

**“GET YOUR STAKEHOLDERS TO
HELP YOU SELL YOUR
PARKING RATE INCREASE.
No, REALLY!”**

Kimley»Horn Successful

PARKING RATE ASSESSMENT STRATEGIES

Appendix 37



Parking Rate Assessment Strategies

A Recipe for Success

Presentation Overview

- ✧ Introduction
- ✧ Parking Rate Assessment Process Overview
- ✧ Innovative Tools and Processes
- ✧ Approval Processes
- ✧ Implementation
- ✧ Q & A

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INTRODUCTION



- To Boise...
- To CCDC...
- To Boise Parking...

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A Brief Introduction to Boise

- ✧ Capital of Idaho
- ✧ Population
- ✧ Home of Boise State University



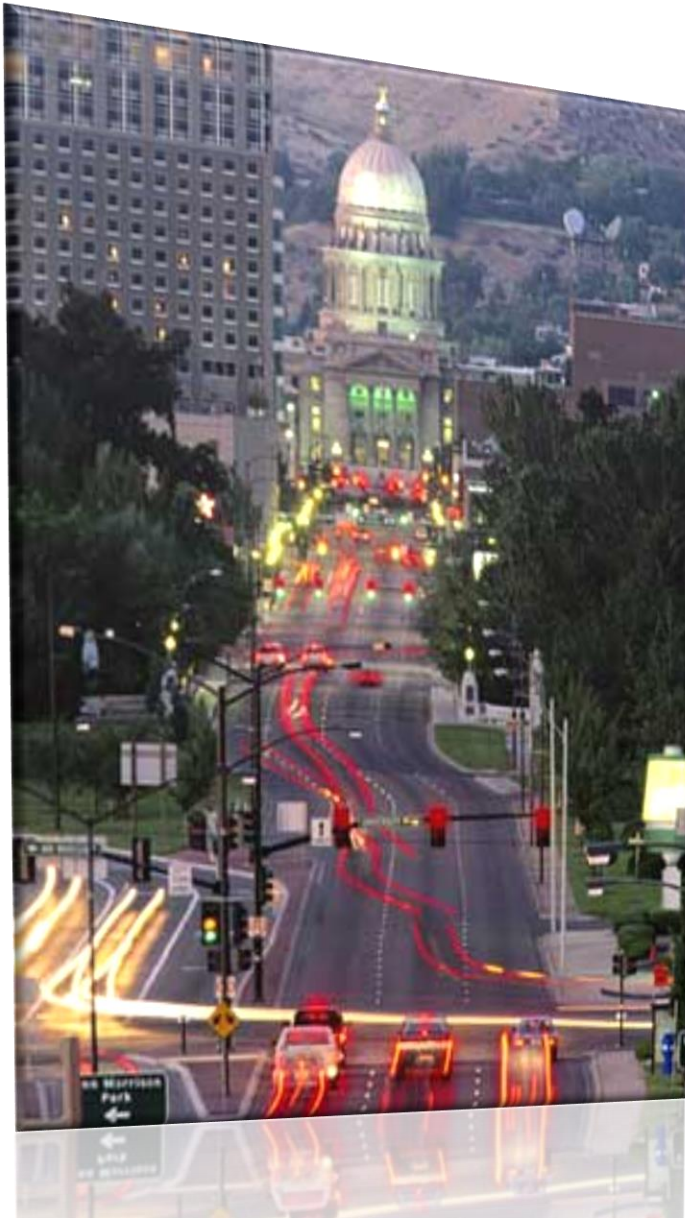
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A Brief Introduction to Boise



- Located in Southwest Idaho
- Population of 225,000
- Idaho State Capital
- Home of Boise State University
- 43,000 daily commuters to downtown
- Regional Medical Hub
- Corporate Headquarters for:
 - » Micron
 - » Hewlett Packard
 - » Albertson's Groceries
 - » JR Simplot Corporation

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A Brief Introduction to CCDC



- City's Urban Redevelopment Agency
- Agency Mission: Building Vitality in Boise's Downtown



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A Brief Introduction to CCDC



► Vision for downtown Boise:

- A place where there is a lively mixture of housing, workplaces, retail, cultural and educational activities and social spaces. A place that with a rich intellectual and cultural environment that attracts talented people and sparks creativity.



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A Brief Introduction to CCDC



► City's Urban Renewal Agency

- ✧ Agency Mission
- ✧ Agency Initiatives
 - ✦ Preserve long-term health of downtown
 - ✦ Create investment strategy
 - ✦ Priming the pump; removing barriers
 - ✦ Stimulate private development
 - ✦ Create vitality



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A Brief Introduction to CCDC

► Goals for downtown Boise:

- Keep downtown as a center of the region
- Achieve superb access and mobility
- Grow in a healthy, sustainable way
- Create a strong economy and a lively mix of uses
- Make downtown a great place for people



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A Brief Introduction to CCDC

► Parking Management

- City manages 3,000 on-street spaces
- Agency manages 2,600 off street spaces in six structures
- Referred to as the “Downtown Public Parking System”
- Operated by Republic Parking Northwest



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A Brief Introduction to CCDC

► Central Parking District Rate Information:

- First Hour Free
- \$2.50 each additional hour
- Daily: \$12.00 maximum
- Monthly: \$100 unreserved; \$120 reserved
- Event: \$5 -\$12



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Boise Parking Locations



Downtown Districts

- The Grove Plaza
- Central Downtown
- Old Boise Historic District
- The Capitol District
- Julia Davis Park and the Cultural District
- South Eighth Street Historic District (BoDo)

Hotels

- 1 Grove Hotel P P
245 S Capitol Blvd. • (208) 333-8000
- 2 Hampton Inn & Suites P P
495 S Capitol Blvd. • (208) 331-1900
- 3 Hotel 43 P P
581 W Grove St. • (208) 342-4622
- 4 Leku Ona Basque Hotel P P
111 S 6th St. • (208) 345-6665
- 5 Owyhee Plaza Hotel P P
1109 W Main St. • (208) 343-4611
- 6 Safari Inn Downtown P P
1070 W Grove St. • (208) 344-6556
- 7 The Modern Hotel & Bar P P
1314 W Grove St. • (208) 424-8244

Museums

- 1 Basque Museum
- 2 Idaho State Historical Museum
- 3 Black History Museum
- 4 Boise Art Museum

Points of Interest

- 1 Idaho Anne Frank Human Rights Memorial
- 2 The Cabin Literary Center
- 3 Boise Public Library
- 4 Zoo Boise
- 5 Boise Contemporary Theater
- 6 Esther Simplot Performing Arts Center
- 7 Discovery Center
- 8 Rose Garden

Parking

- P Public Garages - First Hour Free
- P Public Parking - No First Hour Free
- P Pay Lots / Garages
- P 20 Minutes Free



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PARKING RATE ASSESSMENT PROCESS OVERVIEW



► A Little Parking Background...

- “Mission & Money” Study
- IDA Advisory Panel
- Four Year Rate Increase Cycle
- Introduction of the “First Hour Free” Program

• Four Years Later...

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Four Years Later...



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► Time to Reassess Parking Rates

✦ CCDC Key Issues

- Infrastructure Reinvestment
- Economic Development Incentives
- One-time Capital Needs
- Other Program Enhancement Goals



The Assignment...

