Subject:
Adoption of Resolution revising parking fees for use of public parking lots at the St. Pete-Clearwater International Airport.

Department: Airport

Staff Member Responsible: Thomas R. Jewsbury, Airport Director

Recommended Action:
I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) ADOPT THE RESOLUTION REVISING PARKING FEES FOR USE OF PUBLIC PARKING LOTS AT THE ST. PETE-CLEARWATER INTERNATIONAL AIRPORT (PIE).

Summary Explanation/Background:
The proposed Resolution increases the daily maximum rate for the Short-Term Parking Lot from $14.00 to $18.00 to discourage the use of the Short-Term Parking Lot for overnight parking, thereby freeing up spaces for patrons to park for short periods of time to pick up or drop off passengers, maximizing hourly capacity.

The proposed Resolution establishes a new daily maximum rate for Overflow Remote Parking of $6.00 per day. The Resolution has no impact to the current maximum parking rates for the Long-Term Parking and Remote Parking Lots, and continues to empower the County Administrator the flexibility to increase or decrease parking fees up to $1.00 per hour or up to $2.00 per day for the daily rate, to meet changes in market conditions or operational needs, as adopted by Resolution No. 02-08. Given the current rate structure, passengers parking for five hours or less in the Short-Term Parking Lot will not be impacted by the new maximum daily rate.

The record breaking passenger growth that the Airport has experienced over the past three consecutive years has significantly contributed to the growing traffic congestion in front of the Terminal and along the Airport’s circulation roadway, as well as increased the demand for short-term and long-term parking. During peak periods, the roadway along the Terminal can become grid locked, because patrons waiting to pick up passengers are unable to park in the Short-Term Parking Lot due to a lack of available stalls and inability to circle the interior roadway.

In the Short-Term Parking Lot there are not a sufficient number of stalls to accommodate the demand for hourly parking. A significant number of departing passengers are electing to pay the extra $3.00 above the $11.00 long-term daily rate to park in the Short-Term Parking Lot for the convenience of parking closer to the Terminal. At times as many as 60% of the parking stalls in the Short-Term Parking Lot are being utilized by passengers parking overnight for several days.

Another measure to help alleviate curbside congestion is the construction of a new Cell Phone Lot to allow patrons to park away from the Terminal until the arriving passengers are ready for pick up curbside. The proposed Resolution permits patrons to park free in the Cell Phone Lot, however no overnight parking is permitted.
The increased passenger growth has also increased the demand for long-term daily parking. The existing Remote Parking Lot is currently under construction to increase its capacity from 545 to 1,078 spaces. In addition, two parcels of Airport property have been identified for an additional Remote Parking Lot and Overflow Remote Parking Lot (see Exhibit A). A Remote Parking Lot is defined as a paved surface, whereas an Overflow Remote Parking Lot is defined as an unpaved grass surface. These additional lots will be utilized on an as-needed basis when the existing Remote Parking Lot reaches capacity, and may be used for short durations (1-4 weeks) during peak periods such as Independence Day, Thanksgiving, and Christmas holidays.

On January 15, 2002, the Board approved Resolution 02-08, Establishing Parking Fees for Use of Public Parking Lots at the St. Pete-Clearwater International Airport. Over the years, the County Administrator has approved incremental increases to the parking rates based on parking rate surveys of other Florida airports particularly those in the Tampa Bay region (see Exhibit B). The last increase to parking fees was approved April 30, 2010; increasing the Short-Term Parking Lot’s maximum rate from $13.00 to $14.00 and Long-Term Parking Lot’s maximum rate from $10.00 to $11.00 (see Exhibit C).

