



CITYWIDE PARKING PROGRAM

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CURRENT HB PARKING

Standard Parking Rate: \$1/ hour

Premium Parking Rate: \$2.50/ hour

Resident Beach Pass Rate: \$300/ year (3 active)

No Overnight Residential Pass Available

Limited Areas of Enforcement (196 Parking Spaces Enforced)



FY20 Parking Revenues \$240K



COMPARATIVELY

Lauderdale By the Sea: \$2.25/ hour

Pompano Beach: \$1.75 to \$2.75/ hour incl. seasonal rates/events rates

Hollywood: \$3/ hour weekdays, \$4/ hour holidays & weekends

Surfside: \$2/ hour on street and \$3/ hour holidays & weekends

Dania Beach: \$2/ hour, minimum 2 hours



Lauderdale By the Sea (766 Spaces) \$2.6M FY20

Pompano Beach (1,300 Spaces) \$2M FY20

Hollywood (4,164 Spaces) \$4.6M FY20

Surfside (640 Spaces) \$1M FY20

Dania Beach (670 Spaces) \$1.6M FY20



SOLUTIONS



EXPANSION OF
PARKING
ENFORCEMENT
AREA



INCREASE IN
RATES WITH
RESIDENT
DISCOUNT



INTRODUCTION
OF RESIDENTIAL
PARKING
PROGRAM AND
ZONES

Parking Rates Map- Premium and Standard Meter Rates



Premium Parking Spaces
(\$4/ hr) - 24 hours except as noted



Standard Meter Parking Spaces
(\$2.50/hr) - 24 hours except as noted





PROPOSED HOURLY RATES

Non-Resident Parking Rates:

