

November 2019

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FY2019 Annual Parking

The DIB began operating City-owned parking on Nov. 1, 2018—which represents roughly 38% of all parking spaces within the monumental downtown districts (+/- 62% is privately owned) and includes downtown on-street, Jefferson St. Parking Garage and North Palafox Lot—and while the inventory of available City-owned parking has declined over the past few years with the sale of City-owned parking lots, the DIB continues to seek out new and creative solutions to meet the growing demand for downtown parking. Here are some of the accomplishments to date in FY2019 as well as goals and objectives for 2020:

2019 - Operational Accomplishments:

- ***Est. 87% reduction*** in public parking escalations achieved after cancelling third-party parking management service contract and moving parking management responsibilities in-house.
- ***30% reduction in fees paid*** by visitors to pay by app to park in City-owned, DIB-managed parking spots, after replacing parking app vendor.
- ***100%*** of fees eliminated that visitors were being charged to add time to a parking session.
- ***12 weeks invested*** in building staff and systems to properly operate the downtown parking system. DIB hired one on-street night ambassador and one in-office customer service specialist.
- ***43,005 Passport App parking sessions*** recorded—the number of times visitors more quickly and more safely paid to park downtown in DIB-managed parking spots.
- ***32.5 hours of staff training*** received by DIB parking staff members (8 hours of FHP citation certification, 16 hours customer service training, 2 hours of CPR and First Aid certification, 2 hours of PPD training, 4.5 hours of work safety training.)
- ***98%*** of all parking citation appeals now filed using new online appeals system launched this FY.
- ***9 Public Parking Roadshow Sessions*** to communicate and explain parking changes.
- ***2 Additional Parking Staff Members*** added to the team.

- Began the integration of all back-office parking provider systems to a single platform with planned future reporting.
- License Plate Recognition technology deployed thereby eliminating the need for visitors to print and display a receipt.
- Implemented validation program for downtown merchants.
- New Parking Page added to the DIB website, featuring a detailed map (with disabled parking highlighted), parking rates and other useful information.
- Consumer Collections fair act compliance legal review for processing of PPD and Airport citations.
- Full legal review of parking practices, contracts and Interlocal Agreements.

2020 - Operational Areas of Focus:

- Increase public relations efforts, community meetings, marketing campaigns and participation in public events and forums. We believe better communication is crucial and our goals will include:
 - Educating the public on modern parking and transportation principals.
 - Obtaining public feedback and suggestions for improvements to the downtown parking system.
 - Understanding employee, employer, residential and visitor parking needs.
 - Educating stakeholders on current and future parking changes and goals.
- Continued evaluation and improvements to on-street metered parking throughout the city. These improvements are expected to yield:
 - Better parking availability.
 - Better utilization of the existing parking system.
 - Higher revenues with reduced offsetting costs.
- Considerations and improvements to the wayfinding signage system that we expect to:
 - Provide more consistency and better understanding for the parking system.
 - Provide consistent, unified branding and messaging.
- Considerations to parking rates and designated parking areas which we expect any changes to:
 - Improve access to parking for specific user needs.
 - Improve employee parking access.
 - Decrease wrongful parking in residential areas.
 - Improve residential parking needs.
 - Enforce positive parking habits throughout downtown.
 - Generate sufficient revenue to properly offset enforcement measures.
- Designate and facilitate alternate means of transportation by:
 - Designating areas for rideshare/ride-hailing programs.
 - Support and facilitate mass-transit use downtown.
 - Further support and grow multi-modal street design.

- Continue to evaluate and update interlocal agreements between the City and CRA to empower DIB's parking management abilities. We expect those efforts will:
 - Expand the area of parking operation to grow as development grows downtown.
 - Better utilize parking funds for future City growth and parking needs.
 - Allow DIB and its resources the ability to manage other City and private endeavors.
 - Improve parking revenues through a broader operational footprint.

- Improve communication between the City and DIB, to:
 - Allow future developments to be better coordinated and less impactful towards downtown congestion and parking concerns.
 - Allow for improved parking code policies which should provide better use of the existing parking system, improve shared parking practices, reduce traffic and improve the overall downtown district.
 - Foster smarter development practices between the City and private development.
 - Improve overall long-term downtown tax collections.

- Improve internal DIB operations and communications:
 - Review barriers and challenges the Executive Director currently faces with difficult scheduling requirements between parking committee and DIB Board meetings to gain consensus on parking concentric decisions.
 - Ensure that the DIB's primary oversight and decisions of its parking system is vetted through a parking industry expert to ensure committee and Board of Directors, whose bodies are mostly comprised of civic leaders and business owners of whom may have modest parking knowledge of operational experience, are the most appropriate for the holistic successful future of downtown.
 - Mitigate and minimize the perception of following personal agendas on committees and Boards.

The DIB is formalizing its 3-year parking initiative improvement plan currently. Stakeholder and community meetings are planned for early November and a final report to the DIB board and City is expected in early 2020. This report will outline the strategies, improvements and anticipated impacts based on knowledge of growth and the desires of the City, DIB Board and Parking Committee.

