


City of Alexandria, Virginia

MEMORANDUM

**DATE:** OCTOBER 20, 2010  
**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL  
**FROM:** JAMES K. HARTMANN, CITY MANAGER   
**SUBJECT:** CONSIDERATION OF WHETHER OR NOT TO ESTABLISH INTERIM PARKING METER RATES

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**ISSUE:** Whether or not to establish interim parking meter rates.

**RECOMMENDATION:** That City Council:

1. Decide if it wants to temporarily lower meter rates until the new multi-space meters are installed; and
2. If it decides to temporarily lower meter rates, then affirm that: (a) Carlyle area meter rates would remain at \$1.75 per hour; and (b) the determined meter rates would remain in effect on Saturdays and throughout the holiday season.

**BACKGROUND:** Council approved an increase in parking meter rates on July 1, 2010, from \$1.00 and \$1.25 per hour to \$1.75 per hour, resulting in the need for an additional two to three quarters per hour to pay the new meter fee. This increased the need for coins, which has unintentionally created a coin shortage for both parkers and business owners. Concerns have been raised that many parkers are obtaining coins from nearby businesses, and spending less time patronizing the businesses within the Old Town area. Some business owners have tried to encourage visitors by stocking quarters in their shops for those in need of coins for the meters. However, owners and visitors have voiced their frustration in trying to maintain the number of coins needed for the meters.

The meter rates were raised after recommendations were received through the Old Town Area Parking Study and discussed by staff and Council. The Parking Study recommended an increase in meter rates to better manage the on-street parking spaces and encourage long-term parkers to use off-street facilities such as parking garages and lots. The meter rate of \$1.75 per hour is consistent with the private/public garage rates, which constitute the largest parking competition to on-street parking spaces.

Council and staff have received requests from a number of business owners to decrease or eliminate the meter fees until the time that the new multi-space meters are installed. The new meters will have multiple payment options, and will not require the user to carry coins, thereby minimizing the coin availability impact of the increased meter rate.

Staff also has been researching the implementation of a policy that would require disabled parkers to pay parking meter fees, also known as the “All May Park, All Must Pay” policy. A public hearing was held on the proposed policy at the May 2010 Traffic and Parking Board meeting. Throughout the summer, staff has been discussing implementation of the policy in the Old Town Area Parking Study Work Group public meetings. The Work Group proposed recommendations to ensure that implementation would cause minimal negative impact to the disabled community. We expect the ordinance to implement the new policy to be introduced at the November 9 legislative meeting with the Council public hearing on the ordinance on Saturday, November 13.

The Old Town Area Parking Study Work Group also recommended that meter hours should have consistent operational times throughout the City. Although the Work Group recommended that meter operational hours be extended until 10:00 pm, some business owners have provided input to the City that they do not support this recommendation. This information was presented to Council during the October 12, 2010 Council Work Session on the Old Town Area Parking Study Work Group Recommendations. Staff is considering proposing extending operational hours of meters in the City only until 7:00 pm to achieve consistency in meter hours based on the Work Group recommendations and discussion at the Work Session. Staff will not be recommending any ending time later than 7:00 p.m. This timing issue will come forward to Council just prior to installation of the multi-space meters. Currently only parking meters located east of Washington Street have an ending time of 7:00 p.m.

The Police Department enforces parking at meters through their Parking Enforcement Unit. Comments have been submitted to staff and Council stating that Parking Enforcement Officers have been enforcing the meters aggressively, while other submitted comments state that enforcement has not been aggressive enough. Council has asked for an enforcement report to better understand enforcement in the metered area. The Police Department is currently preparing a report.

**DISCUSSION:** Staff researched the financial implications of decreasing the meter rates for the five-month period between December 2010 and April 2011, when multi-space meters are projected to be in operation throughout the Old Town area. Staff looked at meter revenue that would be lost by reducing rates to \$1.50, \$1.25, or \$1.00 at meters in the Old Town area and in the Carlyle area, where multi-space meters are already installed.

