



## Memorandum

**Memorandum No: 21-002**

**Date:** January 12, 2021

**To:** Honorable Mayor and Commissioners

**From:** Chris Lagerbloom, ICMA-CM, City Manager

**Subject:** Parking Rate Daily Maximum Rate Adjustment

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In July 2020, the Transportation and Mobility Department recommended the implementation of a COVID-19 daily maximum parking rate of \$10.00. The daily maximum rate was implemented to balance the potential financial hardship on parking customers while providing enough revenue to meet the minimum operational needs. The rate was implemented on July 15, 2020 and was offered for all parking transactions facilitated at a parking pay station or via the Pay-By-Phone application.

As the stay-at-home order was lifted, the Parking Services Division continued to offer the daily maximum rate. The primary reason for maintaining the rate was, the parking supply far outweighed the parking demand, and the capped rate mitigated the local business communities' concerns that paid parking was a deterrent for economic recovery.

Recently, the parking demand has greatly increased amongst destination areas like the barrier island, Las Olas Boulevard, and the general downtown area. In April 2020, parking transactions were down approximately 90% from the previous year compared to approximately 15% down over the past few weeks. Parking has become challenging for visitors, as vehicles are parking for long durations of time, limiting the ability for others to come and go.

Effective February 15, 2021, the Parking Division will be removing the daily maximum cap of \$10.00. Additionally, the City will resume enforcing parking time limits, such as a three (3) hour maximum stay, to spur parking turnover and improve parking availability for visitors.

For further information on the parking program, please contact Ben Rogers, Director of Transportation and Mobility, at [brogers@fortlauderdale.gov](mailto:brogers@fortlauderdale.gov).

Attachment: Parking Rate Map

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