Offer a discounted rideshare to serve as a guaranteed ride home for employees who do not drive. As ridesharing services, such as Lyft and Uber gain popularity, some universities and cities are establishing partnerships with these companies to encourage employees and students not to drive and park when commuting. This ranges from providing discounts to users who hail a ride within a specific boundary, to allowing each employee a specific number of vouchers to serve as an "emergency ride home". West Palm Beach could benefit from establishing these types of partnerships as the majority of employees, students, and visitors have used, or are familiar with, these ridesharing services already.

4. Engage with other entities to better address and communicate parking in Downtown West Palm Brach

Parking is not an isolated operation, but a piece of the total visitor experience. As such, the Parking Administration should identify solutions that effectively communicate parking availability to their users and other key stakeholders.

Implement a comprehensive signage/wayfinding program. Often parking is available but incoming drivers are not aware because they do not know where open spaces are located. Wayfinding and parking signage is an effective tool to welcome and direct visitors to key parking destinations and more evenly distribute parking demand throughout an entire system. While the Parking Administration and CityPlace have installed some parking wayfinding signage, many visitors reported being confused when trying to locate a parking space in the study area. To implement a comprehensive signage/wayfinding system, the Parking Administration should work with other private owners/operators who provide publicly available parking to develop a hierarchical system of clear and unified signage. Larger signs should be located on major roadways such as Banyan Boulevard, Okeechobee Boulevard, and Quadrille Boulevard, and more detailed signs should connect visitors from these main corridors to local roads and parking facilities.

Communicate and update parking availability and rates on the City's website. For many parkers, driving into an event is their first encounter with Downtown WPB, which can become a confusing and frustrating experience if they cannot anticipate where to go or how much they will be charged. Setting up information about parking on the Parking Administration's website will allow visitors to better understand and prepare for their trip.

Include Parking Administration representative on Events Committee. The WPB Events Committee determines the time, date, and venue of event requests. Although a representative from the City's event coordination team informs the Parking Administration of the date and approximate number of people attending each event, the Parking Administration is not a part of the events committee. Including a representative from the Parking Administration on the Events Committee would improve coordination on the parking availability and rates charged for each event. We also recommend developing an event management plan specific to traffic and parking between event vendors, the Parking Administration, and key City staff.

Create and promote shuttle services to connect remote parking facilities to Downtown. While the utilization of the Parking Administration's centrally located parking facilities is high, other parking facilities along the periphery of the downtown core remain underutilized throughout the day. Some of these facilities are owned/operated by the Parking Administration (Okeechobee and Howard Park Lot), while others are privately owned and could be used as remote parking for employees or other long-term parkers. Potential parking facilities include the Kravis Center parking garage and the newly constructed Convention Center Garage. We recommend coordinating with the parking or operations managers of these facilities to identify opportunities for shared parking via shuttle or trolley.

This would be particularly beneficial during large events such as Sunfest or the International Boat show when the Parking Administration's facilities are overly congested due to event goers parking on Wednesday, Thursday, and Friday afternoons when employees are also parked in these facilities. Establishing a partnership with privately owned facilities to park employees on large event dates would reduce congestion in the core area, optimize the systems existing assets, and increase the Parking Administration's revenues as more spaces would for occupied by event paying parkers.

Another opportunity to promote shuttle services is between the WPB Airport and the Convention Center, and other hotels. When guests use a shuttle—as opposed to renting a car—it reduces parking demand and promotes walkability. The majority of hotels in Downtown West Palm Beach currently have shuttles that circulate between the airport and their facility. We recommend that the City continue to promote and highlight this feature to incoming visitors.

Create a public parking steering committee to discuss upcoming developments, data, event management, pricing strategies, shared parking opportunities and supply needs. As previously discussed, more than half of the public parking in the study area is privately owned, making it difficult for the City or the Parking Administration to predict or influence parking and transportation behavior. The formation of a public parking committee would provide its members with an opportunity to share data, best practices, and event calendars, and initiate shared parking when needed.

5. Use technology to enhance customer experience and create a "frictionless" parking system

In a frictionless parking system, the driver is able to move freely from point A to point B (in and out of the garage) without any limitations, stops, or delays. Removing friction from the parking process enhances the customer experience, creates operational efficiencies, and significantly improves the data collection and communication process.

The features of these systems allow the drivers' credentials to be recognized through technologies including license plate recognition (LPR), parking lease tags, hotel room key cards, or Bluetooth signals from cellphones without the need to stop and take a ticket before entering a garage. When the driver leaves, the system recognizes the vehicle and charges his or her card prior to opening the gates. To enhance the Parking Administration's facilities technology and equipment, we recommend the following action steps:

Unify Parking Access Revenue Control System (PARCS) equipment in garages. As previously discussed, the City's on-street parking system is managed by two separate PARCS providers and the off-street parking system is managed by three separate PARCS providers, making it significantly more difficult to receive, track, and record parking demand patterns system-wide. To unify the system, we recommend that the Parking Administration first invest in updating the City Center and Clematis garages to Amano McGann PARCS equipment, followed by updating all on-street parking meters to IPS Smart Meters. Lastly, update and install Amano McGann multi-space meters in surface lots, ultimately streamlining the equipment to have two primary providers.

