

STAFF REPORT

To: Mayor and Council Members Date: May 15, 2018
From: Barbara Whitehorn, CFO, Finance and Management Services Director
Via: Cathy Ball, Interim City Manager
Subject: Proposed Parking Fee Adjustments for 2018-19 Fiscal Year

Summary Statement: The consideration of an ordinance adopting changes to parking garage fees for Fiscal Year 2018-19.

Review: At the April 10th and April 24th Budget Worksessions, staff discussed with City Council proposals for changing fees in the City's four parking garages. As part of the April 24th Worksession, City Council endorsed staff bringing forward for adoption the following changes:

Increase monthly rates in garages: Depending on the garage, monthly rates range from \$40 (discounted rate) to \$140. Currently, there are 950+ monthly account holders generating about \$750,000 annually. Raising the monthly rates by \$10 would generate an increase of \$100,000 annually.

Increase the daily maximum: Based on the current annual transient transactions that exceed the \$10 daily maximum in the four parking garages, staff estimates that raising the daily maximum to \$12 would generate an increase of \$60,000 annually.

Revise first hour free: Patrons who stay in City garages for less than 1 hour would continue to receive that hour of parking for free. However, if a patron's stay exceeds 1 hour, they would pay for that first hour and all subsequent time at the hourly rates indicated in Attachment A (up to the daily maximum of \$12). Based on the current annual transient transactions occurring in the four parking garages, staff estimates that revising the first hour free policy would generate an increase of \$800,000 annually.

A full summary of the proposed adjustments to parking garage fees is attached. All of the proposed fee adjustments would be effective July 1, 2018.

This action complies with the City Council Strategic Operating Plan goal to "Operate the City of Asheville to the highest levels of fiscal responsibility."

Pros:

- Provides opportunity to recover the cost of services from those that directly utilize or benefit from the service where appropriate, reducing the financial burden of city services on taxpayers.
- Provides additional revenue to help balance the FY 2018-19 budget.
- Allows staff to begin communicating fee changes to citizens, customers, and stakeholders so they are aware of changes that will be implemented on July 1.

Con:

- A slight increase in parking costs for Asheville citizens and customers.

Fiscal Impact: The proposed fee adjustments would generate estimated Parking Fund revenue in the amount of \$960,000.

Recommendation: City staff recommends City Council adopt an ordinance establishing the attached changes to fees and charges in City parking garages effective July 1, 2018.

Attachment:
(1) Ordinance

ORDINANCE NO. _____

ORDINANCE ADOPTING CHANGES TO PARKING GARAGE FEES FOR FISCAL YEAR
2018-19 _____

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The attached Fiscal Year 2018-19 fees and charges, attached hereto and made a part hereof, be adopted.

That this ordinance shall be in full force and effective upon July 1, 2018.

Read, approved and adopted this 15th day of May, 2018.

City Clerk

Mayor

Approved as to form:

City Attorney

Attachment A

DEPARTMENT Transportation
DIVISION Parking Services
Revenue Name Parking Garages – Civic Center
Account Code See below

Description of Revenue

Fees for parking provided in the Civic Center Parking Garage.

Fee Schedule

<u>Fee</u>	<u>Rate</u>	<u>Account</u>
First Hour (if total parking time is < 1 hour)	Free	
Second Hour	\$2.50	62000220:482406
Additional Hours (per hour)	\$1.25	62000220:482406
Maximum All Day	\$12.00	62000220:482406
Special Events		
Single Occurrence (and all others)	\$7.00	62000220:482405
Multi-Day Events	\$5.00	62000220:482405
Monthly Parking Rate	\$100.00	62000220:482404
Monthly Users: late payment/lost card	\$10.00	62000220:482404
Vanderbilt Apartment Residents (per month)	\$50.00	62000220:482404
Battery Park Apartment Residents (per month)	\$50.00	62000220:482404
Parking Lot Fee (per month)	\$27.50	62000220:482404
Lost Ticket Fee	\$20.00	62000220:482406
Limited Events for Motor Vehicles	As established by City Council resolution	
Validation Tickets - Fee charged to businesses and organizations that want to purchase parking validation coupons for their guests or customers.	\$1.50	62000220:482406

Revised 7/1/2018

Attachment A

DEPARTMENT Transportation
DIVISION Parking Services
Revenue Name Parking Garages – Rankin Avenue
Account Code See below

Description of Revenue

Fees for parking provided in the Rankin Avenue Parking Garage.

Fee Schedule

<u>Fee</u>	<u>Rate</u>	<u>Account</u>
First Hour (if total parking time is < 1 hour)	Free	
Second Hour	\$2.50	62000220:482406
Additional Hours (per hour)	\$1.25	62000220:482406
Maximum All Day	\$12.00	62000220:482405
Special Events		
Single Occurrence	\$7.00	62000220:482405
Multi-Day Event	\$5.00	62000220:482405
Monthly Parking Rate	\$110.00	62000220:482404
Monthly Users: late payment/lost card	\$10.00	62000220:482404
Lost Ticket Fee	\$20.00	62000220:482406
Limited Events for Motor Vehicles	As established by City Council resolution	
Validation Tickets - Fee charged to businesses and organizations that want to purchase parking validation coupons for their guests or customers.	\$1.50	62000220:482406

Revised 7/1/2018

Attachment A

DEPARTMENT Transportation
DIVISION Parking Services
Revenue Name Parking Garages – Wall Street
Account Code See below

Description of Revenue

Fees for parking provided in the Wall Street Parking Garage.

Fee Schedule

<u>Fee</u>	<u>Rate</u>	<u>Account</u>
First Hour (if total parking time is < 1 hour)	Free	
Second Hour	\$2.50	62000220:482406
Additional Hours (per hour)	\$1.25	62000220:482406
Maximum All Day	\$12.00	62000220:482406
Special Events		
Single Occurrence	\$7.00	62000220:482405
Multi-Day Event	\$5.00	62000220:482405
Monthly Parking Rate	\$120.00	62000220:482404
Monthly Users: late payment/lost card	\$10.00	62000220:482404
Lost Ticket Fee	\$20.00	62000220:482406
Limited Events for Motor Vehicles	As established by City Council resolution	
Validation Tickets - Fee charged to businesses and organizations that want to purchase parking validation coupons for their guests or customers.	\$1.50	62000220:482406

Revised 7/1/2018

Attachment A

DEPARTMENT Transportation
DIVISION Parking Services
Revenue Name Parking Garages – Biltmore Avenue
Account Code See below

Description of Revenue

Fees for parking provided in the Biltmore Avenue Parking Garage.

Fee Schedule

<u>Fee</u>	<u>Rate</u>	<u>Account</u>
First Hour (if total parking time is < 1 hour)	Free	
Second Hour	\$2.50	62000220:482406
Additional Hours (per hour)	\$1.25	62000220:482406
Maximum All Day	\$12.00	62000220:482406
Special Events		
Single Occurrence	\$7.00	62000220:482405
Multi-Day Event	\$5.00	62000220:482405
Monthly Parking Rate	\$130.00	62000220:482404
Monthly Daytime	\$110.00	62000220:482404
Dedicated Monthly (taxable)	\$154.00	62000220:482404
Dedicated Daily 4:30 PM - 10:00 AM (taxable) (per month)	\$77.00	62000220:482404
Dedicated Daily 7:00 PM - 10:00 AM (taxable) (per month)	\$66.00	62000220:482404
Lost Ticket Fee	\$20.00	62000220:482406
Validation Tickets - Fee charged to businesses and organizations that want to purchase parking validation coupons for their guests or customers.	\$1.50	62000220:482406