



DOWNTOWN PARKING

Monetization

An IDA Parking
Advisory Panel

Preliminary Draft Report Summary



**Presented to: The City of Pittsburgh &
The Pittsburgh Downtown Partnership**

March 2010



UNDERSTANDING of the PROBLEM

- **Addressing the Pension Crisis**
 - Complex Financial & Legal Issues
- **An option that potentially introduces new technology, improves infrastructure and adds to parking supply**
 - There are both positive and negative aspects to this option
 - Sensitivity to potential impacts re: the creation and sustainability of a vibrant downtowns and healthy downtown neighborhoods



The IMPORTANCE of DOWNTOWN

- There are many reasons Downtown is important.
- We want to focus on just two:
 - *DOWNTOWN AS A TAX GENERATOR*
 - *DOWNTOWN AS A JOB GENERATOR*





The IMPORTANCE of COMMUNITY BUSINESS DISTRICTS

- Vital to the health of residential neighborhoods.
- Keeping the middle-class in the City
- Sensitivity to unique neighborhood issues.





Dimensions of PARKING

- **Daily Personal Impacts**
 - Personal Safety Issues
 - Daily Schedule Impacts
 - Personal Budget Impacts
- **Community Infrastructure**
 - Retail/Restaurant Support
 - Residential Support
 - Employee Parking Options
 - Churches and Cultural Orgs.
- **Economic Development Tool**
 - A Development Platform
 - A Development Catalyst





IDA Parking Panel Process

- The next step in “Process Transparency”
- From “broad general principles” to “specific action plan items” and “specific concession agreement elements”
- Identification of “Win/Win” opportunities





IDA Parking Panel Process

- The IDA Advisory Panel Process
- Time Tested and Successful Strategy for:
 - Building Community Consensus
 - Community Education
 - Moving Community Agendas Forward





IDA Parking Panel Process

- **A series of Stakeholder Focus Group Sessions:**
 - University & Hospital Session
 - Pittsburgh Parking Authority Session
 - Bldg. Owner - Large Emp. Session
 - Neighborhood Bus. District Session
 - Community/Churches/Residents Session
 - PDP Transportation Committee and Parking Task Force Session
- **Active Listening**
 - Key Concerns Identification



IDA Parking Panel Process

“WHAT WE HEARD...”



IDA Parking Panel Process

- **WHAT WE HEARD – Neighborhood Concerns**
 - Customized neighborhood parking plans whereby the Community Business Districts work with the City/PPAP & Concessionaire to develop a community specific parking plans with a revenue sharing feature
 - Parking supply/availability
 - Lack of enforcement is an issue
 - Introduction of new technology
 - How to integrate enforcement or other parking functions into neighborhood plans
 - Any parking plan needs to be sensitive to neighborhood nuances



IDA Parking Panel Process

- **WHAT WE HEARD – Community/Residents/Cultural**
 - Weekend and off-hour parking issues
 - Free church parking on Sundays
 - Community support for festivals, parades, etc,
 - Adherence to signage standards (district specific)
 - Maintenance standards (above the minimums)
 - Presence of 12,000 seats in cultural venues indicates need for parking to be available and affordable
 - Currently a deficit in the Cultural District)
 - Support Regional Festivals – discounted weekend and evening parking



IDA Parking Panel Process

- **WHAT WE HEARD – Building Owners & Large Employers**
 - A significant investment in downtown and therefore an interest in promoting downtown vitality
 - Limited parking resources to support our office development
 - Need more inventory to support retail and restaurant tenants and downtown residential
 - Question:
 - How will increased rates impact downtown visitation?
 - The unknown (re: rates) is an issue
 - Office tenants are extremely price sensitive



IDA Parking Panel Process

- **WHAT WE HEARD – Building Owners & Large Employers**
 - Need the ability to increase supply
 - Support enhanced technology
 - Need flexibility, community oriented solutions
 - Need more specifics – “Devil is in the Details”
 - Supply and Pricing Issues are important to attracting more downtown visitors and residents
 - Accurate valuation of assets
 - Commitment to community partnership
 - Availability and Security
 - Better Public Parking Information



IDA Parking Panel Process

- **WHAT WE HEARD – PDP Transportation Committee**
 - Need for a shared vision for downtown Pittsburgh
 - Parking viewed as a major obstacle
 - Too expensive
 - Intimidating
 - Complex – not user friendly
 - Inhibits volunteerism, attendance
 - Where will the money for parking development/improvement come from?
 - Lease vs. Sale
 - Exempt from Property Tax?
 - Negative parking perception
 - Use the newly generated money to solve the parking problems



