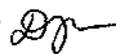


AGENDA ITEM NO. 2A  
COUNCIL MEETING 12/5/2013  
APPROVED BY

  
DEPARTMENT DIRECTOR  
  
CITY MANAGER

DATE: December 5, 2013

FROM: JENNIFER K. CLARK, Director  
Development and Resource Management Department

BY: DEL ESTABROOKE, Parking Manager   
Parking Services Division

SUBJECT: ADOPT AMENDMENT #518 TO THE CITY OF FRESNO MASTER FEE SCHEDULE ADDING A \$3.00 PARKING METER SMART CARD FEE AND A \$120.00 PER MONTH METER OCCUPANCY PERMIT TO ADDRESS THE PARKING METER PROGRAM (DISTRICT 3)

## RECOMMENDATION

Staff recommends the City Council authorize the Development and Resource Management Department to amend the City of Fresno Master Fee Schedule, and

1. create a one-time fee for issuance of a Parking Meter Smart Card at \$3.00 each, and
2. create a Parking Meter Occupancy Permit at a premium rate of \$120.00 per month for use at metered spaces.

## EXECUTIVE SUMMARY

The mission of Parking Services Division is to provide the highest level of service to City of Fresno customers in a fiscally responsible manner. In conjunction with the Mayor's vision for business friendliness and revitalizing downtown, the Parking Services Division is evaluating and implementing new programs and operational changes that support the "work, live, play" environment in the city center.

1. The Parking Services Division currently provides a parking meter Smart Card, allowing customers to pre-purchase a bulk amount of meter time to be used as needed at the parking meters. Because the Smart Card is provided by a specialized vendor and contains a microchip that is read by parking meters, the cost for this card is \$3.00 to the Parking Services Division. In an effort to recover this cost, staff is recommending the creation of a one-time, \$3.00 fee for each Smart Card issued.
2. Select business owners, legal service providers, couriers, and downtown employees who currently use the Parking Meter Smart Card have requested an additional service allowing for the purchase of a special permit to be used at meters, but with no time restrictions. The Parking Services Division is recommending, as a one-year pilot

program, the creation of a Parking Meter Occupancy Permit. The Parking Meter Occupancy Permit will be sold at a premium rate of \$120.00 per month and will be valid at metered stalls only, and include extended time limits beyond the restrictions posted on meters. At the conclusion of the one year pilot program, the City Manager and division management will report back to City Council with an analysis of program data, additional recommendations, and to discuss the feasibility of the Parking Meter Occupancy Permits continuation.

## **BACKGROUND**

The Parking Division continues to make improvements in day-to-day operations as well as in technology to address the division's debt service that impacts its financial recovery as well as being responsive to customers' needs and offering business friendly services.

1. Currently the Parking Division offers a Parking Meter Smart Card, which is user friendly and a convenience to users and returns pre-purchased, unused parking meter time to the Smart Card for future use. The Parking Meter Smart Card is currently used by approximately 600 customers. The card itself is customized to work with the City of Fresno's current parking meters and has a wholesale purchase price of \$3.00. This Master Fee amendment allows the Parking Division to collect the \$3.00 fee from the customer at issuance so the full cost of the card is recovered.
2. The Parking Meter Smart Card is ideal for short term users. However, for other downtown visitors the convenience of parking close to their destination is worth the price of using the meter long term each day. Several existing Parking Meter Smart Card users have contacted the Parking Division and requested that a new service, or parking meter placard, be made available for use beyond the existing designated metered time limits.

With the increased daily traffic in the downtown area and the customer requests, the Parking Division recommends the addition of the Parking Meter Occupancy Permit to the Master Fee Schedule at a premium rate of \$120.00 per month. The purchaser would receive a permit they can hang in their vehicle and could park at the meters during regular enforcement hours. For businesses located downtown they could use this option for their employees, visitors, customers, etc. For customers such as attorneys, this provides a convenience since they are often tied up in court for several hours and are not able to leave and feed their meters.

The monthly fee of \$120.00 is a flat fee that will not be prorated regardless of the day of the month on which it is purchased. Authority to restrict usage locations and quantity of permits sold would rest with the Parking Manager. The rate is based on the current

REPORT TO THE CITY COUNCIL

ADOPT AMENDMENT #518 TO THE CITY OF FRESNO MASTER FEE SCHEDULE ADDING A \$3.00 PARKING METER SMART CARD FEE AND A \$120.00 PER MONTH METER OCCUPANCY PERMIT TO ADDRESS THE PARKING METER PROGRAM (DISTRICT 3)

December 5, 2013

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meter rate of 75 cents per hour, occupied 8 hours per day, for 20 business days per month. The permit would be valid Monday through Friday, 6am-6pm, which are the baseline meter enforcement hours.

Issuance and use of a Parking Meter Occupancy Permit will be closely monitored for one year as part of a parking pilot program. At the conclusion of the one year pilot program, the City Manager and division management will report back to City Council with analysis of program data and to discuss the feasibility of its continuation.

