



# STATE OF THE SYSTEM REPORT

## TAMPA PARKING MASTER PLAN

PREPARED FOR :  
MOBILITY DEPARTMENT  
PARKING DIVISION

PREPARED BY :

**Kimley»Horn**





# BUILDING A SUSTAINABLE SYSTEM TO SUPPORT GROWTH

Tampa's Parking Division is dedicated to providing an outstanding parking and mobility experience for residents, visitors, employees, and customers throughout the city of Tampa. Answering the call to action of Mayor Jane Castor's [Transforming City of Tampa's Tomorrow](#), the Parking Division seeks to Reinvent Urban Parking. The Tampa Parking Master Plan will serve as a strategic approach to enhancing the parking experience, meeting and exceeding industry best practices, and establishing a data-driven approach to parking management and fully integrating data into the decision making process.



# TABLE OF CONTENTS

This report provides an overview of the City of Tampa's owned or operated public parking system. The existing conditions detailed in this report serve as a baseline for Tampa's current parking ecosystem and will help shape the future of parking throughout the City.

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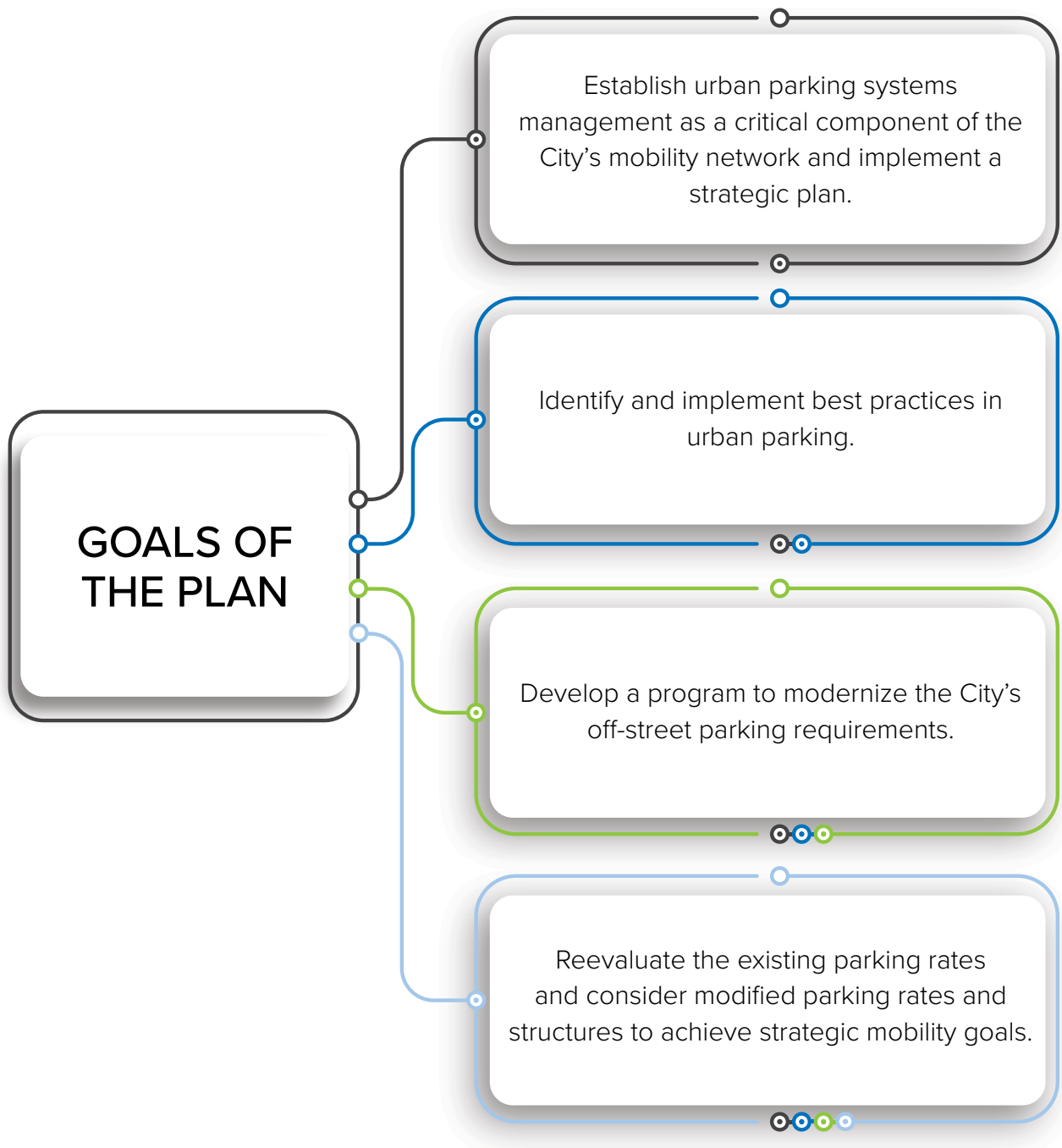
<b>PURPOSE OF THE PLAN</b>	<b>04</b>
<b>PREVIOUS PLAN REVIEW</b>	<b>12</b>
<b>DISTRICT PROFILES</b>	<b>18</b>
<b>STATE OF THE SYSTEM</b>	<b>30</b>
<b>PARKING OCCUPANCY AND DURATION STUDY</b>	<b>60</b>
<b>EARLY FINDINGS AND SYSTEM NEEDS</b>	<b>96</b>
<b>CONCLUSIONS AND NEXT STEPS</b>	<b>104</b>

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# PURPOSE OF THE PLAN


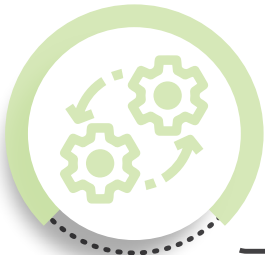



The City of Tampa has embarked on a journey to reshape its approach to parking. As highlighted in Mayor Jane Castor’s [Transforming Tampa’s Tomorrow](#) (T3) vision, parking is a key piece of the transportation network, and parking policies must support transit, urban development, and affordable housing. The Tampa Parking Master Plan was sparked by the Parking Division’s call to action through T3 to [Reinvent Urban Parking](#). Throughout this planning process, the City focused on four recommended action items established by the Transportation Advisory Team.





These overarching goals will shape the City's approach to addressing future parking needs, as well as assist in accomplishing six objectives for Tampa's Parking Master Plan.

## PLAN OBJECTIVES

- 
- **01** Enhance the customer parking and mobility experience.
  - **02** Seamlessly integrate parking into the broader mobility system.
  - **03** Meet and exceed industry best practices to ensure Tampa is an industry leader.
  - **04** Create a strategic approach to support economic development and modernize parking policies.
  - **05** Establish a data-driven approach to parking management and fully integrate data into the decision making process.
  - **06** Understand the local market and raise the overall quality of parking in Tampa.

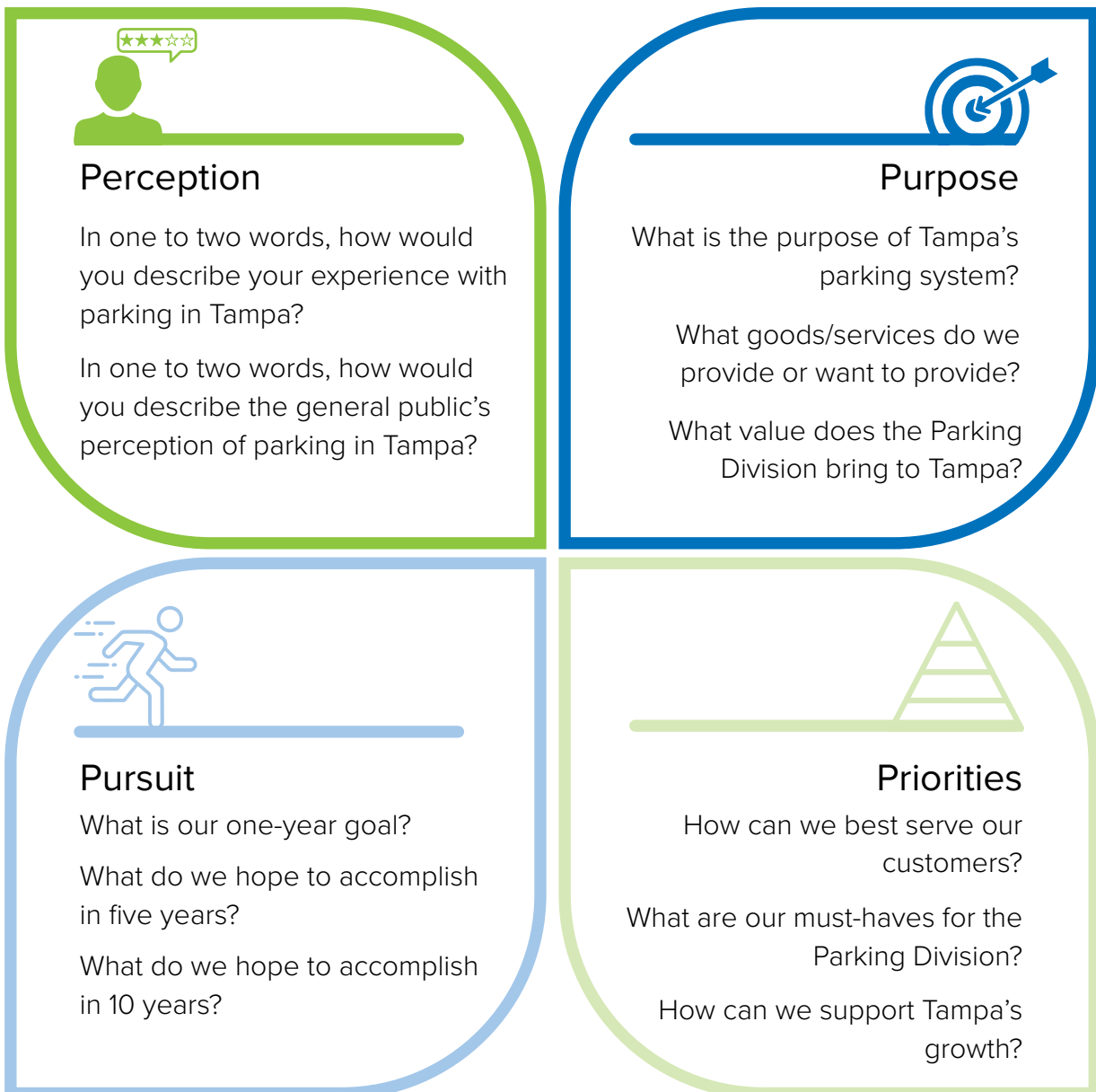


# PROJECT INITIATION

At the start of the planning process, the Parking Division, in conjunction with Kimley-Horn held a three-day project kick-off and visioning workshop. Throughout this project initiation, the City met with key internal and external stakeholders to better understand their parking and mobility-related needs. After receiving feedback from stakeholders, the Parking Division's leadership team discussed the current state of the Parking Division and established a vision and mission statement that is rooted in their core values.

## VISIONING WORKSHOP

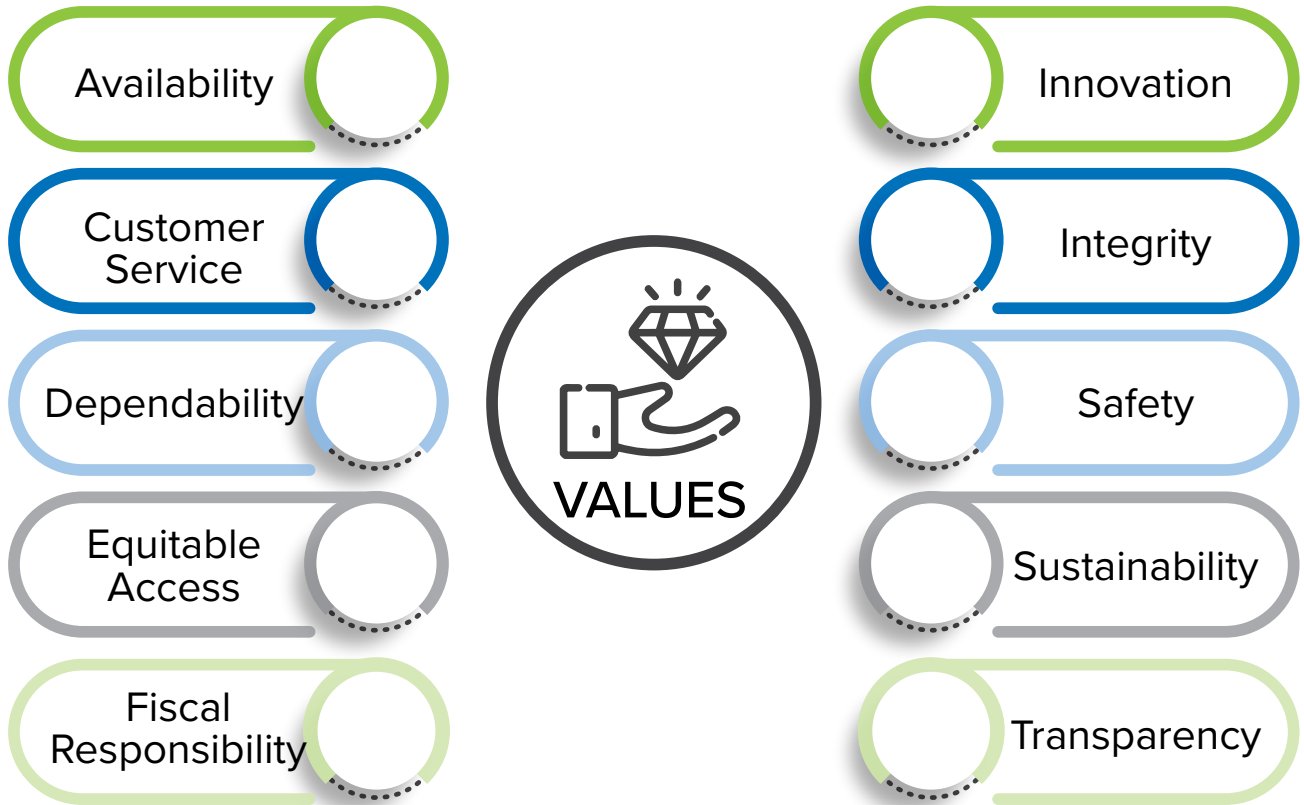
The Parking Division held a visioning workshop with division personnel to reimagine the role of parking in Tampa's mobility experience. During this workshop, division personnel were asked questions to help uncover the current state of parking in Tampa and identify how the parking experience could be improved. Participants in the visioning workshop discussed four topic areas:





# VALUES

The values held by the City and the Parking Division, profoundly impact the way they accomplish plan objectives. There are eight values that guide the division in its effort to reinvent urban parking.



# VISION

The vision of the Parking Division, prior to the visioning workshop, focused on avoiding negative perceptions of customers and hopes of fostering positive perceptions from the parking industry. This externally focused vision prioritized how others viewed the Parking Division rather than setting a goal for the division to strive towards.

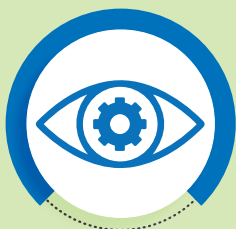
During the visioning workshop, the Parking Division reviewed vision statements from peer parking organizations and discussed questions centered around what the Division would like to accomplish over the next 10 years. Based on this discussion, a new vision statement which prioritizes an action oriented approach to achieving this vision was created.

As Tampa moves forward, it's essential for the Parking Division to have a unified vision. The Division's new vision statement is provided below.



## OLD VISION STATEMENT

The Parking Division will be perceived positively by our customers and be recognized as an industry leader by offering quality service and continually striving to satisfy the needs and expectations of the public.



## NEW VISION STATEMENT

The Parking Division seeks to inspire urban mobility by offering diverse and seamlessly integrated parking options supported by innovative technology for an overall enhanced customer experience.





# MISSION

The Parking Division's old mission statement focused on customer service and fiscal responsibility. However, it lacked a clear call to action or roadmap for achieving the mission. Additionally, the previous mission statement was not developed as a collective effort by Division personnel.

During the visioning workshop, the Parking Division reviewed mission statements from peer parking organizations and discussed questions related to the Division's purpose and value. This process helped the team recognize that its value varies based on the neighborhood its serving and a strategic approach must be crafted at the neighborhood level. The landscape of parking in the city of Tampa has changed over time. As the city continues to grow, it's important for the parking system to evolve and meet the localized needs of neighborhoods while still accomplishing broader city-wide objectives.



## OLD MISSION STATEMENT

The mission of the Parking Division is to provide the highest level of customer service by following the most current and up-to-date practices in the parking industry at the most affordable cost.



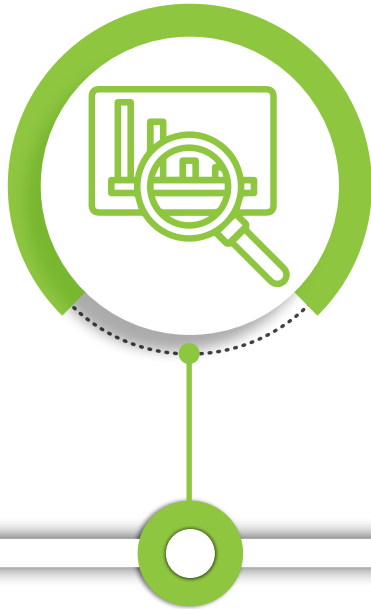
## NEW MISSION STATEMENT

The Parking Division's mission is to provide the highest level of customer service tailored to the unique needs of the neighborhoods we serve. The Division will accomplish this mission by offering a reliable, transparent, and equitable parking experience; maintaining a commitment to sustainability, economic development, and fiscal responsibility.



