

# **Business Impact Estimate**

***This form must be posted on the City of Jacksonville's website by the time notice of the proposed ordinance is published.***

Proposed ordinance's title/reference:

.AN ORDINANCE REGARDING MUNICIPAL PARKING FACILITIES; AMENDING SECTIONS 122.201 (DEFINITIONS), 122.202 (PARKING RATES AT MUNICIPAL PARKING LOTS) AND 122.203 (USE OF REVENUES), PART 2 (MUNICIPAL PARKING LOTS), CHAPTER 122 (PUBLIC PROPERTY), ORDINANCE CODE, TO UPDATE THE DOWNTOWN PARKING PROGRAM; CREATING A NEW SECTION 122.204 (NIGHTTIME PARKING VOUCHER PROGRAM), PART 2 (MUNICIPAL PARKING LOTS), CHAPTER 122 (PUBLIC PROPERTY), ORDINANCE CODE, TO CREATE A NIGHTTIME PARKING VOUCHER PROGRAM; AMENDING SECTIONS 802.102 (PARKING METER ZONE DESIGNATION), 802.103 (INSTALLATION AND RREMOVAL OF PARKING METERS AND POSTS), 802.104 (PARKING SPACES MARKED), 802.105 (METERED PARKING CHARGES; OVERTIME PARKING; EXEMPTIONS FOR CERTAIN OFFICIALS; REGISTRY OF "PUBLIC OFFICIAL" SEALS; RENTING OF PARKING METERS, EXEMPTIONS FOR VEHICLES DISPLAYING DISABLED PLACARDS AND DISABLED VETERANS LICENSE PLATES), 802.106 (ADDITIONAL PARKING PROHIBITED), 802.107 (RATES AND CHARGES ESTABLISHED FOR SPECIFIC ZONES), 802.109 (DAMAGE TO METERS PROHIBITED), AND 802.110 (UNLAWFUL REMOVAL OF COINS FROM PARKING METERS), CHAPTER 802 (PUBLIC PARKING), ORDINANCE CODE, TO MODERNIZE THE CITY'S PARKING REGULATIONS; PROVIDING FOR CODIFICATION INSTRUCTIONS; PROVIDING AN EFFECTIVE DATE.

1. Summary of the proposed ordinance (must include a statement of the public purpose, such as serving the public health, safety, morals, and welfare)

This proposed ordinance would modify regulations pertaining to municipal parking facilities, including establishing a nighttime parking voucher program and a programs for on-street special event rates and dynamic pricing, which serves to improve parking for patrons downtown.

2. An estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the City of Jacksonville, if any:

- (a) An estimate of direct compliance costs that businesses may reasonably incur;
  - (b) Any new charge or fee imposed by the proposed ordinance or for which businesses will be financially responsible; and
  - (c) An estimate of the City of Jacksonville's regulatory costs, including estimated revenues from any new charges or fees to cover such costs.
- (a) The legislation authorizes, but does not in and of itself implement, on-street parking special event rates that, by extension, would result in increased parking enforcement. None of these would cause a business to incur compliance costs.
- (b) The legislation authorizes, but does not in and of itself implement, on-street parking special event rates as well as a dynamic pricing (i.e. variable). Any new charges would be borne by individual parkers, not any particular business.
- (c) It is anticipated that regulatory costs would be one or two F.T.E. (full time equivalent) parking enforcement officers. The Office of Public Parking funds itself through an enterprise fund.

3. Good faith estimate of the number of businesses likely to be impacted by the proposed ordinance: The legislation includes a Nighttime Parking Voucher Program for the Ed Ball parking garage and the Yates Parking Garage. This would apply to food and beverage as well as entertainment establishments. It is anticipated that upwards of 20 businesses would be impacted.

4. Additional information the governing body deems useful (if any): None.