

DMA Board Meeting

April 22, 2020



Approval of the October 16, 2019 & November 20, 2019 Minutes


FINANCIAL UPDATE

As of March 2020



FINANCIALS – DOWNTOWN MOBILITY AUTHORITY

MARCH 31, 2020

- Funds held for One Beale garage funding
 - Increase in Loans - payable to Center City Revenue Finance Corporation
 - Parking operations
 - Taxes related to First Place Parking garage
 - Transfer from CCRFC
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AUDIT ACCEPTANCE



FY21 BUDGET PRESENTATION



DOWNTOWN MOBILITY AUTHORITY

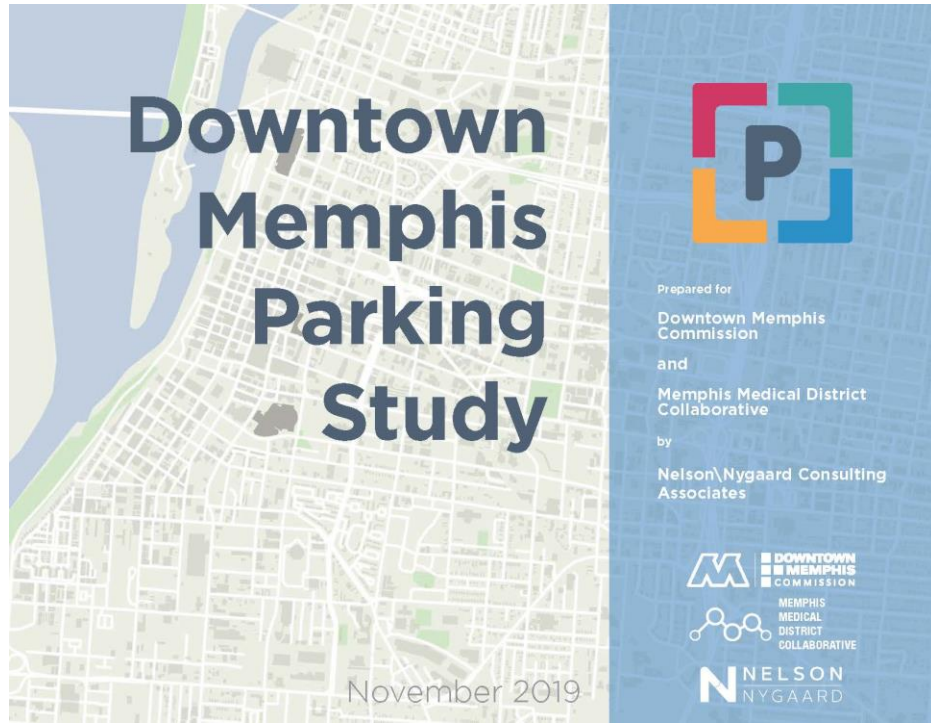
BUDGET OVERVIEW: FY2021

JULY 2020-JUNE 2021

	FY21	FY20	Variance	%	
Income					
Interest Income	6,000	6,000	-	0%	LGIP interest
Capital Lease Interest Income	299,580	223,296	76,284	34%	Bakery garage - full year
Marketing Income	1,440	1,440	-	0%	
Parking Income	1,904,540	2,097,761	(193,221)	-9%	operator revised with decline in transient parking
Transfers In	861,765	860,000	1,765	0%	CCRFC approved at last meeting
Total Income	3,073,326	3,188,497	(115,171)	-4%	
Expenses					
Other Personnel Expenses	278,008	269,911	8,097	3%	
Office Expense	425,714	426,265	(551)	0%	
Professional Fees	146,523	324,454	(177,931)	-55%	Parking study initiatives; prior year included parking study and ComCap study
Parking Expenses	813,141	971,749	(158,608)	-16%	operator revised with staffing changes
Transfers Out	223,303	223,303	-	0%	budgeted at DMC
Depreciation Expense	988,603	1,020,744	(32,141)	-3%	
Interest Expense	712,881	720,654	(7,773)	-1%	
Property Taxes	310,000	196,405	113,595	58%	First Place garage
Total Expenses	3,898,174	4,153,485	(255,311)	-6%	
Net Operating Income/(Loss)	(824,848)	(964,988)	140,140	15%	
Cash Flow (add back depreciation)	163,755	55,756			
EBITDA	876,636	776,410			

