



## **REQUEST FOR ACTION**

### **Parking System Evaluation and Rate Study**

**MEETING DATE:**

August 19, 2024

**ORIGINATING DEPT:**

Transit & Parking Services

**AGENDA SECTION:**

Reports and Recommendations

**PRESENTER:**

Ia Xiong

**Action Requested:**

Receiving and Filing the Parking System Evaluation and Rate Study final report.

**Report Narrative:**

The Transit and Parking team presented the draft Parking Rate Study Report with recommendations to the Council at a Study Session on April 15, 2024. It was well-received. The report is now finalized and is not required to be approved by the Council. However, Council expressed continued interest in the next steps. The purpose of this Council item is to receive this report.

The City's Parking Enterprise Fund (PEF) was established to meet the needs of visitors, businesses, customers, and employees in downtown. The enterprise fund is self-supporting with the usual business expenses of operations, depreciation, insurance, repairs, and maintenance, as well as capital projects. In addition, the program contributes 9% of its gross revenues to the City's general fund in lieu of property taxes. The parking program has three distinct entities: garages and surface lots, on-street meters, and enforcement.

Due to an ever-changing environment, including potential future development, rate studies are performed periodically to better understand the current parking environment, potential improvements, financial burdens, and considerations of rate changes.

An update to the 2017 rate study was performed in 2020, but due to the pandemic and the potential further financial burden on any parking patrons, the Council decided not to implement any rate increases or changes.

In the fall of 2023, the Transit and Parking team engaged Walker Consultants to perform a rate study along with additional analysis and evaluation of the entire parking ecosystem (administration, parking ramps, parking lots, on-street metered parking, enforcement/citations, residential permit parking, and user experience). Walker Consultant's work revolved around the following key deliverables:

- Review parking system operation and management and suggest improvements based on industry best practices;
- Engage with downtown residents, businesses, visitors, and stakeholders throughout; recommend improvements for wayfinding, communication, marketing, customer service, and ease of using the parking system;
- Determine the financial and management implications of recommended system changes, and

determine the financial impact on the PEF of potential capital repairs, demolitions, and/or replacements of older downtown ramps.

The final report is complete, and recommendations are broken into Near-Term (within the next two years), Medium-Term (three to four years), and Long-Term (five+ years).

The Near-Term recommendations are being followed up on and presented at this Council meeting. Rate updates will be included in the 2025 Fee Schedule that will come before the Council for approval in November or December 2024. Other action items are administrative and will be incorporated into the team's workplan. These approaches will have minimal costs or one time expenses depending on the concepts.

- Rate changes for surface parking lots.
- Rate changes for parking ramps.
- Rate changes for on-street parking meters.
- Approach to curb loading zones.
- Develop a Mission Statement
- Consistent deployment of brand
- Wayfinding and signage
- Website and communications
- Stakeholder engagement strategy
- Annual reporting

The Transit and Parking team supports the information in the study report. The recommended action items would bring value to the parking enterprise fund and are reasonable, feasible, and achievable.

### **Priorities & Foundational Principles:**

Quality Services

Fiscal Responsibility & Sustainability

### **Policy Considerations & DEI Impact:**

To ensure parking rates are appropriately set to make parking available to everyone that needs it and to help ensure the Parking Enterprise Fund remains self-sustaining and does not require tax levy funding support.

### **Prior Legislative Actions & Community Engagement:**

June 4, 2018: Study Session - Parking presented the final 2017 Rate Study report to City Council for feedback and discussion.

July 13, 2020: Study Session - Parking presented the final 2020 Rate Study report to City Council for feedback and discussion.

July 10, 2023: Council Meeting - Awarded Walker Consultant the contract for the Parking System Evaluation and Rate Study.

April 15, 2024: Study Session - Transit and Parking presented an update on the Parking System Evaluation and Rate Study for feedback and discussion.

### **Fiscal & Resource Impact:**

Implementation of recommendations will have minimal costs and will be covered by the Parking Enterprise Fund.

### **Alternative Action(s):**

No alternative actions are suggested at this time.

**Prepared By:**

Noloan Schild

**Attachments:**

[Study Final Report - Rochester Parking System Evaluation and Rate Study](#)

[Presentation - Parking System Evaluation and Rate Study](#)