
CITY OF PENSACOLA

PARKING CONSULTATION 2023

Phase 1 Presentation

SUBMITTED TO:

PENSACOLA
FLORIDA'S FIRST & FUTURE

 **OLIVE TREE**
CONSULTING

DOWNTOWN PARKING SURVEY:

PERSPECTIVES FROM THE COMMUNITY



SURVEY

Travel

79%

Of respondents travel downtown via personal vehicle or motorcycle.



Where

68%

park on-street when visiting downtown for recreation.



Finding Parking



73%

stated it is somewhat difficult or extremely difficult to find a parking space downtown.

Price

\$1+

56%

chose \$1-\$4 or more as the price they would be willing to pay per hour for a perfect parking experience.

Concern

#1



the most common concern when parking downtown is the limited availability of spaces.

88%



find the most challenging time to find parking is in the afternoons or evenings.



Mobile Payment Providers

Comparison

	PAYBYPHONE	PARKMOBILE	FLOWBIRD	PASSPORT
FUNCTIONALITY RATING	90.71%	95%	88.57%	91.05%
CAPABILITY RATING	96%	99%	93%	94%
MUNICIPALITIES IN FLORIDA	15	23	11	25
YEAR 1 TXN FEE	.25	.25	.16	.35
APP STORE RATINGS	4.8 / 507,000	4.8 / 1,200,000	4.2 / 8,100	4.8 / 97,000
NATIONAL USER BASE	30M	50M	1M	26M
FLORIDA USER BASE	1M	7.8M	150K	1.3M

This chart is based on information provided by each named vendor as well as data collected by Olive Tree Consulting LLC. Ratings are opinion of Olive Tree Consulting LLC.



Survey Results indicate:

Availability of space is the primary concern, not cost.

#1 Concern

Limited availability of spaces



73%

Finding a parking space is difficult.

21%

Said primary concern was cost

31%

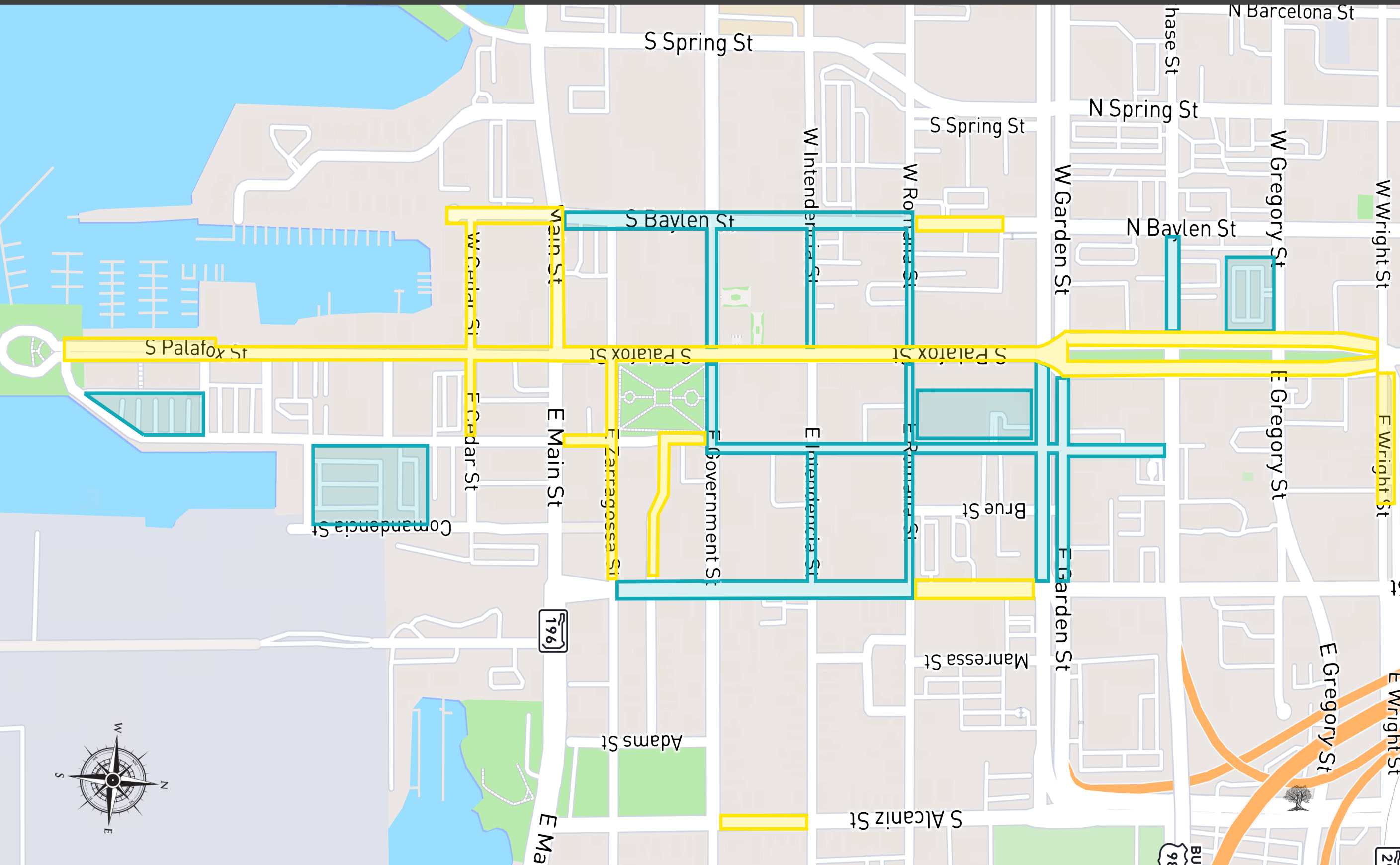
Didn't know what color indicates city or privately managed parking.