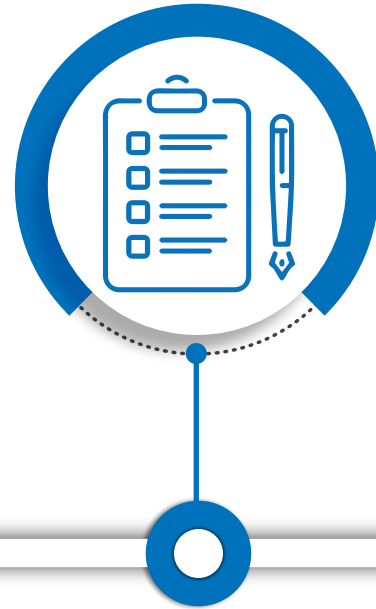
# THE PROCESS

The Tampa Parking Master Plan will be a multi-phased process that will transform the City's parking system.



## 1 PHASE 1 DEFINE

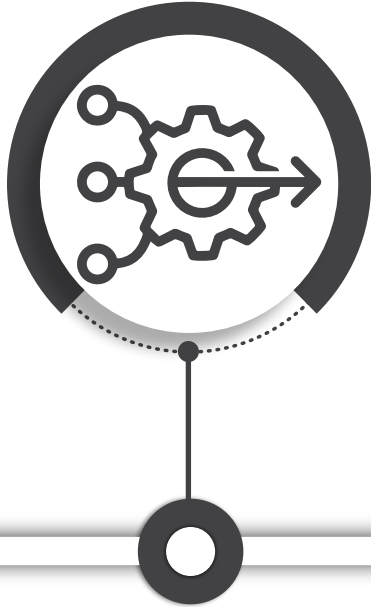
- ▶ Develop an understanding of the existing conditions of Tampa's parking system.
- ▶ Identify industry best practices and innovative strategies used by modern parking programs.
- ▶ Determine opportunities to enhance Tampa's parking system and align with industry best practices.



## 2 PHASE 2 PLAN

- ▶ Establish a strategic plan for Tampa's current and future parking system.
- ▶ Modernize policies and protocols to support change throughout Tampa.
- ▶ Develop a framework that guides Tampa's approach to parking and equip the Division with strategies that enhance parking and mobility.



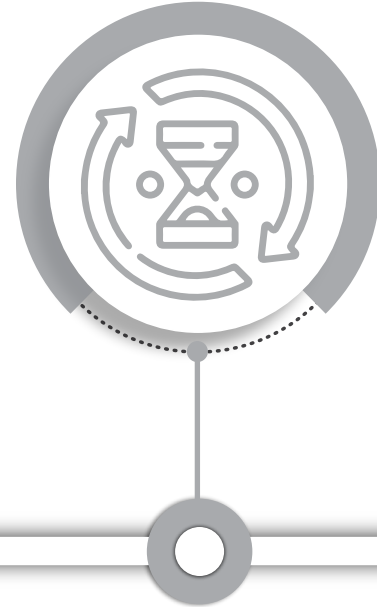


## 3 PHASE 3 IMPLEMENT

▶ Spearhead changes to the parking and mobility system through the introduction of best practices, curb space reallocation, and updates to off-street parking facilities.

Enhance the customer experience by launching pilot programs and new  
▶ technology that provide insight into the parking system and expanded mobility offerings.

Routinely engage customers and  
▶ stakeholders to assess their needs and the impact of programmatic changes on their parking and mobility experience.



## 4 PHASE 4 SUSTAIN

▶ Invest in technology and infrastructure that support the long-term success of Tampa's parking system.

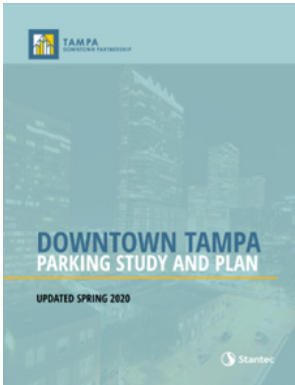
Perform annual evaluations of system performance, measure performance  
▶ against key performance indicators and industry best practices, and report findings to the public.

Maintain a financially sustainable  
▶ system by streamlining expenses, automating manual processes, and monitoring system performance.

# PREVIOUS PLAN REVIEW

The Tampa Parking Master Plan builds on a legacy of previous planning efforts. To ensure this plan adds to Tampa's parking and mobility planning ecosystem, a previous plan review was conducted. This section summarizes planning efforts that are foundational to the Tampa Parking Master Plan.

## Downtown Tampa Parking Study and Plan



The Tampa Downtown Partnership's (TDP) Downtown Tampa Parking Study and Plan evaluated how changes in Downtown impacted parking demand and established a set of recommendations to improve the efficiency of Tampa's parking supply. Key changes to Downtown include increased apartments and hotels in the Central Business District (CBD), higher number of special events at Amalie Arena and Downtown parks, and the completion of the Tampa Riverwalk and Water Street development.

### Key Findings and Recommendations

Diversify permit types and expand offerings beyond monthly permits

Align City rates with the market price for parking

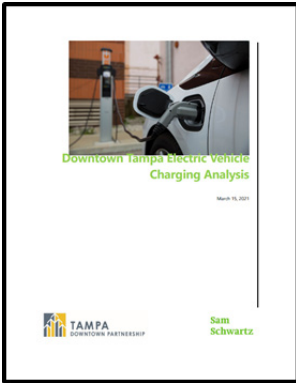
Implement wait-list fees for existing permit holders

Implement demand-responsive pricing for on-street parking

Price on-street parking higher than off-street parking



# Downtown Tampa Electric Vehicle Charging Analysis



The TDP Downtown Tampa Electric Vehicle Charging Analysis highlights the effectiveness of zoning, codes, and parking ordinances in promoting the installation of electric vehicle (EV) charging infrastructure. Zoning can encourage or mandate EV charging stations in specific areas, while codes can set requirements for new construction to support EV charging. Parking ordinances address various aspects of EV charging, such as space readiness and usage requirements. Tampa's past and current public EV charging infrastructure is detailed in the table below.

## Key Findings and Recommendations

Adopt policies to encourage EV charging infrastructure with new developments

Identify high-demand areas for EV charging

Adopt consistent wayfinding language for EV charging stations

Develop partnerships with EV-related organizations to engage the local community and garner support for EV initiatives

EXISTING EV CHARGING STATIONS	
FACILITY NAME	COUNT
Centro Ybor Parking Garage	2
Fort Brooke Parking Garage	6
Palm Fernando Parking Garage	2
Pam Iorio Parking Garage	2
Tampa Convention Center Parking Garage	2
Twiggs Parking Garage	2
Whiting Street Parking Garage	None
William F. Poe Parking Garage	4

# Micromobility Traffic Monitoring Program Strategic Plan



The TDP Micromobility Traffic Monitoring Program Strategic Plan presents micromobility data collected at three locations around the City. The Plan addresses the need for obtaining micromobility traffic counts to make data-driven decisions about micromobility infrastructure and discusses the need for further data collection. Should the City choose, effective implementation strategies are also outlined.

## EXISTING EV CHARGING STATIONS

INTERSECTION	COUNTS AVERAGE
Jackson Street Cycle Track @ Marion Street	250 per day
City of Tampa Riverwalk @ West Fortune Street	2,500 per day
Selmon Greenway Trail @ Ashley Drive	40 per day

### Key Finding and Recommendation

Collect data on micromobility usage and incorporate data into the mobility decision-making process

# Imagine 2040: Tampa Comprehensive Plan



The Hillsborough County City-County Planning Commission's Imagine 2040: Tampa Comprehensive Plan represents Hillsborough County's first comprehensive master plan. The plan focuses on potential growth areas, predominantly located in Downtown and extending eastward towards Ybor City.

## Key Findings and Recommendations

Establish a comprehensive and affordable mass-transit system

Connect Westshore, Downtown, and the University of South Florida with Bus Rapid Transit (BRT)

Promote economic development through strategies that attract businesses and create job opportunities for residents



# Transforming Tampa's Tomorrow

Mayor Jane Castor’s Transportation Advisory Team created Transforming Tampa's Tomorrow to address Tampa’s transportation future. The Recommendations and Final Report focuses on developing a "world-class" transportation system through the development of a transportation plan for the next 30 years. This includes leveraging the "All for Transportation" surtax, modernizing and expanding Tampa’s streetcar system, prioritizing the design of complete streets throughout the City, and promoting parking policies that support transit, urban development, and affordable housing. The report stated that specific data-driven performance metrics for urban parking management should be developed, best practices should be identified and tested using a "City as a Lab" approach, and neighborhood engagement should be prioritized. The plan also seeks to increase awareness of and access to various multi-modal options such as bus and rail transit, micromobility, bicycle share, car share, walking, and driving by utilizing technology and wayfinding.



The plan aims to modernize the City's off-street parking requirements by promoting shared parking opportunities that consider proximity to transit facilities, land use, parking demand, and cost. Specific recommendations include evaluating minimum parking requirements for affordable housing developments to reduce housing costs, establishing maximum parking requirements, and considering eliminating parking requirements for downtown redevelopment projects. Additionally, a study will be initiated to reevaluate existing parking rates and explore rate structures to better align with strategic mobility goals.

## Key Findings and Recommendations

Develop data-driven performance metrics for urban parking management

Identify best practices and embrace a "City as a Lab" approach

Prioritize neighborhood engagement

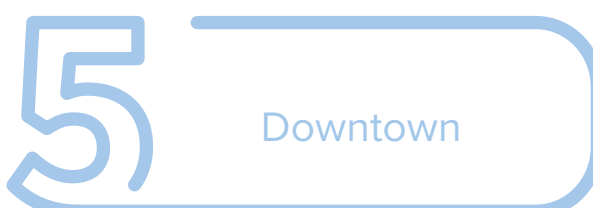
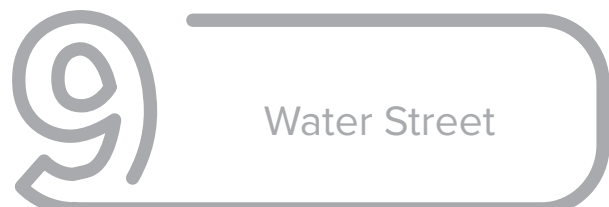
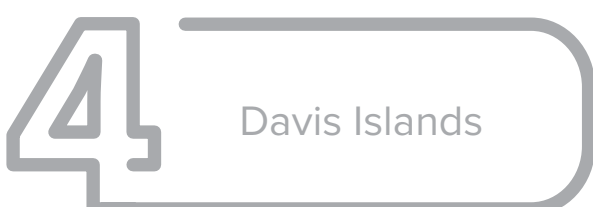
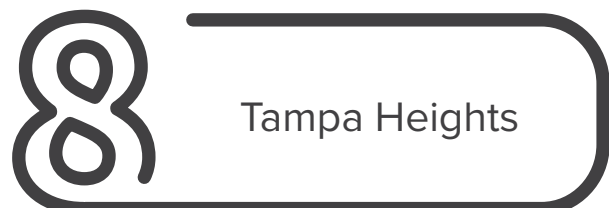
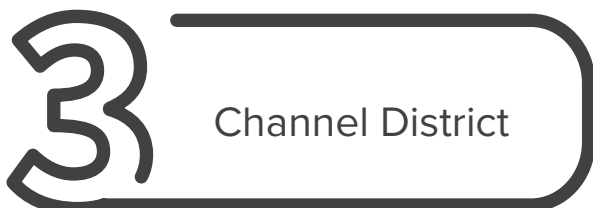
Support economic development by removing parking as a barrier to urban growth



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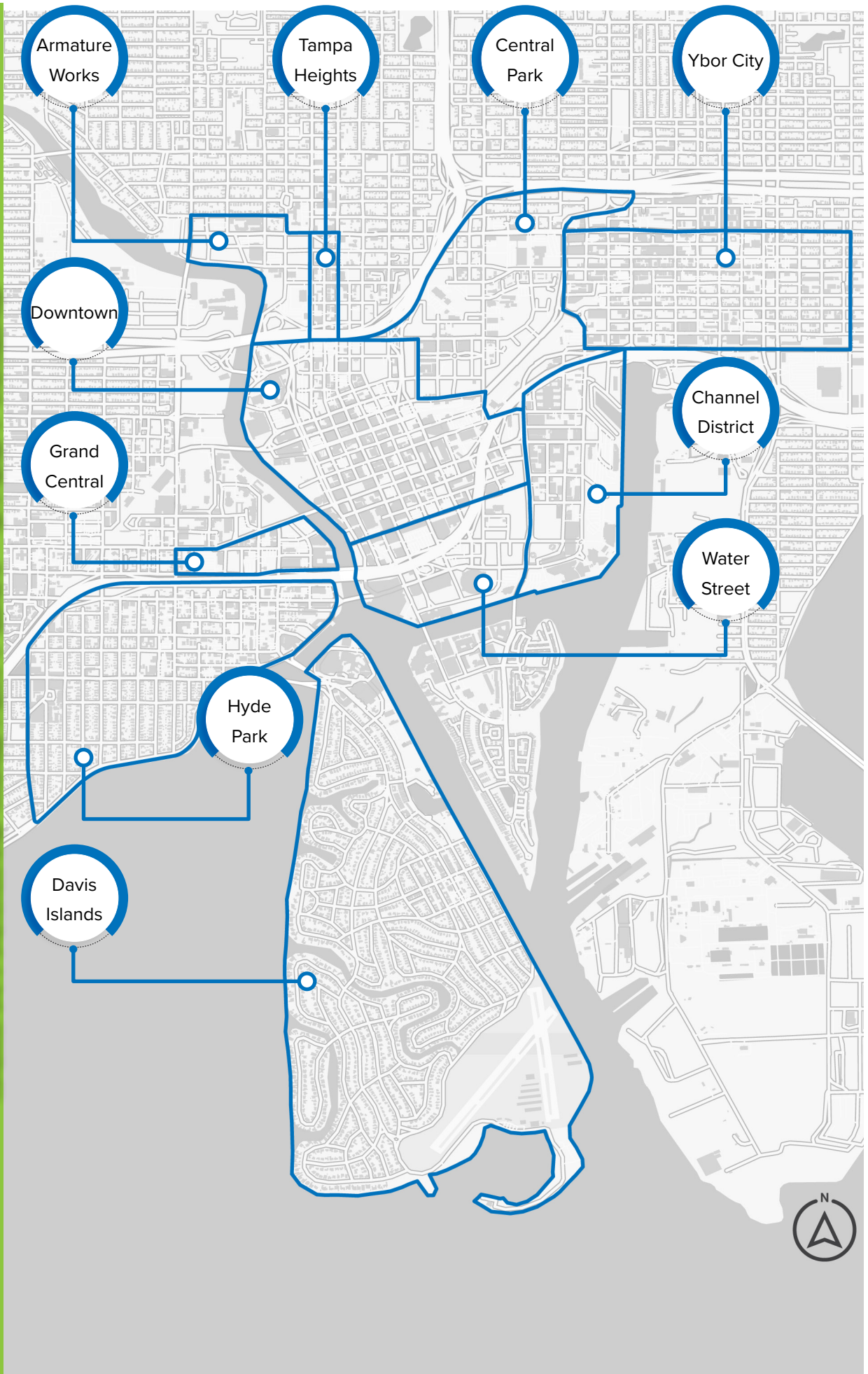
# DISTRICT PROFILES

The Parking Division is responsible for the operation of all City of Tampa owned or operated public parking. The services provided include managing off-street and on-street parking, overseeing the parking compliance and adjudication process, coordinating with major attractions for event parking, administering Residential Permit Parking programs, and shepherding micromobility throughout the city. Although the Parking Division's oversight extends throughout Tampa, this study focuses on parking and mobility system across ten Districts.





TAMPA PARKING MASTER PLAN - STUDY AREAS





Armature Works is a 73,000-square-foot mixed-use development located along the east side of the Hillsborough River near the current north terminus of the Tampa Riverwalk. Armature Works is the cornerstone of the Heights District redevelopment. Previously a streetcar storage and repair facility, Armature Works now offers a wide variety of activity and food options for residents and visitors alike. From yoga on the front lawn to family movie nights and concerts, Armature Works offers several events for all ages to enjoy throughout the year. A unique component of the Armature Works development is its access via the Hillsborough River, the local roadway network, and the Tampa Riverwalk.



### Public Parking in the District

Armature Works is one of the newer districts within the Parking Division's operation. There are 274 managed on-street parking spaces in this district, of which 250 are metered at \$2.00 per hour.

### Private Parking in the District

There is one private parking garage that allows public parking in the district. Additionally, the Armature Works development manages two paved and two unpaved surface lots for customers and visitors.

### Know Before You Go

Parking facilities in Armature Works offer paid parking via a mobile payment platform. Parking signage throughout Armature Works provides payment rates and hours of operation.





The Central Park District was once a thriving business and entertainment district serving primarily Black residents and entertainers. This district is located within the Central Park Community Redevelopment Area (CRA). Central Avenue was the hub of all community activities and was often the place where Black celebrities, musicians, and athletes spent time during their stays in the Tampa Bay area. The district has been revitalized after years of blight and non-investment. Currently, there are six housing developments in close proximity serving the youngest of residents to elderly populations. The major attractions in the Central Park District include Perry Harvey Sr. Park, St. James Community Center, and Meacham Urban Farm.



### Public Parking in the District

The Parking Division operates 52 on-street spaces within this district. Spaces are typically time limited with a 2-hour max.

### Private Parking in the District

The Parking Division has no off-street parking in this district. However, there are garages affixed to some of the high-density housing developments in the area that are restricted to residents and their guests.

### Know Before You Go

There is one loading zone and three ADA parking spaces in the Central Park District. Additionally, one privately owned off-street surface lot offers public daily, monthly and event parking.





