

COMMUNITY IMAGE ADVISORY BOARD

JANUARY 29, 2014

**“Parking as a Catalyst for Economic
Development and an Improved
Municipal Brand”**



Miami: “Gateway of the Americas”

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Miami Parking Authority

Mission Statement:

‘The Miami Parking Authority will be the central resource for planning, financing, development and management of parking in South Florida while demonstrating a commitment to strong Ethical Standards as well as contributing to the betterment of our Community as a whole.’



IPI's 2013 Emerging Trends in Parking Survey

#6 Miami:

The Miami Parking Authority (MPA) was one of the early parking-management organizations to implement pay-by-phone technology; was the first in the U.S. to partner with a European car-share program, and led Florida in piloting pay-by-plate technology. MPA has been an innovator in forging public-private partnerships for parking and creating a Vehicular Protection Program during natural disasters. The city offers a wide range of special-discount programs for residents and downtown visitors, including daytime and evening park and shop and quick-visit parking, and is preparing to integrate a bike-share program.



Pay by Phone

- MPA, one of the first to employ a mobile payment platform in North America
- Implemented in August, 2008
- Discount for City of Miami Residents
- App rolled out in fall of 2011 with text alerts available
- Utilization has grown every year, currently at 27%



Pay by Plate

- Early adoption in Florida
- Excellent complement to Pay by Phone
- Texting function allows for commonality with Pay by Phone
- Reduces paper cost as well as risk for theft



Car2Go

- First Municipal Parking Agency to partner directly with on street car sharing program
- Started in July 2012
- 17,000 Registered members
- 15,000 trips per month
- 300 vehicles in service



Central Command Center

- One of the first Municipal operations in North America to implement 24 hour remote monitoring and management
- Equipment interface with video monitoring and surveillance of over 100 locations
- Staff of 7



Building Boom!

“The Sequel”

- 20,000 permits processed over the last 18 months for projects valued at over \$635 million
- City Impact fees generated for major projects have increased over 900%



Successful Economic Development- Courthouse Center Garage



- Opened in July, 2010
- Building cost: \$41million dollars
- 852 parking spaces
- 34,000 sq.ft. of Office space
- 4,000 sq.ft. of retail space



Current and future opportunities:

- Cultural Center Garage
- Courthouse Center Parcel B
- Virginia Key Garage
- Harbor Key Garage (Coconut Grove)



Cultural Center Garage



- Constructed in 1966
- New proposed project will upgrade existing 537 space garage to current code
- Expand capacity by an additional 170 spaces
- Develop 350 residential units, 4,000 sq.ft. of office space and 2,500 sq.ft. of retail
- Total economic benefit to MPA: \$7.4 million dollars



Courthouse Center Parcel B

- Courthouse Center completed in July, 2010
- New garage designed and constructed with the capacity for horizontal expansion onto Parcel B
- Adjacent Parcel B is 28,576 sq.ft.
- Miami's Grand Central Station with well over 1 million square feet of development within ½ block of site



Parcel B (cont.)

