



Parking & Traffic Committee Meeting

October 10, 2019

4:30pm

J. Earle Bowden Bldg., Room 1

AGENDA

- 1) Call to Order
 - a) Meeting was properly noticed
 - b) Approval of Meeting Agenda for October 10, 2019
 - c) Approval of Minutes for September 12, 2019
 - d) Welcome Mike Z. – City Complete Streets
- 2) On-Going Business
 - a) JSG Spaulding and seam repairs – update
 - b) Consultant Support – update
 - c) Baylen traffic flow change request – update
 - d) Citation rate increases – update
 - e) Interlocal agreement– update
 - f) Garden Pay Stations – discussion
 - g) JSG customer parking signs – update
- 3) New Business
 - a) JSG Elevator Repair – vote
 - b) East Garden District FDOT request – vote
 - c) End of Year CRA parking report - discussion
- 4) Financial Report
 - a) September Financials – vote
- 5) Public Comment
- 6) Adjournment
- 7) On hold Items
 - a.) JSG Rates – on-hold
 - b.) Escambia County garage contract

MINUTES

Parking & Traffic Committee Meeting September 12, 2019

Members present: Mark Bednar, Chairman
Members Danny Zimmern and Kevin Lehman
Lissa Dees, Executive Director

Call to order: The meeting was called to order by Chairman Bednar at 4:30 p.m.

- a) Mrs. Dees confirmed the meeting was properly noticed.
- b) Proposed meeting agenda was approved unanimously.
- c) Minutes of the August 15, 2019, meeting approved unanimously.

Ongoing Business:

- a) JSG spalling and seam repairs loan
 - 1. Mrs. Dees reported that DIB reviewed the majority approval of the committee to research loan options to cover \$102,150 for seam repairs and \$42,000 in spalling repairs, and asked that it be sent back to the committee to reconsider since there is money available for us to do the repairs. This was also the recommendation of the finance committee.
 - 2. Mr. Lehman moved to approve the recommendations of the DIB and the finance committee to use both the repairs & maintenance cash budget and the short-term CD to fund the repairs. Motion failed.
- b) Escambia County garage contract – update
 - 1. Mrs. Dees attended the BCC meeting and reported that the garage contract did not appear on the agenda as she had been assured it would. Mrs. Dees has requested a meeting with Ms. Gilley and will continue to follow up.
- c) Consultant support - review
 - 1. Mrs. Dees reported that DIB reviewed the majority approval of the committee to secure the services of Structured Parking Services not to exceed \$1,500 per month in the creation of a strategic parking management plan of action. DIB did not dispute spending money to work with a consultant but would like to see from the parking committee a defined movement and not just an open-ended arrangement
 - 2. Mrs. Dees reiterated her reasons for needing the advice and assistance of a consultant, specifically Mr. Greg Darden. Mr. Darden spoke extensively with the committee members.
 - 3. After a great deal of conversation and some perplexity as to what is expected of the committee, Mrs. Dees asked that the members attend the next DIB meeting to demonstrate their support and understanding of the need to hire a consultant.
- d) Baylen Street restriping – accomplished; two parking spaces gained.

e) Baylen traffic flow change request

1. Mr. Bednar explained to the committee the concept of eliminating one southbound lane of Baylen Street between Main and Government and reconfiguring it to include angled-in spaces and a drop-off zone. He has scheduled a meeting with Robin Wright, who is the chief court administrator, to get her input. If she supports the concept, Mr. Bednar suggested that he would then seek the support from the county, then bring it back before the committee.
2. Mrs. Dees advised that the CRA and the city presently have plans to convert the streets to provide more walkability and bike ability. She has a meeting with city engineer Derrick Owens Wednesday and asked for specifics from Mr. Bednar as to changes he is suggesting on Baylen Street. Mr. Lehman asked that Spring Street be included in the same conversation.
3. Mr. Darden gave input as to dimensions of parking spaces and suggested the first step would be to meet with city engineering and find out what the right-of-way is and what are the physical restraints for putting in angled parking.

f) Citation rates

1. As a result of issues regarding noncompliance with parking regulations, it is the consensus of the committee that the multiple offender rates are not sufficient to encourage compliance. Therefore, the committee made a recommendation, with public input, to increase the repetitive parking fines to a significantly higher rate in an effort to encourage compliance.
2. Mr. Zimmern made a motion that the rate of the first ticket for an individual be \$10 and that the amount of future tickets be incrementally increased to \$20, \$40, and \$100. Seconded by Mr. Lehman and carried unanimously.

g) Interlocal agreement – on hold awaiting meeting with city attorneys.

h) Boat slip management

1. The city has asked if the committee would be willing to manage four existing boat ramps, which are slightly outside DIB boundaries.
2. Mrs. Dees suggested that there are multiple opportunities to help the city better manage its parking assets and have more of a partnership with City, and this would be one step in that direction. This was an informational item only; no motion was necessary.