Formerly an industrial and warehousing district, the Channel District is now home to some of Tampa’s most popular entertainment complexes and upscale developments. The Channel District, a Community Redevelopment Area (CRA) located east of Downtown Tampa along the Ybor Channel, has recently gone through a dramatic revitalization with the development of Sparkman Wharf. The development offers a unique waterfront entertainment experience with street food stands, restaurants, activities, shops, and open areas. The Channel District is also home to Port Tampa Bay, Florida’s largest seaport, and the Florida Aquarium. Additionally, the TECO streetcar has four stops in the Channel District.



### Public Parking in the District

Channel District is the newest addition to the Parking Division's operation. On-street parking was established in 2023 with 203 spaces, 195 of which are metered at \$2.00 per hour. This area also includes the city-operated Florida Aquarium Lot, a paid parking lot with a rate of \$5.00 per hour.

### Private Parking in the District

Private residential developments in this district provide off-street parking facilities for residents and guests.

### Know Before You Go

The Channel District's excellent access to the TECO streetcar makes it a prime location for parking in one location and exploring the city.





Located on the islands south of Downtown Tampa, Davis Islands is a mix of residential and retail areas surrounded by open, green space and waterfront views. Davis Islands, consistently ranked one of the best places to live in Florida, is end-capped by Tampa General Hospital at the north end and the Peter O. Knight Airport at the south end. There are two roadway access points to the islands, both on the north side of the island. The main corridors through Davis Islands, W Davis Boulevard and E Davis Boulevard, provide large sidewalks for pedestrians, several mid-block crossings, and buffered bike lanes for bicyclists. Along the corridors, several small shops and restaurants are available and are surrounded by residential uses, providing a residential neighborhood feel despite being adjacent to Downtown Tampa.



### **Parking in the District**

The Parking Division manages 186 on-street parking spaces on Davis Islands. Of which, there are 177 unmetered and 9 metered spaces. Metered spaces have a rate of \$2.00 per hour.

### **Private Parking in the District**

A large parking garage to support Tampa General Hospital is located in the northern section of Davis Islands.

### **Know Before You Go**

Finding available on-street parking on Davis Island can be challenging. Employees from Tampa General Hospital typically use parking spaces on residential streets, making it difficult for residents to find parking. Additionally, commercial areas have limited metered parking, decreasing the Parking Division's ability to manage parking effectively.





Downtown Tampa, or the Central Business District, is home to several large institutions and residential towers. Major destinations in Downtown Tampa include several large financial centers, the Glazer’s Children’s Museum, Straz Center for the Performing Arts, Tampa Bay History Center, Tampa Museum of Art, Tampa Theater, and University of South Florida. Downtown Tampa is bounded by Hillsborough River to the west with direct access to the Tampa Riverwalk. The Tampa Riverwalk is a 2.6-mile multi-use path that connects the Tampa Heights District to the north of Downtown and the Channel District to the east-southeast. The Downtown area is most active during weekday business hours and during evening and weekend events such as Tampa Bay Lightning games at Amalie Arena, plays and shows at the Straz Center, and community festivals and concerts at Curtis Hixon Park.



### **Public Parking in the District**

The Parking Division manages multiple public off-street parking garages, surface lots, and on-street spaces in Downtown Tampa.

### **Private Parking in the District**

Downtown Tampa has many privately owned parking facilities, but many of these are restricted to tenants & owners of respective buildings.

### **Know Before You Go**

Parking on-street is available for a variety of uses including motorcycles, ADA parking spaces, loading zones, and freight pickup.





Grand Central is located west of Downtown Tampa along the west side of the Hillsborough River. The Grand Central area includes high-density multi-family dwelling developments. The greatest draw to this district is Oxford Exchange which includes a restaurant, a curated shop of local and global goods, and a bookstore. The district's proximity to the University of Tampa creates increased pedestrian and micromobility traffic, especially during the weekends.



### Parking in the District

The Grand Central area has 226 on-street parking spaces managed by the Parking Division. These spaces are metered at \$2.00 per hour. The Division does not offer any off-street parking facilities in this district.

### Private Parking in the District

The district includes three privately owned garages and a privately owned surface lot, which are publicly accessible at a cost.

### Know Before You Go

The Oxford Exchange has no on-site parking, be sure to check their website for up-to-date parking recommendations before your visit.





Hyde Park is an upscale area located southwest of Downtown Tampa and West of the Hillsborough River. Hyde Park Village is the major attractor within this area due to its dining options, unique shops, and open space for community events. The University of Tampa is proximate to Hyde Park, which draws crowds to South Howard Avenue (SoHo) to experience the nightlife. Bounded by Bayshore Boulevard to the south, Hyde Park draws outdoor enthusiasts seeking to enjoy the view of Hillsborough Bay and use nearby pedestrian and bicycle-friendly facilities.



### Public Parking in the District

The Parking Division operates 153 on-street parking spaces in Hyde Park. In Hyde Park Village, public parking is provided across 46 on-street parking spaces. The Parking Division also manages a small off-street parking Lot at the Bayshore Marina.

### Private Parking in the District

Privately owned and operated off-street parking facilities, such as the Village Parking garages, provide additional parking for patrons and visitors.

### Know Before You Go

On-street parking is available for a variety of uses, including short-term delivery and pick-up and freight-only.





The Tampa Heights neighborhood is a historic area with a dynamic past which has been revitalized over the last several decades. Tampa Heights is located north of Downtown Tampa along the Franklin Street corridor, and has experienced increased commercial activity in the area over the past 5 to 10 years, despite the COVID-19 pandemic. Tampa Heights has unique placemaking features with murals and a painted intersection and is adjacent to Armature Works.



### Public Parking in the District

The Parking Division operates one off-street parking facility reserved for library staff and 122 on-street parking spaces in Tampa Heights serving a variety of uses. The on-street spaces are currently unmetered and therefore generate limited parking turnover and do not generate revenue for the Division.

### Private Parking in the District

Private parking in this district is provided by businesses.

### Know Before You Go

On-street parking is available for a variety of uses, including ADA spaces, short-term delivery and pick-up, and motorcycle parking.





Water Street Tampa is a relatively new development near the Channel and Downtown districts. The area boasts with luxury high-rise, multi-family residential condos and apartments, world-class hotels and office spaces, and high-end restaurants and shops. Construction of this redevelopment project began in 2016, with Phase 1 of the project completed in January 2023. Water Street is located near the Channel District TECO Streetcar stop and provides micromobility options for first and last-mile connections. This district is frequently activated by monthly local markets, and larger scale events at the Amalie Arena and Tampa Convention Center. Events hosted at these two venues often bring greatly enhanced demand and stress on parking assets in and near the district.



### **Parking in the District**

Three city-operated parking garages (Tampa Convention Center, Pam Iorio, and Whiting Street) accommodate large-scale events at Amalie Arena and the Tampa Convention Center, along with a fourth parking garage located just outside the district, the Fort Brooke Garage. On-street parking serves customers' and visitors' short-term parking needs.

### **Private Parking in the District**

Three private garages and 11 private surface parking lots are available in Water Street. Two of the garages offer hourly paid parking to the public.

### **Know Before You Go**

City-operated garages in the area operate with flat-rate event pricing on event days.





Ybor City is a National Historic Landmark District located northeast of Downtown Tampa. This historic area was one of the first settlements of Cuban immigrants in the Tampa Bay area. The Cuban origins, as well as German, Italian, and other immigrant influences on Ybor City, can be felt today through the remaining cigar factories, architecture, and neighborhood stores and restaurants of the past. Ybor City is characterized by Cuban, Asian, and European culture, brick streets, and lively nightlife. The main corridor through Ybor, East 7th Avenue, transforms from cafes and fresh markets by day to a popular hub for nightlife. In 1988, Ybor City became a CRA, spurring redevelopment and rehabilitation of the district. Similar to the development occurring throughout Tampa, several multi-family developments are currently under construction, often abutting smaller residential lots.



### **Parking in the District**

The Division operates two parking garages, three surface lots, and 613 on-street parking spaces in Ybor City. Approximately 530 are metered spaces at a rate of \$2.00 per hour.

### **Private Parking in the District**

Six surface lots are owned by Hillsborough Community College (HCC) and managed by the Parking Division.

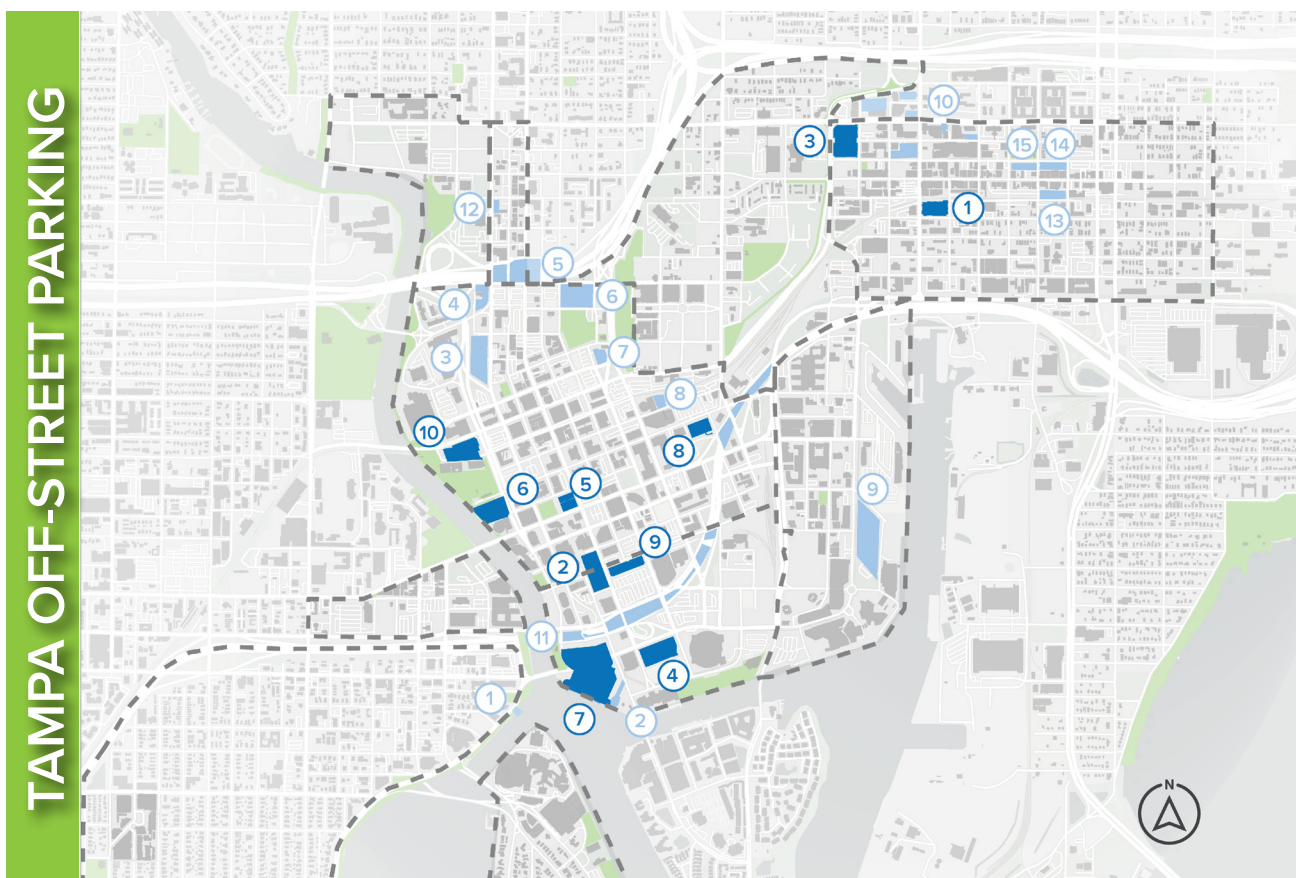
### **Know Before You Go**

The TECO Streetcar has four stops in Ybor City, and has experienced record ridership and overall increased support post-COVID-19 pandemic.

# STATE OF THE SYSTEM

## OFF-STREET SYSTEM SUMMARY

The City of Tampa's off-street parking system consists of over 12,500 parking spaces. Parking spaces are provided across 9 parking garages (9,428 spaces) and 32 surface parking lots (3,083 spaces). These off-street facilities are intended to provide long-term parking for employees, residents, and visitors. Each of Tampa's parking assets play a crucial role in supporting economic development. The off-street parking facilities detailed below help showcase diverse users and the impact each facility has on the City of Tampa.



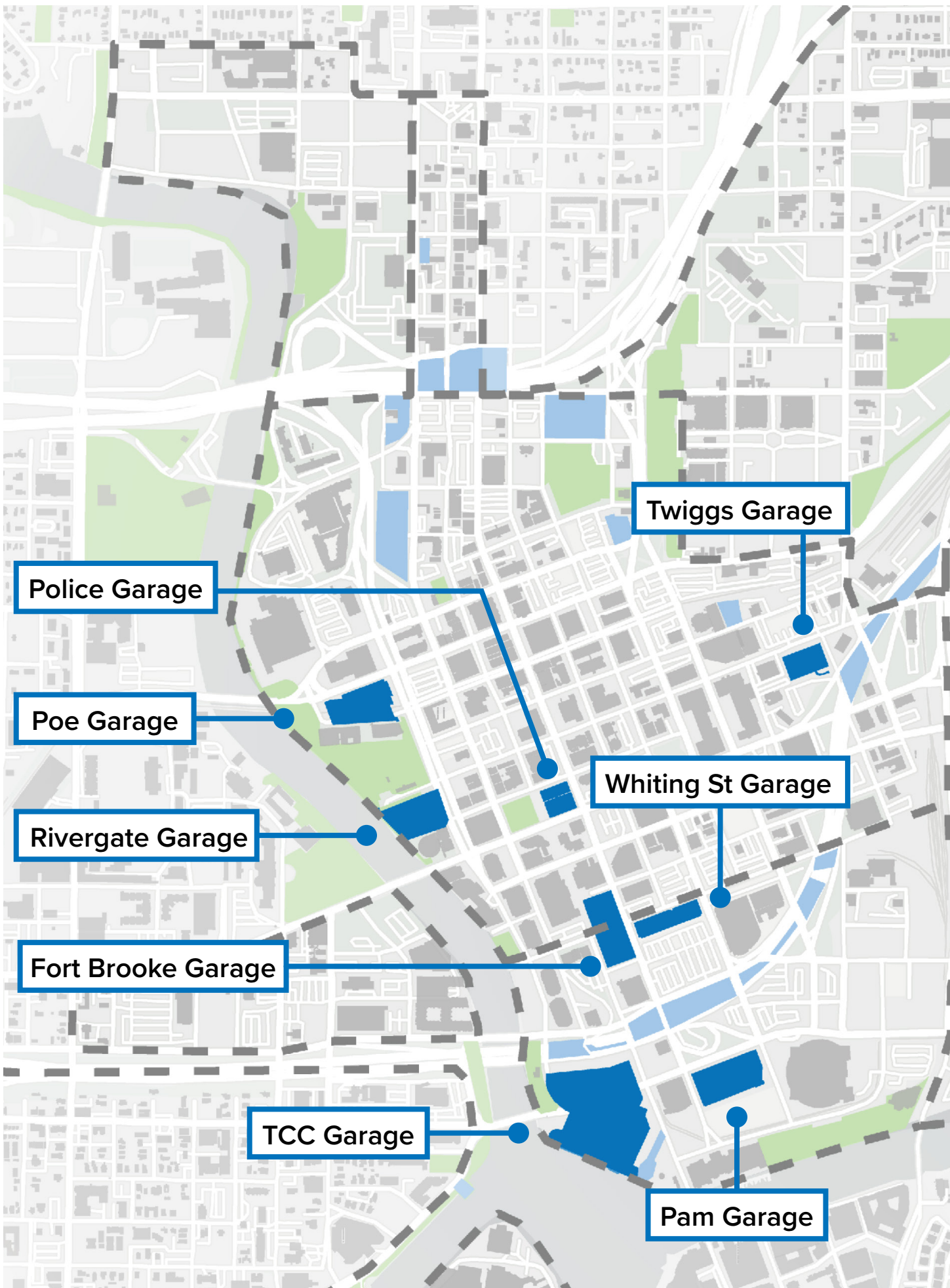
## SURFACE LOT INVENTORY

NUMBER	LOT GROUP	LOT NAME	SPACES
1	Downtown	Bayshore Marina Lot	11
2	Downtown	TCC Front Drive	38
3	Downtown	Regional-Royal Lot	309
4	Downtown	1420 Lot	95
5	Downtown	Interstate Lots	134
6	Downtown	Scott Street Lot	311
7	Downtown	Pierce Street Lot	54
8	Downtown	Zack Street Lot	43
9	Florida Aquarium	Florida Aquarium Lot	482
10	HCC Ybor	HCC Ybor Lots	327
11	Selmon Lots	Selmon Expressway Lots	327
12	Tampa Heights	Library Lot	49
13	Ybor City	Ybor Lot 3	68
14	Ybor City	Ybor Lot 5	72
15	Ybor City	Ybor Lot 6	73

