



MAYOR & COUNCIL COMMUNICATION

January 21, 2026

Subject: PUBLIC HEARING: Proposed Changes to Park Tucson Rates and Fees (City Wide)

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Issue – Adoption of proposed increases to rates and fees for parking garages, parking lots, residential permits, non-residential permits, and metered parking administered by Park Tucson.

City Manager's Office Recommendation – Following the Public Hearing, it is recommended that the Mayor and Council approve the proposed rate and fee adjustments by adopting the attached Resolution.

Background – During a Public Hearing on April 9, 2024, Mayor and Council approved parking rate increases with the intent of bringing the Park Tucson rates closer to existing market rates and to assist in covering existing maintenance, service, and security costs. The first round of approved parking rate increases became effective on July 1, 2024, with a second round of increases scheduled for implementation on July 1, 2026.

At the August 6, 2025, Mayor and Council Study Session, staff was directed to investigate the Heart of Tucson concept, a proposed Tourism District that is anchored by the Sun Link Streetcar and encompasses major visitor and activity hubs within the urban core. Park Tucson plays a key supporting role in this ecosystem by managing strategically located parking resources that facilitate access to Sun Link and the broader downtown area. As part of the Heart of Tucson model, opportunities are being explored to align parking rate adjustments with reinvestment strategies that could further support Sun Link operations and overall mobility within the district.

On November 5, 2025, staff returned to Mayor and Council with a proposed Parking Rate Adjustment Plan and Mayor and Council adopted a Notice of Intent to Increase Park Tucson Rates and Fees with Resolution No. 24033 (Attachment A).

Present Consideration(s) – The proposed rate increases fall into two categories:

1. Proposed to take effect March 1, 2026: New rate adjustments not considered within the April 9, 2024, Public Hearing. These parking rate increases would impact hourly parking at specific garages and surface lots and increase the annual fee for residential permits.
2. Proposed to take effect July 1, 2026: An additional rate increase to supersede fees previously approved at the April 9, 2024, Public Hearing. These parking rate increases would impact evening/weekend flat fees and monthly permits at specific garages and surface lots, non-residential annual permit fees, and metered parking areas.

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In addition to increasing metered parking rates, Mayor and Council directed staff to extend parking meter enforcement hours. If approved, parking meter enforcement hours will be extended from the current Monday – Saturday 8:00 a.m. to 7:00 p.m. schedule, to Monday – Sunday 8:00 a.m. to 10:00 p.m. The change will take effect at the same time as the parking meter rate increases on July 1, 2026.

Plan Tucson Consideration(s) – The proposed rate schedules are consistent with the voter approved goals outlined in *Plan Tucson* related to:

- Social Environment policies associated with Governance and Participation (G1 – G12)
- Built Environment policies associated with Public Infrastructure, Facilities, and Cost of Development (PI1 & PI6)

Financial Considerations – Adoption of the proposed rate increases is a critical step in generating sufficient revenue to keep up with the increasing costs of maintaining facilities, providing needed security services, and reinvesting in other mobility services in the urban core. The total additional annual revenue associated with the proposed Park Tucson rate adjustment and meter enforcement hour extension is estimated at approximately \$1,700,000.

Legal Considerations – The City Attorney’s Office has prepared the attached Resolution.

Respectfully submitted,



Kristina Swallow
Assistant City Manager

KS/SC/AB
TRANSPORTATION AND MOBILITY

Attachment(s): Attachment A: Resolution No. 24033 - Notice of Intent to Increase Park Tucson Rates and Fees and Proposed Parking Rate Adjustment Plan (same as Exhibit A to Resolution)
Resolution