Fiscal Impact/Cost/Revenue Summary:
The fiscal impact to the Short-Term Parking Lot is uncertain. It is difficult to predict the percentage of passengers that are willing to pay the increased maximum rate of $18.00 per day to park overnight in the Short-Term Parking Lot versus those passengers that would rather pay less to park in either the Long-Term or Remote Parking Lots. However, it should be noted that when the Overflow Remote Parking Lot is utilized, it will generate additional income not contemplated in the Fiscal Year 2016 Airport Budget. The new Cell Phone Lot will primarily be used by patrons that currently park curbside and wait in their vehicles for arriving passengers; therefore, the fiscal impact should be revenue neutral.

Exhibits/Attachments Attached:
Contract Review Transmittal Slip
Resolution 02-08 (Redline)
Proposed Resolution
Exhibit A – Airport Parking Layout Plan
Exhibit B – Parking Rate Survey
Exhibit C – Parking Fee Structure History
**RESOLUTION CONTRACT REVIEW TRANSMITTAL SLIP**

**PROJECT:** Resolution Revising Parking Fees at Airport.

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<th>NUMBER</th>
<th>ESTIMATED EXPENDITURE / REVENUE:</th>
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In accordance with Contract Administration and its Review Process, the attached documents are submitted for your review and comment. Please complete this Resolution Review with your assessment, and forward to the next Review Authority on the list, skipping any authority marked “N/A.” Indicate suggested changes by noting those in “Comments” column, or by revising, in RED, the appropriate section(s) of the document(s) to reflect the exact wording of the desired change(s).

**OTHER SPECIFICS RELATING TO THE CONTRACT:**

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<tr>
<th>REVIEW SEQUENCE</th>
<th>DATE</th>
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<td>Finance:**</td>
<td>4/28/15</td>
<td>Cassandra Williams</td>
<td>1/30/15</td>
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<td>OMB:**</td>
<td>5/5/15</td>
<td>Bill Berger/K. Burbridge</td>
<td>5/6/15</td>
<td>See attached.</td>
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<td>Virginia Holscher</td>
<td>5/6/15</td>
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<td>5/18/15</td>
<td>Michael Zas</td>
<td>5/20/15</td>
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<td>Assistant County Administrator:</td>
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<td>David Scott</td>
<td>5/20/15</td>
<td>See attached.</td>
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Please return to Monique Savas by May 15, 2015.
All inquiries should be made to Noah Lagos/Tom Jewsbury ext.37802.

**See Contract Review Process**

**See Contract Review Process Revised 4.2015**
OMB Contract Review

Mark all Applicable Boxes:

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Description & Comments:

This Resolution is updating Resolution 02-08 that delegated to the County Administrator changes to the airport’s parking fees within specific dollar limits. The 2002 Resolution gave the County Administrator flexibility in changing the fees up to $1 per hour and/or $2 per day to meet changes in market conditions.

Comments:

- On August 19, 2014, airport parking fees were set in Resolution No. 14-64. That resolution set the user fees to be rendered for services by all departments. So I would focus the new resolution on giving the County Administrator a mechanism for rate flexibility. All user fees should be included in the annual resolution establishing the schedule of user fees for all Pinellas County Departments.
- The new resolution should establish the mechanism that the County Administrator will use to increase/decrease airport parking fees off-cycle of the Schedule of User Fees for All Pinellas County Departments.
- Also, current parking fees have been increased above the limits delegated to the County Administrator in Res. No. 02-08 based on the fees shown in the Res. No. 02-08. Is that the intent of that resolution and the proposed resolution?
- Res. No. 02-08 delegated to the County Administrator the same fee flexibility to Tenant Leased Parking (non-public lot) fees. Is this no longer applicable?
- The Long-term parking rates shown in the proposed resolution result in a decrease from the current long-term parking rate over a short period (less than 6 hours). Is that the intent?
- After the expansion of the Remote Parking Lot, will the Remote Lot be opened 24/7 or only during short periods of peak traffic (Independence Day, Thanksgiving, Christmas)?
- How do rates compare with market?
- Why implement rate changes that will decrease revenue? How calculated impact distribution?
- How $20/Day applied? When and how would customers know? Will they have choice?

