



Agenda Item:

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## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 01/24/05

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Agenda Item Type: Resolution

Roll Call

No.:

Submitted by: Jeb E. Brewer, P.E., City Engineer

### SUBJECT—

Pilot Program for Carpooling in City Parking Garages.

### SYNOPSIS—

The Transportation Management Association has worked with City staff to develop a preferred parking pilot program for carpoolers who work downtown as a way to encourage commuters to carpool. Preferred parking areas would be designated in the 4th & Grand and 9th & Locust Garages. Regular monthly parkers in those garages could choose to pay a 20% premium to park in the preferred area, while designated carpool parkers would be allowed to park in the preferred area at the basic monthly rate. This would encourage carpooling by providing preferred parking at no additional charge.

### FISCAL IMPACT—

Minor costs for signs and related materials to be paid from the Traffic and Transportation Division Parking System operating budget. It is expected that the potential revenue from some current monthly parkers upgrading to the higher priced preferred parking will offset any startup costs of the pilot program.

### RECOMMENDATION—

Approval.

## **BACKGROUND—**

The Transportation Management Association (TMA) staff presented the idea of a preferred parking pilot program to Downtown Coordinating Council in September 2004. Following approval of the initial concept, TMA staff worked with City staff to develop details of a preferred parking program for carpoolers who work downtown. The TMA is interested in developing this program as a way to encourage commuters to carpool— thus helping achieve their goal of a 10 percent permanent reduction in the amount of cars on the streets during peak hours.

### **How the Program Would Work:**

- Establish “preferred” parking areas in the 4th & Grand and 9th & Locust City parking garages.
- Set a higher cost structure (approximately 20 percent) for these preferred parking spots for regular users. Regular, drive-alone commuters would have the option to pay a slightly higher fee to park in this designated area. Special hangtags will be used to identify these vehicles.
- Allow carpoolers to park in these preferred parking spots at the regular monthly rate. Special hangtags will identify these commuters as carpoolers.
- Work with private businesses to administer the same kind of program to employees in private parking ramps and lots.
- Register carpoolers with the TMA, through its web site. This registration process will allow the TMA to monitor the legitimacy of the carpools.

### **Benefits:**

- If successful, the program will increase parking revenue from customers choosing to pay the increased fee to park in these preferred areas, without increasing basic monthly parking rate.
- It may help alleviate the waiting list in these parking garages.
- It provides an exceptional opportunity to promote carpooling while creating enhanced parking choices for customers.

At their January 13, 2005 meeting, the Downtown Coordinating Council approved this pilot program for preferred parking for carpoolers. In order to initiate this program, rates for preferred parking need to be established for the 4th & Grand and the 9th & Locust garages during the pilot program period, which is estimated to be approximately six months. Section 114-666 of the City Code provides that Council can adjust the rates established in the code by resolution, rather than ordinance amendment. If the pilot program is determined to be successful, then the parking rates for each garage would be amended to extend and/or expand the program.

At the 4th & Grand Garage, the existing monthly floater rate is \$80, with a monthly reserved rate of \$88. It is proposed to set the preferred parking rate at \$96, which is 20 percent above the regular monthly rate. The monthly reserved rate would also be increased to \$96 to match the preferred parking rate. At 9th & Locust, the existing monthly floater rate is \$95, with a monthly

reserved rate of \$105. It is proposed to set the preferred parking rate at \$114, which is 20 percent above the regular monthly rate. The monthly reserved rate would also be increased to \$114 to match the preferred parking rate. If any current monthly reserved parking customer did not want to pay the increased rate, they could switch to a non-reserved parking space on a first-come, first-served basis at the regular monthly rate.