

# PARKING COMMISSION

June 15, 2017

3:00 p.m., Coeur d'Alene Chamber of Commerce  
Agenda

*Additional Parking Commission meeting scheduled to discuss time sensitive topic.  
Regular parking commission business to be discussed at July 5 meeting.*

**OLD BUSINESS: N/A**

**NEW BUSINESS:**

1. Consideration of fee amendments for Independence Point Parking Lot
2. Public Comments (5 Minute Limit per Person)

*The City of Coeur d'Alene will make reasonable accommodations for anyone attending this meeting who requires special assistance for hearing, physical or other impairments. Please contact Emily Boyd at (208) 415-0116 at least 24 hours in advance of the meeting date and time.*

## MEMORANDUM

DATE: June 6, 2017  
FROM: SAM TAYLOR, DEPUTY CITY ADMINISTRATOR  
RE: Consideration of fee amendments for Independence Point Parking Lot

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**DECISION POINT:** Whether to increase fees at the Independence Point parking lot to fund a parking and park ambassador program.

**HISTORY:** The City is continuously seeking to improve the downtown parking experience for residents and visitors.

To that end staff has proposed an ambassador program to provide assistance in parking lots and within the parks system. More recently the Police Department has proposed a Downtown Ambassador program that would support the Police and Parks departments by acting as an ambassador and ensuring a safe and pleasant environment for parks and downtown patrons. Work involves patrolling parks, trails, and the Downtown Corridor; providing customer service and information to patrons regarding amenities, rules and regulations. Acts as a goodwill ambassador by providing customer service, and troubleshooting any issues or concerns in the area. These ambassadors would also serve, in essence, as eyes and ears for these two departments while providing excellent public service.

The Parking Fund at this time cannot support such a program. Mayor Widmyer has proposed an increase to parking rates in the Independence Point parking lot to fund the program. Rates now at this lot are \$1 per hour. New rates would be \$2 in hour one and increase by \$2 for each additional hour in the lot.

Independence Point is likely the City's most heavily used lot by visitors and so an increase in this lot makes sense at this time.

**FINANCIAL:** Independence Point generated \$138,469 in revenue in 2016. The largest months for revenue are summer tourist season months. In June, July and August 2016 revenues generated were:

- June: \$23,246
- July: \$26,724
- August: \$26,804

A \$2 rate structure would greatly assist in funding a Downtown Ambassador Program.

**DECISION POINT/RECOMMENDATION:** Staff recommends that the Parking Commission recommend that the City Council approve the proposed fee increases for Independence Point after a public hearing at its July 5, 2017 meeting.