



**Downtown Investment Authority  
Strategic Implementation Committee**

**Tuesday, January 12<sup>th</sup> at 9 a.m.**

# **SIC AGENDA**

Oliver Barakat, Chair  
David Ward, Esq.

Bill Adams, Esq.  
Craig Gibbs

Board Chair, Ron Moody

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. PARKING STRATEGY IMPLEMENTATION UPDATE
  - a) Resolution 2021-01-01 Off Street Parking Rate Structure\*
  - b) Resolution 2021-01-02 On-Street Parking Rate Structure\*
  - c) Meter Bagging Policy Update
  - d) Payment Applications/Multi-Space Pay Station (Parking Kiosk) Update
- IV. NEW BUSINESS (NOTE: MAY BE ADDED AT DISCRETION OF THE CHAIR)
- V. ADJOURN

**\*Action Item**

## **MEETING LOCATION**

### **Physical Location**

Edward Ball Building  
214 N. Hogan Street  
Jacksonville, Florida 32202  
8<sup>th</sup> Floor Conference Room

At present, all visitors are subject to a COVID-19 screening upon entering a City of Jacksonville building. A mandatory mask requirement is in place for all public buildings pursuant to the Emergency Executive Proclamation 2020-005.



**Downtown Investment Authority  
Strategic Implementation Committee**

**Tuesday, January 12<sup>th</sup> at 9 a.m.**

**Virtual Location**

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

**Join Zoom Meeting**

<https://zoom.us/j/96207526920?pwd=ZW1SY2VDU0INcllveHdTalQ5VDBrUT09>

Meeting ID: 962 0752 6920

Passcode: 641239

**One tap mobile**

+1 (301) 715-8592 (Washington D.C)

+1 (312) 626-6799 (Chicago)

Find your local number: <https://zoom.us/u/ad5ABmXH9Y>

**RESOLUTION 2021-01-01**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) AND THE CITY’S PUBLIC PARKING OFFICER TO ADOPT REVISIONS TO THE OFF-STREET PARKING RATE SCHEDULE FOR EACH MUNICIPAL PARKING LOT FACILITY; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Office of Public Parking falls under the purview of the Downtown Investment Authority; and

**WHEREAS**, the Office of Public Parking is responsible for managing off-street parking at each municipal parking lot facility; and

**WHEREAS**, in 2017 the DIA commissioned a study of downtown parking rates and operations and in 2019 received from Tim Haas & Associates a Downtown Parking Strategy and Implementation Plan (the “Plan”); and

**WHEREAS**, the Plan recommended an increase in the rate structure for off-street public parking facilities by \$10 to \$30 per month depending on location, occupancy, etc. in order to align with the market and better manage usage of the publicly owned facilities; and

**WHEREAS**, at its meeting of September 16, 2020, the Downtown Investment Authority adopted a new off-street parking rate structure that subsequently proceeded through the required filing process with the City Council and City Council Auditor and became effective November 1, 2020; and

**WHEREAS**, during the implementation of the new off-street parking rate structure, Downtown Investment Authority staff (i) discovered that a limited number of customers at the Duval Street garage were receiving reserved monthly parking (for which no such rate exists), (ii) determined that the voucher system intended for short-term customers of the Ed Ball Garage parking there for the purpose of visiting and/or transacting business with certain City agencies would result in cumbersome record keeping and reporting requirements for both the staff of those City agencies and the Office of Public Parking, and (iii) further discovered a demand for nighttime monthly parking in the Ed Ball Garage (for which no such rate exists) by certain City employees working between the hours of 6:00 PM and 7:00 AM; and

**WHEREAS**, at its meeting of January 12, 2021, the Strategic Implementation Committee recommended adoption of the revised rate schedule for off-street parking (to address the deficiencies outlined above) and attached hereto as Exhibit A.

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

**Section 1.** The Downtown Investment Authority finds the above recitals true and correct and they are incorporated herein by reference.

