



August 4, 2025

Park Tucson Commission

Re: Proposed Increases to Parking Fees in Areas Administered by Park Tucson

Honorable Mayor Romero and City Council Members,

On behalf of the Park Tucson Commission, we write in advance of your August 6 discussion regarding potential new revenue options, including proposed increases to parking fees in areas administered by Park Tucson.

We respectfully urge you to **defer consideration of any parking rate increases at this time** for two key reasons:

1. Recent Implementation of Extended Meter Hours

After a thoughtful, years-long process led by Park Tucson staff and the Commission—featuring robust engagement with the community and comparative analysis of peer cities—new parking meter enforcement hours went into effect on June 2. This policy change was designed to improve efficient curb occupancy for business and customer benefit, and operational revenue, while balancing consumer behavior and business impacts. It now requires a period of adjustment, education, and enforcement.

Introducing a fee increase so soon after extending enforcement hours would, in our view, be premature and risk undermining the success of this carefully calibrated policy. The community and business district need time to adapt before additional changes are layered on.

2. Park Tucson's Path to Financial Sustainability

Since Park Tucson was founded, the Commission has operated under the assumption that we are obligated to operate as a self-supporting organization and need to accumulate reserves to deal with the ineffable ups and downs in operations. Accordingly, we went into the pandemic with approximately one and a half million dollars in reserves. Over the past year, Park Tucson has collaborated closely with City Administration, the Department of Transportation and Mobility, and our Commission's Finance & Capital Needs Subcommittee to develop a multi-year financial recovery plan. This roadmap accounts for post-COVID revenue stabilization, increased downtown security costs, and long-term debt service obligations. The Commission feels that the recovery plan should also include the accumulation of adequate reserves in addition to the above-mentioned

items. The additional revenue from the extended meter hours is already built into this plan, and early indicators suggest it positions the program on a viable path to sustainability.

Accordingly, we urge the Mayor and Council not to treat parking fees as a discretionary revenue source to be diverted into the General Fund. Park Tucson's user-generated revenues are carefully calibrated to maintain and improve the parking system itself.

Thank you for your consideration—and for your continued support of citizen-led Commissions like ours, which work closely with City staff to shape effective, community-centered public policy.

Sincerely,

Park Tucson Commission