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LETTER TO COMMISSION

TO: Mayor Matti H. Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 7, 2008

SUBJECT: **Employee Value Coupon/Lincoln Road (EVC/LR) & New Parking Rates**

As you may recall, on October 17, 2007, the Mayor and Commission approved amendments to the City's parking rate ordinance. One of the actions taken was an amendment to the City's parking rates at its garages maintaining the \$1.00 per hour or any portion thereof up to four hours and a \$15 flat rate for any stay beyond four hours; including the maximum daily rate and lost tickets.

An unintended consequence of this action was that those employees utilizing the 17th Street Parking Garage for more than four hours, were facing a sizable increase (from \$8 to \$15) to their daily parking fees. Clearly, the intent of the City Commission and the Administration was not to raise rates other than for special event days. The legislation was only intended to adjust the flat rate to \$15 for long term parkers such as event attendees.

In order to address the employee rate issue, the Parking Department has created a program for Lincoln Road employers to offer their employees' in an effort to mitigate this increased cost. The program outline is as follows:

Employee Value Coupon - Lincoln Road (EVC-LR):

The EVC-LR Program will allow employers of the Lincoln Road corridor to register with the City's Parking Department and participate in the program. The program will allow participants to park at the 17th Street Parking Garage using a preprogrammed coupon (validation) that when presented upon exit at the facility's Pay-On-Foot Stations along with the garage ticket that is pulled upon entry, will allow the user with more than a four hour stay to pay a maximum daily rate of \$8.00, instead of the posted \$15.00 flat rate. In order to participate, employers are required to register and provide prescribed documentation to the City's Parking Department.

Saul Frances, Parking Director has worked closely with the Lincoln Road Marketing Association (LRMA) and discussed the program in detail with the LRMA members at their last two meetings (December 2007 and January 2008). In addition, notification of the EVC-LR program officially began on January 31, 2008 with hand-delivered packages to all affected businesses on Lincoln Road. As a follow-up to the initial

notification, packages will also be sent via email and facsimile. Packages include a letter detailing the program and a sampling of required submittal documents.

City Commission Approved Parking Rates:

The Administration committed to postponing the implementation of the amended parking rates until such time that a viable program could be offered to employees of the Lincoln Road corridor maintaining the \$8.00 flat rate. The EVC-LR program affords this accommodation; therefore, the amendments to the parking rates for the garages and attended surface lots will become effective on Thursday, February 14, 2008. As a reminder, the parking rates are as follows:

0-1 hours -	\$ 1.00
1-2 hours -	\$ 2.00
2-3 hours -	\$ 3.00
3-4 hours -	\$ 4.00
4-24 hours -	\$ 15.00
Lost Ticket -	\$ 15.00

If you should have any questions, please contact Saul Frances, Parking Director at 305.673.7000, extension 6483 or me at extension 6637.



JMG/RCM/SF/sam

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