

LOUISVILLE ON-STREET PARKING PROGRAM

Review of 2020 Study



WALKER
CONSULTANTS

Presentation Agenda



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01

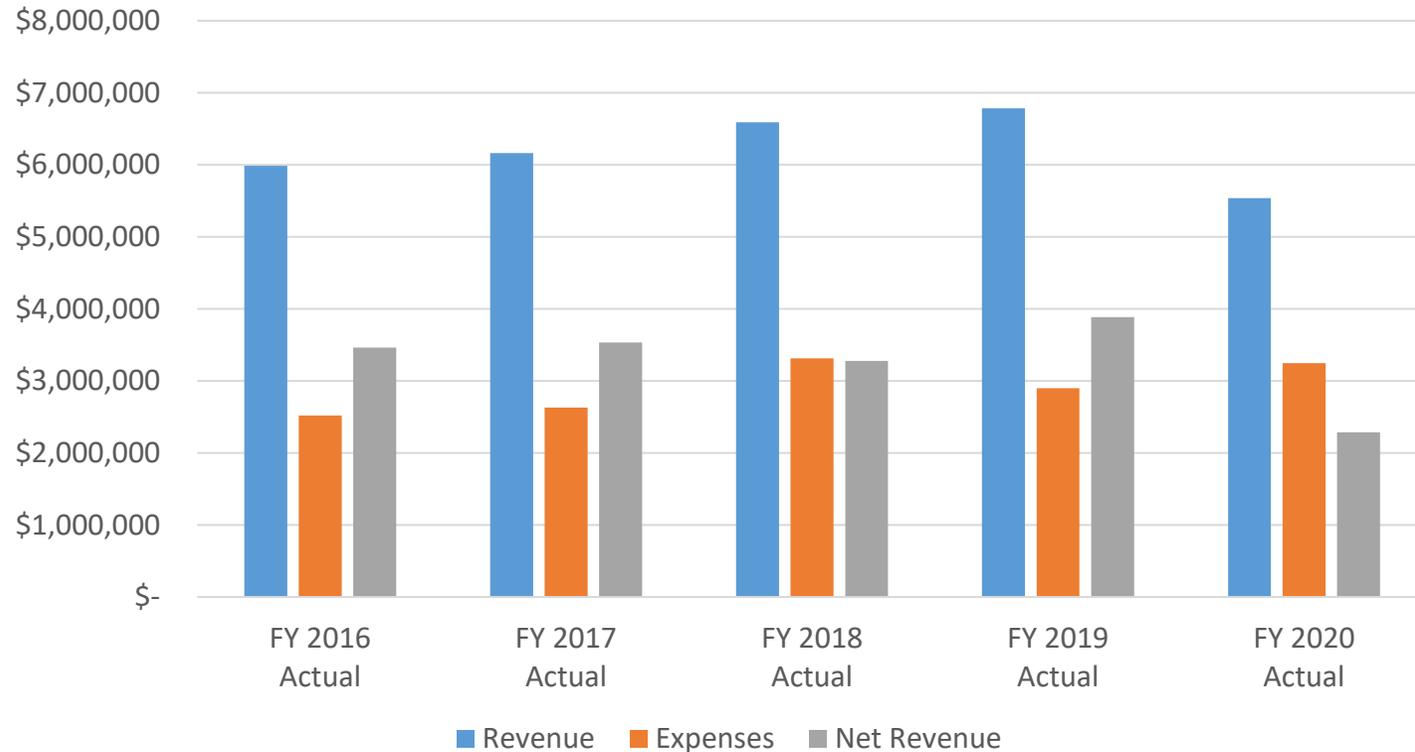
Project Overview

PROJECT OVERVIEW



HISTORICAL PERFORMANCE

PARC Historical Financial Performance



Revenues

7.5% decline between 2016 and 2020

Revenue had been trending up pre-Covid

Rates increased from \$1.75 to \$2.00 per hour in August 2018 (FY2019)

