

**City of Coral Gables City Commission Meeting
Agenda Item H-2
November 15, 2016
City Commission Chambers
405 Biltmore Way, Coral Gables, FL**

City Commission

**Mayor Jim Cason
Commissioner Pat Keon
Commissioner Vince Lago
Vice Mayor Frank Quesada
Commissioner Jeannett Slesnick**

City Staff

**City Manager, Cathy Swanson-Rivenbark
City Attorney, Craig E. Leen
City Clerk, Walter J. Foeman
Deputy City Clerk, Billy Urquia
Parking Director, Kevin Kinney**

Public Speaker(s)

Agenda Item H-2 [3:24:54 p.m.]

A Resolution establishing parking rates as recommended by the Parking Advisory Board for certain City parking facilities and postponing any increase in hourly rates for Miracle Mile, 100 Block of Giralda and Public Parking Garages until after there is substantial completion of Streetscape improvements as determined by the City Manager.

Mayor Cason: Let's do H-2.

City Manager Swanson-Rivenbark: And we'll have Kevin Kinney come up and he's also reviewed this with his Parking Advisory Board, and they have confirmed this recommendation.

Parking Director Kinney: There is a PowerPoint to go along with this just a few slides. I would start with; we all know that over the last three years we've done a number of projects within the

parking systems to improve our facilities. We've started security patrols, we've installed EV charging stations, we've installed the new operating system within the Museum Garage and the Garage at 55 Aragon, we've improved the lighting, we've painted all of our facilities, and there are new doors. The Commission just approved a new contract for parking attendants which will increase the amount of custodial services in the garages, we are part of ParkMe, and there are several more projects that are coming and I say that to go to the next point which is the rate, \$1 an hour rate in our garages, it's been our rate for almost 20 years. So we are looking to set new rates for the system. I would start just by – we are going to talk a little bit about what our neighbors are doing. This was a headline that was in the Miami Herald last year, what they did at South Beach, they went from \$1.75 to \$4 an hour, we aren't competing with them. We will be looking at our market and that's how I would recommend we set our rates, but what the Beach has is a variable rate. If you go the South Beach it is \$4 an hour on a normal day, if you go to North Beach its \$3 an hour on a normal day. However, both the Beach and the City of Miami do what might be called as dynamic pricing or surge pricing, if there is a big event going on, you are going to be paying a lot more. For example, I mentioned here that the top minimum payment in the most busy areas of the City of Miami, which is Biscayne Boulevard, those parking spaces in the middle of the right-of-way, \$7 is the minimum payment, although you do get two hours for the \$7, but if you go there when there is an event those spaces can be \$30 or \$40. If you go to Brickell there are some \$2 spaces and some \$1.75 spaces and there are other places where its \$3 an hour. South Miami which is our neighbor just to the south, their standard rate and their space is \$1.85. It is a little different than us; South Miami has a total of, I think, 840 parking spaces and we are a system with a little over 8,000 parking spaces, so it's not quite the same as what we are dealing with. Then I just picked one from Broward, Fort Lauderdale, again its variable pricing. They've got spaces where you can pay \$1 an hour; they've got spaces if you get around Las Olas or over by the Swimming Hall of Fame, its \$3. There are some spaces around Las Olas that are \$1.75. This is just to kind of see what our neighbors are doing. Really, I would recommend that when we are looking at where we should set our prices that we look at our market. So this is a summary of large spaces where you can buy, large facilities where you can buy parking north of Giralda, so essentially, this is everything around Alhambra. If you look at the seven locations, this constitutes about 4,200 parking spaces in our City, and if you average them out its \$4.29 for the first hour. This is one of the reasons if you are driving down Alhambra, 10 or 11 o'clock in the morning, all the way to last in the afternoon, all these on-street spaces are full, because they are cheaper than anything else that's available, so they get filled first, and the spaces in the garages sit empty. So this is about 4,200 spaces and then if we look south of Giralda this is another 44-4,500 spaces. Some of these facilities will do flat rate parking when we have an event, but primarily they do it based on the hour. In this group you see the Colonnade is the top, the most expensive parking in Coral Gables, \$8.00 an hour.

Mayor Cason: The Biltmore is the most expensive.

Parking Director Kinney: OK – downtown.

Commissioner Keon: \$20.00?

Parking Director Kinney: Downtown. I would also mention since we are talking about south of Giralda, these are actually just in the Central Business District, but if we go all the way down to Village of Merrick Park there is a minimum payment of \$3.00, although that will get you up to two hours' worth of parking. So all polled, if you look at all of the private parking within the Gables, it's a little over 8,000 spaces, and the average for the first hour is a little over \$4.00; and we are currently on-street at \$1.50, and in our garages we are \$1.00.

Commissioner Keon: We don't have that graphic?

City Manager Swanson-Rivenbark: This is PowerPoint that they've added after the package was submitted; we'll get it for you Commissioner.

Commissioner Keon: Please. Thank you.

Parking Director Kinney: So getting to the right proposal, there are four items that we would like to propose, the first being is that we set the maximum hourly rate on-street at \$2.00 that is not to say that every on-street space is going to be \$2.00, we are a variable rate system. There are still spaces within Coral Gables where it's a \$1.00 an hour. You would find a \$2.00 an hour rate at locations where we all have experienced you can't find a space; Alhambra would be some of the first places to get the \$2.00 rate; Miracle Mile you'll see in our proposal number four, we propose to delay certain implementations. So this is a 50 cent increase, but in comparison to the market that we have it's still a very reasonable rate. The second item we would recommend is a short-term hourly rate in the public garages goes to \$1.50. There was none of the fifteen examples that I showed you from our market were anywhere close to the \$1 an hour that our facilities are charged at; and with the level of service that we are beginning to try and increase, the garages should help to pay for that level of service, since that's where most of the money is being spent. We would recommend that the monthly parking rates currently, our top monthly parking rate is \$95 and in facilities that are a little less busy where there is a little more capacity they are \$85. We would recommend that this year we raise that by \$5, and then in five years we raise it by \$5 again. Then finally, we do recommend that rate changes related to 100 Giralda, Miracle Mile, and in the parking garages be delayed until their substantial completion of the Streetscape and that's one of the reasons we added the garages in there, is right now what we are trying to help the merchants with most is, we are providing validated parking in the garages. We

are encouraging people to go to the garages, so we would not like to change our approach to that until after the Streetscape is substantially completed. And with that, I will answer any questions.

Mayor Cason: Discussion?

Vice Mayor Quesada: I have no questions. So moved.

Mayor Cason: Vice Mayor makes the motion, seconded by?

Commissioner Lago: Commissioner Keon.

Mayor Cason: Commissioner Keon – City Clerk.

Vice Mayor Quesada: Yes

Commissioner Slesnick: Yes

Commissioner Keon: Yes

Commissioner Lago: Yes

Mayor Cason: Yes

(Vote: 5-0)

Commissioner Keon: May I just make a request to the public? My appointee to the Parking Advisory is moving and this week will be her last meeting, so I need someone to fill out the rest of this term until April, if anybody is interested if they could please let me know.

[End: 3:34:54 p.m.]