Analyst: Katherine Burbridge

Ok to Sign w/ Comments: ☑
RESOLUTION NO. 14 - 64

RESOLUTION ESTABLISHING SCHEDULE OF USER FEES FOR ALL PINELLAS COUNTY DEPARTMENTS; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Pinellas County enjoys broad home rule power pursuant to Article VIII, Section 1(f), Florida Constitution, and the Pinellas County Charter; and

WHEREAS, in enacting Section 125.01, Florida Statutes, the Legislature expressed its intent that this general grant of authority to counties be liberally construed in order to effectively carry out the purposes set forth and secure for the counties the broad exercise of home rule powers; and

WHEREAS, pursuant to this home rule authority, Pinellas County is empowered to impose and collect various fees, including regulatory fees imposed under the police powers in the exercise of a sovereign function of the County, as well as fees imposed in the assertion of the County's proprietary power; and

WHEREAS, pursuant to the Pinellas County Charter, all powers of the County shall be exercised by ordinance, resolution or action of the Board of County Commissioners.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Pinellas County, Florida, in regular session, duly assembled, this 19th day of August 2014, as follows:

Section 1. The fees to be charged by all Pinellas County departments for the 2014/2015 budget year are set out in Attachment 1 and are hereby adopted and approved.

Section 2. This Resolution shall take effect on October 1, 2014.

Commissioner ________ Roche ________ offered the foregoing Resolution and moved its adoption, which was seconded by Commissioner ________ Long ________ and upon roll call the vote was:

AYES: Seel, Latvala, Roche, Justice, Long, Morroni and Welch.

NAYS: None.

ABSENT AND NOT VOTING: None.

APPROVED AS TO FORM

[Signature]
Office of the County Attorney
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NOTE: Fee is collected by airlines and remitted to Airport.
RESOLUTION ESTABLISHING PARKING FEES FOR USE OF PUBLIC PARKING LOTS AT THE ST. PETERSBURG-CLEARWATER INTERNATIONAL AIRPORT

NOW WHEREAS, the Board of County Commissioners of Pinellas County, Florida has established Ordinance No. 00-100, Airport Rules and Regulations, governing the operation of the Airport; and

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, approved Resolution No. 02-08, Establishing Parking Fees for Use of Public Parking Lots at the St. Pete-Clearwater International Airport; and

WHEREAS, Section 21 of the Airport Rules and Regulations Ordinance, authorizes, empowers, and directs the Airport Director to propose rules and regulations to the Board of County Commissioners regulating operations of the Airport; and

WHEREAS, said Resolution empowers the County Administrator the flexibility to increase or decrease Public Parking Lot Fees up to $1.00 per hour, for the hourly rate, and up to $2.00 per day, for the daily rate, to meet changes in market conditions or operational needs; and

WHEREAS, the following new fees for Use of the Public Parking Lots at the St. Pete-Clearwater International Airport have been recommended,

Short-Term Parking
- Parking Fee for 1st Hour of Use – $2.00
- Parking Fee for each Additional Hour – $1.00
- Daily (24 Hour) Maximum Rate for Short-Term Parking – $8.00

Long-Term Parking
- Parking Fee for 1st Hour of Use – $2.00
- Parking Fee for each Additional Hour – $1.00
- Daily (24 Hour) Maximum Rate for Long-Term Parking – $5.00
Remote Parking Lot
Daily (24 Hour) Rate for Remote Parking - $4.00

Short-Term Parking
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Short-Term Parking - $18.00

Long-Term Parking
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Long-Term Parking - $11.00

Remote Parking Lot(s)
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Remote Parking - $8.00

Overflow Remote Parking Lot(s)
Daily (24 Hours) Maximum Rate for Overflow Remote Parking - $6.00

Cell Phone Lot
Free of Charge and No Overnight Parking (Overnight vehicles will be towed.)