PARKING STUDY UPDATE

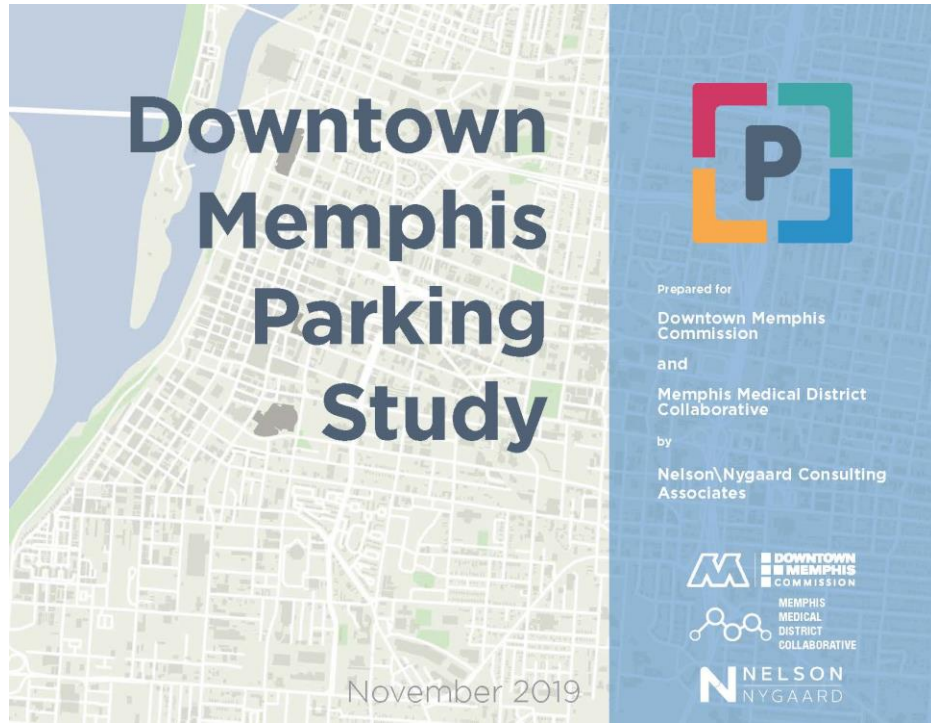




Parking Study: 3 Big Ideas

1. Focus on improving mobility
2. Use existing parking first
3. Build new parking strategically





Parking Study: 3 Big Ideas

- 1. Focus on improving mobility**
2. Use existing parking first
3. Build new parking strategically



DMA's Focus on Mobility: Early Steps

- DMA issued RFQ for Garage Operator in alignment with Parking Study recommendations
- DMC staff exploring potential to add capacity to existing parking garages
- DMC staff evaluating a shuttle system to unlock underutilized parking lots
- DMC staff investigating **transportation demand management (TDM) strategies** to add to the DMA's toolkit



What's a TDM?

Transportation Demand Management (TDM):

- An organized program of information, encouragement, and personal incentives
- Goal = help people learn about and use all of their transportation options
- Counterbalances the existing incentives to drive single-occupant vehicles
- Approaches can be traditional or tech-based (transit passes, ridesharing, biking, walking, van pools, telecommuting, parking cash-out, etc)

Transportation Management Associations (TMAs) are often formed to spearhead these programs and efforts.



Transportation Management Association (TMA)

- Organized group coordinating TDM efforts
- Often a non-profit membership organization made up of large employers, commercial developers, and property managers working together in a specific neighborhood or geographic area
- TMA programs are typically designed to:
 - Reduce parking demand
 - Reduce the number of drive-alone commuters
 - Reduce vehicle emissions
 - Improve access to transportation options

