



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

#15-1199

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

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

DATE: October 6, 2015

TITLE: Motion to Approve a Parking Enforcement Agreement with LAZ Florida
Parking, LLC

Recommendation

It is recommended that the City Commission authorize the City Manager to enter into an agreement with LAZ Florida Parking, LLC (LAZ Parking), to monitor and enforce parking at their lot through the use of the City's Parking Enforcement Specialists (PES) along with a monthly fee for the rental of one pay station. Contract will be executed in substantially the same form attached.

Background

The LAZ Parking lot is located at SE 2nd Avenue and SE 2nd Street, and is a public access lot, which permits 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 SE 2nd Avenue. LAZ Parking is partnering with the City as a means to provide and ensure enforcement services as a legitimate municipal purpose. LAZ Parking signed an agreement with "Pay-by-Phone" to operate this lot using smart phone system technology versus an attendant. To be successful with the pay-by-phone operation, enforcement will be required.

The City agrees to monitor this lot up to 22 hours per day. The PES will have the right to enforce any and all City parking ordinances within this lot pursuant to Chapter 26 of the Code of Ordinances of the City of Fort Lauderdale. The City will retain 100% of the parking enforcement revenue generated through citations written as well as the rental revenue of the pay station. Entering into this public/private partnership agreement affords LAZ Parking and City the opportunity to build a partnership that provides public parking and promotes uniform parking requirements citywide. City enforcement also provides an added layer of security for public safety and well-being.

Resource Impact

This Agreement ensures that the City receives cost recovery for enforcement and rental of the pay station, at a minimum.

There is a positive fiscal impact associated with this agreement for any citation revenue generated. There is also a positive fiscal impact associated with this agreement for the monthly rental of the pay station in the amount of \$1,200 annually.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within 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 – Parking Enforcement Agreement

Prepared by: Frank G. Castro III, Transportation and Mobility

Department Director: Diana Alarcon, Transportation and Mobility