Expenses

FY 2018 includes \$565,000 pension expenses – not included in other years

Adjusting operations for the pandemic resulted in higher costs in FY 2020

Net Revenue

System generated in excess of \$3.27MM annually from FY 2016 thru FY 2019

Net Revenue dipped to \$2.29MM in FY 2020 and \$650,000 in FY 2021

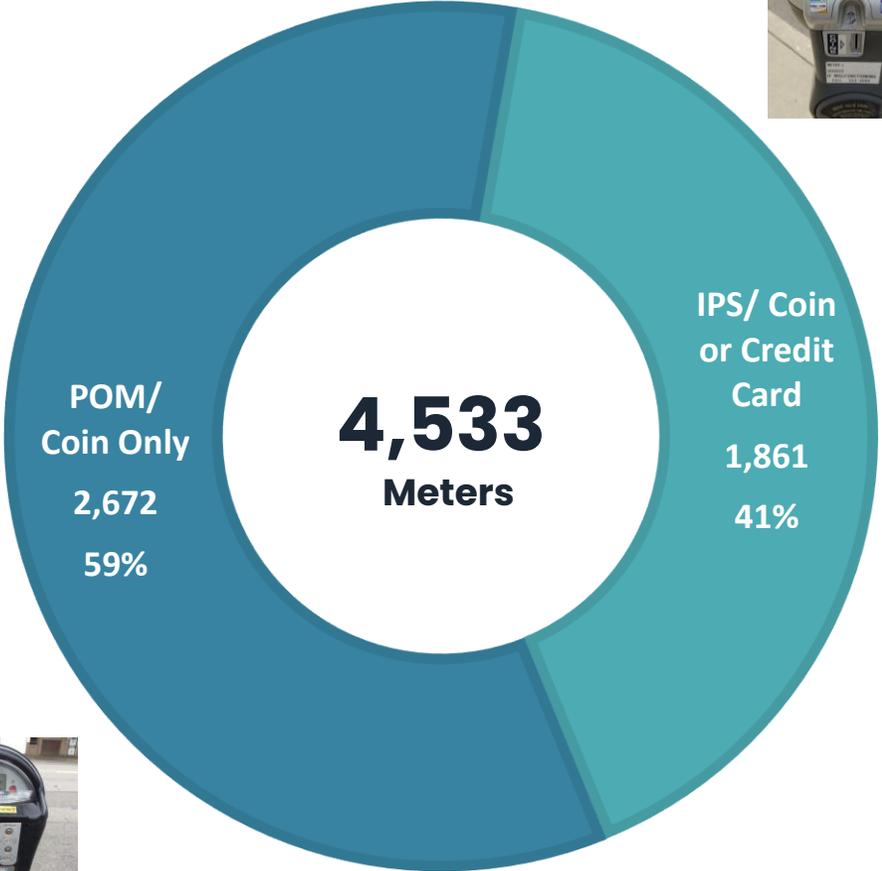
EXISTING METER TECHNOLOGY



4,533

Total Meters

Each meter accepts coin payments with the option of paying via the Go502 smart phone application. IPS meters add payment by credit card option.



2,672 POM Coin Only Meters

Digital display meters controlling one or two spaces. At the current parking rate, eight quarters are needed for one hour of parking.

1,861 IPS Smart Meters – Coin or Credit Card

IPS meters accept coin and credit card payment. They are also connected to the cloud to allow remote monitoring and software updates. At the time of the report, roughly 1,300 of these meters were using 2G technology to communicate and will need to be replaced as 2G will no longer be supported.



CONCLUSIONS

- + Strong parking system pre-Covid
- + Historically proactive management (evidenced by rate increases, technology upgrades, etc.)
- + Positive financial growth engine
- + Parking supports city growth
- +/- Funds allocated for parking related debt service
- Costs to implement/close P3 transaction
- Reduction in future flexibility
- Impact to system from Covid
- Post-Covid remains a big unknown



02

| Value-Add Opportunities

ENHANCING THE VALUE OF ON-STREET ASSETS

- Extended hours of enforcement – based on surrounding land uses
 - Current hours of enforcement are 7 AM to 6 PM, Monday – Saturday
 - Nightlife/entertainment areas see activity well beyond 6 PM
- Event pricing at on-street spaces
 - Off-street event parking can generate \$20+ per car
 - Given meter enforcement hours, event attendees can often park for free on-street
 - Potential Venues: KFC Yum Center, Louisville Slugger Stadium, Lynn Family Stadium, Louisville Palace Theater, and Cardinal Stadium

Event Parking Areas	Number of Spaces in Vicinity	Number of Events Annually	Average Hours per Event	Assumed Space Utilization	Total Paid Event Hours
KFC Yum Center	288	69	5	75%	74,520
Louisville Slugger Stadium	255	70	5	70%	62,475
Louisville Palace Theater	302	84	3	40%	30,442
Cardinal Stadium	46	7	6	100%	1,932
Lynn Family Stadium	158	17	4	70%	7,521
Total Hours					176,889

ENHANCING THE VALUE OF ON-STREET ASSETS (CONT.)

