CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM

CITY CLERK DEPT.
2013 FEB -6 AM 8:30

DEPARTMENT: **Municipal Clerk**

AGENDA DATE: **February 19, 2013**

CONTACT PERSON NAME AND PHONE NUMBER: **Richarda Duffy Momsen 541-4127**

DISTRICT(S) AFFECTED: **ALL**

SUBJECT:
APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include $ amount if applicable.

Approve a resolution that the City Council of the City of El Paso declares an amnesty period effective February 25, 2013 through March 9, 2013, ending at 12:00 midnight on March 9, 2013. During this amnesty period, all violators who pay outstanding parking citations will have the total delinquency fees and collection fees reduced to zero, leaving only the fine amount to be paid for each delinquent citation which is paid voluntarily.

BACKGROUND / DISCUSSION:
Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The benefit to the City is to increase collection of outstanding parking fine revenue. The benefit to the vehicle owners is that they receive a substantial reduction in the amount owed on each delinquent ticket, through the waiver of the delinquency fees.

PRIOR COUNCIL ACTION:
Has the Council previously considered this item or a closely related one?
Yes. The last amnesty period was held on February, 23 2009- March 7, 2009, and approved by city council on February 10, 2009.

AMOUNT AND SOURCE OF FUNDING:
How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

Overtime out of Municipal Clerk funds:
Dept 111 Division 11030 Account 501002 Amount: $ 5,000
Promotional materials/ads out of contingency funds:
Dept 999 Division 99999 Account 544050 Amount: $ 71,382
(For radio spots and names of warrant holders printed in an insert in the El Diario and EP Times)

BOARD / COMMISSION ACTION: N/A

**********REQUIRED AUTHORIZATION**********

DEPARTMENT HEAD: _____

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

CITY CLERK DEPT.

2013 FEB -5 PM 2:57

RESOLUTION

WHEREAS, thousands of individuals utilizing El Paso's public streets are eligible to have their vehicles booted for failure to pay delinquent parking citations; and

WHEREAS, these scofflaws account for over $ 46.5 million in uncollected fines and fees owed to the City of El Paso; and

WHEREAS, the City of El Paso will incur increased expenses in sending additional police officers throughout the City to locate and boot the vehicles of these scofflaws; and

WHEREAS, Section 12.85.070A3 of the El Paso City Code permits City Council to reduce the delinquency fine for parking citations for those violators who pay citaitons, voluntarily, during a declared amnesty period; and

WHEREAS, it has been determined that such a reduction in the delinquency fines and collection fees should maximize revenue collection by serving as an incentive for violators to pay their fines.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Council of the City of El Paso declares an amnesty period effective February 25, 2013, through March 9, 2013, ending at 12:00 midnight on March 9, 2013. During this amnesty period, all violators who pay outstanding parking citations will have the total delinquency fees and collection fees reduced to zero leaving only the fine amount to be paid for each delinquent citation which is paid voluntarily.

ADOPTED this _____ day of February , 2013

THE CITY OF EL PASO

_____
John F. Cook, Mayor

ATTEST:

_____
Richarda Duffy Momsen
Municipal Clerk

APPROVED AS TO FORM:

_____
John Batoon
City Prosecutor

APPROVED AS TO CONTENT:

_____
Richarda Duffy Momsen
Municipal Clerk

UNIVISION RADIO (KBNA & KAMA)	ENTRAVISION (93.1, 93.9, & 94.7 FM / KHRO AM)	TOWNSQUARE MEDIA (KLAQ & KISS FM)	CLEAR CHANNEL (KPRR, KTSM & KHEY)	EL DIARIO	EL PASO TIMES
Contact: Javier Correa 915-309-8373 Javier Correa [pjcorrea@UnivisionRadio.com]	Contact: Daniel Hernandez 915-231-2454 915-667-5167 jdhernandez@entravision.com	Contact: Samantha Mayfield 915-328-1628 Samantha.Mayfield@townsquaremedia.com	Contact: Lupe Blakely 915-351-5476 BLAKELY, LUPE [LupeBlakely@clearchannel.com]	Contact: Minerva Macias 915-217-1655 mmacias@diariousa.com	Contact: Blanca Neira Salado 915-546-6230 Neira Salado, Blanca [blneira-salado@elpasotimes.com]
KBNA- $2,400 Includes: 32 Spots 1st Week 8 Spots 2nd Week *Vendor can adjust number of spots per week if we wish **KAMA- $400** Includes: 25 Spots 1st Week 25 Spots 2nd Week Spot prices vary by radio station and time of day. This set of 90 spots was priced at an average of $31.11/spot.	**KINT FM - $1,700** 88 Spots total **KOFX FM - $1,500** 82 Spots total **KYSE FM - $1,600** 70 Spots total **KHRO AM - $100** 100 Spots total **KSVE AM - $100** 100 Spots total Spot prices vary by radio station and time of day. This set of 440 spots was priced at an average of $11.36/spot.	**KISS- $2,300** Includes: 51 Spots 1st Week 45 Spots 2nd Week **KLAQ- $3,580** Includes: 51 Spots 1st Week 45 Spots 2nd Week Spot prices vary by radio station and time of day. This set of 192 spots was priced at an average of $30.63/spot.	**KHEY FM - $1,250** 38 Spots total **KTSM FM - $1,800** 38 Spots total **KHEY AM - $250** 38 Spots total **KTSM AM - $530** 38 Spots total **KPRR FM - $2,000** 48 Spots total Spot prices vary by radio station and time of day. This set of 200 spots was priced at an average of $29.15/spot.	**½ Page Newspaper Ad Total of 2 days (Saturday, 1st week; Sunday; 2nd week) Price is $1680 for both days.-** **1/22/13 – Received proposal for separate advertising to publish names of defendants with outstanding warrants. **Price: $24,192 for 23,400**. Internet Ad and 5,000 additional copies for distribution at our discretion, **at no cost**. (Library, City Hall, etc.) **List of names to be printed ONE Sunday only.**	Proposal for separate advertising to publish names of defendants with outstanding warrants. **Price: $26,000 includes:** **1 - Full City** **Borderland Section-** Two Sundays prior to insertion date **30 days online.** **List of names to be printed ONE Sunday only.**
Spanish Audio Recording on file; 60 seconds long.	Vendor working on English and Spanish recordings.	English Recording pending. ****OPTIONAL COSTS (not included on total)** Depending on message, they can incorporate some digital ads on their webpage. Examples of tile ads on file. KISS - **$175** for both weeks. KLAQ - **$225** for both weeks.	English Audio pending.		
TOTAL: $ 2,800.00	**TOTAL: $ 5,000.00**	**TOTAL: $ 5,880.00**	**TOTAL: $ 5,830.00**	**TOTAL: $ 25,872.00**	**TOTAL: $ 26,000.00**
Grand Total: $ 71,382.00 ** Optional Costs not included					