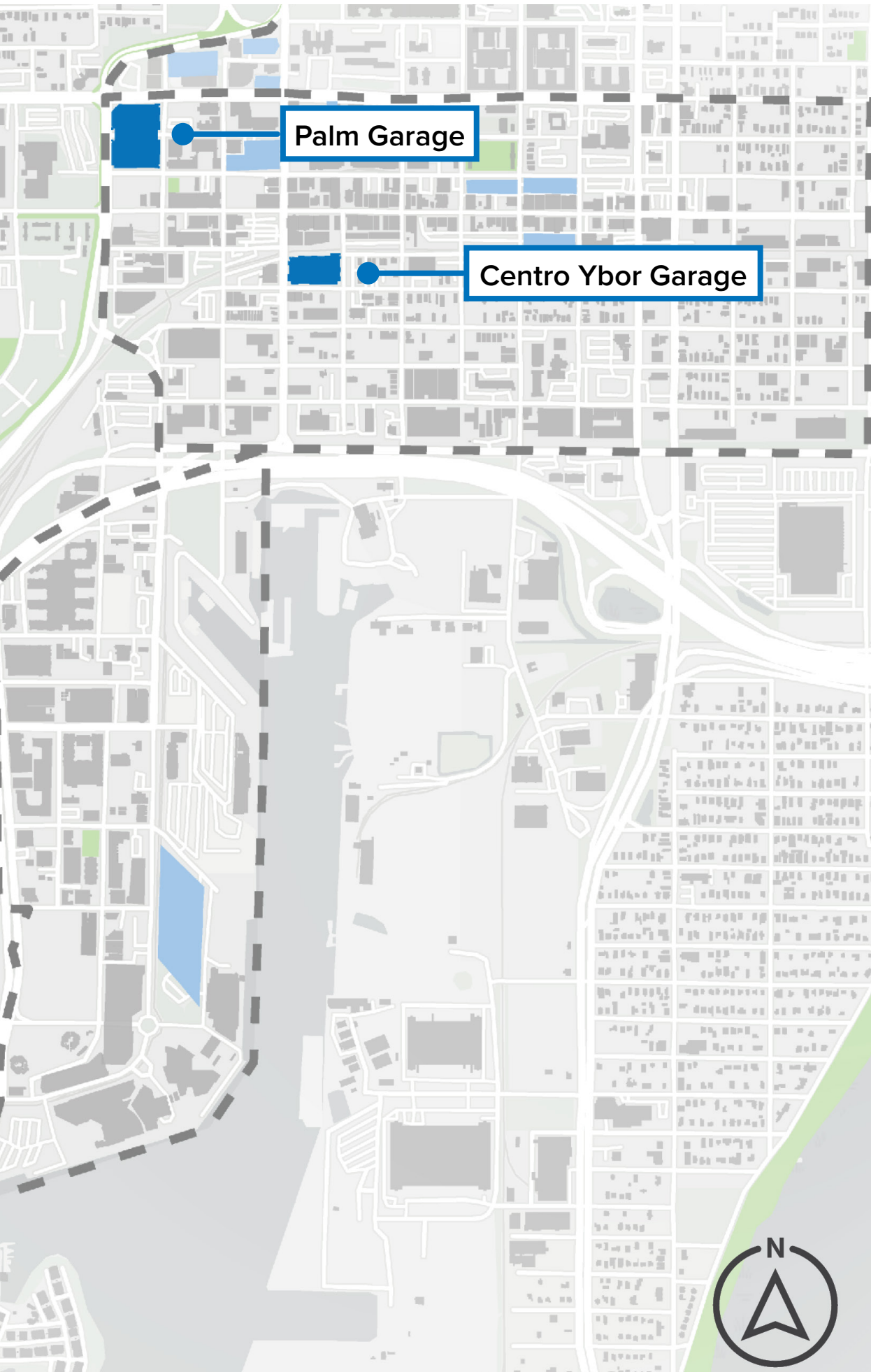
## PARKING GARAGE INVENTORY

NUMBER	FACILITY NAME	SPACES
1	Centro Ybor Parking Garage	1,170
2	Fort Brooke Parking Garage	2,548
3	Palm Fernando Parking Garage	1,249
4	Pam Iorio Parking Garage	1,463
5	Police Parking Garage	281
6	Rivergate Tower Garage	300
7	Tampa Convention Center Parking Garage	454
8	Twiggs Parking Garage	851
9	Whiting Parking Garage	490
10	William F. Poe Parking Garage	922









# TAMPA OFF-STREET PARKING

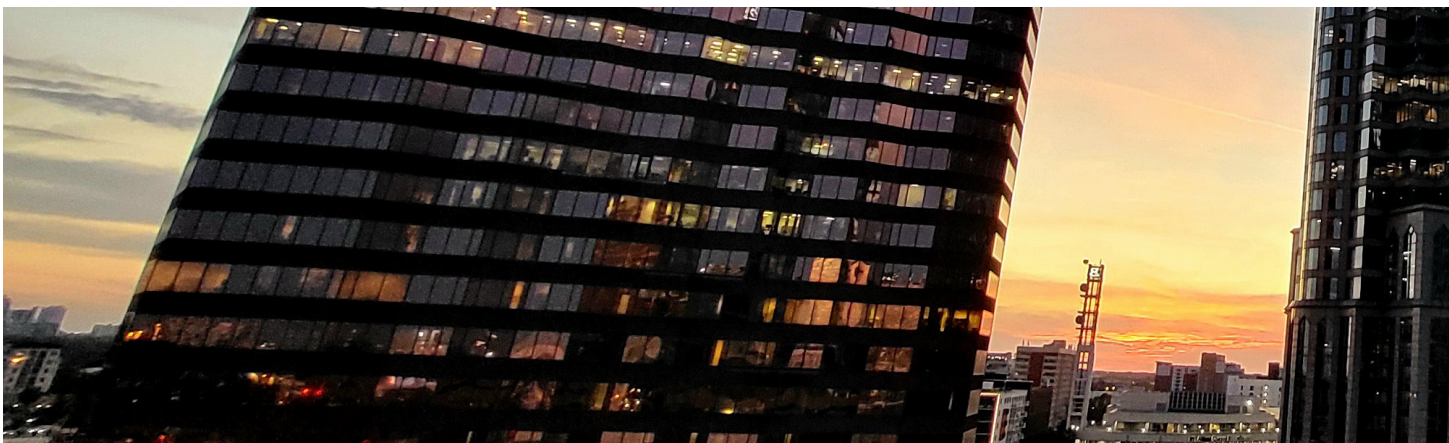
## SURFACE PARKING LOT SUMMARY

The City of Tampa operates 32 surface parking lots mostly centered around Tampa’s Downtown and Ybor City districts. These lots are comprised of 3,083 spaces and consist of transient-only facilities, monthly permit-only, and a combination of transient and monthly permit parking facilities.

### Surface Lot Transient Parking

Hourly pricing for Tampa’s surface lots range from free to \$3.00 per hour, with a maximum daily rate of \$12.00. Parking at the Florida Aquarium is \$5.00 per hour, with no daily maximum. A detailing of the surface lot hourly and daily rates is below.

SURFACE LOTS HOURLY AND DAILY RATES				
LOT NAME	1ST HR.	2ND HR.	ADDITIONAL HR.	DAILY MAX
Bayshore Marina Lot	\$3.00	\$3.00	\$3.00	N/A
Ben T. Davis Beach Lot	\$1.00	\$2.00	\$2.00	\$12.00
Florida Aquarium Lot	\$5.00	\$5.00	\$5.00	N/A
HCC Ybor Lots	\$3.00	\$3.00	\$3.00	N/A
Regional-Royal Lot	\$1.00	\$2.00	\$2.00	\$12.00
Scott Street Lot	\$1.00	\$2.00	\$2.00	\$12.00
Selmon Expressway Lots	\$1.00	\$2.00	\$2.00	\$12.00
TCC Front Drive	\$3.00	\$3.00	\$3.00	N/A
Ybor City Lots	\$0.00	\$0.00	\$2.00	\$12.00



## Surface Lot Monthly Parking

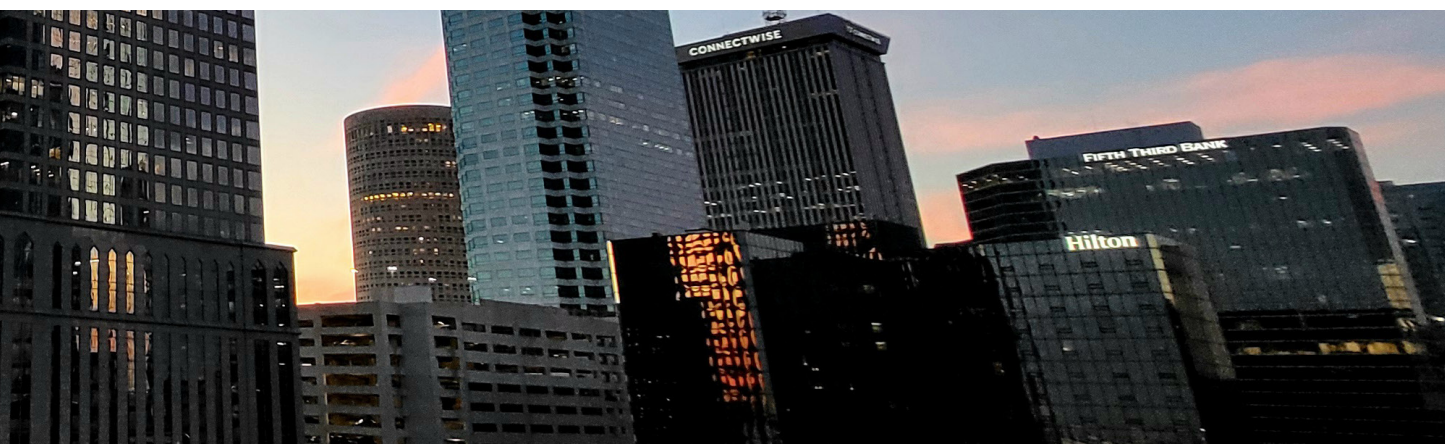
Monthly parking is provided in Tampa-operated surface lots through restricted and unrestricted permits. Restricted permits limit the hours a permit holder can park in a surface lot, whereas unrestricted permits provide unlimited access to a permit holder. A detailing of the surface lot monthly permit types and rates is provided below.

SURFACE LOTS MONTHLY PERMIT TYPES AND RATES			
LOT NAME	6AM-6PM M-F	RESTRICTED	UNRESTRICTED
1420 Lot	N/A	\$38.72	\$48.22
Interstate Lots	N/A	\$38.72	\$48.22
Pierce Street	\$37.43	N/A	N/A
Regional-Royal Lot	N/A	\$38.72	N/A
Scott Street Lot	N/A	N/A	\$40.18
Selmon Expressway Lots	\$47.84	N/A	N/A
Ybor Lots 3, 5, and 6	N/A	N/A	N/A
Zack Street Lot	\$45.75	N/A	N/A

### *Surface Lot Management*

Surface lots are managed using a combination of software and hardware technology. Surface lots that offer hourly and daily parking allow customers to pay for parking using mobile applications or on-site pay stations. Monthly permit holders can purchase permits online or in-person.

Parking compliance is monitored at surface lots using mobile license plate recognition technology to evaluate user access rights, permit restrictions, and compliance to hourly, daily, and restricted permit time limits.





## PARKING GARAGE SUMMARY

Tampa's parking garage system offers a seamless and convenient parking experience for both residents and visitors. With 24/7 accessibility, contactless payment solutions, and efficient pay-on-foot stations at all facilities, finding a parking spot is easy and hassle-free. The City's system includes a total of 9 garages, of which 8 are open to the public. These public garages are comprised of 9,428 spaces and offer convenient access to employment centers and destinations throughout the Downtown and Ybor City Districts. Eight of the parking garages managed by the Parking Division are open to the public. The Parking Division also leases the Rivergate Parking Garage to a third party, which provides 300 additional parking spaces.



Centro Ybor Garage



Fernando Noriega Jr.,  
Palm Avenue Garage



Fort Brooke  
Garage



Pam Iorio Garage



Police Garage



Tampa Convention  
Center Garage



Twiggs Garage



Whiting Street Garage



William F. Poe Garage

## AREAS FOR IMPROVEMENT

### Revenue Control Policies & Procedures

Modernizing revenue control policies can help to minimize the likelihood of leakage in Tampa operated parking facilities. System wide policies and procedures must be flexible enough to meet the needs of varying operational complexities. Combined with advanced technology solutions, such as Parking Guidance Systems, updated policies can increase revenue control tracking.

### Effective Use of Technology

In an ideal future state, garages will incorporate updated equipment and live data to enhance accuracy and granularity, allowing Tampa to have a comprehensive view of its facilities. Potential equipment upgrades across the City's portfolio include: License Plate Recognition (LPR), Parking Guidance Systems (PGS), QR Code Scanners, and 2-Way Video Intercoms.

### Facilities Maintenance Programs

The current state of the parking facilities reveal signs of significant structural decline, marked by visible wear and tear that demand immediate attention. Areas with water pooling not only compromise the integrity of the surfaces in garages but also pose safety hazards for pedestrians. Cracks in pavement and walls are evident in multiple facilities and, if left unaddressed, can exacerbate into more extensive damage, negatively impacting the overall functionality of the facility.

### Safety

Addressing safety concerns is critical to enhancing Tampa's public parking system. Aligning with industry standards related to suicide prevention, preventing the use of parking facilities by non-parkers, and mitigating the potential for unsafe driving on the top level of parking garages can help to address real and perceived safety concerns. Additionally, ensuring technology is up to date and in good repair can increase Tampa's responsiveness to safety concerns.

### Positive Customer Service Programs

Ensuring continuous attention to the parking facilities through a well-defined critical path maintenance strategy helps ensure professionalism and long-term profitability of these assets. Maintenance refreshes, including painting and signage, are ongoing improvements and should be factored into financial budgets, recognizing that systematic and proactive maintenance is an investment in the sustained functionality and aesthetics of public parking facilities.

### Financial Reporting, Planning, Budgeting

All parking facilities in the City's portfolio offer below market rates for parking. This creates a perception of a lack of parking in the city center despite presence of ample parking. Additionally, these low rates negatively impact the Division's profitability. Installation of EV charging stations can make City surface lots and garages a destination to electric vehicle users. Increasing the attractiveness of ground retail can help to enhance the pedestrian experience.





## Site Overview

Centro Ybor Garage (Centro Garage) is one of two garages in the Ybor District. Centro is located close to the center of this district, at 1500 East Fifth Avenue, and provides over 1,100 parking spaces for monthly and transient customers. Originally constructed in 2000, Centro Garage is approximately 24 years old. This garage has six parking levels and is one of the main off-street parking facilities for workers and visitors patronizing the many shops, restaurants, and bars along 7th Ave, along with many nightlife activities available in the area. Centro Garage offers electric vehicle charging opportunities via two Level 2 EV charging ports that are publicly available and free of charge to garage patrons. Centro Garage offers multiple access points to public transportation as outlined in Key Features and Amenities.

## Know Before You Go





## Key Features and Amenities

- Bus Access: Route 8
- EV Charging Stations: Two stations on site
- Streetcar Access: Centro Ybor Station (#2), Streetcar Society Station, Cadrecha Plaza Station, and Ybor City Centennial Park Station

Centro Garage incorporates consistent signage near elevator bays and stairs, along with themed levels, to create a sense of place and local influence in the facility. The Division should allocate funds toward increasing custom signage such as those found at Centro Garage across the portfolio.



## Repairs and Maintenance

The last structural analysis of the Centro Ybor garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Centro Ybor garage is currently estimated at over \$1.40M:

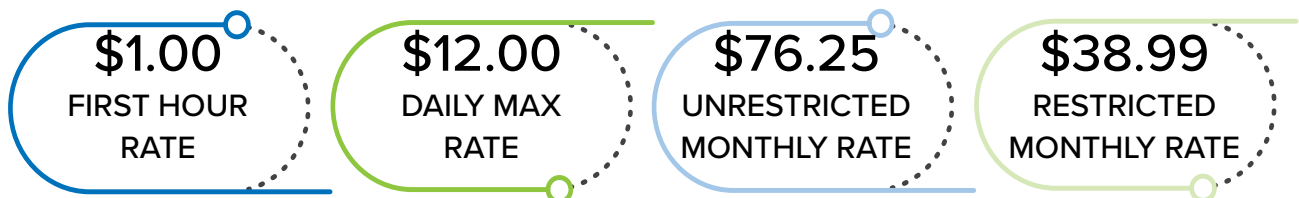
Repair Category	Priority Level		
	High	Medium	Low
Structural	\$23,800	\$30,600	\$16,150
Waterproofing	\$5,950	\$2,550	\$47,328
Operational	-	\$1,128,800	\$35,700
Aesthetic	-	\$92,208	\$14,620
<b>Subtotal</b>	<b>\$29,750</b>	<b>\$1,254,158</b>	<b>\$113,798</b>
<b>TOTAL</b>		<b>\$1,397,706</b>	



## Site Overview

The Fernando Noriega, Jr. Palm Avenue Parking Garage (Palm Avenue Garage) is located on the west side of Ybor City at 2010 North 13th Street. While this garage has four parking levels and covers two city blocks with over 1,200 parking spaces, only 667 spaces are available to the public for daily and monthly parking. Originally constructed in 2002, Palm Avenue Garage is approximately 22 years old. Only the south block of the garage is accessible to public customers as the north block of the garage is dedicated to Hillsborough Community College (HCC) for student parking. This garage provides access to the HCC Ybor Campus and the west side of the Ybor City Historic District. The Palm garage also provides customers on the south block with EV charging opportunities at no extra cost, and operates as a 24/7 parking facility, allowing parkers to access the facility during business days and weekends.

## Know Before You Go





## Key Features & Amenities

- Bus Access: Routes 9 and 12
- EV Charging Stations: Two stations on site
- Streetcar Access: Cadrecha Plaza Station (#4)



## Repairs and Maintenance

The last structural analysis of the Palm Avenue garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Palm Avenue garage is currently estimated at over \$1.38M:

Repair Category	Priority Level		
	High	Medium	Low
Structural	\$4,250	\$19,890	\$1,700
Waterproofing	\$850	\$10,455	-
Operational	-	\$1,214,140	\$10,200
Aesthetic	-	\$88,400	\$25,500
<b>Subtotal</b>	<b>\$5,100</b>	<b>\$1,332,885</b>	<b>\$37,400</b>
<b>TOTAL</b>		<b>\$1,375,385</b>	

As one of Tampa's newer facilities, immediate investment into the Palm Avenue garage is warranted to ensure its structural integrity and long-term functionality. The Palm Avenue garage experiences flooding during heavy rains, which can deteriorate the facility over time. The Parking Division needs to dedicate funds to address outstanding maintenance and repairs in the next two years.

