

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, August 16, 2016
4:00p.m.
AGENDA

- I. Call To Order & Comments From The Chair
 - a. Comments from the Chairman

- II. Recurring Agenda
 - a. The meeting was noticed properly
 - b. Consideration of the proposed meeting agenda for August 16, 2016
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on August 2, 2016.

- III. Public Presentation
 - a. West Florida Regional Planning Council – Downtown Parking Study

- IV. Marketing
 - a. General update

- V. Ongoing Business
 - a. Festival of Lights update

- VI. Report from the Executive Director
 - a. Light Pole Downtown Banners
 - b. Napa business signage
 - i. Vital Signs is working on preliminary cost estimate
 - c. Status trash cans SoGo – delivery week of August 19th

- VII. Committee Activities
 - a. Festival of Lights – next meeting August 24th 9:30am
 - b. Special Events –
 - c. Parking – see recommendations below
 - d. DAB – next meeting September 23rd

- VIII. New Business
 - a. Parking Committee Recommendation regarding a requested consent by Daily Convo for the reconfiguration of on-street parking around the project
 - b. Parking Committee Recommendation to execute the Interlocal Agreement with Escambia County allowing for DIB managed monthly parking on the Balyen Street garage roof.
 - c. Parking Committee Recommendation to approve and begin implementation of the 2017-18 strategic plan including replacement of 100 current meters with IPS M3 smart meters that could happen in 6-weeks.
 - d. Annual Audit RFP results
 - e. 2017 budget approval

- IX. Public Comment

- X. Adjournment

NOTE: The DIB holds its regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30a.m. and the third Tuesday is held at 4:00p.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, August 02, 2016
7:30 a.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 7:30 am.

- II. Attendance:
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, & DeeDee Davis

- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was properly noticed
 - b. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on July 19, 2016 with approved change of ‘WUF’ to UWF.
 - c. Mr. Peacock announced addition to agenda of Ideaworks Pokémon presentation

- IV. Public Presentation
 - a. Ms. Miller and Mr. Turner presented Board with DIB Pokémon app, answered questions and addressed concerns from Board members.
 - b. Board voted unanimously to allow Ms. Miller and Mr. Turner to try the app for 30 days at no charge to the DIB and it was agreed that in order for the app to remain it must enhance the business experience and business owners must agree in advance to be included on the app.

- V. Marketing
 - a. No Update

- VI. Ongoing Business
 - a. First City Festival of Lights
 - i. Tentative Lights dates are 2nd week in November through end of January
 - ii. Mr. Homyak reported that private business owners and property owners are on-board with participating in the event.
 - iii. Mr. Homyak stated that the events calendar in coming together although January is still a little void of events at this time.
 - iv. Mr. Peacock announced that the Visit Pensacola Board of Directors meeting was rescheduled to August 9, 2016 at 3:00 p.m. and will be located at the Comfort Inn on Davis Hwy.

- VII. Report from the Executive Director
 - a. Light Pole Downtown Banners – Mr. Peacock requested that direction be given to marketing team on the “Explore” cuisine, play, etc. Art work and requested that Mr. Peterson and Mrs. Sjoberg present a sample at next Board meeting. RFP will be needed for flag production.
 - b. Napa business signage – Mr. Butlin informed the Board that we are still pending a cost estimate form Vital Signs.
 - i. Mrs. Dees informed Board that she was unable to find the presentation Councilman Spencer spoke about in the July 19th meeting. Mr. Peacock stated that he recalled the Zimmern Agency doing the presentation. Mrs. Dees will follow-up with additional research.
 - c. Impact 100 Grant Request – Mr. Butlin gave update on Site visit that occurred on August 1, 2016.
 - i. Mr. Peacock requested that all follow-up items be delivered to Mrs. Appleyard on Tuesday.
 - d. Parking on the County Garage roof – Mr. Butlin reiterated that Mr. Stebbins is reviewing a draft of the Inter-local and it should be completed next week.
 - i. Mr. Butlin was requested to follow-up with Mr. Jack Brown
 - e. So-Go Trash Cans – Mr. Butlin gave update on estimated delivery date of August 19th

