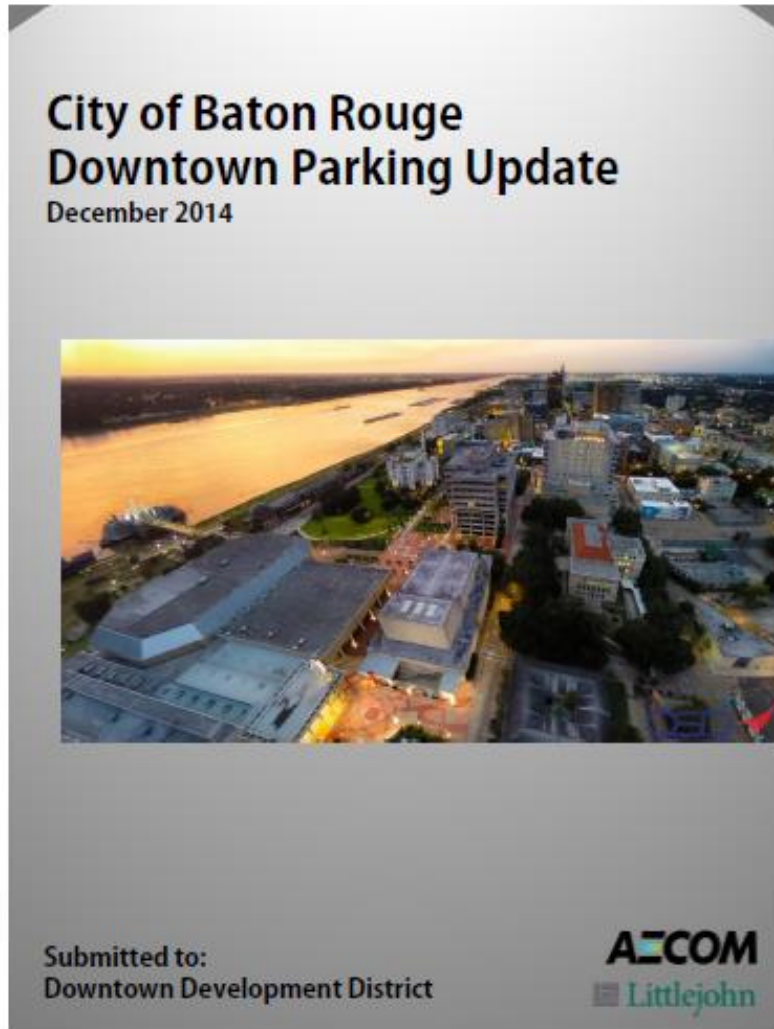


Downtown Baton Rouge Parking Strategy



AECOM Study



- “Increase effective supply of on street parking through strategic pricing and enforcement”
- 5753 off street spaces, average utilization is 58%
- Public access to only 2887, of which over 1,000 is at the Belle of Baton Rouge
- East and West River Center Garage is important strategic facility. With 1350 spaces.

On Street parking

- 970 spaces downtown, about 540 metered. Utilization is high, at 89%
- Meter revenue:
 - 2014 \$251,000
 - 2015 \$164,000
- (drop in revenue due to lack of enforcement and other causes)
- If all meter revenue were collected theoretical revenue is \$550,000



River Center Garages (1350 Spaces)

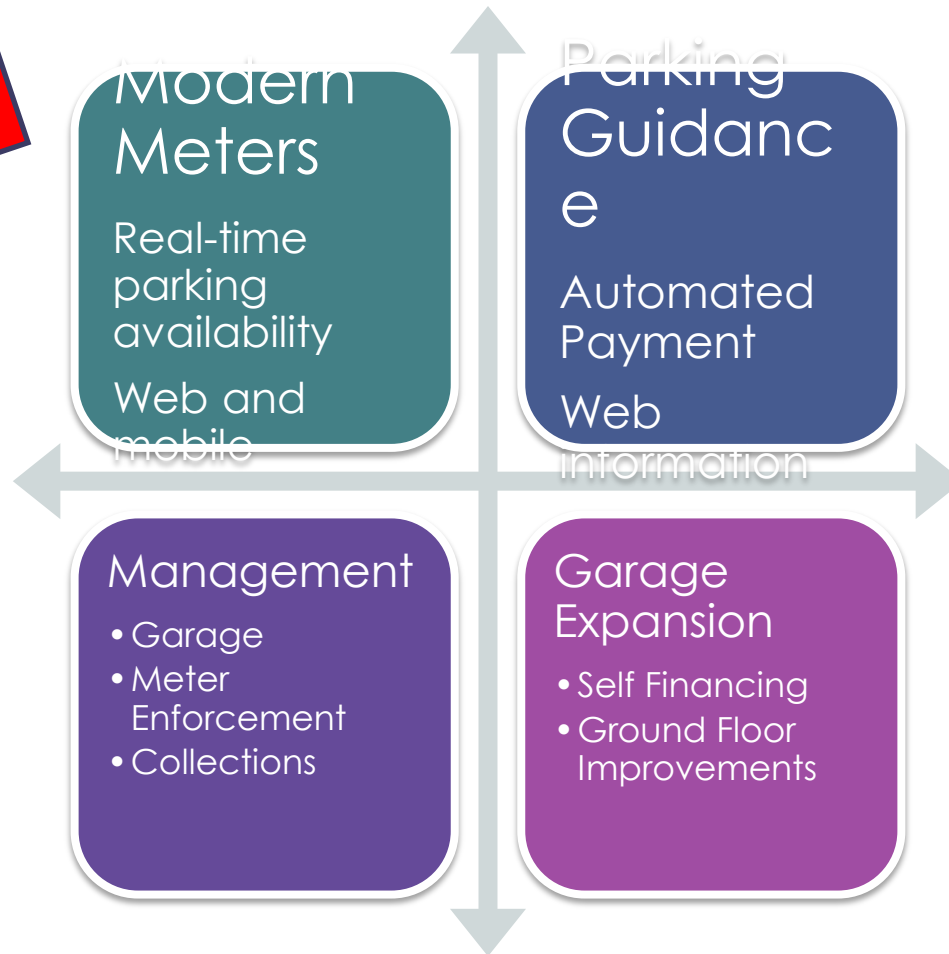
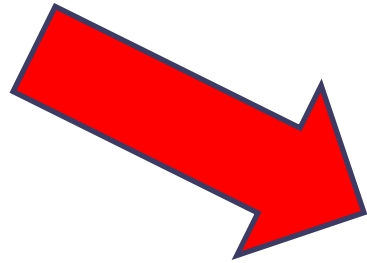