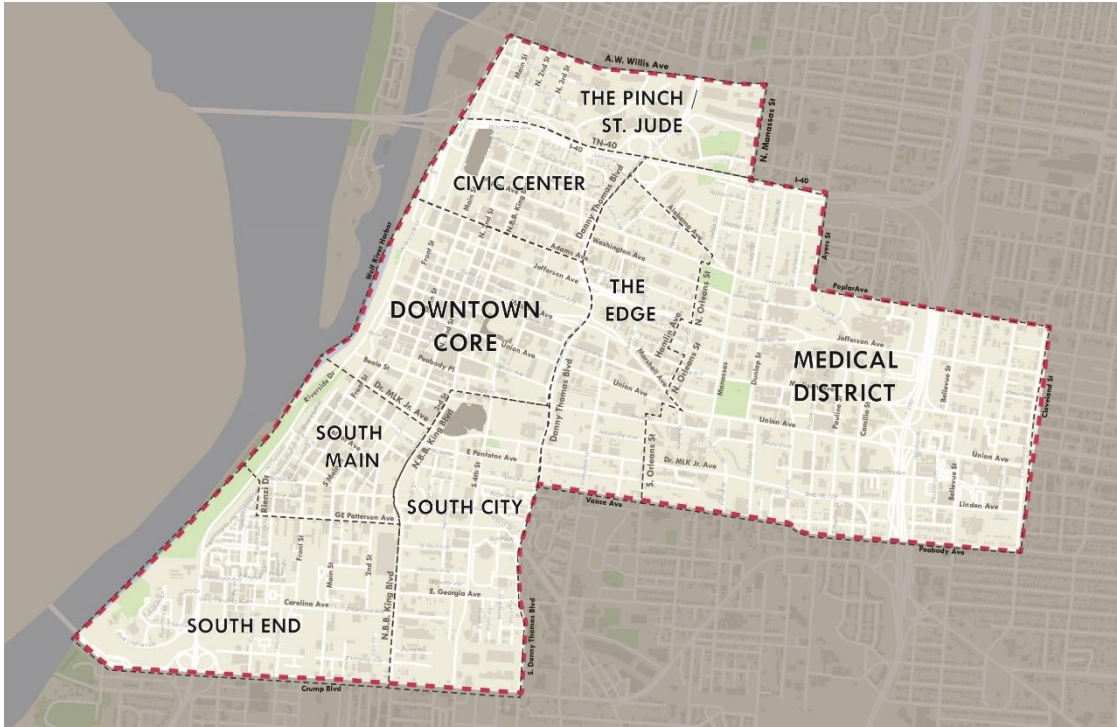


Implementation Plan

In partnership with MMDC, the remaining parking study budget will be used to create an Implementation Plan for how Transportation Demand Management (TDM) strategies can help achieve our mobility goals.

Will provide recommendations for:

- Organizational Structure
- Potential Staffing Needs
- Year 1-3 Workplan
- Budget/Funding
- Performance Measures



Implementation Plan

Next Steps

- DMC & MMDC staff working closely with Nelson/Nygaard and key partners
- Draft implementation plan to be complete in early May.
- Open-house meeting was planned; Need to shift to online public engagement strategy.
- We need your help in reviewing and evaluating the draft implementation plan.



CURRENT GARAGE OPERATIONS UPDATE

Jaske Goff



GARAGE MANAGER REQUEST FOR PROPOSALS




PROCESS: RFP and Interviews

Issued Garage Management RFP in Q4 2019

- 8 Responses Received
- 5 Companies Interviewed with Nelson Nygaard Expert
- 2 Finalists Vetted Thoroughly

Initial Assumptions and Findings:

- We control parking rates, capital improvements and policy & procedures
 - We agreed we wanted one operator for all garages
 - Currently no WMBE certified vendor; subcontractors will be the focus
- 

SELECTION CRITERIA

- Forward thinking and nimble, able to help implement the Parking Study recommendations
- Financially - best proposal
- Frictionless Parking



DMA PRIORITIES UPDATE



DMA PRIORITIES:

1. Use Existing Parking First


A. Pursue architectural and engineering work to determine the full cost to add two additional floors (144 spaces) to First Place Parking, in the core of Downtown.

Working through renderings with architect and coordinating with other parking priorities.

B. Assess improvements to Shoppers Garage (Adams & Front) for future expenditure recommendation to the DMA Board.

Plan to work with architect once operator is chosen for the garage. Also partnering with MRPP to evaluate improvements for the river facing façade. Improvements planned in CY20.

C. Issue RFP for operational management of all DMA garages and evaluate responses for recommendation to the DMA Board. This RFP will require a higher standard of operation and include recommendations of the Study. Near complete.



DMA PRIORITIES:

1. Use Existing Parking First

D. Pursue a test program for parking shuttle in partnership with MATA to add capacity to the Core and use underutilized parking South and East.

- DMC is working with the Memphis Medical District Collaborative and MATA on the next iteration of the Groove Commuter Line.
- As part of the CARES Act, MATA has received \$30M in additional funding to support the expansion of mobility services. Together we are looking at a \$1.1M partnership with VIA (<https://ridewithvia.com>) funded by MATA and managed by MMDC/DMC. If successful, this funding would pilot an on-demand ride-share network (think Uber or LYFT except in Mercedes Metro Vans) as a replacement and extension of Groove. The service would run all day and serve the Medical District and greater downtown. Under the current plans it would be free for anyone with a starting or ending destination at an institution or other designated place (transit stop, other employers). Other users would be required to pay a fee similar to a typical transit fee.
- First step in standing up a greater downtown TMA as a partnership between DMC and MMDC.