Current

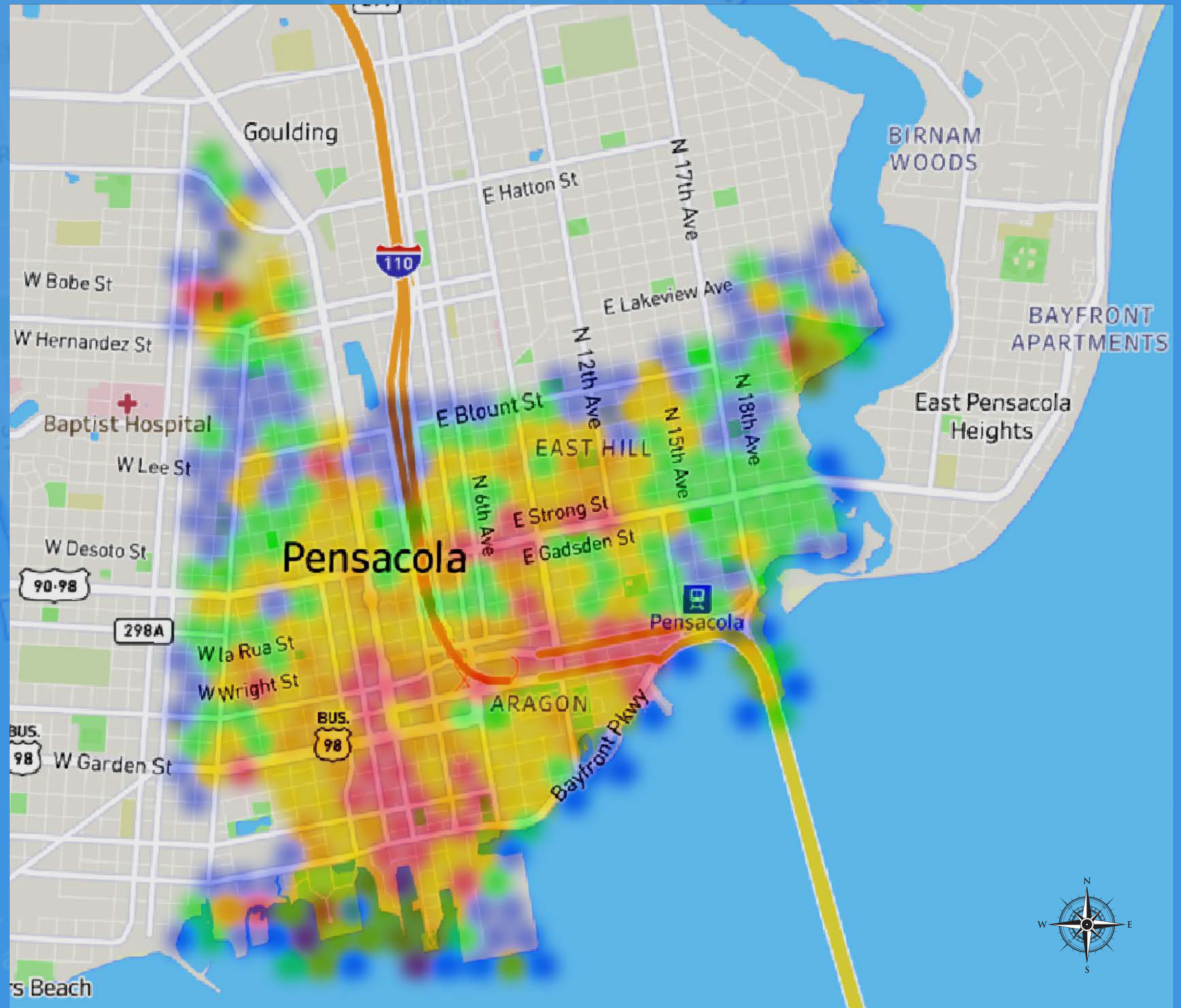
**CURRENT
PAID
PARKING**

**2 Hr (Free)
PARKING**





Haas Center
UNIVERSITY of WEST FLORIDA



