



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
Regular Meeting

15-0209

TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: March 17, 2015

TITLE: Enforce Parking at the LAS OLAS PLACE II, LLC Parking Garage

Recommendation

It is recommended that the City Commission authorize the City Manager to enter into an agreement with LAS OLAS PLACE II, LLC, to monitor and enforce parking at their garage through the use of the City's Parking Enforcement Specialists (PES). Contract will be executed in substantially the same form attached.

Background

The LAS OLAS PLACE II, LLC garage is located at 1200 East Las Olas Boulevard and is a public access garage, which permits thoroughfare and parking for the general public; therefore, providing parking enforcement services serves as a legitimate municipal purpose. This is a one year agreement with the potential to extend for a period not exceeding five years.

This agreement provides enforcement services for the location as listed above, which provides public parking for the businesses on East Las Olas Boulevard. LAS OLAS PLACE II, LLC signed an agreement with "Pay-by-Phone" to operate this garage using smart phone system technology versus an attendant. To be successful with the pay-by-phone operation, enforcement will be required. LAS OLAS PLACE II, LLC is partnering with the City as a means to provide and ensure enforcement services as a legitimate municipal purpose.

The City agrees to monitor this garage up to 24 hours per day. The PESs will have the right to enforce any and all City parking ordinances under Chapter 26 of the Code of Ordinances within this garage. The City will retain 100% of the parking enforcement revenue generated through citations written.

Entering into this public/private partnership agreement affords the developer and City the opportunity to build a partnership that provides public parking. City enforcement also provides added layer of security for public safety and well-being.

Resource Impact

This agreement ensures that the City receives cost recovery for enforcement, at a minimum.

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*.

Attachment:

Exhibit 1 LAS OLAS PLACE II, LLC Parking Enforcement Agreement

Prepared By: Sharon Dreesen, Administrative Assistant I

Department Director: Diana Alarcon, Transportation and Mobility