► Reassess Parking Rates

- Assess current programs & facilities
- Identify and prioritize areas needing attention
- Conduct rate analysis, including rate modeling tool and rate scenarios
- Assess cost/benefit of First Hour Free Program
- Conduct limited “Peer City” comparison
- Outline program of facility maintenance and program enhancements

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INNOVATIVE TOOLS & PROCESSES



- Public Parking Taskforce
- “The Parking Rate Adjustment Primer”
- Comparative Parking Rate Analysis
- The CCDC “Parking Reinvestment Program”
- The Parking Rate Modeling Tool
- Marketing Firm “PAC Meeting Audits” and Product Output

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Public Parking Taskforce Reconstituted

▶ Community Engagement is Critical!

- ✧ For this process, we engaged taskforce members who were very familiar in parking issues some of whom had had significant input into past changes that influenced the current program.
- ✧ Made up of a variety of downtown stakeholders.

Parking Taskforce:

- Clay Carley, Chairman: Prop Owner/Developer
- John Eichmann: City Parking Services Mgr.
- Karen Sander: Exec Dir, Downtown Boise Assn.
- Jim Tomlinson: Office Building Owner & Develop
- Erik McLaughlin: Restaurant business owner
- Lil Kurek: Retail business owner
- Jan Stamps: Monthly business parking
- John May: CCDC Board liaison
- Max Clark: CCDC Staff
- Todd Bunderson: CCDC Staff (Agency CFO)
- Dennis Burns: Parking Consultant

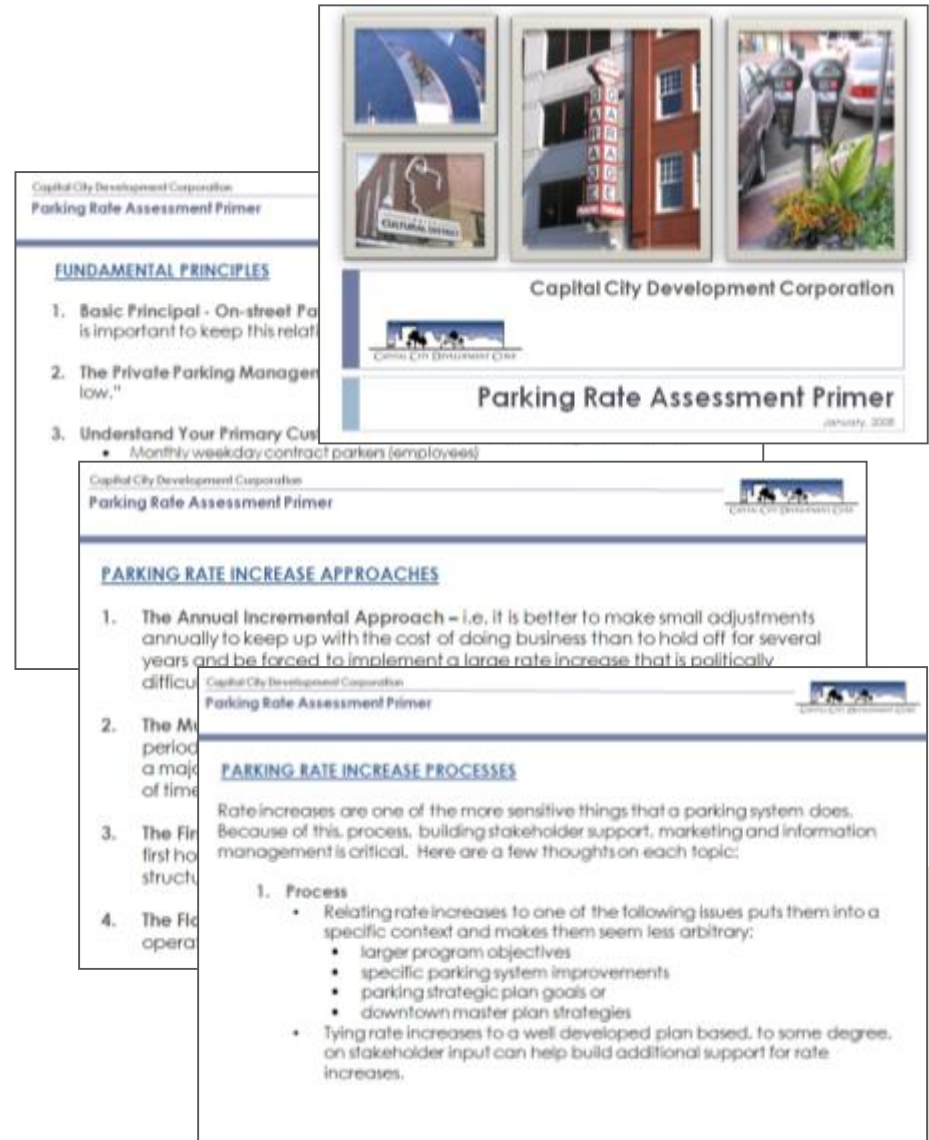
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“The Parking Rate Adjustment Primer”

► Parking Rate Increase Fundamental Principles

- ✧ Approaches
- ✧ Processes
- ✧ Variable Rate Options
- ✧ Rate Increase Arguments



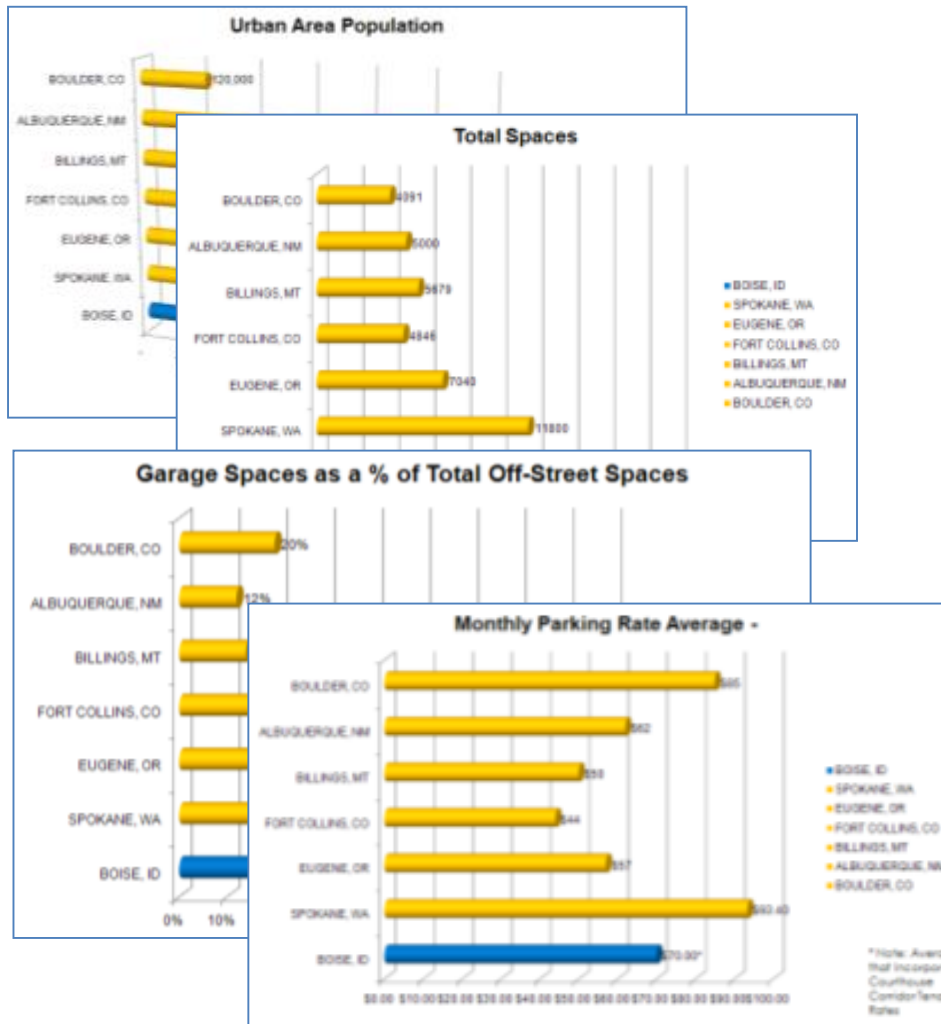
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Comparative Parking Rate Analysis

► Conduct a “Peer City

- ✧ Comparison” to assess parking rates, services offered and to indentify parking management best practices that may be applicable to Boise.
- ✧ It is important when establishing “Peer Cities” is to make sure the parking programs are comparable.