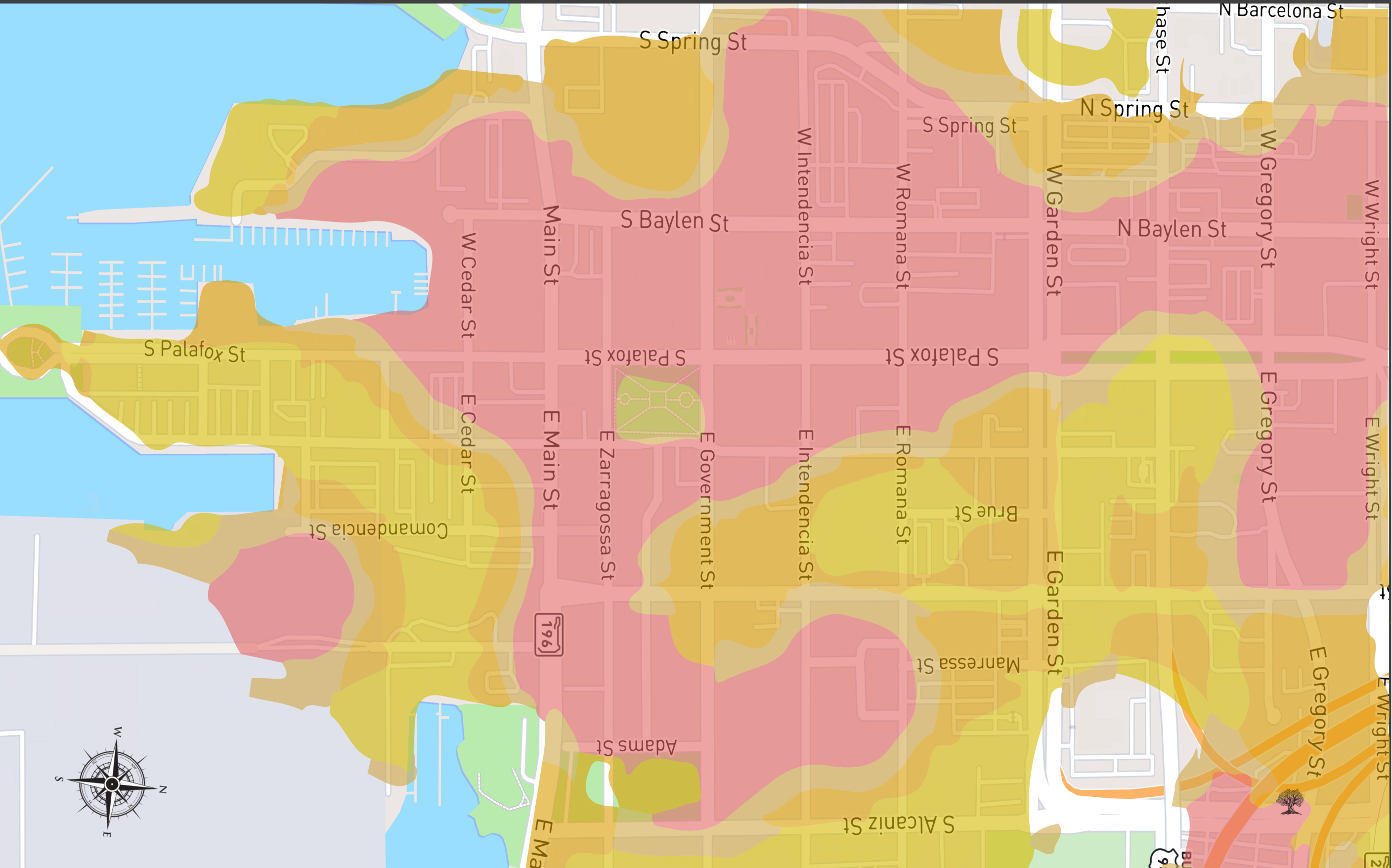
Visitor Volume to District 6 by location.
Data sampled from 3/1/2023 – 8/31/2023