- 55% utilization
- 2014 income \$715,000
- 2014 expenses \$737,000
- 2013 expenses \$1,079,000
(due to major repair)
- Self-sustaining Revenues
- 24/7 operations
- Universal price \$/hr across downtown

Downtown Parking Goals

- Modernize and make downtown parking more effective
- Improve access to parking by visitors and employees
- Improve customer service by using modern technology
- Self fund all improvements through better revenue generation and collection
- Change parking from a revenue negative to a revenue positive

4 Part Strategy



Modern Meters





- Solar powered multi-space parking meters that replace coin only single head parking meters



- Our multi-space meters accept credit cards, coins, bills, and can even accept payments via cell phones



- A powerful parking management tool to track revenues, manage maintenance and collections activity, and analyze parking occupancy/turnover

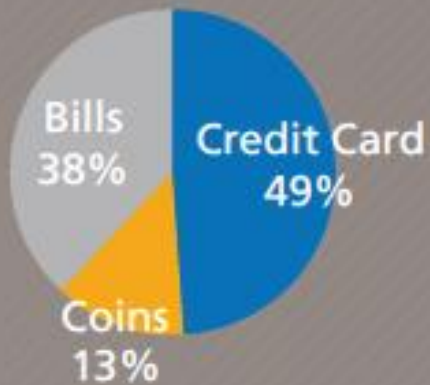
Revenue Percentage by Payment Type



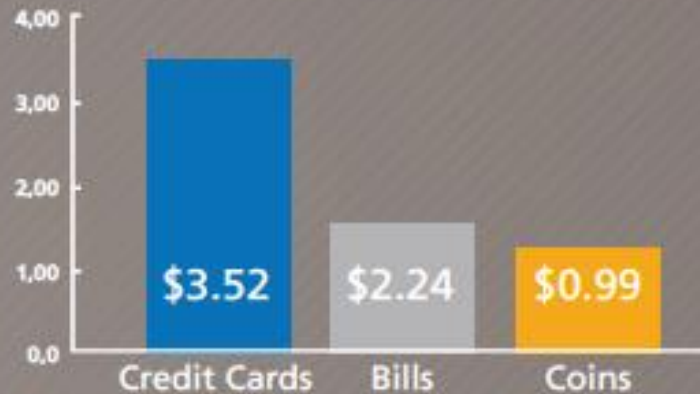
Average Transaction Amount by Payment Type



