

RESOLUTION 2024-02-07

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY REQUESTING THAT CITY COUNCIL AMEND CHAPTER 802 IN A MANNER SUBSTANTIALLY SIMILAR TO THE ATTACHED EXHIBIT A; AUTHORIZING ITS CHIEF EXECUTIVE OFFICER TO CONTINUE TO WORK WITH THE OFFICE OF GENERAL COUNCIL ON SPECIFIC LANGUAGE IN EXHIBIT A, PROVIDED THAT THE CHANGES RECOMMENDED TO CITY COUNCIL ARE SUBSTANTIALLY SIMILAR TO THOSE FOUND IN EXHIBIT A; PROVIDING AN EFFECTIVE DATE.

WHEREAS, by its adoption of Ordinance 2016-140, the City Council amended the Ordinance Code to create Chapter 55.116 stating, “The Office of Public Parking shall be responsible for all City parking lots and parking garages and for the enforcement of parking laws. To the extent the ordinance code refers to the “Public Parking Officer”, for purposes of this ordinance, such terms shall be defined and shall mean the Downtown CEO or his or her designee.”; and

WHEREAS, since 2016, the Office of Public Parking operates as a division of the Downtown Investment Authority; and

WHEREAS, the DIA has undertaken a review of pertinent Ordinance Code sections for updates and changes; and

WHEREAS, DIA and OPP seeks to clarify and update Chapter 802 – Public Parking and other parking related code sections to allow for new strategies and technologies for parking in Downtown Jacksonville.

NOW THEREFORE, BE IT RESOLVED by the Downtown Investment Authority:

Section 1. The DIA finds the recitals set forth above are true and correct and are incorporated herein by this reference.

Section 2. The DIA Board hereby requests that the City Council amend Chapter 802, Chapter 121, and Chapter 122 in a substantially similar manner to the changes recommended in Exhibit A.

Section 3. The DIA Board authorizes its Chief Executive Officer to continue to work on Exhibit A with the Office of General Counsel to refine and amend Exhibit A, so long as the amendments brought forward to City Council are substantially similar to the Exhibit A approved by the Board.

Section 4. This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

Resolution 2024-02-07

Exhibit A

Chapter 802 PUBLIC PARKING¹

Sec. 802.101. Concurrent authority of Sheriff.

The Sheriff and all police officers, Zoning Code Enforcement Officers provided for in Chapter 609, Ordinance Code, and the Parking Enforcement Specialists provided by this Chapter shall have the concurrent duty and authority to enforce violations of parking ordinances, including violations within the City's Second, Third, Fourth, and Fifth Urban Service Districts as provided by this Chapter, and violations of Section 656.411, Ordinance Code.

(Ord. 69-173-138, § 3; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 98-182-E, § 4; Ord. 2006-673-E, § 3)

Note(s)—Former § 310.101.

Sec. 802.102. Paid on-street Parking zone designation.

The Public Parking Officer, with the approval of the Sheriff, and in consultation with the Downtown Investment Authority Chief Executive Officer, for Downtown zones pursuant to the definition of Downtown in Chapter 55, Ordinance Code, is authorized to establish from time to time paid on-street parking zones in the City, except within the Second, Third, Fourth and Fifth Urban Services Districts, to designate parking spaces for motorized vehicles on the streets of the City within established paid on-street parking zones and to fix the time limitations for lawful parking, and the hours of operation and enforcement in those zones, in a manner consistent with the schedule of rates for paid on-street parking zones from time to time established by law. All paid parking zones shall be identified by the installation of meters, payment kiosks, or pay-by- app signage. The Public Works Department shall be responsible for the location and installation and replacement of parking meter posts and other parking equipment.

(Ord. 69-173-138, § 4; Ord. 70-650-526; Ord. 71-397-181; Ord. 82-1083-542, § 1; Ord. 83-591-400, § 1; Ord. 2006-406-E, § 1; Ord. 2012-674-E, § 3; Ord. 2014-560-E, § 18)

Editor's note(s)—Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note(s)—Former § 310.101.5.

Sec. 802.103. Installation and removal of parking meters and posts or other devices.

- (a) The Public Parking Officer, in consultation with the Downtown Investment Authority Chief Executive Officer, for Downtown zones pursuant to the definition of Downtown in Chapter 55, Ordinance Code, shall cause parking meters or other parking equipment to be installed under the authority of this Chapter and to be placed upon the curbs adjacent to the designated parking places. Where physical meters are utilized, a meter

¹Charter reference(s)—Sheriff, Art. 8.

State law reference(s)—Authority to regulate or prohibit stopping, standing and parking, F.S. § 316.008(1)(a); stopping, standing and parking, F.S. § 316.194 et seq.; liability for parking tickets and local parking violations, F.S. § 316.1967.

shall be placed and constructed to display by a signal that the period of time permitted by the parking meter for vehicle parking has or has not expired. Each meter shall carry upon its face the period of time permitted adjacent to the meter and, when operated, shall indicate by dial or pointer the period of time legally remaining for vehicle parking adjacent to the meter.

- (b) Parking meters and parking meter posts , and parking kiosks where installed, may be temporarily removed by the City to facilitate companies doing construction, installation or repair work within the City. A company desiring such temporary removal of a parking meter and/or parking meter post and/or kiosk shall apply to the Office of Public Parking for a permit and pay a permit fee as found in www.coj.net/fees . In addition to the removal permit fees provided for herein, the permit holder shall pay to the Office of Public Parking the rental permit fee and the monthly or daily parking meter rental charge as set forth in Section 802.105(c). A company desiring the temporary removal of kiosk or non-metered spaces in paid on-street parking zones from public use shall apply to the Office of Public Parking for a permit and pay a permit fee as found in www.coj.net/fees. In addition to the removal permit fees provided for herein, the permit holder shall pay to the Office of Public Parking the rental permit fee and the monthly or daily space rental charge (to be the same as the meter rental charge) as set forth in Section 802.105(c).

(Ord. 69-173-138, § 5; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 88-40-64, § 2; Ord. 2012-674-E, § 3; Ord. 2014-560-E , § 18; Ord. 2017-665-E , § 41; Ord. 2021-753-E , § 3)

Editor's note(s)—Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note(s)—Former § 310.102.

Sec. 802.104. Parking spaces marked.

- (a) The City Traffic Engineer shall clearly mark designated parking spaces by placing painted lines upon the curbs and streets of the City. It shall be unlawful to park a vehicle across a line or marking so that the vehicle is not entirely within the area for parking designated by lines or markings, all vehicles parked at meters shall be parked within the marked spaces, which shall be deemed legally parked. Section 804.1004 shall not apply to vehicles parked at meters.
- (b) When a parking space in a paid on-street parking zone, whether marked by lines or not, is parallel with or diagonal to the adjacent curb or sidewalk, a vehicle shall be parked in the space so that the foremost part of the vehicle shall be nearest to the parking meter or curb, and in the direction of the adjacent travel lane, and it shall be unlawful to park a vehicle in the parking space in any other manner.
- (c) A person convicted of unlawful parking in violation of this Section shall be punishable by a fine of not more than \$20 if paid as directed by the ticket.
- (d) In City owned or operated parking facilities, it shall be unlawful for a vehicle to be backed or positioned in a marked parking space as to prevent the license plate from being seen from the driving lane.

(Ord. 69-173-138, § 6; Ord. 70-762-401, § 1; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 98-182-E, § 5; Ord. 2006-406-E, § 1; Ord. 2013-209-E, § 23)

Editor's note(s)—Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note(s)—Former § 310.103.

Sec. 802.105. Parking charges; overtime parking; exemptions for certain officials; registry of "Public Official" seals; renting of parking meters, exemptions for vehicles displaying disabled placards and disabled veterans license plates.