Standard \$2/ hour

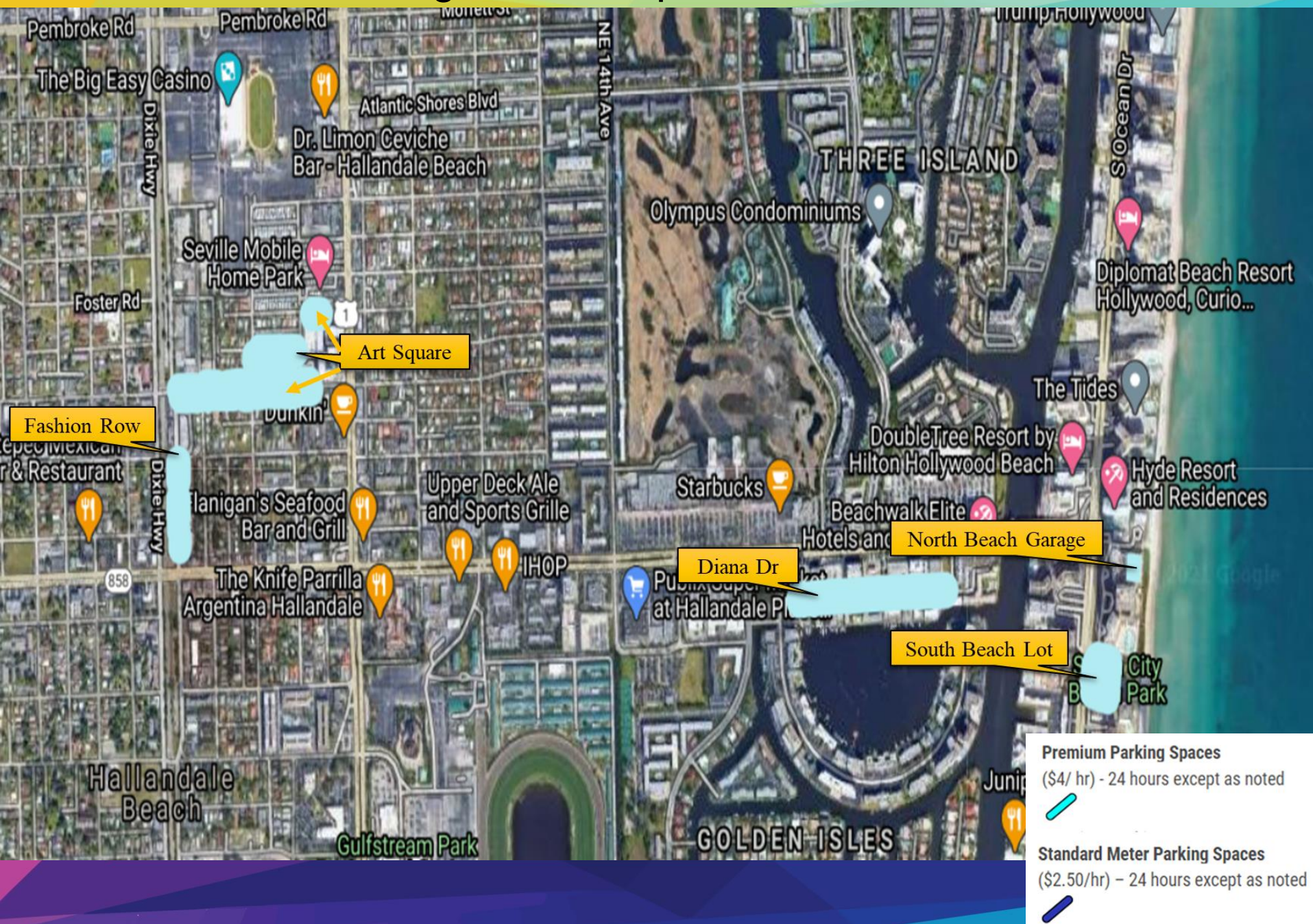
Premium/ Holiday \$4/ hour

Resident Parking Rates (no change):

Standard \$1/ hour

Premium/ Holiday \$2.50/ hour

Parking Rates Map- Premium Rates



Parking Rates Map- Standard Meter Rates



Premium Parking Spaces

(\$4/ hr) - 24 hours except as noted



Standard Meter Parking Spaces

(\$2.50/hr) - 24 hours except as noted





RESIDENTIAL PARKING PROGRAM

Residential Parking Program:

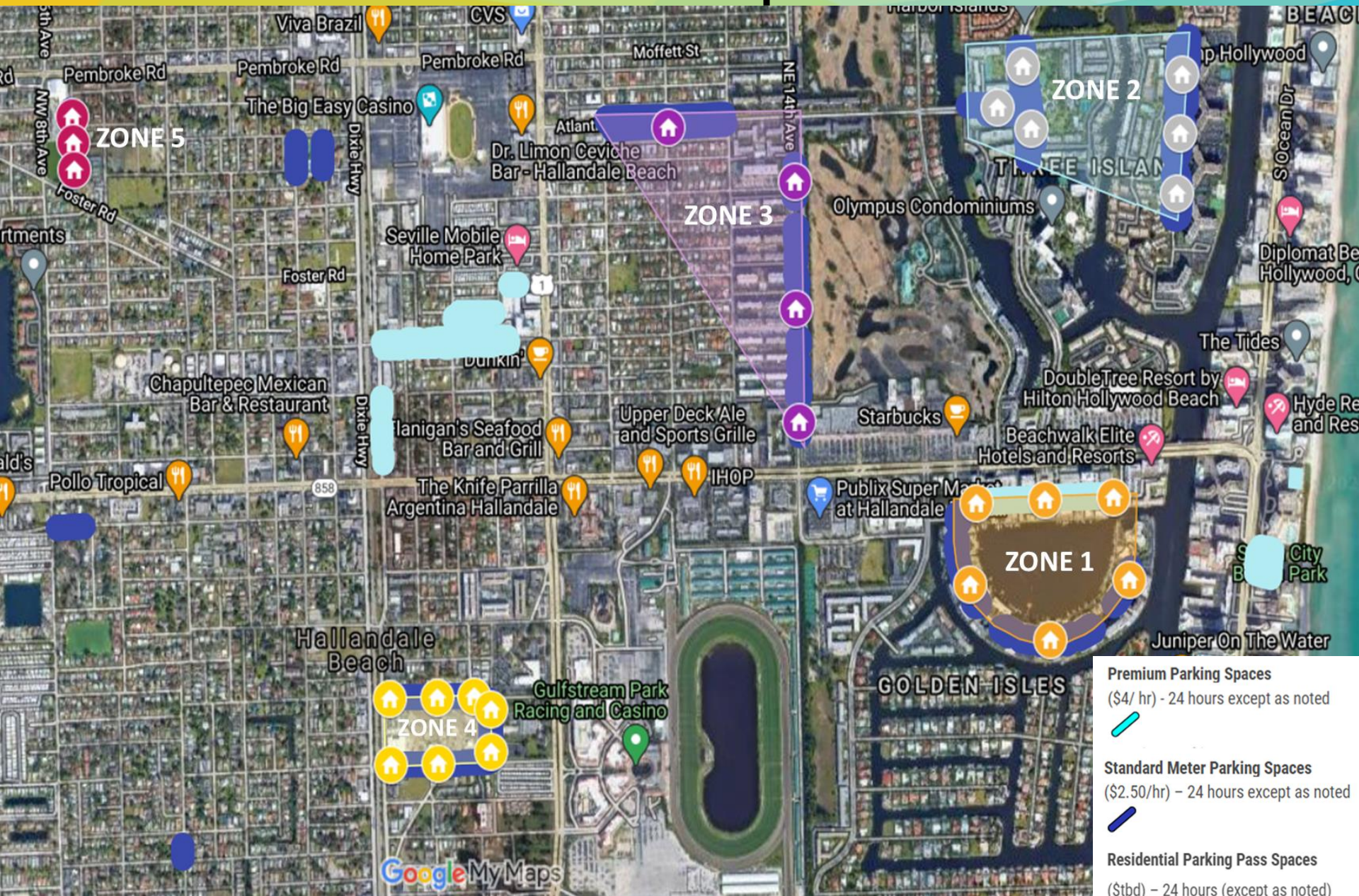
\$30 monthly pass per zone

\$300 annual pass per zone

Eliminate Beach Pass (replaced with Resident Discount)



