



TOWN OF CHAPEL HILL

Town Hall
405 Martin Luther King Jr.
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Legislation Details (With Text)

File #: [20-0179] **Version:** 1 **Name:**

Type: Consent **Status:** Passed

File created: 2/24/2020 **In control:** Town Council

On agenda: 3/4/2020 **Final action:** 3/4/2020

Title: Remove Parking Services Fees and Rates from Annual Fee Schedule.

Sponsors:

Indexes:

Code sections:

Attachments: 1. A RESOLUTION REMOVING THE PARKING SERVICES FEES AND RATES FROM THE ANNUAL FEE SCHEDULE (2020-03-04/R-2)

Date	Ver.	Action By	Action	Result
3/4/2020	1	Town Council	adopted	Pass

Remove Parking Services Fees and Rates from Annual Fee Schedule.

Staff: Meg McGurk, Community Safety Planner **Department:** Police

Overview: Removing the parking fees and rates from the annual Fee Schedule will allow for more effective parking pricing based on demand and needs.

☆ **Recommendation(s):**

That the Council adopt the attached resolution that:

- removes the Parking Services fees and rates from the annual Fee Schedule;
- authorizes the Town Manager to establish a Parking Rates and Fees Strategy; and
- authorizes the Town Manager to make adjustments to parking rates and fees according to the established strategy.

Decision Points:

- Removing parking fees and rates from the fee schedule allows the Town Manager and staff to develop a Parking Rates and Fees Strategy, which will include benchmarks for when and where to adjust rates and fees.
- The goal is to achieve the right level of parking availability by periodically adjusting rates and leasing fees based on market factors and demand, by implementing demand (or responsive) pricing.
- Using demand pricing for parking rates and fees encourages people to park in underutilized or less convenient parking facilities, while encouraging shorter use of more desirable parking spaces at busy times.

Key Issues:

- Demand parking pricing can provide increased turnover and improved convenience for downtown customers, while generating revenue. Users pay their share of parking costs based on convenience and demand.
- Balancing the high demand for leased spaces with the need for hourly turnover of spaces

prioritizes downtown businesses and employees.

Fiscal Impact/Resources: The Parking Rates and Fees Strategy will outline the revenue impacts as determined by the specific rate or fee change.



Attachments:

- Resolution

A RESOLUTION REMOVING THE PARKING SERVICES FEES AND RATES FROM THE ANNUAL FEE SCHEDULE (2020-03-04/R-2)

WHEREAS, Parking Services seeks to implement demand pricing to achieve the right level of parking availability by periodically adjusting rates and leasing fees based on market factors and demand; and

WHEREAS, removing parking fees and rates from the fee schedule will allow the Town Manager to determine when and where to adjust parking rates and fees.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council:

1. Removes the Parking Services fees and rates from the annual Council-adopted Fee Schedule;
2. Authorizes the Town Manager to establish a Parking Rates and Fees Strategy
3. Authorizes the Town Manager to make adjustments to the Town's Parking Rates and Fees in accordance with the established Strategy in order to achieve the goals of:
 - a. improving convenience for downtown customers;
 - b. generating revenue; and
 - c. balancing the high demand for leased spaces with the need for hourly turnover of spaces.

This the 4th day of March, 2020.

The Agenda will reflect the text below and/or the motion text will be used during the meeting.

By adopting the resolution, the Council authorizes the Town Manager to remove the Parking Services fees and rates from the annual Fee Schedule and establish a Parking Rates and Fees Strategy to use when making decisions; which will include benchmarks for when and where to adjust rates and fees.