

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 15, 2002
TO: THE HONORABLE MAYOR AND CITY COUNCIL
FROM: PHILIP SUNDERLAND, CITY MANAGER
SUBJECT: BUDGET MEMO 4: PROPOSED FY 2003 RATE STRUCTURE FOR CITY PARKING GARAGES AND LOTS

ISSUE: City Council consideration of increases to parking fees at the City-owned garages and parking lots.

RECOMMENDATION: That City Council approve in concept the recommended fee structure, set out in Attachment 2 for all City-owned parking structures, and direct staff to discuss the recommended fee structure with business groups and obtain their views.

DISCUSSION: The FY 2003 proposed base budget includes \$250,000 in new revenue to bring City parking garage and parking lot rates to, or closer to, market. Because it has been more than 10 years since rates were last raised, a set of rate increase recommendations have been developed by staff to be included in the FY 2003 budget. The recommended rate increases (Attachment 2) were based on a market survey of current rates charged at private garages and in the City (Attachment 1).

The reasons for the rate increases are as follows:

- Hourly rates at City garages and lots are proposed to stay below the market for the first, second and third hours, then equal to or slightly less than market for the all-day rate. The recommendation is that the City maintain rate consistency among all City lots and garages.
The all-day rate at all garages and lots is proposed to increase to \$8.00. The current low daily rate allows parkers to pay less at City garages and lots over a month's time than the cost of market rate monthly parking. The recommended daily rate will correct that situation.
The off-hour rate schedules in the evenings and on weekends would not change, as they are set to encourage restaurant and retail patronage. These are the

businesses most affected by the recent tourism decline, so this does not appear to be the time to increase these rates.

- No change in the \$1.00 per evening restaurant employee parking rate is proposed.
- In recognition that Friday night is a high demand night and Sunday is a low demand night, it is proposed that the higher weekend evening rates of \$1.00 per hour/\$2.00 maximum apply to Friday night but not Sunday. The Sunday night rate would be equal to the Monday - Thursday night rates of \$0.50 per hour/\$2.00 maximum.
- Some exceptions to these off-hour rates remain in place on a per facility basis based on a facility's historical rate structure.
- Monthly rates are proposed to increase for non-City employees by a range of \$5 to \$30 per month, depending on location.
- City employee rates in Market Square and the Courthouse garages are proposed to increase \$20 (from \$70 to \$90). This keeps employees below market, and when factoring in the pre-tax payroll deduction makes the net parking cost about the same as it was before the pre-tax payroll deduction for parking started in 2001.
- No change in the City employee Jones Point (free) or Pitt-Oronoco lot (\$25) monthly parking is proposed, but the non-City employees using the Jones Point and shuttle (most, if not all, from Burke & Herbert Bank) would increase from \$25 to \$30 per month.
- No changes in meter rates are proposed until the new electronic meters are installed and tourism is back to normal. This would make meter rates a possible item to consider for FY 2004. If Arlington implements its proposed meter rate increases in FY 2003, then the market basis for Alexandria will have increased by the time of our FY 2004 consideration of meter rates.

The budget impact of the recommended fee changes will be a revenue increase of approximately \$250,000 for FY 2003. These proposed parking rate changes will be discussed with local business groups to get their input, prior to City Council being requested to take any formal action on the rate changes.

Attachments:

1. Current Rates for Commercial Garages
2. Proposed Rate Increase for City Lots and Garages

PROPOSED RATE INCREASE FOR CITY LOTS AND GARAGES

Site	Available Spaces			Hourly Rates				Off-hours Rates		Monthly Rates		
	Capacity	Monthly City	Monthly Non-City	Transient	1 Hour	2 Hours	3 Hours	All Day	Rates	Times	Non - City	City Employees
Market Square Garage 108 N. Fairfax Street	240	41	61	138	\$2.00 \$1.50	\$4.00 \$3.00	\$6.00 \$4.50	\$8.00 \$6.00	\$.50 per hour, \$2.00 max \$1.00 per hour, \$2.00 max	Sun -Thu, after 5:00 p.m. Fri after 5:00 p.m., all day Sat, holidays & Sun before 5:00 p.m.	\$120.00 \$ 90.00	\$ 90.00 \$ 70.00
Union Street Garage 220 N. Union Street	175	n/a	149	26	\$3.00 \$3.00	\$6.00 \$6.00	No rate No rate	\$8.00 \$7.00	\$2.00 per hour, \$4.00 max	Mon - Fri, after 5:00 p.m., & Sat, Sun & holidays	\$145.00 \$120.00	n/a
Courthouse Garage 111 S. Pitt Street	300	8	163	129	\$2.00 \$1.50	\$4.00 \$3.00	\$6.00 \$4.50	\$8.00 \$6.00	\$.50 per hour, \$2.00 max \$1.00 per hour, \$2.00 max	Sun -Thu, after 5:00 p.m. Fri after 5:00 p.m., all day Sat, holidays & Sun before 5:00 p.m.	\$120.00 \$ 90.00	\$ 90.00 \$ 70.00
Thompson's Alley Garage 10 Thompson's Alley	68	n/a	30	38	\$2.00 \$1.50	\$4.00 \$3.00	\$6.00 \$4.50	\$8.00 \$6.00	\$1.50 per hour, \$3.00 max \$2.25 per hour, \$4.50 max	Mon - Thu, after 5:00 p.m., & all day Sat & Sun Friday & Saturday	\$100.00 \$ 70.00	n/a
North St. Asaph Street Lot 120 N. St. Asaph Street	60	n/a	40	20	\$2.00 \$1.50	\$4.00 \$3.00	\$6.00 \$4.50	\$8.00 \$4.75	\$2.50 per hour	After 4:00 p.m., & all day Saturday	\$120.00 \$ 90.00	n/a
Patrick Street Lot 120 N. Patrick Street	21	n/a	21	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$ 75.00 \$ 45.00	n/a
Henry Street Lot 112 S. Henry Street	57	n/a	57	n/a	\$2.00 \$1.50	\$4.00 \$3.00	\$6.00 \$4.50	\$8.00 \$4.75	\$2.50 per hour	After 4:00 p.m., & all day Sat, Sun & holidays	\$ 75.00 \$ 45.00	n/a
Jones Point 1150 S. Washington Street	195*	50	56	89	n/a	n/a	n/a	n/a			\$ 30.00 \$ 25.00	Free Free
Union Station Callahan Street		2										
Pitt and Oronoco	26	26	n/a	n/a	n/a	n/a	n/a	n/a			n/a	\$ 25.00 \$ 25.00

* 30 spaces are used by pool vehicles

Figures in red are current rates

* Relocated parking area approximately 100 spaces