Transforming Public Mobility in Downtown Memphis

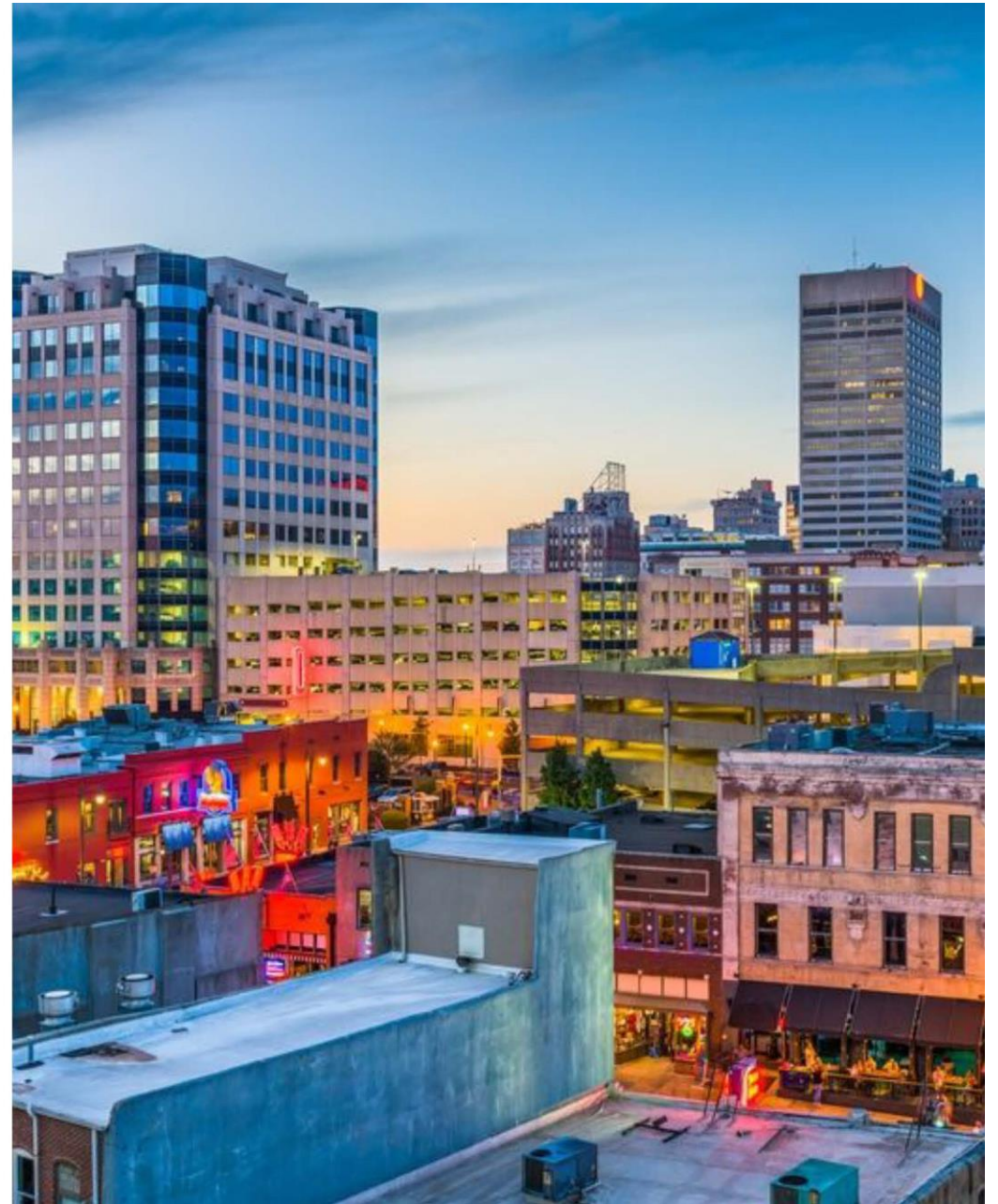
Olivia Blahut | Southeast Partnerships Lead
olivia.blahut@ridewithvia.com

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Why We're Here

- Memphis is a **vibrant cultural and business center** in Tennessee.
- The City and Downtown Memphis Commission are particularly interested in **building Memphis “up, not out”**.
- **Reducing SOV trips and parking in the heart of downtown** is a critical component of building a dense, multi-use, livable downtown area.
- **On-demand transit has been identified as a solution** to better connect far-out parking to downtown employment centers.
- May also be an opportunity to **connect downtown shuttle with current Groove Shuttle pilot serving the medical district and Harbortown**.
- Today is about sharing more on Via’s approach to microtransit and further exploring what this might look like in downtown Memphis.





