



Source: Public Works *John*

Agenda Item No: REP 3-13

To: City Council
From: City Manager and Staff *MM*

Council Meeting Date: Jan 7, 2013

Re: Authorization to Amend City Ordinance to Allow for Columbia Downtown Businesses to Purchase Prepaid EZ-Park Cards at a Discounted Rate

EXECUTIVE SUMMARY:

Staff has prepared for Council consideration a report concerning the recommendation of offering prepaid EZ-Park cards to downtown businesses at a discounted rate. Staff's intention is to boost awareness, sales, and utilization of EZ-Park cards by making them more affordable, and convenient, to the merchants and their customers.

DISCUSSION:

The City of Columbia's prepaid EZ-Park card is a reusable card for single space and multi-space meter parking, currently available for purchase at City Hall, the Boone County Government Center, and the Turner Parking Garage on the MU Campus. Staff believes that by offering Columbia downtown businesses a discounted rate of 10% to purchase the EZ-Park cards, the merchants will be enticed to display, and advertise, the card for purchase as a convenient way for their customers, and employees, to obtain the prepaid cards. The 10% savings would be passed on to the customers purchasing the card from the merchant. Staff believes that the volume of cards sold will make up for the 10% reduction in price.

If Council agrees with staff recommendation to offer the EZ-Park cards to downtown merchants at a 10% discount, staff will bring forward an ordinance to amend Chapter 14 to authorize this change. Staff will also contact downtown businesses to promote this program.

FISCAL IMPACT:

The fiscal impact is unknown at this time since it will depend on the number of additional EZ-Park cards sold to downtown merchants.

VISION IMPACT:

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

Significant investments in the physical, community, and business environment, as well as the tools to leverage economic strength, will bring vibrancy and diversity of culture, professions, and businesses, and lead to major attractions.

People and vehicles will have access to downtown businesses and services and enhance movement within and throughout the downtown area.

SUGGESTED COUNCIL ACTIONS:

If Council agrees with staff recommendation, direct staff to amend Chapter 14 of the City Code to allow for downtown Columbia businesses to purchase prepaid EZ-Park cards at a 10% discounted rate.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost	\$0.00	New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$0.00	Duplicates/Expands an existing program?	No	Vision Implementation impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	Yes
One Time		Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	6.1
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	6.3
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	