Haas Center
UNIVERSITY of WEST FLORIDA

Density Overlay

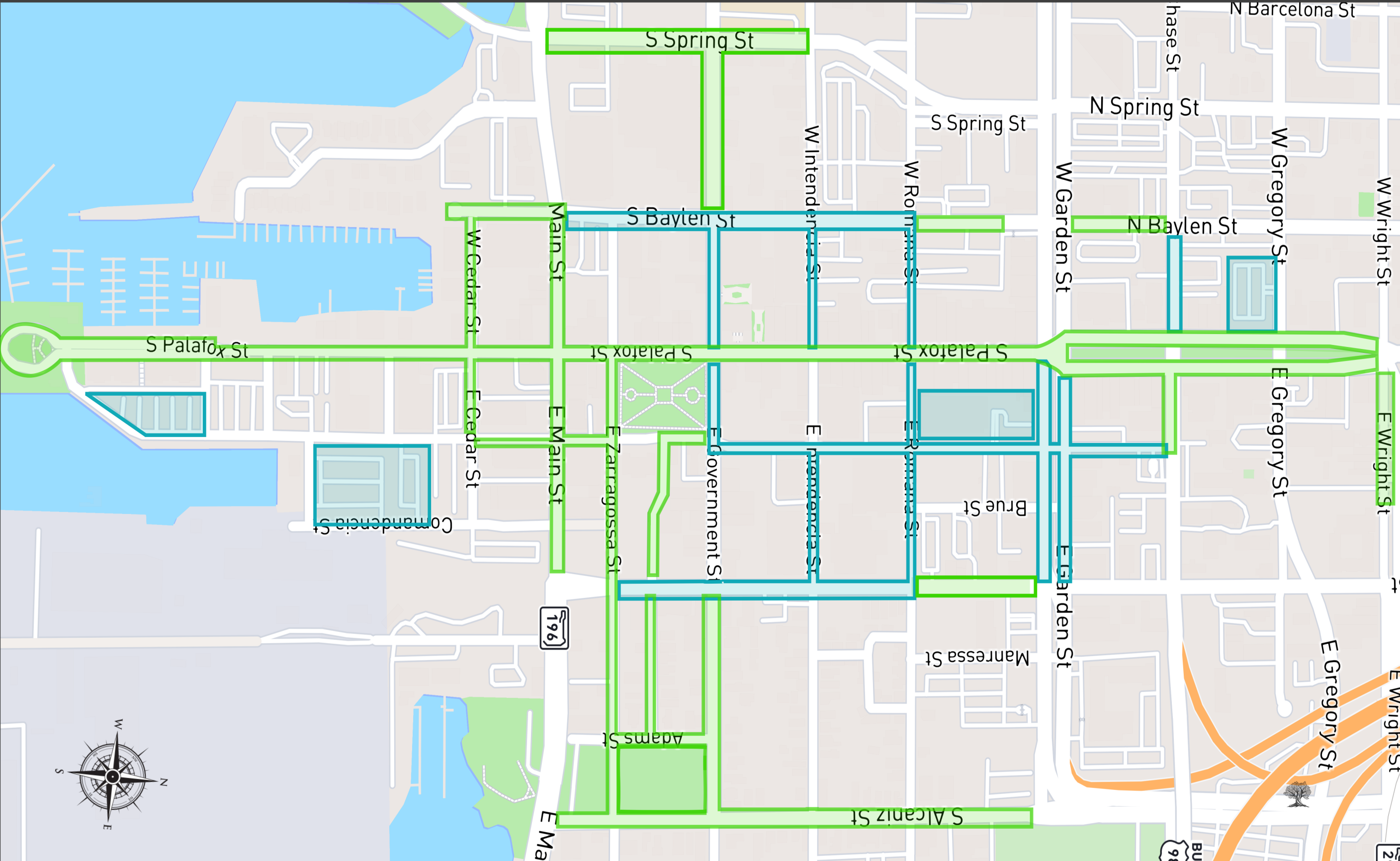


Recommended

CURRENT
PAID
PARKING

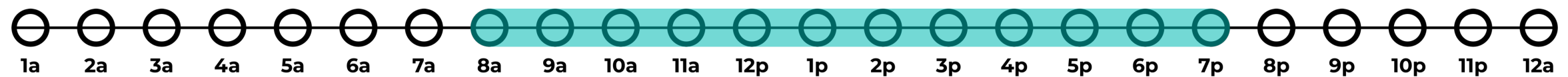


PROPOSED
ADDITIONAL
PAID PARKING

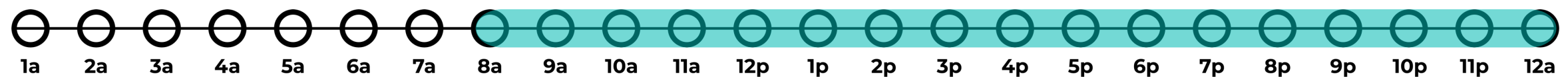


Parking Hours

CURRENT PAID PARKING HOURS



RECOMMENDED PAID PARKING HOURS



88% find the most challenging time to find parking is in the afternoons or evenings.