Our Mission

To build and power the world's most efficient, convenient, and accessible mobility solutions for cities, agencies and providers.



How the service works



1

Request ride



2

Via assigns
optimal seat



3

Walk to
Virtual
Bus Stop



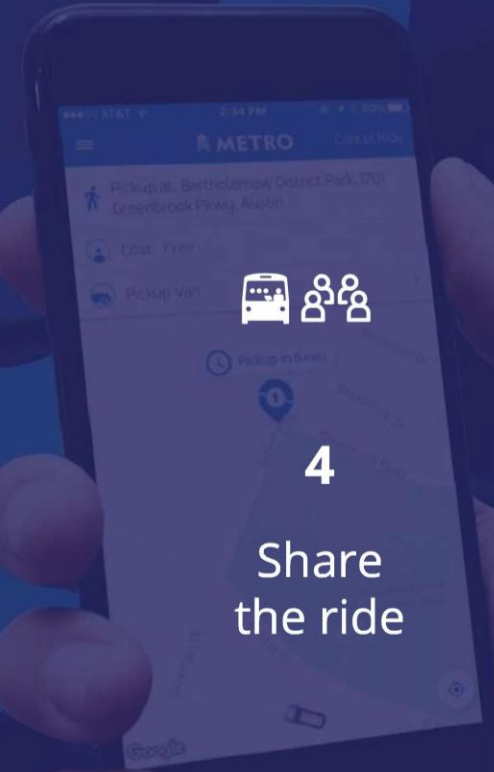
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Share
the ride