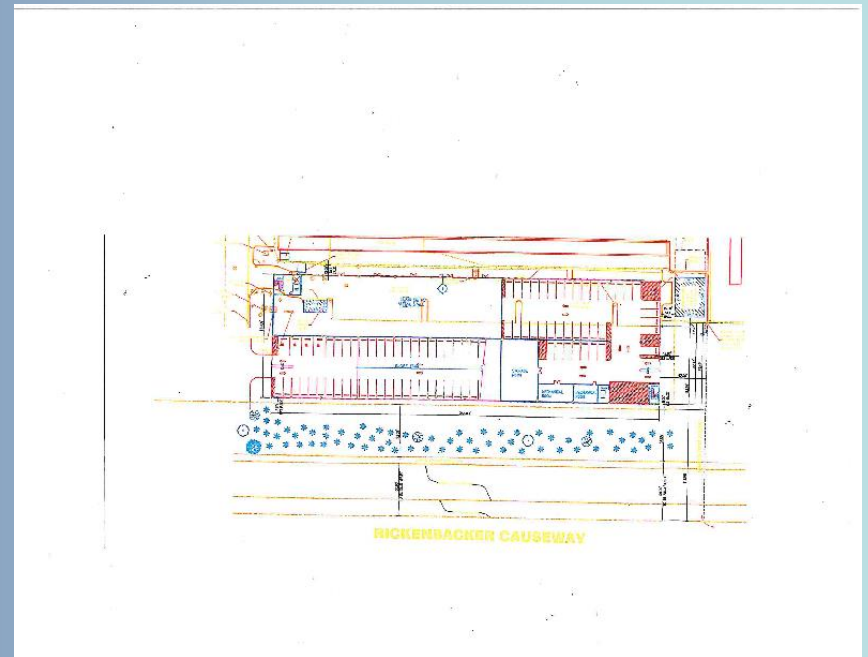


Virginia Key Parking Garage

- Construction to commence in 4th quarter of 2014
- 374 space parking garage
- 12,500 sq.ft. of retail
- To service marina and waterfront restaurants adjacent to historic Miami Marina Stadium



Virginia Key (cont.)

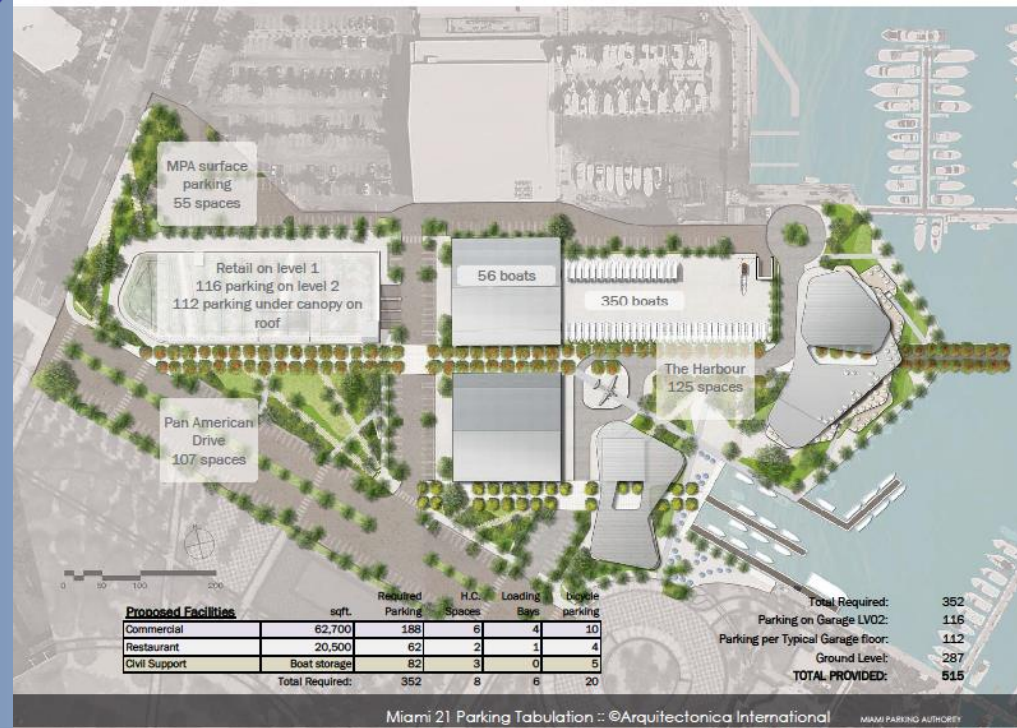


Harbor Key Garage (Coconut Grove)

- Construction to commence in 3rd quarter of 2014
- 226 parking space garage with 40,000 sq.ft. of retail
- 282 new parking spaces at ground level
- Project to service New Harbor Key Development which consists of 3 restaurants, 22,000 sq.ft. of retail and 400 boat storage racks



Harbor Key Garage (cont.)



“If you always do what you always did,
you will always get what you always got”
– Albert Einstein