New Business

a) Garden Street pay stations

1. Mrs. Dees reminded the committee that a proposal had previously been compiled for the removal of 120 lollipops from Garden Street and installation of 20 pay stations for a total of \$70,350.
2. Mr. Bednar requested from Mrs. Dees a phase-in recommendation.
3. Mr. Lehman asked that the committee seek public input before beginning the project.

Financial Report

- a) August financials – approved unanimously.

Public Comment

Public comment was received from Mr. Elebash, first requesting that signs be placed in the Jefferson Street parking garage directing that 8-10 spaces on the first floor be reserved for customer access, with a two-hour time limit.

Mr. Zimmern made a motion that Mrs. Dees use the ED discretionary fund for the installation of the signs. Seconded by Mr. Lehman and carried unanimously.

Adjournment:

The meeting was adjourned at 6:30 p.m.



**Downtown Improvement Board
DPMD Consent Agenda
September 2019**

- A. PJSG Spaulding and seam repair
 - Utilization of DPMD repair funds, reserve fund and CD's for repairs totaling \$144,550 motion failed.

- B. Consultant support
 - Mrs. Dees and Mr. Darden referred Parking Committee back to the initial parking strategic plan presented in July as the plan of action.

- C. Citation Rate Increase
 - Committee recommendation for citation increases:
 - \$10 – 1st
 - \$20- 2nd
 - \$40 – 3rd
 - \$100 – 4th
 - Current Rates
 - \$10 – 1st
 - \$15 -2nd
 - \$30 - 3rd
 - \$40 - 4th

- D. Garden Street Pay-Station
 - Committee recommended phases and public input before continuing

- E. DPMD Financial Reports
 - Unanimous Approval of August Financial reports

******Please notify DIB Executive Director of any items you wish to have removed from the DPMD consent agenda and placed on the DIB agenda in advance. ******

DPMD meeting agenda and minutes attached.

Lissa Dees

From: David Fitzpatrick <david@fitzeng.com>
Sent: Friday, October 4, 2019 12:11 PM
To: Lissa Dees
Cc: 'Tosh Belsinger'
Subject: East Garden District Garden beatification project
Attachments: EXISTING Garden Tarragona to Jefferson 10-4-19.pdf; PROPOSED Garden Tarragona to Jefferson 10-4-19.pdf

Lissa please take a look at this existing and proposed pdfs. let me know if I need to do something to make it clearer. basically with the added landscaping we lose a space. Goes from 14 to 13 spaces.

