DATE: October 8, 2019

TO: Mayor and Council Members

FROM: Parking and Enterprise Services Department

SUBJECT: Ordinance No. 20-01 - Amending Inglewood Municipal Code Chapter 3 (Motor Vehicles and Traffic) Article 4 (Parking Meter Regulations) Section 3-92 (Parking Meter Rates) to Allow the City to Collect or Pass Through Convenience Fees To Persons Who Choose to Pay For Parking Meter Fees Via Electronic Payment Technologies

RECOMMENDATION:
It is recommended that the Mayor and Council Members adopt Ordinance No. 20-01 amending Inglewood Municipal Code Chapter 3 (Motor Vehicles and Traffic) Article 4 (Parking Meter Regulations) Section 3-92(e) (Parking Meter Rates) to allow the City to collect or pass through convenience fees charged by third parties to process electronic payments to the person who chooses to make an electronic payment for a metered parking space.

BACKGROUND:
The City of Inglewood embraces new technology and strives to provide a positive, safe, and convenient parking experience to its residents, business community, and visitors. The City’s business community continues to grow, and their patrons are more sophisticated with parking needs and technology. The business owners and their customers have expressed a desire for more flexible parking meter payment options.

In order to meet the new demands of the City’s parking clientele, the City’s Parking Services Department must be able to partner with a variety of parking and mobility technology companies providers to satisfy these customers’ behaviors and industry trends.

The City’s current single space parking meters only accept coins and the City is in the process of updating their equipment inventory with parking meters that will accepts credit and debit cards. Another proven method for payment in the parking industry is utilizing mobile payments apps, which the City has the discretion to accept under the California Vehicle Code. The City, however, must update Inglewood Municipal Code section 3-92(e) to allow the City to collect or pass through convenience fees charged by third parties to process electronic payments.

DISCUSSION:
All mobile payment technologies companies require a convenience fee to provide their services. Customers who choose to use this service via electronic payment or via app will be assessed the convenience fee. The convenience fee shall be in addition to the total amount of the original parking fee/charge owed to the City.

At the City Council Meeting on October 1, 2019, Ordinance No. 20-01 was introduced.
FINANCIAL / FUNDING ISSUES AND SOURCES:
No additional funds from the City are required to approve this amendment and to implement this payment option.

LEGAL REVIEW VERIFICATION: [Signature]
Administrative staff has verified the legal documents accompanying this report have been reviewed and approved by the Office of the City Attorney.

BUDGET REVIEW VERIFICATION: [Signature]
Administrative staff has verified that this report in its entirety has been submitted to, reviewed and approved by the Budget Division.

FINANCE REVIEW VERIFICATION: [Signature]
Administrative staff has verified that this report in its entirety, has been submitted to, reviewed and approved by the Finance Department.

DESCRIPTION OF ANY ATTACHMENTS:
Attachment No. 1 – Ordinance No. 20-01
APPROVAL VERIFICATION SHEET

PREPARED BY:
Mario Inga, Senior Programs Specialist, Parking and Enterprise Services Department

COUNCIL PRESENTER:
Mario Inga, Senior Programs Specialist, Parking and Enterprise Services Department

DEPARTMENT HEAD/ASSISTANT CITY MANAGER APPROVAL: [Signature] David Esparza, Asst. City Manager/CFO

CITY MANAGER APPROVAL: [Signature] Artie Field, City Manager
ORDINANCE NO. 20-01

AN ORDINANCE OF THE CITY OF INGLEWOOD, CALIFORNIA
AMENDING INGLEWOOD MUNICIPAL CODE SECTION 3-92 TO
AUTHORIZE THE COLLECTION OF A CONVENIENCE FEE FOR
ELECTRONIC PAYMENTS MADE FOR A METERED PARKING
SPACE.

WHEREAS, the provisions of the California Vehicle Code are applicable and
uniform throughout the State, and a city can enact and enforce ordinances or resolutions
on matters covered by the Vehicle Code only if expressly provided therein; and

WHEREAS, Vehicle Code section 22508 authorizes cities to establish parking
meter zones and to fix the rate of fees for such zones by ordinance; and

WHEREAS, Vehicle Code section 22508 gives the City the discretion to collect
payment of parking meter fees by a mobile device; and

WHEREAS, the City may incur charges from third party vendors to process
payments for metered parking spaces made through electronic payment technologies,
such as debit card, credit card and mobile payment transactions ("convenience fees");
and

WHEREAS, the City desires to collect or pass through these convenience fees
to the person who chooses to make an electronic payment for a metered parking space.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF
INGLEWOOD, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. Inglewood Municipal Code section 3-92(e) is hereby amended to
read as follows:

"3-92. Parking Meter Rates.

(e) Credit or Debit Card Payments. In lieu of the convenience fee for
electronic payments authorized by Section 2-18.1, there is a one dollar ($1.00)
minimum payment for parking meters if a person makes payment by credit card, debit
card or any other electronic commerce technology which charges the City a processing
or transaction fee.

Electronic Payments. If the City is charged a convenience fee for accepting
parking meter payments made via credit card, debit card, mobile payment or any other
electronic commerce technology ("electronic payment"), the City may collect or
authorize the third party providing such electronic payment service to collect the
convenience fee from the person making the electronic payment. In addition to the
convenience fee, there shall be a one dollar ($1.00) minimum for electronic payments
for a metered parking space. The convenience fee, if any, shall be clearly and
prominently disclosed to the person before making the electronic payment.

SECTION 2. SEVERABILITY. If any section, subsection, subdivision,
paragraph, sentence, clause or phrase of this ordinance, or its application to any person
or circumstance, is for any reason held to be invalid or unenforceable, such invalidity or
unenforceability shall not affect the validity or enforceability of the remaining sections,
subsections, subdivisions, paragraphs, sentences, clauses or paragraphs of this
ordinance, or its application to any person or circumstance. The City of Inglewood
hereby declares that it would have adopted each section, subsection, subdivision,
paragraph, sentence, clause and paragraph hereof, irrespective of the fact that any one
or more of the foregoing sections, subsections, subdivisions, paragraphs, sentences,
clauses or phrases hereof be declared invalid or unenforceable.

SECTION 3. The City Clerk shall certify to the approval, passage and adoption
of this Ordinance by the City Council and shall cause the same to be published in
accordance with the City Charter; and thirty days from the final passage and adoption,
this Ordinance shall be in full force and effect.
PASSED, APPROVED AND ADOPTED this _________ day of

____________________, 2019.

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James T. Butts, Jr., Mayor

ATTEST:

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Yvonne Horton, City Clerk