**FISCAL IMPACT**

1. Approximately 600 metered cards are sold annually. At \$3.00 per card, the Parking Division would recover approximately \$1,800.00 per year.
2. The Parking Meter Occupancy Permit is new, but based on customer demand it is estimated that approximately 50 permits would be sold monthly at \$120.00 each ( $.75 \times 8 \times 20 = \$120.00$ ) generating approximately \$72,000 in revenue per year ( $\$120 \times 50 \times 12 \text{ months} = \$72,000$ ).

While these Council actions do not affect the Parking Division's negative fund balance that was addressed through an internal loan, they do provide an opportunity to update the Council on the financial recovery of the Division. At its highest balance, the Division accumulated a \$14.8m Negative Fund Balance (NFB). In June 2013, the Council approved an internal loan to cover that balance. The loan was in the amount of \$14.4m. In the fiscal year 2014 budget, we have allocated \$3.55 million towards the loan repayment. At our current rate of repayment, we should have the NFB internal loan retired within five years. In FY 2013 the Parking Division program was self-supporting. In FY 2014, revenues and expenses are meeting projections and staff estimates that the program will again cover its costs of operation.

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RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO  
ADOPTING THE 518<sup>th</sup> AMENDMENT TO THE MASTER FEE SCHEDULE  
RESOLUTION NO. 80-420 TO ADD METER OCCUPANCY PERMIT AND  
PARKING METER SMARTCARD FEE IN THE PUBLIC WORKS SECTION

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT the Master Fee Schedule Resolution No. 80-420 be and is hereby amended to add  
Meter Occupancy Permit and Parking SmartCard Fee in the Public Works section. The revised  
pages of the Master Fee Schedule are attached and made a part of this Resolution.

THAT fees shall become effective upon final passage.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF FRESNO )ss.  
CITY OF FRESNO )

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing  
Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting  
thereof, held on the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

Mayor Approval: \_\_\_\_\_ 2013  
Mayor Approval/No Return: \_\_\_\_\_ 2013  
Mayor Veto: \_\_\_\_\_ 2013  
Council Override Veto: \_\_\_\_\_ 2013

YVONNE SPENCE  
City Clerk

\_\_\_\_\_

APPROVED AS TO FORM  
CITY ATTORNEY'S OFFICE

BY: \_\_\_\_\_  
Tei Yukimoto, Assistant City Attorney

**CITY OF FRESNO  
 MASTER FEE SCHEDULE  
 AMENDMENT SUMMARY**

**Development and Resource Management Department (Fee listed under Public works)  
 Parking Services Division**

The Parking Division is proposing 2 new fees.

**Parking Fees**

<b>Fee Description</b>	<b>Current</b>	<b>New</b>	<b>Justification Page #</b>	<b>MFS Page #</b>
<b>Parking, Downtown</b>				
Meter Occupancy Permit, per month	New	\$120.00	2	4
Parking Meter SmartCard	New	\$3.00	3	4



**CITY OF FRESNO  
MASTER FEE SCHEDULE  
AMENDMENT DETAIL**

**Development & Resource Management Department  
(Fees listed under Public Works)**

**Parking Meter Smartcard**

A Parking Meter SmartCard is an electronic card similar to a pre-paid debit or gift card. The card has a time value equivalent to the dollar amount purchased based on the current "per hour" rate for parking meter usage in the Master Fee Schedule. This fee is for the electronic card only and is based on the actual cost recovery of the item. The Division sells approximately 600 meter cards per year.

Position	Salary/Fringe	Admin OVH	Hours		Total
				=	0.00
				=	0.00
				=	0.00
				=	0.00
Total Salaries					0.00
Benefits					0.00
<b>TOTAL SALARIES/BENEFITS</b>					<b>\$ -</b>
Administration Distribution and Overhead					0.00
<b>TOTAL FEE</b>					<b>\$ 3.00</b>
 <b>ANNUAL ESTIMATED REVENUE</b>					
Current:					0.00
Projected:					1,800.00

**CITY OF FRESNO  
MASTER FEE SCHEDULE**

**PUBLIC WORKS DEPARTMENT**

**PARKING FEES**

<b><u>Fee Description &amp; Unit/Time</u></b>	<b><u>Current</u></b>	<b><u>Proposed</u></b>	<b><u>Amnd</u></b>
<b>Parking, Downtown</b>			480
On/off street meters			
30 minutes	0.30		
1 hour	0.75		
2 hours	1.50		
10-hour meter	0.75 per hr		
Meter Occupancy Permit, per month	New	120.00	518
Parking meter SmartCard, per card	New	3.00	518
Permit parking ("G," "E," and "F" Street lots) See rates under Parking Permits			
Monthly per vehicle			
Annually per vehicle	83.00		
<b>Residential Permit (non-refundable)</b>			
Period 10/1 through 9/30			
First residential vehicle per homeowner/resident			
Annually per permit	-0-		
Additional vehicles			
Annually per permit	19.00		

**Temporary Parking Discounts**

Subject to prior approval by the Department Director and subject to limit of six months or less, special parking rates in Parking Maintenance District No. 1 may be allowed, if it is in the best interest of the City.

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