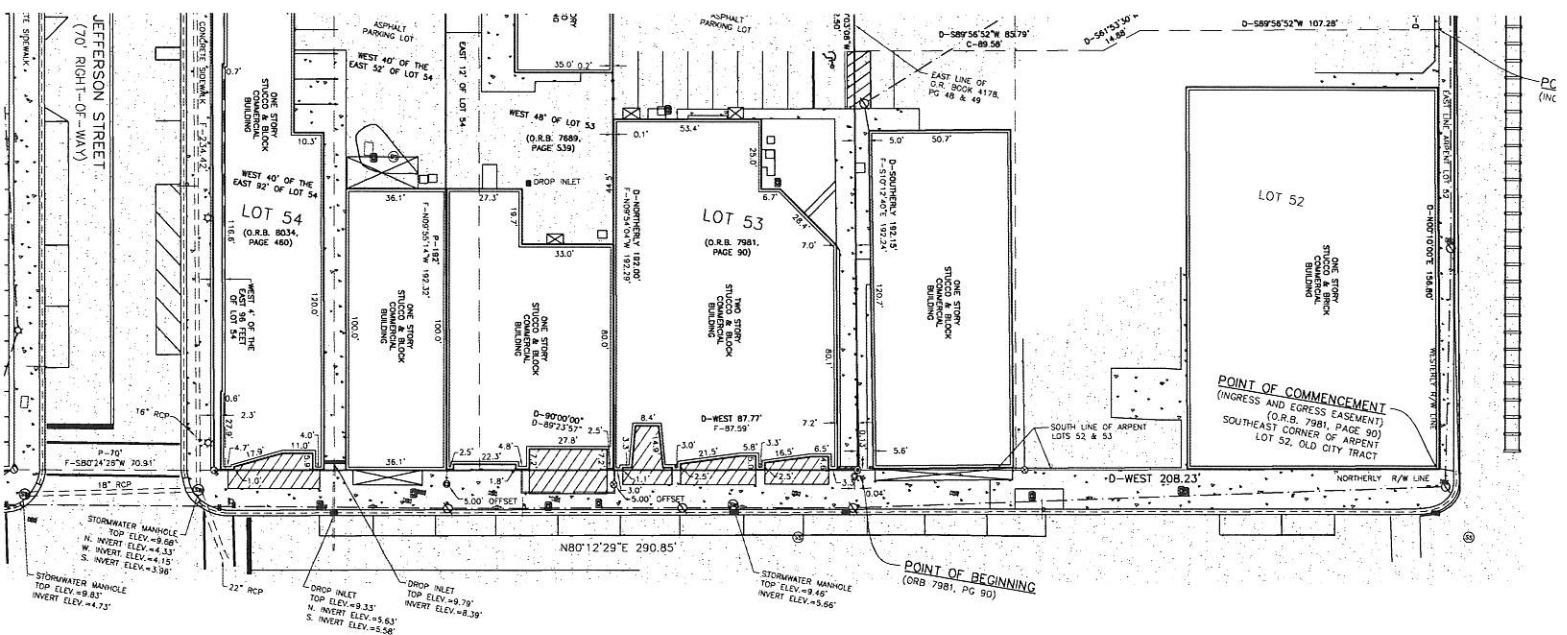
Thank you

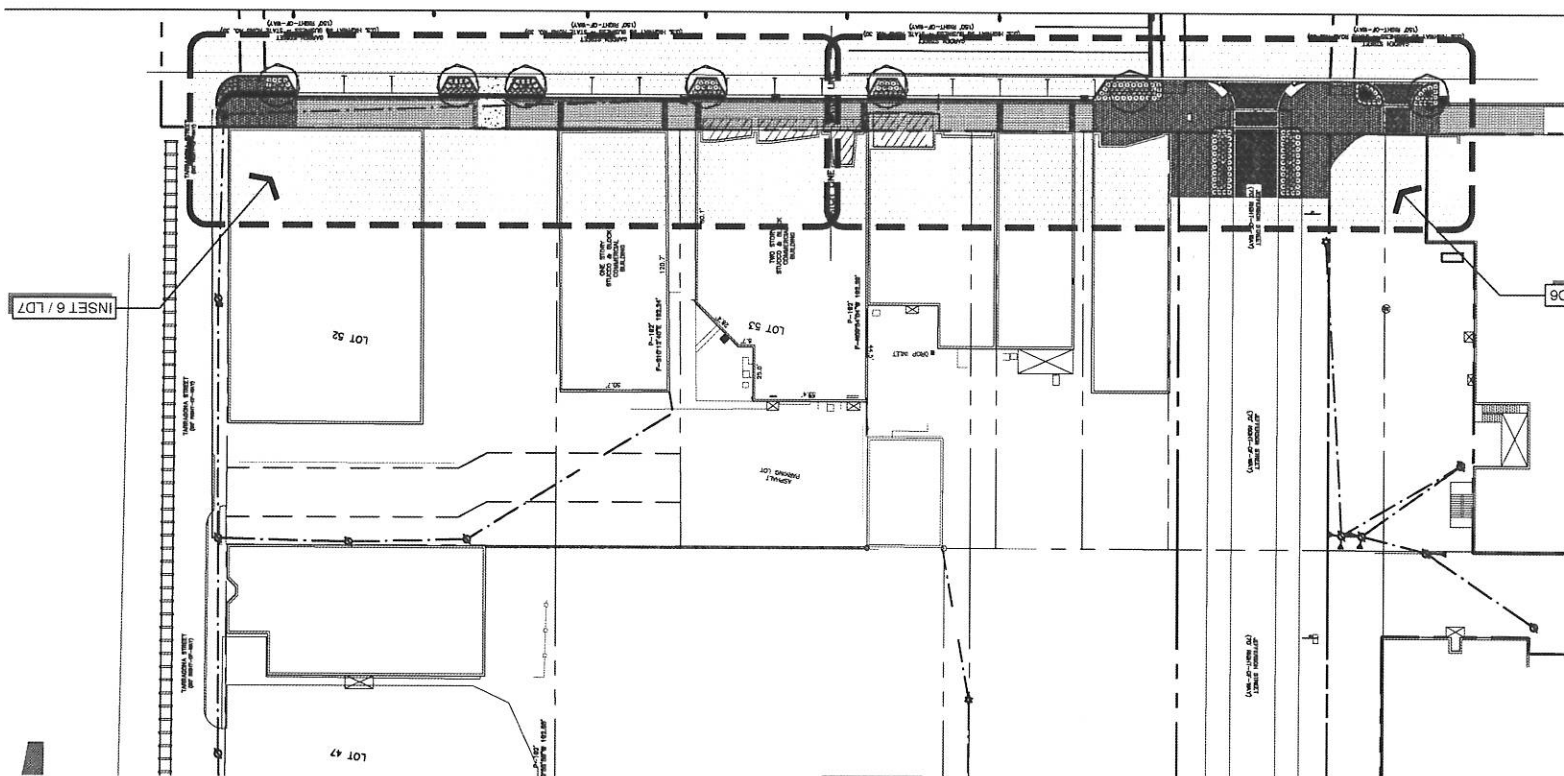
David W. Fitzpatrick, P.E.