- (a) When a vehicle is parked in a space in a paid on-street parking zone, during the hours of operation and enforcement the vehicle operator shall, upon entering the parking space, immediately provide payment in any acceptable form for that parking space. Upon the payment, the parking space may be lawfully occupied by the vehicle during the period of parking time which has been prescribed for the part of the street in which the parking space is located or for that portion of time covered by the payment, whichever is less. If the vehicle remains parked in the parking space beyond the parking time covered by payment or fixed for that parking space, whichever is less, the vehicle shall be deemed illegally parked. When a vehicle is parked within a timed parking zone, and the vehicle remains parked beyond the time fixed by signage or payment application for the parking zone, the vehicle shall be deemed illegally parked. The time limitation in a zone may be longer than the length of time allowed by the space, in which case the driver of the vehicle may make an additional payment in any acceptable form for that space. up to the limit of time allowed in the zone.
- (b) Vehicles of elected City officials, members of the Legislature elected in whole or in part by electors residing in the City and elected officials of the Urban Services Districts, upon request, shall be exempt from the overtime parking provisions of this Chapter; provided, that the overtime parking violation occurred while the official was pursuing his official duties; and further provided, that the vehicle bears a seal captioned *Public Official* issued by the Mayor. The Mayor is directed to issue the seals to elected City officials, members of the Legislature elected in whole or in part by electors residing in the City and elected officials of the Urban Services Districts, upon request, and to maintain a registry of the seals issued by him.
- (c) The Office of Public Parking is hereby authorized to issue permits and to rent parking spaces in the City to 1) construction, installation and repair companies, only, for the purpose of facilitating the temporary needs of these companies for working space on City streets during the period of time in which such work is being performed 2) any business for a use other than for employee or customer parking. An application fee as found in www.coj.net/fees , per parking space shall be paid to the Office of Public Parking for issuance of either a monthly or daily rental permit. Meter bags or other signage to show this rental use shall be placed over each meter or at each space so rented and shall be issued by the Office of Public Parking at the rate as found in www.coj.net/fees , per month per bag. Companies desiring to rent parking spaces for a period shorter than one month may rent these bags or signs at a daily rate as found in www.coj.net/fees , excluding City holidays and weekends. A deposit as found in www.coj.net/fees , shall be required for each meter bag or sign issued under this subsection, which shall be refunded upon return of the meter bag in satisfactory condition to the Office of Public Parking.
- (d) Vehicles which possess disabled placards and/or permits pursuant to F.S. § 316.1964(5), shall be exempt from paid on street parking fees, as prescribed by this Section, for a maximum of four (4) hours, but shall be subject to the time limits established pursuant to this Chapter.
- (e) Vehicles which possess disabled veterans license plates, pursuant to F.S. § 320.0848, shall be exempt from paid on-street parking fees and fines and time limits established pursuant to this Chapter.

(Ord. 69-173-138, § 7; Ord. 73-328-145, § 1; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 88-40-64, § 1; Ord. 98-182-E, § 6; Ord. 2001-745-E, § 1; Ord. 2006-406-E, § 1; Ord. 2012-674-E, § 3; Ord. 2017-665-E , § 41)

Sec. 802.106. Additional parking prohibited.

- (a) It is unlawful for a person to permit a vehicle registered in his name or operated by him to be illegally parked. It is unlawful for a person to deposit an additional coin or make any other alternative form of payment in a

paid on-street parking zone for the purpose of increasing or extending the parking time for a vehicle beyond the lawful parking time which has been established for the zone in which the space is located.

- (b) It shall be unlawful for a person to utilize a timed parking zone beyond the time limit specified in the posted area within a 12-hour period . A person convicted of violating this Section shall be punishable by fine of not more than \$15 if paid as directed by the ticket.

(Ord. 70-762-401, § 1; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 98-182-E, § 7; Ord. 2006-406-E, § 1; Ord. 2012-674-E, § 3)

Note(s)—Former § 310.105.

Sec. 802.107. Rates and charges established for specific zones.

- (a) The Chief Executive Officer (CEO) of the Downtown Investment Authority, for Downtown zones pursuant to the definition of Downtown in Chapter 55, Ordinance Code, shall develop rates and charges for each paid on-street parking zone, and the times and days when these charges shall be enforced. Rates shall be designed to provide for the most efficient use of on-street parking spaces, to be competitive with off-street parking facilities, and to achieve other downtown revitalization goals as determined by the Downtown Investment Authority. The CEO shall file the rate schedule and any subsequent change to the rate schedule with the Council Secretary, and such rates shall become effective upon such filing, unless and until the Council enacts an ordinance to the contrary.
- (b) The CEO may develop a discount program for on-street parking to encourage short term parking in the downtown area. Such a discount program may involve graduated rates, payment using smartcards which may be sold at a discount, the waiving of parking citations under certain conditions, and any other policy or program designed to improve the perception, availability or value of on-street parking. The CEO shall file any discount program and any subsequent change to the discount rate program with the Council Secretary, and such discounts shall become effective upon such filing, unless and until the Council enacts an ordinance to the contrary.
- (c) The CEO may develop a variable rate or dynamic rate program for on-street parking to encourage turnover, regulate demand for on-street parking spaces, and to charge rates during special events consistent with off street rates.. This program shall also be designed to achieve downtown revitalization goals as determined by the Downtown Investment Authority. The CEO shall file any variable or dynamic rate program with the Council Secretary, and such discounts shall become effective upon such filing, unless and until the Council enacts an ordinance to the contrary.

(Ord. 69-173-138, § 9; Ord. 70-650-526; Ord. 71-397-181; Ord. 79-953-443, § 1; Ord. 83-591-400, § 1; Ord. 84-609-361, § 2; Ord. 91-43-8, § 1; Ord. 93-985-1391, § 1; Ord. 2012-215-E, § 1; Ord. 2012-674-E, § 3; Ord. 2014-560-E , § 18; Ord. 2021-753-E , § 3)

Note(s)—Former § 310.106.

Sec. 802.108. Counterfeit coins prohibited.

It is unlawful for a person to deposit or cause to be deposited in a parking meter in the City a false coin, slug or object other than a lawful coin of the United States or other form of lawful payment. A person convicted of violating this Section shall be punishable by a fine of not more than \$100 or by imprisonment for not more than five days, or by both a fine and imprisonment.

(Ord. 69-173-138, § 10; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 2012-674-E, § 3)

Note(s)—Former § 310.107.

Sec. 802.109. Damage to parking equipment or signs prohibited.

It shall be unlawful and a class D offense against the City for a person to deface, injure, tamper with, open, impair the usefulness of or otherwise damage any parking equipment or signs located within the right of way.

(Ord. 69-173-138, § 11; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1; Ord. 88-40-64, § 3)

Note(s)—Former § 310.108.

Sec. 802.110. Unlawful removal of coins from parking meters.

It is unlawful for a person, except an authorized employee of the Office of Public Parking , to remove or cause to be removed money or coins from a parking meter. A person convicted of unlawful removal shall be punishable by a fine of not more than \$100 or by imprisonment for not more than 30 days, or by both a fine and imprisonment.

(Ord. 69-173-138, § 12; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1)

Note(s)—Former § 310.109.

Sec. 802.111. Unlawful to destroy or fix tickets.

It shall be unlawful for a person to cancel, destroy, fix or attempt to fix a parking ticket; provided, that nothing herein shall be construed to preclude a disposition of the ticket in the manner provided by law.

(Code 1965, § 41-61; Ord. 70-650-526; Ord. 71-397-181; Ord. 83-591-400, § 1)

Note(s)—Former § 310.110.

Sec. 802.112. Immobilizing of vehicles.