- Technology Enhancements
 - Replace single-space meters with multi-space meters – reduces hardware and adds payment convenience & monitoring
 - Continue encouraging use of pay-by-phone service (Go502)
 - Expand use of license plate recognition (LPR) for parking enforcement
- Parking Rates and Fines
 - Parking meter violations are within industry standard (10-15x hourly parking cost)
 - However, fines are discounted \$10 if paid within 7-days, reducing the impact on bad parking behavior
- Consider expanding meter locations
 - Bardstown Road, NuLu/East Market, Butchertown/Lynn Family Stadium area, Clifton/Crescent Hill, Medical District, and Spaulding University/Old Louisville

Identified enhancements were projected to grow system revenues to over **\$12MM** by FY 2025 versus the FY 2020 Budget revenues of **\$7MM**.

A photograph of a downtown street scene. In the foreground, a black metal fence with decorative scrollwork is visible. Behind it, a row of colorful, multi-story buildings lines the street. The buildings are painted in various colors, including yellow, green, and dark blue. A street sign on one of the buildings reads "DOWNTOWN LOUISVILLE". In the background, a street with parked cars and a street lamp is visible under a blue sky with light clouds. A teal semi-transparent banner is overlaid on the middle of the image, containing the text "03 | Paid Parking Expansion Areas".

