



Legislation Text

File #: 24-128, **Version:** 1

Public Engagement Review to Create Paid Parking in Certain Public Parking Locations

PURPOSE: To provide information on the public engagement of paid parking and gather Council direction.

DEPARTMENT: Economic Development

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COUNCIL DIRECTION:

☐ Race/Equity ☐ Climate ☒ Comprehensive Plan ☒ Other

Transportation & Mobility Strategy 4.1(d): Implement Transportation Demand Management (TDM) policies and pursue paid parking as a demand management strategy.

2022 Walker Parking Study - Paid Parking Option: Understanding the costs to enforce, manage, and provide public parking, paid parking should be considered as a viable option.

INFORMATION: The Town Council has provided feedback on multiple occasions to staff regarding the challenges of parking management of public parking lots and spaces - specifically issues with the turnover rate. Currently Town Staff do not have the authority to implement a paid parking program. This ordinance amendment will give staff the authority to proceed with the creation and implementation of such a program.

Funding for implementation was not included in the current fiscal year's budget but has been included in the fiscal year 2025 budget. If authorized and budgeted, staff anticipate about a three- four-month process to hire appropriate staff and acquire the necessary hardware and software to begin the implementation of the program. Staff also anticipate at least a 30-day notice period where violators will be given notice of the new program rather than issuing a ticket. Staff expect to undertake a lengthy public notice and education period to notify the public of the new regulations. Staff continue to gather public feedback on the proposed ordinance.

FISCAL IMPACT: A paid parking program is estimated to cost approximately \$216,000 per year in total expenses. Annual revenues are expected to be approximately \$448,500 at \$1.50 per hour. This creates a net operating income of \$232,500. Not having actual baseline figures these values will likely change in subsequent years. The base of this information comes from the 2022 Walker Parking Study. The funds to implement this program are included in the fiscal year 2025 budget.

RECOMMENDATION: Staff recommend feedback and direction on the proposed ordinance or public engagement.