David W. Fitzpatrick, P.E., P.A.

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2019 of Year DIB Parking Report – Tentative Outline/language

1. Status on the State of parking operations and controls

- a. The DIB terminated the parking operational contract with Premium Parking.
- b. The DIB selected and launched a more user friendly and lower cost parking app provider
- c. The DIB began operating the downtown (qualify the exact area) parking system internally on 11/01/2018.
- d. The DIB spent eight weeks building staff and systems to properly operate the downtown parking program.
- e. Since taking over parking operations, the DIB has made the following changes, (list major changes)
- f. Since taking over the parking system, the DIB can report \$XXXXXX dollars saved through internally operating the parking program.
- g. Since taking over parking operations, the DIB parking staff has attended the following training classes/sessions. (list all)

2. Status on the State of existing parking facilities (explain each item)

- I. Current status of Jefferson Street garage
 - a. YTD improvements/changes to Jefferson Street garage
 - b. Identified and unresolved deficiencies with Jefferson Street garage
 - c. Pending actions and/or plan for Jefferson Street garage
 - d. Since the DIB took over parking operations, the Jefferson Street garage reports XX% increased in gross parking revenues.
- II. Current status for the on-street parking system
 - a. YTD improvements/changes to on-street parking
 - b. Identified and unresolved deficiencies with on-street parking
 - c. Pending actions and/or plan for on-street parking
 - d. Since the DIB took over parking operations, the on-street parking program reports XX% increase in gross parking revenues.
- III. Detectable trends in the parking system for 2019
- IV. Newly incurred costs for the parking system for 2019

3. Projected changes to the parking system for 2020.

The DIB has made significant strides since becoming the parking operator. Parking revenues are up, collections are up, and customer satisfaction is rising. However, there is much work to be performed and room for improvements. The DIB has recently hired a parking consultant to assist with development for improved parking strategies and

master planning needs. While those efforts are just commencing, we would like to highlight a few areas of focus:

- a. Continue improvements to public relations through community meetings, marketing campaigns, and participating in public events and forums. We believe better communication is crucial to the wellbeing of the city, our goal will include:
 - Educating the public on modern parking and transportation principals
 - Obtaining their feedback and suggestions for improvements to the downtown parking system
 - Understanding employee, employer, residential, and visitor parking needs
 - Explain and educate stakeholder on current and future parking changes and goals
- b. Continued evaluation and improvements to the on-street metering programs throughout the city. These improvements are expected to yield:
 - Better parking availability
 - Better utilization of the existing parking system
 - Higher revenues with reduced offsetting costs
- c. Considerations and improvements to the way-finding signage system which we expect to:
 - Provide more consistency and easier understanding for the parking program
 - Provide common branding and consistency in messaging
- d. Considerations to parking rates and designated parking areas which we expect any changes to
 - Improve access to parking for specific user needs
 - Improve employee parking access
 - Decrease wrongful parking in residential areas
 - Improve residential parking needs
 - Enforce positive parking habits throughout downtown
 - Create revenues sufficient to properly offset enforcement measures
- e. Designate and facilitate alternate means of transportation by
 - Designating areas for rideshare / ride hailing programs
 - Support and facilitate mass-transit use downtown
 - Further support and grow bike paths and lanes
- f. Continue to evaluate and edit the Interlocal Agreements (between the City and CRA) which empower the DIB's parking abilities. We expect those efforts will:
 - Expand the area of parking operation to grow as development grows downtown
 - Better and legally utilize parking funds for future parking needs
 - Afford the DIB abilities to manage parking areas not owned by the City and/or CRA
 - Allow DIB and its resources to manage other city and private endeavors
 - Improve parking revenues through a broader operational footprint

- g. Improve communication between the City and DIB which we believe will:
- Allow future developments to be better coordinated and less impactful towards downtown congestions and parking concerns
 - Allow for improved parking code policies which should provide better use of the existing parking system, improve shared parking practices, reduce traffic, and overall improve the downtown district
 - Foster smarter development practices between the city and private development
 - Improve overall long-term downtown tax collections

The DIB is formalizing its parking initiative improvement plan now. Stockholder and community meetings are planned for late October and into November. A final report to the DIB Board and City is expected in late November or early December. This report will outline the strategies, improvements, and expected impacts to the parking program for 2020.

Treasures' Report - DPMD

MEMORANDUM

To: DIB Board

From: Lissa Dees, Executive Director

Subject: Treasures' Report

Date: October

Following this Memo are the September (End of Year) Income Statement and Balance Sheet.

Total Income DPMD FY 2019: \$ 976,768.36

Total Expense DPMD FY 2019: \$801,485.05

Total Variance DPMD FY 2019: \$ 175,283.31

Notes:

End of Year

DPMMD		
<u>Code</u>	<u>Description</u>	<u>DPMMD Notes</u>
Income	<i>Overview</i>	<i>\$43,803 over projected annual revenue</i>
11-00	North Palafox	\$4,695 under projected annual revenue
12-00	Tarragona Lot	\$23,207 over projected annual revenue
13-00	Trash Co -Op	\$1,404 over projected revenue
20-00	Intendencia	\$24,650 over projected annual revenue
21-00	JSG	\$36,003 under projected annual revenue
23-00	Meter/Pay stations	\$35,349 under projected annual revenue
23-03	On street Platform	\$40,959 for year - not budgeted in 2018/19
24-00	Parking Fines	\$30,077 over projected annual revenue
Expense		
Expense	<i>Overview</i>	<i>\$72K under projected annual expenses</i>
50-30	Parking Reserve Fund	\$30K for Year
30-00	Trash Co -Op	\$4,526 under projected annual expenses
40-00	DPMMD Shared Expenses	\$41K over projected expenses - not budgeted
50-05	Parking Meter CC Fees	\$14k over projected annual expense
50-12	Marketing/Printing/Research	\$22k over projected expenses for the year
50-14	Overhead Reimbursement	\$192,524 over annual budget - \$139,806 from staff salaries
50-17	Signage & Striping	\$5,727 over projected annual budget
50-24	Enforcement Spec Events Pkg	\$15K over annual budget - special event parking not budgeted

Downtown Parking Management District
Balance Sheet- For Management Use Only
As of September 30, 2019