Zones Map

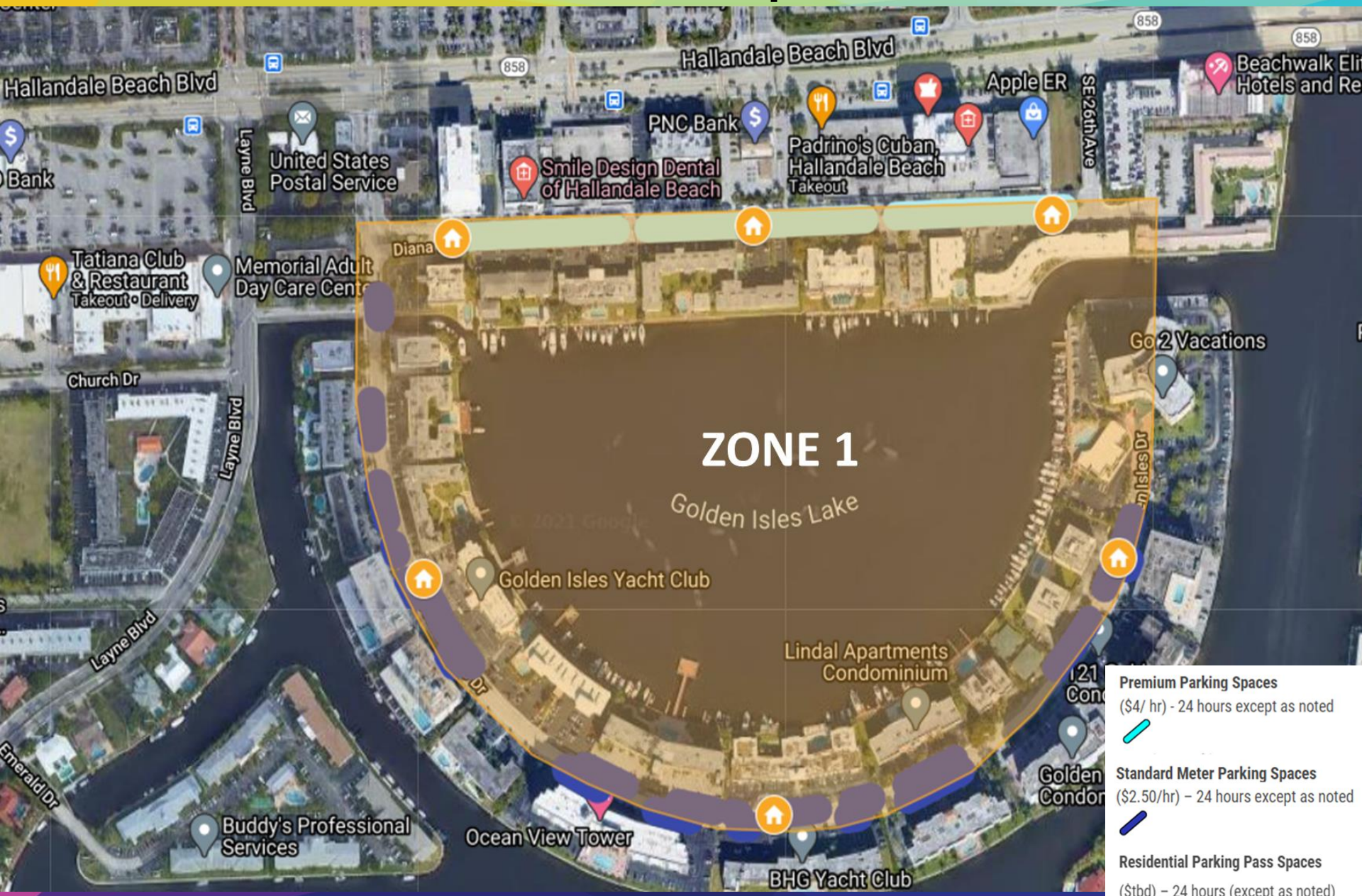


Premium Parking Spaces
(\$4/ hr) - 24 hours except as noted

Standard Meter Parking Spaces
(\$2.50/hr) - 24 hours except as noted

Residential Parking Pass Spaces
(\$tbd) - 24 hours (except as noted)

