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COMMITTEE MEMORANDUM

TO: Members of the Land Use and Development Committee

FROM: Kathie G. Brooks, Interim City Manager for KGB

DATE: July 25, 2012

SUBJECT: **REDUCED PARKING RATES FOR HOTEL EMPLOYEES**

On October 19, 2011, at the request of Commissioner Wolfson, the Mayor and City Commission approved a referral to the Land Use and Development Committee (LUDC) for a discussion regarding parking rates for hotel workers and the possibility of a program whereby a hotel can participate and get reduced parking rates for its workers. The Parking Department currently offers programs for employees at a deeply discounted rate off of the parking meter hourly rate and transient daily rate at surface lots and garages. The following options are currently available:

1. Monthly Municipal Parking Permit Program:

Monthly parking permits at metered surface lots or access cards at garages are available at a rate of $70.00* (plus sales tax). This equates to an average daily rate of $2.33, a discounted rate of 84% off of the South Beach meter rate of $1.75 per hour (or $14.00 daily) and 71% off of the Middle/North Beach meter rate of $1.00 per hour (or $8.00 daily). The daily rate is calculated at eight (8) hours per day.

*Note: * Select garages are slightly higher.*

2. ILEV (Inherently Low Emissions Vehicles) or Hybrid Parking Incentives:

Vehicles with an EPA rating of Six "6" or higher or a "Smartway" designation receive a 50% discount off of the monthly municipal parking rate for permits and access cards.

3. Employee Value Coupon (EVC):

The EVC program is currently available at the 17th Street Garage; however, it may be implemented at any of the other municipal garages. The program allows bona fide businesses (proof of the number of employees through a UTC Form is

required) to purchase validation coupons. The coupon serves as a validation to allow a maximum daily rate of $8.00. The minimum daily rate retails at $16.00, with the exception of the 42nd Street Garage which is $8.00 daily. This equates to a 50% discount off of the lowest daily rate, with the exception of the 42nd Street Garage.

4. iPark:

iPark users who are Miami Beach residents receive a 43% discount off of the hourly meter rate in South Beach. No discount is offered in Middle/North Beach.

The Administration is seeking further direction regarding this item.

JMG/JGG/SF

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