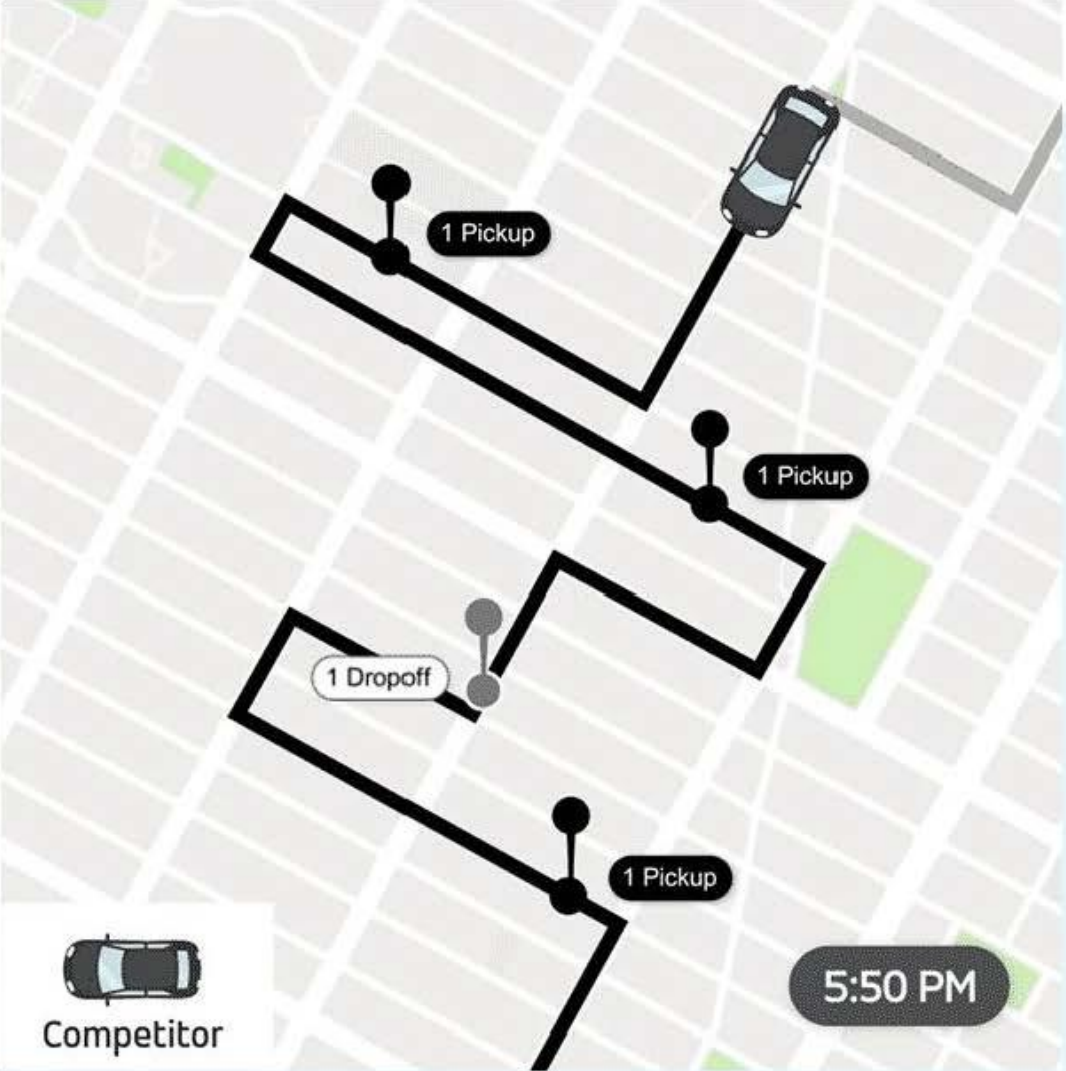
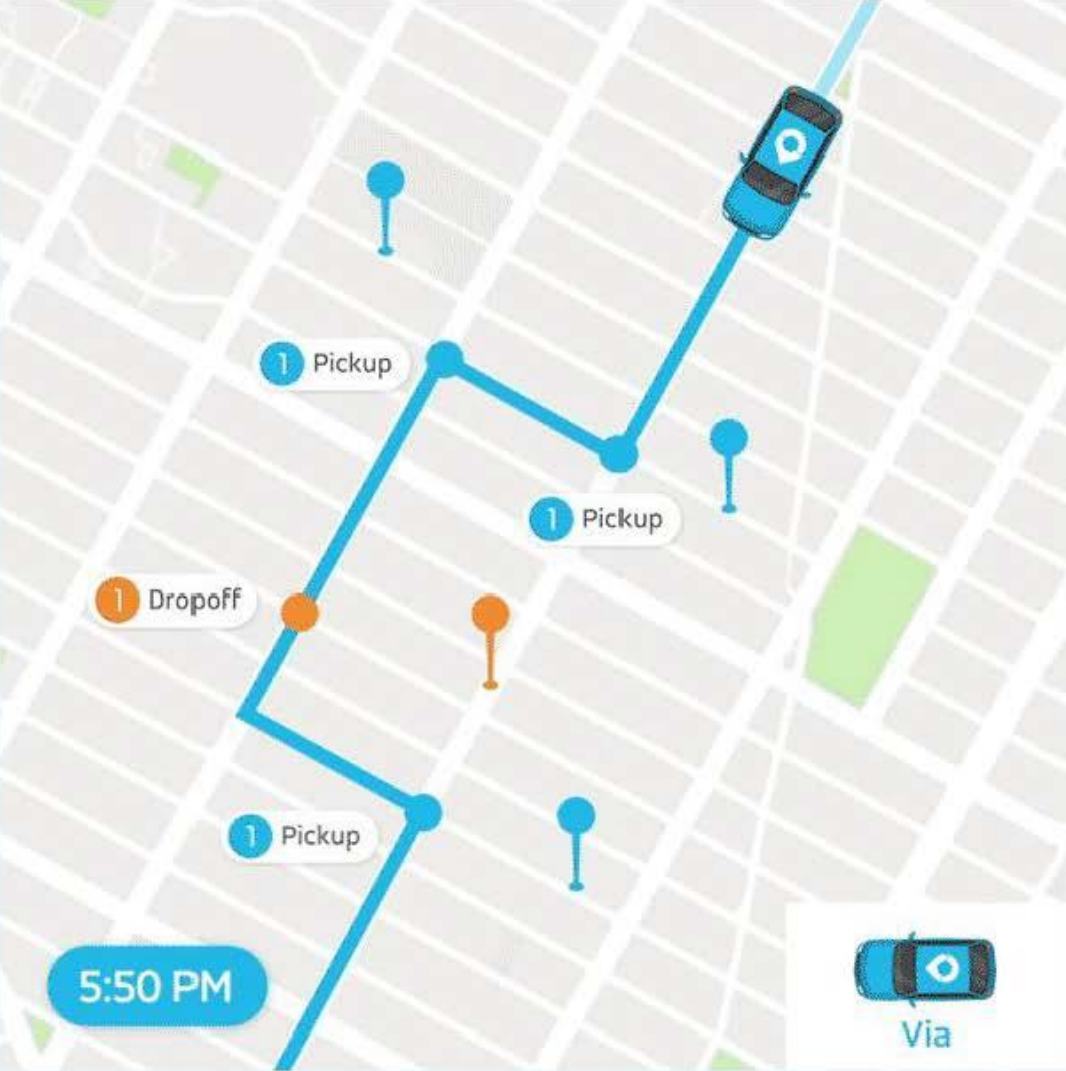