- (a) The Public Parking Officer or an authorized employee of the Office of Public Parking or authorized personnel of the Disabled Services Division is authorized to attach a device that is capable of immobilizing a motor vehicle so that it cannot be moved under its own power without damage to the motor vehicle:
- (1) When three or more citations for unlawful or illegal parking involving any motor vehicle bearing the license plate that has been cited, have been outstanding for more than 15 days and have not been disposed of by payment of the fine or cancellation of the citations as provided in Section 636.104; or
 - (2) When five or more daily parking invoices, any one of which is over 15 days old, have been incurred on any City parking facility and have not been resolved by payment; or
 - (3) When the vehicle is not lawfully displaying a license plate in accordance with F.S. § 316.605, or the vehicle identification number is covered in such a manner as to prohibit a law enforcement officer or parking enforcement specialist or authorized personnel of the Disabled Services Division from reading it;
 - (4) When the vehicle has an altered registration, license plate, citation, or validation sticker in violation of Section 804.709; or
 - (5) As set forth in Section 804.1012.
- (b) The immobilizing device shall be attached to the motor vehicle at the place where it is found, except that no motor vehicle shall be immobilized within the traveled portion of a street or on a portion of a street when

immobilization at that place would create a hazard to the public or to traffic on the street. At the same time as the immobilizing device is attached to the motor vehicle, a notice shall be affixed to the windshield or other prominent place on the motor vehicle stating that the immobilizing device has been so attached, cautioning the operator not to attempt to operate the motor vehicle while the immobilizing device is still attached and informing the owner or operator of the motor vehicle of the number and age of and total fines and charges assessable under the citations for which the motor vehicle is immobilized (including the removal charge for removal of the immobilizing device and all citations that are outstanding and incurred at the time of immobilization) and where he must go in order to pay the fines and charges and have the immobilizing device removed from the motor vehicle.

- (c) The immobilizing device shall be removed from the motor vehicle upon correction of any violation and payment to the Public Parking Division of the total fine and charges for which the motor vehicle is immobilized. The Public Parking Officer or his designated assistant may approve the removal of the immobilizing device upon obtaining payment of the fines and charges and upon correction of any violation.
- (d) The Sheriff, Public Parking Officer or his designee may tow or cause to be towed and impounded a motor vehicle immobilized under this Section if payment of fines and charges or satisfactory arrangements in lieu thereof have not been paid or obtained within 24 hours of the attaching of the immobilization device. The Sheriff, Public Parking Officer or his designee may also tow or cause to be towed and impounded a motor vehicle that has been immobilized under this Section if the immobilizing device has been removed without the authorization set forth in this Section. Under certain circumstances, such as the driver or owner threatening to remove the immobilizing device, the Public Parking officer shall have the option of towing the vehicle at the time the vehicle is immobilized. All expenses for towing or impounding shall be borne by the owner of the motor vehicle. All towing or impounding hereunder shall be done in accordance with Chapter 804.
- (e) It shall be unlawful and a class D offense for a person, except for the Public Parking Officer or his designee, to remove or cause to be removed the immobilizing device. A fine imposed pursuant to this Section, in addition, may include all costs of repairs of an immobilizing device that has been damaged by being removed.

(Ord. 78-861-460, § 1; Ord. 83-591-400, § 1; Ord. 86-805-446, § 1; Ord. 86-1429-819, § 1; Ord. 98-182-E, § 8; Ord. 2000-22-E, § 3; Ord. 2005-59-E, § 2; Ord. 2007-319-E, § 2; Ord. 2012-674-E, § 3)

Note(s)—Former § 310.111.

TITLE V - ADMINISTRATION AND PERSONNEL
Chapter 122 - PUBLIC PROPERTY
PART 2. MUNICIPAL PARKING LOTS

Sec. 802.113. Withholding of license plates and revalidation stickers.

- (a) The City of Jacksonville's Public Parking Officer shall prepare and supply the State of Florida, Department of Highway Safety and Motor Vehicles, with a magnetically encoded computer tape reel or cartridge or send by other electronic means data which is machine readable by the installed computer system at such Department, listing persons who have (1) three or more outstanding parking violations in the City of Jacksonville or (2) who have any outstanding violations for offenses occurring on and after October 1, 1990, of F.S. § 316.1955 or any similar local ordinance regulating parking in spaces designated for use by disabled persons.
- (b) Reserved.
- (c) Pursuant to the authority granted in F.S. §§ 316.1967 and 320.03, this Section shall be applicable throughout Duval County as a County ordinance, including but not limited to Urban Services Districts Two, Three, Four and Five; provided, however, that the applicable chief local official responsible for enforcement of parking violations in each municipality shall be responsible for preparing and supplying the applicable list of persons who have (1) three or more outstanding parking violations within his or her respective jurisdiction or (2) who have any outstanding violations for offenses occurring on and after October 1, 1990, of F.S. § 316.1955 or any similar local ordinance regulating parking in spaces designated for use by disabled persons.

(Ord. 88-667-355, § 1; Ord. 89-1018-497, § 1; Ord. 90-734-328, § 1; Ord. 2012-674-E, § 3)

Sec. 802.114. Parking for City Council Meetings.

The City shall provide parking for up to four hours, at no cost upon validation of attendance voucher, to any citizen attending any committee meeting, council meeting or special governmental function or event at City Hall. This service shall be provided at the City-owned parking garage located at Duval Street. Sufficient signage shall be provided by the City to lead citizens to the parking garage closest to City Hall so they are easily aware of its location and cost.

(Ord. 2012-215-E, § 2)

PART 2. MUNICIPAL PARKING FACILITIES

Sec. 122.201. Definitions.

As used in this Part 2:

- (b) *Water Street Parking Garage* is the City-owned parking garage bounded on the South by West Water Street, on the West by Broad Street. On the North by Bay Street, the easterly boundary is adjacent to and runs parallel to the most westerly boundary of the Federal Building. This parking garage has two entrances; one at 541 West Water Street, the other at the most southerly end of Clay Street.
- (c) *Yates Building Parking Garage* means the City-owned parking facility located at all of Block 3, Hart's Map of Jacksonville, bounded on the South by Forsyth Street, on the North by Adams Street, on the West by Newnan Street and on the East by Market Street. The entrance to this parking garage is 200 East Adams Street.

- (d) *Duval Street Garage* is the City-owned parking garage facility bounded on the South by Duval Street, on the West by Laura Street, on the North by Church Street, and on the East by Main Street.
- (e) *Ed Ball Garage* is the City-owned parking garage facility bounded on the South by Adams Street, on the West by Julia Street, on the North by Monroe Street, and on the East by Hogan Street.
- (f) *Bay and Ocean* is the off-street parking facility bounded on the South by Independent Drive, on the West by Ocean Street, on the North by Bay Street and on the East by Newnan Street. This lot is owned by JEA and is leased to the Office of Public Parking.
- (g) *St. James Building* is the garage beneath the St. James Building, bounded on the South by Duval Street, the West by Hogan Street, the North by Church Street and the East by Laura Street.

(Ord. 69-67-111, § 1; Ord. 70-31-15, § 1; Ord. 70-650-526; Ord. 71-397-181; Ord. 77-904-384, § 1; Ord. 78-1162-674, § 6; Ord. 83-591-400, § 1; Ord. 83-871-480, § 2; Ord. 83-1340-731, § 1; Ord. 86-932-487, § 2; Ord. 86-1476-841, § 1; Ord. 93-1263-1405, § 1; Ord. 95-779-474, § 1; Ord. 2007-813-E, § 10.9; Ord. 2022-163-E, § 5)

Note(s)—Former § 114.101.

Sec. 122.202. Parking rates at municipal parking facilities .

