



Position Paper: NPA Fair Tax Policy Issue Approach

A Parking Organization's Guide to Responding to Tax Increases

Member Overview: The National Parking Association (NPA) opposes indiscriminate, unreasonable and punitive parking tax increases as harmful to our members, the parking industry and the parking public. We provide members with resources to effectively counter those increases and to advocate on behalf of their companies and the parking industry.

Business Overview: Taxes should be fairly distributed across all sources of tax collections and one industry and/or sub-set of an industry should not be targeted for undue tax burden. We believe that unlicensed "fly by night" businesses should be closed as they are bad for the business community and depress tax revenue through non-payment. We believe that the government can, through an auditing process, successfully obtain uncollected tax revenue without raising taxes. Existing sources of uncollected revenue are a legitimate and available source of tax revenue for governments.

Position: The National Parking Association believes that:

- Parking taxes can be fairly collected under current law through more aggressive policing of unlicensed "fly by night" businesses and auditing to assure proper collection of taxes from licensed businesses.
- Tax levels should be set in a consistent manner across retail, real estate and transportation industries so no sector is targeted with a punitive level of taxes.
- Increasing tax collection is a viable solution for government tax gaps.
- Increasing taxes against parking businesses will increase the cost of doing business and can decrease service sector jobs, thereby decreasing payroll taxes and increasing unemployment payments by the government.

Increasing Parking Taxes is Detrimental to Mixed Use Development and Urban Planning

- Cities may experience significant parking shortages, adversely impacting their ability to attract new businesses and consumers.
- A balance of public and private transportation is beneficial for providing local residents, commuters and tourists with access to cities.
- When parking taxes are passed along to customers, parking facilities can become unaffordable. Consumers seek other options and avoid business districts, affecting local businesses.
- High parking taxes make it impossible for cities to include parking facilities in new development, causing parking shortages.
- When parking isn't available or is too expensive, local businesses suffer, reducing business tax revenues and real estate tax revenues for government.
- When local businesses fail or move on, there is a huge negative impact on the quality of life in the city.

We Support Balanced Solutions for Tax Revenue

- Develop strategic parking and transit programs designed to make it easier to reach business and entertainment districts.
- Revisit on-street parking resources, e.g., modernizing meters and basing prices on demand utilization models.
- Enforce double parking laws aggressively.
- Promote responsible revenue collection by identifying unlicensed businesses and collecting taxes that are owed.
- Show government leaders, business leaders and citizens the economic impact of the parking industry and the negative impact excessive taxes can have for cities that impose them.

The Parking Advocacy Tax Toolkit

We Won: City Park, San Francisco, CA, “No on Proposition E” Campaign

In 2006, San Francisco city government proposed a 10 percent surtax on top of existing 25 percent parking tax. The parking industry, led by NPA member City Park, organized a campaign to defeat the proposed increase. The local business community mobilized and a coalition of downtown businesses and labor unions formed.

This toolkit serves as a roadmap for launching, sustaining and winning a focused campaign against parking taxes.

Your Action Steps:

1. Analyze the risk and risk timeline for a taxing action for your firm.
2. Form an internal task force; engage your legal counsel and lobbyist as appropriate.
3. Gather NPA resources on prior tax advocacy actions and tools for your effort.
4. Form a committee of interested parties inside and outside your firm.
5. Appoint a treasurer and launch fundraising campaign for parties to support outreach.
6. Hire polling and/or media consultants to determine budget, timeline, voting goals and targets, message and media strategy and campaign plan.
7. Develop a roadmap and timeline for key battles and approach.
8. Connect in your business community to build support with your legislators.
9. Monitor, adjust and focus on potential win points.

Campaign Elements:

- Editorial board meetings with local newspapers.
- Outreach to your legislators and ongoing engagement in the political process
- Local advertising campaign.
- Proposal for generating needed revenues revolving around:
 - better enforcement of existing parking revenue taxes
 - increasing on-street parking fees to market rates

NPA’s “No to Prop E” Online Toolkit Contents:

Samples & Tools for Tax Advocacy

Visit www.npapark.org, log in to members only. Scroll down to “Popular Links” & select “[San Francisco's "No on Proposition E" Campaign](#)” For log in assistance, email JenniferHarrison@npapark.org.

- [Parking Taxes in U.S. Cities: Executive Summary](#)
- [BOMA position paper](#)
- Media articles [Parking Taxes in Pittsburgh and Philadelphia](#); [The Ohio Parking Tax Experience](#)
- [Sample letter to San Francisco Board Members](#)
- [Sample San Francisco Voters Survey](#)
- [Sample Campaign Budget](#)
- [Sample Marketing Materials](#)
- [Talking Points Against Parking Taxes](#)