



# CITYWIDE PARKING PROGRAM

***City Parking Team:*** Terence Thouez, Cathie Schanz,  
Barbara Trinko, Robert Williams, Vanessa Leroy  
***Parking Consultant:*** Diane Burgess



# A CASE FOR PARKING ENFORCEMENT

PUBLIC SAFETY – TRAFFIC (CONGESTION), SAFETY (FIRE HYDRANT, PEDESTRIAN CROSSWALKS, ETC.), CODE COMPLIANCE (SLEEPING IN CARS), CRIME PREVENTION (RECOVERY OF STOLEN VEHICLE).  
INFRASTRUCTURE – REIMBURSE CITY PLANNING AND ZONING COSTS.  
MAINTENANCE – PUBLIC SPACES AND CLEAN ROADWAYS.



ADDRESSED THROUGH CONSISTENT  
AND RELIABLE PARKING  
ENFORCEMENT





# 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



# 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)





# 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) \$3.4M FY20

Surfside (640 Spaces) \$1M FY20

Dania Beach (670 Spaces) \$1.6M FY20



# COMPARATIVELY

Lauderdale By the Sea: \$2.25/ hour, Residential Passes Available

Pompano Beach: \$1.75 to \$2.75/ hour incl. seasonal rates/events rates,  
Residential Passes Available

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

Surfside: \$2/ hour on street and \$3/ hour holidays & weekends,  
Residential Passes Available

Dania Beach: \$2/ hour, minimum 2 hours, Residential Passes Available





# PRESUMED LOSS

Comparison City	Parking Spaces	FY20 Revenues
Surfside	640	\$1,000,000
Dania Beach	670	\$1,600,000
Lauderdale By The Sea	766	\$2,600,000
Pompano Beach	1,300	\$2,000,000
Hollywood	4,164	\$3,400,000
Hallandale Beach	196	\$240,000



# 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







# PROPOSED HOURLY RATES

## Non-Resident Parking Rates:

Standard \$2/ hour

Premium/ Holiday \$4/ hour

Resident Parking Rates (no change):