- (a) The Downtown Investment Authority Chief Executive Officer shall develop hourly, monthly and special event rates for each municipal parking lot facility managed by the Office of Public Parking as found in www.coj.net/fees . Rates shall be designed (1) to be competitive with similar private facilities, (2) to provide for the most efficient use of facilities, and (3) to achieve other economic development and downtown revitalization goals as determined by the Downtown Investment Authority. The Downtown Investment Authority Chief Executive Officer shall present any proposed rates for downtown, as defined in Part 3, Chapter 55, to the Downtown Investment Authority Board for review and for the Downtown Investment Authority Board to make an advisory recommendation with respect to such rates. The Downtown Investment Authority Chief Executive Officer shall file the rate schedule and any subsequent change to the rate schedule with the Council Secretary and the Council Auditor and emailed to each Council Member, and such rates shall become effective 30 days after such filing, unless and until the Council enacts an ordinance to the contrary.
- (b) The Downtown Investment Authority Chief Executive Officer shall develop a discount program (1) for customers of the Office of Public Parking who lease large numbers of parking spaces or who commit to yearly or longer contracts, (2) to provide incentives to certain targeted employer types, or (3) to further other economic development or downtown revitalization goals. The Downtown Investment Authority Chief Executive Officer shall present the proposed discount program for downtown, as defined in Part 3, Chapter 55, to the Downtown Investment Authority Board for review and for the Downtown Investment Authority Board to make an advisory recommendation with respect to such discount program. The Downtown Investment Authority Chief Executive Officer shall file any discount rate program and any subsequent change to the discount rate program with the Council Secretary and the Council Auditor and emailed to each Council Member, and such discounts shall become effective 30 days after such filing, unless and until the Council enacts an ordinance to the contrary. The term "discount" as used in this Section shall mean no more than a ten percent discount off of the existing rates in effect at the time of the proposed rates.
- (c) The Downtown Investment Authority Chief Executive Officer, shall negotiate lease agreement terms for retail and commercial space located in downtown parking garages. Upon the mutual agreement of t Downtown Investment Authority Chief Executive Officer and lessee, the Downtown Investment Authority Chief Executive Officer shall present the proposed retail and commercial lease agreement terms to the Downtown Investment Authority Board for review and approval of such lease agreement terms.
- (d) Effective October 1, 2014, all City employees (which term shall include all City of Jacksonville employees and employees of the Duval County Supervisor of Elections, Duval County Property Appraiser, Duval County Tax Collector, and Duval County Clerk of Court and to employees of the Office of the Public Defender of the

Fourth Judicial Circuit, who are monthly parkers at municipal owned parking facilities operated by the Office of Public Parking, shall be entitled to a reduced monthly parking rate, which shall be 50 percent of the established, monthly parking rate for the given facility through September 30, 2023. The Downtown Investment Authority shall file the employee rate schedule and any subsequent change to the employee rate schedule with the Council Secretary, and such rates shall become effective upon such filing unless and until the Council enacts an ordinance to the contrary.

(Ord. 69-67-111, § 2; Ord. 70-650-526; Ord. 71-397-181; Ord. 77-904-384, § 2; Ord. 78-1365-669, § 1; Ord. 83-591-400, § 1; Ord. 83-871-480, § 3; Ord. 83-1340-731, § 2; Ord. 84-390-181, § 1; Ord. 85-458-208, § 1; Ord. 86-482-210, § 1; Ord. 86-932-487, §§ 1, 2; Ord. 86-954-493, § 1; Ord. 86-1476-841, § 2; Ord. 87-617-299, § 1; Ord. 88-1528-723, § 1; Ord. 89-834-447, § 1; Ord. 89-872-405, § 1; Ord. 93-1263-1405, § 2; Ord. 95-779-474, § 2; Ord. 2000-22-E, § 1; Ord. 2004-1003-E, § 2; Ord. 2005-807-E, § 10.4. Ord. 2005-1193-E, § 1; Ord. 2007-813-E, § 10.10; Ord. 2011-732-E; Ord. 2012-674-E, § 1; Ord. 2014-438-E, § 1; Ord. 2014-560-E, § 14; Ord. 2016-215-E, § 1; Ord. 2017-665-E, § 4; Ord. 2018-525-E, § 1; Ord. 2020-568-E, § 1; Ord. 2021-80-E, § 1; Ord. 2021-587-E, § 1; Ord. 2022-680-E, § 1)

Editor's note(s)—Ordinance 2007-839-E, § 18, authorized updated department/division names pursuant to reorganization.

Note(s)—Section 3 of Ord. 2005-1193-E stipulates "The Council hereby waives the conflicting provisions of Chapter 106.106 (Balance Budget and a Budget Stabilization Reserve), Ordinance Code, to allow for funds appropriated in Section 5 to be expended prior to fully funding Budget Stabilization fund."

Note(s)—Former § 114.102.

Sec. 122.203. Use of revenues.

All permit fees and other revenues arising from use of the municipal parking facilities under this Part shall be deposited in the Off-Street Revenue Fund.

(Ord. 70-31-15, § 2; Ord. 70-650-526; Ord. 71-397-181; Ord. 78-1162-674, § 8; Ord. 83-591-400, § 1)

Note(s)—Former § 114.103.

Sec. 122.204. Reserved.

Editor's note(s)—The provisions of former § 122.204, relative to administrative adjustment of parking rates for Water Street parking garage, were deleted as part of the Super Supplement to the Code. Former § 122.204 derived from Ord. 83-871-480, § 4.

Sec. 122.204. Nighttime Parking Voucher Program.

The Chief Executive Officer of the Downtown Investment Authority may develop a nighttime parking voucher program applicable to the Ed Ball Garage for Downtown food and beverage establishments and event space venues located in the Laura and Hogan Food and Beverage District and applicable to the Yates Garage for Downtown food and beverage establishments and event space venues located in the Elbow Food and Beverage District. The program will allow the qualified businesses to provide their patrons with vouchers that will allow free or substantially reduced rate parking after normal business hours. The goal of the program is to provide safe and reliable nearby parking for patrons of these businesses in the designated food and beverage corridors and encourage the redevelopment of these corridors into compact dining districts. The details of the program and its implementation will be presented by the Chief Executive Officer of the Downtown Investment Authority to the Downtown Investment Authority Board for review and approval. The CEO shall file any voucher program and any subsequent change to the voucher program with the Council Secretary and the Council Auditor and email to each Council Member, and such program shall become effective 30 days after such filing, unless and until the Council enacts an ordinance to the contrary.



Downtown Investment Authority

DATE: February 15th, 2024

TO: Downtown Investment Authority Board

THRU:

FROM: Todd Higginbotham, Downtown Parking Strategy Coordinator, Downtown Investment Authority

RE: Overview of Downtown Parking

The DIA and Parking

The Office of Public Parking (OPP) was moved under the DIA since many functions of OPP directly impact the master plan and economic redevelopment in Downtown. OPP was previously housed under the Office of Economic Development. DIA manages the operations of the Office as well as establishes the goals and direction for City-owned and operated facilities under the control of the Office. In addition, DIA in its capacity as the Northbank CRA manages the three MPS owned garages Downtown.

The Office of Public Parking

OPP manages certain operations of City parking, including staffing, collection of revenue, and vendor and contract management. OPP does not manage capital maintenance (Public Buildings), rates and leases (DIA Board and City Council), free parking, and voucher programs (City Council), or meters taken out of services for traffic management (Special Events, JSO). OPP is an Enterprise Fund (a business unit of the City that funds its expenses through revenue) that generates revenue through parking garage and meter revenue and parking enforcement throughout the City. For example, OPP issues tickets for vehicles illegally parked in loading zones, handicap spaces, and expired meters Downtown. Of the revenue that OPP collects through tickets, 30% is transferred to the Police and Fire Pension Fund per Ordinance 121.113.

Goals of DIA and the Office of Public Parking

DIA has several goals that guide how OPP provides parking and the rates that it submits to City Council. Our main goals are to use our City garages to provide safe and convenient parking for City employees, use rates to balance the supply and demand of off-street parking and to provide convenient short-term parking for people going to the permit office, City Hall, and the Library.

DIA also has goals to provide evening parking for restaurants and entertainment, provide parking for businesses, including those wanting to move Downtown, and to generate revenue to support the Enterprise Fund.

City-Owned Garages

OPP manages all City-owned garages, all of which are located within the Downtown CRA boundaries. The City owned garages are:

1. Duval Street Garage (586 spaces)
2. Ed Ball Building Garage (340 spaces)
3. Yates Building Garage (626 spaces)
4. Water Street Garage (1,497 spaces)
5. St. James Building Garage (83 spaces)

Duval Street Garage

The Duval Street Garage is a 586-space garage located at the corner of Duval Street and Main Street, one block East of City Hall and on the same block as the Main Branch of the Jacksonville Public Library. It was constructed with bonds that require a public purpose use. This garage currently has 325 spaces leased monthly to City employees and the Public Defender's Office. City employees and Public Defender employees receive a 50% discount on the posted rate. Due to this, there is a City employee waitlist for this garage. The listed rate for this garage is \$80.00 a month. City and Public Defender employees therefore pay \$40.00 a month.

