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Public Private Coordination for Managed Parking

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Parking Technology
Integrated Parking Solution
Collaboration from Planning to Operation
Public Private Engagement
City of Fort Worth Municipal Parking Fund
## Municipal Parking Fund – Enterprise Fund
Surplus driven fund: Operates via Revenue differential relative to total cost.

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

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

- Citizens
- Neighborhood Associations
- Small Businesses
- Civic Organizations
- Large Merchants
- Utilities
- Institutions Education/Religion/Health
- Service Organizations
- Government Entities
- Community Organizations
- Merchant Groups
- CFW
- Large Corporations

Realizing MPF Full Potential
Meeting MPF Core 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

Public Private Partnership
- Long Term; Contractual; Strong Collaboration
- Area – Public Events Garages
- Partners – SP Plus;
- Projects – WRMC & Convention Center Parking
- Wins – Progressive operational cost reduction, Improved access, Operational efficiency, improved engagement

Public Private Mix
- Non Contractual; Collaborative; Shared Long Term Interests
- Area – Policy Development, Policy Integration
- Partners – DFWI, Sundance Square, CVB, FW South, CDA
- Projects - Compliance; Commercial Loading; RPP; Valet Ordinance
- Wins – Improved regulation & Information sharing, CLZ’s, Valet

Contractual
- Core Features: Contractual; Service Focus; Low – Medium level Collaboration; Greater Term Variability
- Area – Payment Systems
- Partners – Parkmobile, Parkeon
- Projects – Pay by Phone private label app, multiple pay mode parking meters and b/office systems,
- Wins – Improved access, reduced operational costs, improved efficiencies, greater 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
Public Private Partnerships
City of El Paso Saturday Parking Meter Revenues
Title 12 (Vehicles and Traffic)
Plaza Theater Bond

Parking Meters Revenue | Plaza Theater Bond

<table>
<thead>
<tr>
<th>Year</th>
<th>Parking Meters Revenue</th>
<th>Plaza Theatre Bond</th>
<th>Funding Surplus/Gap</th>
<th>Coverage</th>
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</thead>
<tbody>
<tr>
<td>FY09</td>
<td>$1.34M</td>
<td>$1.11M</td>
<td>$5,884</td>
<td></td>
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<tr>
<td>FY10</td>
<td>$1.34M</td>
<td>$1.35M</td>
<td>-$24,884</td>
<td>$224,500</td>
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<tr>
<td>FY11</td>
<td>$1.34M</td>
<td>$1.32M</td>
<td>-$51,912</td>
<td>$288,178</td>
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<tr>
<td>FY12</td>
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<td>$1.29M</td>
<td>-$254,253</td>
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<td>$1.12M</td>
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<tr>
<td>FY14</td>
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<td>FY15</td>
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<tr>
<td>FY16</td>
<td>$1.21M</td>
<td>$1.28M</td>
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"Delivering Outstanding Services"
• 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.
The Central Business Association and Downtown Management District are in favor 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

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

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“Delivering Outstanding Services”
Paseo de las Luces

“Delivering Outstanding Services”
Paseo de las Luces
Paseo de las Luces
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

*Images are for illustration purposes only — "Las imágenes se presentan sólo con fines ilustrativos"
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 jardinería, plantas, estacionamiento para bicicletas, sentaderos, sombras y oportunidades para actividades recreacionales.

*IMAGES ARE FOR ILLUSTRATION PURPOSES ONLY*  "LAS IMÁGENES SE PRESENTAN SÓLO CON FINESTRA ILLUSTRATIVOS"

“Delivering Outstanding Services”
Technology – Individual Parking Guidance
Technology – Analytics
Questions?

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