



# THE CITY OF KEY WEST

## Parking Division

1300 White Street, Key West, FL 33040

TO: Patti McLaughlin, City Manager

FROM: John Wilkins, Parking Director

DATE: September 22, 2021

### SUBJECT:

Amend Section 70-186, 187, 188, 189,190 of the Key West Code of Ordinances to increase parking rates at the Old Town Garage, Key West Bight Caroline Street Lot, Jackson Square Lot, and all other City Metered Parking Spaces.

### ACTION STATEMENT:

Increases hourly parking rates by Amending Section 70 of the Key West Code of Ordinances in the Cities Metered Parking areas from \$4.00 per hour to \$5.00 per hour; Mallory Square from \$5.00 per hour to \$6.00 per hour as follows:

#### Section 70-186

Mallory Square hourly rate from \$5.00 to \$6.00; daily rate from \$40.00 to \$48.00

#### Section 70-187

Old Town Garage hourly rate from \$4.00 to \$5.00; daily rate from \$32.00 to \$40.00; Monthly permit rate from \$200.00 (plus tax) to \$250.00 (plus tax).

#### Section 70-188

Key West Bight Caroline Street Parking Lot (main lot) hourly rate from \$4.00 to \$5.00; daily rate from \$32.00 to \$40.00.

#### Section 70-189

Jackson Square Parking Area hourly rate (after hours and weekends) from \$4.00 to \$5.00.

#### Section 70-190

Other City Metered Parking Spaces hourly rate from \$4.00 to \$5.00

**BACKGROUND:**

The City Commission approved the 2021/2022 fiscal budget on September 23, 2021 with the direction to increase parking metered rates by \$1.00. In general rates will increase from \$4.00 to \$5.00 per hour. Daily and Monthly rates will be increased accordingly to the new hourly rates. In private lots around the City of Key West the hourly rate is generally \$5.00 per hour. You can find signs that say \$5.00 per hour and one company's paystations are programmed for minimum purchase of 2 hours for \$10.00. The City's rates are generally below market rate for Key West parking services. Other municipalities in South Florida generally average around \$4.00 per hour.

This increase may influence the number of people that use the smart phone app and pay only for what they use. Current volume is around 7 percent of customers using the Passport app. It may also influence employees who park downtown to investigate some of our deeply discounted parking permits for work in the historic district.

**RECOMMENDATION:**

Amend Section 70-186, 187, 188, 189,190 of the Key West Code of Ordinances to increase parking rates at the Old Town Garage, Key West Bight Caroline Street Lot, Jackson Square Lot, and all other City Metered Parking Spaces. Amend daily and monthly rates in accordance with the hourly rate increase where they are offered.

**FINANCIAL IMPACT:**

Using FY 2018/2019 as the basis for measure, raising the meter parking rates, I anticipate will increase approximately \$2,167,524.00 from the Parking Paystations and Smart phone app. This assumes a small decrease in transactions.