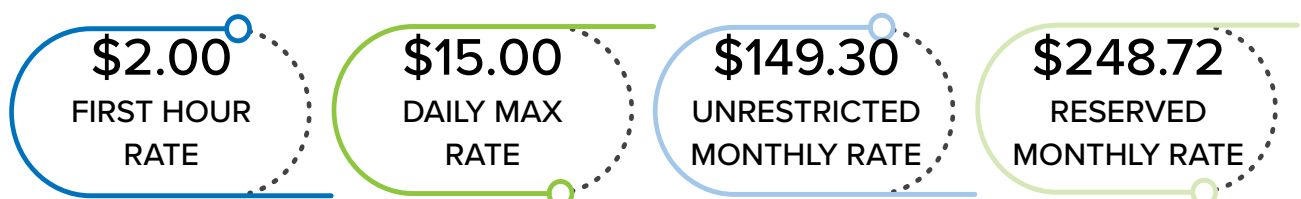


## Site Overview

Located at 107 North Franklin Street, the Fort Brooke Garage (Fort Brooke) is the Parking Division's largest facility, spanning 10 parking levels and two city blocks, providing over 2,500 parking spaces for monthly and transient customers. Originally constructed in 1982, the Fort Brooke Garage is approximately 42 years old. The facility offers six EV charging ports at no extra cost and features a pedestrian bridge on the third floor for convenient access to the One Tampa City Center Building and the Hilton Hotel. Serving as the primary parking hub for downtown, Fort Brooke accommodates employees, patrons, and major events like Gasparilla, Boom by the Bay, Amalie Arena activities, and conferences at the Tampa Convention Center.

Beyond its role in the downtown landscape, Fort Brooke offers access to city attractions, including a 0.2-mile walk (approximately 5 minutes) to the Tampa Riverwalk or Tampa Convention Center, and less than a half-mile (10 minute) walk to Amalie Arena. Additionally, it is linked to the TECO Streetcar Downtown Tampa Station for transit to Water Street, Channel District, and Ybor.

## Know Before You Go





## Key Features and Amenities

- Bicycle Parking: Provided on-site
- Bus Access: Routes 1, 9, 19, 24, 25, 30, 100, and 360
- EV Charging Stations: Six stations on site
- Streetcar Access: Downtown Tampa Station
- Ground-level Retail

The Fort Brooke garage incorporates painted elevator bays and color coordinated levels to help users locate their car when returning to the facility. Although these colors are carried into the elevators and are present on buttons, these features could use further enhancement.



Fort Brooke Elevator Bay



Color Designated Parking Levels

## Repairs and Maintenance

The last structural analysis of the Fort Brooke garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Fort Brooke garage is currently estimated at over \$3.72M:

Repair Category	High	Medium	Low
Structural	\$11,900	\$750,550	\$850
Waterproofing	\$3,400	-	-
Operational	-	\$453,900	\$10,200
Aesthetic	-	\$2,492,200	\$1,700
<b>Subtotal</b>	<b>\$15,300</b>	<b>\$3,696,650</b>	<b>\$12,750</b>
<b>TOTAL</b>		<b>\$3,724,700</b>	

As an aged parking facility, immediate investment into the Fort Brooke garage is warranted to ensure its structural integrity and long-term functionality. The Parking Division needs to dedicate funds to address outstanding maintenance and repairs in the next two years.

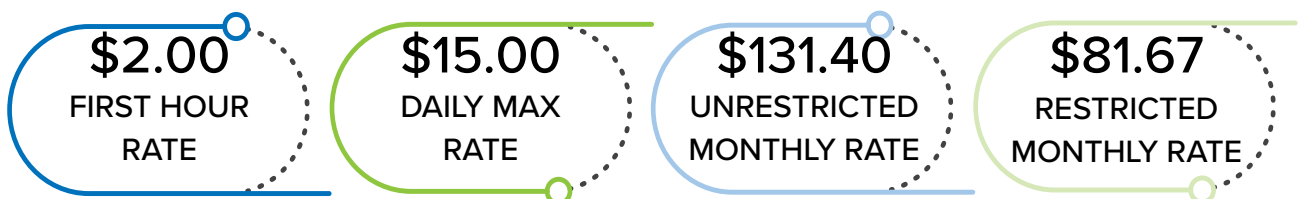


## Site Overview

The Pam Iorio Garage (Pam Garage) is located at 301 Channelside Drive immediately west of Amalie Arena and provides 1,463 parking spaces. Originally constructed in 1996, the Pam Garage is approximately 28 years old. Due to existing agreements, the Parking Division only has the operation of 1,050 of the spaces within the garage. An existing agreement with Tampa Sports Authority (TSA)/Amalie Arena guarantees 900 spaces to TSA during Arena events for VIP patrons at no charge. Several sections of this garage are restricted from public use and dedicated to the nearby Marriott Hotel for valet parking.

Pam Garage provides customers with access to the TECO Streetcar via the Dick Greco Plaza Station or HSBC Station, both a minute's walk from the garage. There is also nearby access to the seasonal Cross Bay Ferry station at the Tampa Convention Center. This garage location also affords customers quick access the Tampa Riverwalk. Pam Garage provides two Level 2 EV charging stations that are currently available to customers at no additional fee.

## Know Before You Go





## Key Features and Amenities

- Bicycle Parking: Provided on-site
- Bus Access: Route 19
- EV Charging Stations: Two stations on site
- Streetcar Access: Dick Greco Plaza

Bicycle parking facilities are located at the entrance to Pam Garage in a highly-visible and accessible location. This makes a positive impression on users of the facility and encourages the use of alternate modes of transportation.

## Repairs and Maintenance

The last structural analysis of the Pam Iorio garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Pam Iorio garage is currently estimated at over \$1.02M:

Repair Category	Priority Level		
	High	Medium	Low
Structural	\$8,500	\$164,050	\$9,350
Waterproofing	\$1,700	-	-
Operational	-	\$442,000	\$51,000
Aesthetic	-	\$323,850	\$19,550
<b>Subtotal</b>	<b>\$10,200</b>	<b>\$929,900</b>	<b>\$79,900</b>
<b>TOTAL</b>	<b>\$1,020,000</b>		

As the primary public parking facility for the Amalie Arena, the Pam Iorio Garage should incorporate enhanced signage and wayfinding graphics at elevator bays, stairwells, and in key pedestrian-oriented locations.



**Southeast Elevator Bay**



**Northwest Elevator Bay**



## Site Overview

The Police Parking Garage (Police Garage) is the City's only private access parking garage with neither transient nor monthly public access, located in the heart of Tampa's Central Business District (CBD) at 302 East Kennedy Boulevard. The Police Garage provides 281 parking spaces for police and other City vehicles only. The Police Garage operates as a gated parking facility. The garage offers convenient access to Downtown Tampa for the City's police force and other supporting organizations. The Police Garage is 24 years old.

The Police Garage offers ground floor retail space currently activated by a restaurant, whose business provides services for the many workers and visitors in the heart of Downtown Tampa.





## Key Features and Amenities

- This facility is not open to the public.



## Repairs and Maintenance

The last structural analysis of the Police garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Police garage is currently estimated at over \$250K:

Repair Category	Priority Level		
	High	Medium	Low
Structural	\$5,950	\$27,200	-
Waterproofing	\$850	-	-
Operational	-	\$184,450	\$20,400
Aesthetic	-	-	\$12,070
<b>Subtotal</b>	<b>\$6,800</b>	<b>\$211,650</b>	<b>\$32,470</b>
<b>TOTAL</b>	<b>\$250,920</b>		



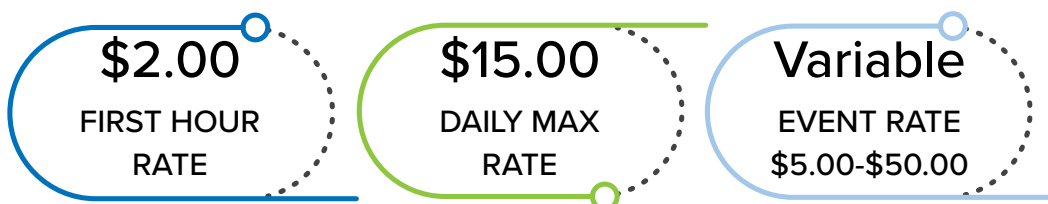
# TAMPA CONVENTION CENTER GARAGE

## Site Overview

The Tampa Convention Center Parking Garage (TCC Garage), one of the Parking Division’s smallest garages, is located at 141 East Brorein Street. This facility provides 454 parking spaces for patrons of events and conferences at the Tampa Convention Center. TCC garage is 35 years old. This facility is used for daily transient and event parking and is one of two City garages that allow customers a frictionless parking experience, enabling the ability to pay for parking using any one of four mobile payment applications.

The TCC Garage provides convenient access to the Tampa Convention Center and the Tampa Riverwalk as well as multiple transit opportunities. Individuals wishing to visit Ybor or Water Street for a unique lunch or dinner opportunity can hop on the TECO Streetcar at the Dick Greco Station across the street from the garage, the seasonal Cross Bay Ferry station is also across the street from the Convention Center.

## Know Before You Go



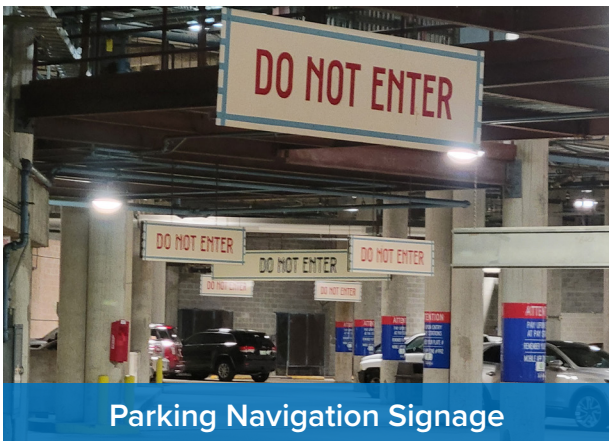


## Key Features and Amenities

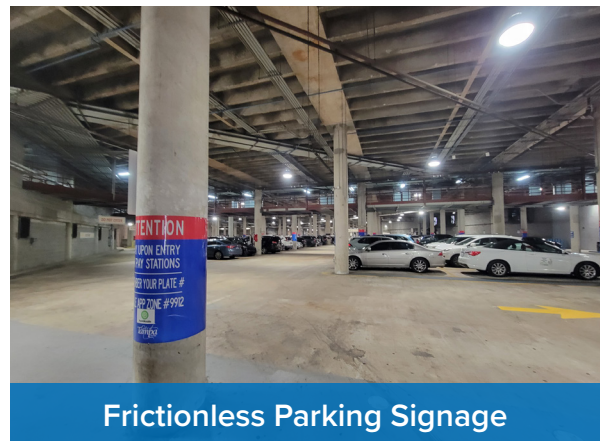
- Bicycle Parking: Provided on-site
- Bus Access: Route 19
- EV Charging Stations: Two stations on site
- Streetcar Access: Cadrecha Plaza Station (#4)

Although the TCC Garage benefits from consistent signage, the signage is often excessive. Overwhelming visual information can lead to confusion and hinder navigation, creating a less user-friendly environment. Striking a balance by minimizing unnecessary signage while ensuring clarity is crucial to optimizing the customer experience within the TCC Garage.

Users of the TCC Garage benefit from the positive effects of a frictionless environment. Decreased egress times, easier and diverse payment options, and remote extension of parking sessions set frictionless facilities apart from their gated counterparts.



Parking Navigation Signage



Frictionless Parking Signage

## Repairs and Maintenance

The last structural analysis of the TCC garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the TCC garage is currently estimated at approximately \$46K:

Repair Category	Priority Level		
	High	Medium	Low
Structural	\$3,400	\$34,748	-
Waterproofing	\$850	-	\$5,100
Operational	-	\$1,870	-
Aesthetic	-	-	-
<b>Subtotal</b>	<b>\$4,250</b>	<b>\$36,618</b>	<b>\$5,100</b>
<b>TOTAL</b>	<b>\$45,968</b>		

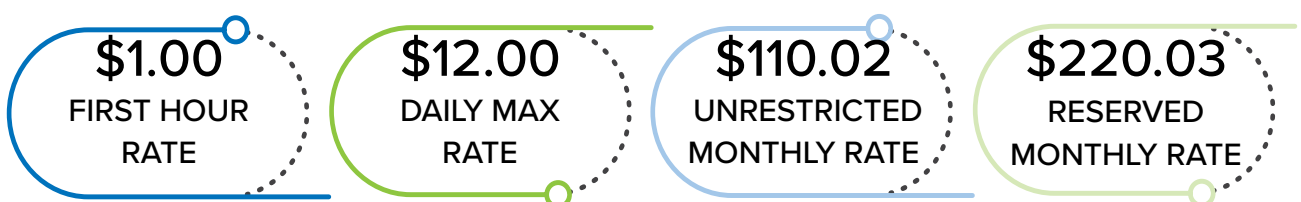


# TWIGGS GARAGE

The Twiggs Parking Garage (Twiggs Garage) is located on the east side of Tampa’s Downtown at 901 East Twiggs Street and provides 851 parking spaces which primarily serve the Tampa Union Station and Hillsborough County government offices. The Twiggs Garage was constructed in 1974 and is approximately 50 years old. Tampa Union Station services Amtrak route Silver Star, and many jurors park at this facility when headed to the Hillsborough County Courthouse. Jurors can get their parking validated at the Twiggs Garage.



## Know Before You Go





## Key Features and Amenities

- Bicycle Parking: Provided on-site
- Bus Access: Routes 360, 400
- EV Charging Stations: Two stations on site



## Repairs and Maintenance

The last structural analysis of the Twiggs garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Twiggs garage is currently estimated at over \$1.43M:

Repair Category	Priority Level		
	High	Medium	Low
Structural	\$21,250	\$331,500	-
Waterproofing	-	-	\$58,650
Operational	-	\$426,190	-
Aesthetic	-	\$581,400	\$13,600
<b>Subtotal</b>	<b>\$21,250</b>	<b>\$1,339,090</b>	<b>\$72,250</b>
<b>TOTAL</b>		<b>\$1,432,590</b>	



# WHITING STREET GARAGE

The Whiting Street Parking Garage (Whiting Garage) is one of the City’s smallest parking structures, across from the Fort Brooke Parking Garage in Tampa’s Downtown. Located at 118 South Florida Avenue, Whiting Garage primarily services monthly parkers, with entry of transient parkers allowed in the evening and on weekends only, meeting parking demands generated by concerts, events, and the Amalie Arena. This legacy parking facility occupies a similar 2-block footprint as Fort Brooke Garage but offers significantly less parking capacity at only 470 spaces. Originally constructed in 1972, the Whiting Garage is approximately 52 years old. During events, this garage is utilized for public parking at a flat event rate. Whiting Garage is the latest facility under the Parking Division’s management that provides a frictionless customer parking experience.

Whiting Garage provides convenient access to the Tampa Convention Center (5-minute walk), Amalie Arena (10-minute walk), and the nearby TECO Streetcar Station that provides access to Water Street, Channel District, and Ybor City.

## Know Before You Go





## Key Features and Amenities

- Bicycle Parking: Four spaces provided on site
- Bus Access: Route 300
- Streetcar Access: Downtown Tampa Station

The Whiting Garage's aging infrastructure and minimal street activation contribute to a deteriorated customer experience. Despite its substantial footprint in one of Tampa's densest areas, the garage offers limited parking capacity. Addressing these issues is essential for improving the overall usability and value of the facility within the city's urban landscape.

Users of the Whiting garage benefit from the positive effects of a frictionless environment. Decreased egress times, easier and diverse payment options, and remote extension of parking sessions set frictionless facilities apart from their gated counterparts.



Pay-on-Foot Kiosk



Frictionless Entry at S. Florida Avenue

## Repairs and Maintenance

The last structural analysis of the Whiting garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Whiting garage is currently estimated at over \$600K:

Repair Category	High	Medium	Low
Structural	\$8,500	\$24,650	-
Waterproofing	\$3,400	-	-
Operational	-	\$170	\$85,000
Aesthetic	-	\$505,750	-
<b>Subtotal</b>	<b>\$11,900</b>	<b>\$530,570</b>	<b>\$85,000</b>
<b>TOTAL</b>		<b>\$627,470</b>	



Poe Garage is located in the northwest section of Tampa’s Downtown District. Poe Garage is the only city-owned parking garage in this area that draws high usage. The Poe Garage provides convenient and proximate parking to the Tampa Museum of Art, Glazer Children’s Museum, Straz Performing Arts Center, and Curtis Hixon Waterfront Park. Poe Garage, built in 1964, is 60 years old. This garage provides 905 parking spaces across five levels. Poe Garage provides four Level 2 EV charging ports for customers to access at no additional cost.

### Know Before You Go

<p><b>\$2.00</b> FIRST HOUR RATE</p>	<p><b>\$15.00</b> DAILY MAX RATE</p>	<p><b>\$125.00</b> UNRESTRICTED MONTHLY RATE</p>
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## Key Features and Amenities

- Bicycle Parking: Providing on-site
- Bus Access: Routes 1, 9, 19, 24, 25, 30, 100, and 360
- EV Charging Stations: Six stations on site
- Streetcar Access: Downtown Tampa Station

Bicycle parking at Poe Garage is under 24/7 video surveillance, giving users an increased sense of safety while using and storing their bicycle at the garage. This further encourages alternative transportation options including travel by bicycle or other micromobility option. Additionally, the Tampa Riverwalk & Cass Street Green Spine protected cycle track increase the need for enhanced bicycle amenities at this facility.