There are a number of policy choices for Council to consider which in combination create 14 different options. These main policy choices include consideration of reducing the parking meter rate until the multi-space meters are installed in April. If the rate is reduced until April, then the question is what lower rate (\$1.00, \$1.25, or \$1.50 per hour) and then an additional question is what rate should the Carlyle area have (which already has the multi-space meters and had a \$1.25 rate as of July 1, 2010). In addition, there are the policy choices of keeping the rates at \$1.75 but making Saturdays free through April, making Saturdays free through the end of December (i.e. the holiday shopping season), or making meter parking totally free through the end of December. A different policy option the City could select could be to increase its regional marketing efforts it funds through ACVA in order to attract more shoppers and diners to the City. The following chart depicts 14 options:

**PARKING METER RATE OPTIONS**

	OPTIONS	Lower Rate to			
		(1) \$1.50	(2) \$1.25	(3) \$1.00	(4) Other
A.	Lower rates through April – all meters including Carlyle	\$183,000 (A1)	\$366,000 (A2)	\$549,000 (A3)	NA
B.	Lower rates through April but keep Carlyle no lower than \$1.25	\$183,000 (B1)	\$366,000 (B2)	\$528,000 (B3)	NA
C.	Lower rates through April but keep Carlyle at \$1.75	\$163,000 (C1)	\$324,000 (C2)	\$486,000 (C3)	NA
D.	Free parking on Saturdays through April	NA	NA	NA	\$139,700 (D4)
E.	Free parking on Saturdays, Thanksgiving through December	NA	NA	NA	\$44,450 (E4)
F.	Increasing ACVA marketing through April	NA	NA	NA	\$100,000 (F4)
G.	Free during holiday season in Old Town	NA	NA	Na	\$247,500 (G4)
H.	Keep \$1.75 rate in place in all areas	NA	NA	NA	\$0 (H4)

The Problem: The request to reduce the meter rates derives almost exclusively from the issue that the increase from \$1.00 per hour to \$1.75 per hour created a coinage problem in that in this increasing electronic financial transaction environment, change is not something that most people have great volumes in the pockets, purses or vehicles. To park for two hours now requires 14 quarters rather than the former 8 quarters. There has been very little push back on the rate increase to \$1.75 itself. In fact the retailers' proposals appear in general to be framed as requesting an interim rate reduction until the multi-space meter equipment is installed.

Some retailers have indicated that they have become mini-banks in making change for many parkers who upon discovering they don't have enough change, then enter the store to change their paper money into coins. Merchants have also reported that they believe that customers who did not have enough coins are not spending as much time in their stores as they did before the rate increase due to the coin problem. To date no quantitative data has been presented which shows a loss in sales, or if there is a loss what the size of the loss in sales might be.

Options: The policy considerations on the proposed 14 options can be summarized into the following:

- The \$1.75 rate could be reduced on an interim basis until the multi-space meters are installed in April. This addresses the primary issue of the coin problem, but comes at a material fiscal cost. The rate could be lowered back to \$1.00 (option column 3), or lowered to some degree (options column 1 and 2). Lowering to some degree has some merit as it would reduce the amount of coins needed by parkers and reduce the number of parkers asking retailers for change, but not result in a total rollback to \$1.00 which would cost some \$0.5 million through April. Since it appears that there has been general acceptance of the rate increase to \$1.75, there is merit in only a partial rollback. However, it would be confusing to have a \$1.00 rate as of last June that went to \$1.75 on July 1, and then reverted to a lower rate as of December only to rise again after the multi-space meters are installed.
- For whatever rate is chosen there is the policy choice of how to handle the Carlyle area. The Carlyle area already has multi-space meters so coinage is not a problem. The rate prior to July 1 was also at \$1.25, which was higher than Old Town, so the rate increase was lower. Also complaints about the rate increase have not been coming from the Carlyle area, but rather from the area of Old Town with traditional single space meters. As a result, lowering the Carlyle rate would appear to have little benefit for the cost. Option rows A, B and C on the chart depict three different Carlyle rate options.
- It has been suggested that the City make the meters free on Saturdays when retail shopping and dining hits its peak day. This was done for two years a number of years ago for the holiday season as a way of drawing in holiday shoppers. Free Saturdays have been suggested to be reinstated by some of the retailers. It could be done through the holiday season, or through April. When the City implemented free Saturdays a few years ago, the business community did not think that it was a good expenditure of funds. In fact, the Chamber of Commerce came to the City and asked that the program not be renewed. It appears that in many cases parkers put coins in the meter out of habit as they did not know Saturdays were now free, and some business employees parked on the street all day Saturday knowing the meters were free. Parking garage owners indicated they lost business when Saturdays were free. Also a problem with a temporary free Saturday policy is that it would take away the Saturday pay requirement, only

to reinstitute it in April. It also would not address the coinage issue during the weekdays.