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The CCDC

“Parking Reinvestment Program”

- ▶ The next major step in the process was to develop a program of parking program investments.
 - This “Parking Reinvestment Strategy” also needed to reflect agency priorities and individual program element costs.
 - We also took this opportunity to reinforce the overall program and agency goals as part of an on-going community education strategy.

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Parking Rate Assessment Strategies

A Recipe for Success



Recommended Parking System Investment Plan



"Goal Statement" "CCDC will develop and manage parking as a critical element of public infrastructure and as a tool to promote and sustain downtown economic development. One major goal of this rate planning cycle, based on this dual mission, is to maintain the successful 'First Hour Free' program due to its significant economic benefits to a wide range of downtown stakeholders." Parking system investment will be guided by 2 primary principles - 'effective and responsive program management' and 'making downtown Boise a more visitor-friendly and preferred regional destination'."

Infrastructure Reinvestment

To be a "good steward" of the public parking system, these tasks represent the minimum required investment needed to address system infrastructure debt service and bond covenant obligations & other agency prioritized projects.

Structural Preservation & Infrastructure Investment

One - Time Cost Projects

One Time Cost Projects
FY 09 - FY12

1. Integrated Revenue & Access Control System
2. Myrtle St Fire Proofing Encapsulation
3. City Centre Stairwell Preservation
4. Capitol Terrace Exterior Paint
5. Capitol Terrace Reversible Lane
6. Capitol Terrace Elevator Refurbish & Speed Up
7. Capitol Terrace Paint Stairwells & Elevator Lobbies
8. Boulevard Ramp Resurfacing

Annual Costs
FY 09 - FY12

System Wide Structural Preservation \$200,000
Life Safety Equipment Maintenance \$30,000
Parking Repair and Replacement Fund /Bond Covenant and Principal / Interest Adjustments/TIF Debt Service Mix Adjustment / Downtown Urban Renewal Reinvestment \$250,000
Sub-Total Annual Costs: \$500,000
Total Cost FY 09 - FY 12: 2,000,000

Total Cost: \$2,000,000

Total Cost: \$830,000

Routine Maintenance & Equipment Replacement

This category covers routine maintenance issues and projects needed to keep the parking system's facilities operating at the standards demanded by the community and the agency. It also addresses planned replacement of equipment and systems that are reaching the end of their useful life.

Technology Planning & Operations

Security, Lighting & Public Safety

Facility Maintenance & Cleanliness

1. Pay-On-Foot Stations - City Center and Capitol Terrace Garages - Pilot Program
2. E-Commerce Package (On-Line Permit purchases, etc.)
3. Multi-Space Meter Assessment & 8th Street Pilot Program

1. Conduct a "Security Audit" and secure areas below stairwells and address other identified security issues.
2. Civic Plaza CCTV System for Delivery Entrance

1. Replace Sweeper
2. Replace Maintenance Vehicle
3. Increased Maintenance Staff (2 FTEs)

Total Cost: \$487,600

Total Cost: \$35,020

Total Cost: \$110,240

Signage & Wayfinding

1. Complete Exterior Facility Signage Package
 - Capitol Terrace
 - Boulevard
 - Eastman
2. Garage Entrance Enhancements
 - Capitol Terrace
 - Boulevard
 - City Center
 - Eastman

Total Cost: \$403,200

"Best-In-Class" Program Initiatives

Elevating the parking program from "Good to Great" is a strategy aimed at strengthening the downtown for benefit of all downtown stakeholders. It is aligned with the Mayor's initiative to making Boise one of the country's "Most Livable Cities". Projects in this category touch on key issues such as, safety, wayfinding, customer services, branding and marketing, communications and technology upgrades.

Communications & Marketing

1. Comprehensive Branding & Marketing Strategy/Campaign
 - Parking E Newsletter
 - Parking Annual Report
2. Integrated Downtown/Parking Website Development (Co-op w/ DBA)
3. New Technology Introduction
4. Advertising in Facilities - Initial Capital Investment

Total Cost: \$116,600

Facility Enhancements

1. Paint Garage Interiors
 - Capitol Terrace
 - Eastman
 - Boulevard
 - Avenue A East
 - City Center
2. Level Theming & wayfinding - 2 facilities only this cycle. (in collaboration with City Arts & Culture Dept.)

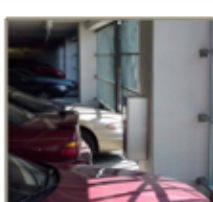
Total Cost: \$874,000

Sustainability & TDM Initiatives

1. Build in TDM strategies to complement parking and transit programs.
2. Promote "unbundling" of parking.
3. Promote Car Sharing programs.
4. Promote Bike Condo Programs such as "Bike Station", "Cycle Station", etc.
5. Promote Bike Racks as Art Programs.

Total Cost: \$125,750

Recommended Parking System Investment Plan
FY 2009 - FY 2012
Total Plan Budget - \$4,982,410



The CCDC

“Parking Reinvestment Program”

- ▶ The primary objectives that this tool was designed to address included:
 - Prioritization of certain categories of expenses/investments
 - Ability to present relative costs by investment categories
 - Line item pricing for investment items within categories
 - Ability to include cost escalation factors for items that would not be addressed in year one
 - Flexibility in making adjustments to the recommended investment program based on changes in parking rate increases and/or changes to economic conditions.

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Parking Rate Assessment Strategies

A Recipe for Success



Recommended Parking System Investment Plan



Line Item Costs and Assumptions

Infrastructure Reinvestment

Structural Preservation & Infrastructure Investment

One – Time Cost Projects

One Time Cost Projects
FY 09 – FY12

1. Integrated Revenue & Access Control System
2. Myrtle St Fire Proofing Encapsulation
3. City Centre Stairwell Preservation
4. Capitol Terrace Exterior Paint
5. Capitol Terrace Reversible Lane
6. Capitol Terrace Elevator Refurbish & Speed Up
7. Capitol Terrace Paint Stairwells & Elevator Lobbies
8. Boulevard Ramp Resurfacing

Cost: \$724,000
Cost Escalation (3% x 3 years) : \$106,000

Total Cost: \$830,000

Routine Maintenance & Equipment Replacement

Technology Planning & Operations

1. Pay-On-Foot Stations – City Center and Capital Terrace Garages – Pilot Program
 - 6 POF Units x \$65K = \$390,000
 - \$40 K Installation & Signage
2. E-Commerce Package
 - On-Line Permit purchases, etc.
 - \$30 K (Assumes prior purchase of web-based program)
3. Multi-Space Meter Assessment

Cost: \$460,000
Cost Escalation (3% x 2 years) : \$27,600
Total Cost: \$487,600

Security, Lighting & Public Safety

1. Conduct a "Security Audit" and secure areas below stairwells and address other identified security issues.
 - \$30 K
2. Civic Plaza CCTV System for Delivery Entrance
 - \$4 K

