



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

14-0693

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: June 17, 2014

TITLE: Agreement to enforce parking at the Las Olas Company lots located at 1101 East Las Olas Boulevard and 888 East Las Olas Boulevard

Recommendation

It is recommended that the City Commission authorize the City Manager to enter into an agreement with the Las Olas Company to monitor and enforce parking at their lots through the use of the City's Parking Enforcement Specialists. Contract will be executed in substantially the same form as attached.

Background

The Las Olas Company lots are located at 1101 East Las Olas Boulevard and 888 East Las Olas Boulevard, and are deemed public access lots and permits thoroughfare and parking for the general public. Providing parking enforcement services for the Las Olas Company serves as a legitimate municipal purpose. This agreement also ensures that the City receives cost recovery, at a minimum.

This agreement provides enforcement services for two locations as listed above, which provide public parking for the businesses on East Las Olas Boulevard. The Las Olas Company signed an agreement with "Pay-by-Phone" operating these two lots using smart phone system technology versus an attendant. To be successful with the pay-by-phone operation enforcement will be required. Las Olas Company is partnering with the City to provide the enforcement services as a legitimate municipal purpose.

The City agrees to monitor these two lots twenty-two hours per day utilizing the Parking Enforcement Specialist (PES). The PES's will have the right to enforce any and all City parking ordinances under Chapter 26 of the Code of Ordinances within these lots. For this right, the City will retain 100% of the parking enforcement revenue generated through citations written. The agreement also ensures that the City receives cost recovery, at a minimum.

Entering into this agreement demonstrates a willingness to partner with the business community to improve services and fiscal responsibility.

Resource Impact

There is a positive fiscal impact associated with this agreement for any citation revenue generated.

Strategic Connection

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the **Business Development Cylinder of Excellence**, specifically advancing:

- **Goal 7:** Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port and rail connections.
- **Objective 2:** Facilitate a responsive and proactive business climate.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We are Prosperous*.

Attachments

Exhibit 1 Las Olas Company Parking Enforcement Agreement

Prepared By: Brian McKelligett, Parking Services Manager

Department Director: Diana Alarcon, Transportation and Mobility