**Section 2.** The Downtown Investment Authority hereby recommends adoption and implementation as of March 1, 2021, the revised January 12, 2021 off-street parking rate schedule attached hereto as Exhibit A.

**Section 3.** The Downtown Investment Authority instructs its CEO, through the Office of Public Parking, to forward to the Council Secretary, each City Council member and the City Council Auditor, as required by Section 122.202 of the Ordinance Code, the revised rate schedule.

**Section 4.** The Effective Date of this Resolution is the date upon execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Ron Moody, Chairman

\_\_\_\_\_  
Date

VOTE: In Favor: \_\_\_\_ Opposed: \_\_\_\_ Abstained: \_\_\_\_

## EXHIBIT A

### Off-Street Parking Rate Schedule

FACILITY	TYPE	Published Rate (November 1, 2020 - Present) Not Including Sales Tax	RECOMMENDED CHANGE	NEW ADOPTED RATE Not Including Sales Tax
Bay & Ocean Lot	Monthly	\$60.00	None	\$60.00
Ed Ball Garage	Monthly	\$80.00	None	\$80.00
	Monthly-Nighttime	None	\$80.00	\$80.00
	Monthly - Reserved	\$130.00	None	\$130.00
First Baptist	Monthly	\$80.00	None	\$80.00
Forsyth & Main Lot	Monthly	\$80.00	N/A	N/A
St. James Garage	Monthly	\$100.00	None	\$100.00
Water Street Garage	Monthly	\$70.00	None	\$70.00
	Monthly - Reserved	\$110.00	None	\$110.00
Yates Garage	Monthly	\$60.00	None	\$60.00
Duval St. (Library) Garage	Monthly - Roof Top	\$50.00	None	\$50.00
	Monthly	\$80.00	None	\$80.00
	Monthly-Reserved	None	\$120.00	\$120.00
ALL (Except Duval Street and Ed Ball)	Hourly	\$1.00	None	\$1.00
ALL (Except Duval Street and Ed Ball)	Daily	\$7.00	None	\$7.00
Duval St. (Library) Garage	Hourly	\$3 for 1st Hr/\$2 for Ea Addl Hr	None	\$3 for 1st Hr/\$2 for Ea Addl Hr
Duval St. (Library) Garage	Daily	\$10.00	None	\$10.00
Ed Ball	Hourly	\$1.00	\$1 for 1st ½ Hr/\$2 for 2nd ½ Hr/\$3 for 3rd ½ Hr/\$4 for 4th ½ Hr/\$20 for 3rd Hr/\$20 for 4th Hr	\$1 for 1st ½ Hr/\$2 for 2nd ½ Hr/\$3 for 3rd ½ Hr/\$4 for 4th ½ Hr/\$20 for 3rd Hr/\$20 for 4th Hr
Ed Ball	Daily	\$7.00	\$50.00	\$50.00
Base Rate	Special Event	\$5.00	None	\$5.00
Premium Event	Special Event	\$10.00	None	\$10.00
Bulk Rate / Pre-sold	Special Event	\$3/\$5	None	\$3/\$5

**Note:** Customers who lease more than 500 spaces per month may receive up to a 10% discount. (Requires single monthly invoice and single payment of invoice.)

Hourly rates above subject to voucher or other discounts as established for Targeted Retail Activation: Food and Beverage Establishments or other similar incentive programs.