Revenue Percentage by Payment Type

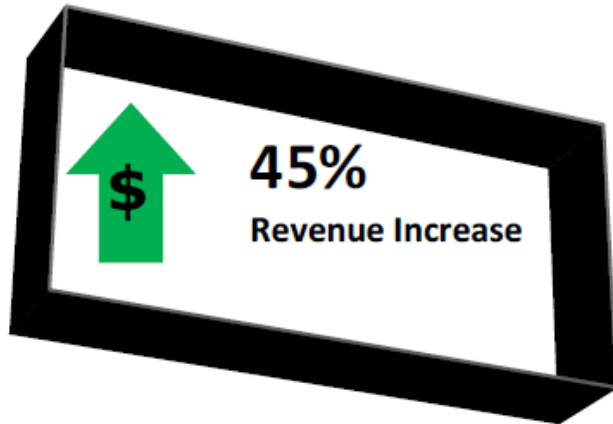


Average Transaction Amount by Payment Type

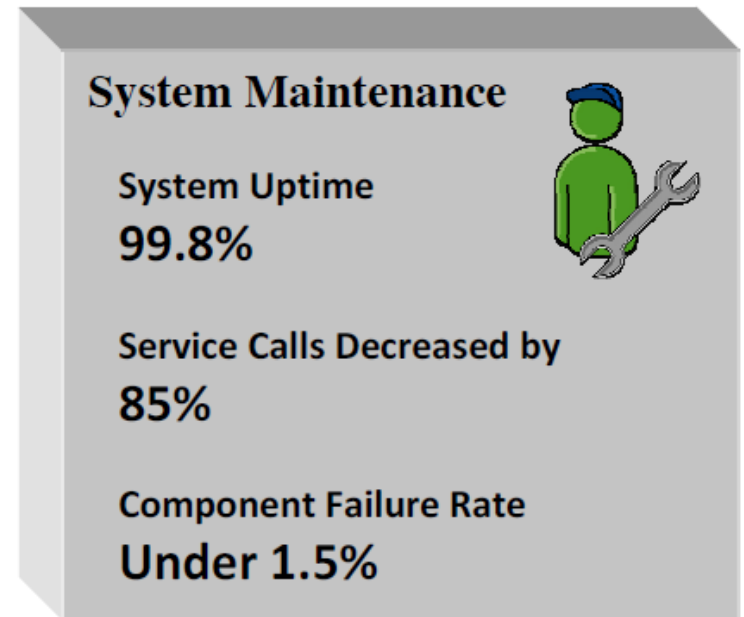


Austin TX Example

Austin, TX - By The Numbers



Percentage of Revenue by
Payment Type

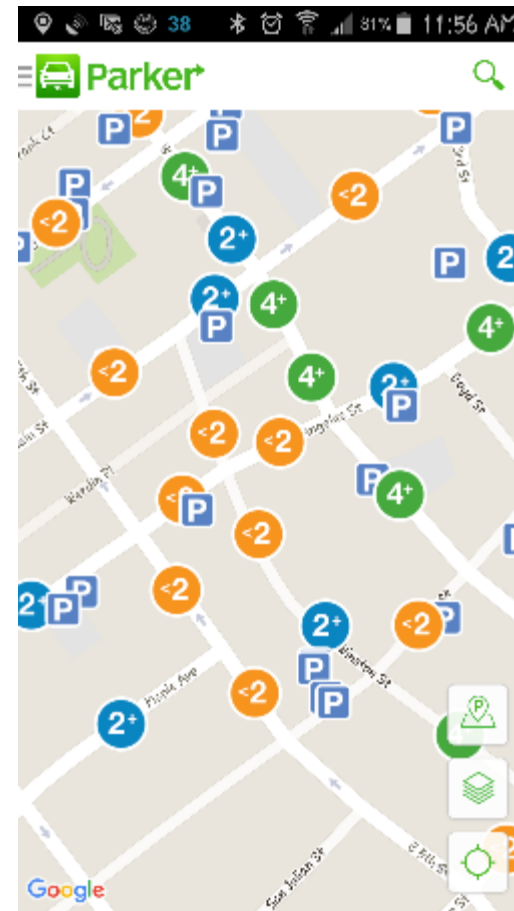
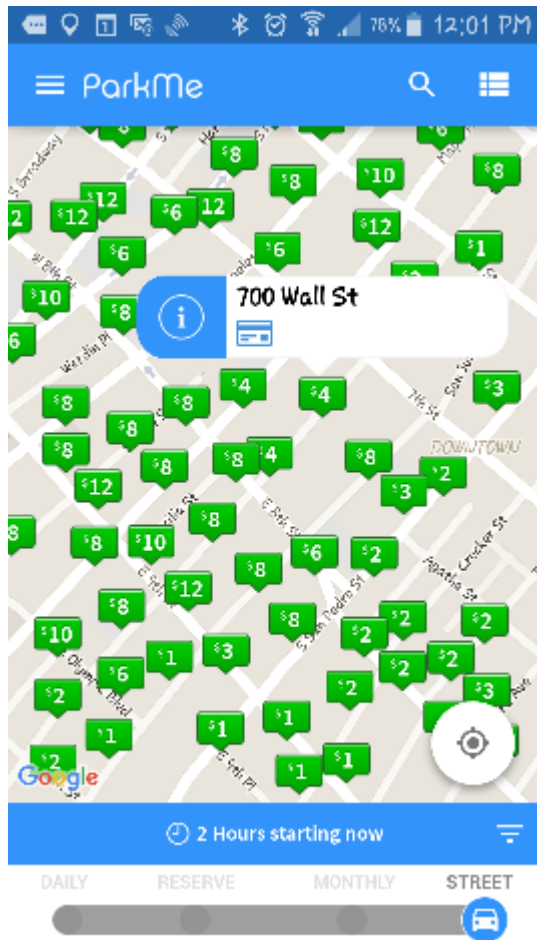


Smart Parking



- Review of state of practice in “smart meter” technology
- Cost estimates for meters
- Online database of real-time on-street parking availability