Zone 1 Map



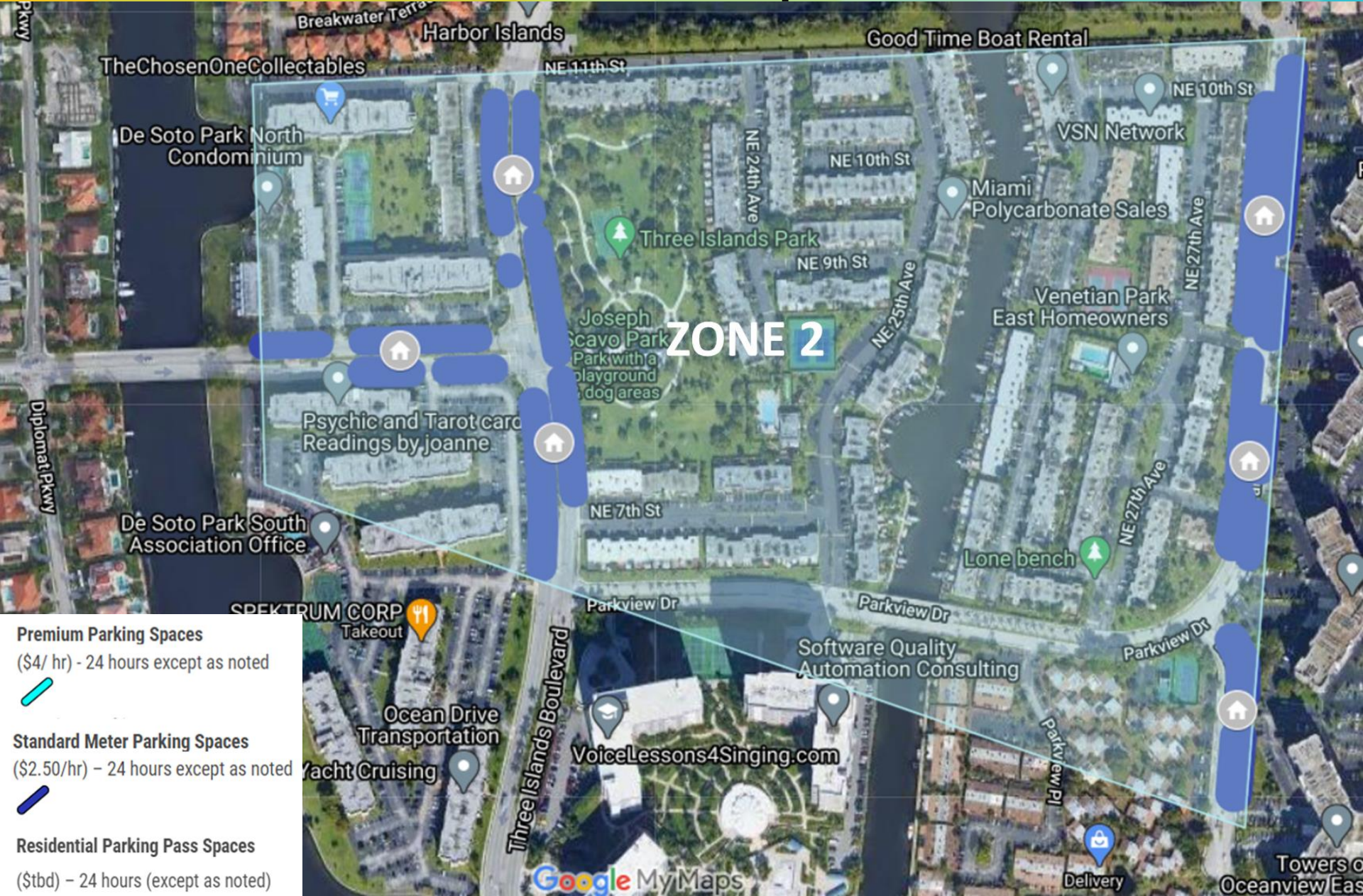
Premium Parking Spaces
(\$4/ hr) - 24 hours except as noted

Standard Meter Parking Spaces
(\$2.50/hr) - 24 hours except as noted

Residential Parking Pass Spaces
(\$tbid) - 24 hours (except as noted)



