

**Minutes**  
**Parking Authority of River City**  
**Board of Commissioners**  
**January 15, 2020**

**Commissioners Present:**

Rebecca Fleischaker  
Henry Potter  
Daniel Frockt  
Michael Romaine  
Kwane Watson

**Staff Present:**

Steve Cameron  
Stacie Gary  
Sonora Mullins  
Mike Tudor  
Tiffany Smith

**Call to order:**

Rebecca Fleischaker declared a quorum and called the meeting to order on January 15, 2020 at 10:00AM, 222 South First Street Suite 400, Louisville, KY 40202.

**New Business: Efficiency Study**

Director Tiffany Smith opened the meeting reflecting on the FY20 budget. The Board had approved a \$30K allotment for an Efficiency Study to analyze PARC Operations, including On-Street, Off-Street, the Meter Shop, Technology, and Privatization. PARC has been receiving drafts of the review, but we are not ready to release it. We're hoping to have a final report at the February Board meeting. Chance Management is looking into changing the hours of operations in individual districts and adding meters if possible. They're looking into the various systems we use for revenue control equipment and looking into possibly using LPR (License Plate Recognition) as our access to the garages. They believe it would provide efficiency for people entering and exiting the garages.

Chance Management, a firm out of Pennsylvania, won the bid for the Efficiency Study, and they're well respected. Barbara Chance, CEO has been in the parking industry for over 50 years. At our last International Parking Mobility Institute Conference, she received an award for being in the business for 50 years. Chance Management also was a consultant with Metro Government Parking Authority 25 years ago.

**New Business: RFP**

This RFP is for a Consultant to Study On-Street Parking Program, and this differs from the Efficiency study because it's further financial analysis and research on the expansion of on-street meters. Evaluating the implementation by Privatization, Public operation, and Partnership of current and proposed on-street meters. There have been conversations about the complete privatization of PARC, including all our garages, lots, and on-street program. Now we're focusing on the on-street meters or pay-by-cell areas. Currently, we have 4800 on-street meters. We adjusted meters due to construction and development.

Privatization would include either the 4800 meters and their expansion or just the expansion itself. PARC is working in collaboration with Metro Council President and Chairmen of the Labor and Economic Development Committee to finalize the attached request for the proposed language before the proposal is issued.

Some tasks included in the RFP are:

- Assessment and Recommendation for On-Street Inventory
  - Including to consider the impact of any surrounding neighborhoods, which is essential because we don't want to create a burden to communities if we expand the meter operations.
- Examine municipal examples of On-Street privatization and compare to Louisville's unique character, geographic and economic conditions.
  - Currently, we're aware of 3 different cities that have gone under privatization, including Chicago, Indianapolis, and New Haven. These privatizations are ones asking the awardee of this bid to dive deep into the details and whether to expect those implications here or do we have a different dynamic in Louisville and won't experience the consequences like the other cities.
- Assessment of Privatization versus Public Private Partnerships.
  - Even though PARC owns and operates the garages, we work hand and hand with a public operator. Our current operator is Reef Parking. Most of their work includes hiring staff in garages. We don't know what the privatization will entail. We're hoping to hear more about that in the RFP.
- Lastly, we would prepare a final report to the Metro Council and PARC Board.

This RFP differs from the Efficiency RFP. The Efficiency RFP is PARC looking and trying to find a way to be better. PARC received accreditation recently, and it placed PARC in the Top 5% of Internationally Parking Operations. We are always striving to be better. We wanted someone to look at our operations and identify areas of vulnerability and how we can improve the service for our customers, citizens, and visitors of the city.

**Secretary Matheny** asked, should we incorporate the third clause to look into a program similar to what we have now analyzing expansion and geography? Has PARC kept up with On-Street meters and the technology? If not, maybe we can look into what privatizing Bardstown Road would entail?

**Director Smith** responded PARC assures that the payment methods are up to date. Some cities you may visit still don't have the ability for you to pay with your credit card or pay-by-cell. We've made that available with our existing meters and On-Street operations. We have some areas that are pay-by-cell only, and they haven't been as well-received as we hoped. There's still a learning curve, and we decided not to add more in the surrounding areas because we felt it would deter people from the district. The other industry-standard highly utilized is pay stations.

Pay stations found on the surface lot were adopted with no problem, and we received no complaints. When we put pay stations on the street years ago, people avoided them. We introduced them about a month ago before Thanksgiving on 5th Street and Cardinal. They were better received. We're looking into more areas that would be well-received by the pay stations. We don't know if they would be

as beneficial in the Medical District compare to the UofL school district because students are used to technology and not intimidated by it. In the Medical district, there could be older adults coming from rural areas, and they could be more reluctant to technology. The PARC board had previously approved through our capital to install pay stations. We know that's an industry-standard we should adopt, but we were looking for the right time. Now we have found it the right time and are deciding where.

**Secretary Matheny** responded I would like for us to be able to choose the areas. Are we allowed to add to the RFP? I would also like to propose adding the Bonding authority to the RFP.

**Director Smith** responded; I agree. I don't know if it's something we can add to the RFP, but I do think in further evaluation of the Efficiency study we received that will be addressed.

**Secretary Matheny** responded it's worth it to pay an organization to do the analysis, and if it can't be a part of the RFP, that's fine. Maybe draft something separate.

**Commissioner Frockt** added the analysis that's contained within the review would be what PARC could do itself versus what it couldn't do. So, if a private party could raise rates \$1 an hour at the meter. We can currently do that too. The private party might say place a meter here, and we can place a meter there also. So, it does get to the efficiency of what's not already under our authority. The Metro Council is particular about a deadline on the ordinance to be in April. If we add feedback from residents in the area, it's not a process that is complete in a week. You have to identify whom you need to speak with because everyone is not in the same area. I agree that there needs to be a review on whether jobs are thrown off by attracting an employer by some of the investments and will the business be valued more by having access to parking.

**Director Smith** added we did request a timeline to figure out if this is going to exceed the April deadline. We are trying to be realistic because we fully anticipated completing the Efficiency study earlier. The had run into hurdles trying to meet the date we prescribed.

**Commissioner Frockt** asked is there a recommendation for the PARC Administration to have limitations.

**Chairwoman Fleischaker** responded we should consider that, and this is why we're meeting today. The RFP has to be back by April 23rd to get it out quickly so the Metro Council can understand what we're putting out. I agree to add a not to exceed amount in the RFP.

**Director Smith** responded; I agree. We would propose not to exceed over \$100K and vote.

Director Smith wanted to inform the PARC board that adjustments made from Councilman Hollander to receive the input from surrounding neighborhoods and from Councilman Cohen to look into dynamic pricing and a Parking Benefits district were added to the RFP. A Parking Benefits district would mean revenue generated from that district went back into that district. Councilman Cohen wants the RFP to assess and identify cities that have Parking Benefit Districts and their operations. Then we will review with Metro Council.

**Chairwoman Fleischaker** asked, will the RFP be released this week?

**Director Smith** responded, that's our goal. Daniel Frockt is the CFO for Metro and procurement falls under his department. We will also send it over to Procurement and work on trying to expedite the process.

***The Board of Commissioners unanimously approved the New Business.***

With nothing further to discuss a motion was made and seconded to adjourn the meeting.

**ADJOURNMENT**

Thereupon, of being no further business, the commissioners unanimously approved to adjourn.

**Respectfully Submitted**

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**Rebecca Matheny**  
**Secretary**