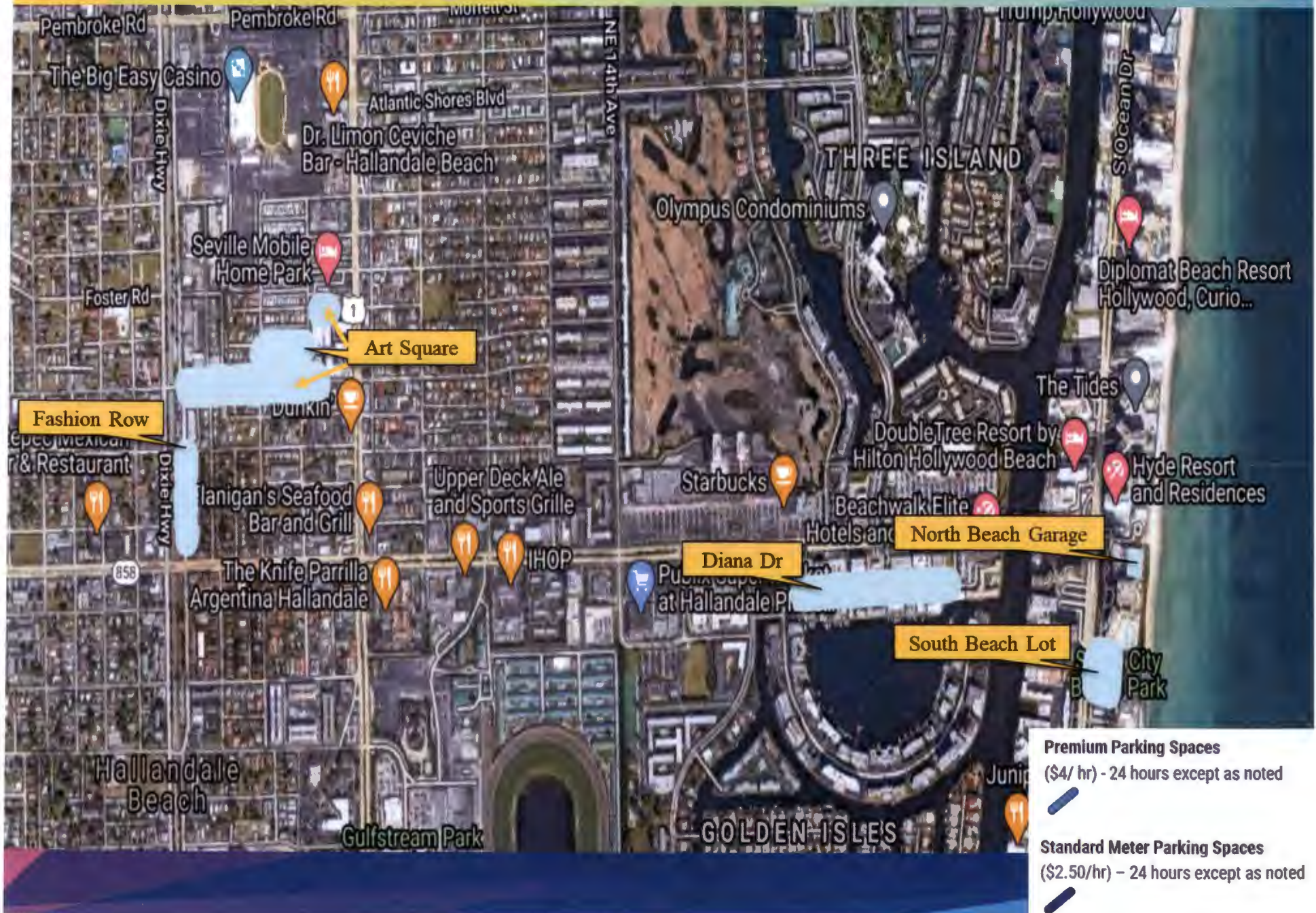
Standard \$1/ hour

Premium/ Holiday \$2.50/ hour

Holiday Rate \$20 flat rate



# Parking Rates Map- Premium Rates





# Parking Rates Map- Standard Meter Rates







# RESIDENTIAL PARKING PROGRAM

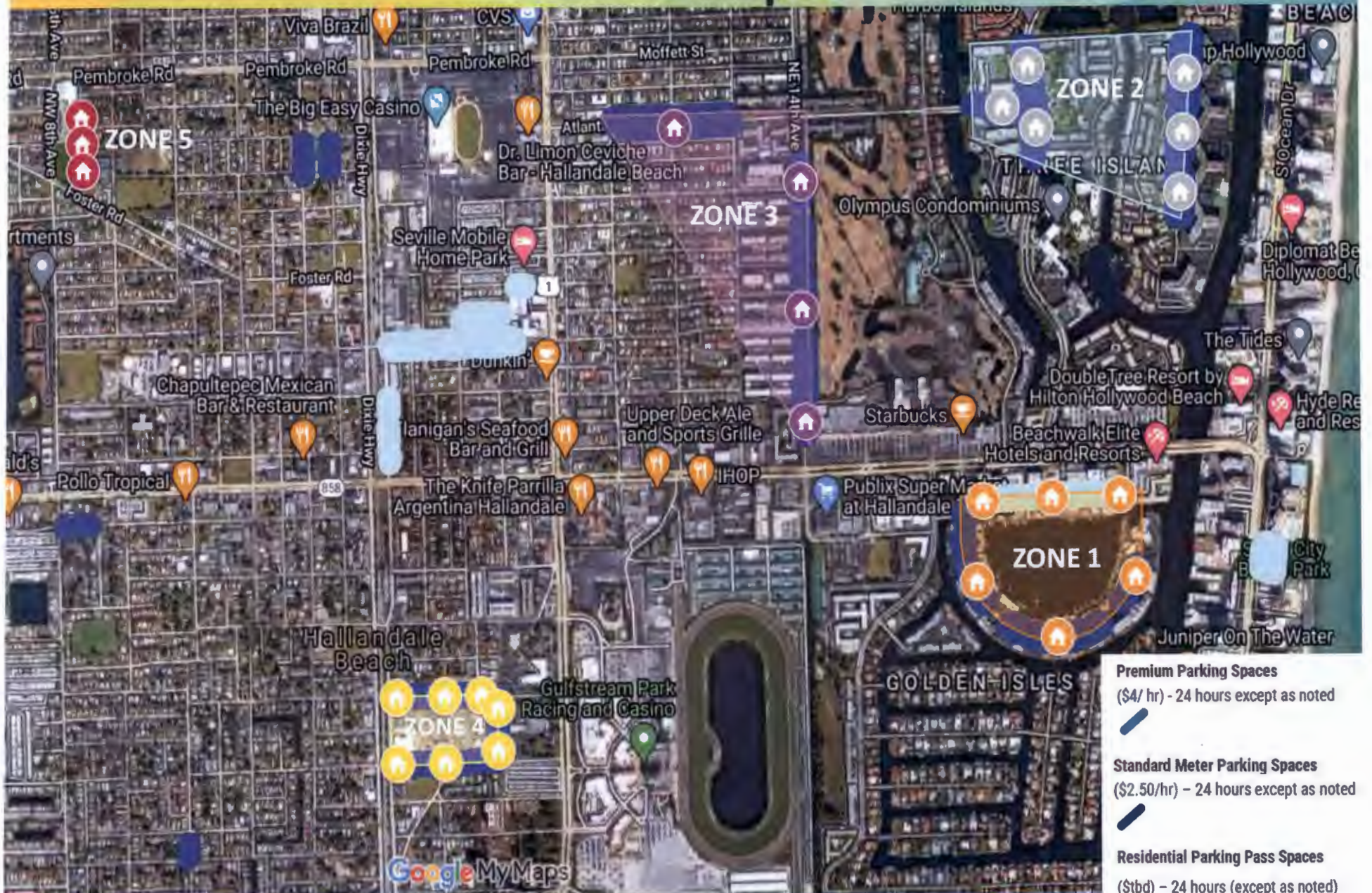
Residential Parking Program:

\$30 monthly pass per zone  
Eliminate Beach Pass  
(replaced with Resident Discount)





# Zones Map



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

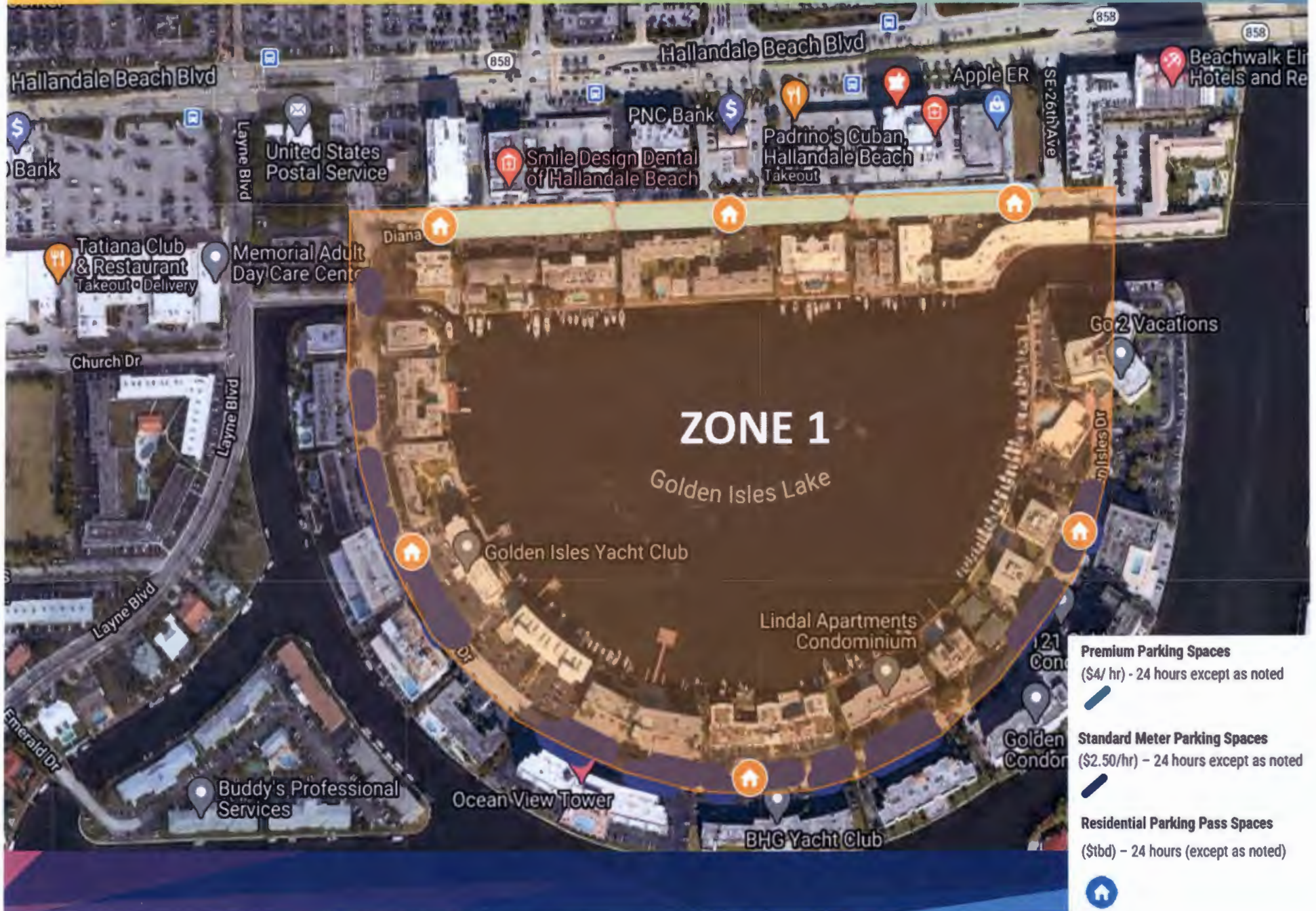
**Standard Meter Parking Spaces**  
(\$2.50/hr) - 24 hours except as noted