	Sep 30, 19
ASSETS	
Current Assets	
Checking/Savings	
112 · Synovus - Securities	46.93
111 · Synovus - 3 Mo CD	50,000.00
110 · Synovus - 6 Mo CD	50,000.00
103 · Parking Reserve Trust	30,000.00
100 · Petty Cash-Jefferson Garage	1,717.20
101 · Cash-Coastal -514-8	156,103.56
102 · Cash-Wells Fargo -9358	40,637.70
Total Checking/Savings	328,505.39
Accounts Receivable	
140.4 · Parking Fees & Fines	79,605.00
145.4 · Allowance for Doubtful Accounts	-62,915.80
Total Accounts Receivable	16,689.20
Other Current Assets	
164 · Prepaid Expense	8,274.97
Total Other Current Assets	8,274.97
Total Current Assets	353,469.56
Fixed Assets	
245 · Signage	8,828.37
241 · Equipment	499,861.05
290 · Improvements	297,268.00
300 · Accumulated Depreciation	-335,774.14
Total Fixed Assets	470,183.28
TOTAL ASSETS	823,652.84
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	7,375.04
Total Accounts Payable	7,375.04
Other Current Liabilities	
461 · Parking Res Trust	30,000.00
455 · Due to City of Pensacola	634.17
24000 · Payroll Liabilities	546.13
404 · N/P-CB & T-Pay Stations-Current	2,611.66
460 · Restricted Fund	1,000.00
Total Other Current Liabilities	34,791.96
Total Current Liabilities	42,167.00
Total Liabilities	42,167.00
Equity	
32000 · Unrestricted Net Assets	456,390.17
32100 · Investment in Capital Assets	182,358.00
Net Income	142,737.67
Total Equity	781,485.84
TOTAL LIABILITIES & EQUITY	823,652.84

Ordinary Income/Expense

Income

23-03 · Onstreet Platform	40,959.14
10-00 · Judicial Center Lot	321.00
11-00 · North Palafox Lot	22,304.97
12-00 · Tarragona Street Lot	46,206.97
13-00 · Trash	83,769.03
20-00 · Intendencia Garage	24,650.00
21-00 · Jefferson Street Garage	358,996.98
23-01 · Paystations	168,251.00
23-02 · Single Space Meters	19,199.74
24-00 · Parking Fines	210,077.45
25-00 · OnStreet Dumpster Placement Fee	1,320.00
26-00 · Residential Parking Permits	712.08

Total Income

Gross Profit

Expense

50-30 · Parking Reserve Fund Expense	30,000.00		30,000.00			
5033 · Reserved	0.00	20,875.00	-20,875.00	0.00	20,875.00	20,875.00
30-00 · DPMD Trash Expense						
30-01 · Republic - Dumpster Service	51,566.73	47,054.00	4,512.73	51,566.73	47,054.00	47,054.00
30-03 · Landfill Fees	23.28	1,287.00	-1,263.72	23.28	1,287.00	1,287.00
30-04 · Security Fees	820.00	3,000.00	-2,180.00	820.00	3,000.00	3,000.00
30-05 · Special Events Dumpster Service	0.00	6,204.00	-6,204.00	0.00	6,204.00	6,204.00
30-07 · Trash Compactor Utilities	608.96	0.00	608.96	608.96	0.00	0.00
Total 30-00 · DPMD Trash Expense	53,018.97	57,545.00	-4,526.03	53,018.97	57,545.00	57,545.00
40-00 · DPMD Shared Expenses						
40-01 · Intendencia Revenue share w/Co	8,284.50	0.00	8,284.50	8,284.50	0.00	0.00
40-03 · P.F. Less Rev Share PPD/Airport	10,334.89	0.00	10,334.89	10,334.89	0.00	0.00
40-04 · Tarragona Lot Rev Share	22,471.29	0.00	22,471.29	22,471.29	0.00	0.00
Total 40-00 · DPMD Shared Expenses	41,090.68	0.00	41,090.68	41,090.68	0.00	0.00
50-00 · DPMD Operating Expenses						
50-29 · Insurance - Garage Keeper	17,784.12			17,784.12		
50-02 · Depreciation	2,396.57			2,396.57		

Oct '18 - Sep 19	Budget	\$ Over Budget	Oct '18 - Sep 19	YTD Budget	\$ Over Budget	Annual Budget
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MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting
Tuesday, September 24, 2019, 7:30 a.m.

Attendance:

Chairman Michael Carro, Kevin Lehman, Adam Cobb, Jean Pierre N'Dione,
Patti Sonnen, Councilwoman Ann Hill, *Ex Officio*, Lissa Dees, Executive Director

Call to Order

- a. Mr. Carro called the meeting to order at 7:30 a.m.
- b. The PensaLocal Award was presented to Patrick Elebash on behalf of Elebash Jewelry Company which is celebrating 100 years of service to the community.

Recurring Agenda

- a. Mrs. Dees confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda for September 24, 2019, was approved.
- c. Minutes from the regular meeting of the DIB held on August 27, 2019, were approved.

