

MEMORANDUM



TO: Downtown Parking Advisory Committee
FROM: Jason Bird, Community & Economic Development Officer
DATE: December 11, 2014

Implementing Fee for Saturday Parking In Pickering Square Garage

As a part of its annual report to the City, Republic Parking, the City's contractor for parking management in Downtown and at the Airport, recommended that the City start charging for parking on Saturdays. The suggestion was not to increase revenue, but rather as a way to cover the cost of staffing the facility as use continues to increase. The recommendation would be to implement the existing parking cost structure to the day.

Below is an excerpt from Republic's report. Parke Clemons from Republic Parking will be at the meeting to discuss the recommendation in more detail.

The Garage started opening Saturdays in 2004 in response to the opening of the Maine Discovery Museum. It was launched as free parking as a way to promote usage. In the early days an average of 24 transient cars parked on a Saturday. For the first 6 months of 2014, an average of 63 cars use the Garage.

One of the challenges of being open for free parking is that we have no one on staff in the Garage during the day. This leaves the facility vulnerable and without assistance if there is a problem. It is our recommendation that [the] we institute the same rate structure that we use for the rest of the week. We would use the additional revenues to staff the Garage during this period of time.