

*"Placerville, a unique historical past forging into a golden future."*

**City Manager's Report**  
**January 24, 2017 City Council Meeting**  
**Prepared by: Cleve Morris, City Manager**  
**Item #: 12.6**



**Subject:**

1. Waive the first reading and introduce an Ordinance amending Title 9, Chapter 1, 3 & 4 of the Placerville Municipal Code related to Parking.
2. Adopt Resolution amending the daily parking fees and monthly leased parking fees for downtown parking.

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**Background:**

In 2007 the City implemented a new parking program and amended Title 9 of the Municipal Code. Since that time there have been other updates to this chapter also which have been minor in nature. For over two years, the Council appointed Ad-Hoc Parking Advisory Committee has been looking at ways to amend the current parking program, in order to fully fund the expenses related to the program. The proposed changes are being made to provide for the proper maintenance and future repairs to parking infrastructure.

**Discussion:** The Ad-Hoc Parking Advisory Committee met on December 7, 2016 and made recommendations to the City Council to adopt the changes proposed in the attached Ordinance. The proposed changes are outlined in the attached document. A summary of the changes are as follows:

Maintain 2-Hour Free Parking

Increase Daily Parking From \$1.00/Hour to \$2.00/Hour

Increase Standard Leased Parking Fee from \$40 to \$50 per month

Increase Center Street Parking Structure Second Floor Leased Parking Fee from \$55 to \$70 per month

Eliminate Multiple Lease Discounts (\$10.00 x 25 Leases x 12 Mos.)

Lease Spaces Between the Shell Station & Jack Russell Brewery (5 Spaces x \$40 x 12 Mos.)

Enforce Daily Parking Rules in the Small Center Street Lot (14 Spaces)

Extend \$2.00/Hour Daily Parking Rules From 5:00 to 7:00 PM

Eliminate free Court Employee parking behind Historic City Hall

Account for Parking Citation Revenue Within the Downtown Parking District Fund

Enforce Daily and Leased Parking Rules Seven Days a Week (With Ghost Day)

Less: 5.00% Revenue Forecast Adjustment

Other provisions that will be changed with Council approval of the ordinance are as follows:

- \$121,970 Loan from the Reserve for Economic Uncertainties for old Parking Pay Stations will be forgiven.
- Financing for new Pay Stations will be included in the expenses for the new Parking Program.
- All Personnel costs associated with the Parking Program will be funded from Parking revenues.
- \$40,000 per year will be set aside and used for deferred maintenance of Parking Facilities including paving of lots, repair of fences, striping and numbering of stalls and repair and replacement of signage.
- \$60,000 per year will be set aside for future major improvements and reconstruction of parking facilities.
- The transfer in from the general fund will be approximately \$8,656 per year but may vary from year to year based on actual net revenues.

The proposed changes were presented and reviewed with the Placerville Downtown Association (PDA). The Association unanimously supported the changes.

Staff is recommending Council waive the first reading of the attached ordinance and introduce the ordinance. The second reading will take place at your meeting on February 14, 2017. Following the 30 day waiting period the ordinance will go into effect on March 17, 2017. It is our plan to have the new parking meters installed and implemented effective on the same date.

#### **Options:**

1. Proceed with adoption of the changes as proposed.
2. Adopt the changes with amendments.
3. Send the changes back to the Committee with direction to review additional or other changes.
4. Do not adopt the changes at this time and provide further direction to staff.

**Cost:** It is estimated the new revenues will be approximately \$130,288. New expenses for the program will also total approximately \$130,288 including the deferred maintenance and set aside for future improvements.

**Budget Impact:** The changes will have minimal effects on the current year budget as there will only be 3 months left in the fiscal year once the changes take effect. With the adoption of the changes, it is estimated all costs of the parking program will be funded by parking revenues. Since the City is currently paying for some of those costs through staff time and direct from the General Fund, the proposed changes should have a positive effect on the General fund.

#### **Recommendation:**

1. Waive the first reading and introduce an Ordinance amending Title 9, Chapter 1, 3 & 4 of the Placerville Municipal Code related to Parking.

2. Adopt Resolution amending the daily parking fees and monthly leased parking fees for downtown parking.



M. Cleve Morris, City Manager



Dave Warren, Finance Director

*Attachments:*

1. *Ordinance*
2. *Parking Program Changes*
3. *Resolution*