The presence of murals on the exterior of the facility helps integrate the Poe garage into the streetscape and increases its attractiveness to passersby.



Murals and Graphics



Designated Bicycle Parking

## Repairs and Maintenance

The last structural analysis of the Poe garage was performed in 2017, and only the most critical items from this analysis have been addressed. The outstanding cost of repairs for the Poe garage is currently estimated at over \$650K:

Repair Category	High	Medium	Low
Structural	\$7,650	\$170,850	-
Waterproofing	-	-	-
Operational	-	\$328,950	\$81,600
Aesthetic	-	\$276,250	\$2,550
<b>Subtotal</b>	<b>\$7,650</b>	<b>\$776,050</b>	<b>\$84,150</b>
<b>TOTAL</b>		<b>\$867,850</b>	

# ON-STREET SYSTEM SUMMARY

The on-street parking system in the City of Tampa encompasses approximately 4,200 parking spaces managed by the Parking Division and are located throughout the City including in the Central Business District, Ybor City, Hyde Park, Channel District, Tampa Heights, and Grand Central. Divided into paid (metered) & free (non-metered) categories, the on-street parking system provides short-term parking, enabling visitors and patrons to easily access businesses.

Pick-up and drop-off zones are provided throughout the on-street system and include a variety of offerings such as hotel drop-off, valet parking, commercial and passenger loading, and 15-minute and 30-minute parking.

Tampa’s on-street system includes 146 designated motorcycle spaces, metered at the same rate as car parking spaces in the same zone. The system provides inclusivity with 94 free ADA parking spaces for users with appropriate permits. The City leverages some spaces to serve dual purposes, designated for freight or restricted uses during certain times of day and allowing metered parking during others.

A summary of Tampa’s on-street parking types and metering policy is provided below.

ON-STREET PARKING DESIGNATIONS		
SPACE TYPE	SPACE COUNT	METERED
15-Minute Pick-up/Drop-off	98	Yes
30-Minute Loading/Unloading	44	No
2-Hour Maximum	83	No
4-Hour Maximum	60	No
ADA Parking	109	No
Freight	82	No
Open	670	No
Motorcycle	150	Yes
Restricted	98	No
Standard	2,768	Yes
Restricted/Standard	35	Yes
Standard/Freight Hybrid	19	Yes



## Space Type Description

**15-Minute Pick-up/Drop-off:** Loading zones intended for short durations near destinations such as restaurants and event spaces. These spaces are also intended to be a designated area for ride share operators and food delivery services.

**30-Minute Loading/Unloading:** Loading zones intended for large delivery vehicles to load and unload outside of travel lanes. This type of space can be accompanied with time of day restrictions based on the surrounding uses. Loading/unloading should not exceed the allotted 30 minutes.

**2-Hour Maximum:** Standard parking spaces with a maximum time restriction of two hours. No payment or activation is required to access these spaces.

**4-Hour Maximum:** Unmetered parking spaces that allow for extended parking durations. These spaces are located in areas where less turnover is desired or required given the surrounding uses. Parking duration in these spaces should not exceed 4 hours.

**ADA Parking:** Parking spaces designated for persons with varying mobility. These spaces must comply with all regulations set forth by the Americans with Disabilities Act and the State of Florida. To access ADA Parking spaces, vehicles must display an ADA parking decal or license plate.

**Freight:** Zones restricted to freight vehicles and other properly marked vehicles. Freight vehicles must be actively engaged in the loading and unloading of materials.

**Motorcycle Spaces:** Spaces intended for motorcycle parking only. Permits are required to utilize motorcycle spaces in parking garages while on-street motorcycle spaces do not require any permit. Only one motorcycle should be parked in a motorcycle space. This type of space could also be occupied by mopeds.

**Open Spaces:** Parking spaces that are delineated on-street but do not require payment or activation. These spaces do not have maximum time restrictions.

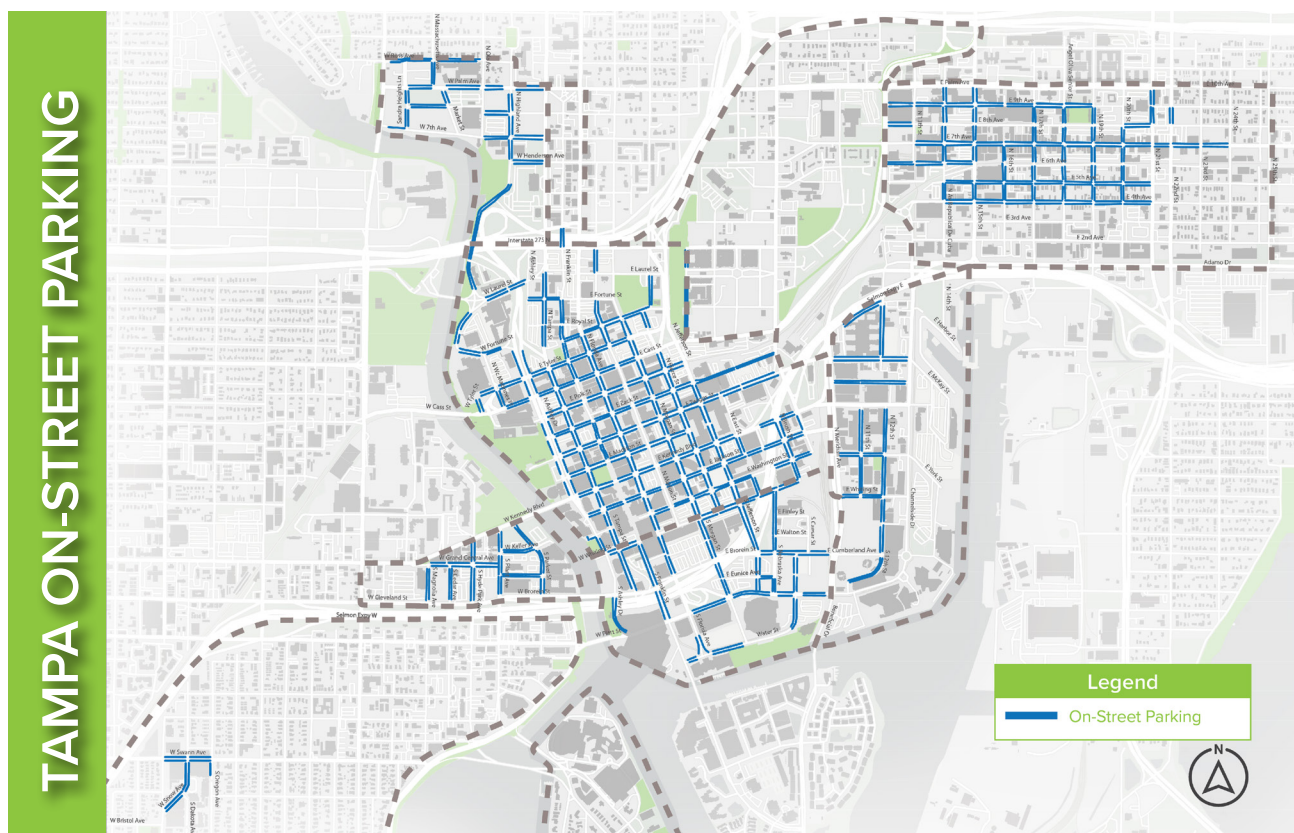
**Restricted:** Parking spaces with restrictions on user type or time of day usage. Typically, restricted parking spaces provide reserved parking for law enforcement vehicles.

**Standard:** Standard on-street parking spaces are metered spaces that provide access for all vehicle types. There are typically no restrictions with this type of space unless otherwise posted or as a condition of a surrounding use (ex: unmarked residential parking that requires decals).

**Restricted/Standard Hybrid:** Parking spaces that limit user access by time of day restrictions and are flexed to standard parking spaces outside of the designated restricted hours. Restricted/Standard Hybrid spaces are typically spaces designated for residential parking overnight and standard parking during the day.

**Standard/Freight Hybrid:** Parking spaces that are designated as Freight Zone Only, typically from 6:00 AM - 10:30 AM, and flexed to standard parking spaces after 10:30 AM.

To access curb lanes in Tampa, users must pay for parking at a pay station or via one of the City's four mobile payment options. Currently, the Parking Division accepts payment via the Flowbird, ParkMobile, Passport, and PaybyPhone mobile apps. A map of the on-street parking and managed curb lane system is provided below.



Tampa has approximately 3,130 metered spaces. On-street parking rates in Tampa are based on zones with varying rates and hours. Metered parking is enforced seven days a week.





# TAMPA NON-STANDARD SPACES





# PARKING OCCUPANCY AND DURATION STUDY

To better understand how on-street and off-street parking is used, the Parking Division commissioned a parking occupancy study. Element Engineering, LLC, (ELEMENT) a local engineering firm collected parking data on metered on-street parking areas, select City-owned surface parking lots, and select City-owned parking garages. Parking occupancy data was collected in the summer of 2023.

ELEMENT conducted quality control of the data collection to minimize errors in reporting. Videos from each day and time window were randomly selected for quality review and received a full, independent review from a different team member for on-street parking data collection. Totals from the initial count and quality control review were compared to ensure discrepancies were properly accounted for and within an acceptable margin of error.

Related to garages and lots, each facility was reviewed twice, with a third review completed on locations with significant discrepancies. The overall average accuracy rate was 99.3 percent for the on-street data collection and 97.7 percent for the garages and lots.





# METHODOLOGY

The following section describes the process used to collect and review parking utilization for the collection windows.

- Information collected was the total number of vehicles parked within the lot or garage in public parking spaces.
- Data collection occurred on Tuesdays, Thursdays, and Saturdays between 8:00 AM to 11:00 AM, 11:30 AM to 2:30 PM, and from 6:00 PM to 9:00 PM. Data collection within Ybor occurred during an additional window from 10:00 PM to 12:00 AM to better understand parking utilization during a time frame that is more busy than other districts in the City.
- Survey teams used a GoPro video camera mounted to a vehicle to conduct a driving survey of directed parking areas. Teams drove all sections of the surface lots, parking garages, and on-street metered parking spots. All video footage was then reviewed on a computer allowing for greater accuracy and subsequent quality control reviews of the collected data.
- Parking spots received the classification during the first pass of that parking space within the aforementioned time window. For example, if the surveyor passed a parking spot that was unoccupied, but passed it again within that same collection window and it was occupied - the spot received an “unoccupied” classification.
- Only vehicles that were parked in a marked parking spot were included in the final total. Vehicles that were actively moving within a lot or garage were excluded from the occupancy count.

The following section describes processes specific to Tampa's on-street parking system used to collect and review parking utilization for the collection windows.

- ELEMENT collected data for on-street metered City of Tampa spots and in accordance with on-street parking information obtained from City of Tampa staff. The City of Tampa provided the areas to be surveyed using a Geographic Information System (GIS) file.
- Information collected included if a parking spot was occupied, unoccupied, or blocked/unavailable.
- Data collection included spots generally within the Armature Works, Channel District, Downtown/Central Business, Central Park, Grand Central, Tampa Heights, Water Street, and Ybor districts.
- On-street parking spots received one of three classifications during processing: Occupied, Unoccupied, or Blocked/Unavailable. This information was then updated within the GIS file for that date and time window for ease of reference.

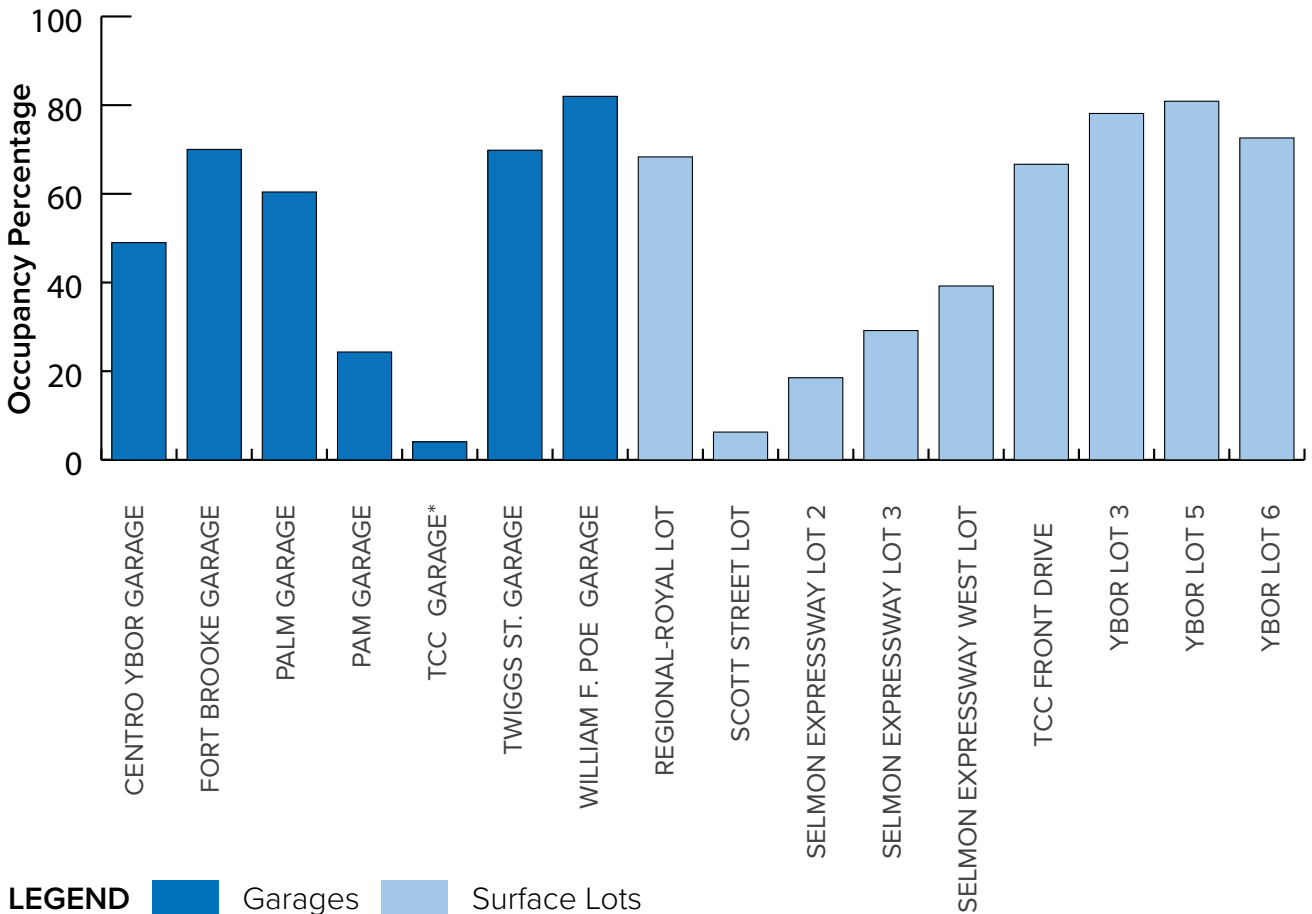
The following section describes processes specific to Tampa's off-street parking system used to collect and review parking utilization for the collection windows.

- ELEMENT collected usage information at nine surface parking lots that are open to the public with no restrictions and seven parking garages.
- Surface street parking lot data collection included the Regional-Royal Lot, Scott Street Lot, Selmon Expressway 2 Lot, Selmon Expressway 3 Lot, Selmon Expressway West Lot, Tampa Convention Center Front Drive Lot, Ybor Lot 3, Ybor Lot 5, and Ybor Lot 6.
- Parking garage data collection included Centro Ybor Garage, Fort Brooke Garage, Palm Fernando Garage, Pam Iorio Garage, Tampa Convention Center Garage, Twiggs Garage, and William F. Poe Garage.
- ELEMENT did not survey areas not accessible to the public, such as valet parking areas of Pam Iorio Garage, and any vehicles within those areas were excluded from the total.

# PARKING OCCUPANCY ANALYSIS

## Tuesday Off-street Trends

Based on the observed parking behavior, demand for off-street parking on Tuesday was highest during the mid-day 11:30 AM to 2:30 PM data collection window with 54% of spaces being occupied for the parking garages and surface lots that were observed. The average utilization percentage for the Tuesday collection window was 37%. The William F Poe Garage saw the greatest utilization during this window with 82% of spaces being occupied.



**LEGEND** ■ Garages ■ Surface Lots

\*TAMPA CONVENTION CENTER

Observed parking occupancy maps for Tuesday, Summer 2023 are provided on the next page. Parking occupancy was observed during the following time frames: 8:00 AM to 11:00 AM, 11:30 AM to 2:30 PM, and from 6:00 PM to 9:00 PM.