The garage also provides monthly parking for 24 city vehicles, 78 other employees, and 12 free parkers. There are also 100 spaces held out for Library use and City Hall visitor parking, both of which are free with a voucher. Hourly parking in this garage is provided to the public, with a charge of \$3.00 for an hour and a maximum charge of \$10.00 a day.

Ed Ball Garage

The Ed Ball Garage is a 340-space garage attached to the Ed Ball Building. The entrance is located near the corner of Monroe Street and Julia Street. It was constructed with bonds that require a public purpose use. This garage currently has 210 spaces leased to City employees. City employees receive a 50% discount on the posted rate. Due to this, there is a City employee waitlist for this garage. The listed rate for this garage is \$100.00 a month. City employees therefore pay \$50.00 a month.

This garage also provides 18 spaces for organizations that lease commercial and retail space in the garage, 17 spaces for the U.S. Courts, and 30 spaces for customers visiting the permit counters. Hourly parking in this garage is provided to the public and is designed to encourage significant turnover in spaces. People can park in the Ed Ball Garage in half hour increments, with the first half hour costing \$1.08, but increasing to \$10.75 for two hours, and \$53.75 for a stay of over four hours.

Yates Garage

The Yates Garage is a 626-space garage attached to the Yates Building. It faces Adams Street, with an entrance near the corner of Adams Street and Newnan Street. This garage currently has 253 spaces leased to City employees. City employees receive a 50% discount on the posted rate, however, there is no waitlist for this garage. An additional 305 are leased to private customers and 16 are provided for free. The listed rate for this garage is \$60.00. City employees therefore pay \$30.00 a month. The Yates Garage is open all day and has recently re-instituted evening hours to provide hourly parking for local businesses and event parking for the Florida Theatre. Hourly parking is provided to the public at roughly \$1.00 an hour, with a maximum daily charge of \$7.03.

Water Street Garage

The Water Street Garage is a 1,497-space garage at the corner of Water Street and Broad Street. It currently has 54 spaces leased to City employees. An additional 141 are leased to private customers. City employees receive a 50% discount on the posted rate, however, there is no waitlist for this garage. The listed rate for this garage is \$70.00 a month. City employees therefore pay \$35.00 a month. This garage lost major tenants, such as CSX, due to Covid-19 and has a significant number of spaces available. This garage is available for hourly use and special event parking. Hourly parking is provided to the public at roughly \$1.00 an hour, with a maximum daily charge of \$7.03.

St. James Garage

The St. James Garage is an 83-space garage located under City Hall with an entrance on Church Street. The use of this garage is determined by the City Council and the Mayor's Office. It is fully leased to City employees and is not available for hourly parking.

Overall availability in the City Garages and Employee Parking

The Duval Street Garage and Ed Ball Garage are the two closest garages for most City employees that work Downtown. As a result, these garages are oversold and have a combined City employee waitlist of over 200. A significant reason for the high demand in these garages is that an employee discount provides a relatively low cost to City employees to park there. If a City employee is provided a space in an OPP garage, they will pay less than the market rate at garages that are further away from their place of work. Based on discussions with THA Consulting, DIA has recommended in the past eliminating the discount for City employees to allow for more natural market conditions, to disperse City employees to other locations, and reduce the demand at Duval Street and Ed Ball. In 2023, the City Council voted to make the discount permanent.

Surface Lots

OPP manages certain City-owned surface lots throughout the City. In Downtown there are a total of seven lots. This includes some lots that are leased from other City and State agencies to be made available for parking. These lots are listed below (some do not have official names and are listed based on location). Many of them have specific or designated uses and that has also been included:

1. Brooklyn Lot (overflow retail parking)
2. Lot West of the Duval County Jail (JSO parking)
3. Lot East of the Duval County Jail (JSO parking)
4. Lot under Acosta Bridge (leased from FDOT for river access parking)
5. Lot under Acosta Bridge (leased from FDOT for river access parking)
6. Lot under Acosta Bridge (leased from FDOT for river access parking)
7. Bay and Ocean Lot (Leased from JEA for monthly and restaurant valet parking)

OPP does not manage the surface lots surrounding Everbank Stadium or the Convention Center. Those lots are managed by ASM Global on behalf of the City.

Off-Street Parking

In addition to all off-street parking spaces outside of Downtown, OPP manages 1,431 metered on-street parking spaces and all non-metered spaces in Downtown. Metered spaces are found exclusively in the Combined Northbank CRA; there are no meters in the Southbank CRA. Of the metered spaces, 513 are older mechanical meters and 918 are digital screen meters that were upgraded to 4G in 2020. Currently the rate is set at \$2.00 an hour and meter zones have variable maximum time limits, from thirty minutes to four hours. The price is set in relation to off-street parking, with the goal of encouraging short-term transient parking on-street and daily or monthly parking off-street. This creates turnover on-street that allows more retail customers and Downtown visitors to use these spaces throughout the day and space availability. In addition to paying at a meter, people can pay to park through the Park Mobile app at all metered on-street spaces. The app can also be used to purchase more time at a meter without having to return to physically deposit coins or swipe a credit card. Meter parking is currently enforced from 8:00 A.M. to 6:00 P.M. Monday through Friday. DIA has the authority to extend enforcement hours to include weekday evenings but has determined that there is currently not enough demand to cover the cost of enforcement. Further current code precluded the implementation of variable rate pricing such as pricing the meters at \$10 for an evening event. DIA is currently not permitted to charge at any time on the weekend by ordinance.

OPP conducts enforcement and management of on-street meters in Downtown. It is responsible for writing tickets and booting vehicles when directed to by code. It also manages the temporary removal of meters for city or construction vehicles, other construction or installation equipment, and dumpsters. Applicants who wish to do this must apply and pay a fee to OPP before the requested rental date. This fee varies depending on the number of meters that will be temporarily removed, and ranges from \$30.00-\$100.00 depending on the number of meters to be removed. The applicant can request that only the meter be removed, or the meter and the post together. Removal labor and storage of the meter cost \$10.00 per meter, and \$50.00 per meter and post. There is also a daily rental fee that is 2 times the meter revenue for 8 hours a day. This would come to \$16.00 per meter per day. If the meter is removed for 31 days or more, this increases to 3 times the meter revenue, or \$24.00 per meter per day.

The DIA, through Board approval, sets the rates for on-street and off-street parking at City-owned lots within the CRA. The CEO of the DIA files a rate sheet with the Council Secretary after it has been approved by the Board. The rate sheet becomes effective immediately unless and until the City Council enacts an ordinance to the contrary.

MPS Garages Operated by the CRA

Metropolitan Parking Solutions, LLC (MPS) constructed three garages as part of the Better Jacksonville Plan, and they remain privately owned by MPS. MPS currently owes the CRA more than \$90,000,000.00 for funds loaned to MPS for operating losses incurred during MPS operation. On April 21st, 2022, the City of Jacksonville and the DIA entered into a mediated settlement agreement with Metropolitan Parking Solutions, LLC. This settlement agreement gave the DIA, as the Community Redevelopment Agency (CRA), operational control over the garages. The CRA is responsible for bond debt service on these garages, which leads to a net loss on the garages despite them generating significantly greater net operating revenue since the settlement agreement. The

debt payment is approximately \$2,000,000 a year and continues through 2041. Before the settlement agreement, the garages averaged an operating loss of \$170,579.71, prior to debt payments. In the first 12-months after the settlement agreement, the garages generated \$1,140,948, prior to debt payments and the debt payments themselves were lowered by refinance.

DIA has a contract for garage operations in all three garages with Reef Platform U.S. Operations, LLC (Reef). This contract was originally entered into by MPS and Reef in 2020 and was assigned to DIA as part of the settlement agreement.

The garages are:

1. Courthouse Garage (1,350 spaces)
2. Arena Garage (480 spaces)
3. Sports Complex Garage (957 spaces)

Courthouse Garage

The Courthouse Garage is a 1,350-space garage located at 116 Pearl Street, directly across from the Duval County Courthouse. It is open daily and provides parking for monthly users, daily Courthouse visitors, and free parking for jurors. The number of jurors parking for free in the Courthouse Garage varies throughout the week. This peaks on Mondays when up to 400 jurors park in the garage. Even on these peak days the Courthouse Garage generally has 700 vacancies.

