



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

#21-0374

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: July 6, 2021

TITLE: Motion Approving a Parking Enforcement Agreement with The Las Olas Company, Inc., Located at 600 Sagamore Road - **(Commission District 4)**

Recommendation

Staff recommends the City Commission approve a motion authorizing the City Manager to execute a five-year parking enforcement agreement, with The Las Olas Company, Inc. for parking lots located within the Las Olas corridor, in substantially the form attached, with approval by the City Attorney's Office as to the manner of execution of the agreement by the parties.

Background

The proposed agreement provides the City with the ability to perform parking enforcement services for the Las Olas Company, Inc. The Las Olas Company, Inc., has parking lot locations along the Las Olas corridor providing parking access for the general public. The City has performed parking enforcement services for the Las Olas Company, Inc. since July 8, 2014.

The proposed enforcement agreement will be for a period of five years. Under the proposed agreement, the City will enforce all City parking ordinances within these parking lots pursuant to Chapter 26 of the Code of Ordinances of the City of Fort Lauderdale and in accordance with the terms and conditions set forth in the agreement. The enforcement services provided by the City will serve as a legitimate municipal purpose, with the City retaining all citation revenue derived by parking enforcement actions.

Resource Impact

There is an anticipated positive fiscal impact to the Parking Fund in the amount of \$30,100 for FY2021 associated with proposed action. In future years, staff anticipates a positive annual impact in the amount of \$120,400.

Source:

Funds available as of June 3, 2021					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AMOUNT RECEIVED (Character)	AMOUNT
461-TAM020107-M105	PARKING ENFORCEMENT	FINES & FORFEITURES / PARKING CITATIONS	\$1,424,142	\$1,662,708	\$30,100
APPROPRIATION TOTAL					\$30,100

Strategic Connections

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

- The Internal Support Focus Area
- Goal 8: Build a leading governmental organization that manages all resources wisely and sustainably.
- Objective: Maintain financial integrity through sound budgeting practices, prudent fiscal management, cost effective operations, and long-term planning

This Item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are United.

Attachments

Exhibit 1 – Parking Enforcement Agreement

Exhibit 2 – Location Map

Prepared by: Jeffery Davis, Parking Services Manager, Transportation and Mobility

Department Director: Ben Rogers, Transportation and Mobility