Free Saturdays (options D4 and E4) were thought to be a way to promote coming to the City to shop and dine. While some of that increased business caused by the prior free Saturday parking promotion did likely occur, it was not clear that free Saturdays had a clear positive impact on retail and restaurant sales. If Saturdays were made free, the cost (Option E4) would be \$44,450 for the holiday season, and (Option D4) \$139,700 through April.

- Another option (G4) to consider is to offer free parking every day at the meters in Old Town throughout the Thanksgiving and holiday seasons. Similar to offering free parking on Saturdays, this has been suggested as a way to promote coming to the City to shop and dine. This will have a negative effect on parking availability; particularly during the weekday when office workers would likely use spaces for an entire workday, as turnover rates would decline substantially, and business would be lost due to reasons discussed as a result of free Saturday parking. If meters were made free from Thanksgiving through the holiday season, the cost would be \$247,500.
- A final option (F4) to consider is that the meter rates be kept at \$1.75, and that the City invest \$100,000 in an expanded one-time marketing initiative by allocating funds to ACVA to expand its regional media buys for the holiday and spring seasons until April. More media buys which increase the saturation of ACVA's advertisement would enhance the value of ACVA's current regional advertising, by increasing the chances someone sees or hears the advertising, or increases the number of times that a potential shopper or diner sees or hears the advertising. Effective advertising has the benefit of increasing the amount of business for the retailers who may have been impacted by the parking rate, as well as retailers who have not been impacted by meter rates. Increased sales also generate additional City meals and sales tax revenues. It may be more cost effective to increase advertising than it would be to spend the same or multiples more on a meter rate rollback. While ACVA staff agrees that increased advertising would be effective, they did not initiate this option as some of their retail members have been the most concerned about the parking meter rate issue. ACVA has not taken a position on what Council should do about meter rates.

In order to decrease the parking rates, the City Code section addressing meter rates must be amended. If directed by Council, staff would present an ordinance for introduction on first reading at the first legislative session November 9, 2010, and a public hearing would be held on November 13, 2010, with second reading and passage occurring on the same date. Activating the parking meters for the decrease in meter rates will take staff approximately three weeks and will incur additional resource costs to the City. Staff will need to procure new internal meter signage and change the rate information on each of the 1,039 meter heads.

Staff plans to introduce the ordinance to enact the proposed “All May Park” policy on November 9, 2010 for introduction and first reading and public hearing on November 13, with second reading and passage occurring on the same date. Staff will be recommending that the ordinance be approved to include language which states that the policy will not be in effect until such time as the appropriate infrastructure (i.e., the multi-space meters and handicapped designated spaces) is in place.

**FISCAL IMPACT:** The above 14 options have a cost that ranges between \$0 if no change in meter rate policy is made and \$549,000. Funding for the higher ranges of these options is greater than the current Contingent Reserve balance of \$179,305 (which also needs to finance unforeseen fiscal issues that may arise through the end of this fiscal year). Therefore, if Council wishes to choose any option with a cost higher than \$179,305, another funding source would need to be identified, such as FY 2010 ending balances. While the City ended FY 2010 on a positive fiscal note, those funds are currently contemplated to cover future FY 2012 operating and capital budget needs. The most likely fiscal effect of an interim rate rollback with a substantial revenue loss would be that some priority capital project (City facilities, roads, infrastructure, transit capital, etc) would not be funded in FY 2012. As a result any significant rate rollback needs to be viewed as having a real material budget impact and a real future cost.

**STAFF:**

Mark Jinks, Deputy City Manager

Bruce Johnson, Chief Financial Officer, OMB

Richard J. Baier, P.E., LEED AP, Director, T&ES

Abi Lerner, P.E., Deputy Director of Transportation, T&ES

Andrea Wilkinson, Principal Parking Planner, T&ES



**COA Contact Us:**

**Micheline Eyraud** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

**Please respond to Micheline Eyraud**

10/24/2010 02:04 PM

16,17  
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10-26-10



**Time: [Sun Oct 24, 2010 14:04:45] Message ID: [25208]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Micheline  
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**Subject:**

Torpedo Factory: I understand that the City rents the Torpedo Factory at below market rates to artists. Does the City adhere to IRS regulations which considers this to be imputed income which requires that a Form 1099 be sent to the individual receiving the discounted rate? You probably aren't (which the IRS would love to know about). If you were, there wouldn't be people demanding that their hobbies be subsidized by taxpayer dollars. After all, the City owns the Torpedo Factory, not the artists. It is time for the city to get with the program and follow the law. Or the City could redevelop the property and make it self sustaining/profit making rather than a drag on the budget.

