



OFFICE OF THE MAYOR
SHREVEPORT, LOUISIANA

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MAYOR

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September, 28, 2009

Mr. John Hubbard, Chairman
Downtown Development Authority
400 Edwards Street, Suite 210
Shreveport, Louisiana 71101



RE: Administration and Enforcement of City of Shreveport Parking Contract

Dear John:

As you are aware, the decision to immobilize vehicles for three (3) or more outstanding parking citations has met with tremendous success since the "booting" program was launched on August 24, 2009. To date, an amount in excess of \$20,000 has been collected from owners of booted vehicles with a comparable increase in the number of tickets paid and coins deposited into the meter. From all indications, it appears that the general public has come to realize that penalties will be imposed against those who fail to pay outstanding parking tickets.

The Downtown Development Authority is charged by contract, with the day to day management, operation and enforcement of the City's parking program. Policies and procedures adopted and utilized by the Authority in the administration of the program are to be uniformly applied to all in a consistent manner. Consistent application of the policies and procedures (toward all) eliminates any allegation or appearance of favoritism, special treatment or arbitrariness in the administration of the program. Unfortunately, a decision by Don Shea to release a boot that had been placed on a vehicle earlier this week has the potential to upend the success of the program as well as call into question the integrity of the City of Shreveport and its elected officials in the oversight and administration of its parking program.

On Monday, September 21, 2009, a parking boot was applied to the vehicle of the number one (1) offender on the DDA "Boot List". The vehicle was located in the Government Plaza parking garage and owned by a City of Shreveport employee. When the vehicle was booted, \$2,410.00, including the \$30.00 booting fee, was owed to the City for outstanding parking fines and penalties by this offender. Consistent with DDA policy, this amount should have been collected by DDA prior to releasing the boot. Prior to Monday, this policy was followed by DDA and all outstanding fines and penalties were collected from all fifty (50) persons whose vehicles had been booted prior to Monday. This same policy has also been followed for the six (6) persons whose vehicles have been booted by DDA since Monday, September 21, 2009.



As the saying goes, perception is reality. In this instance, the perception is that a City of Shreveport employee whose vehicle was booted in the Government Plaza Parking Garage and remained in full view of the Mayor, City Council members, City employees as well as various Caddo Parish officials and employees was extended a benefit not extended to any member of the general public. The reality is that the perception is true.

I spoke with Mr. Shea as a means of gaining understanding of exactly how this situation arose. What became increasingly clear is that an option was exercised that was not included within the parameters of this program as directed by the City of Shreveport. Furthermore, that option was exercised without communication with me or key members of my Administration who most certainly would have questioned the advisability of the action that was taken.

While I do not believe Mr. Shea acted in a malicious manner, as Mayor I must insist that the integrity of our process be protected by immediately taking corrective action. As administrator of this program, I call upon the DDA to advise me, on behalf of the City of Shreveport, of the effective date, time and manner of addressing and correcting this serious error in judgment in ordering the release of the boot without the payment of the fines and penalties. It is critical that it be accomplished immediately.

The effectiveness and efficiency of the DDA's administration of the City's parking program have not escaped discussion among City officials. Although the booting program is a step in the right direction, it is not the single solution to the deficiencies in the collection efforts. Most certainly, the inconsistent application of DDA policies and procedures in regard to collection of these amounts is not viewed as a "confidence builder". Please contact me at your earliest convenience to advise what steps have been taken to address and correct this.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'C.B.G.', is written over the typed name and title.

Cedric B. Glover
MAYOR

cc: DDA Board of Directors
Shreveport City Council
Don Shea, DDA Executive Director