VIII. New Business

- a. Mr. Sonnen updated Board on DAB revised Mission and Vision statements for DIB
 - i. Board requested that the key word of "Explore" be added to the mission statement
 - ii. Mr. Peacock requested that Mr. Peterson's team look over the proposed statements and make final edits before resubmitting to Board for approval.
- b. Mr. Butlin provided recommendations from Parking Committee to Board and request for a 1-year extension of Republic contract.
 - i. The Board approved a 1-year extension of the Republic Contract
 - ii. Republic through IPS has offered refurbished / upgraded M3 meters to DIB
 - iii. Mr. Peacock requested that the Parking Committee review the study from the city and bring recommendations back to the Board.
- c. Election of New Officers
 - i. Mr. John Peacock was confirmed as President
 - ii. Mr. Jim Homyak was confirmed as Vice Chair
 - iii. Mrs. Teri Levin was confirmed as Treasure
- d. Mr. Butlin handed out the 2017 Budget and requested Board Members review and ask questions so that it can be voted on at the August 16th DIB Board meeting.

IX. Committee Activities

- a. Festival of Lights - next meeting August 3rd 9:30 a.m.
- b. Special Events – next meeting August 12th 9:00 a.m.
- c. Parking – next meeting August 9th 4:30 p.m. – Mr. Patterson informed the Board of the upcoming expiration of the current Republic contract.
- d. DAB – next meeting August 25th 9:00 a.m.
- e. All previous meeting minutes were attached to agenda package for Board review

X. Public Comment

- a. Jefferson Street Garage Art Mural
 - i. Mr. Patterson announced that he was getting an itemized bid for landscaping for Jefferson Garage so the
 - ii. Board can pick and choose on what items need to be completed, in conjunction with the Mural project.
 - iii. Mrs. Levin stated that the scheduled start date should be Oct. 1st
 - iv. Mr. Peacock will address tree trimming with the City at his next meeting with the Mayor.
 - v. Mr. Butlin gave update on Mr. Switzer's suggestion of possibly utilizing Rick Dye and his Reap Re-entry program as a possible labor source for tree trimming.
- b. Mr. Peacock announced that Mr. Butlin submitted his formal resignation
 - i. The Board voted to allow Mr. Butlin to maintain his current role until the end of September.
 - ii. Mr. Peacock announced that Mrs. Dees will fill in for Mr. Butlin until a permanent replacement is selected.
 - iii. Mr. Peacock asked Mr. Stebbins to locate Executive Director job description and send to the Board.

XI. Adjournment the meeting was adjourned at 8:36 a.m.

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Parking Committee Recommendations:

To begin implementing of the items listed below. These are consistent with reports of parking challenges and opportunities from Urban Place in '06 and '07 and directly tie into Republic Parking's assessment of the current opportunities in Pensacola. By implementing these changes, the Downtown Parking Management District can begin to establish a reliable income stream that can be used to acquire and build future parking assets. Per the West Florida Regional Planning Council's report dated July 29, 2016 there is a need for additional parking to support the continued growth of downtown. This projected revenue stream in today's financial market could be used to construct a 300 space parking structure or be leveraged with private moneys to construct a larger shared parking facility. It is critical to the future vibrancy of downtown that we take action now in order to be in a position to solve parking challenges in the near future.

Parking Master Plan 2017-18

Goals

- 1) Increase parking space inventory
- 2) Helping businesses grow by providing accessible and convenient customer parking
- 3) On-Street Curbside parking is for short term use
- 4) Maintain parking space turnover so spaces are readily available
- 5) Accumulate cash for the acquisition of property and to provide equity to finance additional parking assets.
- 6) Establish a history of proven revenues sufficient to satisfy bond underwriting.
- 7) Use short term revenue generated to improve the customer parking satisfaction

In an effort to continue to make Downtown Pensacola a vibrant and integral part of a thriving city we are recommending these additions and changes to the Downtown parking strategy.

