City of Myrtle Beach

EMPLOYEE PARKING DECAL PROGRAM

proposed

Myrtle Beach City Council
November 10, 2020

proposed RESOLUTION R2020-45

R2020-45: TO AMEND R2017-6 SETTING FORTH HOURS OF OPERATION AND OTHER MATTERS RELATING TO THE CITY'S PAID PARKING PROGRAM TO ADD THE "OCEANFRONT EMPLOYEE PARKING DECAL PROGRAM" FOR EMPLOYEES OF BUSINESSES LOCATED EAST OF KINGS HIGHWAY.

SECTION 7. FEES AND CHARGES

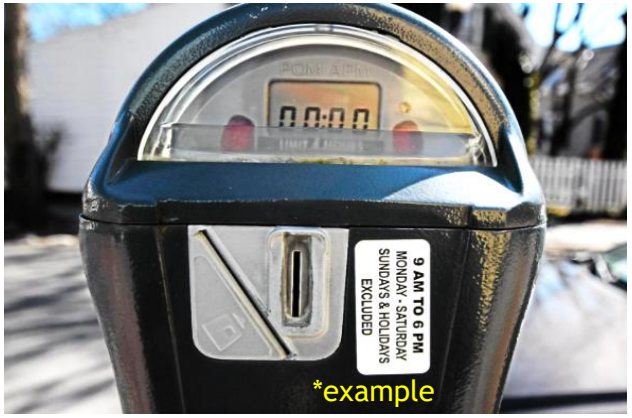
1. Resident Decal:
   - Free with proof of vehicle taxes paid and proof of residency.
   - Replacement of lost or damaged decal: $20.00.
2. Guest Placard:
   - Limit 4 per address: no fee.
   - Replacement of lost or damaged placard: $50.00 per placard.
3. 7-day Visitor parking pass for anywhere in the City metered parking:
- Fee: $30.00 (not to be used in decal only restricted parking).
4. Non-resident decal/placard:
   - Fee: $100.00 per year (expires December 31 of every year, regardless of purchase date).
   - Use limitations: all paid parking spaces located between 21st Avenue North & 6th Avenue South from the street ends west to Kings Highway, and the paid parking spaces in street ends from 69th North to 78Th North (not to be used in resident decal only restricted parking).
5. Nonresident golf cart decal: $100.00, must be 6% tax payer on property within city limits.
6. **Employee Decal:**
   - **Fee: $50.00 per year (expires December 31 of every year, regardless of purchase date).**
   - **Eligibility: Must provide proof of current employment at a business addresses located on the east side of Kings Highway.**
   - **Use limitations: Decal is valid in any public parking space with a POM Meter (base model parking meter accepting coins only). Decal is not valid at any City beach access or parking space utilizing a pay-by-phone-ONLY zone, pay-station, or Mackay Meter (i.e. "smart meter" accepting physical credit card payment).**

USE LIMITATIONS: VALID at any POM Meter in the City

What is a POM Meter?
A - Base model accepts coins only

Where are the POM Meters?
A – Typically 2nd & 3rd row parking

How many spots available?
A – 1,465



USE LIMITATIONS: NOT VALID Anywhere Else

Beach Accesses | “Smart” Meters | Park-by-Phone-ONLY areas

Will I know if I’m parked at one of these locations?

A – Yes, parking payment methods are clearly marked with signage if a physical meter is not present.

Why can’t I park here?

A – Pay Stations and Smart Meter locations are found throughout the City in close proximity to the ocean, therefore are naturally high revenue generating locations and reserved to be utilized by visitors and other preferred city decals systems, such as $30 weekly passes.

Program Highlights

Brief: *There are no requirements that businesses provide employee parking. While some businesses east of Kings Hwy. provide offsite parking or other arrangements at the employer's expense, most employees are left to solve this themselves. The lack of an employee parking program often results in those employees parking in non-parking places leading to violations for illegal parking.*

- Business-Friendly approach intended to provide a low-cost alternative to illegal parking through a program specifically for the businesses located east of Kings Highway.
- Added layer of control for the City's parking ambassadors and MBPD.
- Affordable: about $0.20 ₵ / day when purchased at the start of parking season. Pricing juxtaposes well with COVID, as finances are being strained nationwide.
- Simple application process and documentation requirements to verify the decal is issued to an employee East of Kings Highway. Parking authority will issue decals and enforce the program.
- Improper use of the decal or parking in restricted areas will result in fines.

Questions