

An aerial photograph of Jacksonville, Florida, during the 'golden hour' of sunset. The sky is a mix of orange, yellow, and light blue. The city skyline is visible, with several prominent skyscrapers. The TIAA and Wells Fargo towers are clearly identifiable. In the foreground, the Jacksonville River flows from the left, with the Bascara Bridge crossing it. A large, multi-story parking garage is situated on the riverbank. The overall scene is a vibrant and modern urban landscape.

DIA: PARKING

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Why is DIA Involved with Parking?

- 1. NB CRA funded the construction and operation of 3 garages (MPS)**
 - Now leased to and operated by CRA
- 2. On-Street parking greatly impacts adjacent retail, residential, construction activities, and sidewalk and bike lanes**
- 3. Rates for City garages and City employees impact on-street availability for customers**



Overarching Goals

- Make Downtown more pedestrian and bicycle friendly and less focused on motor vehicle throughput (Adds economic value and increases residential and retail appeal)
- Use City garages to provide employee parking for all employees who desire parking
- Make available parking easier to find for customers and visitors
- Ensure all parking is safe, attractive and easy to use
- Use parking facilities to support Downtown redevelopment and Downtown activation
- Reduce the need for vehicles in Downtown
- Offset cost of Downtown parking for customers with other benefits

Community Redevelopment Plan

The CRA Plan lists eight goals. “All strategies and action items are aimed at achieving the following eight goals... In addition, each goal has strategic objectives and benchmarks.”

Parking is listed as a strategic objective for Goals 1, 2, 3 and 6.

- The CRA Redevelopment Plan lists Parking as one of broad redevelopment activities that the DIA may undertake and on which the CRA may expend Redevelopment Trust Fund allocations.
- The CRA Plan states, “Centralization of parking management of Downtown’s off-street and on-street public parking under DIA, together with DIA’s management of the three CRA leased garages, is vital to the establishment and implementation of priorities that further redevelopment of downtown.”
- It also states, “DIA has incorporated parking goals into several incentives contained in the BID Strategy and is addressing some aspects of parking for specifically listed redevelopment projects related to streetscapes, road diets, and street redesign.”



CRA

Redevelopment

Goal No. 3

- Goal No. 3: Increase and diversify the number and types of retail, food and beverage, and entertainment establishments within Downtown.
- Parking as a Strategic Objective: Maximize use of on-street parking and public garages for patrons of local dining establishments, and dedicate areas for valet, and vehicular drop-off and pick-up locations.



CRA

Redevelopment

Goal No. 6

- Goal No. 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River
- Parking as a Strategic Objective:
 - Optimize the design of downtown streets for pedestrians; require sidewalks of sufficient width to ensure adequate pedestrian clear zone.
 - Support the creation of wide, visible dedicated bike lanes or cycle tracks on designated streets.
 - Create a compact and walkable Downtown Jacksonville through requiring a mixture of uses in each district...minimize blank walls and surface parking.

Examples of Projects using On-street Parking Areas

CITYCENTER

HOGAN STREET: South view between Monroe and Adams streets

1. Hogan Street is a dining district full of activated ground-floor restaurants, bringing energy to the area both during and outside of 9-5 hours.
2. Shade trees and vegetation enliven the landscape.
3. Urban art heightens the vibrancy of the streetscape, enhancing the Downtown experience for residents, workers and visitors.
4. The Emerald Trail cycle track provides a dedicated trail for bicyclists Downtown and connects the Hogan Creek Greenway to the Northbank Riverwalk.
5. Signature branding and wayfinding, customized for the district, reinforce neighborhood identity.
6. E-scooters provide a fun and eco-friendly way to explore Downtown and act as a "last mile" solution to quickly navigate the area.



What are CRA responsibilities?

NB CRA
3 CRA financed garages leased from MPS

Who do these garages serve?

Arena & Sports Complex-
Special events and new development -

Who Manages?

Courthouse- jurors and DT employees (could benefit City Employees if voucher)

Contract for management

- Manager handles staffing, operations, and routine maintenance
- Collects revenue and remits revenue above expenses to CRA

CRA pays

- lease payment to MPS,
- Capital repairs,
- Bond debt service and

Negative cash flow but greatly improved



Office of Public Parking

Moved from OED to DIA as part of 2012 reorg (consistent with creation of DIA as Downtown focused agency and a Civic Council study-since Downtown garages , on street regulations, and meters impact Downtown redevelopment)

- **Operates City-owned garages**, all of which are located within Downtown (staff, collect and deposit revenue, manage vendor contracts, contracts for recurring maintenance of gates, etc.)
- **Manages select City surface lots** in Downtown and elsewhere in the City (Not stadium or convention center lots managed by ASM Global)
- **Manages meters/kiosks in Downtown and on-street parking throughout the City** (collect and deposit revenue, maintain)
- **Handles Parking Enforcement throughout the City** (meters Downtown and loading zones, handicap, illegal parking, etc. throughout the City)
 - 30% of fine revenue transferred to Police and Fire Pension Fund (121.113)
 - Portion of Enforcement Revenue shared with Disability Trust Fund (they also assist in handicap parking enforcement)
- **Enterprise Fund**- business unit that funds its expenses through its revenue

**On-street and
garage revenues
subsidizes
citywide
enforcement
within the
Enterprise Fund**

City-owned garages which basically serve only City Employees and Public Building visitors (other than Water Street) have minimal impact on Downtown development as long as rates are set in reference to on-street rates

- But we would like to implement evening parking for restaurants and entertainment venues in these otherwise mostly vacant assets (Ed Ball and Yates in particular)

Water Street can serve as redevelopment tool or could be sold now that federal lease expired this year

On-Street parking lane should remain in City control for roadway re-designs, special events use, shared functions, etc.

Majority of enforcement activity is within Downtown (meters, no parking zones)

OPP – managed, Off-Street Parking

GOALS:

- To provide safe and convenient parking for City employees.
- To use rates to balance supply and demand- waitlists for some garages and vacancy in others- allow employees to choose savings
 - Monthly rates are highest in garages with highest demand
- To provide convenient short-term parking for permit applicants and customers of City offices, City Hall visitors, and users of the Library

A voucher system would better accomplish these goals than the employee discount- but has collective bargaining impacts- this is the ideal time to address



Office of Public Parking operational issues

- Capital Maintenance is handled by Public Buildings , not OPP, and project costs generally included in CIP- but often delayed
- Does Not have administrative authority to set rates, allow dynamic pricing, approve leases, etc. (DIA and City Council)
- Does not control granting of free parking, vouchers etc. – City Council and Legislature both have adopted legislation that gives certain groups free parking
- Does not control meters taken out of service for traffic management, events or construction- JSO, Special Events, Traffic Engineering



Ordinance Code Changes to consider

Chapter 802

- Update references to meters to address changing technologies.
- Permit night and weekend charges when appropriate; allow dynamic pricing
- Revise to work with reverse angle parking.
- Allow discount programs for garages.
- Address multiple legacy agreements and free and discount parking arrangements
- Provide OPP or DIA a voice in the CIP process or allow use of fund balance and shift maintenance responsibility
- Address use of facilities by other Departments for events, etc.
- Provide greater autonomy to implement best practices, upgrades, etc.
- Possibly eliminate 30% net revenue transfer to PFPF



POLICIES AND GOALS THAT SHAPE DOWNTOWN PARKING STRATEGIES

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