



## 2018 Conference and Tradeshow

Houston, Texas

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Marriott Marquis Houston Downtown

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# Public Private Coordination for Managed Parking

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# Parking Technology



# Integrated Parking Solution



Sears - Clayton Lane Mixed Use Development

# Collaboration from Planning to Operation



# Public Private Engagement

## City of Fort Worth Municipal Parking Fund





# Municipal Parking Fund - Overview

## **Municipal Parking Fund – Enterprise Fund**

Surplus driven fund: Operates via Revenue differential relative to total cost.

<b>Operational Areas</b>	<b>Sub-Units &amp; Function</b>	<b>Primary Goals</b>
Public Right of Way	Commercial Loading, Valet Permits, Meter Leases, On Street Meters, Residential Parking	Turnover; Access; Control
Convention Center Garages	Transient, Events, Valet, Commercial Retail Space	Turnover; Process Speed; Ease of Access
Employee Parking	Surface Lots, Disabled Parking, City Vehicles, Permits	Availability; Customer Service; Access
Will Rogers Memorial Parking System	Transient, Events, RV/Trailer	Customer Service; Process Speed; Access
Compliance	Regulation	Information Sharing; Turnover

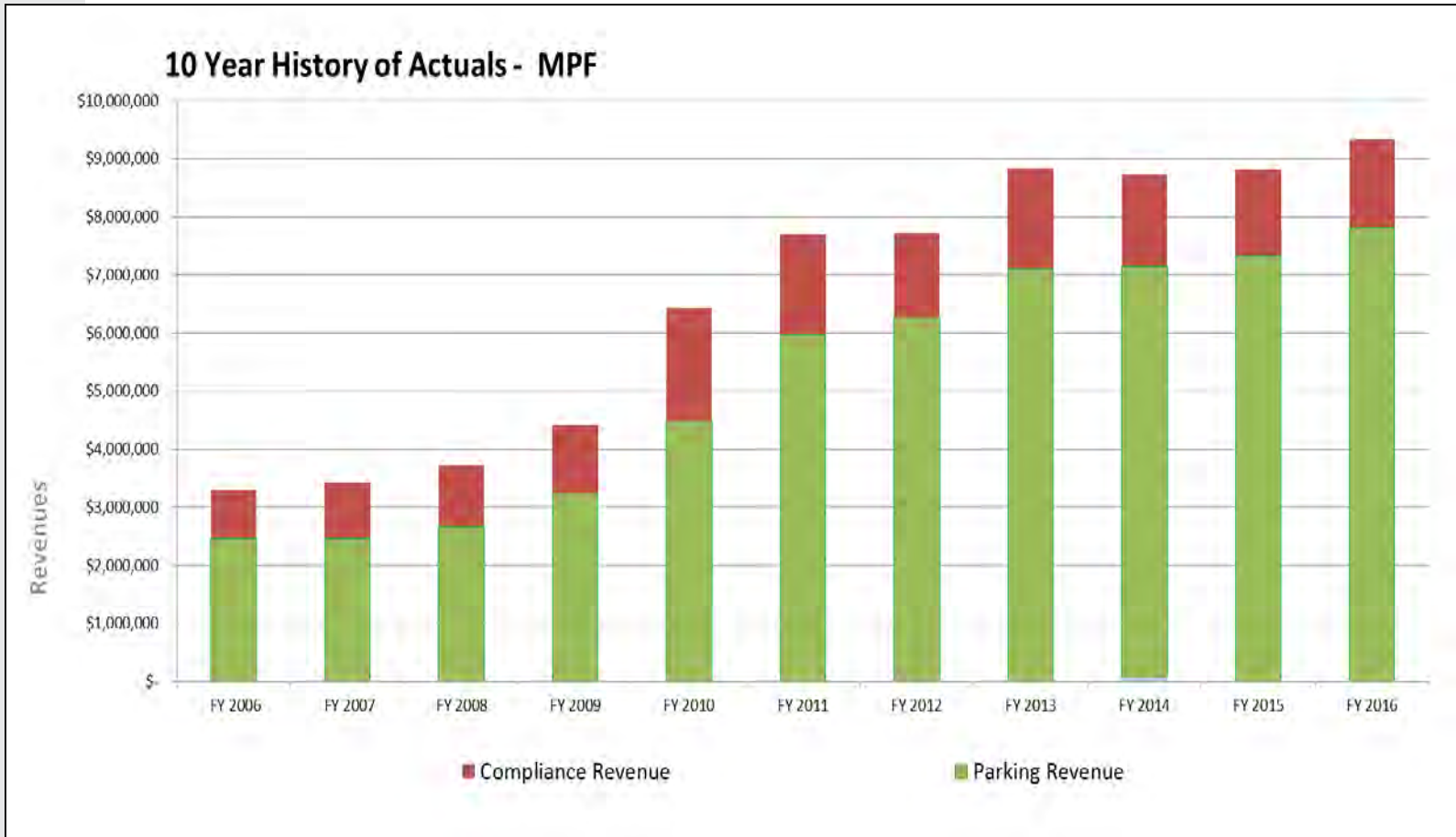
# Challenges

Operational Areas	Challenges	Opportunities
Public Right of Way	Congestion & Limited Access; limited labor resources	Access Options; Policy Change
Convention Center Garages	High Operational cost; labor content %; Access/Pay Options; Transaction Process speed vs Demand	Automation & Controls; Multiple Pay Options Variation in Pay Process & new Tech
Employee Parking	High customer service req; Limited labor & high L/cost & req; transaction cycle time	Improve Technology; CFW Financial Systems
Will Rogers Memorial Parking System	High operational cost; hi labor cost; Access/ Pay Options; Transaction process speed vs D	MultiPay & Cust Options; Variation/Pay Process
Compliance	Limited resources; high labor content %, Manual Process; Customer focus	More Tech; More Tools Improved Communications



