

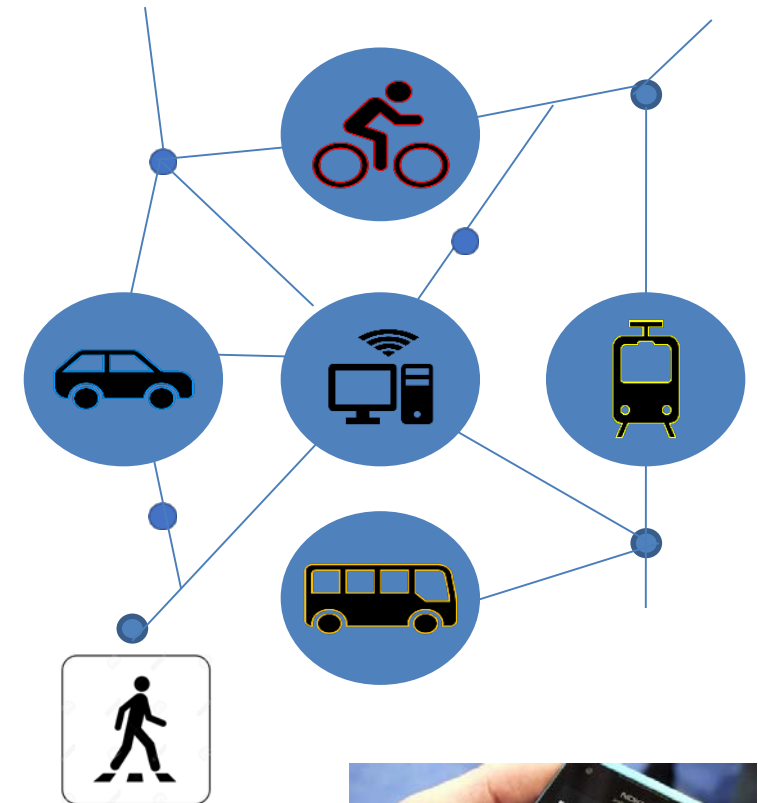
# Smart Mobility Approach



- Guiding Philosophy
- Clear Benefits Narrative
- Horizontal Alignment
  - Policy & Planning
  - Operations
- City as a Lab Approach
- Tackle Big Needs First

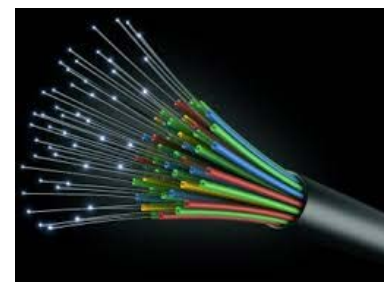
# Mobility as a Service (MaaS)

- Significant Investment in Mobility Services
- **Cost/mile - \$0.35 AV vs \$0.7 personal cars**
- User-focused mobility packages – more choices
- Safer, more convenient, greener roads
- Does not solve congestion....yet



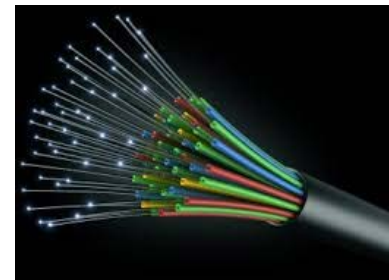
# Advanced Traffic Management Systems (ATMS)

- Traffic management system upgrade
- Resiliency – Flood, Sea Level Rise
- Congestion Mitigation
- Transit Efficiency & Reliability
- Cybersecurity
- \$40+ million funding



