

Minutes
Parking & Traffic Committee Meeting
May 1, 2018

Members present: Mark Bednar, Danny Zimmern, Clay Roesch, Elisabeth Buswell, Cheryl Young, Curt Morse

Call to order: The meeting was called to order by Mark Bednar at 4:33 PM

Consideration of minutes:

- 1) Mr. Morse confirmed the meeting was properly noticed
- 2) Minutes for the previous meeting were approved. Noted to correct the date and remove non-committee members from the minutes. (File attached)

On-Going Business:

- 1) Premium Parking Transition Update
 - a) Mr. Morse introduced Mr. Ben Montgomery, CEO of Premium Parking. He gave an overview of the Location Revenue Summary which details data of revenues generated by specific zones within the parking district.
 - i) KPI Summary

(1) Total Collections:	\$28,060
(2) Total Volume:	7,670
(3) Total Hours:	60,962
(4) Avg Total Revenue:	\$3.66
(5) Avg Tickets Hours:	7.95
(6) Median/Rev/Hour:	\$0.41
 - b) Mr. Montgomery continued to discuss the enforcement side of the business detailing that Admiral Enforcement has hired all the former Republic employees. Ms. Buswell asked about the convenience fee that's being added to citation payments and asked that a notice of the fee be added to alert consumers of the fee.
 - c) Mr. Peacock introduced himself and thanked everyone for their attendance. He pointed out that Premium Parking, as was the previous parking management company, is not from Pensacola and that there are no recognized parking management companies based in Pensacola. He then asked Mr. Montgomery to explain why the data he is collecting is important (i.e. valuable). Discussion continued with an explanation of using the data to establish future changes to the overall parking system.
 - d) Mr. Bednar asked Mr. Morse what are the key problems that are being identified with the new parking system. Mr. Morse established that the primary issues identified are the extended hours of enforcement, the addition of Saturday enforcement and the new equipment learning curve.
 - e) Ms. Young asked about having a parking ambassador that could meet users to introduce and teach how to use the new equipment. Mr. Montgomery discussed the different opportunities

that exist to engage and inform the user on how to pay and how the new system operates. Mr. Kullander then made a short presentation on how the pay station works.

- f) Mr. Keven Lehman, owner of Fosko Coffee Shop, reference the availability of parking in the garage and drew a correlation between underutilization and high-priced parking fees.
 - g) The owner of Moonflower Salon asked if parking attendants could be used during peak times to educate user on the new equipment. Mr. Montgomery and Mr. Kullander updated the group on how to provide more staffing for the pay stations.
 - h) Mr. Lehman suggested that he would like an opportunity to make a proposal to run the parking program.
 - i) Mr. Patrick Elebash complimented the Premium team on the recent changes but is concerned the technology is not functioning properly. He has employee and customers that have received parking tickets and customers that have parking passed but that have also received citations. Mr. Bednar asked is the technology could be at fault. Mr. Montgomery stated that most of the issues are human error and that there is not a wholesale issue with the technology platform or system. Mr. Peacock asked if the implementation of the vehicle mounted LPR equipment would help reduce the human error component. Mr. Montgomery noted that it would increase the speed of enforcement and that human error issues were tracking very low. They would continue to train the staff and refine the local program.
 - j) Ms. Young noted that there are parking users that simply do not want to use the new machines and that wanted to pay the old way.
 - k) Mr. Nathan Holler, owner of Dog House Deli, commented that his restaurant and others want to work with parking to come up with the right price for weekends. Mr. Montgomery stated that Premium is open to analysis in addition to adding 15-minute short term parking and looking at options to adjust rates in the future based on data.
 - l) Mr. Peacock commented that all the suggestions would be considered in ongoing committee and board meetings.
- 2) Jefferson Street Garage Waste Co-op
- a) Mr. Morse updated the group on the compactor project. He pointed out that the security system was being installed and that full training and operations would begin over the next week. The committee will explore options for returning the NO PARKING area back into use during business hours.
- 3) Financial Reports
- a) The financial were reviewed. The committee asked that operating expenses be expanded for deeper review on the financials.
 - b) Ms. Dubuisson asked if the lose of the parking places adjacent to the compactor would shop up as a lose to the asset because of the project.

New Business:

- 1) Public Records Request
- a) Mr. Morse updated the committee of the request made my Ms. Daughtry of Winterfest and noted that the request would be handled quickly.