



Pinellas County

Staff Report

File #: 19-808A, Version: 1

Subject:

Resolution updating the maximum towing rate schedule in Section 122-42(a), Pinellas County Code.

Recommended Action:

Adopt the Resolution updating the maximum towing rate schedule established by ordinance in Section 122-42(a), Pinellas County Code.

- Current towing ordinance was established in 2000. A review of existing rates demonstrated areas for adjustment to enable the industry to remain competitive while balancing possible impact to consumers.
- The resolution will adjust specific towing rates with a follow-up review every three years.
- The towing mileage rate will adjust from \$3.00 to \$4.00 per mile with a maximum of 10 miles for all vehicle classes under the ordinance.
- The based towing fee for vehicles under 10,000 pounds will increase by 10% to \$110.00.
- The daily storage fee for vehicles under 10,000 pounds will increase by 25% to \$25.00.

Strategic Plan:

Ensure Public Health, Safety, and Welfare

2.1 Provide planning, coordination, prevention, and protective services to ensure a safe and secure community

Foster Continual Economic Growth and Vitality

4.3 Catalyze redevelopment through planning and regulatory programs

4.5 Provide safe and effective transportation systems to support the efficient flow of motorists, commerce, and regional connectivity

Deliver First Class Services to the Public and Our Customers

5.2 Be responsible stewards of the public's resources

5.3 Ensure effective and efficient delivery of county services and support

5.4 Strive to exceed customer expectations

Summary:

Based on Consumer Protection (CP) review and industry input, this Resolution updates the maximum rate schedule for towing and related charges in Section 122-42(a), Pinellas County Code. Pursuant to Section 122-42(d), the rates provided for under the ordinance may be changed by resolution.

Background Information:

Pinellas County received industry feedback on the need to revisit towing fees. CP has followed up on this feedback to review towing fees across other regional and urbanized Florida counties and against Consumer Price Index adjustments. In addition, CP has reached out to industry partners for input on

operations and fees. On August 22, 2017, CP held an industry meeting which was attended by 14 companies to answer questions and gather input, with additional feedback received via email.

When reviewing towing rates, it is important to note that there is no statewide standard and the fees initially established in the towing ordinance in 2000 have largely remained unchanged. This resolution increases certain towing fees consistent with CP's review of other counties and adjusted to incorporate industry input as applicable while balancing impact to consumers.

Staff recommendations include an increase to per mile transport fees (from \$3.00 to \$4.00 with a maximum of 10 miles) on Class A, B, C, and D vehicles due to increases in fuel cost over time. Additionally, staff recommends an increase to the base towing fee and vehicle storage fees for Class A vehicles to better align with comparison jurisdictions. Based on the review and the proposed overall increase to these fees, industry suggested new fees for administration, equipment use, and credit card use were not incorporated into the resolution at this time. These recommendations would coincide with a proposed review by the Department every three years to assess market changes and fee status.

Fiscal Impact:

N/A

Staff Member Responsible:

Daisy Rodriguez, Director, Human Services

Partners:

Towing Industry Partners

Local Consumers

Attachments:

Proposed Resolution- Clean

Proposed Resolution- Redline

CP Towing Fee Review

CP Non-Consensual Towing Fees Comparison