Arena and Sport Complex Garages

The Arena Garage is a 480-space garage located at 999 Adams Street, and the Sports Complex Garage is a 957-space garage located at 500 A. Philip Randolph Blvd. Both garages are used solely for event parking for the Jacksonville Fairgrounds, Vystar Veterans Memorial Arena, 121 Financial Ball Park, Everbank Stadium, and the future Armada Soccer Complex. Outside of event times, these garages are closed. DIA is currently reviewing the Arena Garage to determine how to make it available for hourly parking to support local businesses.

The DIA is in the process of issuing two RFPs for garage operators and seeks to enter into new garage operations contracts. On June 27th, 2023, the Jacksonville City Council voted to approve Resolution 2023-355 “encouraging and requesting the DIA to explore opportunities to competitively procure services for operation of the Courthouse Garage, Arena Garage, and Sports Complex Garage”. DIA decided to issue two RFPs due to the differences in the operations of the garages. The Courthouse Garage is primarily used for daily and monthly parking, while the Arena and Sports Complex Garages are currently only open for special events. By issuing two RFPs, the DIA was able to require differences in ability and experience for each type of garage operations.

THA Consulting Study

In March 2019, the DIA received a final report from Tim Haahs Consulting (now THA Consulting) that made policy recommendations for Downtown parking. This study completed an inventory of all public and privately owned parking within the defined boundaries of the Combined Northbank CRA and the Southbank CRA. This

inventory included a count of the number of spaces, occupancy counts, and rate comparisons. This data was then used to calculate deficiencies and surpluses in the parking supply. THA Consulting made a list of recommendations to the DIA that fall into three major categories, improving the management of on-street spaces, using existing surpluses to create economy lots, and investing in newer parking technologies or policy changes.

On-Street Parking Recommendations

The study found that in the City Center, there was a shortage of on-street parking at peak times, stating, “The high utilization of the on-street parking spaces is a direct result of the current pricing structure.” Furthermore, THA Consulting found that on-street parking rates were lower and did not compare to peer cities. A high priority was placed on recommendations to adjust the pricing structure and efficiency for on-street parking, the most critical of these being to adjust the rate structure. This was implemented in April 2022 with the goal of creating more turnover in on-street spaces and encouraging long duration parkers to find off-street spaces.

One of the first recommendations to be implemented was to disable on-street credit card transactions below \$1.00. After paying the processing fees for the credit card charge, the City was losing money on these transactions. DIA has also implemented a mobile pay solution with Park Mobile. Users can now pay for on-street parking through an app and pay for additional time if needed. This option currently only exists for metered, on-street parking, and payments through Park Mobile now make up 25% of all meter payments. Park Mobile has also allowed for License Plate Recognition (LPR) enforcement by requiring users to enter in their license plate number at the time of payment.

On March 17th, 2021, the DIA Board approved Resolution 2021-03-05, which updated the meter bagging policy based on a recommendation from the THA Consulting study. This was done to resolve the issue of meters being taken out of service by a single business for extended periods of time and large areas of on-street parking being removed from service in high demand areas. Applicants who wish to temporarily bag meters to remove them from service must apply to OPP and pay an application fee plus a daily fee per meter removed. Resolution 2021-03-05 did not apply to any meter bagging done by the Jacksonville Sheriff’s Office, which holds authority to bag meters in advance of events.

DIA periodically reviews the demand for on-street parking after 6:00 P.M. and has determined that there is not enough demand to cover the cost of enforcement for this time. DIA is not prohibited by ordinance to change the hours of enforcement during the week to cover more evening hours when it is determined that it will provide a benefit. At this time the rate charged would remain the same as daytime hours.

On-Street Parking Recommendations	Priority	Implementation Status
Disable on-street credit card transactions below \$1.00	High	Implemented Immediately after Study
Implement mobile payment services	High	Implemented April 2022

Adjust Parking Rates	High	On-Street Implemented April 2022
Evaluate the credit card fees associated with the current on-street parking meters	Moderate	Ongoing, these fees are negotiated by the Finance Department
Evaluate parking equipment vendor pricing for cost savings	Moderate	Implemented, review indicated that current vendor has not increased prices in 11 years and negotiated a free meter upgrade
Revise meter bagging procedures	Low	Implemented January 2022
Evaluate increasing the on-street hours of enforcement as growth continues	Low	Evaluation implemented, determined no need for evening enforcement

Off-Street Parking Recommendations

THA Consulting made a series of high priority recommendations to create economy lots near Everbank Stadium, moving juror parking there, and encourage City employees to park there by offering free parking. These recommendations were made due to the high demand in garages, and lots located around City Hall. All recommendations that involved creating daily or monthly economy lots near the stadium and moving parkers to and from those lots were not implemented because of the current employee discount at City-owned garages. The employee discount provides the least expensive parking for City employees at locations that are close to their place of work. In this scenario it would be unlikely that any City employees would take advantage of highly reduced economy lots that would require them to be in a less convenient location. Covid-19 also changed the proposed solution to resolving demand around City Hall; using the spaces in the City core vacated due to the pandemic. In September 2023, DIA identified over 1,000 vacancies in garages near City Hall, with the recommendation to make changes to the employee discount so it could be used at those garages and disperse demand. This option would also eliminate the expense of a shuttle service that would have provided transportation to economy lots near the stadium.

Other recommendations for off-street parking include better utilizing the Courthouse Garage. This recommendation was originally designed to take advantage of the removal of juror parking, but even with jurors still parking there, there is sufficient room to sell more monthly passes.

THA Consulting Recommendations	Priority	Implementation Status
Activate economy parking locations (near the stadium)	High	Not implemented due to existing employee discount. Reduction in demand due to Covid-19 has caused a pivot to other solutions
Coordinate with JTA on the implementation of a Downtown shuttle to connect with the new economy parking locations with Downtown	High	Not implemented due to existing employee discount. Reduction in demand due to Covid-19 has caused a pivot to other solutions
Relocate jurors from the Courthouse Garage to an economy parking location	High	Not implemented due to existing employee discount. Reduction in demand due to Covid-19 has caused a pivot to other solutions
Replace City employee parking discount program with free economy parking	High	Not implemented due to existing employee discount. Reduction in demand due to Covid-19 has caused a pivot to other solutions
Encourage MPS to increase Courthouse Garage permit sales	High	Focus of new RFP
Adjust Parking Rates	High	Off-street implemented November 2020

Technology and Policy Changes

THA Consulting lastly recommended changes regarding parking technology. The overall goal of these recommendations is to implement newer payment and access options for both on-street and off-street parking. Two recommendations apply to both on-street and off-street parking. The first is the use of License Plate Reader (LPR) enforcement. OPP uses two LPRs for enforcement daily to enforce violators in the garages and those who pay through Park Mobile for on-street spaces. The second is investment in marketing and wayfinding to help people find available parking.

For on-street, the recommendation was to convert system wide to a pay-by-plate (PBP) system that would replace metered parking Downtown. In 2020, the DIA Board approved Resolution 2020-06-08, which describes several key reasons why the Board decided to postpone this conversion:

1. Based on a THA Consultants recommending an evaluation of existing parking meters, IPS, the current meter vendor, negotiated an upgrade of existing 3G meters to 4G at no charge.
2. These new 4G meters had a remaining lifespan of two to six years at the time.
3. Replacing these upgraded meters with kiosks would cost \$854,840.

Given these considerations, it was determined by the DIA Board that replacement of any on-street meters with kiosks would occur after 2022 and only when other projects facilitate this conversion. The first meters will be removed and replaced by kiosks as part of the two-way street conversion of Adams Street and Forsyth Street. This project requires the removal of existing meters as part of construction, and therefore facilitates the conversion.

For off-street parking, the recommendation was to shift monthly access cards to digital permits, with the goals of allowing monthly parkers more flexibility by allowing them to make online changes to their parking permit and reduce costs by no longer needing to manage card inventory or reorder stock.

