

1.



CITY OF SACRAMENTO

DEPARTMENT OF PUBLIC WORKS

PARKING DIVISION

REF: 86-06-85

July 1, 1986

Budget and Finance Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: HOURLY PARKING FEE INCREASES

SUMMARY

This item was referred back to the Budget and Finance Committee, to give further review to hourly parking fee increases recommended for the City's off-street parking facilities in the 1986-1987 fiscal year budget.

BACKGROUND

In July 1978, the City Council adopted a graduated rate scale for hourly parking fees, whereby each of the first three (3) hours of parking was \$.25 and \$.40 per hour for the fourth hour and thereafter. Prior to 1978 the rate scale had been a straight \$.20 per hour. Since July 1978, there have been a succession of increases in the fee for the fourth hour and up (currently \$.75), but the fee for the each of first three (3) hours has remained at \$.25.

Not only does the graduated rate scale for hourly parking fees provide greater retail and tourist customer appeal, but it serves as an air quality maintenance plan element in encouraging short term hourly parking while discouraging long-term all-day parking. For 1986-1987 the proposed Parking Division operating budget recommends an \$.05 per hour increase in the fee for each of the first three (3) hours of parking and \$.15 increase in the fourth hour and thereafter (\$.30/\$.90).

FINANCIAL DATA

To determine the increased revenue, computer rate models are used to project ticket distribution under the current rates, based on samples of actual statistics for selected days. The rate model program assumes a 2% decrease in tickets for every 10% of increase in revenue.

An interesting feature is the distribution of tickets by fee denomination. Under the current rate scale, tickets for \$.75 or less (3 hours of parking or less) constitute 72.6% of the tickets collected. Therefore, a small increase in the fee for each of the first three (3) hours will generate a large amount of additional revenue.

The annual revenues and increases for three (3) rate models are as follows:

<u>RATE SCALE</u>	<u>ESTIMATE ANNUAL REVENUE</u>	<u>ADDITIONAL REVENUE</u>
Current rate (\$.25/\$.75)	\$3,888,000	-----
Rate Model A (\$.30/\$.90) (Includes validation discount of \$128,000)	4,350,000	\$462,000
Rate Model B (\$.25/\$1.00) (No validation discount)	4,412,000	524,000
Difference in Revenue Generated by Models A and B	-----	+ 62,000

The difference in rate Models A and B shows that by retaining the \$.25 rate for each of the first three (3) hours, and raising the fourth hour and up to \$1.00, there is an increase of \$62,000 in revenue. But this is assuming there would be no discount on validations as originally proposed. Due to retaining the \$.25 rate, a loss of \$128,000 in validation discounts would be avoided.

July 1, 1986


Page 3

Staff's recommendation for the \$.30/\$.90 rate scale is based on the time elapsed since the \$.25 rate was adopted (8 years ago) and on the anticipated increase next year (1987-1988), from \$.90 to \$1.00 in the rate for the fourth hour and up.

RECOMMENDATION

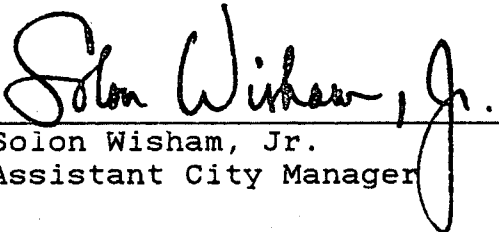
It is recommended that the attached resolution be adopted to increase parking fees to \$.30 for each of the first three (3) hours and \$.90 for each hour thereafter, with validations discounted by \$.05 as originally proposed.

Respectfully submitted,



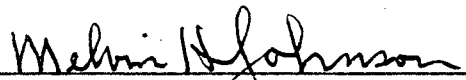
J. Mark Morgan
Parking Division Manager

RECOMMENDATION APPROVED:



Solon Wisham, Jr.
Assistant City Manager

APPROVED:



MELVIN H. JOHNSON
Director of Public Works

JMM/bjc

Attachments

July 1, 1986

District 1

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

A RESOLUTION MODIFYING OFF STREET
PARKING FEES AND CHARGES EFFECTIVE
JULY 1, 1986 AND REPEALING RESOLUTION
NO. 86-480

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

SECTION 1.

The municipal parking lots shall be designated as follows:

- (1) That certain block or square lying within and between Sixth and Seventh Streets, L Street and Capitol Mall, shall be designated as lot "A".
- (2) That certain block or square lying within and between Tenth and Eleventh Streets, H and I Streets shall be designated as lot "B".
- (3) That certain block or square lying within the north half of the block bounded by Fourteenth and Fifteenth Streets, H and I Streets, shall be designated as lot "C".
- (4) That certain block or square lying within the east half of the block bounded by Twelfth and Thirteenth Streets, I and J Streets, shall be designated as lot "E".
- (5) That certain block or square lying within and between Third and Fourth Streets, K and L Streets shall be designated as lot "G".
- (6) That certain block or square lying within the south half of the block bounded by Tenth and Eleventh Streets, K and L Streets, shall be designated as lot "H".