To be accomplished in the next 12-months:

- 1) Work with the County and negotiate inter-local agreements to utilize currently underutilized parking in municipally owned Lots and Garages. This will facilitate employee parking in key areas so as to free up on-street curbside parking for customers and visitors downtown.
- 2) Locate and plan to secure future lots and garages to support the growth of downtown.
- 3) Continue to seek locations to provide employee monthly parking
- 4) Recommend adoption of the Republic study - expand timed enforcement to include: Taragonna St (Main to Garden Streets), Alcaniz St. (Main to Garden Streets), Government St. (Tarragona to Alcaniz Streets), and Zarragoza St. (Tarragona to Alcaniz Streets UWF?) Church St. (Taragonna to Adams Streets), Adams Street (Zaragossa to Government Streets). This will support space turn over to foster

- further economic development. Some businesses have already seen the advantages of time restricted parking and requested it on Alcaniz where it did not exist before.
- 5) Change all parking enforcement to 10:00pm 6-days a week. This will aid in a more fair distribution of revenue between daytime retailers and nighttime based businesses.
 - 6) Raise meter rates from \$.50 per hour to \$1.00 per hour starting Jan. 2017.
 - 7) Expand the City/CRA Interlocal to provide that after core uses of the parking revenue have been met, per the strategic plan, Parking Fund moneys can be additionally used to continue assisting in creating the vibrancy of Downtown in the creation of amenities such as planters, trash receptacles, bicycle racks, transportation options and other esthetics.
 - 8) Parking Ordinance changes:
 - a. Limit parking in the entire DPMD to 72 hours to prevent vehicles being left unattended for possibly weeks or even months at a time.
 - b. prohibit "plugging" the meters
 - 9) Recommend adoption of the Republic Study - Replace meters on Romana, Intendencia and Government with M3 smart meters.
 - 10) Recommend adoption of the Republic Study - Add M3 smart meter to:
 - a. Palafox from Wright to Plaza De Luna
 - b. Cedar Street
 - c. Main Street
 - d. Zarragoza Street
 - e. Jefferson Street
 - f. Garden Street
 - g. Wright Street
 - 11) Add Paystations to the South Jefferson Lot
 - 12) Negotiate with the City to add Paystations to the far south City lot between Jefferson and Palafox (issues with Marina Management and what they lease).
 - 13) Increase the Jefferson Street Garage to \$5.00 - 6:00pm Friday to 5:00am Saturday and the 6:00pm Saturday to 5:00am Sunday.

The Parking Committee also recommended the DIB move forward with accepting and installing a test group of 100 M3 smart meters. These would replace existing meters starting at Palafox and working outwards. This would allow a test of the effectiveness and public acceptance of the new meters. There is a one-time setup and installation cost of \$2,500.00 then it is \$5.75 per meter per month and a \$.13 per credit card transaction fee.



MEMORANDUM

June 17, 2016

To: Ron Butlin
From: Wally Bice
CC: Maurice Patterson

RE: Discussion and Recommendations-Pensacola Operation

Dear Ron,

Please find below some discussion points and recommendations for you and the DIB board to consider. I look forward to discussing these items with you.

1. **New LPR Unit:** As we are all aware, the current system is dated and beginning to really give the staff some issues. The Genetec system is more sophisticated and will provide the needed efficiency to patrol the streets.

Benefits of the new system:

- **Better Read Rate**
- **New system less sensitive to vehicle speed and positioning to parked vehicles**
- **Pictures are in High Definition**
- **New system can be integrated with on street pay stations**
- **Data is transferred to in-office server for easier use for appeals and for data analysis by management**
- **Current system is at end of useful life and having technical problems that may not be able to be corrected**

Republic Parking, with a new contract term, will purchase the system and bill the operation back on a monthly basis. The cost for the new system is \$55,000.00. This price does not include tax and interest. Once the order is placed, we can have the new system installed and fully operational in 30 days.

I have provided you some literature on the system for your review.

2. **Refurbished M3 IPS Smart Meters:** To recap the discussion that I had with Ron a few weeks ago, IPS is giving away refurbished M3 meters. This is a very good opportunity to upgrade existing meters in the city and also put in the cupboard, meters for Palafox St.

If you were to purchase these meters, the cost would be \$500.00 per meter. By accepting these meters, the cost savings to the city is significant. Ex. 500 meters would be a cost savings of \$250,000.00.