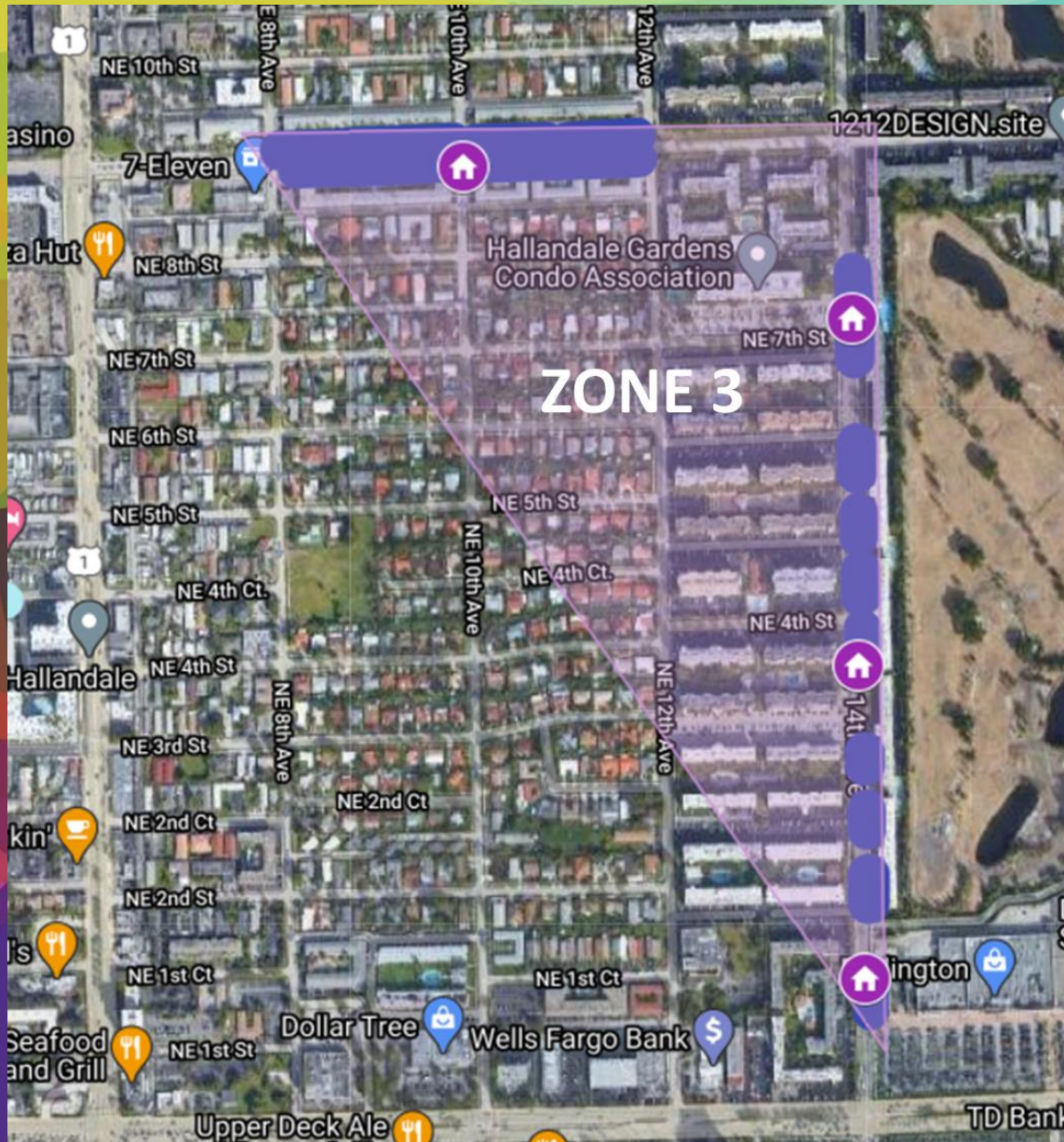
Zone 2 Map



(\$tbd) – 24 hours (except as noted)



Zone 3 Map



Premium Parking Spaces

(\$4/ hr) - 24 hours except as noted



Standard Meter Parking Spaces

(\$2.50/hr) - 24 hours except as noted



Residential Parking Pass Spaces

(\$tbd) - 24 hours (except as noted)



