

SUBCOMMITTEE REPORT

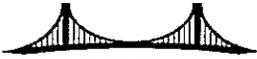
(Please use one report for each subcommittee recommendation)

Subcommittee Name	Operations and Infrastructure Committee's Parking Subcommittee
Subcommittee Chairperson(s)	Mark Fichman, Jason Wrona (Co-Chairs)
Title of recommendation	Legislate an "Employee Parking Cash Out" Program
Describe the recommendation	<p>Parking by employees reduces the amount of parking available to "customers" in a commercial district (e.g. bartenders that park in the garages around Market Square reduce the amount of parking available customers of the businesses in Market Square). The term "customers" should be read broadly to include anyone visiting a commercial area to conduct business. This would, of course, include "customers" (in the traditional sense), but also include patients at hospitals, visitors to local colleges, or politicians giving speeches at public venues.</p> <p>We recommend consideration be given to adopting a City ordinance that requires employers that provide leases or subsidized parking spaces to employees to establish an "employee parking cash out" program. Under such a program, an employee that is offered subsidized parking as an employment benefit would have the option of accepting in lieu thereof the "cash equivalent" of the parking benefit. This would encourage employees to find alternative means of commuting to work (e.g. public transit, carpooling, bicycling, etc.), thereby increasing parking availability for "customers" in a commercial area.</p>
Is this an immediate or long term recommendation?	Long Term.
How will this address our challenges or reach our goals?	<ul style="list-style-type: none"> • Parking availability in high demand areas (especially those that are retail heavy) should improve. • Mass transit, bicycling and walking will be promoted, which should secondarily reduce greenhouse gas emissions.

<p>What are the obstacles to implementation?</p>	<ul style="list-style-type: none"> • Adopting legislation that could be perceived as being “overreaching” into private business.
<p>Who needs to be involved?</p>	<ul style="list-style-type: none"> • City Council, Mayor’s Office, Planning Department and the PPA, with possible assistance from County offices, the PAT and other development and planning agencies such as the URA. • Legal and accounting expertise will be required.
<p>What city resources need to be invested?</p>	<p>Manpower to analyze the costs/benefits of a “parking cash out” program.</p>
<p>What will be different if the recommendation is adopted?</p>	<p>There should be reduced demand for parking, with possibly less parking being built Downtown and in Oakland, leading to higher and better utilization of the real estate in these neighborhoods. With higher, better real estate use, the City should see higher real estate tax revenues and more opportunities for development.</p>
<p>Describe any background materials that you consulted</p>	<p>PPA knowledge, consultation and experience of committee members; http://www.arb.ca.gov/planning/tsaq/cashout/cashout_guide_0809.pdf</p>
<p>Have other cities implemented this recommendation?</p>	<p>Aspects of this recommendation have been implemented in other cities and stated (e.g. California).</p>
<p>Are there any other considerations?</p>	<ul style="list-style-type: none"> • Without enabling legislation from the City, this will be difficult to implement on a case by case basis. If an employer voluntarily chooses to adopt a “cash out” program in the absence of being required to do so, the alternative of mass transit may not be available because one employer will not change demand sufficiently and consistently to warrant support from PAT. • The financial benefits of a “cash out” to employees need, in part, to be funneled back into transportation infrastructure needs such as more bike lanes and improved mass transit options. A City-wide “parking cash out” program will only work if there are workable, affordable alternatives to parking. • Note that we believe this initiative would be more effective (and probably widely embraced) if the City eliminated rigid zoning requirements related to parking. Responsibly softening minimum