Parking Apps

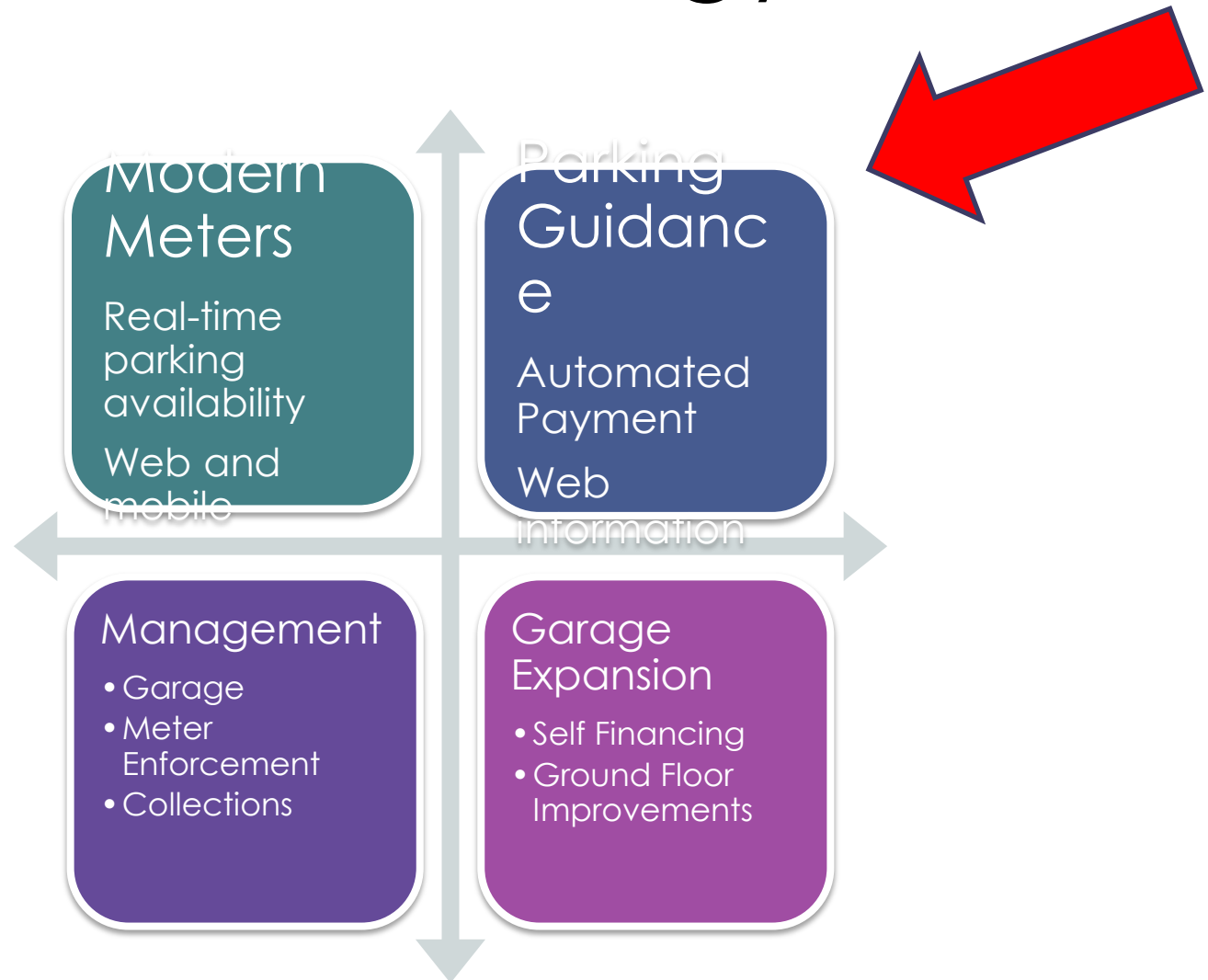




Mobile phone payment



4 Part Strategy



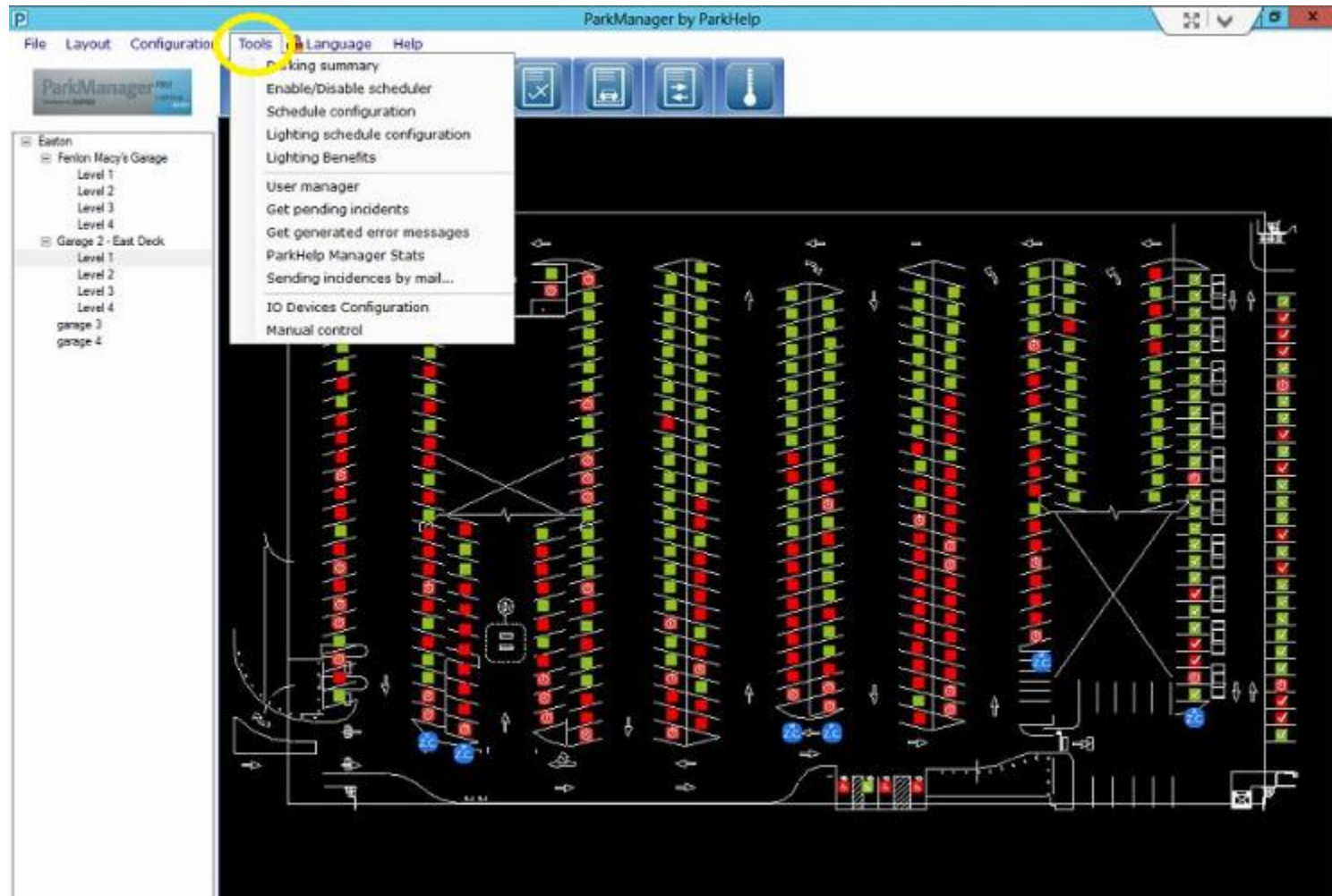
Parking Guidance