Haas Center

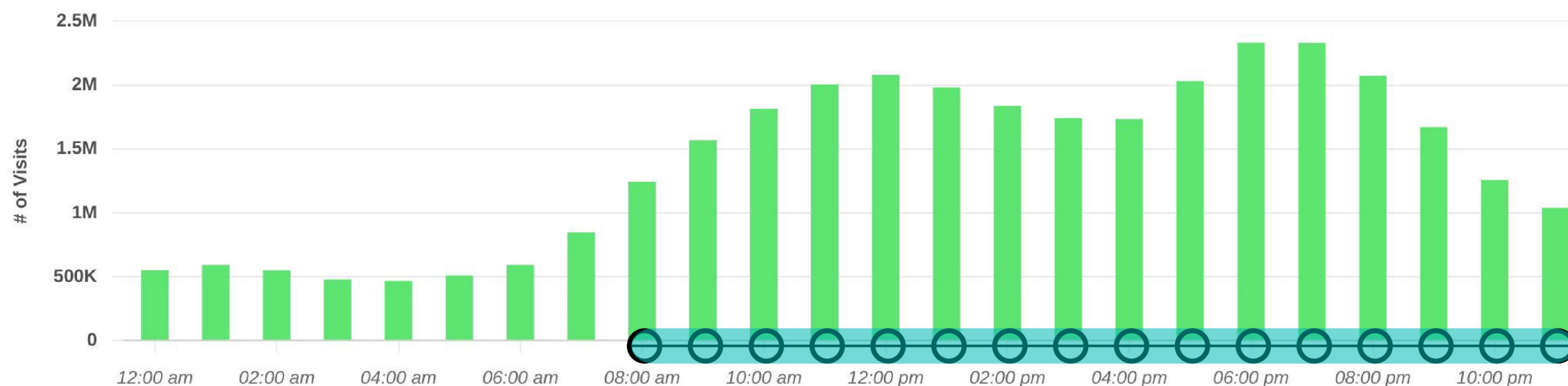
UNIVERSITY of WEST FLORIDA

Visitor Volume to District 6 by Hour.

Data sampled from 3/1/2023 – 8/31/2023

Hourly Visits

● City of Pensacola Incorporate...
Pensacola, FL



Visits | Mar 1st, 2023 - Aug 31st, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