Finally, THA Consulting recommended exploring the implementation of a payment-in-lieu parking program for future Downtown projects. This would be a parking fund used to offset the cost associated with new parking facilities or infrastructure to support existing facilities. Since Downtown does not impose minimum parking requirements, this solution is not viable, but we have provided incentives for shared use parking. The new Downtown overlay, which included removing parking minimums, was passed at nearly the same time THA Consulting provided its study.

THA Consulting Recommendation	Priority	Implementation Status
Improve marketing/wayfinding	Moderate	DIA Priority
Explore the implementation of a payment-in-lieu of parking program for future development and redevelopment projects	Moderate	Not applicable, the Downtown overlay already has no required parking minimums
Purchase LPR equipment for enforcement	Moderate	Partially implemented
Convert systemwide equipment to PBP pay stations	Moderate	Ongoing as part of street improvement capital projects based on DIA Board action 2020-06-08; need to move

		more quickly and begin conversion from available resources
Convert monthly access cards to digital permits	Moderate	Not Implemented

In addition to this list of recommendations, THA Consulting also recommended that the DIA and OPP cancel or not renew any free or reduced rate monthly parking agreements. Some OPP garages have already eliminated all free or reduced rate parking, and DIA is opting not to renew reduced rate agreements as they expire.

Priorities of Non-Implemented Recommendations

DIA is continuing to evaluate recommendations for the THA Consulting study that have not been implemented. The recommendation with the highest implementation priority is increasing the number of monthly parkers in the Courthouse Garage. It is currently an underutilized asset that could be leveraged to support the parking needs of the area. The garage is positioned well to be a parking solution for City, courthouse, and private business employees. Currently, free juror parking in the garage would not impact increasing the number of permits sold, and filling the garage to the point where moving juror parking would again be considered would be in line with other recommendations from the THA Consulting study. This is one of the focuses of the garage operator RFP process the DIA is currently undertaking.

A second priority is reviewing changes to the employee parking discount. This discount distorts the market and creates high demand for City-owned garages near City Hall while other garages in the area are under capacity. Encouraging City employees to park at other garages will provide more availability in the Duval Street Garage and Ed Ball Garage for daily parking. This in turn would pull these parkers off the street and free up on-street parking spaces in the areas where they are in the highest demand.

A third priority is to improve signage and wayfinding for parking Downtown. This includes signs at both on-street and off-street locations. DIA is evaluating how to better implement and expand the coverage and signage for Park Mobile. Park Mobile could be expanded to cover more meter zones and can allow for mobile pay only zones while creating a uniform parking and wayfinding experience. For example, a mobile pay only zone is being considered as a solution for on-street parking on the Southbank, where there is currently no charge. Park Mobile could also be extended to the City-owned and CRA managed garages to allow the app to show all City-owned and managed parking in one place, making it easier for people to find affordable parking. DIA is also reviewing signage and wayfinding improvements for the City-owned and CRA managed garages.

Current Projects Underway

OPP is in the process of installing close circuit television (CCTV) cameras to the Duval Street and Yates garages, with the goal of providing additional security. These are the two garages that the DIA wants to use for nighttime parking. This is especially true of the Yates Garage, which is already open late into the evening to provide parking

for events and businesses. Thirty of thirty-six cameras have been installed at Duval Street Garage and installation at the Yates Garage will begin soon. Camera feeds are monitored throughout the day by OPP and Department of Public Works staff, with the eventual goal of 24/7 monitoring.

OPP is also in the process of transferring funds to the Public Works Department for structural inspections of the Ed Ball and Duval Street Garages. Once that transfer is approved by City Council, Public Works will formalize a timeline and issue purchase orders for the inspections to proceed.

Currently, City employees must apply through OPP for a space in a City-owned garage, or to be placed on a waitlist, but there is no online or automated application process. There are only two ways to pay for monthly parking at City-owned garages; payment in person at the OPP office in the Yates building or deduction from a City employee's payroll. DIA and OPP would like to work with the City IT department to determine steps to create a portal where City employees and other users can register and pay for monthly parking online.

DIA has a contract with Valcourt Building Services as a project manager for periodic capital maintenance at the MPS Garages. Much of this capital maintenance was identified by a structural report that was completed on each garage in 2022. Current maintenance projects include the resealing of joints and replacement of roof structures on all three garages. Resealing is complete in the Sports Complex Garage and still underway at the Arena and Courthouse garages. The roofs for the elevator shafts on all three garages have been replaced, with that project being completed in late 2023. The contractor is also working on a structural repair at the Sports Complex Garage. This repair is not hindering garage operations and will be completed in the first quarter of 2024.

DIA is working on the conversion of Adams and Forsyth Streets back to two-way streets. This construction will involve the removal of all the meters on those two streets, which will be replaced with parking kiosks after the project is completed. Riverplace Blvd is also under review to create an equipment-free, mobile solution for paid parking on the Southbank. Currently all on-street parking on the Southbank is free.

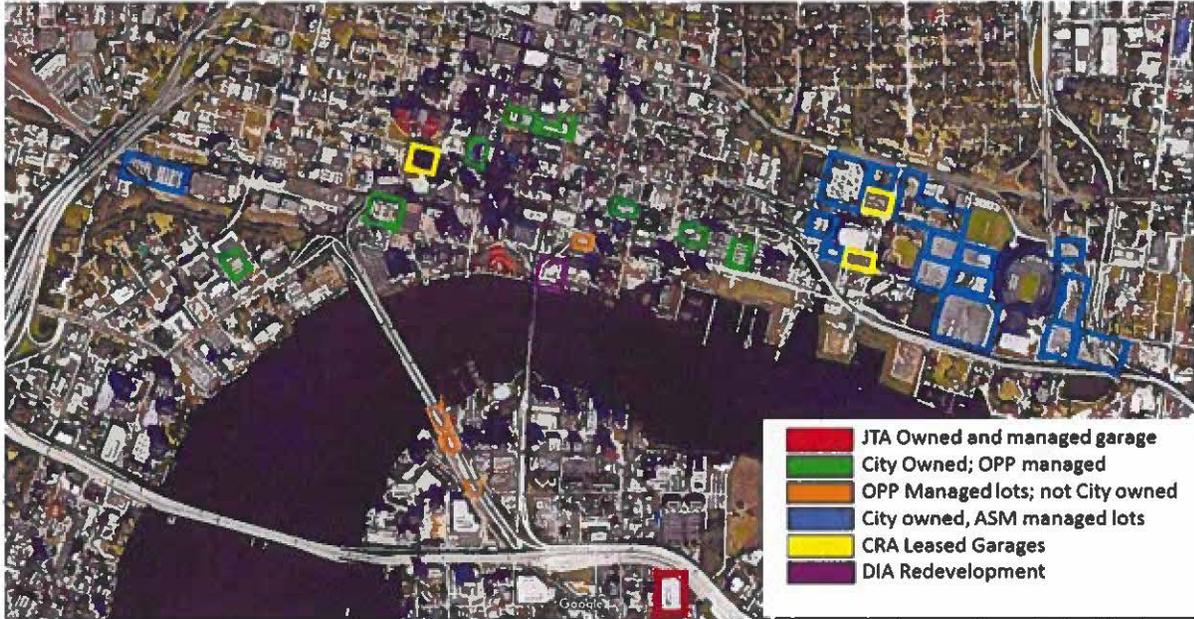
Future Board Actions

DIA staff anticipates several parking resolutions to come to the DIA Board in the next several months:

1. A list of recommended changes to all parts of the ordinance code that deal with parking will be provided to the Board for approval in February. These changes are designed to update the code to allow for more flexibility and parking solutions Downtown.
2. One of the recommended ordinance code changes would be to allow for a nighttime parking voucher program for parking in the City-owned garages. Once this change has been passed by City Council, a program will be created to provide this free nighttime parking to businesses and will require approval by the Board.
3. DIA staff will bring a resolution to the DIA Board to enter into a parking agreement with the Hyatt Hotel for employee parking in the former Jacksonville Landing Lot.
4. After the two RFPs for a garage operator at the MPS Garages have been scored, DIA staff will bring the final contracts back to the Board for approval.
5. Once a new contract is in place for an operator, a resolution to install equipment to allow for hourly parking at the Arena Garage will likely be brought to the Board.

