



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: December 21, 2020

Re: Report to City Council on the Parking Advisory Commission's Request to Amend Chapter 14 of the City Code of Ordinances to make Christmas Eve an Observed Parking Holiday.

Executive Summary

At the request of the Parking Advisory Commission (PAC), staff is asking Council to review the PAC's request to amend Chapter 14, Section 14-1 of the City Code of Ordinances, to designate December 24th, Christmas Eve, as an observed parking holiday.

Discussion

During a recent PAC meeting, it was brought to staff's attention that the PAC would like to see hourly and metered parking fees, and consequently the enforcement of such spaces, suspended in entirety on Christmas Eve, December 24th, every year beginning with 2020.

With Christmas Eve being one of the biggest days of the year for individuals to gather downtown to dine, shop, or enjoy the many festive events that take place, the PAC feels it would be in the best interest of the downtown community, and by proxy, the City itself, to encourage even higher participation from the community. The PAC believes the best way to accomplish that goal would be to remove the limitations, extra cost, and negative outcomes that can come from needing to pay for parking, making for a more welcoming environment.

The PAC is requesting that this suspension in paying for parking be looked at through the same lens that Veteran's Day currently is, in that, City office's continue to be open and operating and all other City service's continue to run as normal; only parking enforcement and parking utility operations would be modified.

Fiscal Impact

Short-Term Impact: It's estimated on average, \$3,630.52 in lost meter revenue per year where Christmas Eve does not fall on a Sunday (average based on total monthly revenue divided by number of days in December requiring payment, including Parkmobile revenue, for 2019, 2018, and 2016. 2017 data omitted as Christmas Eve fell on a Sunday where no payment would have been required by current operational hours). Unknown possible gain in sales tax revenue and other revenue sources from having a potential increase in downtown population.

Long-Term Impact: Same as short-term impact.



Strategic & Comprehensive Plan Impacts

Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Economy, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

The Parking Advisory Commission (PAC) staff is asking Council to review their request and approve Christmas Eve as a parking defined holiday as defined in Section 14-1 of the City Code of Ordinances. Staff is neutral in their opinion of the request.