	parking requirements for new development should be evaluated with other parking reforms.
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Subcommittee Name	Operations and Infrastructure Committee's Parking Subcommittee
Subcommittee Chairperson(s)	Mark Fichman, Jason Wrona (Co-Chairs)
Title of recommendation	Parking and Economic Development
Describe the recommendation	<ul style="list-style-type: none">• We recommend amending the PPA's Enabling Act to allow the PPA to engage in parking development to support specific non-profit and private development projects that have broad-based support, subject to financing restraints at the PPA. Presently, the PPA's Enabling Act does not permit this activity.• The City should consider whether areas of the City would benefit from becoming a parking district that can be supported by PAT and private shuttles to the Golden Triangle / Oakland. This might be complemented by a shuttle in coordination with community associations (e.g. Oakland Transportation Management Association) and large employers (e.g. Pitt, UPMC, CMU as well as the City itself).
Is this an immediate or long term recommendation?	Long Term.
How will this address our challenges or reach our goals?	These recommendations are intended to spur private investment in City neighborhoods and will result in improved access to parking, providing better service to homeowners, city drivers and businesses. They will also support the other recommendations offered by the committee.
What are the obstacles to implementation?	<ul style="list-style-type: none">• Amending state law and City ordinances.• Coordinating changes in parking services with other

	modalities of transportation, such as private shuttles and the PAT.
Who needs to be involved?	Local legislators, City Council, Mayor's office, Planning Department and the PPA, with possible assistance from County offices, the PAT and other development and planning agencies such as the URA
What city resources need to be invested?	<ul style="list-style-type: none"> • Legal staff and lobbying resources to amend Enabling Act. • Zoning and planning analyses to determine feasibility of parking districts.
What will be different if the recommendation is adopted?	<ul style="list-style-type: none"> • Desirable real estate developments that are hampered by parking needs could be ignited. • Parking will perform better for City residents, public and private establishments. Traffic congestion and cruising for a parking spot might be slightly reduced. Use of parking resources ought to be better allocated with better information for users. • Possible decrease in allocations of land and development to parking.
Describe any background materials that you consulted	Consultation and experience of committee members.
Have other cities implemented this recommendation?	Aspects of this general initiative have been implemented in other cities.
Are there any other considerations?	Some of these activities cross different government jurisdictions, like townships outside Pittsburgh, so coordination of that kind is required. That can be difficult a times.

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Subcommittee Name	Operations and Infrastructure Committee's Parking Subcommittee
Subcommittee Chairperson(s)	Mark Fichman, Jason Wrona (Co-Chairs)
Title of recommendation	Dedicate Parking Revenues to Directly Support Communities
Describe the recommendation	Consider implementing a "community development parking fee" program that can be activated after-hours, whereby parking revenues generated during that time (e.g. between 8 p.m. and 8 a.m.) are returned to the applicable local communities (e.g. a donation to the local CDC).
Is this an immediate or long term recommendation?	Immediate.
How will this address our challenges or reach our goals?	Neighborhoods that are negatively impacted by high demand for after-hours parking (e.g. the South Side on any given weekend) can be improved using parking revenues.
What are the obstacles to implementation?	<ul style="list-style-type: none">• Determining how these revenues would be treated under the PPA's bond indenture and the revenue sharing agreements between the PPA and the City of Pittsburgh.• Determining which community groups are entitled to the funds and the related reporting requirements.
Who needs to be involved?	City Council, Mayor's office and the PPA.

<p>What city resources need to be invested?</p>	<ul style="list-style-type: none"> • Legal and financial advisors to determine whether the PPA's bond indenture, enabling act and revenue-sharing agreements with the City would permit the PPA to establish a community development parking fee program. • Staffing to develop an application process whereby affected communities can qualify for the funds.
<p>What will be different if the recommendation is adopted?</p>	<p>High parking demand neighborhoods (e.g. South Side, L'ville) could receive financial support from the community development parking fee program.</p>
<p>Describe any background materials that you consulted</p>	<p>Interviews with D. Onorato; consultation and experience of committee members.</p>
<p>Have other cities implemented this recommendation?</p>	<p>Yes.</p>
<p>Are there any other considerations?</p>	<p>Whether charging for after-hours parking results in increased drunk driving? Stated another way, would an inebriated weekend visitor to the South Side be more likely to choose to drive home if they must pay a fee to leave their vehicle parked on-street all night long (versus the present alternative of parking their vehicle overnight for free and taking a cab home)?</p>

