



Fees and Charges Report

Date: March 5, 2026

To: Audit, Finance, and Enterprise Committee

Through: Brent Stoddard, Assistant City Manager
Scott Butler, City Manager

From: Jeff McVay, Manager of Urban Transformation
Anthony Rodriguez, Urban Transformation Project Manger

Subject: Office of Urban Transformation Update to Economic Development's
Schedule of Fees and Charges, Council District 4

Purpose and Recommendation

The Office of Urban Transformation is proposing an increase to the Daily Permit Parking Rate by \$1.50 from \$2.50 to \$4.00 in the Economic Development Schedule of Fees and Charges. If the proposed change is approved by City Council, the fees and charges will be effective July 1, 2026.

Background

Administered by the Downtown Mesa Association (DMA), the City manages 1,034 parking spaces across four parking garages and four surface parking lots within downtown Mesa.

Discussion

The proposed Daily Permit Parking Rate shown in Exhibit A includes a \$1.50 increase.

The demand for parking continues to increase due to the increase in commercial activity, development activity, and ASU enrollment. The proposed Daily Permit Parking Rate better reflects the increased demand and the increased costs associated with managing downtown parking.

In comparison to our peer cities, the proposed Daily Permit Parking Rate continues to be extremely competitive. Daily parking rates in downtown Phoenix range from \$15.00 to \$50.00. In downtown Tempe, the rates range from \$10.00 to \$30.00 per day.

Methodology

An examination of comparable parking rates in peer cities determined that an increase of \$1.50 was fair and reasonable.

Alternatives

Modify the Daily Permit Parking Rate to include a smaller or larger increase than recommended.

Make no changes to the Daily Permit Parking Rate.

Fiscal Impact

The proposed Daily Permit Parking Rate would generate approximately \$1,950 in additional revenue per year.

Coordinated With

The proposed Daily Permit Parking Rate was coordinated with the DMA. The DMA supports the recommended Daily Permit Parking Rate.

Fees & Charges Schedule – Key

Heading Configuration

<u>Schedule of Fees & Charges</u>
Department
Contact Information
HEADING 1
HEADING 2
<i>Heading 3</i>
Description of Fee
Description of Fee 2

Font Indications

Font	Font Indications
Regular Font	Existing fee or language
Strikethrough	Fee or language will be deleted from the Fee Schedule
BOLD CAPS	Language is being added to Fee Schedule
Bold	New or increased Fee Amount

Schedule of Fees & Charges

Exhibit A – Economic Development

Department: Office of Urban Transformation

Description of Service	Current Fee Range	Proposed Fee Range	Unit	Total Fiscal Impact	Notes
<i>PERMITTED PARKING RATES*</i>					
Daily Permit	\$ 2.50	\$4.00		\$1,950.00	Projected at 5 permits sold per weekday in the year.

Estimated Total Annual Fiscal Impact: \$1,950.00