- (7) That certain block or square lying within and between the northwest quarter of the block bounded by Sixth and Seventh Streets, I and J Streets shall be designated as lot "I".
- (8) That certain block or square lying within and between Fifth and Sixth Streets, J and L Streets, consisting of two levels underground, shall be designated as lot "K".
- (9) That certain property lying within and between Carlson Drive, Hancock Lane and J Street, shall be designated as lot "M".
- (10) That certain block or square lying within and between Second and Third Streets, I and K Streets, shall be designated as lot "P".
- (11) That certain property that is Front Street between Capitol Mall and P Street and that certain property lying within and between Front Street, Capitol Mall and Neasham Circle shall be designated as lot "Q".
- (12) That certain block or square lying within and between Front and Second Streets, L Street and Capitol Mall, shall be designated as lot "R".
- (13) That certain block or square lying within and between Fourth and Fifth Streets, J and K Streets shall be designated as lot "U".
- (14) That certain property that is located north of I street, east of Second Street and beneath the Interstate-5 Freeway, shall be designated as lot "W".
- (15) That certain property lying within and between Second Street, and the Interstate 5 Freeway, N Street and P Street, shall be designated as lot "Y".

SECTION 2.

Pursuant to Section 25.153 of the Sacramento City Code, the rates of the municipal parking lots shall be as follows:

OFF-STREET PARKING FEES (City Code Section 25.153)

Lot	Hourly(1)	Night 6PM-6AM(1)	Daily(2)	Pre-(3) Charge	Monthly(8) Under Cover	Monthly(8) Open	Monthly(8) Motor- cycle
A	.30 & .90	\$1.50	---	\$1.50	\$58.00(5)	\$50.00(5)	\$19.00
B	.30 & .90	1.50	---	1.50	50.00(5)	42.00(5)	\$17.00
C	---	---	\$1.75	1.50	---	---	---
E	.30 & .90	1.50	---	1.50	50.00(5)	---	17.00
G	.30 & .90	1.50	---	1.50	52.00(5)	---	17.00
H	.30 & .90	1.50	---	1.50	58.00(5)	---	19.00
I	---	---	---	1.50	---	38.00	13.00
K	.30 & .90	1.50	---	1.50	58.00(5)	---	19.00
M	---	---	.50	1.50	---	---	---
P	.30 & .90	1.50	---	1.50	40.00	---	13.00
Q	---	---	1.75	1.50	---	\$20.00(10)	---
R	.30 & .90	1.50	---	1.50	38.00	---	13.00
U	---	1.50	---	1.50	---	46.00(4&6)	15.00
W	---	---	2.50(7)	---	---	---	---
Y	1.00(9)	---	2.00(9)	---	---	---	---

(1) Between 6AM and 6PM: \$.30 each hour for first three hours, \$.90 for each hour thereafter. Between 6PM and 6AM: \$.30 each hour for first five hours, no charge for each hour thereafter. The fee for validated parking shall be \$.25 for each \$.30 worth of parking. \$5.40 minimum charge for lost ticket. \$5.00 service charge for IOU.

(2) Rate applies from time of entry until 6 AM on the day following the time of entry.

(3) Special events.

(4) \$7.00 for current residents of the Wong Center (May 1978) who own automobiles. This rate to be phased out as residents move or dispose of their automobiles.

(5) 50% monthly parking discount for residents of Central Business District vicinity within the boundaries of 7th Street, 14th Street, H Street and L Street, who qualify as having no reasonable parking alternatives - such permits shall be valid only between 5:30 PM and 8:30 AM, Monday through Friday and all day Saturday and Sunday.

(6) \$39.00 per month for Traveler's Bldg. tenants per owner participation agreement with the Sacramento Redevelopment Agency (rate effective March 1, 1986 to February 28, 1987).

(7) No charge for tour buses.

(8) A \$5.00 deposit fee shall be charged for each monthly parking access card for Lots A, B, E, G, H, K, P and R. This deposit shall be refundable upon return of the access card in an undamaged and usable condition, normal wear and tear expected. A \$5.00 fee shall be charged for each replacement for lost monthly permits at Lots I, Q and U.

(9) \$1.00 for 4 hours; \$2.00 for all day - from 6AM to 6AM on the day following the time of entry.

(10) \$38.00 for horse-drawn vehicles with related truck and horse trailer.

SECTION 3.

Resolution No. 86-480 is hereby repealed.

MAYOR

ATTEST:

CITY CLERK