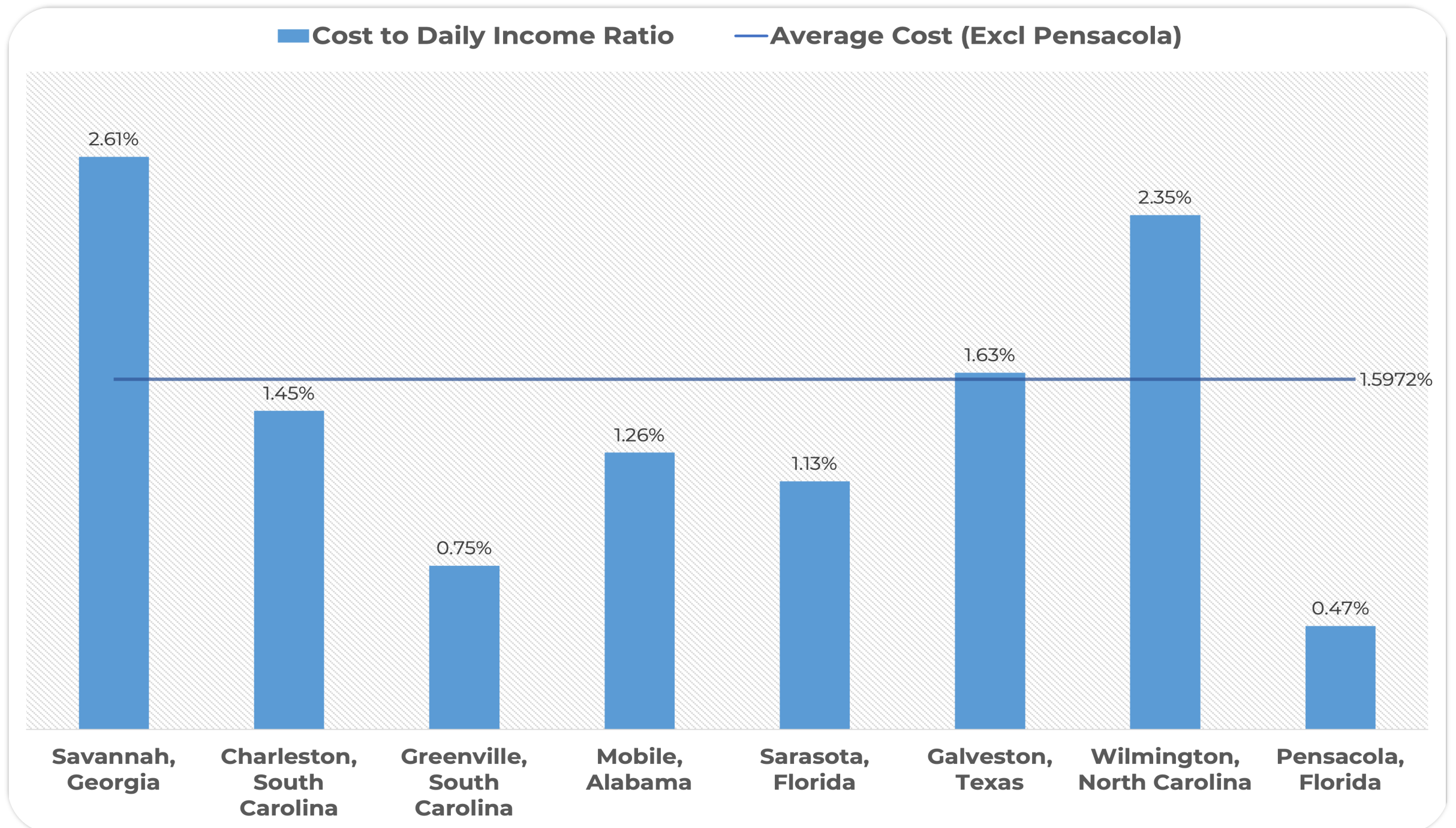
Overlay

Recommended paid parking hours.



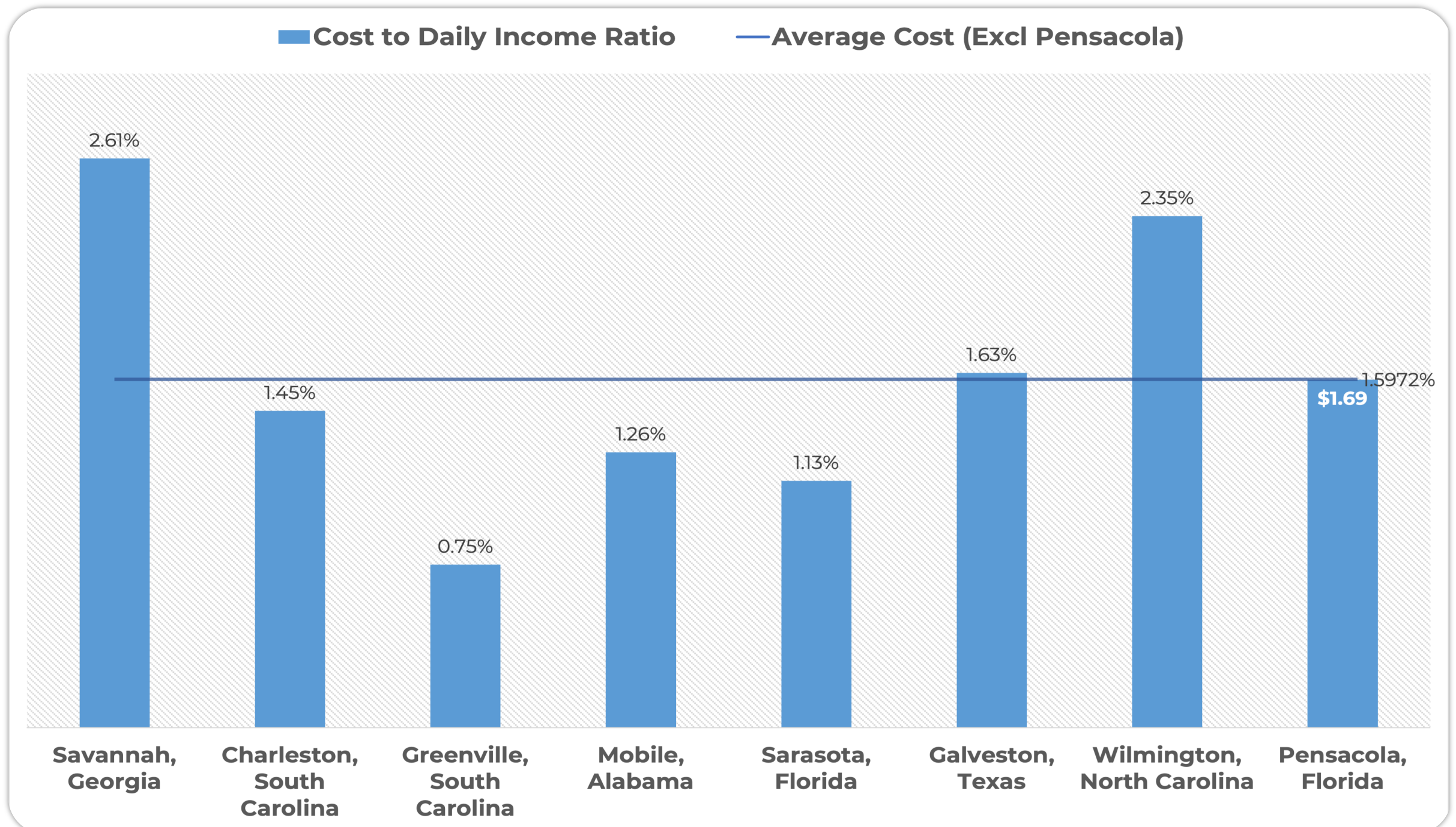
Parking Price

How does Pensacola compare?