Status of Assets

Jefferson St. Parking Garage (JSG)

- Jefferson St. Parking Garage Overview:
 - JSG reports a 18% increase in monthly employee passes.
 - JSG cannot report YoY daily usage trends due to type of equipment used in 2017/2018.
 - Tuesday is peak day of use and September is the peak month.
 - The average stay in the garage is 324 minutes.
 - The average amount paid per session is \$1.80
 - Overall revenue decreased by 12% due to reduction in daily fees and 5-month elimination of special event parking.

PARKING ANALYTICS – FISCAL YEAR 19 JEFFERSON GARAGE



% Increase in Daily Usage (19 only) **0%**
42,565 Transactions

Average Length Of Stay **324 minutes**

Average Amount per Parking Session **\$1.80**

2019 JSG - Operational Accomplishments:

- 1 expert structural and maintenance analysis of Jefferson St. Parking Garage completed.
- Garage elevator cameras installed, and security system upgraded.
- Guard shack removed and entry landscaping upgrades.
- Alley lighting and landscaping improvements.
- Pay machines hardwired for reliability and speed.
- Entry Cross Bar replaced.
- Handicap spots checked for clarity, visibility and adherence.
- 30 top floor seam repairs.
- Two floors of restriping.

- all interior lighting fixtures repaired and upgraded.
- 35,560 sq. ft. of the upper deck of Jefferson St. Parking Garage illuminated with safer, brighter LED lights, in partnership with City of Pensacola Public Works.
- 336 instances of checking and/or cleaning parking garage elevators.
- 106,680 sq. ft. of parking garage cleaned.
- 29 garage security cameras managed and maintained.
- 5 30-minute free customer parking spaces added.
- 8-Customer Only designated first floor parking spaces added.
- Parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- Repaired fire extinguisher locations.
- Brought elevators up to code with inspections and licensing.
- Addition of overnight Parking Ambassador for safety and enforcement.
- Reactivation of Special Event Parking.

2020 JSG - Operational Recommended Changes:

- Modernization of elevators.
- 310 seams repaired.
- 75 Spalling repairs.
- Coating on top floor removed.
- Addition of 2 charging stations.
- South Side landscaping - Romana Street conversion into Puppy Park.
- Additional pay machine installed in North entry.
- Evaluation of Stairwells.
- Security system upgrade.
- Continue special event parking rates to accommodate for supply and demand.
- Evaluate and adjust daily rates to ensure funding to properly care for and maintain the facility.
- Evaluate and adjust employee rates to ensure funding to properly care for and maintain the facility.
- Monitor peak usage days and hours and adjust rates accordingly to meet the needs of the businesses and the community.

North Palafox Lot (NPL)

- North Palafox Lot Overview:
 - North Palafox Lot reports a 32% decrease in monthly employee passes.
 - North Palafox Lot reports a 139.1% increase in daily use with Tuesday being peak day of use and September being the peak month.
 - The average stay at the North Palafox Lot is 217 minutes.
 - The average amount paid per session is \$1.79
 - Overall revenue decreased by 12% due to reduction in monthly passes and construction in the area.

PARKING ANALYTICS – FISCAL YEAR 19 **NORTH PALAFOX LOT**



% Increase in Daily Usage (18 – 19) **+139.1%**
1032 to 2,468 transactions

Average Length Of Stay **217 minutes**

Average Amount per Parking Session **\$1.79**

2019 NPL - Operational Accomplishments:

- parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- Daily cleaning and inspection.
- Weekly landscaping and weed abatement.
- Pay machines upgraded to 4G to improve payment processing time.
- Restriping performed as needed.
- Handicap spots checked for clarity, visibility and adherence.

2020 NPL - Operational Recommended Changes:

- Upgrade lighting.
- Designated Federal Court House Parking.
- Security/Safety review and enhancements.
- Work with City and CRA to secure the future of this parking asset.

On-Street Parking (OSP)

- On-Street Parking Overview:
 - OPS reports a 24.5% increase in daily use with Friday being the peak day of the week and September being the peak month.
 - The average stay at on street is 122 minutes.
 - The average parking session fee is \$1.09.
 - Overall revenue increased by 4% due to growth in parking demand.

PARKING ANALYTICS – FISCAL YEAR 19 **On-Street**



% Increase in Daily Usage (18 – 19) **+24.5%**
154,863 to 192,813 transactions

Average Length Of Stay **122 minutes**

Average Amount per Parking Session **\$1.09**

2019 OSP - Operational Accomplishments

- 2 additional Handicap spaces added.
- Handicap spots checked for clarity, visibility and adherence.
- 565 parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- 250 outdated or broken parking meters removed.
- 250 holes filled in downtown sidewalks and streets.
- 62 parking spaces along Tarragona Street converted to free, two-hour maximum parking, encouraging regular turn-over of, and accessibility to, free parking spaces for downtown visitors.
- 34 pay machines upgraded to 4G to improve payment processing time.
- 14 new pay machines added.
- Daily cleaning of on-street parking spaces and machines.
- Restriping occurred as needed.
- Handicap spots are clearly marked and signed.
- Activated multi-language options on app and pay machines.
- Conducted an evaluation of loading zones.
- Decreased enforcement hours for on-street parking on West side.