Leased Parking Lot Fee
Tenant Parking (Non-Public) - $30.00 per space per month

The County Administrator is hereby empowered the flexibility to increase or decrease the above fees up to $1.00 per-hour for the hourly rate or up to $2.00 per day for the daily rate to meet changes in market conditions or operational needs. In addition, the County Administrator is hereby empowered to set parking fees for Tenant use of the Leased Parking (Non-Public) Lot at the Airport (to be determined at a later date).
NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners at a meeting assembled the 15th day of January, 2002, the aforesaid fees are hereby established as taking effect upon completion of Public Parking Lot Modifications, and that all other rules and fees set, except as modified by the foregoing, shall remain in full force and effect.

Commissioner Seel offered the foregoing Resolution and moved its adoption, which was seconded by Commissioner Welch, and upon roll call the vote was:

AYES Todd, Seel, Stewart, Harris, Latvala, and Welch.

NAYS None.

ABSENT AND NOT VOTING: Morroni.
RESOLUTION NO. _____

RESOLUTION REVISION PARKING FEES FOR
USE OF PUBLIC PARKING LOTS AT THE
ST. PETE-CLEARWATER INTERNATIONAL AIRPORT

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, has approved Resolution No. 02-08, Establishing Parking Fees for Use of Public Parking Lots at the St. Pete-Clearwater International Airport; and

WHEREAS, said Resolution empowers the County Administrator the flexibility to increase or decrease Public Parking Lot Fees up to $1.00 per hour, for the hourly rate, and up to $2.00 per day, for the daily rate to meet changes in market conditions or operational needs; and

WHEREAS, the following new fees for Use of the Public Parking Lots at the St. Pete-Clearwater International Airport have been recommended,

Short-Term Parking
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Short-Term Parking - $18.00

Long-Term Parking
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Long-Term Parking - $11.00

Remote Parking Lot(s)
Parking Fee for First Ten Minutes of Use - Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Remote Parking - $8.00

Overflow Remote Parking Lot(s)
Daily (24 Hours) Maximum Rate for Overflow Remote Parking - $6.00

Cell Phone Lot
Free of Charge and No Overnight Parking (Overnight vehicles will be towed.)

Leased Parking Lot Fee
Tenant Parking (Non-Public) - $30.00 per space per month

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners at a duly meeting assembled this ______ day of ________________, 20__, that the aforesaid fees are hereby adopted as taking effect on __________, 2015 and that all other rules and fees set, except as modified by the foregoing, shall remain in full force and effect.

Commissioner ______________ offered the foregoing Resolution and moved its adoption, which was seconded by Commissioner ______________, and upon roll call the vote was:

AYES:

NAYS:

ABSENT AND NOT VOTING:

APPROVED AS TO FORM
OFFICE OF COUNTY ATTORNEY

By: ____________________________
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** PIE (1) Parking is $2 for the first hour and $1 each additional 20 minutes
** SRQ (2) Long-Term is free for first 20 minutes; $2 for first hour and $1 each additional 20 minutes
** SRQ (2) Short-Term is free for first 20 minutes; 21-40 minutes is $2; each additional 20 minutes is $2
** TIA (3) Long-Term is $4 for 61-80 min and $2 for each additional 20 minutes
** TIA (3) Short-Term is $4 for 61-80 min and $2 for each additional 20 minutes
** MLB (5) First 20 minutes is $1
** TLH (6) First 30 minutes free in Long-Term and Short-Term
** DAB (7) Short-Term is free for first 15 minutes
** CLT (8) Short-Term and Long-Term is free for the first 2 hours and $1.00 for each additional hour
ST. PETE-CLEARWATER INTERNATIONAL AIRPORT
PARKING FEE STRUCTURE HISTORY

Adopted Resolution No. 02-08 empowers the County Administrator the flexibility to increase or decrease Public Parking Lot Fees up to $1.00 per hour, for the hourly rate, and up to $2.00 per day, for the daily rate, to meet changes in market conditions or operational needs.

