



CITY OF RAPID CITY

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MEMO

To: Mayor Sam Kooiker & City Council
From: Pauline Sumption
Date: March 25, 2015
RE: Parking Tickets and Non-Metered Parking Length of Time Recommendation

After the discussion that took place at the Legal & Finance Committee meeting on March 11 and the Council meeting on March 16, the motion made by council was to refer the Parking Ordinance to the April 1, 2015 Legal & Finance meeting for further review and to require the Finance Office, the Police Department and the relevant stakeholders to meet prior to the April 1, 2015 Legal & Finance meeting to discuss the proposed parking rates and hours. While we have not had the opportunity to meet with the additional stakeholders, the department directors and Mayor met this morning and one of the items discussed was the parking ticket structure and lengths of time allowed to park in the non-metered spots.

The following options were discussed:

1. Keep the current ordinance in place with 2-hour parking and graduated parking tickets; make no change to the fees resolution.
2. Repeal the current ordinance to remove the graduated fines; amend the fees resolution to charge \$5 for an overtime parking violation.
3. Amend the current ordinance to allow for 3-hour parking and remove the graduated parking tickets; amend the resolution to charge \$10 for an overtime parking violation.

While doing the analysis for option 1, it was determined that the changes would be revenue neutral. After one month of the graduated fines, our revenue had dropped in half. While I fully believe this will not be the case as time goes on, with the tickets for the repeat violators increasing in dollar amount, it is still very much an unknown. I anticipate that people will begin to change their parking habits, which could reduce our revenue.

Option 2, while revenue-neutral, would not address the need of the business owners for longer term parking in the non-metered spots.

In looking at option 3, it was discussed that the number of times the enforcement staff could make their rounds would be reduced by approximately half, thereby reducing the "opportunity" for revenue by the same. If we increased all parking tickets to \$10, this would make the non-metered spots revenue neutral. We have no way of determining how many of the tickets are for metered vs. non-metered violations so I am unable to determine how the revenue from violations for metered spots would be affected. I believe there may be a slight increase in revenue, which would help cover additional costs due to inflation or maintenance of the parking facilities/parking meters while still maintaining our required bond coverage ratios.

Therefore, the recommendation from staff is to have the council direct staff to implement the changes necessary to adopt option 3. Please let me know if you have any further questions or concerns.



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