**Comments:** Traffic Corridors: Do the people wanting to make Duke Steet into a raceway understand that safety of pedestrians needs to be taken into consideration? I was recently crossing the street during rush hour and almost got hit by someone who apparently was not aware that there are speed limits on that street.

Trolley: How

can the city justify the trolley expenditure when revenues are going down?

The whole idea was to encourage people to get around Old Town and spend money but that doesn't seem to be happening. Most of the people who take the trolley are locals who used to take DASH.

Parking Fees: My

recommendation is to leave the increased parking fees alone, including parking fees for handicapped. It wouldn't hurt if the City also started towing people who are not entitled to handicapped parking. This would improve access for people who are really handicapped.





**COA Contact Us: October 26, 2010 Council Docket Item #17**  
william.euille, frank.fannon, kerry.donley, alicia.hughes,  
**Tina Leone** to: delpepper, paulcsmedberg, rose.boyd, jackie.henderson,  
elaine.scott, rob.krupicka, linda.owens, elizabeth.jones  
**Please respond to Tina Leone**

10/25/2010 04:37 PM

17  
10-26-10

**Time: [Mon Oct 25, 2010 16:37:27] Message ID: [25243]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Tina

**Last Name:** Leone

**Street Address:** Alexandria Chamber of Commerce  
801 N Fairfax St, Suite 402

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-739-3802

**Email Address:** tleone@alexchamber.com

**Subject:** October 26, 2010 Council Docket Item #17  
Dear Mayor, Vice-Mayor and Council Members,

The Chamber would like to

reiterate its position in support of the recommendations outlined in the  
Old Town Parking Study and the implementation recommendations made by the  
Old Town Parking Study Work Group.

The Chamber is concerned, and City

staff has determined, that a rollback in the rates will have severe budget  
implications. Careful consideration needs to be made when evaluating the  
impacts of reversing parking rates and which City programs, both existing  
and proposed, will be affected.

The Chamber is opposed to allowing free

**Comments:** parking without implementing monitoring measures to enforce the 2 hour  
parking limit to encourage turnover. We recall a free parking program that  
was tried in the past and the results showed that users would occupy a spot  
for the entire day/evening and that these users were actually employees of

the shops and restaurants rather than patrons. The Chamber suggests that the City consider better marketing for the inexpensive City parking garages to direct people to use these lots on Saturdays and Sundays and after 5pm on weekdays. These lots might also be considered as part of a free parking program if such as program is deemed necessary.

Tina

Leone  
President/CEO  
Alexandria Chamber of Commerce



**COA Contact Us: Parking Meters**

**Kim Putens** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/24/2010 11:25 PM

**Please respond to Kim Putens**

17  
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10-26-10

**Time: [Sun Oct 24, 2010 23:25:47] Message ID: [25226]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Kim  
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**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9652  
**Email Address:** kputens@hotmail.com  
**Subject:** Parking Meters

As we approach the legislative session on Tuesday, October 26, we are writing to ask for the City Council's support of our request on the parking meter matter. Quite simply, we are asking the City Council to roll back the parking meter rates until the multi-space meters are installed. We understand the City's need to raise the rates when the multi-space meters are installed, but ask that the rates be increased on a rolling basis.

This means that the rates are increased as the multi-space meters are installed.

We understand that many on the Council are unsure there has been an impact on the small businesses, particularly retail, since the rate increase. I believe the evidence is clear. Retail sales in Alexandria have continued to decline despite national retail sales increasing. I am not sure what else to show as proof of this matter, except that it is the first time I can ever remember the business community coming together on a matter. I also cannot ever remember the business community approaching the

City Council for help. We are not asking for an indefinite change in the parking meter rates, just a little help to ensure a successful holiday season and ensure the continued success of many good businesses in Old Town that are the charm of this City and make people want to live here.

Bob

Gibbs even noted in his report that retail businesses in Old Town suffer due to artificial suppression which continues to challenge our growth and vitality. The parking meter matter only exacerbates these challenges. Quite simply, Old Town is not known for shopping. The Old Town Boutique District (OTBD) has been working tirelessly to change this impression. But, our marketing efforts are only negated by the parking meter matter as it frustrates customers that they must be concerned about carrying around rolls of quarters or getting a ticket. In the end, shoppers are being encouraged to go elsewhere. I hear it day after day that it's not worth it (to shop in Old Town) and they'd rather go where the parking is free.