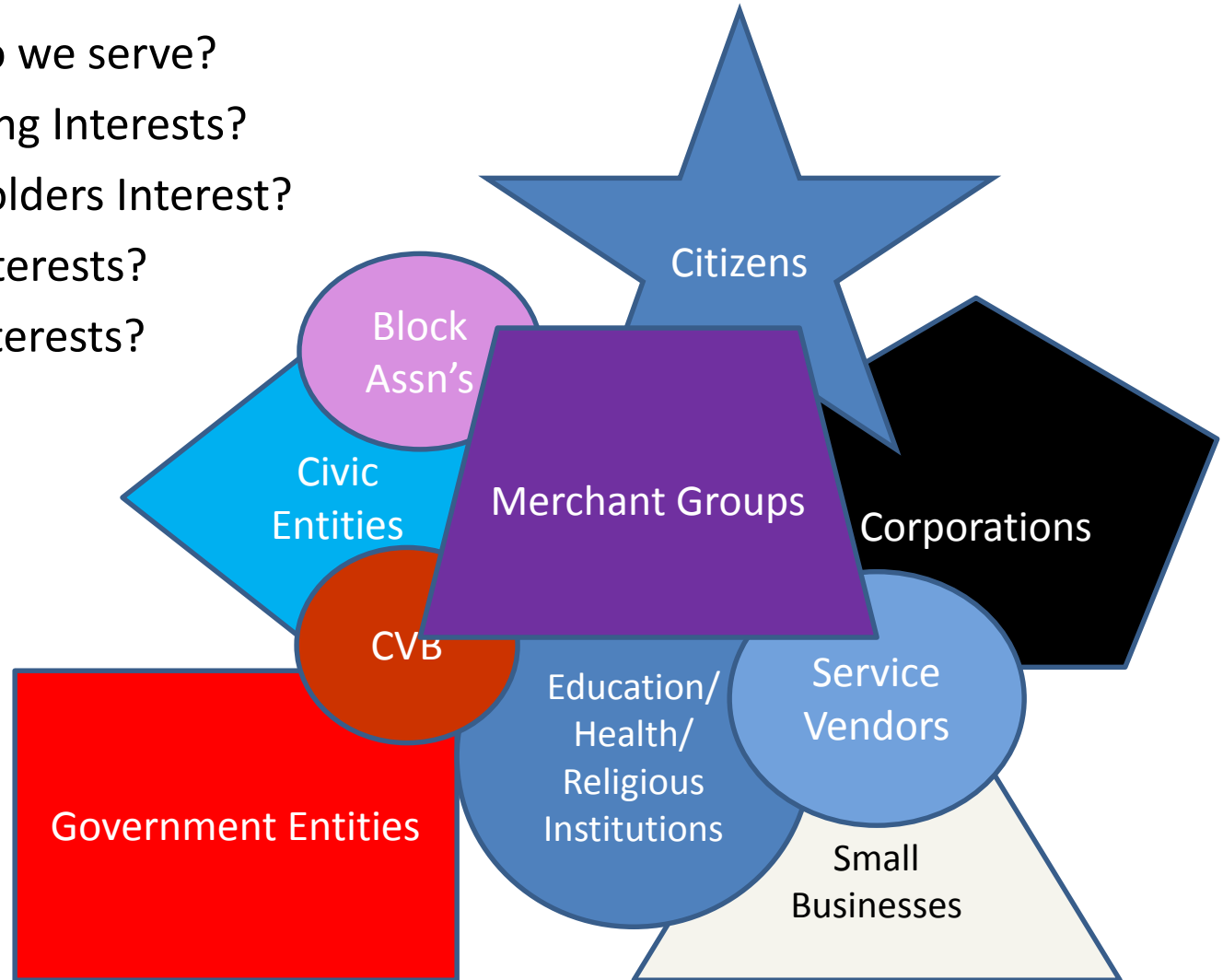


# 10-Year Revenue Growth



# Constituents

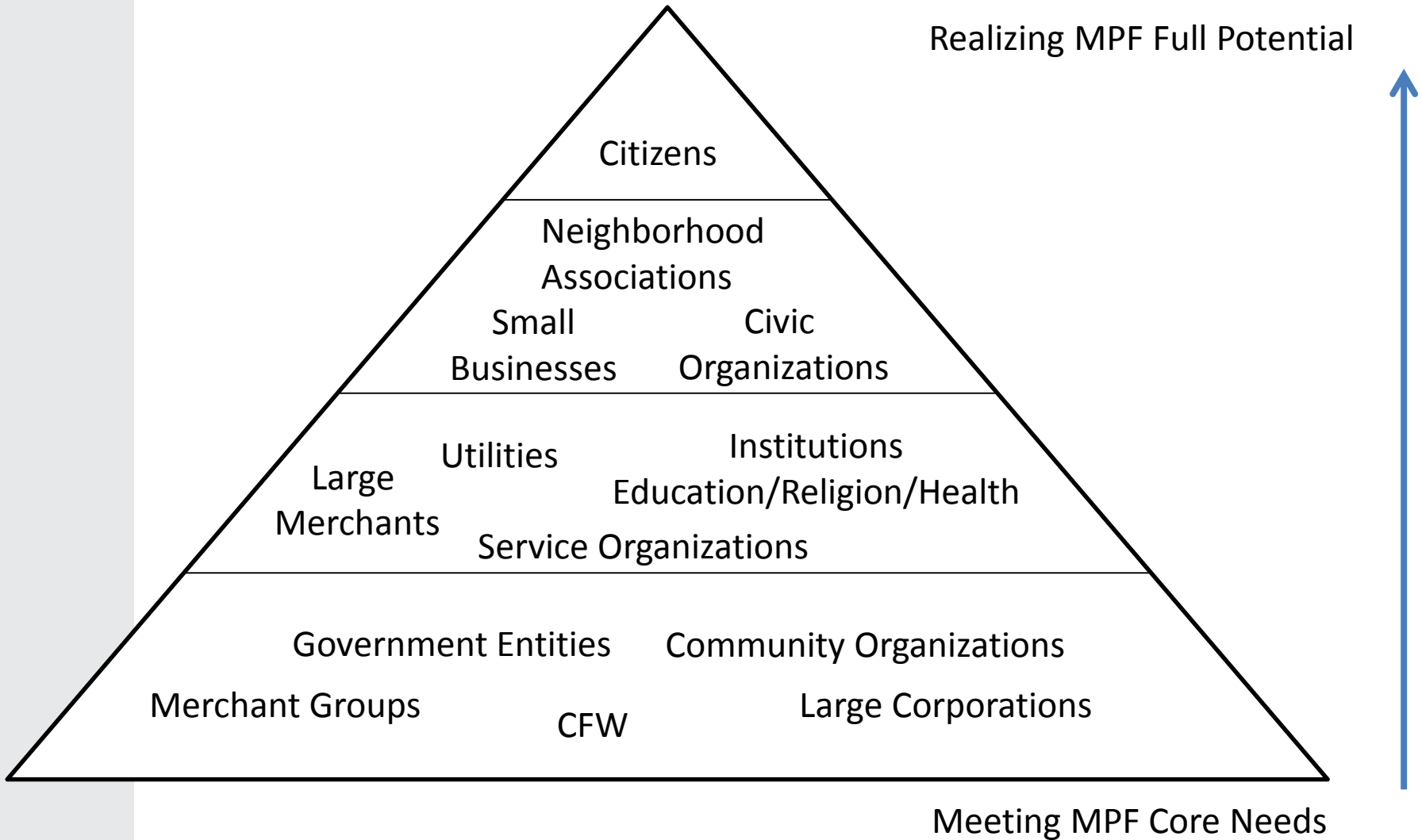
- Who do we serve?
- Balancing Interests?
- Stakeholders Interest?
- CFW Interests?
- MPF Interests?