Cost: \$34,000
Cost Escalation (3% x 1 year) : \$1,020

Total Cost: \$35,020

Facility Maintenance & Cleanliness

1. Replace Sweeper
 - \$24K
2. Replace Maintenance Vehicle
 - \$20K
2. Increased Maintenance Staff
 - 2 FTEs - \$62K

Cost: \$106,000
Cost Escalation (4% x 4 year) : \$4,240

Total Cost: \$110,240

"Best-In-Class" Program Initiatives

Signage & Wayfinding

1. Complete Exterior Facility Signage Package
 - Capital Terrace
 - 2 Signs @ \$45K
 - Boulevard
 - 1 Sign @ \$45K
 - Eastman
 - 2 Signs @ \$45K
2. Garage Entrance Enhancements
 - Design Costs
 - \$15K
 - Capital Terrace
 - 2 Entries @ \$30K
 - Boulevard
 - 1 Entry @ \$30K
 - City Center
 - 1 Entry @ \$30K
 - Eastman
 - 2 Entries @ \$30K

Cost: \$360,000
Cost Escalation (3% x 4 years) : \$43,200

Total Cost: \$403,200

Communications & Marketing

1. Comprehensive Branding & Marketing Strategy/Campaign
 - \$35 K
 - Parking E Newsletter
 - Parking Annual Report
2. Integrated Downtown/Parking Website Development (Coop w/ DBA)
 - \$50 K
3. New Technology Introduction
 - \$10 K
4. Advertising In Facilities – Initial Capital Investment
 - \$15 K

Cost: \$110,000
Cost Escalation (3% x 2 years) : \$6,600

Total Cost: \$116,600

Facility Enhancements

1. Paint Garage Interiors
 - Capital Terrace
 - \$125K
 - Eastman
 - \$125K
 - Boulevard
 - \$125K
 - Avenue A East
 - \$125K
 - City Center
 - \$125K
2. Level Theming & wayfinding - 2 facilities only this cycle. (In collaboration with City Art & Culture Dept.)
 - \$100K x 2

Cost: \$825,000
Cost Escalation (3% x 2 yrs.) : \$49,500

Total Cost: \$874,500

Sustainability & TDM Initiatives

1. Build in TDM strategies to complement parking and transit programs.
2. Promote "unbundling" of parking.
3. Promote Car Sharing programs.
4. Promote Bike Concierge Programs such as "Bike Station", "Cycle Station", etc.
5. Promote Bike Racks as Art Programs.

Cost: \$25,000
Cost Escalation (3% x 1 year) : \$750

Total Cost: \$125,750

Total Cost: \$2,000,000

Total Cost: \$830,000

Total Cost: \$487,600

Total Cost: \$35,020

Total Cost: \$110,240

Total Cost: \$403,200

Total Cost: \$116,600

Total Cost: \$874,000

Total Cost: \$125,750

Recommended Parking System Investment Plan

FY 2009 – FY 2012

Total Plan Budget - \$4,982,410

The CCDC

“Parking Reinvestment Program

“Anticipated Benefits”

- ▶ Beyond just listing and estimating investment plan line items, we also developed, for each line item, a description of “anticipated benefits” that the agency/community would realize from the investment.

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Parking Rate Assessment Strategies

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Recommended Parking System Investment Plan



Anticipated Benefits

Infrastructure Reinvestment

Structural Preservation & Infrastructure Investment

Annual Costs FY 09 – FY12

System Wide Structural Preservation \$200,000

Life Safety Equipment Maintenance \$50,000

Parking Repair and Replacement Fund /Bond Covenant and Principal / Interest Adjustments/TIF Debt Service Mix Adjustment / Downtown Urban Renewal Reinvestment \$250,000

Sub-Total Annual Costs: \$500,000

Total Cost FY 09 – FY 12: 2,000,000

Anticipated Benefits

Annual Costs FY 09 – FY12

- Protection of parking system investment in physical assets.
- Reduced costs long-term
- Improves patron experience of the garages and enhances confidence in the system management
 - Specific tasks include: concrete crack routing and sealing, waterproofing, expansion joint replacement, etc.
- Reduces system liability by proactively addressing life safety issues.
- Supports CCDC's "dual mission" of parking system management and urban renewal through continued reinvestment in downtown.

One – Time Cost Projects

One Time Cost Projects FY 09 – FY12

Integrated Revenue & Access Control System

Myrtle St Fire Proofing Encapsulation

City Centre Stairwell Preservation

Capitol Terrace Exterior Paint

Capitol Terrace Reversible Lane/Capitol Terrace Elevator Refurbish & Speed Up/Capitol Terrace Paint Stairwells & Elevator Lobbies

Boulevard Ramp Resurfacing

Anticipated Benefits

One Time Cost Projects FY 09 – FY12

- Existing Parking Access and Revenue Control System is approaching the end of its "useful life" and needs to be replaced. New recommended web-based management platform will leverage newer technologies to provide new customer-friendly system features and enhanced management reporting.
- Maintains structural fire rating and will eliminate maintenance issues associated with existing conditions.
- Addresses higher maintenance requirements on the south-side stairwells. Required to support facility maintenance standards.
- Much needed aesthetic upgrade to the high-profile "flagship facility" of the downtown parking system. An opportunity for "updating" the color scheme as the original coordinated color scheme on multiple buildings has been left behind.
- With the addition of a new housing project to this mixed-use facility, adding a reversible lane will provide enhanced entry/exit capacity to improve garage service levels. Additional system and interior facility updates are needed to support the existing customer base as well as to refurbish the property to support new investment in the area.
- This general maintenance project is needed to counteract normal wear of the steep ramp's drive surface. This is also a proactive safety measure that will reduce potential liability.

Total Cost: \$2,000,000

Total Cost: \$830,000

Recommended Parking System Investment Plan

FY 2009 – FY 2012

Total Plan Budget - \$4,982,410

- ✧ Spreadsheet model developed using analysis of two years worth of financial data.

- ✦ Transient Revenues and Rates
- ✦ Validations
- ✦ Event Parking Revenues and Rates
- ✦ Free and Discount Parking
- ✦ Ticket counts
- ✦ Monthly Parking Revenues and Weighted Avg. Rates
- ✦ All Facility Expenses
- ✦ Capital Investment Plan Projections

| Current Rates and Number Sold (Jan. 2008) | | | | | | | |
|---|---------|------------------|----------|------------|-----------------------|---------|--|
| Central District Facilities | Rates | Category | # Issued | % of Total | Weighted Average Rate | | |
| Eastman | \$70.00 | General | 361 | 100.00% | | | |
| | | Facility Totals | 361 | 100.00% | | \$79.00 | |
| Capitol Terrace | \$90.00 | General | 291 | 90.00% | | | |
| | | Facility Totals | 323 | 100.00% | | \$80.09 | |
| City Centre | \$40.00 | Construction | 0 | 0.00% | | | |
| | \$66.40 | GRAD | 5 | 4.00% | | | |
| | \$70.00 | General | 118 | 95.93% | | | |
| | | Facility Totals | 123 | 100.00% | | \$76.49 | |
| Boulevard | \$40.00 | Tandem | 32 | 36.36% | | | |
| | \$70.00 | General | 35 | 39.77% | | | |
| | | Reserved | 21 | 23.86% | | | |
| | | Facility Totals | 88 | 100.00% | | \$70.72 | |
| | | District Totals | 895 | | | | |
| River Myrtle District Facilities | | | | | | | |
| Triangle Lot | \$30.00 | County Emps. | 304 | 100.00% | | | |
| | | Facility Totals | 304 | 100.00% | | \$30.00 | |
| West Lot | \$40.00 | County Emps. | 81 | 97.50% | | | |
| | | N/A | 2 | 2.41% | | | |
| | | Facility Totals | 83 | | | \$40.00 | |
| Civic Plaza Garage | \$50.00 | County Emps. | 91 | 22.86% | | | |
| | \$40.00 | Night | 0 | 0.00% | | | |
| | \$40.00 | Tandem | 45 | 11.31% | | | |
| | \$55.00 | Rate Pkg. Agency | 165 | 41.46% | | | |
| | \$60.00 | Rate Pkg. Agency | 47 | 11.81% | | | |
| | \$70.00 | General | 34 | 8.54% | | | |
| | \$90.00 | Reserved | 16 | 4.00% | | | |
| | | Facility Totals | 388 | 100.00% | | \$57.73 | |
| Myrtle Garage | \$15.00 | County Emps. | 3 | 3.19% | | | |
| | \$39.00 | Construction | 0 | 0.00% | | | |
| | \$43.00 | Rooftop | 54 | 14.80% | | | |
| | | District Totals | 391 | | | \$73.00 | |
| | | Grand Totals | 1,286 | | | | |
| | | 2007 | 1,286 | | | | |
| | | 2008 | 25,334 | | | | |
| Program (Current & 2008-2009 rates) | 1 | 61 | 67 | 2.16% | | \$66.33 | |