Parking guidance

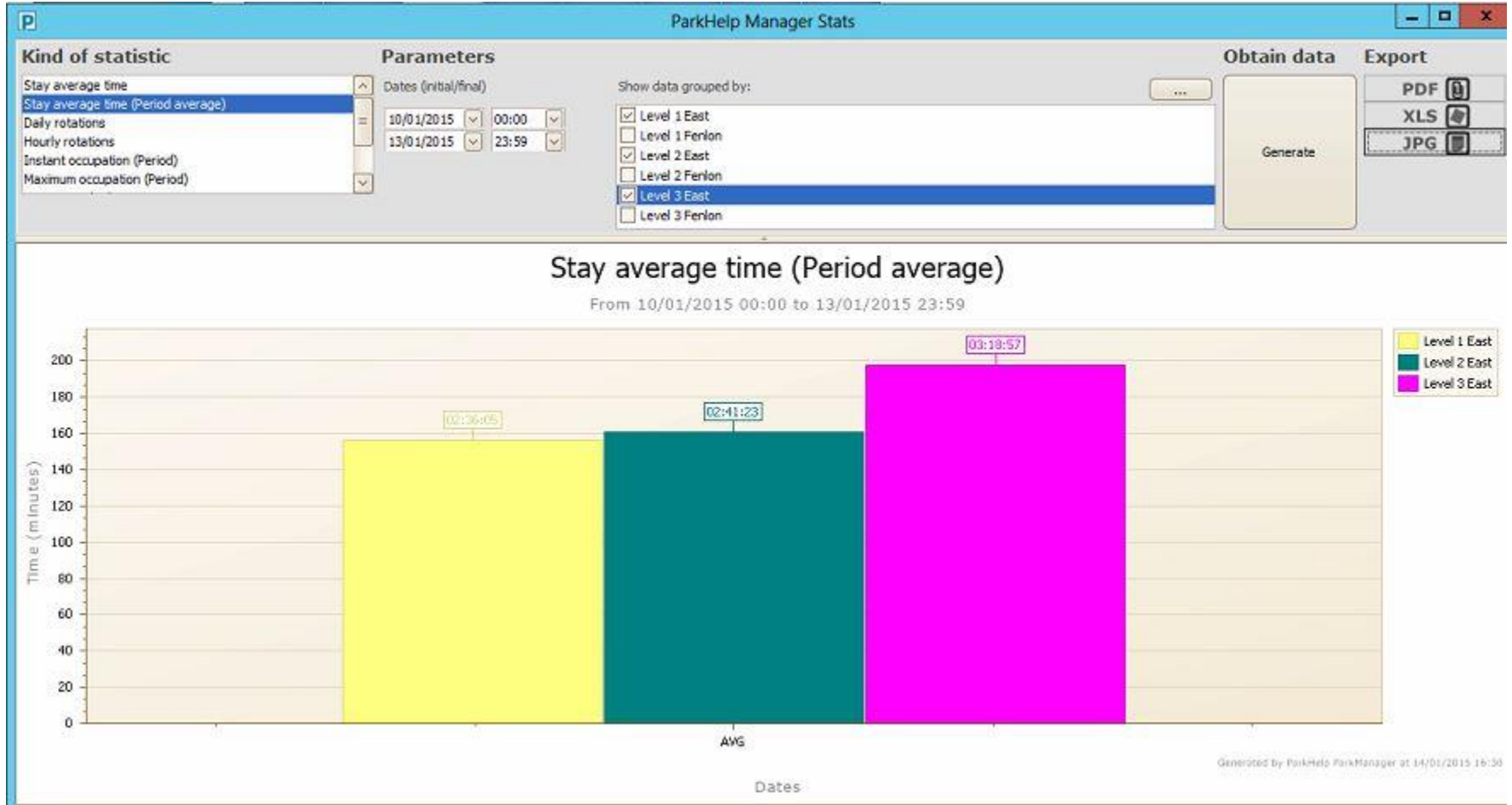


Online Management Tools



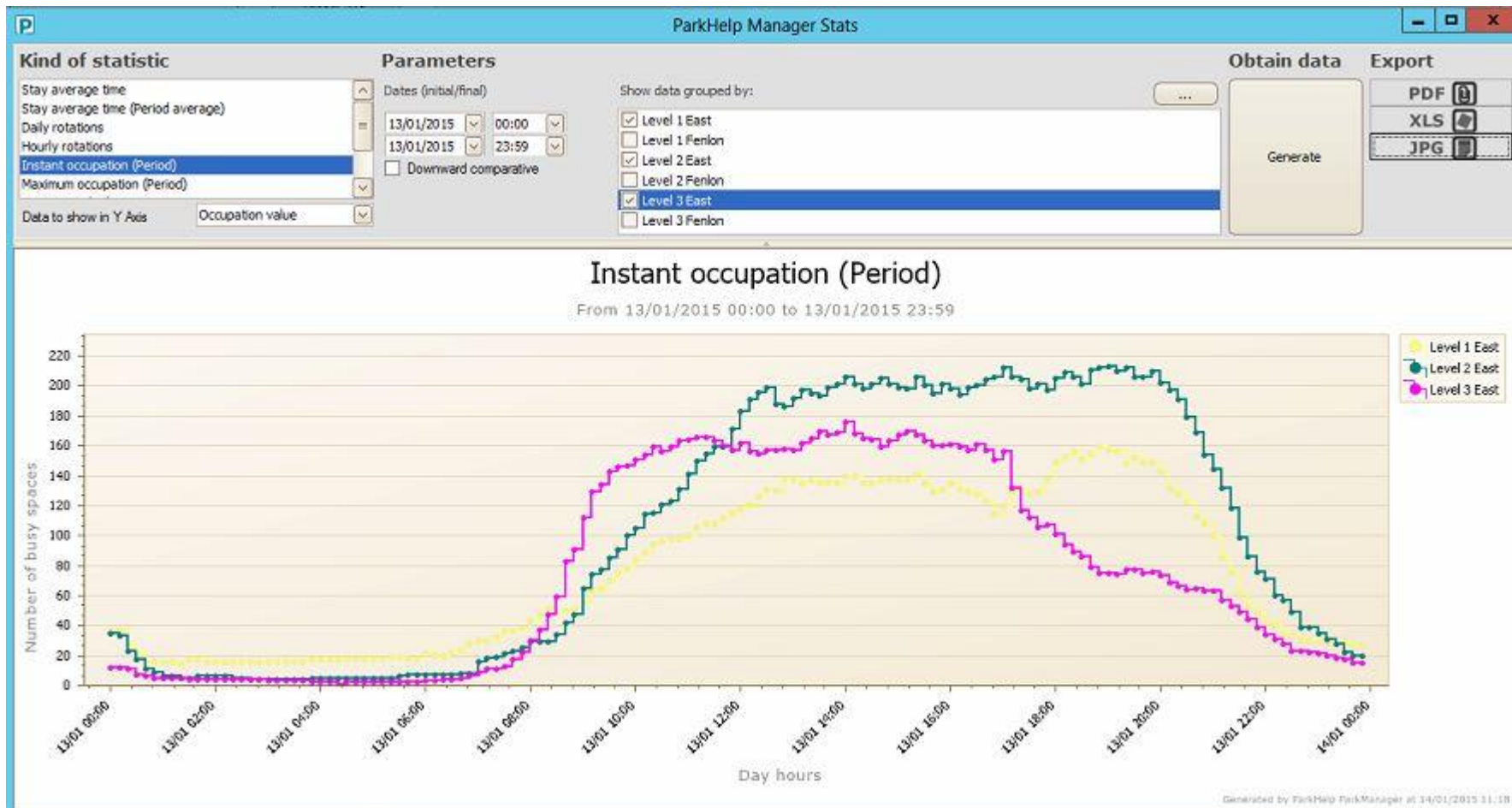
2. Average stay time (per period)