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Subcommittee Name	Operations and Infrastructure Committee's Parking Subcommittee
Subcommittee Chairperson(s)	Mark Fichman, Jason Wrona (Co-Chairs)
Title of recommendation	Implement Dynamic Pricing at On-Street Parking Meters
Describe the recommendation	The implementation of the "right" parking rates and arrangements for each neighborhood require a faster, more nimble process for setting rates and enforcement hours. We recommend that City Council grant the PPA discretion over setting rates for the on-street parking meters, hours of enforcement for the on-street parking meters and other operational features of on-street parking to best meet the needs of the City and its various communities. "Dynamic" pricing was not possible with the coin-fed meters; however, the parking fees for the new multi-space parking meters can be changed remotely and in real-time.
Is this an immediate or long term recommendation?	Immediate.
How will this address our challenges or reach our goals?	<ul style="list-style-type: none">• It will improve access to parking, providing better service to homeowners, city drivers and businesses. It may increase revenue.• In the CMU pilot, dynamic pricing has increased the availability of parking, while lowering the average cost to park and increasing revenue by 20-40%.

What are the obstacles to implementation?	Political and community resistance to change. Individuals and organizations will view this as potentially threatening to their needs. For example, restaurateurs may think low parking rates attract customers and higher rates drive customers to malls and free parking. These changes have to be managed on a case by case, neighborhood by neighborhood basis. Signage and the execution required to move this quickly and responsively will put higher demands on PPA staff.
Who needs to be involved?	City Council, Mayor's office, Planning Department and the PPA, communities affected by the changes in technology.
What city resources need to be invested?	<ul style="list-style-type: none"> • PPA will need to analyze data and make location-specific proposals (we recommend hiring a data analyst to assist). • Staff to attend community meetings. • Public works to manage changes in signage.
What will be different if the recommendation is adopted?	Parking will perform better for City residents, public and private establishments, and there will be reduced congestion, particularly Downtown and in Oakland.
Describe any background materials that you consulted	Interviews with D. Onorato, consultation and experience of committee members with kiosk technology.
Have other cities implemented this recommendation?	Yes.
Are there any other considerations?	No.

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Subcommittee Name	Operations and Infrastructure Committee's Parking Subcommittee
Subcommittee Chairperson(s)	Mark Fichman, Jason Wrona (Co-Chairs)
Title of recommendation	Leverage Parking Technology
Describe the recommendation	<p>The PPA recognized the value of new technology by being the first in the U.S. to adopt pay-by-plate parking meters. The PPA should continue to be a leader in parking technology by:</p> <ul style="list-style-type: none">• Implementing a pay-by-phone system;• Installing electronic signage in garages to alert customers of space availability;• Converting the RPP program to an on-line platform; and• Determining if the ParkPGH app can also include real-time on-street parking availability information.
Is this an immediate or long term recommendation?	Immediate.
How will this address our challenges or reach our goals?	These changes will improve the experience for the average parker in Pittsburgh, thereby improving customer relations for the PPA. The City will continue to be recognized as a thought-leader in the parking industry. These changes may also increase revenue and will increase parking availability.

What are the obstacles to implementation?	Availability of financial resources; demands on PPA staff.
Who needs to be involved?	Mayor's Office and the PPA.
What city resources need to be invested?	Technology acquisition costs. PPA can provide an estimate on the technology cost.
What will be different if the recommendation is adopted?	The average parking experience will improve, possibly leading to an increase of the public's desire to visit the City.
Describe any background materials that you consulted	Interviews with D. Onorato, consultation and experience of committee members.
Have other cities implemented this recommendation?	Yes.
Are there any other considerations?	No.

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