

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cristina Sheppard-Decius, Ferndale DDA Executive Director

**SUBJECT:** Auto Parking System Recommendations

**SUMMARY & BACKGROUND:**

In response to the recent demands on our Auto Parking System and an urgent request from the retailers in the DDA area, the Ferndale DDA Board of Directors formed a parking committee to begin to address short and long term solutions to bring forth to the City from a business and DDA perspective. In our attempt to organize an employee shuttle system that would move employees out of the public parking lots and into nearby private lots, we found that significant changes to overall efficiencies of the Auto Parking Fund system are necessary. I then met with the City's Parking Committee to review our findings, which we discussed with you at the Study Session on December 7<sup>th</sup>. From our study session, the following changes received a general consensus that they be implemented immediately in order to prepare for our long-term goals of developing a parking deck, instituting a shuttle system and making the auto parking system self-sufficient.

**Increase permit parking passes rates and develop a concentric system**

In order to encourage employees to use the shuttle system and park in preferred areas in order to leave the premium parking spaces for consumers, parking passes will need to be adjusted based on a concentric system. They are also currently under the going rate compared to local communities, even with the recent increase this fiscal year. On behalf of the DDA and the City Parking Committee, we are recommending that you set a premium rate and a discount rate for passes beginning January 1, 2010. The concentric system can be implemented later down the road when a deck is constructed. The following price structure and locations are the recommendations:

	<u>Discount Pass Pricing</u>	<u>Premium Pass Pricing</u>
1 month	\$40	\$60
3-month	\$115	\$170
Year	\$440	\$660
Locations	On-street on Withington; West Breckenridge Lot; and City Hall.	Withington Lot (back north row) Falvey (back east row and south rows) East Breckenridge (back north and east rows) Carah-Schnell (back half)

The number of Premium Pass parking spaces per lot may need to be adjusted based on total number of passes in sold and use at one time, but will be adjusted on an as need basis. No permit passes will be allowed in the following lots: Library, Como's, Rosie's, Big Troy and Planavon. Residents living in apartments downtown will need to buy a pass of their choice, and to keep things simple, I am recommending that they purchase either the discount or premium pass as set, as opposed to setting another rate or location. This consistency will help with enforcement and marketing. Since there are several apartments off of Troy Street, I have added in the Carah-Schnell lot (between Diablo's and warehouse) as a premium lot.

**Increase parking fines and redirect fines to the Auto Parking Fund**

This is where the Auto Parking Fund has been really losing out in developing a reserve or even coming close to paying down an annual bond debt for a parking deck. The current parking ticket fines for expired meters goes through the General Fund and then directed to the Court. The Auto Parking Fund receives NO revenue from fines, which is undermining the Auto Parking System. At a recent DDA Board of Directors meeting, the Board unanimously voted to recommend to Council that the City increase expired parking meter fines to \$10 if paid within the first 72 hours (which is comparable to other cities), AND redirect \$4 of every ticket (@14,000 tickets per year) to the Auto Parking Fund. This is a start towards

building that annual bond debt service, but by no means is the silver bullet. I've estimated that it would bring in another \$56,976 annually to the Auto Parking Fund. We do not recommend changing the fines after 72 hour or after 10 days since we are currently at a comparable rate with other communities. However, to increase the amount that the Auto Parking Fund would receive from tickets would mean redirecting all of the parking fines to the Auto Parking Fund and paying the court for a processing fee for the tickets instead. This is a choice of City Council, and obvious implications on the General Fund and Court budget with a general fund deficit and proposed city facility redevelopment looming. However, we do recommend that further analysis of this be reviewed and determined during the budget planning process for FYE 2011. A parking deck will be impossible without this additional revenue. What would be recommended is that all parking fines be redirected to the Auto Parking Fund in order to pay bond debt service, and the Auto Parking Fund would be responsible for the processing and administration fee of the tickets. There is about \$195,000/year in ticket fines. To paint a clearer picture, that would be about 1/3 of the bond debt service. See powerpoint for details.

Many of the other recommendations from our study session must be rolled out over the next few months in order to be fully operational by July 1, 2010, but be effectively implemented by city staff within a reasonable timeframe.

ATTACHMENTS: study session powerpoint

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**COUNCIL AGENDA DATE: December 14, 2009**

**CITY ATTORNEY REVIEW:**

**FINANCE DIRECTOR REVIEW:**

**CITY MANAGER APPROVAL:**

**COMMENTS:**

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**RECOMMENDED ACTION:**

Moved by , seconded by , to create a premium and discount parking pass rate concentric system as defined:

	<u>Discount Pass Pricing</u>	<u>Premium Pass Pricing</u>
1 month	\$40	\$60
3-month	\$115	\$170
Year	\$440	\$660
Locations	On-street on Withington; West Breckenridge Lot; and City Hall.	Withington Lot (back north row) Falvey (back east row and south rows) East Breckenridge (back north and east rows) Carah-Schnell (back half)

and increase expired parking meter fines to \$10 if paid within the first 72 hours and redirect \$4 of every ticket to the Auto Parking Fund; both effective January 1, 2010.