



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

#20-0398

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: June 2, 2020

TITLE: Ordinance Amending Section 26-1 and Subsections 26-91(a) and 26-161(a) of the Code of Ordinances to Increase Fines for Parking Violations and Establish Parking Zones and Rates for On and Off-Street Parking Zones Effective July 1, 2020 - **(Commission Districts 1, 2, 3, and 4)**

Recommendation

It is recommended that the City Commission approve an ordinance, on second reading, amending Section 26-1 and Subsections 26-91(a) and 26-161(a) of the Code of Ordinances of the City of Fort Lauderdale to increase the fines for parking citations to \$40.00 and to establish parking zones and hourly parking rates for on and off-street parking zones effective July 1, 2020.

Background

At the November 19, 2019 Commission Conference meeting, Transportation and Mobility staff presented information about the state of the parking fund. The presentation identified that the parking fund has been depleted over the past three years. As a self-sustaining enterprise fund with no general fund contribution, staff recommended to increase parking rates to replenish the fund.

One strategy presented was to increase the base violation fine amount from \$32.00 to \$40.00. The intent of the base fee increase is to encourage payment compliance, promote good parking behavior, and mitigate unsafe parking practices. The proposed base violation fine amount aligns with other municipalities in Florida such as Key West (\$50.00), St. Pete Beach (\$50.00), Miami-Dade County (\$36.00), and Delray Beach (\$35.00).

Staff also recommended to adjust the hourly parking rates across the City by standardizing rates by geographical area referred to in the ordinance as parking zones. Below is a breakdown of three parking zones that will be established:

- Zone 1 – any land that is east of the Intracoastal Waterway and south of Oakland Park Boulevard within the boundaries of the City of Fort Lauderdale.
- Zone 2 – any land that is east of Interstate-95, west of the Intracoastal Waterway,

south of Northeast 11th Street and north of Southwest 7th Street within the boundaries of the City of Fort Lauderdale.

- Zone 3 – any land with the boundaries of the City of Fort Lauderdale not defined by Zone 1 or Zone 2.

With this approach, the majority of locations will experience rate increases while others will experience rate decreases. Staff recommended the creation of a resident hourly parking discount rate for those who register and utilize eligible payment methods. The Miami Parking Authority offers a similar program and found that approximately one-third of parking transactions are made by registered resident users. Staff recommendations were proposed to fund structural repairs, capital improvements, new service features, and to replenish the parking reserve.

At the May 19, 2020 Commission meeting, direction was provided to utilize the rate structure that was originally proposed by staff at the November 19, 2019 Commission Conference meeting. The proposed rate structure will be as follows:

| | Staff Recommendation | |
|--------|----------------------|-------------------|
| | Resident Rate | Non-Resident Rate |
| Zone 1 | \$1.50 / Hour | \$4.00 / Hour |
| Zone 2 | \$1.50 / Hour | \$3.00 / Hour |
| Zone 3 | \$1.00 / Hour | \$2.00 / Hour |

With the recent COVID-19 pandemic, the parking fund has experienced tremendous revenue loss projected at \$2,500,000 or 14 percent of budgeted income for fiscal year 2020. There are not enough available funds in the Parking Fund to supplement the revenue shortfall and as a result, the Parking Division is in the process of defunding capital improvement projects, suspending services, and modifying operational practices.

Resource Impact

The annual revenue projection is \$7,100,000 of which approximately \$350,000 will be generated from increasing the base violation fine amount and \$6,750,000 from adjusting the hourly parking rates.

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Infrastructure Focus Area
- Goal 2: Build a multi-modal and pedestrian friendly community
- Objective: Improve transportation options and reduce congestion by working with agency partners

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Connected*

Attachments

Exhibit 1 - Ordinance

Exhibit 2 - Parking Zone Map

Prepared by: Juan Rodriguez, Transportation and Mobility

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