Note: For each meter to function, there is an operational meter charge per meter (\$5 to \$8) plus credit card transaction fees that would apply each month. The operational meter charge is for reporting and connectivity.

3. **Installation of Meters on Palafox St.:** After review, we recommend metering Palafox Street from Plaza de Luna to Wright Street. The reason for the recommendation is very simple. Given our occupancy data for a 9 day period in June, the city is losing money.

Our counts showed that Palafox between Garden and Main is 73.58% occupied between 8a and 5p. This type of data is why most major cities have metered, or are in the process of metering their major downtown business streets and avenues in their cities.

In the 11 cities in my area of responsibility, the City of Durham does not have meters. However, they will be moving away from time zones and installing meters this fall. The city council made it very clear to the citizens that there is no more free parking.

The cities of Charlotte, Virginia Beach, Alexandria, Baltimore, Lauderdale by the Sea, Jacksonville, and Tallahassee all have meters on their main streets and avenues in their core business district. In fact, in Charlotte, we added meters to new areas.

There are currently 318 spaces between the Plaza de Luna and Wright St. on Palafox. If the city were to install 318 smart meters there (M5s and not the aforementioned M3s), the cost would be approximately \$318,000.00, or \$1,000 per meter. If the DIB were to accept the M3s for free, the city would realize a 50% savings or approximately \$159,000.00.

4. **New Meters in Other Areas:** We recommend the following areas be metered:
- i. Zarragossa- Palafox to Taragonna North Side next to Plaza Ferdinand (1 Pay Station)
 - ii. Zarragossa- Palafox to Jefferson South Side (7 single head/smart meters/4 poles)
 - iii. Zarragossa- Jefferson to Taragonna South Side(1 Pay Station)
 - iv. Jefferson- Government to Church West Side next to Plaza Ferdinand (4 single head/2 poles)
 - v. Jefferson- Zarragossa to Main West Side (3 single head/ 2 poles)
 - vi. Main- Baylen to Commendencia North Side (24 single head/ 14 poles)
 - vii. Main- Baylen to Commendencia South Side(20 single head/11 poles)
 - viii. Cedar- Baylen to Commendencia (2 Pay Stations/ 5 single head/ 3 poles)

Note: A combination of Single head and Pay Stations were configured because of space limitations due to driveways breaking up space distances. A break in continuity tends to create confusion where paid parking is involved.

This gives us a total of: 4 Pay Stations, 63 Single Head Smart Meters, and 36 Poles. The cost for the pay stations would be approximately \$40,000.00.

August 9, 2016

IPS/Republic partnership for M3 smart parking meters

Option A:

Commit to three years of operation and at the end of three years you would have to negotiate either an extension or be free to change equipment.

Option B:

Commit to five years and at the end of the term you own the meters.

Other Considerations:

There is a onetime flat fee of \$2,500 for the initial installation and set up.

IPS charges \$5.75 per meter per month

Includes unlimited communication from all meters to the host network

Includes access to the data management system

There is a \$.13 charge for each credit card purchase

IF we want to install in areas not currently serviced by meters likely cost is \$500 per unit for the meter housing, a pole and the installation.

The meters can be individually programmed for virtually everything. The programming is done remotely and whenever a meter "calls in" its programming is updated. Meters call in for each credit card transaction and if there haven't been any credit card transactions, there is a default call in once every 24 hours. If a meter breaks down, the replacement meter will call in and assume the previous programming.

There is a feature whereby the data management system can tally up the amount of money being removed from each meter as an audit check function.

These meters are capable of pay by phone; there are additional layers of cost associated with this feature.

The meters come with a 1-year warranty

Battery life is 1 to 2 years. Each battery pack is \$29.00

On average, Cities have realized a 20% increase in parking revenue with upgraded meters and payment options. Jacksonville experiences about 20% Credit Card volume while W. Palm Beach experiences as much as 70% Credit Card Volume.

