



Office of the Mayor

Tom Bates
Mayor

CONSENT CALENDAR
November 18, 2003

Date: November 3, 2003

To: Members of the City Council

From: Mayor Tom Bates
Council Member Dona Spring

Subject: Study of Parking Utilization and Fee Options for the Center Street Garage

RECOMMENDATION:

That the Council direct the City Manager to examine current utilization and alternative pricing options for the Center Street Garage, including a lower flat rate for morning and afternoon periods when usage is lower.

BACKGROUND:

In June, the City Council increased parking fees at the City Center Garage to help improve turnover and to increase revenue. It is appropriate that the Council review the impact of those changes and examine options for improving the fee structure.

This review is especially warranted given the considerable debate among merchants, city staff, elected officials, and others regarding parking in the downtown core. During that discussion, several ideas have been floated to improve on our current fee structure and parking policy at the City Center Garage.

The YMCA and other downtown merchants have requested the City review the possibility of providing a reduced two-hour flat rate fee during the mid-morning and/or mid-afternoon time periods to encourage patronage of our downtown. Those two time periods generally have lower garage usage, according to their informal surveys.

Specifically, the YMCA has suggested a \$1.50 flat rate for two hours during the 9 a.m. – 11 a.m. period. Staff should analyze this proposal, as well as other fee options, to see if increased patronage of the garage would make up for the reduced parking rate.



Any changes to the fee structure would be expected to be revenue neutral and not provide a disincentive for people to use alternative transportation options.

A preliminary analysis should be returned to the City Council as soon as possible and no later than January 2004.

FISCAL IMPACTS: None.

CONTACT PERSON: Mayor Tom Bates, 981-7100.

ATTACHMENTS: None.