## Key Needs Constituents

- **Citizens**  
Access, Cost, Value, Consistency
- **Merchant Groups**  
Greater Turnover, Improved Customer Service, Enforcement
- **Civic Entities/ Institutions**  
Residential Parking, Time restricted parking, Enforcement
- **Utility & Service Vendors**  
Right of way access, Speed of delivery, process improvement
- **Corporations**  
Safety, Ease of Access
- **Small Businesses**  
Park Time, More Spaces, Commercial service access, Turnover

# Hierarchy of Needs



# Prioritization Process

## **Change Drivers**

- Stakeholder needs
- MPF needs (Enterprise Fund - Cost, Quality, Delivery Focus)
- CFW Overview & Impact – Planning Requirements
- Growth

## **Consensus Needs**

- Easier Access
- Improve Transaction Process Time
  - Internal and External
- Turnover
- Delivering Information in real time

# Public Private Engagement



# Typical Engagement Process Events

## **Public Private Mix Model – Corporate Entities, CFW Departments/Divisions, Merchant Groups, Community Membership Organizations**

- Working meetings – Emerging Issues/ Solutions Focus (Idea Floating) - Month to month
- Impromptu Meetings – Address Immediate Issues – Daily/Weekly
- Issues Committees – Eg. Valet ordinance change – involving multiple related entities (Hotel Association, Restaurant Association, Community Merchants) - End to End development on one issue
- Presentations of plans and buy in from Stakeholder Groups
- Procurement Process Selection Committees
- Review & Buy in of Plans to be addressed via Council Action
- Ramp up Plans & Kick Off Events
- Greater Engagement & Improvement Plans

## Next Steps

### **Potential implementation of a Guidance/Occupancy/Events App**

- Touches all Points from Consensus needs
  - Easier Access
  - Improve Transaction Process Time
    - Internal and External
  - Turnover
  - Deliver Information in real time
- Improvement on all key points above
- Involvement at all levels, Individual citizen, individual merchants, merchant groups, Private Parking Operators, Events Private & Public
- May enable maximization of public and private spaces to all parties in one place which in turn can lead to further minimization of parking requirements diverting scarce resources to other projects





## Issue: Delivery to All

- What we have learned from use of payment systems
- There are significant issues with delivery of information Fort Worth Data shows
  - 18% share of total parking meter revenue by pay by phone
  - 34% share via credit/debit card use
  - 48% share via coin use
  - 80/20 IOS user advantage in Pay by phone use;
  - Smartphone users shows 80/20 Android advantage
  - Smartphone penetration USA 77%
  - Significant portion of Android population untouched; Non-Credit card/ no Smart phone users untouched
- Significant opportunity for combined partnership team to effectively deliver information faster, more consistently to all stakeholder segments



