



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: August 18, 2025

Re: Amending Chapter 14 of the Code of Ordinances to set the rate for all non-garage parking meters to \$1 per hour.

## Executive Summary

Staff is requesting that Council authorize the amendment of Chapter 14 of the Code of Ordinances to reflect a pricing change and increase all current non-garage parking meter rates from \$0.60 per hour to \$1 per hour.

## Discussion

Since 2013, the Parking Utility has not requested an increase in rates for non-garage metered spaces. However, parking revenues experienced a significant decline in 2020 and have yet to return to pre-2020 levels. This revenue drop, coupled with the ongoing rise in costs for materials and services, resulted in a small deficit for FY24, with expectations of a larger deficit by the end of FY25 and a substantial deficit projected for FY26.

The Parking Utility faces ongoing cost escalations due to inflation and other economic factors, alongside several capital improvement projects that require funding to address the deteriorating condition of parking facilities and outdated technologies. Research conducted by City Staff, along with estimates from Walker Consultants during their recent evaluations, suggests that the financial requirements for these projects will range between 9 million and 10 million dollars over the next two to five years. Although the anticipated return of a more consistent parking enforcement presence is expected to boost revenue compared to fiscal years 2023 and 2024, Staff believes that this increase will not sufficiently cover the rising costs associated with providing parking services to the community.

City Staff, in collaboration with Walker Consultants, conducted a comparative analysis of Columbia's parking meter rates against 17 similar cities, including major college towns with comparable population and income levels. The analysis indicates that Columbia's current rates fall within the middle ranges of these cities but recommends an upward adjustment, suggesting a minimum rate of \$0.95 per hour (up from \$0.60) and a maximum of \$1.15 per hour (up from \$1.00). It is noteworthy that other cities implement varied parking rates based on location, whereas the City of Columbia aims to establish a uniform rate of \$1 per hour. Based on these findings, staff proposes setting a consistent \$1.00 per hour rate for all non-garage metered spaces. This change would eliminate the outdated pricing distinction between the "campus" rate and other downtown meters, thereby simplifying the parking experience for residents and visitors while also increasing revenue for the Parking Utility, estimated at around \$300,000 annually. Notably, even with this adjustment, Columbia's rates would remain lower than those of the University of Missouri, which currently charges \$1.25 per hour.



## Fiscal Impact

Short-Term Impact: By increasing the rate, City Staff project that the Parking Utility will see an increase in revenue of approximately \$300,000 in the next fiscal year.

Long-Term Impact: A sustained \$300,000 revenue increase per year over current meter revenue.

## Strategic & Comprehensive Plan Impact

### Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Reliable and Sustainable Infrastructure, Tertiary Impact: Organizational Excellence

### Comprehensive Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Secondary, Tertiary Impact: Tertiary

## Legislative History

Date	Action
02/05/2024	B7-24 Amending Chapter 14 of the City Code relating to taxi stands, hours of operation for street and off-street metered parking spaces, and the removal of the designation and location of metered time zones.
12/01/2014	B350-14 Amendment to Chapter 14 of the City Code relating to on-street parking enforcement hours.
09/15/2014	B237-14A Amendment to Chapter 14 as it relates to parking rates and parking enforcement hours.
10/01/2013	Ord. 21801 Council approves amending ordinance 14-413 to set parking meter rates to \$.60/hr citywide for non-garage parking meters.
12/19/2011	Ord. 21182 Council approves amending ordinance 14-413 to set the rates of meters around the MU campus to \$1/hr, all other non-garage parking meters were left at \$.60/hr.

## Suggested Council Action

Authorize amending chapter 14 of the Code of Ordinances to increase the rate for all current non-garage parking meters from \$0.60 to \$1.00 per hour.