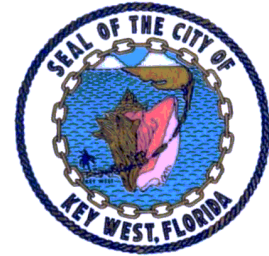


EXECUTIVE SUMMARY



TO: Jim Scholl, City Manager
FROM: John Wilkins, Parking Director
DATE: September 6, 2018
SUBJECT: Employee Assistance Permit Rate Increase.

Action statement:

Amend the City of Key West Code of Ordinances Sec.70-255 to clarify its intent, eligibility, and costs.

Background:

The Employee Assistance Parking Permit is available to employees and business owners in Commercial Historic District and allows their personal vehicles to park at on-street metered parking while at work. The current cost is \$100.00 per month. It is only sold in 4-month increments for \$400.00. It has been 10 years since the City of Key West Commission raised parking rates for the Employee assistance parking permit.

Currently these permits are significantly below the rates of other businesses that offer long term parking in the Commercial Historic District.

- Margaritaville Resort Garage \$193.50 per month
- Conch Harbor at Key West Bight \$200.00 per month
- Historic Florida Keys Foundation (old City Hall) \$200.00 per month

Recommendation:

Increase the Employee Assistance Parking Permit rate to market rate of \$800.00 per 4 months i.e. \$200.00 per month. Additional recommendations include limiting the time to 12 hours per day and requiring all Key West parking citations be settled before application.

Financial Impact:

There are 189 permits issued at this time. \$200 per month would potentially generate \$37,800.00 per month or \$453,600.00 per year. This would be an increase of \$18,900 per month or \$226,800.00 per year.

Additionally, if the demand for this permit decreases, the City parking revenue would increase by freeing up on-street parking spaces for vehicles paying the hourly rate.

Employees of the Commercial Historic District impacted by the rate increase would be eligible for the Employee Parking Lot permit at the Park 'N' Ride for \$25.00 per month; along with free transportation on the Duval Loop throughout the Commercial Historic District.