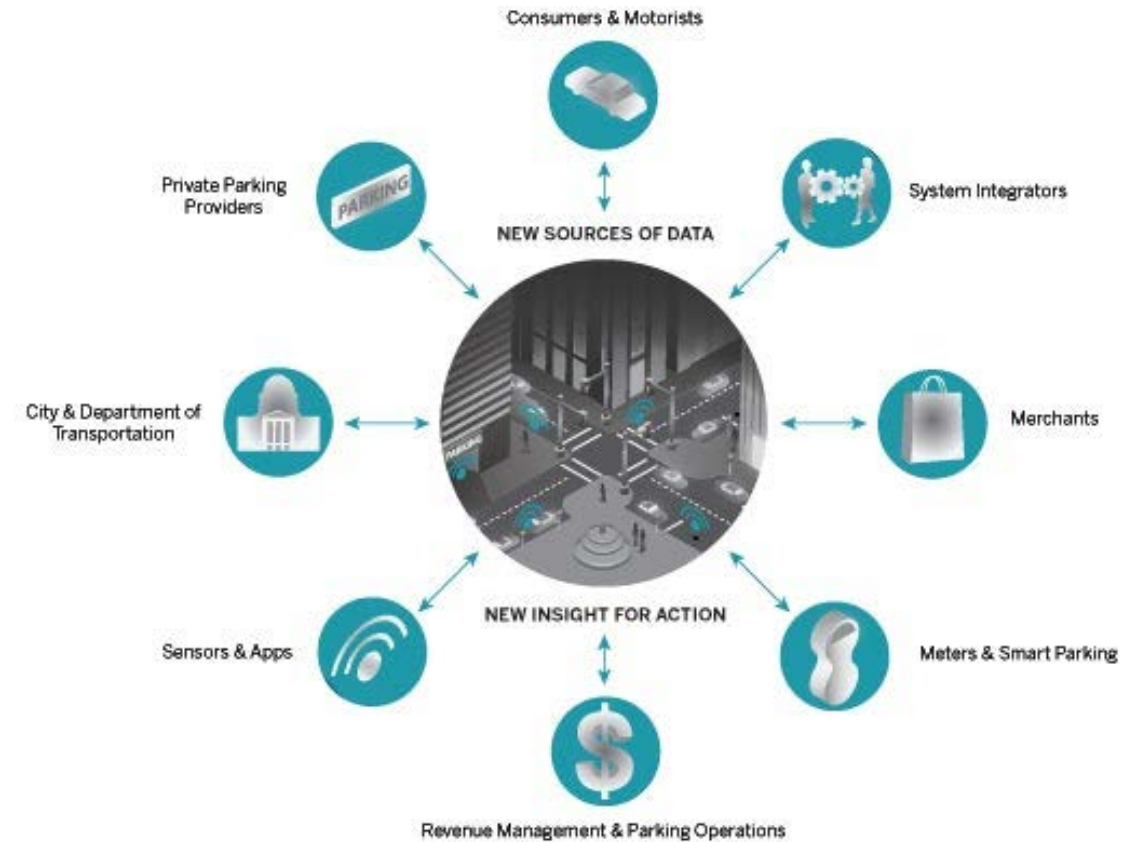
# Advanced Traffic Management Systems (ATMS)

- Traffic management system upgrade
- Resiliency – Flood, Sea Level Rise
- Congestion Mitigation
- Transit Efficiency & Reliability
- Cybersecurity
- \$40+ million funding



# Parking

- Serves over 90% of road travel
- Integral part of curb space
- Congestion Mitigation
- Curbside Management
- Mobility Hubs
- USDOT ITS Architecture



# Downtown Parking Study

**DOWNTOWN PARKING AT A GLANCE**

**24,000**  
spaces covered in the study

**8,000**  
of these spaces managed by the City of Tampa

**6,000**  
spaces remain vacant at peak-use time

**4,100**  
customers on wait-lists for City-managed parking in July 2018



**WHO CONTROLS PARKING?**  
The City of Tampa owns and operates the largest share of downtown's parking, though the majority is managed by private operators.

<p>The City's prices are lower than those of nearby private parking facilities, creating an ongoing preference for using City-owned spaces.</p>	<p>Private operators understand their market and set prices according to demand, though many remote facilities have unused space.</p>	<p>Neither the City of Tampa nor the private owners or operators are currently showing interest in building new parking.</p>
---	---	--

**WHY SO MUCH VACANT SPACE?**  
At the busiest times on weekdays, some parking is heavily used while nearby facilities have ample unused spaces. Why is this?

<p>Monthly parking permits, mostly for employees, have been the dominant form of access to parking. This results in customers or tenants leasing more parking than is necessary, keeping this parking supply from being available to others.</p>	<p>General public concern over access to parking has led customers purchase more than they may need. Even if it isn't all being used, customers prefer to hold parking in reserve (or continue leasing the same amount) should they need it later.</p>	<p>The price differential between on-street and off-street in similar locations motivates people to choose on-street spaces, especially when they are not metered, creating a parking crunch right outside of off-street facilities with availability.</p>
--	--	--

**HOW PUBLIC PARKING IS MANAGED IN TAMPA**  
Parking in most cities is more closely aligned between publicly-owned spaces and privately-owned spaces. What's different in Tampa?

<p>The market for downtown parking remains highly focused on monthly employee permits, limiting opportunities for transient use, residential parking, and a variety of modern parking products like early-bird rates, part-time employee permits and more.</p>	<p>Natural market economics have been manipulated by a 15-year freeze on City parking rates, which is a huge subsidy that private operators cannot afford to compete with, limiting their profits to invest in better customer services.</p>	<p>The City has long wait lists for its parking but no controls or costs for them, so savvy parkers can be on multiple lists and keep newcomers waiting for years.</p>
--	--	--

- ▶ **There is plenty of parking downtown**
- ▶ The status quo won't let Tampa grow
- ▶ City needs to update pricing and policy
- ▶ Private sector also has a major role to play
- ▶ Technology will enhance public/private operations

# Smart Mobility & Parking

- Holistic mobility planning
- Integrated systems and operations
- Parking availability & reservations
- Benefits
  - Congestion Reduction
  - Sustainability
  - Better service & transparency





THANK YOU