

COUNCIL ACTION FORM

SUBJECT: SPECIAL EVENT METERED PARKING FEES POLICY

POSSIBLE PARKING METER WAIVER POLICY:

At the January 28, 2020 City Council meeting, the City Council directed staff to prepare a parking meter waiver policy for special events. Based on the Council discussion at that meeting, a proposed policy would be:

Metered parking fees will not be waived for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City's Parking Fund for the lost revenue. The City Council may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).

It should be emphasized that the calculations provided by City staff for lost parking meter revenue include the assumption that spaces are occupied 50% of the time. Therefore, although providing free parking at all 609 Downtown parking meters for a day would cost \$2,740.50 if all the spaces are used at all possible times, an event organizer would be charged \$1,370.25 for lost parking meter revenue.

FUNDING FOR AMES MAIN STREET AND CAMPUSTOWN ACTION ASSOCIATION:

The City Council's direction at the January 28 meeting also included direction to plan for Ames Main Street (AMS) and Campustown Action Association (CAA) to receive funds in their Outside Funding Request contracts, so they may reimburse the lost parking meter revenue for their planned events.

AMS indicates it plans to host six events in FY 2020/21 where it will request parking meters to be closed or be made free to the public:

Event	# Meters	Metered Hours	Total Cost
Sidewalk Sales	609	9	\$1,370.25
Shop for a Cause	609	9	1,370.25
Small Business Saturday	609	9	1,370.25
Dollar Days	609	9	1,370.25
Music Walk	10	3	7.50
Art Walk	10	3	7.50
TOTAL			\$5,496.00

CAA plans to hold two events in FY 2020/21 where parking meters would be closed or be made free to the public:

Event	# Meters	Metered Hours	Total Cost
Crafts & Draughts	51	7	\$120.75
Summerfest	51	7	120.75
TOTAL			\$241.50

If the Council wishes to allocate funds to reimburse the Parking Fund for lost revenue from the eight AMS and CAA events, City staff would recommend that the funds come from the Local Option Sales Tax Fund. The proposed amount of funds is not significant enough to have a detrimental effect on the fund at this time. However, if the City Council grants additional parking waiver requests or approves other significant increases in funding from the Local Option Sales Tax Fund in the future, City staff may have to recommend that funds for parking meter waivers come from another source.

EFFECTIVE DATE:

If the City Council implements the proposed parking waiver policy and provides funds for AMS and CAA for the events indicated above, City staff would recommend that the policy and funding go into effect for any events held on or after July 1, 2020. **Therefore, under this recommendation, the City would approve the Music Walk (scheduled for April 23, 2020) and the Art Walk (scheduled for June 4, 2020) parking meter requests, which are on the February 11, 2020 Council Agenda, in accordance with our current practice.**

The Summer Sidewalk Sales (scheduled for July 25, 2020), which is also on the February 11, 2020 Council Agenda, should be approved only for the suspension of parking regulations. In accordance with the new waiver policy, the Parking Fund would be reimbursed by the Local Option Sales Tax Fund for lost meter revenue.

ALTERNATIVES:

1. Adopt a policy, effective July 1, 2020, that metered parking fees will not be waived for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City’s Parking Fund for the lost revenue. The City Council may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).

Note: Action to approve funding to reimburse the Parking Fund should be approved in the Budget Wrap –Up Session of the February 11, 2020 Council meeting.

2. Modify the draft policy described above.
3. Do not adopt a metered parking fee waiver policy, and continue to waive metered parking fees on a case-by-case basis.

CITY MANAGER’S RECOMMENDED ACTION:

In accordance with the Council’s direction, City staff has provided above a draft parking meter waiver policy. This policy will allow the Parking Fund to be made whole when “free parking” is made available for special events. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

If the City Council desires to fund the special events conducted by the AMS and CAA in order to make the Parking Fund whole, \$5,737.50 should be allocated from the Local Option Sales Tax Fund at the Budget Wrap-Up Session during the Final Council Decisions – Amendments to proposed FY 2020/21 Budget.

It should be noted that these funds will not be provided to CAA or AMS directly, but would be transferred internally to the Parking Fund at the time the event is held. City Council approval would continue to be required to authorize the suspension of parking regulations for each event. An additional authorization would be made each time by the Council to transfer funds from the Local Option Sales Tax Fund to the Parking Fund.