| CSCG CAPITAL INVESTMENT PLAN | | | | 944,100 | 7,000,000 | 14 | 14,100,000 |
|------------------------------|--|--------|-----------|-------------|-----------|---------|------------|
| FUNDING ALLOCATION | | TOTALS | | | | | |
| Project # | Project Name | Type # | Gearing % | Fiscal Year | | | 2018 |
| | | | | 2016 | 2017 | 2018 | |
| | 100% COMPLIANCE | | | | | | |
| | 1. PREVENTATIVE MAINTENANCE | | | | | | |
| | 1.1. PREVENTATIVE MAINTENANCE - PAVING | | | | | | |
| | 1.1.1. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,341 |
| | 1.1.2. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,342 |
| | 1.1.3. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,343 |
| | 1.1.4. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,344 |
| | 1.1.5. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,345 |
| | 1.1.6. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,346 |
| | 1.1.7. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,347 |
| | 1.1.8. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,348 |
| | 1.1.9. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,349 |
| | 1.1.10. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,350 |
| | 1.1.11. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,351 |
| | 1.1.12. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,352 |
| | 1.1.13. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,353 |
| | 1.1.14. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,354 |
| | 1.1.15. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,355 |
| | 1.1.16. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,356 |
| | 1.1.17. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,357 |
| | 1.1.18. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,358 |
| | 1.1.19. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,359 |
| | 1.1.20. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,360 |
| | 1.1.21. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,361 |
| | 1.1.22. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,362 |
| | 1.1.23. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,363 |
| | 1.1.24. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,364 |
| | 1.1.25. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,365 |
| | 1.1.26. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,366 |
| | 1.1.27. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,367 |
| | 1.1.28. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,368 |
| | 1.1.29. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,369 |
| | 1.1.30. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,370 |
| | 1.1.31. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,371 |
| | 1.1.32. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,372 |
| | 1.1.33. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,373 |
| | 1.1.34. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,374 |
| | 1.1.35. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,375 |
| | 1.1.36. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,376 |
| | 1.1.37. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,377 |
| | 1.1.38. Preventative Maintenance Program (General) - \$ 500,000/yr | 1 | 0% | 0 | 0 | 175,000 | 25,378 |

The Parking Rate Adjustment Modeling Tool

► Model Adjustment Options

✧ Projection of possible net revenues based on adjustments in:

- ✧ Demand Elasticity Assumptions
- ✧ Transient Rates per Year
- ✧ Transaction Types
- ✧ Continuation of First Hour Free
- ✧ Monthly Rates per Year and Facility
- ✧ Monthly Permit Mixes
- ✧ Validation Values (% of Transient)
- ✧ Event Rates (by Year)
- ✧ Operator and Agency Expenses
- ✧ Facility User Mixes
- ✧ Capital Investment Plans

| | October | November |
|------------------------------------|-------------|-------------|
| Gross Revenue | \$39,701.66 | \$42,015.17 |
| Validation Allocation | \$1,175.03 | \$1,318.18 |
| Free Parking | \$7,129.96 | \$8,611.50 |
| Adjusted Revenue | \$33,746.73 | \$34,721.85 |
| Operator Expense | \$21,337.08 | \$17,225.73 |
| Agency Expense | \$7,389.68 | \$5,746.83 |
| Net Income | \$5,019.97 | \$11,749.29 |
| Adjust. Rev. per Space | \$85.22 | \$87.68 |
| Expense per Space | \$72.54 | \$58.01 |
| Net Income per Space | \$12.68 | \$29.67 |
| Estimated Event Parker Income | \$1,125.00 | \$4,721.00 |
| Estimated Transient Parker Income | \$12,794.82 | \$8,786.91 |
| Estimated Theater Parker Income | \$15.00 | \$111.00 |
| Estimated Validation Parker Income | \$864.41 | \$989.94 |
| Estimated Free/Disc. Parker Income | \$7,114.96 | \$8,500.50 |
| Estimated Monthly Parker Income | \$18,962.50 | \$20,224.00 |
| Total Est. Gross Income | \$40,876.69 | \$43,333.35 |
| Est. Number of Event Transactions | 149 | 125 |
| Est. Number of Cash Tickets | 2715 | 3787 |
| Est. Number of Theater Validations | 5 | 37 |
| Est. Number of Validated Tickets | 245 | 248 |
| Est. Number of Free and Discounted | 1903 | 1832 |
| Total Est. Number of Tickets | 5017 | 6029 |

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The Parking Rate Adjustment Modeling Tool

Assumption concerning changes in demand due to increases - A 1% increase in prices will result in a **0.20%** reduction in demand.

Rate and Expense Adjustments

| Transient Rates | Current Transient Rate (per hour): | 2007 | | | | | |
|-----------------|-------------------------------------|--------|------|------|------|------|--|
| | | \$1.50 | | | | | |
| | New Transient Rate (per hour): | 2008 | 2009 | 2010 | 2011 | 2012 | |
| | Transient Rate Percentage Increase: | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| | Maintain First Hour Free?: | YES | YES | YES | YES | YES | |

| Monthly Rates | | 2007 | Projected Rates (Based on Rate Adjustment Entered in Yellow Cells) | | | | |
|---------------|--|---------|--|---------|---------|---------|---------|
| | | 2008 | 2009 | 2010 | 2011 | 2012 | |
| | <u>Current Weighted Average Monthly Parking Rates</u> | | | | | | |
| | Eastman Garage | \$79.00 | \$79.00 | \$79.00 | \$79.00 | \$79.00 | \$79.00 |
| | Capitol Terrace Garage | \$80.09 | \$80.09 | \$80.09 | \$80.09 | \$80.09 | \$80.09 |
| | City Centre Garage | \$78.49 | \$78.49 | \$78.49 | \$78.49 | \$78.49 | \$78.49 |
| | Boulevard Garage | \$70.72 | \$70.72 | \$70.72 | \$70.72 | \$70.72 | \$70.72 |
| | Triangle Lot | \$30.00 | \$30.00 | \$30.00 | \$30.00 | \$30.00 | \$30.00 |
| | West Lot | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 | \$40.00 |
| | Civic Plaza Garage | \$57.73 | \$57.73 | \$57.73 | \$57.73 | \$57.73 | \$57.73 |
| | Myrtle Street Garage | \$73.00 | \$73.00 | \$73.00 | \$73.00 | \$73.00 | \$73.00 |
| | Grove Street Garage | \$66.33 | \$66.33 | \$66.33 | \$66.33 | \$66.33 | \$66.33 |
| | <u>Monthly Parking Rate Adjustment (\$ Increase per Year)</u> | | | | | | |
| | Eastman Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Capitol Terrace Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | City Centre Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Boulevard Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Triangle Lot | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | West Lot | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Civic Plaza Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Myrtle Street Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Grove Street Garage | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