# THE CITY OF EL PASO INTERNATIONAL BRIDGES

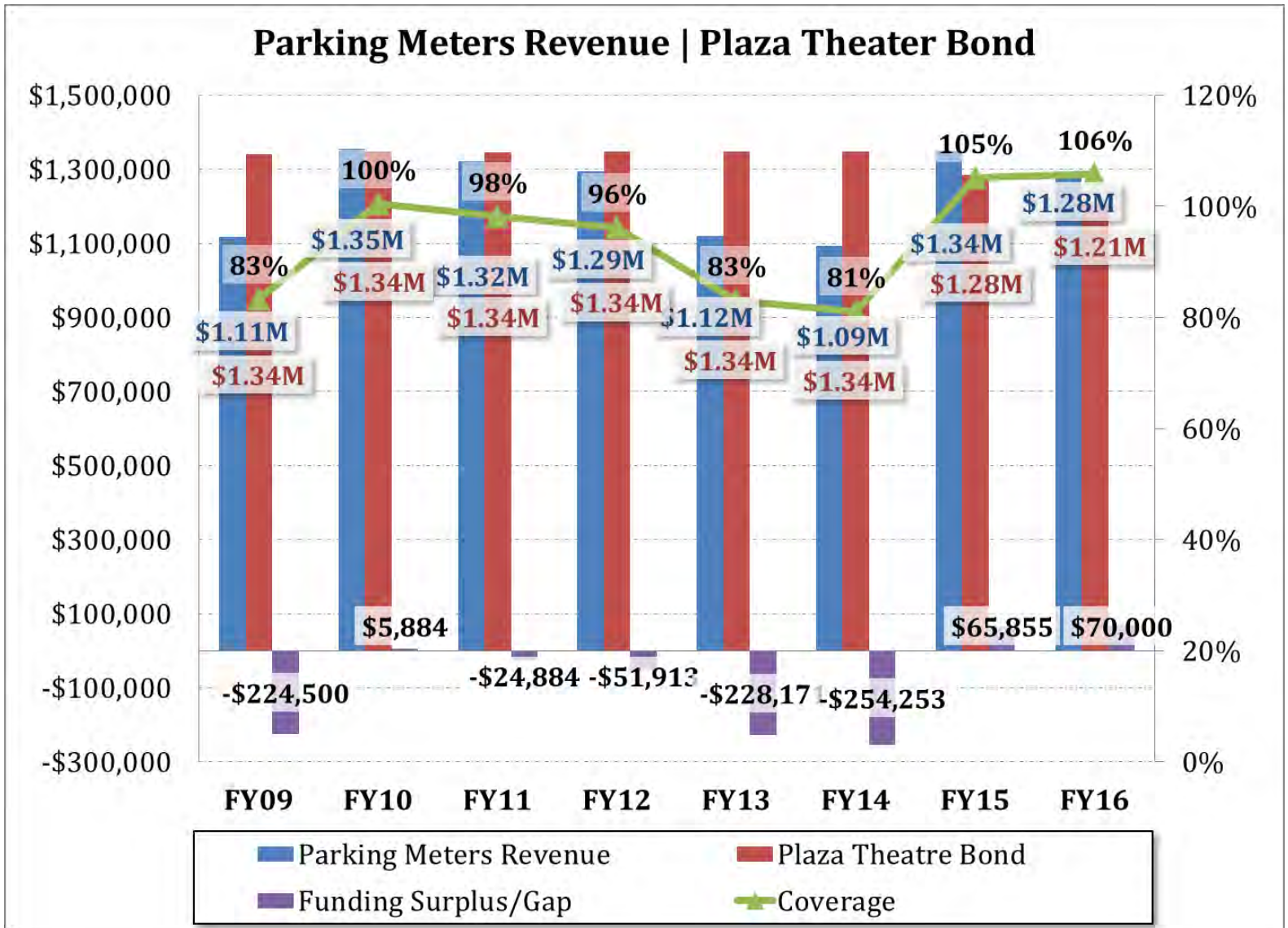
## Public Private Partnerships City of El Paso Saturday Parking Meter Revenues



*“Delivering Outstanding Services”*



# Title 12 (Vehicles and Traffic) Plaza Theater Bond



*"Delivering Outstanding Services"*



# Ordinance Background

## Title 12 (Vehicles and Traffic)

- In an effort to promote downtown shopping, and spur business, the Council entered into the “Free Saturday” parking program in 2013.
- In the Fall of 2016, the Central Business Association and Downtown Management District agreed to end the “Free Saturdays” and use the Saturday revenue to fund downtown projects.



## Action

- The Central Business Association and Downtown Management District are in favoring of removing the “Free Saturday Parking” at downtown meters.
- “the CBA fully supports removing the free parking from downtown parking meters on weekends, and appropriating the new revenues first for the Paseo de Las Luces project downtown, and when that project is finished, to appropriating said funds for other downtown improvement and revitalization projects, and/or to maintenance of the Paseo de Las Luces. Stated differently, the CBA wants to make sure that the revenues generated downtown by the change in weekend parking, stay downtown.”