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





# Zone 1 Map



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

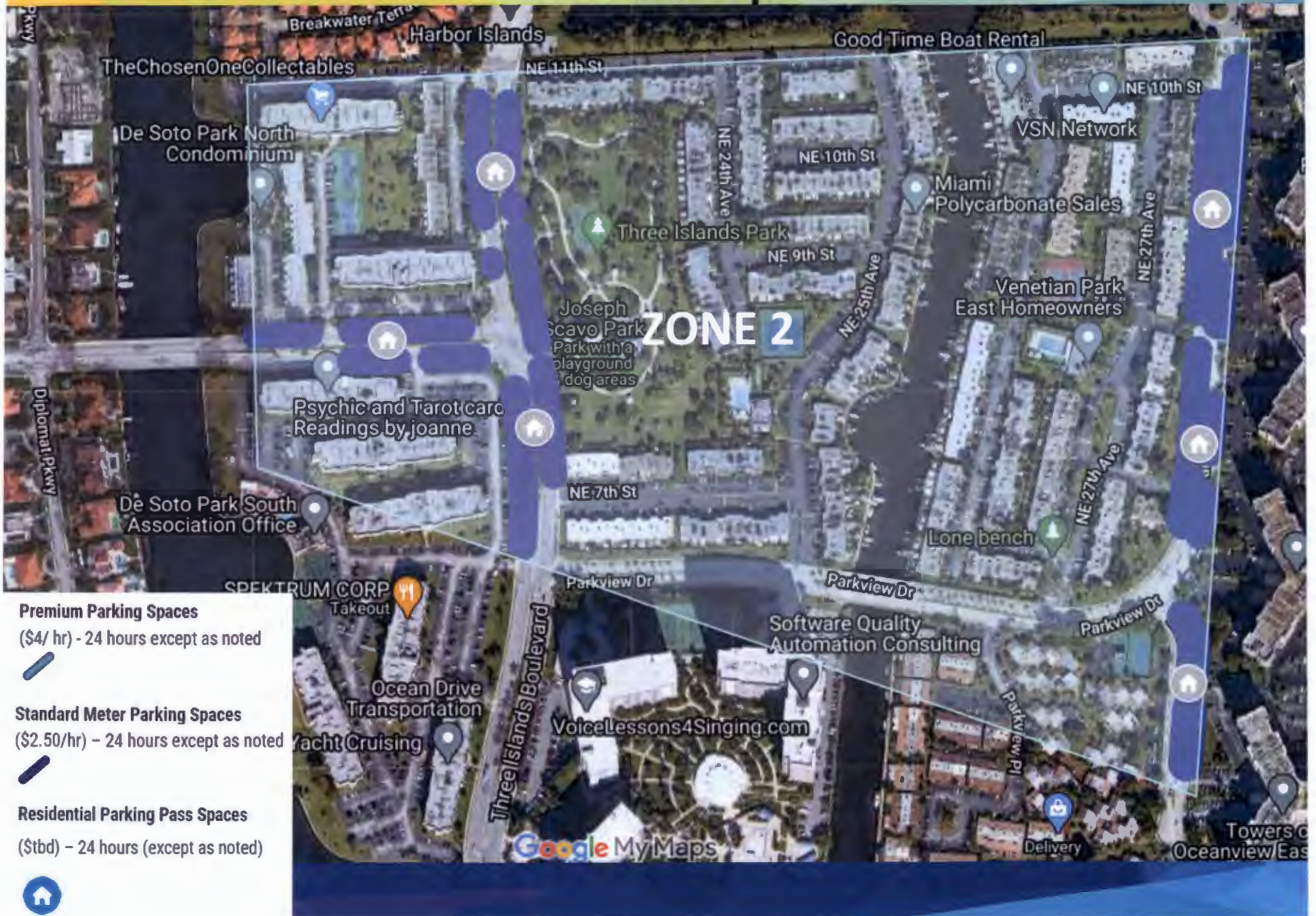
**Standard Meter Parking Spaces**  
(\$2.50/hr) - 24 hours except as noted

**Residential Parking Pass Spaces**  
(\$1bd) - 24 hours (except as noted)





# Zone 2 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 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

(\$td) - 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  
(\$1bd) - 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