# 54%

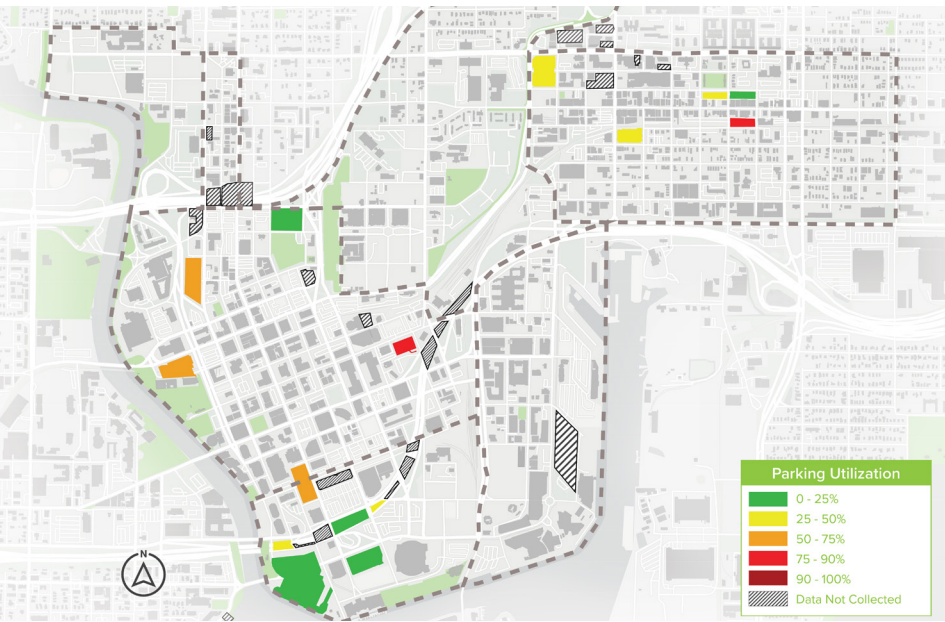
System-wide Parking Occupancy  
During Peak Demand

# 37%

Average Utilization Percentage  
for Tuesday



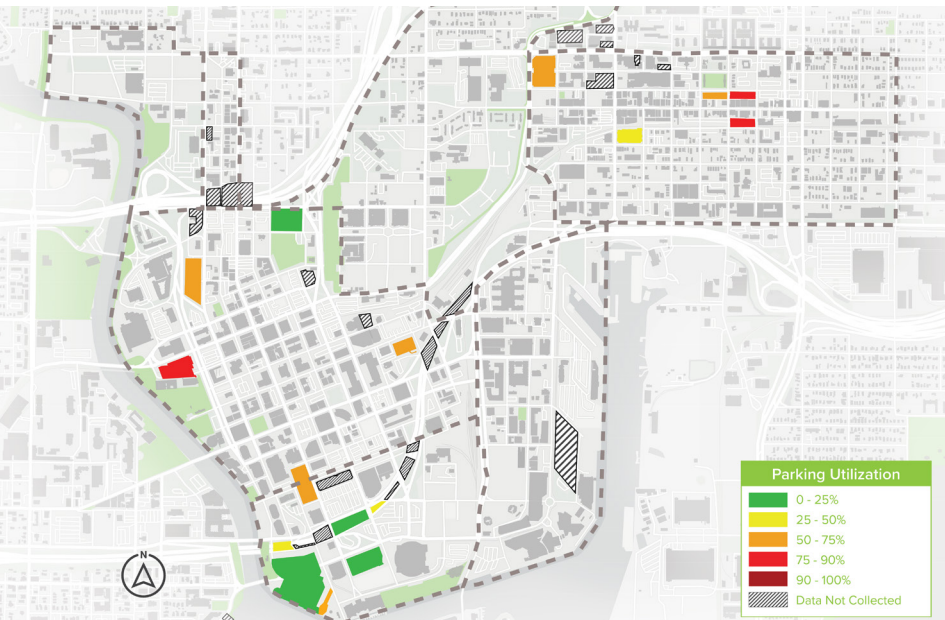
Tuesdays, Summer 2023 (8:00 AM)



Parking activity in the Fort Brooke and Poe Garages were in the 50% to 75% occupancy range during this period.

The Twiggs Garage had an occupancy of ~78%.

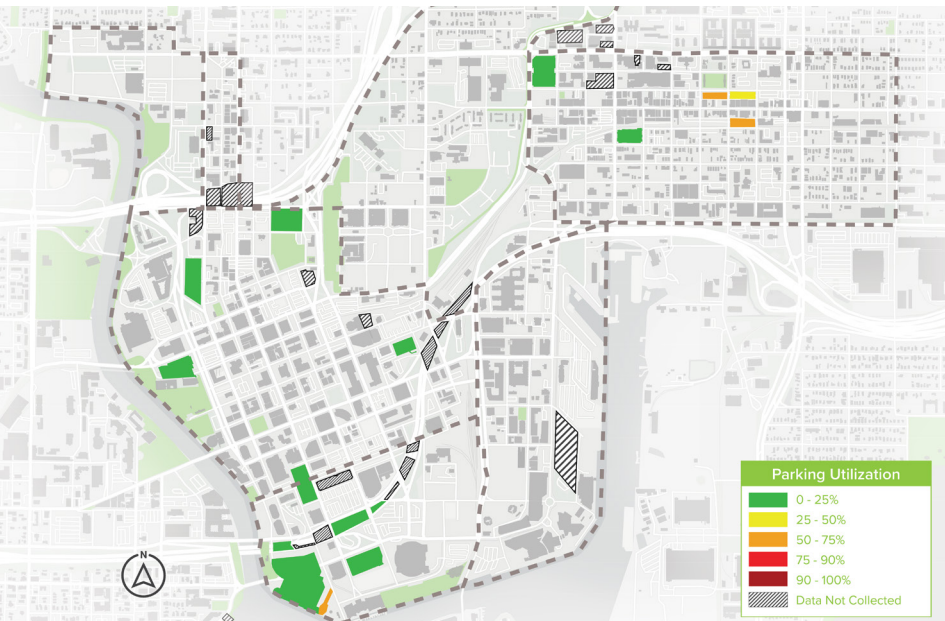
Tuesdays, Summer 2023 (11:30 AM)



Parking activity in the Fort Brooke and Palm Garages were in the 50% to 75% occupancy range during this period.

The Poe Garage had an occupancy of ~82%.

Tuesdays, Summer 2023 (6:00 PM)

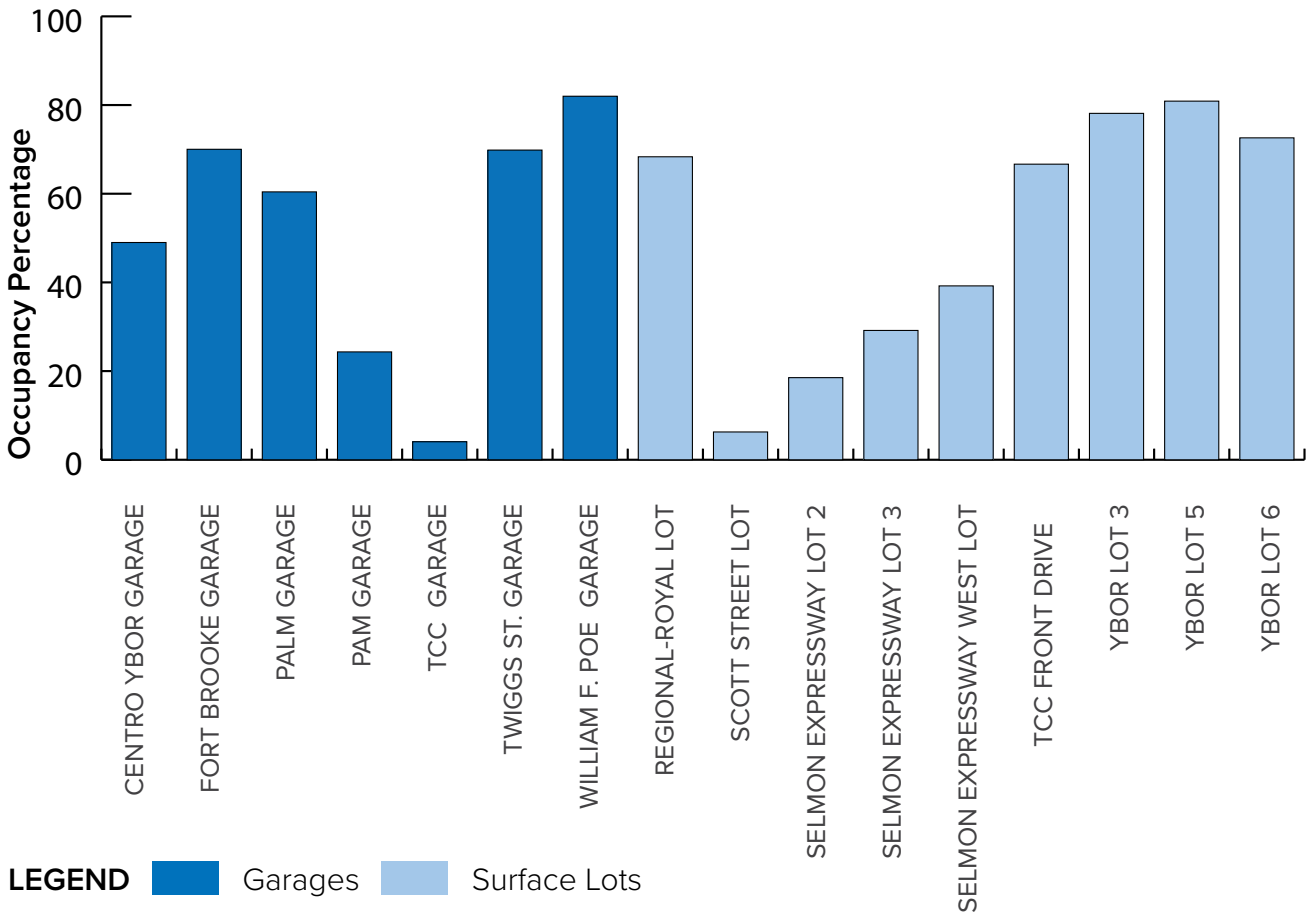


Parking occupancy across Tampa's off-street system was less than 25%.

The Ybor Lots maintained a moderate occupancy of 50% to 75%.

## Thursday Off-street Trends

Based on the observed parking behavior, demand for off-street parking on Thursday was highest during the mid-day 11:30 AM to 2:30 PM data collection window with 53% of spaces being occupied for the parking garages and surface lots that were observed. The average utilization percentage for the Thursday collection window was 34%. The Ybor Lot 3 surface lot saw the greatest utilization during this window with 97% of spaces being occupied.



Observed parking occupancy maps for Thursday, Summer 2023 are provided on the next page. Parking occupancy was observed during the following time frames: 8:00 AM to 11:00 AM, 11:30 AM to 2:30 PM, and from 6:00 PM to 9:00 PM.

**53%**

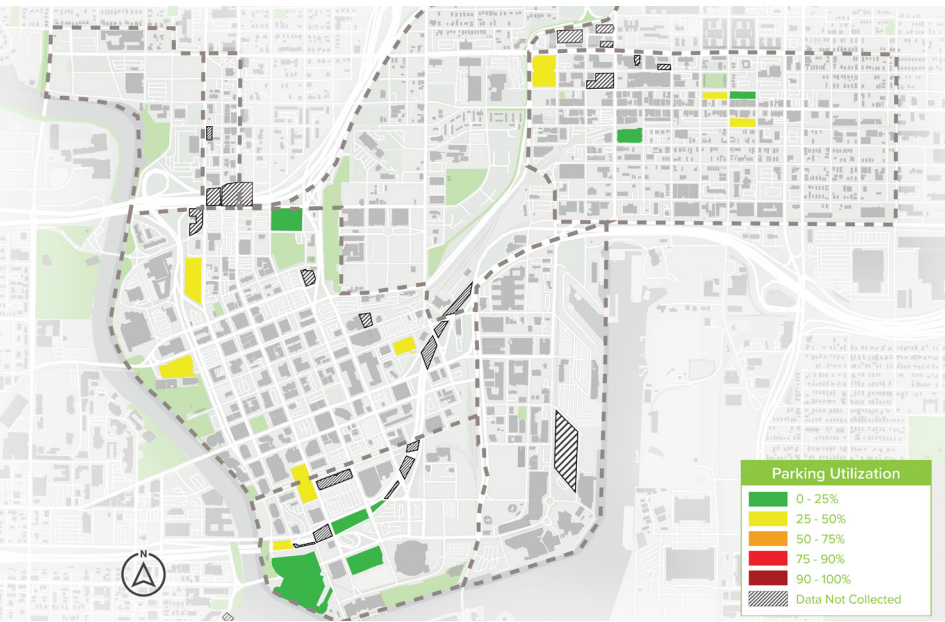
System-wide Parking Occupancy  
During Peak Demand

**34%**

Average Utilization Percentage  
for Thursday



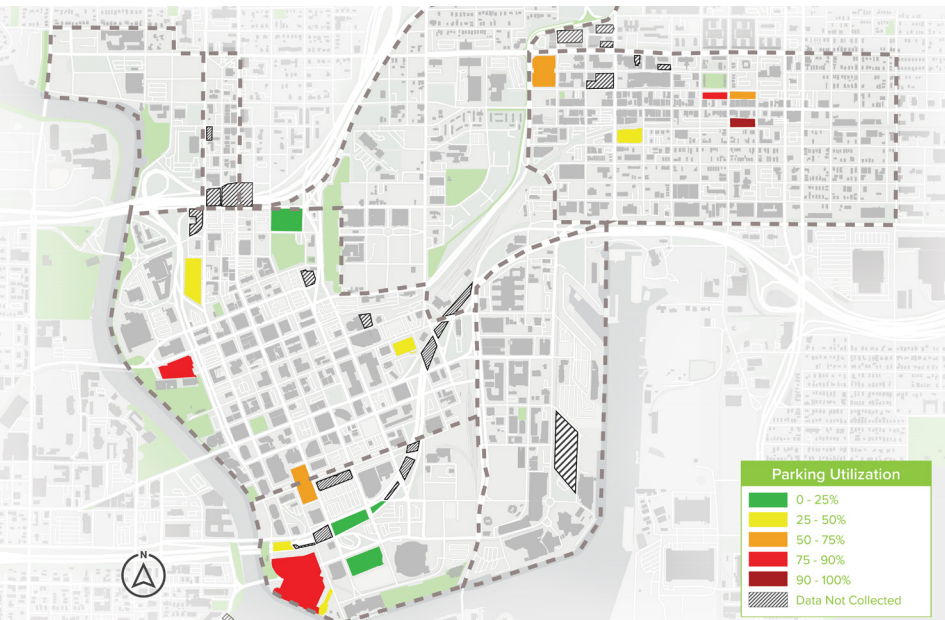
Thursday, Summer 2023 (8:00 AM)



Parking occupancy was moderate to low during this observation period.

The Fort Brooke Garage has the highest observed occupancy at ~47%.

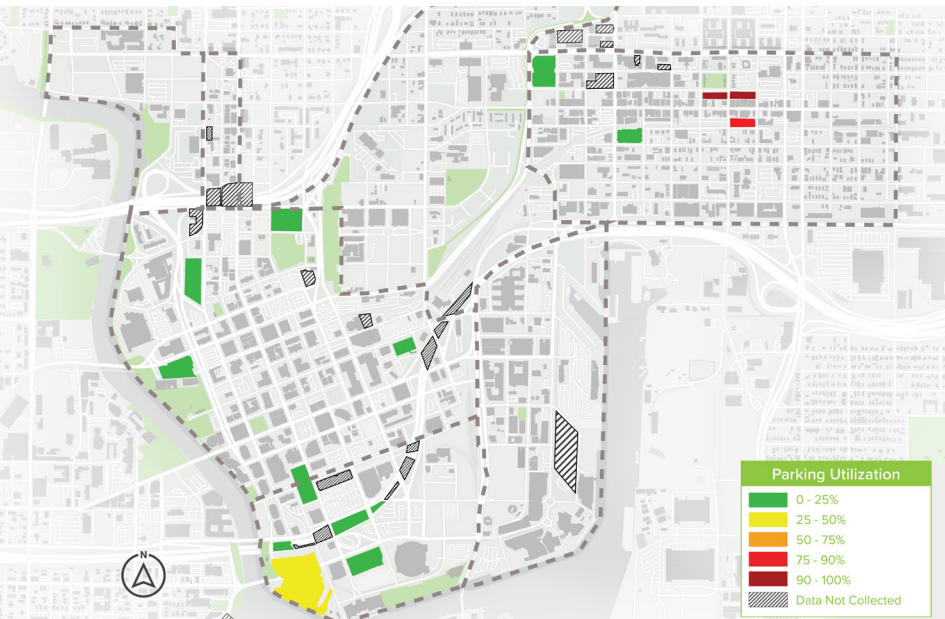
Thursday, Summer 2023 (11:30 AM)



System wide occupancy increased, with the Poe and TCC Garages experiencing 78% and 76% occupancy, respectively.