| Validation Rates | Current Validation Value (as a % of Transient Rate): | 2007 | | | | | |
|------------------|--|---------|---------|---------|---------|---------|--|
| | | 100% | | | | | |
| | Projected Validation Value (as a % of Transient Rate): | 2008 | 2009 | 2010 | 2011 | 2012 | |
| | | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | |

| Event Rates | Projected Event Rate Adjustment (as a % of Previous Year): | 2008 | 2009 | 2010 | 2011 | 2012 | |
|-------------|--|-------|-------|-------|-------|-------|--|
| | | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | |

| Expense Adjust. | Adjustment to Operator Expenses (as a % Increase): | 2008 | 2009 | 2010 | 2011 | 2012 | |
|-----------------|--|-------|-------|-------|-------|-------|--|
| | | 3.00% | 3.00% | 3.00% | 3.00% | 3.00% | |
| | Adjustment to Agency Expenses (as a % Increase): | 2008 | 2009 | 2010 | 2011 | 2012 | |
| | | 3.00% | 3.00% | 3.00% | 3.00% | 3.00% | |

The Parking Rate Adjustment Modeling Tool

► Model Outputs

- ✧ Projection of revenues (by type)
- ✧ Projection of free and validated parking costs
- ✧ Projection of expenses
- ✧ Estimated net income
- ✧ Projections also grouped by TIF district (Central and River Myrtle)
- ✧ Comparison to base year

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Parking Revenue and Expense Projections

| Central District | | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|------------------|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Eastman | | | | | | | |
| | Gross Revenue | \$557,836 | \$720,520 | \$736,078 | \$751,464 | \$766,688 | \$781,761 |
| | Free Parking | \$96,820 | \$182,882 | \$182,882 | \$182,882 | \$182,882 | \$182,882 |
| | Adjusted Revenue | \$461,016 | \$537,638 | \$553,196 | \$568,582 | \$583,806 | \$598,879 |
| | Operator Expense | \$230,671 | \$237,591 | \$244,719 | \$252,060 | \$259,622 | \$267,411 |
| | Agency Expense | \$109,058 | \$112,329 | \$115,699 | \$119,170 | \$122,745 | \$126,428 |
| | Net Income | \$121,288 | \$187,718 | \$192,778 | \$197,352 | \$201,439 | \$205,041 |
| | Projected Transient Parking Revenue | | \$180,615 | \$180,615 | \$180,615 | \$180,615 | \$180,615 |
| | Projected Monthly Parking Revenue | | \$331,651 | \$347,209 | \$362,595 | \$377,819 | \$392,892 |
| | Projected Validation Revenue | | \$17,245 | \$17,245 | \$17,245 | \$17,245 | \$17,245 |
| | Projected Event Parking Revenue | | \$8,127 | \$8,127 | \$8,127 | \$8,127 | \$8,127 |
| | Free Parking Revenue (Loss) | | \$182,026 | \$182,026 | \$182,026 | \$182,026 | \$182,026 |
| | Theater Parking Revenue (Loss) | | \$856 | \$856 | \$856 | \$856 | \$856 |
| | TOTALS | | \$720,520 | \$736,078 | \$751,464 | \$766,688 | \$781,761 |

The Parking Rate Adjustment Modeling Tool



Parking System Investment Plan – Draft April 8, 2008

Rate Increase Scenarios

Note: All Options preserve "First Hour Free"

| Option | Hourly | Monthly | Annual \$ | 4-Yr Total | Average Annual |
|---------------|--------|---------|-----------|-------------|----------------|
| A | | | | | |
| Year 1 (FY09) | \$2.00 | \$85.00 | \$506,326 | | |
| Year 2 (FY10) | \$2.00 | \$85.00 | \$431,368 | | |
| Year 3 (FY11) | \$2.00 | \$85.00 | \$354,162 | | |
| Year 4 (FY12) | \$2.00 | \$85.00 | \$274,639 | \$1,566,495 | \$391,624 |

| | | | | | |
|---------------|--------|---------|-----|--|--|
| B | | | | | |
| Year 1 (FY09) | \$2.00 | \$90.00 | \$5 | | |
| Year 2 (FY10) | \$2.00 | \$90.00 | \$4 | | |
| Year 3 (FY11) | \$2.00 | \$90.00 | \$4 | | |
| Year 4 (FY12) | \$2.00 | \$90.00 | \$3 | | |

| | | | | | |
|---------------|--------|---------|-----|--|--|
| C | | | | | |
| Year 1 (FY09) | \$2.00 | \$95.00 | \$6 | | |
| Year 2 (FY10) | \$2.00 | \$95.00 | \$5 | | |
| Year 3 (FY11) | \$2.00 | \$95.00 | \$4 | | |
| Year 4 (FY12) | \$2.00 | \$95.00 | \$3 | | |

| | | | | | |
|---------------|--------|----------|-----|--|--|
| D | | | | | |
| Year 1 (FY09) | \$2.00 | \$100.00 | \$6 | | |
| Year 2 (FY10) | \$2.00 | \$100.00 | \$5 | | |
| Year 3 (FY11) | \$2.00 | \$100.00 | \$5 | | |
| Year 4 (FY12) | \$2.00 | \$100.00 | \$4 | | |



Recommended Parking System Investment Plan

Rate Increase Scenarios

Note: All Options preserve "First Hour Free"

| Option | Hourly | Monthly | Annual \$ | 4-Yr Total | Average Annual |
|---------------|--------|---------|-------------|-------------|----------------|
| Q | | | | | |
| Year 1 (FY09) | \$3.00 | \$85.00 | \$1,347,002 | | |
| Year 2 (FY10) | \$3.00 | \$85.00 | \$1,272,125 | | |
| Year 3 (FY11) | \$3.00 | \$85.00 | \$1,194,910 | | |
| Year 4 (FY12) | \$3.00 | \$85.00 | \$1,115,396 | \$4,929,521 | \$1,232,380 |

| | | | | | |
|---------------|--------|---------|-------------|-------------|-------------|
| R | | | | | |
| Year 1 (FY09) | \$3.00 | \$90.00 | \$1,404,472 | | |
| Year 2 (FY10) | \$3.00 | \$90.00 | \$1,329,514 | | |
| Year 3 (FY11) | \$3.00 | \$90.00 | \$1,252,308 | | |
| Year 4 (FY12) | \$3.00 | \$90.00 | \$1,172,785 | \$5,159,079 | \$1,289,770 |

| | | | | | |
|---------------|--------|---------|-------------|-------------|-------------|
| S | | | | | |
| Year 1 (FY09) | \$3.00 | \$95.00 | \$1,459,698 | | |
| Year 2 (FY10) | \$3.00 | \$95.00 | \$1,384,731 | | |
| Year 3 (FY11) | \$3.00 | \$95.00 | \$1,307,528 | | |
| Year 4 (FY12) | \$3.00 | \$95.00 | \$1,228,003 | \$5,379,960 | \$1,344,990 |

| | | | | | |
|---------------|--------|----------|-------------|-------------|-------------|
| T | | | | | |
| Year 1 (FY09) | \$3.00 | \$100.00 | \$1,512,734 | | |
| Year 2 (FY10) | \$3.00 | \$100.00 | \$1,437,776 | | |
| Year 3 (FY11) | \$3.00 | \$100.00 | \$1,360,570 | | |
| Year 4 (FY12) | \$3.00 | \$100.00 | \$1,281,048 | \$5,592,128 | \$1,398,032 |



“Parking Reinvestment Program” + Parking Rate Model

► “Rate Assessment Flexibility”

- ✧ After adding up all the desired program investments, the total investment amount was compared to rate model outputs to see how much rates would have to be raised to pay for the desired investment program.
- ✧ The following iteration of the parking reinvestment plan shows how line items were “reprioritized” to match projected revenues with estimated expenses.

