

September 2018 Parking Report as required in section 6. I. a) – f)

1.) Status on the state of the Parking Facilities.

- a. The Jefferson Street Garage continues to function efficiently during normal business hours, afterhours and during special events to provide affordable and convenient parking options for visitors and workers within the downtown core. The rates at Jefferson Street garage are the lowest in the district at \$1 for 3 hours, \$2 for 6 hours, \$3 for 9 hours, \$5 for 12 hours and \$9 for 24 hours. Parking in the garage is free on Sunday and monthly parking subscriptions can be purchased for \$60 per month. The new parking management company also provides additional ways to pay for parking both on-street and in the garage to include text to pay or pay by app. Merchants are also able to utilize the Premium website to set-up validation parking for customers'. Security cameras were installed in the garage in 2016 and the lighting inside the garage was upgraded to LED fixtures in 2017 to increase safety measures. The upgraded lighting resulted in a 21% saving on power expenditures. Repairs to the drainage system were needed in 2018 at a cost of \$2,191, these repairs are a long term but temporary solution. However, it is anticipated that permanent repairs will be required in the future. New landscaping along Jefferson Street was completed by Executive Landscaping after the completion of the Foo-Foo mural and up-lighting installed along the sidewalk to boost the overall aesthetics. Bi-annual pressure washing, daily cleaning by the Ambassadors, updated signage, restriping, painting and overall maintenance add to the overall attractiveness of the parking garage. In addition to the scheduled maintenance and upkeep of the parking garage, a trash compactor and enclosure were constructed in 2018 to address the abundance of garbage produced by flourishing restaurants, merchants and businesses on the north section of Palafox- south of Garden. The addition of the compactor and enclosure addressed a basic need of the businesses and enhanced the overall appearance and reduced unpleasant odors often experienced at the corner of Garden Street and Palafox Street. The DIB resumed responsibility for the management of the Trash Co-op and processing of monthly fees to operate the program.
- b. The surface lot inventory has decreased over the past two years with the sale of the Baylen and Government lots and reduction of spaces at the Tarragona lot due to UWF Historic Trust expansion. These reductions account for the loss of approximately 178 public parking spaces. The N. Palafox and Tarragona lot pay-stations were upgraded; updated pay options and monthly subscriptions are also available at these locations. Restriping, asphalt repairs and asphalt sealant projects were completed in 2018 at a cost of \$6,373, in addition to regular cleaning, maintenance and landscaping.

2.) Statement of significant changes in the Parking Facilities since the prior annual report.

- a. There have been significant changes in the Parking Facilities since the 2016 report to include the reduction of surface lots, implementation of a new parking management company, upgrades to existing pay-stations, the reduction of on-street spaces due to construction, the extension of paid parking hours from 5pm to 7pm and inclusion of Saturday throughout the parking district, new pay-to park signs, additional ways to pay for parking to include text to pay or paying via the Premium app, a Parking survey via

the Haas Center and Parking Study via Structured Parking Solutions. (see attachments A and B)

- 3.) Detectable trends in the use of the Parking Facilities of the past year.
 - a. As anticipated, the sustained increase and demand on the Parking Facilities downtown has continued to expand over the past two years, while the supply of public parking has decreased. Over the course of 2018, we introduced several changes in the enforcement policies to influence positive parking behaviors. These changes included the extension of paid parking until 7pm on all metered streets and the inclusion of Saturday enforcement for both metered and timed streets within the district. The DIB continues to promote employee parking off street to allow more availability of on-street spaces for the visitor and shopper in both the garage and surface lots. As of June 2018, there were 309 monthly parking subscription holders, which is an increase of 106% over 2016 subscriptions. Parking fine rates have remained unchanged since 2016, with no foreseeable alterations needed in 2019. The DIB will continue to monitor and evaluate parking fees and trends over the course of 2019 and adjust as needed to support the overall parking mission.
- 4.) Statement of projected changes in the Parking Facilities over the coming year.
 - a. The DIB will continue to evaluate the need for additional paid parking, we will also continue to replace legacy and broken or defective equipment within the district, work with developers, merchants, and the City to identify parking and traffic needs for current and future developments, promote a walkable and bike friendly community, designate rideshare spaces, explore additional employee parking options, as well, as work closely with the City CRA and public to both study and implement the best parking practices and policies to guarantee a successful future for our vibrant downtown.
 - b. We anticipate needed changes, such as, implementing parking rates that promote appropriate actions from the parking public, incentivizing alternate means of transportation and parking in less favorable underutilized parking areas, implementing paid parking in highly trafficked areas to ensure appropriate turn rates and to promote safer and smoother traffic flow patterns in areas such as Palafox, Zaragoza, Tarragona and Main Street.
 - c. In addition, the DPMD has successfully continued to produce a positive cash flow. The DPMD still owes the DIB approximately \$40,000.00 for start-up cost in addition to on-going operating expenses paid monthly. The DIB intends to propose changes to the Interlocal agreement whereby, in addition to asset maintenance and the establishment of a parking reserve fund; we hope to utilize funds for overall enhancement, beautification, cleanliness and safety projects within the parking district.
- 5.) New cost or expenditures incurred by DIB in the past year.
 - a.) The DPMD spent \$115,593 in miscellaneous repairs and maintenance during 2017, \$60,183 for the Garden Street trash compactor enclosure and \$35,153 on landscaping and lighting.
 - b.) The DPMD spent \$100,844.69 in miscellaneous repairs and upgrades during 2018. Much of this was spent on upgrading parking equipment, landscaping, signs, in addition to, regular repairs and maintenance of parking assets.
 - c.) The DPMD spent \$51,490.00 on a parking strategy study with Structured Parking Solutions and \$4,000 for a parking survey completed by the University of West Florida HAAS center in order to gain a more comprehensive understanding of how to advance, improve and evolve

the parking system that will meet parking needs for today, tomorrow and the foreseeable future.

6.) Such other information as may be reasonable requested.