# Paseo de las Luces

PASEO  
de las  
LUCES

## STREETLIGHTING ALUMBRADO PÚBLICO



- Retrofit existing light poles with LED lights
- Replace existing street trees as necessary
- Provide new trees at empty tree wells
- Add market lights over streetscape
- Provide lighting and wayfinding at new gateways and spires

- Actualizar postes de luz existentes con focos LED
- Reemplazar los arboles a lo largo de la calle que necesiten renovación
- Agregar arboles nuevos en espacios vacíos
- Agregar luces exteriores para alumbramiento de paisaje urbano
- Proveer alumbramiento y señalización a portales y agujas nuevas

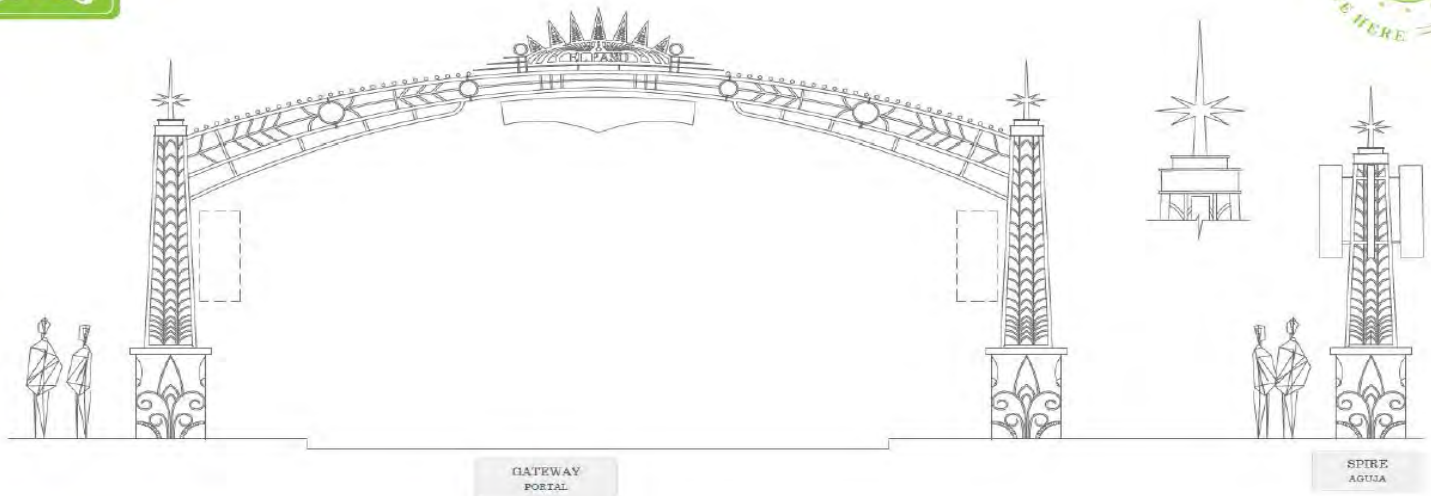


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# Paseo de las Luces

**PASEO**  
de las  
**LUCES**



El Paso Art Deco Buildings - Inspiration  
Edificios Estilo Art Deco de El Paso - Inspiración



**GATEWAY & SPIRE  
ART DECO THEME**

PORTAL & AGUJA  
TEMA ART DÉCO

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# Paseo de las Luces



*"Delivering Outstanding Services"*





# Paseo de las Luces



## SOUTH GATEWAY PORTAL DEL SUR

EL PASO STREET  
CALLE EL PASO

Near Paso del Norte International Bridge  
Cerca del Puente Internacional Paso del Norte



OPTION S1 / OPCIÓN S1



OPTION S2 / OPCIÓN S2





# Paseo de las Luces

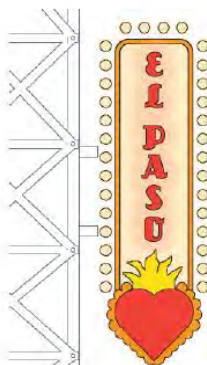


## BLADE SIGN OPTIONS

OPCIONES PARA LETREROS/ BANDEROLAS LUMINOSAS



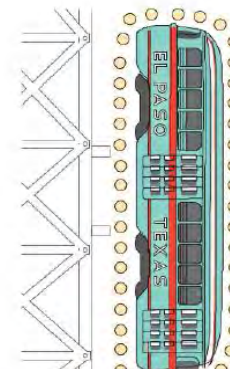
OPTION 1  
OPCIÓN 1



OPTION 2  
OPCIÓN 2



OPTION 3  
OPCIÓN 3



OPTION 4  
OPCIÓN 4

### Blade Signage — Existing Examples

Ejemplos Actuales de Letreros/ Banderolas Luminosas



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# Paseo de las Luces

PASEO  
de las  
LUCES

## PARKLETS

### PARKLETS



*Parklets provide small gathering areas in the place of former on-street parking spaces. A parklet is an opportunity to provide open space where public space is limited, but pedestrian traffic and density is high. Parklets on El Paso Street will include: landscaping/ planters, bicycle parking, seating, shade, and opportunities for recreational activities.*