Parking

- a. Parking Consent Agenda
- b. Funding JSG repairs
 1. Mr. Cobb discussed the finance committee's recommendation to utilize reserve parking funds to do repairs and requested the parking committee evaluate the rates at Jefferson Garage to help cover the cost of the needed repairs and annual maintenance.
 2. Mr. Lehman made a motion to use reserve funds to cover the cost of the needed repairs at Jefferson Garage. Mr. Cobb provided a second and the vote was unanimous.
- c. Consultant approval
 1. Mr. Cobb made a motion that Mr. Darden be engaged at the rate and on the basis discussed by the parking committee. Seconded by Mr. Lehman and carried unanimously.
- d. Citation rate increase
 1. Mr. Lehman moved to place on the DIB annual report the parking committee's suggested rate increase as a recommendation to City Council. Seconded by Ms. Sonnen and carried unanimously.

Finance

- a. Finance Consent Agenda – approved unanimously.
- b. DIB August Financials – approved unanimously.
- c. DPMD August Financials – approved unanimously.

Ongoing Business

- a. Parking Interlocal Agreement Modification
 - 1. Mrs. Dees has a meeting with Mr. Stebbins and the city attorney this afternoon and will report back to the board next month.
- b. Romana Street Puppy Pit-stop
 - 1. Mrs. Dees continues to work with Mr. Steve Dana and will hopefully bring a proposal to the board at the next meeting.
 - 2. Mr. Lehman asked that the board keep in mind as it is designating open spaces spots for human transit locations, perhaps bikes or e-bikes, from the underpass at Bay Center to a central spot downtown.
 - 3. A discussion ensued concerning the need for public restrooms and water-bottle fillers.
- c. Anti-Litter and Recycle campaign
 - 1. Mrs. Dees will continue to work with the City of Pensacola and Keep Pensacola Beautiful to devise a holistic plan for helping with the collection of litter.
- d. Making Strides October Parking Campaign
 - 1. During October pay stations will have pink stickers on them and the public will have the option to donate to Making Strides.
- e. StreetPlus August report
 - 1. The board was provided a report and Mrs. Dees highlighted some of the daily activities of StreetPlus.
- f. Foo-Foo Events – Kickoff is October 31.
- g. Impact 100 Grant
 - 1. DIB was not awarded the grant and staff will continue to search for other ways in which to fulfill voids that were not placed in the budget.
- h. 2019-2020 budget was approved.
- i. FCLF update was provided by Mrs. Dees.

New Business

- a. Pensacola Beach congestion management plan
 - 1. Mr. Rusty Branch gave a presentation to the board concerning the benefits of a cross-promotion between downtown and Pensacola Beach.
- b. Beach way-finding signs
 - 1. Discussion of a reciprocal agreement between the beach and downtown to provide way-finding signs to each other's destination.
- c. Panhandling trespassing
 - 1. Mr. Lehman presented to the board a proposed special power of attorney that would give DIB agents, officers, employees the authority to enforce trespassing citations on behalf of downtown property owners by calling and reporting offenders to the police department.
 - 2. After some discussion, Mr. Lehman made a motion to enable the executive director to engage with downtown property owners for the purpose of enforcing trespassing violations. The motion was modified to move this forward with the executive director to meet with house counsel and the PPD to create a document that would allow DIB to move forward with its stakeholders. Seconded by Mr. Cobb and carried unanimously.

- d. Future meeting times and December meeting
 - 1. The regular meeting of DIB in December will be on December 17, 2019.
 - 2. Future meetings occasionally will be scheduled in conjunction with Mayor Robinson's calendar so that he can attend.

Marketing Report

- a. The August marketing report was presented by Caron Sjoberg.
- b. Mr. Cobb moved for approval to spend up to \$5,000 to the All I Want for Christmas marketing campaign. Seconded by Ms. Sonnen and carried unanimously.

On Hold

- a. JSG Alley Art – on hold until after Foo-Foo Fest.

Public Comment

Ms. Dottie Dubuisson discussed restriping Reus Street to accommodate the correct traffic flow; suggested that the parking management district be corrected to include all of Belmont Devilliers; and requested that the location of the Historical Belmont Blues marker be included on the way-finding signage.

Meeting adjourned at 9:30 a.m.