.00	\$21.00		\$22.05
3		Employee - monthly	\$16.67	\$17.50	\$10.00	\$10.50
4		Non-Resident	\$300.00	never implemented		
5		Senior	\$27.50	never implemented		
6		Hardship	\$200.00	\$210.00	\$100.00	\$105.00
9						
10	<b>"B"</b>	Beach	\$20.00	\$21.00		\$22.05
11						
12	<b>"C"</b>	El Mar Drive Lot	\$300.00	never implemented		
13		A1A Lot	\$300.00	never implemented		
14						
15	Meter Rates (per hour)	Meter Rates were increased by Resolution 2009-14 but it is not practical to change the meter rates to odd amounts.				

**TOWN OF LAUDERDALE-BY-THE-SEA****PARKING PERMIT SURVEY**

MUNICIPALITY	BEACH PERMIT/COST	RESIDENT PERMIT/COST	OTHER	SPECIAL INFORMATION
City of Dania	YES / Resident over 55 - \$26.50; Resident under 55 - \$47.70; Residents w/ out-of-state tag - \$63.60	NO	NO	
City of Deerfield Beach	YES / \$50.00 (Residents Only) It is the intent to raise the cost to \$100.	NO	NO	
City of Fort Lauderdale	Yes / District III Residents* - \$26.50 (monthly); Ft. Laud Beach Park* - \$37.10 (monthly)	Yes / \$6.00 (Only valid at North Beach, Ft. Laud Beach Park, and Intracoastal Lot) It is the intent to raise the cost to \$75-\$100.	Galt Ocean Drive Area - \$37.10 (monthly); North Galt Area - \$37.10 (monthly)	*District III Residents Permit only valid 9:00 p.m. - 7:00 a.m.; Ft. Laud Beach Park Permit does not require residency.
City of Hollywood	NO	Resident Full/Part Time* - \$150.00	Hotel/Motel* - \$150.00 (\$25 monthly); Apt/Condo/Transient Rental* - \$35.00 (monthly)	*Permits only valid in downtown area and Hollywood Beach.
Town of Hillsboro Beach	NO	NO	NO	
City Lighthouse Point	NO	NO	NO	
City of Pompano Beach	NO	NO	NO	
Village of Sea Ranch	NO	NO	NO	

Created By: Town Clerk's Office

9/17/2010

# Exhibit 3

## Parking Permits - Projected Increases in Revenues

Permit	No. of Permits	Oct-1-09	Oct-1-10	New Rate?		
		\$21.00	\$22.05	\$30.00	\$40.00	\$50.00
<b>Residential</b>	250	\$5,250	\$5,513	\$7,500	\$10,000	\$12,500
additional revenue			\$263	\$2,250	\$4,750	\$7,250
<b>Beach</b>	100	\$2,100	\$2,205	\$3,000	\$4,000	\$5,000
additional revenue			\$105	\$900	\$1,900	\$2,900



Employee Parking	Cost Per Month	Hrs Per Day	Days Per Month	Hrs Per Month	Cost Per Hour
Full time employee	\$10.00	9.5	16	154	\$0.06
4 hrs per day employee	\$10.00	5	16	81	\$0.12

Days Per Yr	
260	(5 days * 52 wks)
195	75% usage