Create or promote a parking phone application to better communicate parking data. As parking patrons are becoming increasingly connected to their phones, the Parking Administration can find ways to use these devices as tools to improve and clarify parking availability and rates. Several PARCS systems can be directly linked to a phone application that would allow incoming parkers to view the price and availability of the system's supply in real time.

Install Parking Guidance System (PGS) in Parking Administration garages. PGS's communicate the exact number of available spaces outside a garage, and on each floor. For WPB, this would

greatly decrease congestion associated with cars queuing in line, entering, and exiting already full garages. While PGS's can be expensive investments, there would be a significant return on investment due to the operational efficiency and improved traffic flow. We recommend prioritizing facilities that would benefit the most from these services. Considering the utilization rates of the Parking Administration's garages, we would recommend targeting the Evernia Garage as the first facility to install this technology, followed by the Banyan Garage, Clematis Garage, City Center Garage, and lastly the Sapodilla Garage.

Make data-driven decisions by regularly synthesizing and analyzing parking data. The core of creating an effective frictionless parking system is recording and monitoring data. Understanding which spaces are most popular, and when certain spaces tend to be used, offers owners and operators a more complete picture of how parkers use their facilities system-wide. Regularly reviewing data collected will allow the Parking Administration to adjust rates to reduce demand, more easily identify parking abuse, and determine long-term behavioral patterns. These behavioral patterns could also be used to assist the Planning Division in determining parking requirements in the West Palm Beach.

Continue to update and improve PARCS equipment as technology continues to improve and develop. Parking technology is rapidly improving, providing operators and owners with resources to offer their customers a more seamless, enjoyable experience. Specific components that would benefit the Parking Administration in achieving a frictionless parking system include:
- RFID (radio frequency identification) technology
- Barcode readers
- Bluetooth Low Energy (BLE)
- License Plate Recognition (LPR)
- Mobile payment tools

We recommend that the Parking Administration continue to update these technologies and, more importantly, educate their operations staff on how to access and use these them.

14. Parking Projection Scenarios

Based on recommendations discussed above, a series of future growth scenarios were developed and are presented below in **Figure 27** below.

301 Clematis Street, Suite 200
West Palm Beach, FL 33401
MINUTES
Regular Board Meeting
Downtown Development Authority
October 17, 2017

ATTENDANCE

Board Members in attendance included, Chairwoman Upendo Shabazz, James Hansen, Mary Hurley Lane, Cynthia Nalley, Rick Reikenis, and Robert Sanders, Esq. DDA staff in attendance included Raphael Clemente, Penny DeStefano, Teneka James, Catherine Ast, Tiffany Faublas, Leslie Piester, Sherryl Muriente, and Abigail Jorandby Esq. (Lohman Law Group). Guests in attendance included Brittny Quinn, Ilene Adams, Rolando Chang Barrero, Jon Ward, Christopher Roog, and Allison Justice.

CALL TO ORDER

Chairwoman Shabazz called the meeting to order at 8:30 a.m.

PUBLIC COMMENTS

No public comments.

PRESENTATION

No presentations.

CONSENT CALENDAR

Minutes of Special Board Meeting of August 7, 2017
> **Board Action:** **Sanders made a motion to approve the Minutes of August 7, 2017.**
> **Hansen seconded the motion.** The motion passed unanimously.

Minutes of Regular Board Meeting of August 15, 2017
> **Board Action:** **Sanders made a motion to approve the Minutes of August 15, 2017.**
> **Hansen seconded the motion.** The motion passed unanimously.

Minutes of First Public Budget Hearing of September 18, 2017
> **Board Action:** **Sanders made a motion to approve the Minutes of September 18, 2017.**
> **Hansen seconded the motion.** The motion passed unanimously.

Minutes of Final Public Budget Hearing of September 20, 2017
> **Board Action:** **Sanders made a motion to approve the Minutes of September 20, 2017.**
> **Hansen seconded the motion.** The motion passed unanimously.

Financial Statements of August 31, 2017
> **Board Action:** **Sanders made a motion to approve the Financial Statements of August 31, 2017.**
> **Hansen seconded the motion.** The motion passed unanimously.

Financial Statements of September 30, 2017
> **Board Action:** **Sanders made a motion to approve the Financial Statements of September 30, 2017. Hansen seconded the motion. The motion passed unanimously.**