



"...meeting community needs...enhancing quality of life."

MEMO

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works *PAV*

DATE: August 3, 2017

SUBJECT: **Approve a Special Event Parking Fee Rate of \$5 per vehicle.**

The Department of Public Works has been working with the Performing Arts Center (PAC) staff on ways to decrease the time it takes to empty the Green Ramp after major PAC events. Improvements made to date include:

- Promoting credit card and pay-on-foot options which are quicker than cash payment transactions
- Creating a longer marked second exit lane to the Division Street exit area

Another payment option the Department of Public Works would like to have is a Special Event Parking Fee Rate of \$5 per vehicle. This option would allow us to collect the money and place the pre-paid sticker directly on the parking ticket as the customer enters the ramp. Exiting the ramp with the pre-paid sticker significantly reduces the transaction time at the exit gates. Because this option requires dedicated staffing during the ramp entry times, the Special Event Parking will occur only during pre-determined events where approximately 1,000 attendees are expected and where the vast majority of the people parking desire to leave the ramp at the same time.

Therefore, we request approval of a Special Event Parking Fee Rate of \$5 per vehicle.