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Parking Rate Assessment Strategies

A Recipe for Success



Revised Parking System Investment Plan – Final Draft

May 5, 2008



Line Item Costs and Assumptions

Infrastructure Reinvestment

Structural Preservation & Infrastructure Investment

One – Time Cost Projects

One Time Cost Projects
FY 09 – FY 12

Annual Costs – FY 09 – FY 12

System Wide Structural Preservation

\$140,000 (\$700,000/5 years)

Life Safety Equipment Maintenance

Non-routine maintenance of elevators, CO2 systems & emergency generators

\$40,000 (5 year Cycle)

Parking Repair and Replacement Fund / TIF Debt Service Mix Adjustment / Downtown Urban Renewal Reinvestment

\$250,000

Sub-Total Annual Costs:

\$430,000

Total Cost FY 09 – FY 12:

\$1,720,000

1. Integrated Revenue & Access Control System
2. Myrtle St Fire Proofing Encapsulation
3. City Centre Stairwell Preservation
4. Capitol Terrace Exterior Paint
5. Capitol Terrace Reversible Lane
6. Capitol Terrace Elevator Refurbish & Speed Up
7. Capitol Terrace Paint Stairwells & Elevator Lobbies
8. Boulevard Ramp Resurfacing

Cost: \$724,000
Cost Escalation (3% x 3 years): \$65,160

Total Cost: \$789,160

Non-Routine Maintenance & Technology Upgrades

Facility Maintenance & Cleanliness

1. Replace Sweepers
 - \$24K
2. Replace Maintenance Vehicle
 - \$20K
2. Increased Maintenance Staff
 - 2 FTEs - \$62K

Cost: \$106,000
Cost Escalation (4% x 4 year): \$16,960

Total Cost: \$122,960

Security, Lighting & Public Safety

1. Conduct a "Security Audit" and secure areas below stairwells and address other identified security issues.
 - \$20 K
2. Civic Plaza CCTV System for Delivery Personnel
 - \$4 K

Cost: \$24,000
Cost Escalation (3% x 1 year): \$720

Total Cost: \$24,720

Technology Planning & Operations

1. Pay-On-Foot Stations – City Center and Capital Terrace Garages – Pilot Program
 - 6 Pay-Off Units x \$65K = \$390,000
 - \$40 K Installation & Signage
2. E-Commerce Package
 - \$30,000
3. Multi-Space Meter Assessment - \$25,000

Cost: \$495,000
Cost Escalation (3% x 2 years): \$29,700

Total Cost: \$524,700

Total Cost: \$122,960

Total Cost: \$24,720

Total Cost: \$524,700

Non-Routine Maintenance Total Cost: \$672,380

"Best-In-Class" Program Initiatives

Signage & Wayfinding

1. Complete Exterior Facility Signage Package
 - Capital Terrace
 - 2 Signs @ \$45K
 - Boulevard
 - 1 Sign @ \$45K
 - Eastman
 - 2 Signs @ \$45K
 - Garage Entrance Enhancements
 - Design Costs
 - \$15K
 - Capital Terrace
 - 2 Entries @ \$30K
 - Boulevard
 - 1 Entry @ \$30K
 - City Center
 - 1 Entry @ \$30K
 - Eastman
 - 2 Entries @ \$30K

Cost: \$420,000
Cost Escalation (3% x 4 years): \$50,400

Total Cost: \$470,400

Communications & Marketing

1. Comprehensive Branding & Marketing Strategy/Campaign
 - \$35 K
 - Parking E Newsletter
 - Parking Annual Report
 - 2. Integrated Downtown/Parking Website Development (Coop w/ DBA)
 - \$10 K
 - 3. New Technology Introduction
 - \$10 K
 - 4. Advertising in Facilities – Initial Capital Investment
 - \$10 K

Cost: \$65,000
Cost Escalation (3% x 2 years): \$3,900

Total Cost: \$68,900

Facility Enhancements

1. Paint Garage Interiors
 - Capital Terrace
 - \$125K
 - Eastman
 - \$125K
2. Level Theming & wayfinding – 1 facility only this cycle. (In collaboration with City Art & Culture Dept.)
 - \$100K

Cost: \$350,000
Cost Escalation (3% x 2 yrs.): \$21,000

Total Cost: \$371,000

Sustainability & TDM Initiatives

1. Build in TDM strategies to complement parking and transit programs.
2. Promote "unbundling" of parking.
3. Promote Car Sharing programs.
4. Promote Bike Concierge Programs such as "Bike Station", "Cycle Station", etc.
5. Promote Bike Racks as Art Programs.

Cost: \$25,000
Cost Escalation (3% x 1 year): \$2,250

Total Cost: \$27,250

Total Cost: \$470,400

Total Cost: \$68,900

Total Cost: \$371,000

Total Cost: \$27,250

"Best-In-Class" Initiatives Total Cost: \$937,550

Infra-Structure Reinvestment & Routine Maintenance Total Cost: \$3,181,540

Total: 4,119,090 - Contingency: \$1,174

Recommended Parking System Investment Plan
FY 2009 – FY 2012
Total Plan Budget - \$4,120,804

Strategic Communications

Marketing Firm “PAC Meeting Audits” and Product Output

► Thinking Ahead about Communication

- ✧ Rate Increase Q&A Developed: Short and Long Versions
- ✧ Flyer Developed
- ✧ “Meeting Audits”
 - Observed the PAC fully engaged in analysis
 - Better Understanding and Grasp of the Issues
 - Deliverables
 - Q & A Product – Short and Long
 - Brochure

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Implementation:

Communications

► Marketing Brochure

- ✧ Segment and target your audience
- ✧ Message the message
- ✧ Message delivery strategies

DOWNTOWN PUBLIC PARKING GARAGES
PARKING REINVESTMENT PROGRAM | BOISE, ID

PARKING REINVESTMENT PROGRAM:

PROPOSAL

- Maintain First Hour Free
- \$2.50 each additional hour
- \$12 daily max. (unchanged)
- \$100/month

EQUALS

- \$1 million/year for 4 years

AVERAGE STAY

- 3 HRS = \$5 = \$1.67/HR

WHAT IT MEANS FOR BOISE

- 1 Reinvesting in Downtown Public Parking Infrastructure
- 2 Keeping First Hour Free
- 3 A More Visitor-Friendly Downtown

BOISE PUBLIC PARKING GARAGE PUBLIC
FIRST HOUR FREE

CITY PUBLIC PARKING GARAGE CENTRE

CCDC PARKING & FACILITIES
805 W. Idaho St. #403
Boise, Idaho 83702
PHONE: 208-384-4264
WEB: <http://www.ccdcboise.com/parking>
EMAIL: parkinginfo@ccdcboise.com

BOISE PUBLIC PARKING GARAGE PUBLIC

SPRING 2008

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Implementation:

Communications

► Marketing Brochure

- Keep it simple
- 3 Key Points
- Succinct and reinforcing secondary messages.