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Route
dynamically

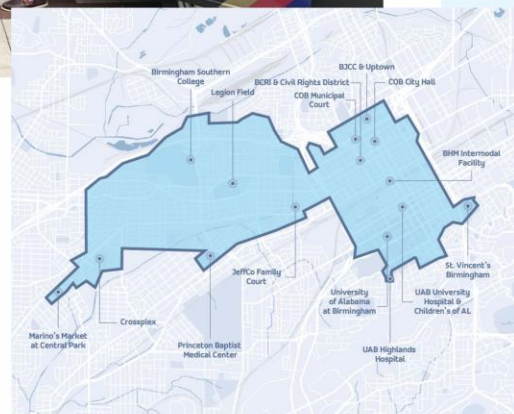


Virtual Bus Stops drive efficiency



Birmingham, AL | Birmingham On-Demand

Improving connections to work, education, health and entertainment



- Partnership with the City and the Community Foundation for Greater Birmingham
- Service zones designed to improve coverage in underserved areas
- Top destinations include a local transit hub and Publix grocery store



Many of us hear the stories of people being late to work or getting fired because they can't get to work on time, not getting to their doctor's appointments or a child can't make it to school because a bus broke down. We are proud to add another tool to our toolbox..."

– Mayor of Birmingham Randall Woodfin

Downtown-Garages & Harbortown-Medical District Shuttle



Service Parameters

- Service available throughout defined zone
- Assumes high demand between Downtown & Garages and Harbortown and Medical District
- 6-passenger vans
- Service 6:30am-6:30pm
- Service simulated at 8am commuting window

DMA PRIORITIES:

2. Incentives

- A. DMA to recommend that CCRFC and consider a Mobility Plan as part of its PILOT application.

CCRFC is working to update its policies for many items and this will be considered.

3. Capacity

- A. Pursue contract employment, up to budgeted amount, to develop Parking Study recommendations, assess technology based solutions and evaluate vendors. Solutions will be brought to the DMA Board.

Working with Innovate Memphis who will hire a Fellow to focus on implementing our parking study recommendations.



DIVERSITY REPORT



EBO: WHY WE DO WHAT WE DO

CREATING A DOWNTOWN FOR EVERYONE

DMC PRIORITY

Increase contracting opportunities for **minority** and **women owned business** (MWBE)

DMC STRATEGY

Projects requesting support from the DMC **must meet the requirements** of our equal business opportunity program.



EBO: TWO SIMPLE STEPS FOR SUCCESS

HOW TO MEET THE DMC'S PROGRAM REQUIREMENTS

1. REQUIRED

Demonstrate a **best faith effort** to be inclusive when selecting who to hire. Meet with DMC early, identify opportunities for outreach.

- Create outreach plan
- Implement plan
- Document results

2. GOAL

Strive to exceed the DMC's minimum goal of **25% MWBE participation**.





BUSINESS DIVERSITY MIXER

Networking event. January 23, 2020. 4-6pm

Encouraging relationships between developers, general contractors, and related minority-owned businesses in the greater Memphis area

Downtown Memphis Commission,
114 N Main, Street, Downtown Memphis

light hors d'oeuvre, wine & conversation

rspv: Christine Taylor, taylor@downtownmemphis.com or 901-575-0563

EBO CAPACITY BUILDING

EBO/DIVERSITY REPORT

4Q 2019



I. MWBE Classification Expenditures *(30% of major projects since tracking began in 2010)*

Category	Amount	%
African American	\$99,810,345	59.0%
White Female	\$52,802,014	31.2%
Asian-Indian American	\$8,907,178	5.3%
Native American	\$3,186,558	1.9%
Asian-Pacific American	\$2,603,997	1.5%
Hispanic American	\$1,917,211	1.1%
Disadvantaged Business Enterprise (DBE)	\$80,053	0.1%
Total	\$169,307,356	100%

II. Significant Completed Projects

Project	Incentive	EBO Eligible	EBO Eligible Completed	MWBE Participation		% Complete
				Amount	%	
Medical Arts Bldg	PILOT	\$19,911,316	\$19,911,316	\$4,107,975	21%	100%
Bakery Garage	PILOT, Parking Incentive	\$8,308,405	\$8,308,405	\$2,031,157	24%	100%
Total		\$28,219,721	\$28,219,721	\$6,139,132	22%	