6/19/2016

Proforma Parking Revenue changes outlined in 2017 Strategic Plan

Change all curb side parking to \$1.00/hour	150,000	2016 total meter collections likely \$150-\$160,000 at \$.50/hour
Add pay to park until 10:00pm	22,950	150 active meter 5 extra hours 60% occupied
Add pay to park Saturday's	55,080	150 active meters 60% occupied 12 hours
Expand the time restricted areas several blocks east Additional Ticket Fine revenue	32,000	20% of 2016 parking fine collections
Add meters to Main, Cedar and Zarragossa 75 meters less lease fees	13,770 (4,500)	14 hours a day, 6 days a week and 60% occupied
	269,300	
Meters on Palafox		
Garden to Main	88	139,700
Garden to Wright	165	186,280
Main to Plaza De Luna	80	76,200
Leasing costs	333	(19,980)
Total Potential		382,200 651,500

	Without Palafox	With Palafox	Test against Ed Gray
Rough Bond underwriting			
Income stream	269,300	651,500	625,000
Coverage rate	1.25	1.25	1.25
	215,440	521,200	500,000
Interest rate	5.00%	5.00%	5.00%
Bondable capital	3,036,399	7,345,764	7,046,972
Parking Structure	300		
Average cost/space	25,000		
Total cost new	\$ 7,500,000		

19-Jun-16
 Parking spaces on Palafox

	Total # of Spaces	Rate per Hour	Hours of Operation 8-10 (6 days)	Occupancy	Hours Occupied	Total # of Spaces	Daily Collections	Weekly Collections	Monthly Collections	Annual Collections
Wright to Gregory	50	\$ 0.75	14	25%	3.50	50	\$ 131.25	\$ 787.50	\$ 3,307.50	\$ 39,690.00
Gregory to Chase	60	\$ 0.75	14	25%	3.50	60	\$ 157.50	\$ 945.00	\$ 3,969.00	\$ 47,628.00
Chase to Garden	55	\$ 0.75	14	30%	4.20	55	\$ 173.25	\$ 1,039.50	\$ 4,365.90	\$ 52,390.80
	<u>165</u>				<u>11.20</u>		<u>462.00</u>	<u>2,772.00</u>	<u>11,642.40</u>	<u>139,708.80</u>
Garden to Romana	25	\$ 1.00	14	50%	7.00	25	\$ 175.00	\$ 1,050.00	\$ 4,410.00	\$ 52,920.00
Romana to Intendencia	16	\$ 1.00	14	50%	7.00	16	\$ 112.00	\$ 672.00	\$ 2,822.40	\$ 33,868.80
Intendencia to Government	9	\$ 1.00	14	50%	7.00	9	\$ 63.00	\$ 378.00	\$ 1,587.60	\$ 19,051.20
Government to Zaragossa	32	\$ 1.00	14	50%	7.00	32	\$ 224.00	\$ 1,344.00	\$ 5,644.80	\$ 67,737.60
Zaragossa to Main	6	\$ 1.00	14	50%	7.00	6	\$ 42.00	\$ 252.00	\$ 1,058.40	\$ 12,700.80
	<u>88</u>				<u>35.00</u>		<u>616.00</u>	<u>3,696.00</u>	<u>15,523.20</u>	<u>186,278.40</u>
Main to Plaza De Luna	80	\$ 0.75	14	30%	4.20	80	\$ 252.00	\$ 1,512.00	\$ 6,350.40	\$ 76,204.80
Grand Total Potential Palafox									<u>33,516.00</u>	<u>402,192.00</u>
Total Potential Palafox									33,516.00	402,192.00
Leasing cost M3 meters									(1,665.00)	(19,980.00)
Net Proceeds									31,851.00	382,212.00

Bond Option \$250K	
Payment	\$250,000
Rate	5%
Number of periods	25
Bond Sizing	\$3,523,486.14

Bond Option \$500K	
Payment	\$500,000
Rate	5%
Number of periods	25
Bond Sizing	\$7,046,972.28

Bond Option \$200K	
Payment	\$200,000
Rate	5%
Number of periods	25
Bond Sizing	\$2,818,788.91

Bond Option \$400K	
Payment	\$400,000
Rate	5%
Number of periods	25
Bond Sizing	\$5,637,577.83

\$8,000,000

*Bonding information from Ed Gray
7/12/16*