1 Reinvesting in Downtown Public Parking Infrastructure

Responsible stewardship of this vital community asset ensures that downtown Boise continues to provide visitors with well-maintained and attractive off-street garage parking. By proactively addressing non-glamorous, but critically important structural repair and maintenance issues becoming evident today, the system will save money in the long run.

Needed Infrastructure Projects:

- **Preserve Structural Integrity** – Address concrete repair, ramp and deck waterproofing and expansion joint replacement
- **Enhance Facilities Maintenance** – Includes elevators, CO₂ systems and emergency generation
- **Efficient System Management** – Optimize garage access, utilization and revenue with upgraded transaction equipment and software
- **Planned Facility Enhancements**
 - Fireproofing and stairwell improvements
 - Add reversible lane in Capitol Terrace Garage
 - Paint exterior and interior of Capitol Terrace Garage



2 Keeping First Hour Free

More people are spending more time downtown. This popular, convenient and equitable free parking program has contributed to the significant economic growth that downtown Boise has experienced since it was implemented in March, 2004.

Note: The new rate, when combined with the first free hour, will cost parkers only \$1.67/hour for an average stay of three hours.

Downtown Economic Growth Facts:

- **More Downtown Visitors** – 500,000 more parking garage visits in 2007 than in 2004, an increase of 45% (Source: Republic Parking 194)
- **Visitors Staying Longer** – Downtown visitor length of stay up from 2 to 3 hours (Source: Republic Parking 194)
- **Doing Good Business** – Total downtown annual sales nearly doubled to \$1.6 billion since 2003 (Source: Idaho Tax Commission)
- **New Businesses** – There are 12% more downtown retail, service and restaurant



3 A More Visitor-Friendly Downtown

This system provides 3,000 spaces, or 98%, of all public garage spaces that are within steps of downtown businesses and attractions. "Best in Class" parking facilities and programs are a critical part of our downtown infrastructure and help not only to service existing developments, businesses and customers, but to attract new ones.

Elevating to "Best in Class":

- **Signage & Wayfinding Enhancements** – Easily find parking and your car with artfully themed levels, wayfinding point schemes and better facility signage
- **Convenience** – Save time and shorten exit queues with new pay-on-foot stations and a multi-spaced meter plot program on 8th Street
- **Making Garage Interiors Brighter** – Plan to paint several garage interiors white
- **Most Livable City** – Great parking helps meet Mayor Rietz's goals for cleanliness, safety, walkability and economic development

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APPROVAL PROCESSES

- City Council Briefings
- Public Comment Period
- CCDC Board Approval



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City Council Briefings

► Courtesy Briefings

- No Action Required by City Council
- One-on-One or small group briefings
- Information packet well received



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Public Comment Period

- ▶ Flyer distributed to all Downtown Businesses
- ✧ Also made available in all parking booths
- ✧ CCDC Board set May '08 public hearing date in April, '08
 - Public Responses
 - Very limited (10 letters & emails during ensuing month)

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STRATEGIES



CCDC Board Approval

- ▶ No opposition testimony
- ✧ Unanimous adoption by 9 member board



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STRATEGIES



IMPLEMENTATION

- Changing the Rates
- Working the Plan
- Impact of the Recession
- Making Adjustments



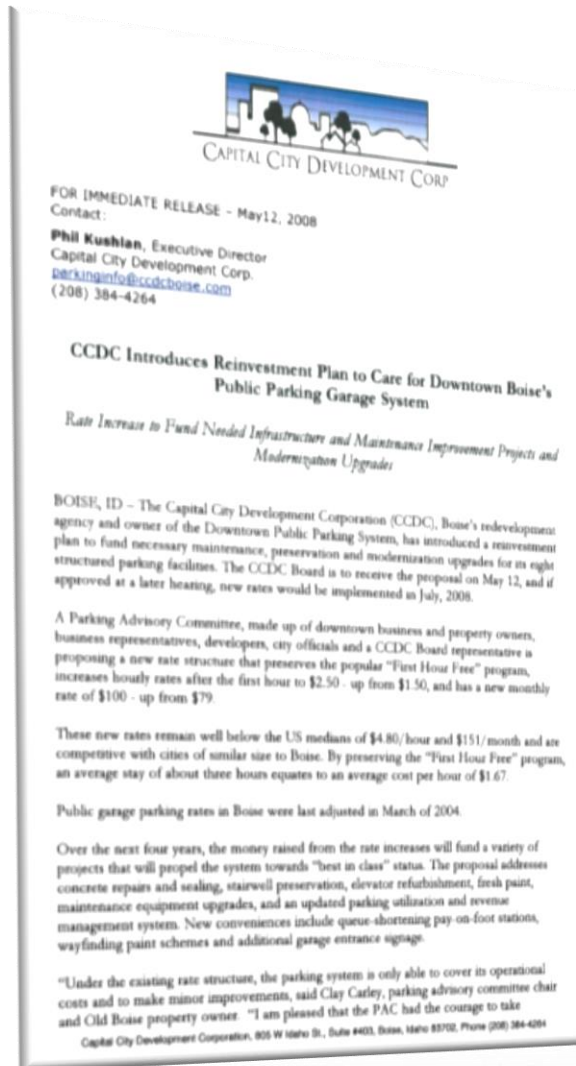
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Implementation:

Communications

- ▶ Timing is Important
 - ✧ Press Releases
 - ✧ Newspaper Articles



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Implementation:

“Working the Plan”

- ▶ Two modest projects in 2008
 - “My Space” devices in reserved spaces
 - Multi colored way finding paint scheme
- ▶ Financial Market Crash October 2008



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Implementation:

“The Impact of the Recession/Making Adjustments”

► Impact of the Recession

- Reduction in projected revenues for the parking reinvestment program (\$250,000 vs. \$1M expected)

► Adjust resources and priorities based on funds available.

- Despite having to make adjustments, Good to have the “work plan”
- Reprioritize projects and adjust spending levels
- Stakeholder buy-in to process and plan important
- When adjustments were necessary “no big out cry”

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Implementation:

“Getting Back On Track”

- ▶ Modest initial investments
 - ✧ Economy ended free fall
 - ✧ Agency debt restructured
 - ✧ Unloaded two unprofitable garages
 - ✧ Upside of down economy: no major investments, more \$ to parking
- ▶ \$750K expected over next few years

Capital City Development Corporation

FY 2011 Budget

Revised Parking Reinvestment Plan
FY 2009 - FY 2010

| FY 2009 | FY 2010 |
|---|---|
| Structural Preservation: City Centre Top Deck Fix \$ 20,000 | Structural Preservation: Capitol Terrace Exterior Paint \$ 230,000 |
| Structural Preservation: City Centre Elevator Drain 17,500 | Structural Preservation: Eastman Elevator Vestibules 93,000 |
| Structural Preservation: Grove Street Top Deck Repair 10,000 | Security, Lighting, Public Safety: Capitol Terrace Interior Lighting Upgrade 83,315 |
| Structural Preservation: Eastman Capstone 7,500 | Structural Preservation: City Centre 36,754 |
| Security, Lighting, Public Safety: Capitol Terrace Interior Lighting Upgrade (Phase 1) 27,000 | Structural Preservation: Grove Street Garage Spalling Repair 28,721 |
| | Structural Preservation: Façade & Capstone 25,000 |
| | Structural Preservation: Avenue A East Water Infiltration Remedy 20,000 |
| | Structural Preservation: Myrtle Street Paint Stairwells & Install Guard Rails 9,030 |
| | Security, Lighting Public Safety: Capitol Terrace Non Slip Stairs 5,000 |
| Total PRP, FY 2009 \$ 82,000 | Total PRP, FY 2010 \$ 530,820 |

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