III. Projects Under Construction

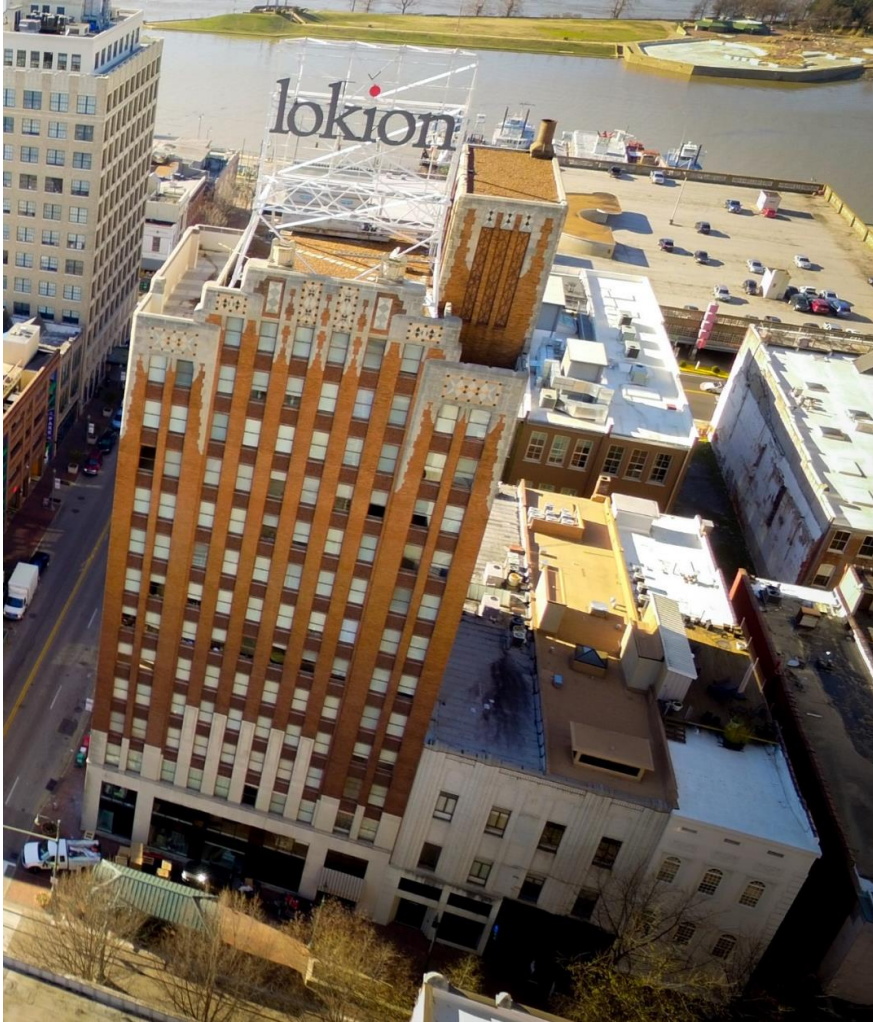
Project	Incentive	EBO Eligible	EBO Eligible Completed	MWBE Participation		% Complete
				Amount	%	
The Citizen (Union & McLean)	PILOT	\$28,038,808	\$28,038,808	\$6,843,032	24%	100%
Bakery Apartments	PILOT	\$27,974,947	\$27,444,422	\$6,028,630	22%	98%
Canopy Hotel	PILOT	\$25,860,674	\$14,216,279	\$3,744,057	26%	55%
Orion Federal Credit Union	PILOT	\$20,059,982	\$19,469,296	\$5,441,711	28%	97%
Arrive Hotel	PILOT	\$8,277,802	\$7,974,632	\$2,387,612	30%	96%
Wisecre Brewery	PILOT	\$7,231,974	\$3,776,836	\$597,254	16%	52%

IV. Review - Inclusion levels, and status of development projects and expenditures since EBO tracking began in 2005:

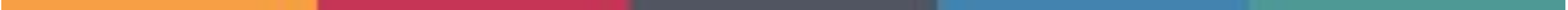
- Completed Development Projects - 30%
- Retail and Office Projects - 28%
- Certification & Diversity Status

V. Other efforts and highlights included (but not limited to):

- DMC Expenditures for FY2019 - 29%
- DMC Expenditures for FY2020 to date – 44%
- Conducted strategic planning meetings with Office of Business Diversity & Compliance, MAMCA, City and County as well as developers to maximize inclusion in DMC-incented projects
- Held EBO Mixer



PRESIDENTS REPORT



Next Board Meeting

MAY 20, 2020