




MEMORANDUM

Date: December 14, 2023

To: Honorable Mayor and Commissioners

Via: Albert P. Childress
City Manager 

From: John Wilkins
Parking Director

Subject: Amendment to Chapter 70, Article IV. of the Key West Code of Ordinances authorizing the City Manager to set special event hourly rates consistent with a market value for parking services during special event periods.

Introduction

The Parking Division requests amending Chapter 70, Article IV of the Key West Code of Ordinances authorizing the City Manager to set special event hourly rates consistent with a market value for parking services during special event periods.

The City Manager currently has this authority for all other municipal metered parking spaces except for the Old Town Garage and the Key West Bight Caroline Street Parking Lot. This amendment will authorize the City Manager to set municipal metered parking spaces to be consistent city wide during special events.

Background

An emerging trend in the parking industry is to adjust parking rates according to demand. Other cities in South Florida currently have a “surge” parking rate that is adjusted when large special events affect traffic and parking.

Currently, private lots in the Historic District adjust hourly pricing during special events, increasing them to reflect a market value consistent with the demand for hourly parking during special events.

The City’s in-house transportation coordinating team of City Staff members across departments has discussed amending this ordinance as one effort to reduce traffic pressure.

The Parking Division is interested in exploring special event parking to match market values for hourly parking spaces and increasing revenue from visitors attending special events.

The City Manager currently has this authority for Mallory Square, Jackson Square (after hours and weekends) and all other City Metered Parking Spaces.

To this end, the Parking Division requests amending Chapter 70, Article IV of the Key West Code of Ordinances authorize the City Manager to set special event hourly rates at the Old Town Garage and the Key West Bight Caroline Street Parking Lot consistent with a market value for parking services during special event periods to be consistent with all other municipal City Metered Parking Spaces.

There have been no changes between the first and second reading.

Financial Impact

The proposed amendment would have a positive financial impact on the revenue collected from metered parking during special events. The amount is yet to be determined. Market rates will be collected during Fantasy Fest and an estimated amount can be calculated for New Years Eve.

Recommendation

The City Manager's Office recommends amending Chapter 70, Article IV of the Key West Code of Ordinances authorizing the City Manager to set special event hourly rates consistent with a market value for parking services during special event periods.