



Memorandum

Memorandum No: 20-067

Date: July 14, 2020

To: Honorable Mayor and Commissioners

From: Chris Lagerbloom, ICMA-CM, City Manager

Subject: Parking Rate Structure Adjustments

On July 1, 2020, City staff implemented new parking rates, citywide. These changes replaced non-standardized rate structures with three standardized zones and introduced a resident discount rate. During the July 7th Conference meeting, the Commission discussed the initial feedback and raised concerns about the impact on employees and businesses during the COVID-19 pandemic.

Staff reviewed these concerns, along with the fiscal needs of the department, and has responded with the following changes which will be fully implemented by July 15:

- Adjusted the minimum purchase time segment from 60 minutes to 15 minutes (in Zone 1 and Zone 3) and to 20 minutes (in Zone 2). Based on the non-resident rate structure, these time segments equate to a cost of \$1.00.
- Introduced a temporary “COVID All-Day rate” of \$10.00. This rate allows the patron to park from the time of purchase until midnight for a total cost of \$10.00. Historically, meter rates along the barrier island and the Las Olas Boulevard were \$1.50/hour to \$2.00/hour which would equate to a cost of \$12.00 to \$16.00 for an eight-hour shift. This all-day rate provides a 35 percent discount from the previous rate structure and almost a 70 percent discount from the current non-resident rate structure for an eight hour stay.
- Streamlined the “Resident Rate” application process from preapproval reviews to conditional approvals. Initially, staff was reviewing all documentation and following-up with customers prior to approval; however, this created a backlog of applications. Effective July 10, 2020, staff changed the review process to conditionally approve all applications prior to the review period. Once reviewed, any conditional approvals that are deemed ineligible will be revoked.

- Initiated a marketing campaign for permit programs, which provides monthly rates ranging from \$35.00 to \$50.00 throughout the City. For areas that don't have current permit programs, staff is working with businesses to better understand the wants and needs to expand or create additional permit types.

For further information on parking rates, please contact Ben Rogers, Director of Transportation and Mobility, at brogers@fortlauderdale.gov or (954) 828-3781.

Attachment: Parking Zones and Hourly Rates

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