6. As we are now reaching the end-of-life period of the 2020 meter upgrade, DIA will start a review of where to begin conversions from meters to kiosks in addition to the project for Adams Street and Forsyth Street. Approval and authorization of funds for these conversions will be brought to the Board.
7. DIA will evaluate branding, marketing, and wayfinding options based on the suitability of each area of Downtown and will provide recommendations to the Board on implementation.

Appendix A- Map of All Government Controlled Off-Street Parking





Downtown Investment Authority

DATE: February 15th, 2024
TO: Strategic Implementation Committee
FROM: Todd Higginbotham, Parking Strategy Coordinator Downtown Investment Authority
RE: Recommended Changes to Parking Ordinance Codes

Summary of Recommendations

- Revise Chapter 802 to allow for the DIA to charge for on-street parking on the weekends for special events and when demand increases for general weekend parking.
- Revise Chapter 802 to remove references to meters and allow more broadly for other parking equipment and payment methods.
- Revise Section 122 to standardize the process for setting rates, offering discount programs, and leasing space in City-owned, Office of Public Parking managed facilities.
- Add a section in Section 122 to allow for the creation of a nighttime parking voucher program for City-owned, Office of Public Parking managed facilities.

Office of Public Parking

The City of Jacksonville manages its public parking assets through the Office of Public Parking (OPP). This includes the management and enforcement of five (5) garages, various surface lots, and all on-street parking. Through a reorganization in 2016, OPP was moved to the Downtown Investment Authority (DIA) and now reports to the DIA. Maintenance responsibilities are divided between OPP and Public Buildings. Any capital maintenance is completed by Public Buildings through the CIP. OPP and DIA complete routine and operational maintenance, such as cleaning, painting, lighting replacement, and physical security upgrade.

Chapter 802 – Public Parking lays out the roles and responsibilities for OPP and the CEO of DIA. Staff has recommended changes to this section based on the study produced by THA Consulting.

Recommended Additional Provisions to Chapter 802

It is recommended to create a new section in Chapter 802 that will allow for dynamic pricing of on-street parking. This would allow DIA and OPP to evaluate peak demand times and areas and price them in a way to encourage turnover. Variable prices would be set throughout the day with different rates for peak hours and events. These rates would be reviewed periodically to determine whether demand has shifted enough to raise the rate up or down. It is recommended that language be added to Chapter 802 so that the DIA and OPP can implement a similar program with the goal of increasing the turnover and availability of on-street parking spaces.

Recommended Policy Changes to Chapter 802

Section 802.102 currently states that “No person utilizing a parking space within an established parking zone during the hours commencing at 12:01 a.m. on Saturday and continuing until 12:01 a.m. Monday shall be required to make payment for the use of the space and neither the Sheriff nor the Public Parking Office shall enforce collection at a meter in the City during this time period.” It is recommended that this section is removed to allow the DIA the flexibility to charge for on-street parking on the weekend in the future. This would bring weekend parking charges in line with what is currently in place for weekday evenings. It would clear the ordinance obstacle to allow DIA and OPP to charge on weekends once there is demand. In the short term, DIA could choose to charge on weekends when there are large events Downtown for meters that are close to the event. For example, all the meters east of Liberty Street could charge a flat all-day rate for Jaguars homes games.

Section	Recommended Change
Section 802.102	Remove language stating that the DIA and OPP cannot charge for on-street parking on the weekend to clear the way to charge for special events and on general weekends days once there is demand.

Recommended Scrivener Changes to Chapter 802

The DIA is in the process of several projects that will implement new and different technologies for parking. For example, the DIA is currently in the process of converting Adams and Forsyth Streets to two-way, and in the process of this will remove the meters on those streets and replace them with payment kiosks. It is the goal of DIA to slowly make the transition to kiosks or other forms of parking technology as projects allow downtown. Currently there are numerous sections in Chapter 802 that mention only meters and not other types of parking equipment. These Sections are listed below with a brief description of the change to be made:

Section	Recommended Change
Section 802.103(b)	Construction companies are allowed to request OPP to temporarily remove parking meters so work can be completed. A change would be required to allow these companies to request parking spaces in the meter zones that have kiosks or no physical parking equipment.
Section 802.105(a)	Three different sentences in this section require that payment be made at a meter. This language would need to be changed to allow for kiosk or other payment methods.
Section 802.105(c)	OPP can bag meters on request to temporarily prevent parking in a certain area. This language would need to be changed to allow OPP to remove

	parking spaces on request in paid parking zones that have kiosks or no physical parking equipment. Entities that request use of such paid parking spaces would be subject to the current bagging fees.
Section 802.106(b)	This section references Section 802.105(f), which is no longer part of the code.
Section 802.109	This section makes It a Class D offense to damage a parking meter. This language should be expanded to include other types of parking equipment.

Recommended Changes to Section 122 Part 2. Municipal Parking Lots- correct reference to parking “facilities” since most are garages.

Recommended Additional Provisions to Section 122

DIA has embarked on a pilot program to provide nighttime parking vouchers to Downtown food and beverage establishments and event space venues so that their patrons can park in the Ed Ball Building Garage after normal business hours. The goal is to provide safe and reliable nearby parking for patrons of these businesses in the designated food and beverage corridors (Laura/Hogan or The Elbow). The program would extend to the Yates Garage for customers of qualified retail establishments in The Elbow. Currently, there is no language providing the DIA or OPP the authority to make this program permanent or expand it to other garages Downtown. It is recommended that a section be created in Section 122 to provide for this program to support the growth of the designated Food and Beverage Districts and make better use of garage spaces after normal work hours.

Section 122.201. Definitions

Section 122 Part 2. Municipal Parking Lots defines and describes the process for setting rates in garage and surface lots that OPP manages. Specifically, it refers to five parking garages and two surface lots, listed below:

- a) Courthouse West Parking Lot
- b) Water Street Parking Garage
- c) Yates Building Parking Garage
- d) Duval Street (Library) Garage
- e) Ed Ball Garage
- f) Bay and Ocean
- g) St. James Building

Section 122.201 provides definitions for each of these lots. Several updates and changes are recommended to these definitions.

- Definition A, Courthouse West Parking Lot, should be removed entirely as that lot has been demolished and is now open river.

- Definition F, Bay and Ocean Lot, should have language added to indicate that JEA owns the lot and leases it to the Office of Public Parking. This is the only lot on the list that is owned by a separate City entity and should be identified as a lot that may not permanently be available to OPP.

Section 122.202. Parking Rates at Municipal Lots

Section 122.202 describes three separate processes developing rates (as described by part a), providing bulk discounts (as described by part b), and terms for leasing retail and commercial spaces (as described by part c). The following chart indicates what is required for each:

Action	Developed by Economic Development Officer	Developed by CEO of the DIA	Requires DIA Board Advisory Recommendation	Requires DIA Board Approval	Filed with Council Secretary, CC can enact contrary ordinance
Set Rates	✓	x	✓	x	✓
Provide Discounts	✓	✓	✓	x	✓
Establish Terms for Retail/Commercial Space	✓	✓	N/A	✓	x

It is recommended that all three of these processes follow the same steps; developed by the CEO of the DIA and then presented to the DIA Board for approval. The following chart shows this uniform process for all actions defined in Section 122.202. Removing language regarding the Economic Development Officer is a needed scrivener change from when the Office of Public Parking was under the Office of Economic Development.

Action	Developed by the CEO of the DIA	DIA Board Approval	Filed with Council Secretary, CC can enact contrary ordinance
Set Rates	✓	✓	✓
Provide Discounts	✓	✓	✓
Establish Terms for Retail/Commercial Space	✓	✓	✓

Section 122.203. Use of Revenues.

This section states that revenues collected from use of the defined parking lots in this section should be deposited into the Off-Street Revenue Fund. Since we have changed the list of defined facilities, this section needs to be conformed.