IDA Parking Panel Process

PRELIMINARY RECOMMENDATIONS



IDA Parking Panel Process

- PRELIMINARY RECOMMENDATIONS
 - Centralized parking planning and policy development.
 - Create a “one-stop shop” for parking related issues.
 - **Question:** Where should this reside?
 - Coordinated oversight and management of the Concession agreement
 - Will enhance the viability and the success of the concession agreement



IDA Parking Panel Process

• PRELIMINARY RECOMMENDATIONS

- Enhance and provide consistent parking enforcement function to more effectively manage the on-street parking assets for the benefits of the merchants and businesses downtown and the community business districts
 - Promote space turnover
 - Better management of on-street parking – a limited and valuable resource
 - Address concerns of residents
 - By-product - enhanced revenues – more opportunities for parking system enhancement



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**
 - Promote public/private parking development as a key economic development strategy.
 - Dedicate a percentage of increased parking tax or enforcement revenue increases to fund a variety downtown and community parking planning and development needs
 - Invest in a Downtown and Neighborhood Parking and Transportation Strategic Plan



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- Customized neighborhood parking plans (rates, hours and enforcement) need to be determined by neighborhood to address commercial and residential concerns.
- Consider zoned parking districts with variable rates.
- Develop a concession agreement condition that would allow “Free parking periods” or “special event rates” to support community events.



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- **Rates:**

- Will increase, but need to remove the unknown
 - 5-year rate schedule to be established
 - CPI (or similar) after year 5
 - Use the criteria of “Creating a 15% vacancy as the guiding principle for setting on-street parking rates”

- **Term**

- Run multiple scenarios between 35 and 50 years



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- **Supply**

- Protect existing parking assets – adopt a proactive facility maintenance and asset preservation program.
 - The Concessionaire Agreement should require that current Parking Authority facilities be renovated and capacity increased where possible.
 - The Concessionaire Agreement should require an effective alternative parking plan during facility restoration/expansion.
 - More effective management of all parking resources, such as fringe parking lots.



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- **Events**

- Exempt certain existing events from reimbursement costs such as: Light Up Night, Art Festival, Celebrate the Season Parade, St. Patrick's Day Parade, ad hoc Super Bowl/St Stanley Cup Parades

- **Retail**

- Concessionaire agreement should require the operator to support retail strategies, such as reserve first level of Parking Authority garages until 10:00 a.m., a first hour free program, free Saturday and/or \$2.00 rate with proof of \$20 purchase only at key garage locations such as: Oliver, Mellon Square, Wood Allies, Smithfield and Liberty.



IDA Parking Panel Process

- PRELIMINARY RECOMMENDATIONS

- Community Impact

- Any funding over \$300 million should be committed to support visible city amenities such as parks - very positive and benefit for all, business district
 - The BID should receive a PILOT payment at the BID assessment rate on leased facilities



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- **Sundays**

- Free on-street for churches/worship
- Continue “Free first Level” agreement in public garages

- **Meters**

- Variable rates to address specific community needs
- Different rates for different locations around the city – based on demand
- Nuanced to time of day, peak demand etc...
- Require new technology to improve customer experience
- Require a defined “new technology introduction strategy”



IDA Parking Panel Process

- PRELIMINARY RECOMMENDATIONS
 - Enforcement
 - Parking Authority to provide the service
 - Parking Authority budget covered by enforcement revenue
 - More consistent and effective enforcement
 - Increase in penalties and fines
 - Increase revenue to the city



IDA Parking Panel Process

- PRELIMINARY RECOMMENDATIONS

- **Define and Enhance Customer Services**

- Clean and safe facilities – paint, wayfinding, lighting, signage, umbrellas
- Technology – garages, on-street
 - More customer friendly payment options
- Services – auto repair, jump starts, lock out assistance, books on tape, loaner umbrellas, etc.
- Customer service training, uniforms, smile!
 - Parking ambassador approach
- Improved communications and community outreach
- Enhanced web-based services



IDA Parking Panel Process

- PRELIMINARY RECOMMENDATIONS
 - Transition
 - Outline the transition plan – goal, timeframe
 - Out of the gate make visible/noticeable improvements



IDA Parking Panel Process

- **PRELIMINARY RECOMMENDATIONS**

- **Potential Additions to “Guiding Principles”**

- Sustainability – Part of the Pittsburgh brand
- Management issues – evenings and weekend, neighborhood based activities,
- Enforcement – Reassess fine structure to focus on “the real problem”
 - More forgiving on the front end, more punitive on repeat offenders
- Develop a Residential Parking Strategy
- Develop a Comprehensive Parking Transition Strategy
- Develop an Enhanced Parking Planning Function



Thank You!



Discussion