*Los parklets son espacios públicos en el espacio que ocupa un estacionamiento. Un parklet brinda la oportunidad de dar espacio abierto, donde hay volumen alto de tráfico peatonal, pero normalmente es limitado. Los parklets en la calle El Paso incluirán: jardines/macetas, estacionamiento para bicicletas, asientos, sombra y oportunidades para actividades recreacionales.*



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# City- University of Texas at El Paso P3 Partnership

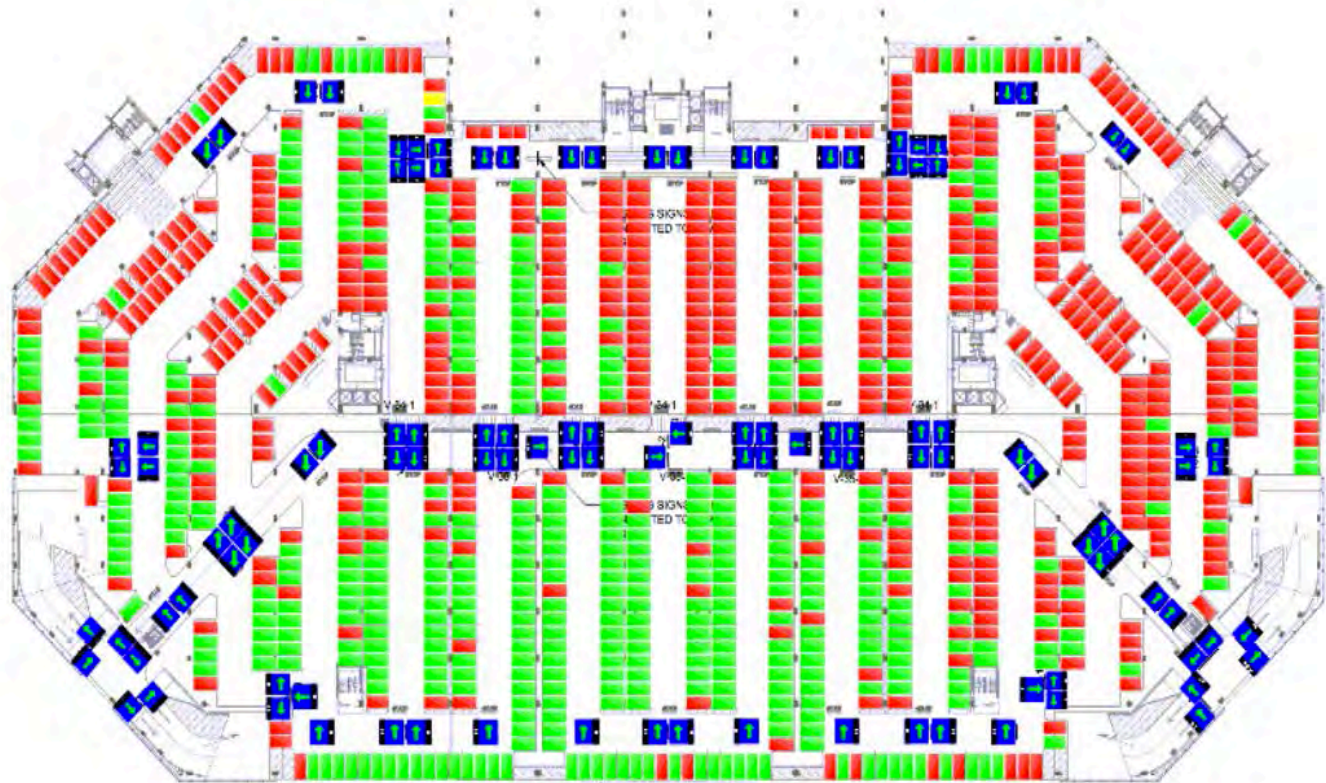


*“Delivering Outstanding Services”*

# Technology – Individual Parking Guidance



# Technology – Analytics



# Questions?

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