Per floor: Average of the selected period total per floor



5. Instant occupation

Per floor: Number of occupied space show per hour



Book a space online

SpotHero BOOK PARKING AND GET **50% OFF** CHANGE CITY ▼ MY ACCOUNT ▼ HOW IT WORKS INVITE & GET \$5 OUR APP

Monthly Daily 01/05/20 06:00 P to 01/05/20 09:00 P **FIND PARKING**

NEW ORLEANS 51°F

Home > New Orleans City Parking Guide

Entertainment & Fun Parking Info Mercedes-Benz Superdome

4:09 PM 1/5/2016

Parking Lighting

LED Smart lighting



before

after

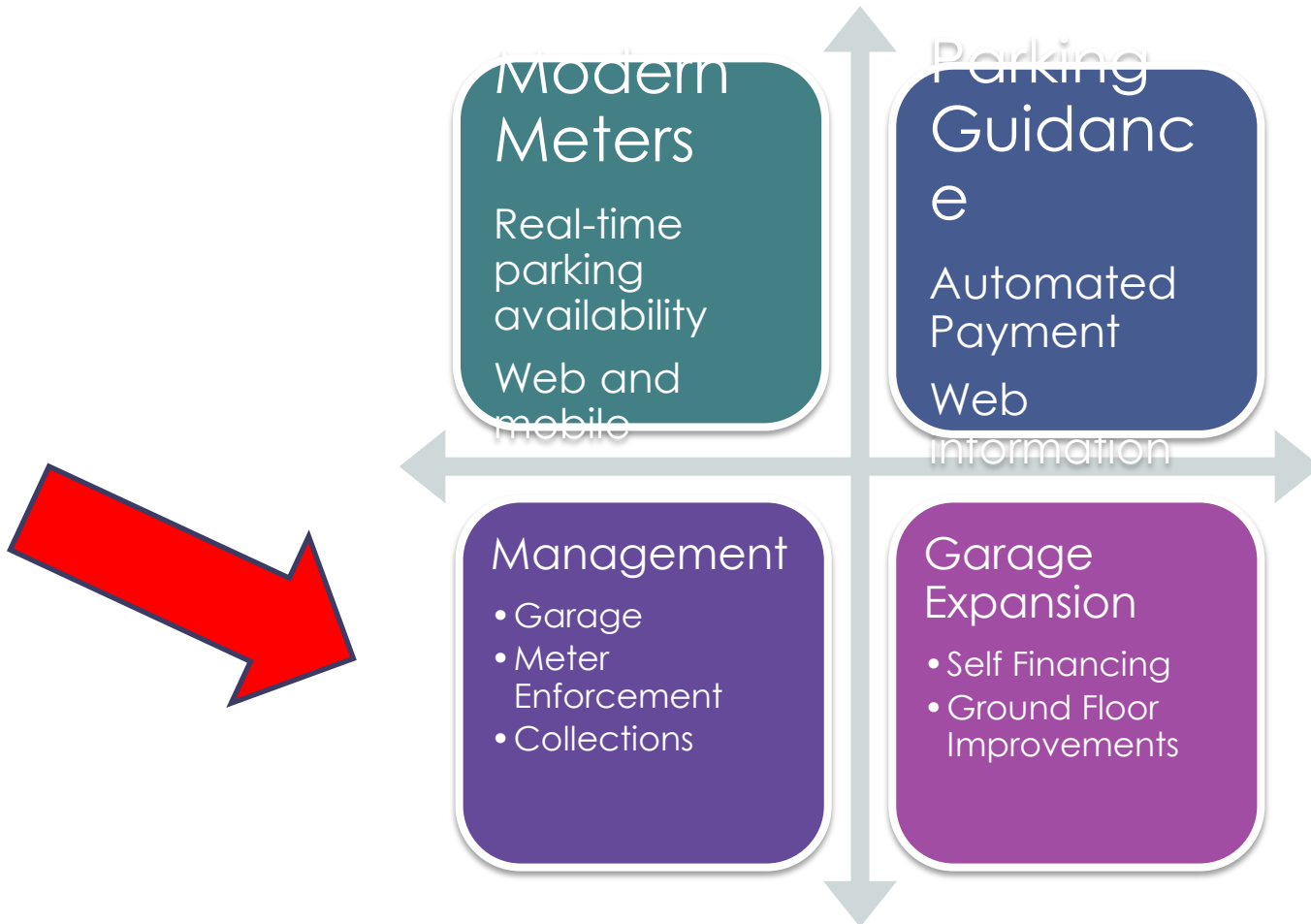
Automated Revenue Collection Station



Finances



- Current revenue from both garages is \$715,000 (2014)
- Hourly, event, and monthly rates are below market.
- Potential is there for the improvements to have a very short payback time
- Use opportunity to normalize rates across all public garages downtown

4 Part Strategy



Professional enforcement and management - Garage

 **Diamond Parking Service**
Diamond Parking Service

-  Diamond Airport Parking
-  Diamond Self Storage

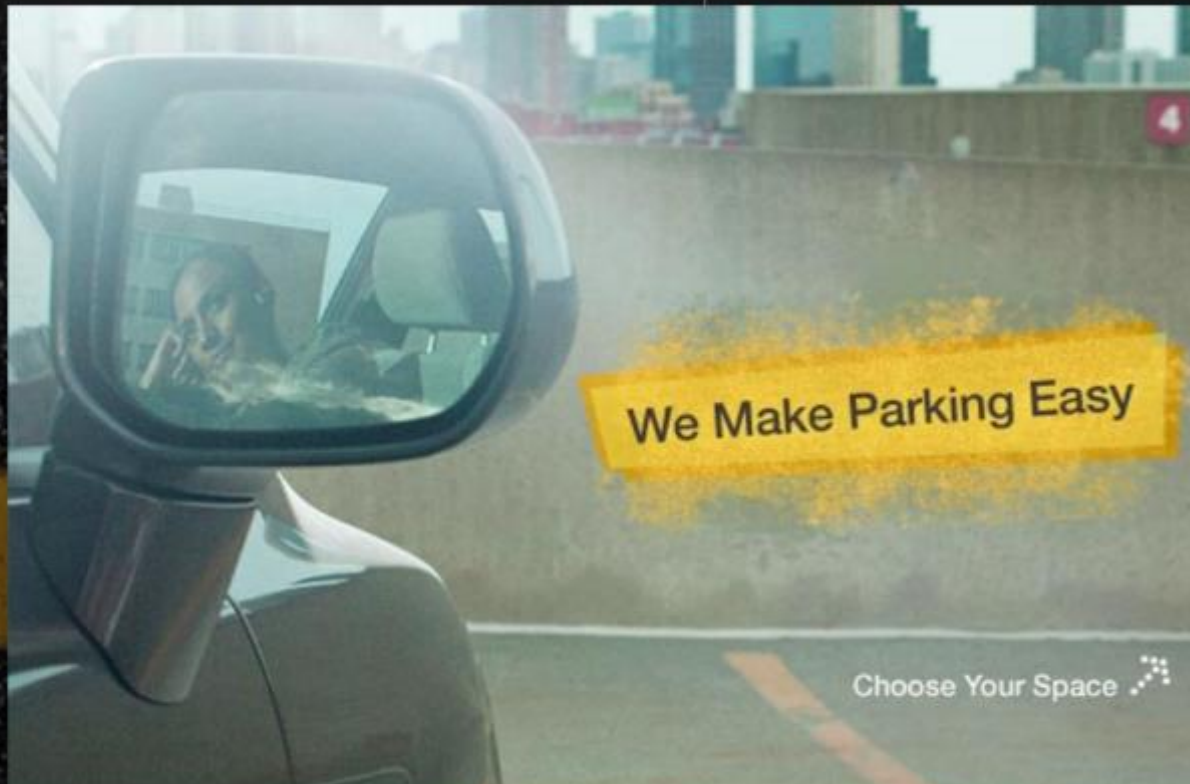


Discover Diamond Parking


Find Parking Locations

Make a Payment

Contact Us



We Make Parking Easy

Choose Your Space 

Find Parking

Make a Payment

For Monthly OR Daily Parking, please complete our search to find parking in your area:

-- Select Province --

-- Select State --

-- Select City --

Street Address (optional)

-- Select Neighborhood (optional)

City

-- Select Keyword (optional)

Zip Code

or

I am looking for:

- Daily Parking
- Monthly Parking

Find

Professional enforcement and management – On Street



Chronicle/Mark Costantini

Free up police resources for more important responsibilities

Privatization can save money and increase enforcement



Downtown Parking Marketing



LOTS & GARAGES

With 7 parking garages/lots available throughout the city you can feel confident knowing we have the parking space you need. Locate the facility that is closest to your destination.



ON-STREET PARKING

There over of 946 metered parking spaces located throughout the city of Lancaster. The meters have a 2 hour limit from 8:00 AM to 6:00 PM Monday through Saturday.



PAY PARKING ONLINE

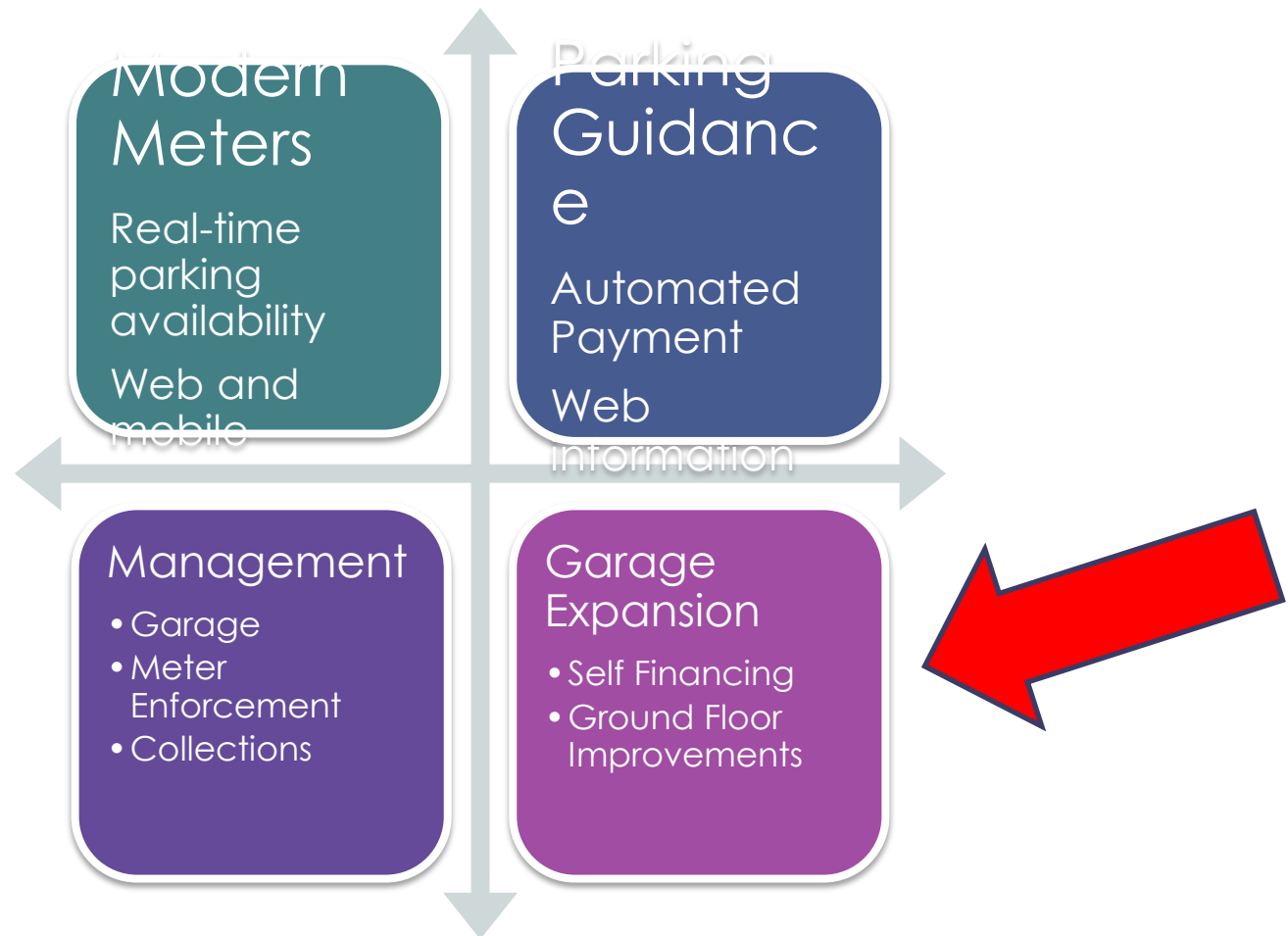
Pay your monthly lease, remittance slip or invoice online.



ALERTS

Snow & Related Weather Emergency .

