

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: May 7, 2012
	Agenda Item No. 39 Roll Call No. [_____] Communication No. <u>12-218</u> Submitted by: Jeb E. Brewer, P.E. City Engineer

AGENDA HEADING:

Approval of Enhanced Parking System Customer Services Agreement Renewal for FY 2012- FY 2014.

SYNOPSIS:

Recommend renewal of the Enhanced Parking System Customer Services Agreement with the Downtown Community Alliance, Glenn Lyons, President, to coordinate and manage enhanced customer services and amenity programs for the City’s Parking System for FY 2012 – FY 2014.

FISCAL IMPACT:

Amount: \$37,500 for FY 2012, \$25,000 for FY 2013, and \$25,000 for FY 2014.

Funding Source: Operating Budget, Page 70, Engineering Department Traffic & Transportation - Parking Operations Fund, ENG100701.

ADDITIONAL INFORMATION:

The Enhanced Parking System Customer Services Agreement was entered into with the Downtown Community Alliance (DCA) in January 2008 to coordinate and manage enhanced customer services and amenity programs such as Drive Time Des Moines, Smartcard advertising, handling parking inquiries, and promotion of City parking with downtown employees.

This agreement was originally developed to build a closer working relationship between the Downtown Community Alliance and the City's parking system - both of which are integral to downtown. This agreement was reduced from \$50,000 to \$37,500/year approximately four years ago.

It is proposed to support the renewal of the \$37,500 for FY2012 and to extend the agreement to FY2014 with a lesser amount of \$25,000/year. With other needs such as the downtown parking system study on the horizon, DCA and Transportation Management Association (TMA) could utilize these funds for this study, and therefore the extension to FY2013 and FY2014 is being recommended. This new agreement would expire at the same time as the existing agreement for the parking system paying into the Downtown SSMID (June 2014).

PREVIOUS COUNCIL ACTION(S):

Date: January 7, 2008

Roll Call Number: [08-075](#)

[Agreement](#) with Downtown Community Alliance (DCA) for Enhanced Parking System Customer Services and Related Programs. Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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