

Marilyn Wilbarger

From: Mark Finigan
Sent: Wednesday, September 14, 2011 8:40 AM
To: Marilyn Wilbarger
Cc: Jim Scholl; John Wilkins
Subject: Parking Rates - Key West Bight Parking Lot

I apologize for not responding to your repeated requests regarding an analysis of parking rates at the KW Bight parking lot. In order to provide the Board a fact based recommendation on a possible hourly rate reduction, John Wilkins and I will be required to "reach out" to different parking associations and governmental agencies which have both a combination of parking lots and street parking in an effort to understand the relationship and the philosophy when establishing rates for the two different, yet sometimes adjoining, parking scenarios. The easy recommendation from Staff is to simply state, we do not support a hourly rate reduction at the Key West Bight parking lot because a loss of revenue. The Board, I would think, is looking for a more objective analysis. We will provide you both a study and recommendation before your next board meeting so you can present to the Bight Board.

Here are a few facts regarding the City's current parking rate structure.

Parking Lots:

- Mallory Square
- Parking rates at the city parking lot at Mallory Square are established as follows:
 - (1)
 - Hourly parking, per hour \$ 4.00
 - (2)
 - Lost ticket fee 40.00
 - (3)
 - Maximum fee, per day 32.00
 - The city manager is hereby authorized to increase parking fees to no more than \$6.00 per hour, if he so elects, between January 1, 2006, and December 31, 2008.
 - (Code 1986, § 63.1981(a); Ord. No. 02-10, § 1, 3-19-2002; Ord. No. 03-21, § 1, 9-3-2003; Ord. No. 05-22, § 1, 9-7-2005; Ord. No. 08-03, § 1, 2-5-2008)
- Key West Bight

The rates are not established by ordinance or resolution currently for KW Bight. The established rate is \$2.25 per hour and both John and I do not know when and by which body - Manager/Commission/Staff/KWB Board - the rate was established.

- Park and Ride

Parking and shuttle rates at the city Old Town Garage are established as follows:

(1) There is a monthly permit charge of \$99.75, plus sales tax, per month.

(2) For users of parking services, there is a charge of \$2.00 per hour or a daily maximum charge of \$13.00 per day. Persons who park in the Old Town Garage may ride the shuttle bus for free upon showing the bus driver and active parking stub. At the discretion of the city manager, he or she may set special event hourly rates consistent with a market value for parking services during special event periods.

(3) For users of shuttle services only, a shuttle charge shall be established by resolution of the city commission.

(4) There is a lost ticket fee of \$20.00 per day.

(b)

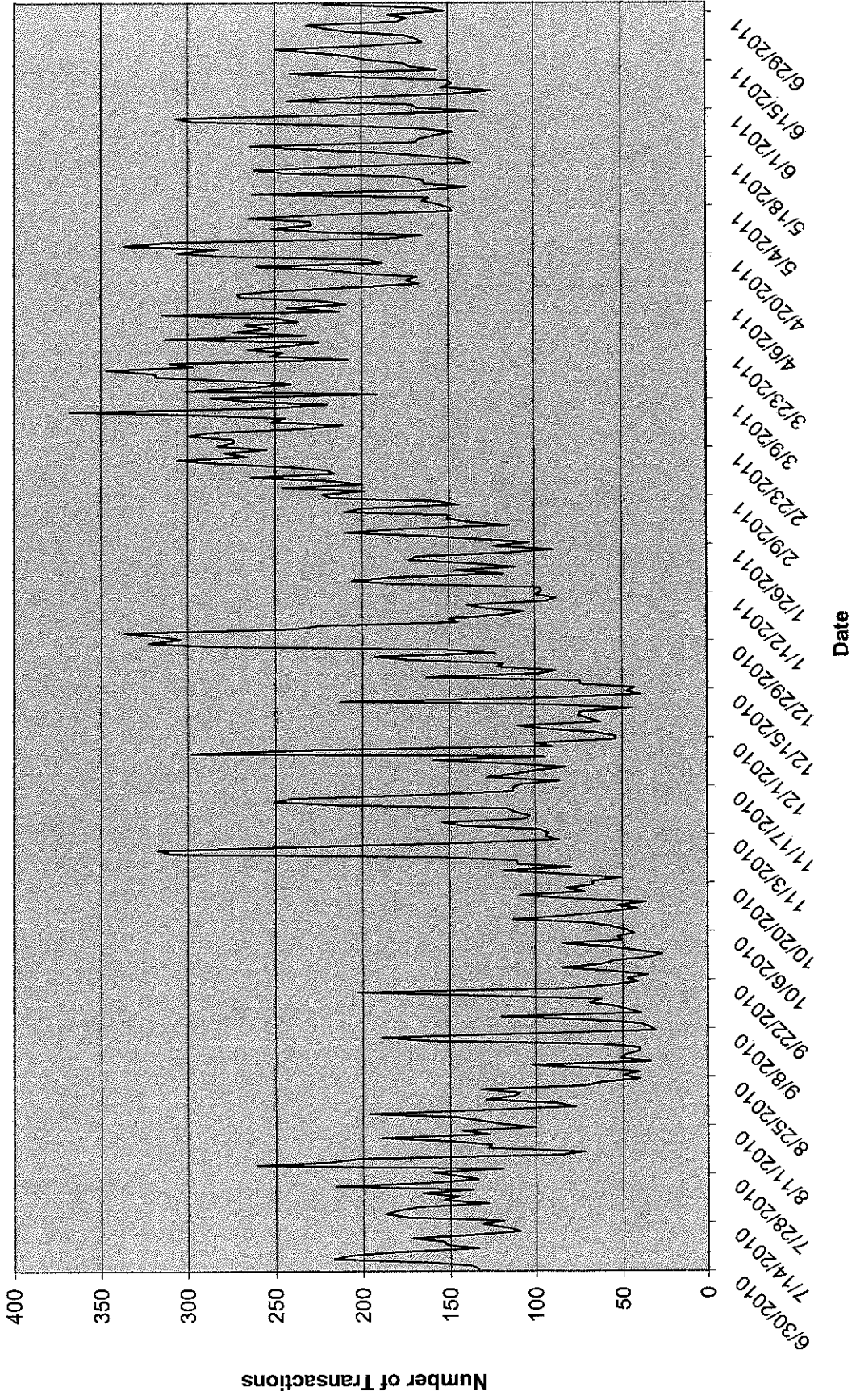
For those service charges set forth in this section, the city manager may authorize discount rates. The city manager shall establish a written policy for discount rates for firms, organizations, groups and other persons who would provide multiple use of the park and ride facility.

(Code 1986, § 63.1981(b); Ord. No. 03-22, § 1, 9-3-2003; Ord. No. 05-23, § 1, 9-7-2005; Ord. No. 08-02, § 1, 1-15-2008)

Street Parking:

- \$1.50 per hour. No daily rate.

Key West Bight Number of Transactions Per Day



Key West Bight Total Revenue By Day

