



Date of Council Meeting: September 13, 2016

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Amendment to Town Code Chapter 32 Payment Methods for Metered Parking.

Staff Contact: Clark Case, Director of Finance & Administrative Services
Ellen Windley, Finance Operations Manager
Shelby Caputo, Deputy Town Attorney

Council Action Requested: Initiate an amendment to the Town Code to account for administrative updates concerning automated payment options at Town parking meters.

Staff Recommendation: Approve an initiating resolution to amend the Town Code to account for administrative updates concerning automated payment options at Town parking meters.

Commission Recommendation: Not applicable.

Fiscal Impact: The Town Code currently does not support payment methods at parking meters by any means other than coin. The Town's enforcement of parking at metered spaces currently generates more than \$20,000 per year in fines.

Work Plan Impact: None.

Executive Summary: In August 2016, the Town entered into a contract with Parkmobile, a mobile payment option, allowing customers to pay for metered parking through a mobile website application using their credit cards. The Town Code needs to be updated to account for technological advancements in payment methods.

Background: Until August 2016, Town meters accepted payment by coin only. Staff identified alternative payment options to Town metered parking in order to provide more convenience to customers who wish to utilize the Parkmobile application and pay for parking via credit card. The Town Code must be updated to account for expired parking time at those meters where customers utilize alternative payment options.

Attachments:

- 1) Initiating Resolution

PRESENTED September 13, 2016

RESOLUTION NO. _____

ADOPTED _____

A RESOLUTION: INITIATING AN AMENDMENT TO THE TOWN CODE TO ACCOUNT FOR ALTERNATIVE PAYMENT OPTIONS AT TOWN PARKING METERS

WHEREAS, the Town of Leesburg has contracted with Parkmobile to allow for automated payment via credit card at its parking meters, for those customers who choose to use the Parkmobile application; and

WHEREAS, the Leesburg Town Code addresses payment by coin only; and

WHEREAS, the Leesburg Town Code must be updated to include alternative payment options in those metered spaces where customers pay via credit card or some alternative means other than coin.

THEREFORE, RESOLVED, the Council of the Town of Leesburg in Virginia resolves to:

Hold a public hearing to consider an ordinance amending the Town Code to reflect alternative payment options at Town parking meters.

PASSED this _____ day of _____, 2016.

David S. Butler, Mayor
Town of Leesburg

ATTEST:

Clerk of Council