January 15, 2002
Resolution Adopted 02-08
Established Parking Fees for Use of Public Parking Lots

- **Short-Term Parking Lot**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Short-Term Parking - $8.00

- **Long-Term Parking Lot**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Long-Term Parking - $5.00

- **Remote Parking Lot**
  - Daily Maximum Rate for Remote Parking Lot - $4.00

November 13, 2002
No Increase in Short-Term and Long-Term Parking Lots
Increase Remote Parking Lot by $1.00

- **Short-Term Parking Lot (No Change)**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Short-Term Parking - $8.00

- **Long-Term Parking Lot (No Change)**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Long-Term Parking - $5.00

- **Remote Parking Lot**
  - Daily Maximum Rate for Remote Parking Lot - $5.00

November 9, 2004
Increase Per Day Maximum Rates for Short-Term, Long-Term and Remote Lots by $2.00 Per Day

- **Short-Term Parking Lot**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Short-Term Parking - $10.00

- **Long-Term Parking Lot**
  - Parking Fee for 1st Hour of Use - $2.00
  - Parking Fee for each Additional Hour - $1.00
  - Daily Maximum Rate for Long-Term Parking - $7.00

- **Remote Parking Lot**
  - Daily Maximum Rate for Remote Parking Lot - $7.00

EXHIBIT C PARKING FEE STRUCTURE HISTORY
December 7, 2006

*Increase Additional Hourly Rate by $1.00 for Short-Term & Long-Term Lots and Increases the Maximum Daily Rate*

**Short-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Short-Term Parking - $11.00

**Long-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Long-Term Parking - $8.00

**Remote Parking Lot (No Change)**
Daily Maximum Rate for Remote Parking Lot - $7.00

October 15, 2007

*Increase Additional Hourly Rate by $1.00 for Short-Term, Long-Term and Remote Parking Lots*

**Short-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Short-Term Parking - $12.00

**Long-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Long-Term Parking - $9.00

**Remote Parking Lot**
Daily Maximum Rate for Remote Parking Lot - $8.00

April 4, 2008

*Increase in Short-Term & Long-Term Parking Lot's Maximum Daily Rate by $1.00 No Increase Proposed for Remote Parking Lot*

**Short-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Short-Term Parking - $13.00

**Long-Term Parking Lot**
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Long-Term Parking - $10.00

**Remote Parking Lot (No Change)**
Daily Maximum Rate for Remote Parking Lot - $8.00
Increase in Short-Term & Long Term Parking Lot’s Maximum Daily Rate by $1.00
No Increase Proposed for Remote Parking Lot

Short-Term Parking Lot
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Short-Term Parking - $14.00

Long-Term Parking Lot
Parking Fee for 1st Hour of Use - $2.00
Parking Fee for each Additional 20 Minutes of Use - $1.00
Daily Maximum Rate for Long-Term Parking - $11.00

Remote Parking Lot (No Change)
Daily Maximum Rate for Remote Parking Lot - $8.00

Resolution Revising Parking Fees:
Increases the Daily Maximum Rate for Short-Term Parking Lot from $14.00 to $18.00 Per Day

No Impact on Rates for the Long-Term Parking and Remote Parking Lots

Short-Term Parking
Parking Fee for First Ten Minutes of Use – Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Short-Term Parking - $18.00

Long-Term Parking (No Change)
Parking Fee for First Ten Minutes of Use – Free of Charge
Parking Fee for First Hour of Use - $2.00
Parking Fee for Each Additional 20 Minutes of Use - $1.00
Daily (24 Hours) Maximum Rate for Long-Term Parking - $11.00

Remote Parking Lot (No Change)
Daily (24 Hours) Maximum Rate for Remote Parking - $8.00

Overflow Remote Parking Lot
Daily (24 Hours) Maximum Rate for Overflow Remote Parking - $6.00

Cell Phone Lot
Free of Charge and No Overnight Parking (Overnight vehicles will be towed)

Leased Parking Lot Fee
Tenant Parking (Non-Public) - $30.00 per space per month