RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION APPROVING A RATE INCREASE FOR EXISTING PAID PARKING PROGRAMS WITHIN THE DOWNTOWN PARKING DISTRICT

WHEREAS, the City of Salinas is actively promoting a vibrant Downtown; and

WHEREAS, the City operates and maintains parking assets, such as garages and parking lots within the Downtown Parking District that support and benefit the downtown economy; and

WHEREAS, the Downtown Parking District continues to report operational losses in the last three fiscal years averaging $430,000 per year; and

WHEREAS, said annual operational loss absorbed by the General Fund will continue unless a viable fiscal program is developed that includes improving revenue; and

WHEREAS, parking fees proposed for increase are currently the sole source of operational revenue for the Downtown Parking District; and

WHEREAS, when compared to near-by cities, the current parking fees are three to four times below the market rate, and it the City's goal to increase them incrementally until the market rate is achieved; and

WHEREAS, the City Council finds that it is both responsible and necessary to ensure that the continued operations and maintenance of these parking assets are sustainable and ultimately have no impact upon the General Fund; and

WHEREAS, the City Council finds that improving supporting services of the Downtown Parking District cannot be pursued effectively without recovering costs; and

WHEREAS, the City is pursuing a management strategy for the Downtown Parking District for which adopting a responsible parking rate structure for existing paid parking programs is a necessary action and the first step; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the proposed rates as shown in Exhibit A, herein incorporated, for existing paid parking programs within the Downtown Parking District; and

BE IT FURTHER RESOLVED that said rates will be in effect within 30 days of this action.

PASSED AND APPROVED this 19th day of February, 2019 by the following vote:

AYES:

NOES:

ABSENT:

APPROVED:

_____
Joe Gunter, Mayor

ATTEST:

_____
Patricia M. Barajas, City Clerk

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