Old

Town does not have an abundance of municipal parking like other towns. Old Town does not have free parking garages, like our neighboring towns (Shirlington, Tysons Corner). Old Town does not have the big chains to draw customers to Old Town as a true shopping destination. The main reason people come to Old Town is to experience the charm, stroll the streets, and enjoy the history. When it is a stressful and inconvenient scenario, visitors to Old Town are not drawn here for the above reasons and we certainly can't count on them to linger and shop.

I have witnessed time

and time again over the past few months, customers rushing in to grab something and leave. They don't want to linger because they are afraid they will get a ticket. My stores hold make-over and facial events every weekend in the Fall. These events have been abysmal. Customers aren't taking the time to enjoy them and linger. It has been one of the most disappointing Fall seasons I have seen outside of the recession.

**Comments:**

Retailers in Old Town need a good Holiday season. We have been hit hard the past 2 years and, some have suggested, that if the holiday season is not good, they may no longer be able to stay in business. This would be a shame all in the name of quarters.

In closing, I would like to note

that the Old Town Boutique District (OTBD) was established solely as a marketing cooperative. We represent 28 retail businesses ranging from 1.5 to 30 years in business. Our only purpose is to market Old Town as a shopping destination and provide marketing opportunities for the membership. We are not an organization that takes a position on legislative matters or participates in legislative debates. We have purposefully stayed away from that forum. However, we stepped outside of our normal role to bring a voice to this matter since it has had a significant impact on our member businesses and others. We hope you can appreciate how important this matter is to the retail community that we would step forward.

We need your support. To that end, if the City

Council votes to approve our request, we will provide our support in marketing these changes. We have proven our marketing prowess and can lend that to the City if the changes are made. We'd be happy to sit down with the appropriate City staff to discuss messaging that is agreeable to all parties.

We look forward to seeing you all at the meeting on Tuesday and really hope we can count on your support.

Sincerely,

Old Town Boutque

District

Appleseed  
Arts a Fire  
Bellacara  
Bloomers  
Christmas

Attic  
Diva  
FibreSpace

Fitness on the Run  
Full Cup  
Gossypia  
Grape

& Bean  
Hooray for Books  
Hysteria  
Imperfections  
La Cuisine  
Lauren

B. Gallery  
Lawrence Miller & Co.  
Little Monogram Shop  
Mint

Condition  
Monday's Child  
Mystique  
Periwinkle  
Pink and Brown  
Red Barn

Merchantile  
Stanton Gallery  
The Shoe Hive  
The Sugar

Cube  
Treat



**COA Contact Us: Meters - January vs. April (or final install)**

william.euille, frank.fannon, kerry.donley,  
**Kim Putens** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/26/2010 11:42 AM

**Please respond to Kim Putens**

17  
10-26-10

**Time: [Tue Oct 26, 2010 11:42:36] Message ID: [25262]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Kim  
**Last Name:** Putens  
Bellacara  
1000 King Street  
**Street Address:** Bloomers  
924 King Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9652  
**Email Address:** kputens@hotmail.com  
**Subject:** Meters - January vs. April (or final install)

I appreciate the time that many of you have taken to discuss this issue with many of us in the retail community. I understand that many support the roll back of the rates for some period of time and we deeply appreciate that support.

Some have raised the question with me about rolling back the rates through the holidays vs. through the roll-out of the smart meters. I would like to offer the following for you to consider:

1.

Rolling back the rates through the holidays and then raising them again in January creates confusion in the marketplace. Further, January and February are traditionally slower sales months in retail. It's right after the holidays when no one has any money as a result of holiday spending and the weather is unstable. In Old Town, the retail stores are

not insulated from the weather. So, when the weather is bad or very cold, our sales suffer (e.g., the 30 inches of snow in February 2010).

2. I assume there is a cost associated with recalibrating the meters.

Why spend that money twice, when you will already be installing some smart meters in January/February and raising those rates as installed.

3. The

smart meters are scheduled to begin installation in the 100 and 200 blocks of King Street. Keep in mind, the City would be collecting revenue on two very congested blocks that have never had meter revenue in the past.