Parking Price

Adjust to Align



Pricing Strategy



56% would pay \$1- \$4 or more

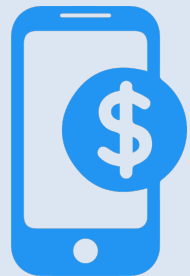


Overall Benefits

Parking Experience



Easier to find parking



Easier to pay



Improved infrastructure



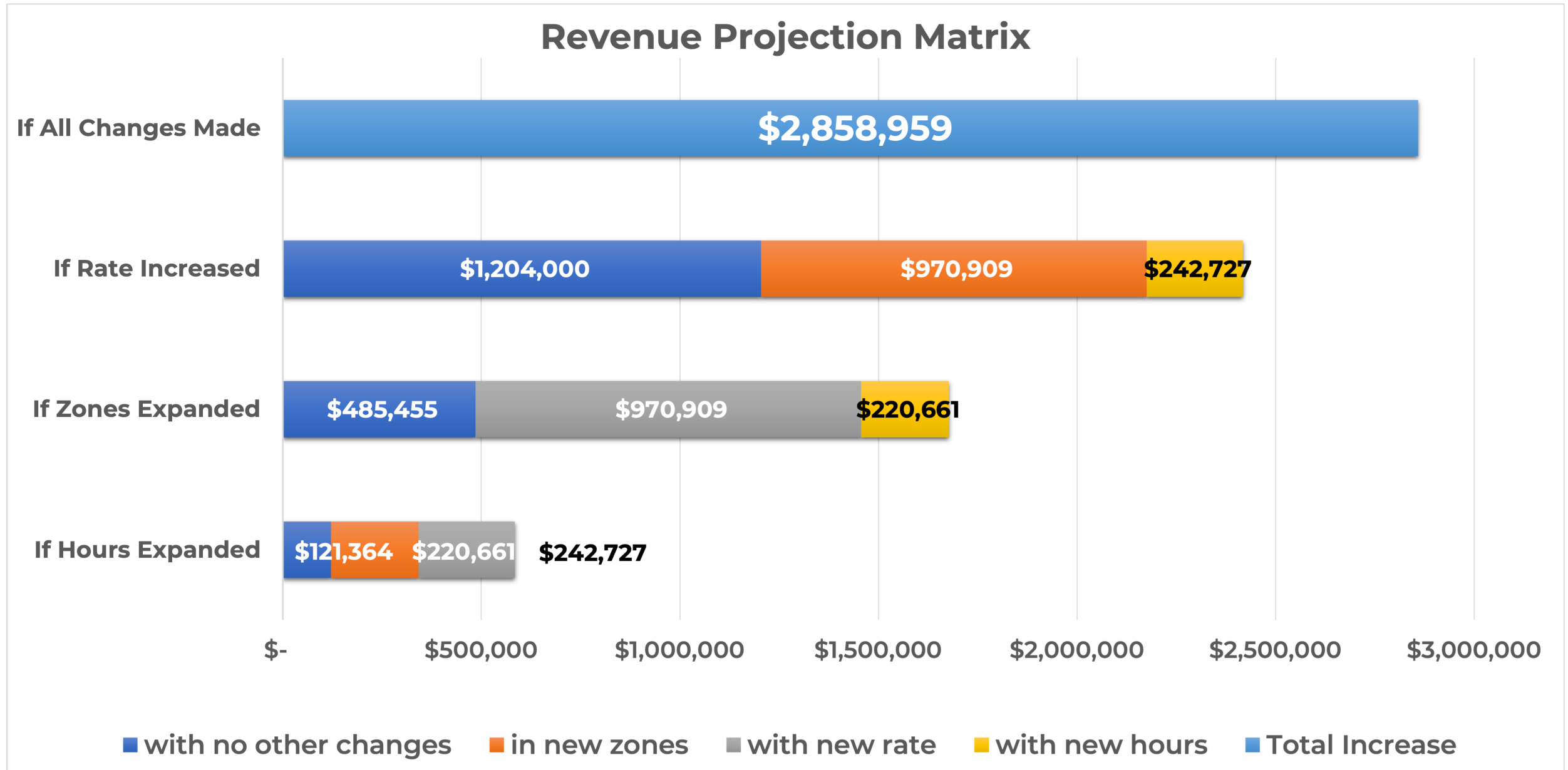
Stronger local economy



Reduced vehicular congestion



Projected Revenue Lift



The following calculations are projections in Gross Revenue, assuming recommendations are adopted as presented and the changes are inelastic.