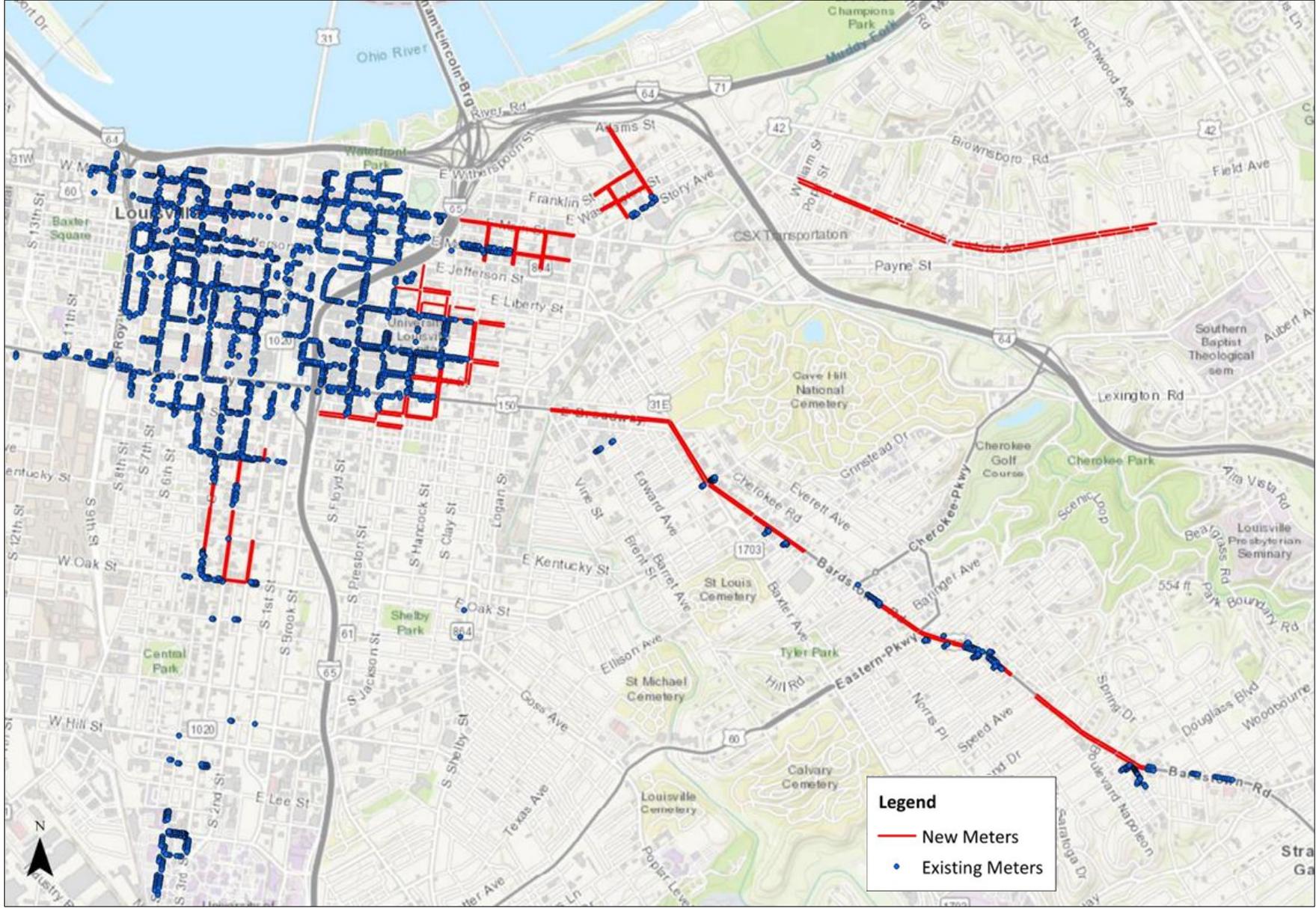
03

| Paid Parking Expansion Areas

EXISTING METER AREAS AND POTENTIAL AREAS FOR EXPANSION

Identified Expansion Areas

Neighborhood/ Area Description
Highlands (Bardstown Road)
NuLu / East Market
Butchertown/New Stadium
Clifton/Crescent Hill
Medical District
Spaulding Univ./Old Louisville



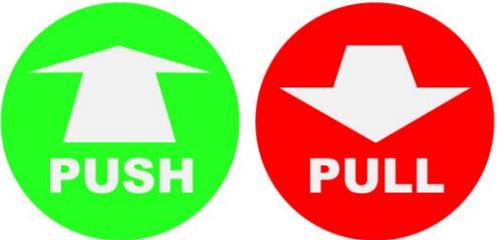
POTENTIAL AREAS TO CONSIDER

Neighborhood/ Area Description	Approximate # of Metered Spaces	Census Tracts	Population Density ¹	Median Household Income	Median Age
Highlands (Bardstown Road)	539	64, 82, 83, 84, 85, 88, 89	6,335	\$70,290	37.2
NuLu/East Market	336	59	4,605	\$18,515	38.0
Butchertown/New Stadium	158				
Medical District	660				
Clifton/Crescent Hill	326	74, 76.01, 79, 81	4,617	\$53,166	36.7
Spaulding Univ./Old Louisville	276	50, 51	7,808	\$15,562	54.8
Total	2,295				

¹ Persons Per Square Mile

Considerations

- Impact to local community
- Options for Residents
- Options for Employees
- Hours of enforcement
- Costs – upfront and on-going
- Unintended consequences
- Pushing demand to other areas



EXPANSION ALONG BARDSTOWN ROAD



CONSIDERING PARKING BENEFIT DISTRICTS

Why a Parking Benefit District?

- Useful for generating community support to expand paid parking

Characteristics of Parking Benefit Districts

- Keep net meter and violation revenue within the district
- Ensures a portion of parking fees generated within a district are dedicated to supporting that district
 - Sidewalk repairs
 - Benches
 - Banners / flowers / music
 - Street sweeping / graffiti removal
 - Community ambassadors

Other Considerations

- Costs of meter equipment and enforcement typically recouped from parking revenues
- Need to protect bordering residential neighborhoods from overflow parking demand

Sample of Cities w/ Parking Benefit Districts

- Pittsburgh, PA – South Side
- Columbus, OH – Short North
- Ventura, CA
- Pasadena, CA
- Boulder, CO
- Austin, TX
- San Diego, CA
- Washington, D.C.
- Houston, TX



04

Projections & Considerations

PROJECTIONS AND CONSIDERATIONS

1. Pre-Covid, the upfront value of the system was estimated at \$51MM to \$71MM, assuming a 10% investor rate of return.
2. Does not factor in time and direct financial costs to complete transaction.
3. Transaction would require \$44.5MM of proceeds be set aside to redeem parking-related debt.
4. Net value of transaction is estimated at \$6.5MM to \$26.5MM.
5. Covid has negatively impacted the value of the system – it could take significant time to recover to pre-pandemic performance.
6. Investor interest/outlook has also been negatively impacted by the pandemic.
7. Revenue generating potential of meter expansion, rate changes, and other alternatives would need to be re-explored, given new reality.



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Discussion