2020 OSP - Operational Recommended Changes:

- District wide metering plan and cost analysis to minimize on-street parking deficiencies.
- Expansion of parking district boundaries.
- Evaluation and modification of rates and hours of enforcement.
- Elimination of 2-hour parking.
- Advancement in on-street technology.
- Continued improvements in customer service and satisfaction.
- Creation of residential and employee parking programs.
- Additional LPR technology for golf cart.
- Brand and standardize all parking signs.
- Elimination of all coin operated machines.
- Creation of ride-share spaces.
- Partner with City Complete Streets staff to aid in City vision and multi-modal initiatives.

2019 Revenue Overview:

- Total Income FY 2019 - \$976,768.36
- Total Expense FY 2019 - \$801,485.05
- Total Variance FY 2019 - \$175,283.31
 - **North Palafox Lot** - \$4,695 under projected annual project revenue
 - **Jefferson Garage** - \$36,003 under projected annual revenue
 - **On-Street** - \$35,349 under projected annual revenue
 - **Platform** - \$40,959 over projected annual revenue
 - **Parking Fines** - \$30,077 over projected annual revenue
 - **Expenses** - \$72,480 under projected annual expenses
 - **\$30K** – parking reserve fund created
 - **\$50K** - invested into a 3month CD
 - **\$50k** - invested into a 6month CD

2019 Financial Noticeable Impacts

- Reduced rates in Jefferson Street Garage from \$3 per visit to:
 - \$1 for 3hours
 - \$2 for 6hours
 - \$3 for 9hours
 - \$6 for 24hours
- Removed Special Event Parking rates in Jefferson Street Garage for first 5 months of 2018 which resulted in an 11% decrease in gross revenue for the garage.
- \$181,726 savings realized by moving parking management responsibilities in-house.

- Decrease in meter revenue with elimination of obsolete coin operated meters.
- Increase in Platform payments.
- Additional operating expenses incurred:
 - Staff increase to include one FTE for customer service and one FTE for night shift.
 - Training – Customer Service, CPR & First Aid.
 - Consulting - legal reviews of contracts, Parking Consulting and Garage structural analysis.
 - Increase in required insurance for protection of capital assets and public safety.

2019 Noticeable Trends:

- Real-time analytics is an aspiration for 2020. DIB staff has spent two thirds of the year aligning its physical equipment ‘hardware’ to the back-office software in order to create uniform data for consistent trend analysis.
- Based on staff expertise, DIB sees the following as likely trends:
 - Increase in parking demand due to the continued growth and successes of our prospering downtown district.
 - Increase in conversion of privately-owned lots to managed paid parking private lots which DIB believes is occurring due to the increased parking demands and inefficient use of parking assets.
 - Continued growth and planning of new developments in the downtown core which have likely impact parking and transportation. It is imperative that DIB be included in the City planning and development of these future projects.
 - While the City and the DIB continue to encourage alternate forms of transportation such as ridesharing, cycling and shuttles, DIB has seen little increased in actual adoption of these programs.
 - Forces outside the DIB’s purview have continued throughout this year to place negative pressures on the downtown parking system. The DIB would like to improve communication and cooperation with developers to ensure future success for commercial and residential growth as well as parking demands.
 - In addition to the increase in new development activity the successful uptick of events that occur in the downtown core have also increased the parking demands and placed burden on parking availability for existing businesses.
 - DIB continues to identify shortages in parking capacities as detrimental impacts or preclusions to planned downtown developments.

Projected Changes to the Parking System for 2020:

The DIB has made significant strides since taking parking management back in-house. Parking usage has increased, collections have increased, and customer satisfaction is rising. However, there is much work to be performed and room for continued improvements. The DIB has recently hired a parking consultant to assist with the development for improved parking strategies and master planning needs. While those efforts are just beginning, we would like to highlight a few focus areas:

- DIB has begun cooperative efforts with Pensacola Police Department (PPD) to allow police to utilize parking enforcement information to provide a better and safer downtown.
- DIB is responding to a request from the City to utilize its operational experience to manage the City-owned boat ramps and parking areas around those ramps.
- DIB currently processes parking citations for the Airport, which is City owned. The DIB recognized that improvements to the airport's citation efforts could be made through modest equipment improvements and has facilitated those improvements.
- Began working with legal departments and working with City and CRA to amend the parking interlocal agreement.

Thank you for partnering with us in 2019,

Michael Carro

Michael Carro, Board Chair

Lissa Dees

Lissa Dees, Executive Director