If all Recommendations are adopted, the projected revenue is \$2,858,959.



Potential Benefits Funded by Parking



**Downtown Employee
Parking Program**



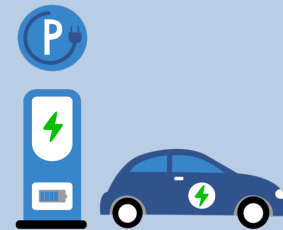
Pedestrian Infrastructure



Structured Parking



Safety Improvements



**Electric Vehicle
Infrastructure**



**Enhanced Cleaning
Program**



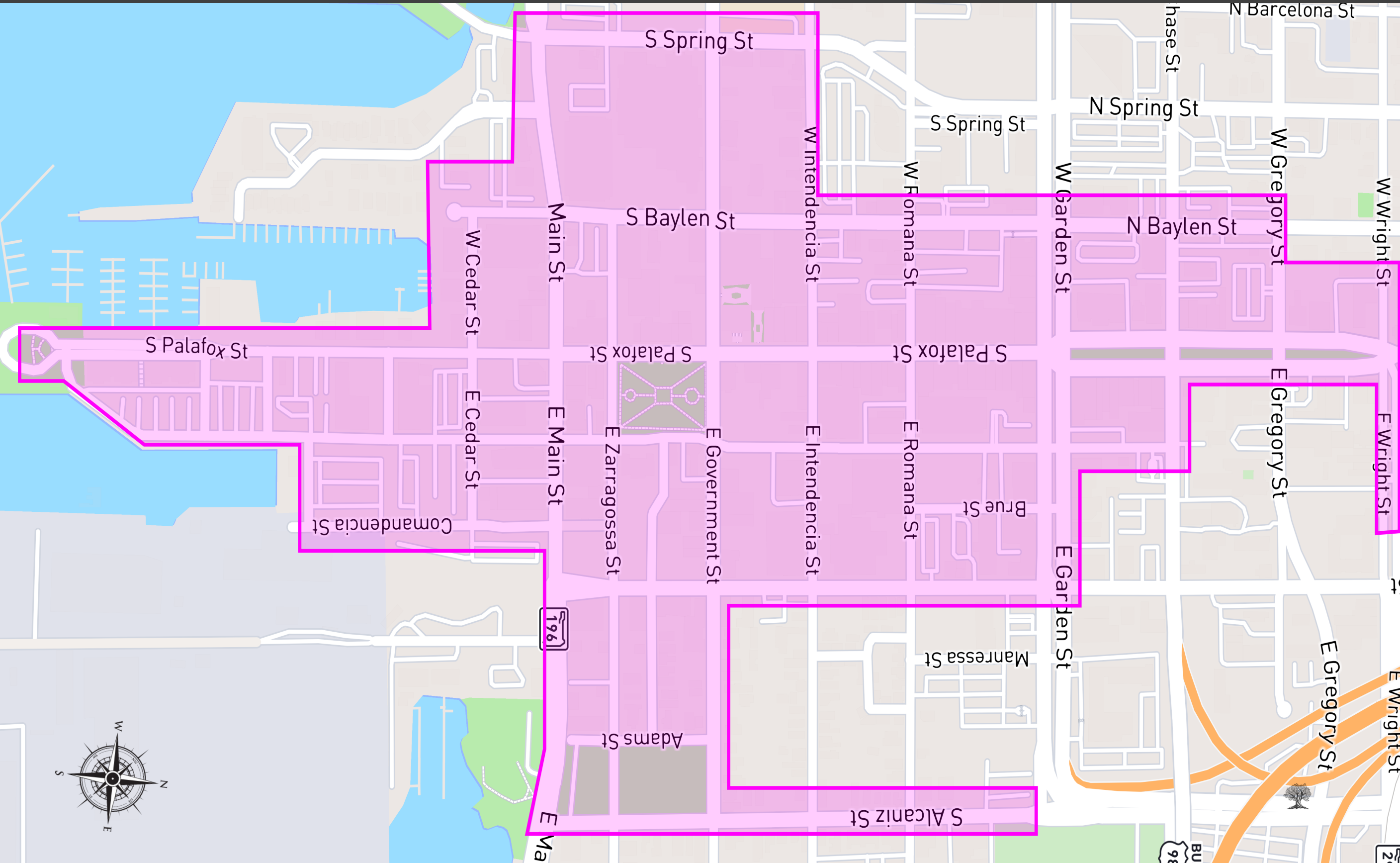
Urban Greenery Program



Bicycle Infrastructure



Recommended Parking Benefits Area





THANK YOU

PHILIP OLIVIER

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