**RESOLUTION 2021-01-02**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) AND THE CITY’S PUBLIC PARKING OFFICER TO ADOPT A REVISION TO THE ON-STREET PARKING RATES; PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Office of Public Parking falls under the purview of the Downtown Investment Authority; and

**WHEREAS**, the Office of Public Parking is responsible for managing on-street parking; and

**WHEREAS**, in 2017 the DIA commissioned a study of downtown parking rates and operations and in 2019 received from Tim Haas & Associates a Downtown Parking Strategy and Implementation Plan (the “Plan”); and

**WHEREAS**, the Plan recommended the elimination of on-street parking credit card transactions below \$1.00 and the implementation of an on-street parking rate of at least \$2.00 per hour; and

**WHEREAS**, the pricing structure for digital meters currently within the inventory of the Office of Public Parking may be reprogrammed but the pricing structure for mechanical meters currently within the inventory of the Office of Public Parking may not; and

**WHEREAS**, at its meeting of January 12, 2021, the Strategic Implementation Committee recommended adoption of the revised rate schedule for on-street parking attached hereto as Exhibit A.

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

**Section 1.** The Downtown Investment Authority finds the above recitals true and correct and they are incorporated herein by reference.

**Section 2.** The Downtown Investment Authority hereby recommends adoption and implementation as of March 1, 2021, the revised January 12, 2021 on-street parking rate schedule attached hereto as Exhibit A.

**Section 3.** The Downtown Investment Authority instructs its CEO, through the Office of Public Parking, to forward to the Council Secretary the revised on-street parking rate schedule as required by Section 802.107 of the Ordinance Code.

**Section 4.** The revised on-street parking rate schedule attached hereto as Exhibit A shall be applicable to the high-demand and low demand areas, the boundaries of which may be

periodically determined or changed by the DIA and Office of Public Parking and located anywhere within the Northbank and Southside Community Redevelopment Areas, without regard to the type of device or payment system in use in such areas (including but not limited to, meters, pay stations, kiosks, mobile payment applications, etc.); and

**Section 5.** The Effective Date of this Resolution is the date upon execution of this Resolution by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Ron Moody, Chairman

\_\_\_\_\_  
Date

VOTE: In Favor: \_\_\_\_ Opposed: \_\_\_\_ Abstained: \_\_\_\_

**EXHIBIT A**

**On-Street Parking Rate Schedule**

**High Demand Areas (Monday through Friday, 8 AM to 6 PM)**

TIME PERIOD	CURRENT RATE	HAAHS RECOMMENDED CHANGE	NEW ADOPTED RATE
01-30 minutes	N/A	\$1.00	\$1.00
31-60 minutes	N/A	\$1.00	\$1.00
1st Hour *	\$0.50	At least \$2	N/A
2nd Hour *	\$0.50	At least \$2	\$2.00
3rd Hour *	\$0.50	At least \$2	\$2.00
4th Hour *	\$0.50	At least \$2	\$2.00
5th Hour *	\$0.50	At least \$2	\$2.00
6th Hour *	\$0.50	At least \$2	\$2.00
7th Hour *	\$0.50	At least \$2	\$2.00
8th Hour *	\$0.50	At least \$2	\$2.00
9th Hour *	\$0.50	At least \$2	\$2.00
10th Hour *	\$0.50	At least \$2	\$2.00

\* Or any portion thereof

**Low Demand Areas (Monday through Friday, 8 AM - 6 PM)**

TIME PERIOD	CURRENT RATE	HAAHS RECOMMENDED CHANGE	ADOPTED RATE
1st Hour *	\$0.50	At least \$2	\$0.50
2nd Hour *	\$0.50	At least \$2	\$0.50
3rd Hour *	\$0.50	At least \$2	\$0.50
4th Hour *	\$0.50	At least \$2	\$0.50
5th Hour *	\$0.50	At least \$2	\$0.50
6th Hour *	\$0.50	At least \$2	\$0.50
7th Hour *	\$0.50	At least \$2	\$0.50
8th Hour *	\$0.50	At least \$2	\$0.50
9th Hour *	\$0.50	At least \$2	\$0.50
10th Hour *	\$0.50	At least \$2	\$0.50

\* Or any portion thereof

**Event Parking: All Areas (Nights, Weekends and Holidays)**

CURRENT RATE	HAAHS RECOMMENDED	DURATION	ADOPTED RATE
None	N/A	6 Hours	\$5-15.00