

EXECUTIVE SUMMARY

Parking Lot Agreement between The School Board of Broward County, Florida and the City of Fort Lauderdale

After completion of repairs to the KCW Building and with the Surface Parking Lot no longer needed for staging to repair the building, the District decided to operate the Parking Lot as a fully automated system that would maximize profit and minimize the possibility of employee theft. It was also determined that Administrative Sites staff and designated KCW security staff would manage the Parking Lot and collect parking revenue from the machine. Also, the Lot was envisioned to be operational 24 hours a day, seven (7) days a week, and allow for parking rate adjustments after hours, on weekends, and during special events. However, the Parking Lot was never operated for 24 hours a day, seven (7) days a week, nor operated after hours, during the weekends, and during special events. Realistically, this envisioned operation would have required additional staff time and costs. Thus with this limitation, the fully automated system did not work out as originally envisioned and as stated herein, the machine is no longer working efficiently and has been permanently shut down.

Given the current issues with the machine, staff commenced a comprehensive assessment on how best to operate/manage the Lot. Options explored were to return to leasing the Lot to another entity to manage its operation or replace the increasingly defective parking machine with a more cost efficient, modern, and energy efficient machine. However upon further assessment, the conclusion was to pursue purchasing a more cost efficient, modern, and energy efficient machine; and towards this goal, staff initially researched three (3) different types of outdoor parking meters manufactured by companies depicted below and their associated cost. They are as follows:

- **Manufacturer - Amano Parking Systems:** The envisioned machine manufactured by this entity would cost a total of \$55,000.00 (approximately \$30,000.00 to purchase and install, and \$25,000.00 a year to maintain).
- **Manufacturer - Federal APD Corp. System:** The envisioned machine manufactured by this entity would cost a total of \$58,500 (\$40,000 to purchase and install, and \$15,500.00 a year to maintain).
- **Manufacturer - Digital Payment Technologies:** The envisioned machine manufactured by this entity would cost a total of \$50,000 (\$35,000 to purchase and install and \$15,000.00 a year to maintain).

However upon further assessment, it was determined that the initial cost to purchase any of the parking machines depicted above would not result in increased revenue and long term cost savings to the District. Thereafter, the decision was made to approach the City of Fort Lauderdale and purchase two (2) Global Metro MKS Parking Meters made by Parkeon/Strada Pay Station. The benefits and challenges of proceeding to operate the Lot as a fully automated Lot in coordination with the City, as opposed to leasing the Lot to another entity to operate is depicted in Exhibit 3.

Since 2011, staff initiated several improvements to the Parking Lot that included raising the parking rates from two dollars (\$2.00) per hour and ten dollars (\$10.00) maximum per day to four dollars (\$4.00) per hour and twenty dollars (\$20.00) maximum per day; and in February 2013 increasing the parking rates from four dollars (\$4.00) per hour and twenty dollars (\$20.00) maximum per day to five dollars (\$5.00) per hour and twenty-five dollars (\$25.00) maximum per day. Upon this change, the District in March 2013 realized a net amount of \$23,370.00. However, the total intake for the year dwindled to \$66,743.00. This drop in intake was again due to the frequent break down/shut down of the machine during various times of the year.

Given this Agreement with the City, the Parking Lot would be operational 24 hours a day, seven (7) days a week. Also in coordination with the City, specific rates will be set for special scheduled downtown events. As such, current plans are to maintain the existing parking rates of five dollars (\$5.00) per hour, which is in line with the parking rates within the downtown Fort Lauderdale area. Based on this rate, it is anticipated that with a conservative projected eighty percent (80%) utilization of the Parking Lot by patrons (excluding weekends and special event rates), the District could realize an approximate monthly intake of \$19,200.00 per month, and an annual total intake of \$228,000.00.