Immediately, the City will enjoy a windfall in revenue from those two blocks alone.

Finally, I realize you are hearing from me on behalf of

the retail community. I seem to have fallen into this role on behalf of

the independent retail community. I urge you to really consider our

concerns, suggestions and requests. We are on the front lines every day

talking with customers, visitors and other retail business owners.

Anecdotally, I will also share with you some recent concerns about the parking meters. This week, many, if not all, of us participate in the Care for Kids shopping week that benefits the Children's National Medical Center. This is a fantastic fundraiser that allows shoppers to enjoy 20% savings when they buy a Care 4 Kids card. It exposes our stores to a new customer base and brings shoppers to Old Town. As many have ventured into our store over the past few days, many have expressed sheer horror over the parking rates and the inconvenience of having to have rolls of quarters on hand. Some retail stores have even reported that shoppers were angry and left in total disgust over the matter. And, as many of us have heard time and again over the past few months, they have expressed a desire to shop elsewhere outside of the City. Imagine the irony. One of the most important fundraising/marketing opportunities we have to bring more people to Old Town is actually exposing them to the troubled parking situation and

**Comments:**



having them reconsider shopping in Old Town.

Honestly, as business

owners, we try new marketing programs, new policies and new opportunities all the time. Some work and some don't. That's okay. We feel at least we tried. The single most important factor in being a business owner is being flexible and knowing that when something doesn't work, you try something else.

The parking meter situation isn't working. I've talked to some of the participants in the parking working group and they indicated that their recommendation is 100% in line with what the retail community is asking of you right now.

We love our City. In addition

to being business owners, some in the retail community own their buildings and many are homeowners inside the City. Aside from being small business owners, they are residents contributing to economic viability of the City in other ways.

Finally, I have seen the Chamber's letter to the Council.

Obviously, we don't agree. The Chamber has a long history of not supporting small, retail businesses and this is another example. Many retail business owners have already indicated, as a result of their stance, that they will be disengaging their membership with the Chamber.

Many of us will be at tonight's meeting. We look forward to your support and really hope you will give these issues consideration.

Sincerely,

Kim Putens  
Co-Owner, Bellacara and Bloomers  
on behalf

of the Old Town Boutique District



**COA Contact Us: Parking Meter**

william.euille, frank.fannon, kerry.donley,  
**Scott Harris** to: alicia.hughes, delpepper, paulcsmedberg, rose.boyd,  
jackie.henderson, elaine.scott, rob.krupicka,  
linda.owens, elizabeth.jones

10/25/2010 05:46 PM

17  
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10-26-10

**Please respond to Scott Harris**

**Time: [Mon Oct 25, 2010 17:46:42] Message ID: [25246]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Scott  
**Last Name:** Harris  
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**City:** Alexandria  
**State:** va  
**Zip:** 22314  
**Phone:** 703-548-5547  
**Email Address:** bangsandburns@yahoo.com  
**Subject:** Parking Meter  
The recent changes in the parking meters has caused a great deal of problems for my business...I have a hair salon, and have had many complaints from clients. Many come from out of the area, and shop at other local businesses when they have an appointment with me...I have had clients say that they are not going to come back because Alexandria is becoming unfriendly for shoppers...I also have friends who are small business owners who have lost lots of business because of the changes...



**COA Contact Us: Thank you**

**Cindy McCartney** to: william.euille, frank.fannon, kerry.donley,  
alicia.hughes, delpepper, paulcsmedberg,  
rose.boyd, jackie.henderson, elaine.scott,  
rob.krupicka, linda.owens, elizabeth.jones

10/27/2010 11:35 AM

Please respond to Cindy McCartney

17  
10-26-10

**Time: [Wed Oct 27, 2010 11:35:04] Message ID: [25314]**

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Cindy  
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**Street Address:** Owner, Diva Designer Consignment  
116 S. Pitt St.  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-683-1022  
**Email Address:** divaboutique@comcast.net  
**Subject:** Thank you

Dear Mayor Euille, Vice Mayor Donley and Members of Council:

I know that

the Old Town Boutique District as a whole will be writing to thank you for your support in rolling back the parking rates. However, I wanted to personally thank you all--as a retail business owner, this means a lot to

**Comments:** me and to my business. It says a lot that you were willing to arrive at a decision which will (hopefully!) encourage customers to flock back to Alexandria--and shop til they drop!

Again, thanks for your responsiveness.

Cindy McCartney

























































