4 Part Strategy



Garage Expansion



- Cost estimates for the expansion of the River Center East Garage (including retail wrapper).
- Funding plan for garage renovation and expansion
- Self Fund 800 space addition

East Garage Expansion

Feasibility Study

- Potential Site related items
- Retail
- On-Street Parking
- Revenue
- Enforcement



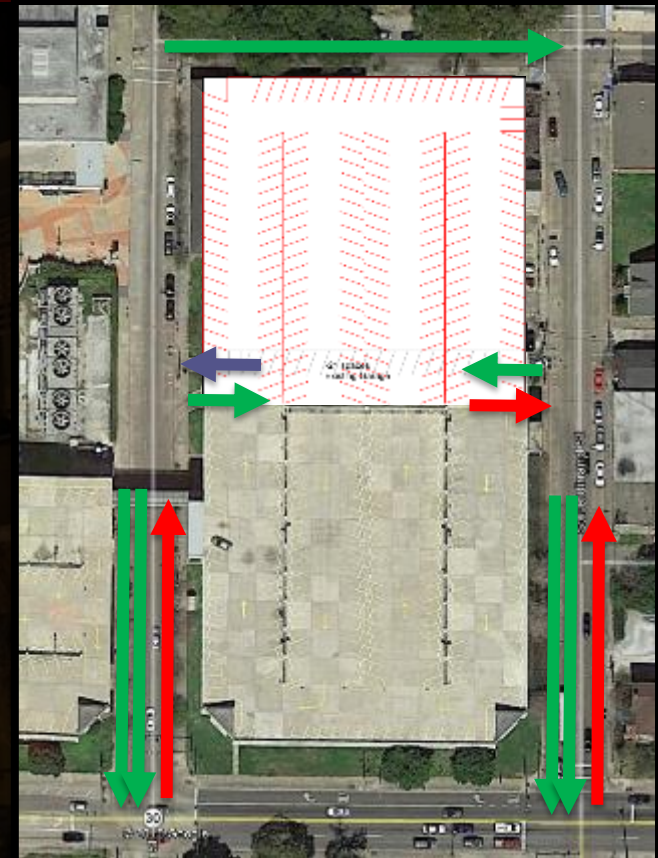
WALTER P MOORE

East Garage Expansion

POSSIBLE COSTS

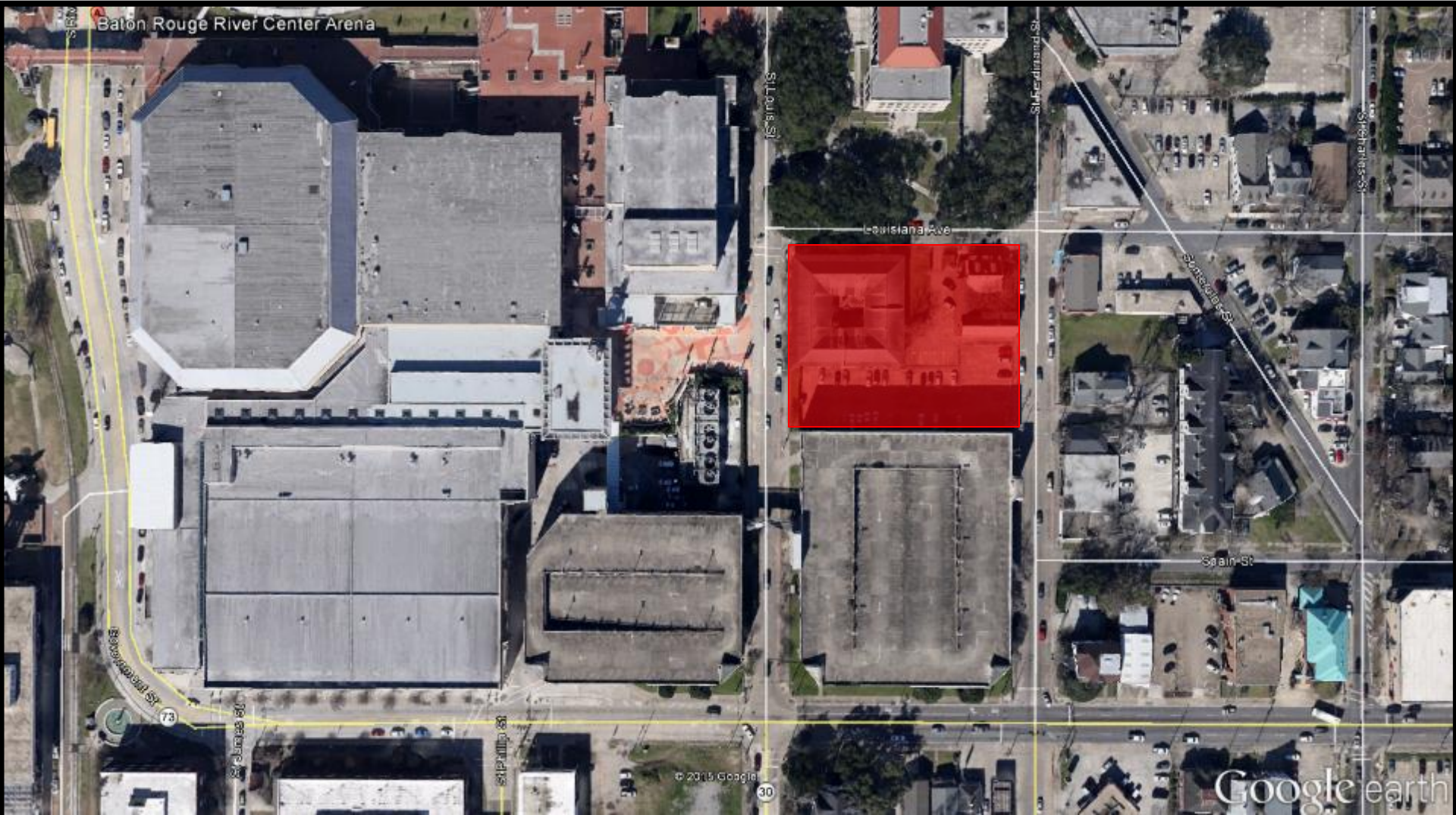
- **800** spaces (Approx.) net addition on 5 levels
- Additional Parking Equipment or equipment lanes may be required to handle the increased traffic load
- Depending on additions to garage, cost per space can range from \$12,000-\$15,000
- This expansion could cost between **\$9,000,000** and **\$12,000,000**

Note: Costs above assume Flat Floor expansion using same ramping system as existing garage. Costs may increase if existing ramping capacity is not adequate for expansion



WALTER P MOORE

Potential for TramLinkBR Stops



Wayfinding



- Build on existing wayfinding downtown
- Incorporate parking, transit (Streetcar), and local destinations
- Review of best practices in downtown wayfinding

Next Steps and Decisions

- Due Diligence on all 4 phases
- Meter Selection and Installation
- Management and Enforcement Contract RFP
- Parking Guidance Selection and Installation
- Parking Garage Expansion Feasibility Study and Cost Estimate
- Finance Plan for all the above

Downtown Baton Rouge Parking Strategy