Zone 4 Map



Premium Parking Spaces

(\$4/ hr) - 24 hours except as noted



Standard Meter Parking Spaces

(\$2.50/hr) - 24 hours except as noted

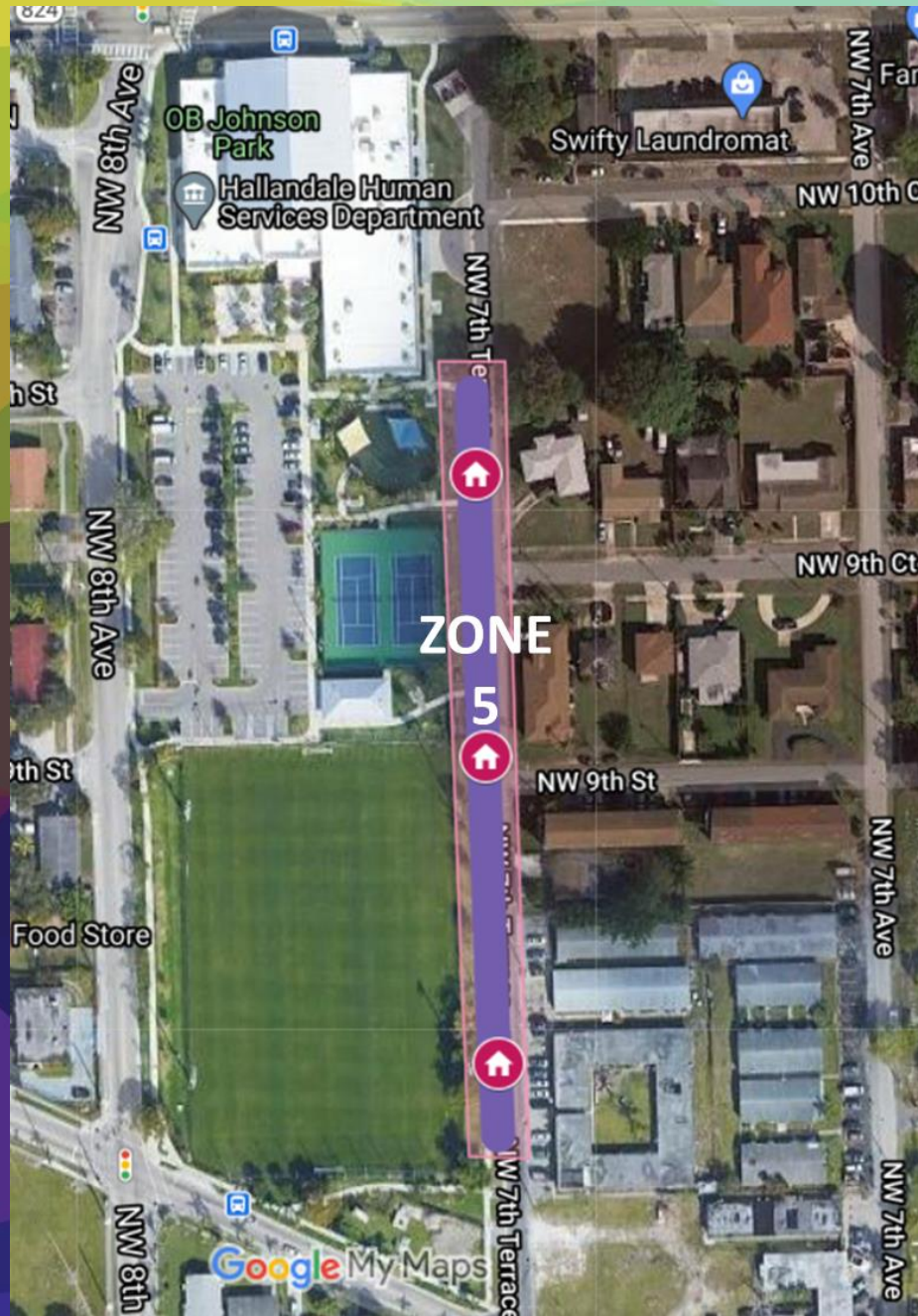


Residential Parking Pass Spaces

(\$tbd) - 24 hours (except as noted)



Zone 5 Map



Premium Parking Spaces

(\$4/ hr) - 24 hours except as noted



Standard Meter Parking Spaces

(\$2.50/hr) - 24 hours except as noted



Residential Parking Pass Spaces

(\$tbd) - 24 hours (except as noted)





PROJECTED REVENUES

- Parking Expansion
- Increased Enforcement
- Increased Non-Resident Hourly Rate
- Resident Parking Program

\$1.4M in FY22



NEXT STEPS

City Commission Approval

Public Education Campaign

Parking Program Implementation

Grace Period

Parking Enforcement Expansion