Ybor Lot 3 had the highest occupancy at 97%

Thursday, Summer 2023 (6:00 PM)

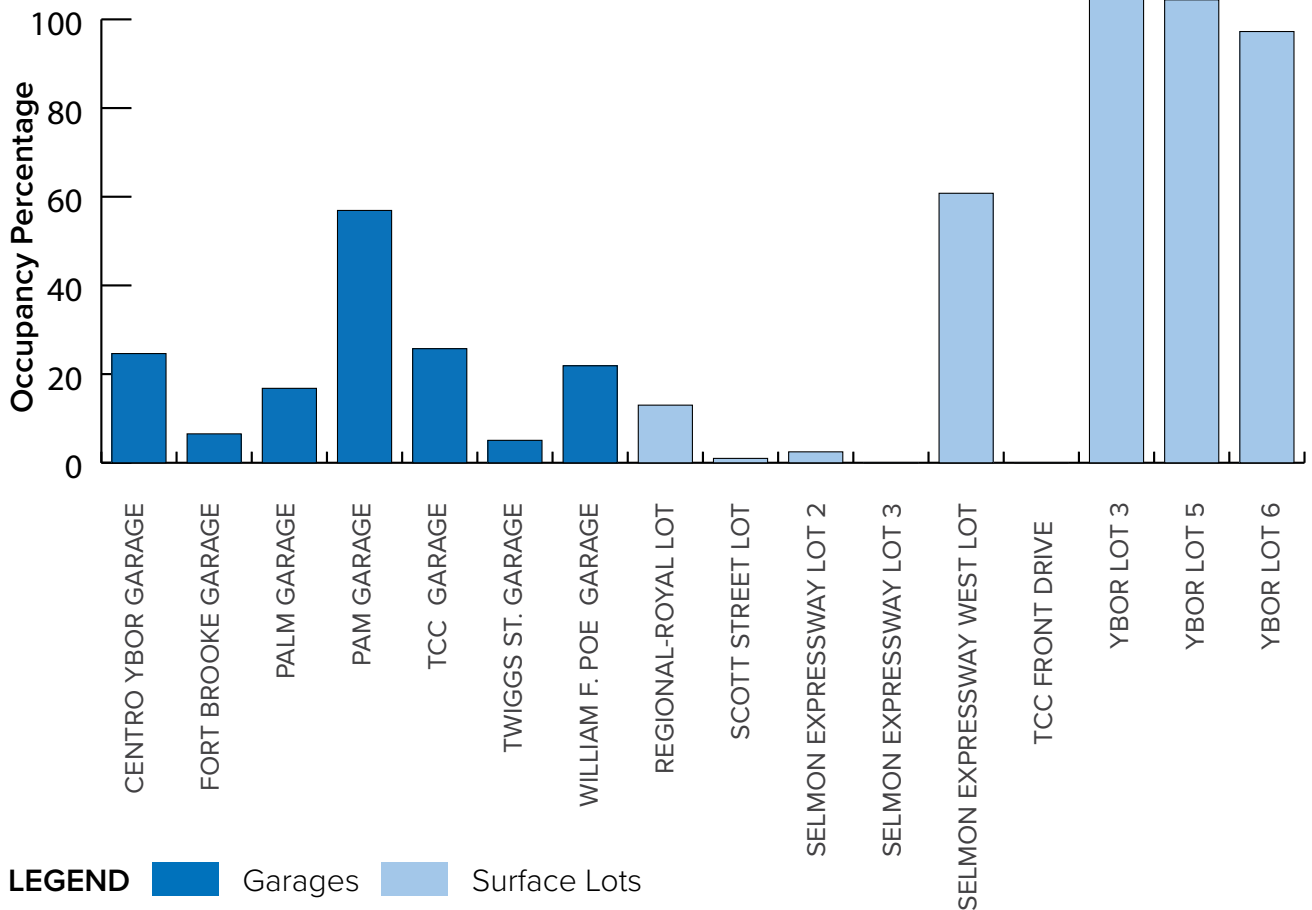


The TCC Garage had a moderate parking occupancy in the evening.

The Ybor Lots maintained a high occupancy of >75, with Lot 5 and Lot 6 above 90%.

## Saturday Off-street Trends

Based on the observed parking behavior, demand for off-street parking on Saturday was highest during the evening 6:00 PM to 9:00 PM data collection window with 22% of spaces being occupied for the parking garages and surface lots that were observed. The average utilization percentage for the Saturday collection window was 17%. The Ybor Lot 3 surface lot saw the greatest utilization during this window more cars parked within the lot than there were spaces.



Observed parking occupancy maps for Saturday, Summer 2023 are provided on the next page. Parking occupancy was observed during the following time frames: 8:00 AM to 11:00 AM, 11:30 AM to 2:30 PM, and from 6:00 PM to 9:00 PM.

# 22%

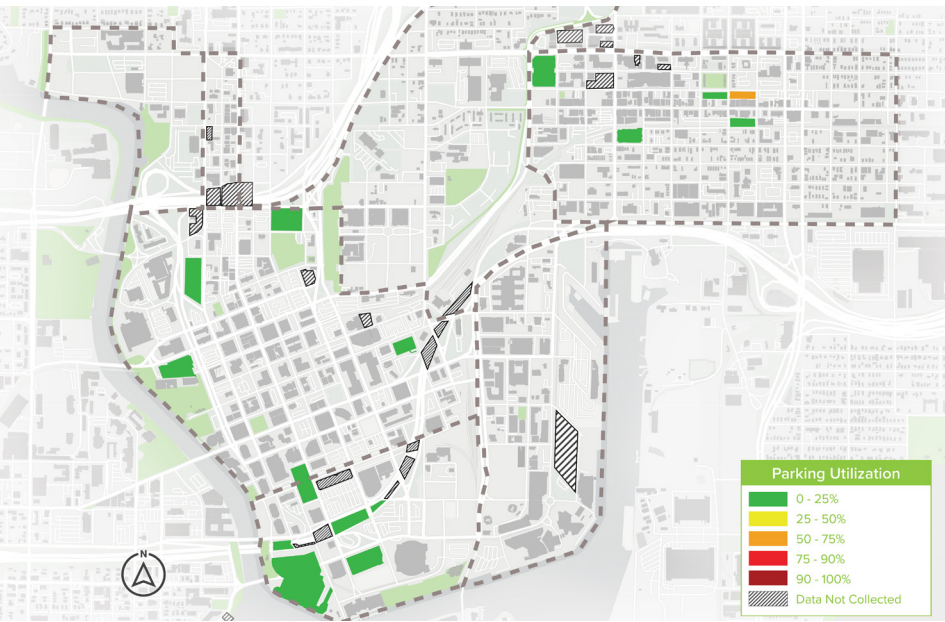
System-wide Parking Occupancy  
During Peak Demand

# 17%

Average Utilization Percentage  
for Saturday



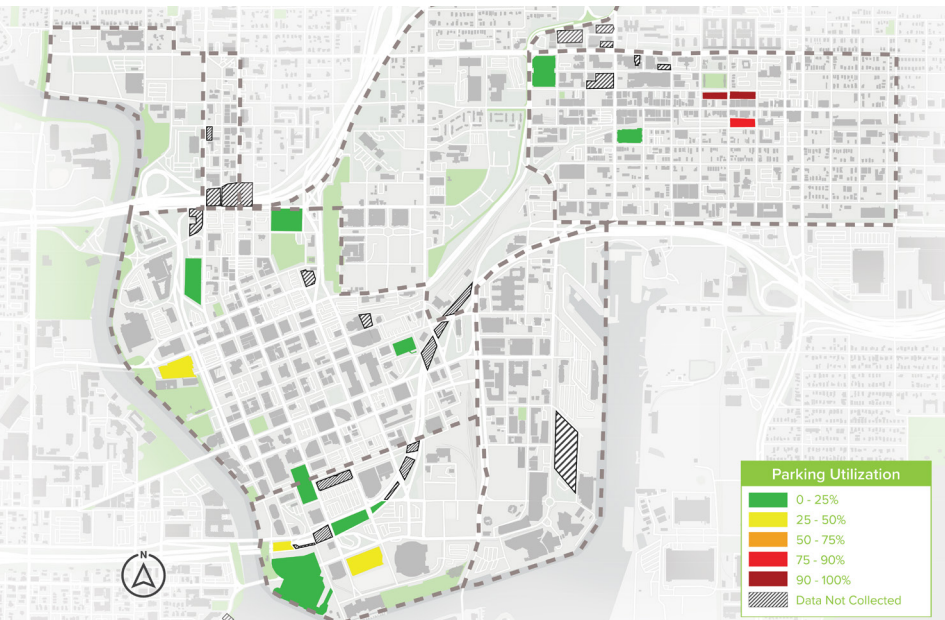
Saturday, Summer 2023 (8:00 AM)



Parking occupancy was low during this observation period.

Ybor Lot 5 was the only facility above 25% occupancy, with an occupancy of ~56%.

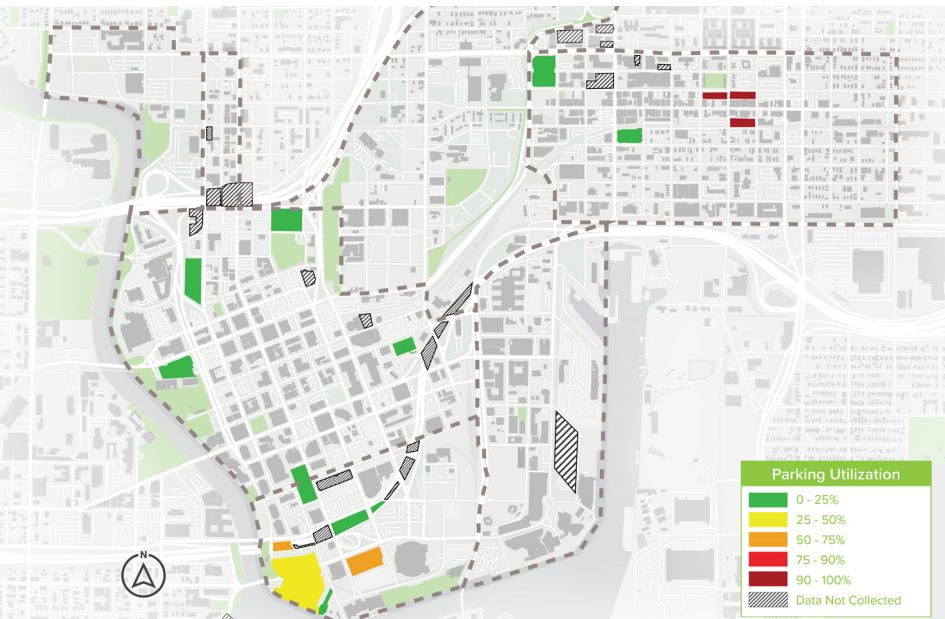
Saturday, Summer 2023 (11:30 AM)



Parking occupancy remained relatively low with the exception of the Pam and Poe Garages.

Ybor Lots had the highest occupancy. Lot 5 was 100% occupied.

Saturday, Summer 2023 (6:00 PM)

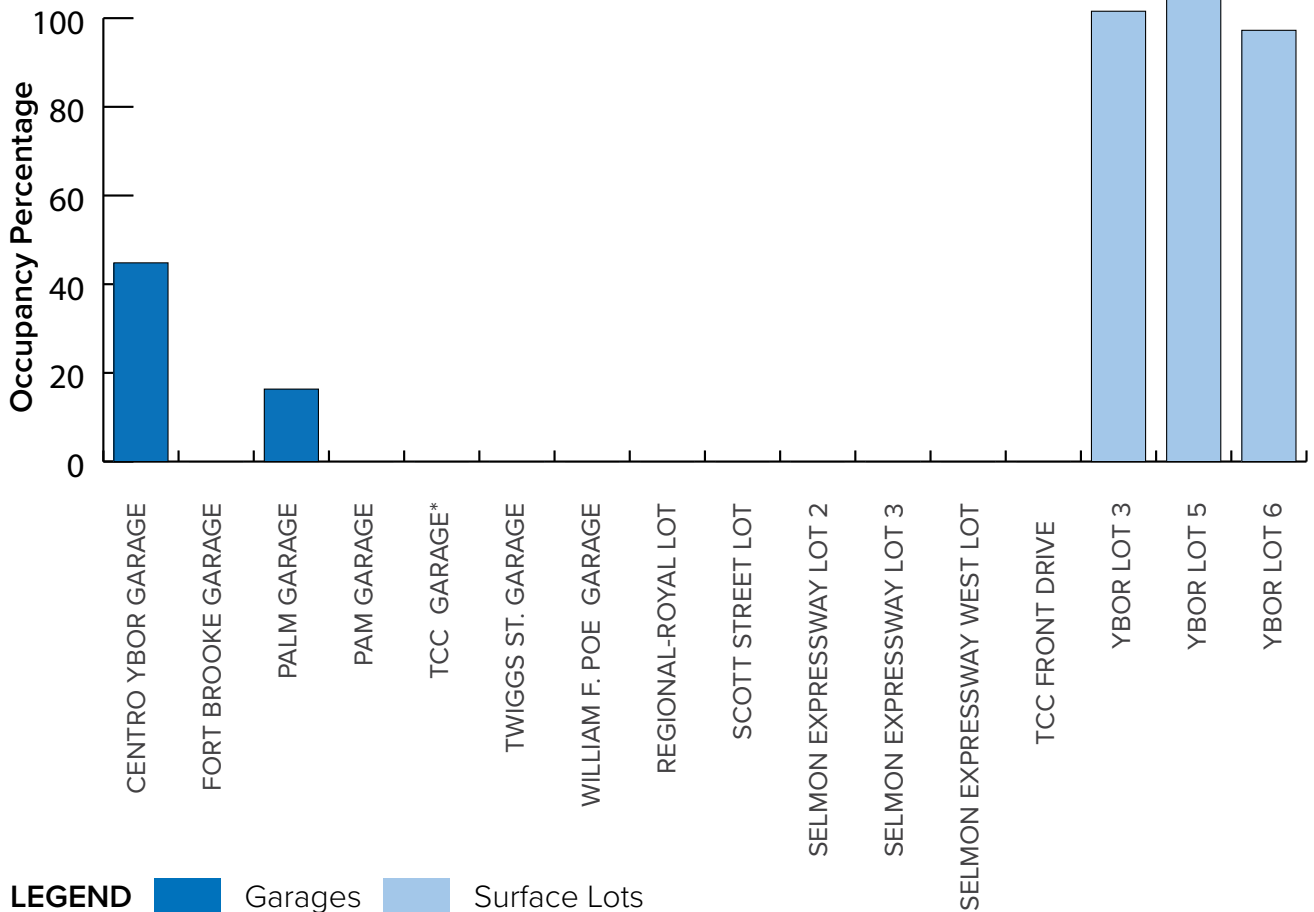


The Pam and TCC Garages had a moderate parking occupancy in the evening.

The Ybor Lots were all full during this observation period.

## Ybor Late Night Trends

Utilization counts were analyzed for select parking facilities in Ybor from 10:00 PM to 12:00 AM to better understand how the nightlife of Ybor impacts parking availability. For off-street parking facilities, Saturday night was the peak period with 73% of the observed spaces being occupied. Surface lots in Ybor experienced an average peak occupancy of 100% or higher, while the Centro Ybor Garage and Palm Garage has a peak parking occupancy of 45% and 16%, respectively.



Observed parking occupancy maps for Saturday, Summer 2023 are provided on the next page. Parking occupancy was observed during the following time frames: 8:00 AM to 11:00 AM, 11:30 AM to 2:30 PM, and from 6:00 PM to 9:00 PM.

# 73%

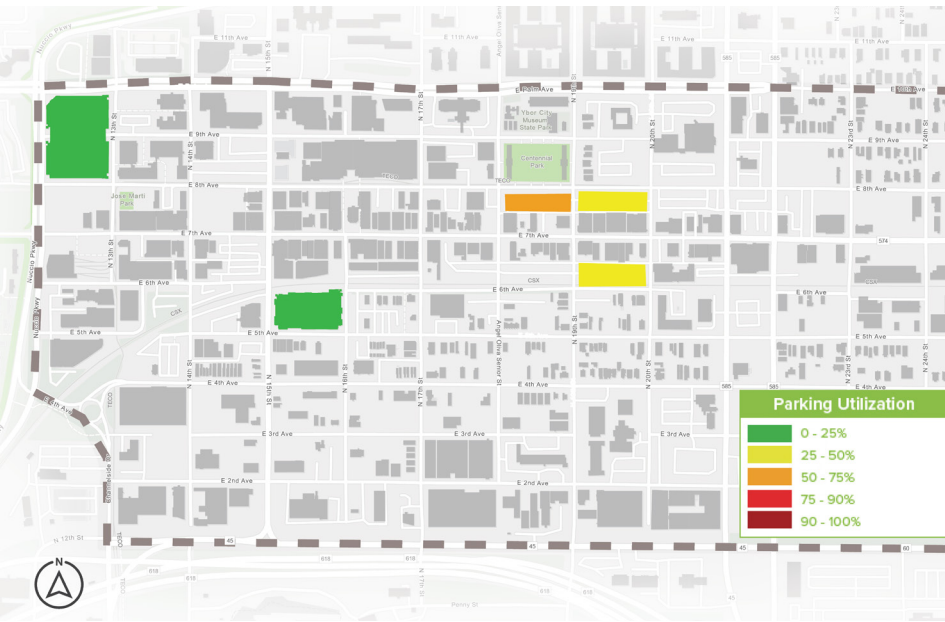
Ybor Parking Occupancy During Peak Demand

# 100%

Average Surface Lot Occupancy in Ybor City on Saturday



Ybor City, Tuesday (10:00 PM)



Parking in Ybor Lots had a moderate demand on Tuesday.

Whereas, the Centro Ybor and Palm Garages had an occupancy less than 25%

Ybor City, Thursday (10:00 PM)



Parking occupancy in Ybor Lots was high on Thursday with all lots having over 75% occupancy.

Occupancy at Centro Ybor was moderate on Thursday.

Ybor City, Saturday (10:00 PM)



All Ybor Lots were at capacity on Saturday, with parking occupancy greater than 90%.

Parking was available at the Centro Ybor and Palm Garages.

## Tuesday On-street Trends

Based on the observed parking behavior, demand for on-street parking on Tuesday was highest during the mid-day 11:30 AM to 2:30 PM data collection window with 45% of spaces being occupied for the observed on-street facilities. The average utilization percentage for the Tuesday collection window was 38%.



During the mid-day observation period, parking occupancy was highest in the Downtown (51%), Grand Central (54%), and Ybor (54%) districts.

Although the Channelside District had the highest district-wide demand during the 8:00 AM period at 84%, parking activity in this district decreased to 4% during the mid-day period. During the evening period parking occupancy in the Channelside District was 61%. Parking occupancy for the morning and evening periods are provided on the next page.

# 45%

**System-wide Peak Parking Occupancy**

# 54%

**Highest District Occupancy During the Peak Period**



Tuesday, Summer 2023 (8:00 AM)



Tuesday, Summer 2023 (6:00 PM)



## Thursday On-street Trends

Based on the observed parking behavior, demand for on-street parking on Thursday was highest during the mid-day 11:30 AM to 2:30 PM data collection window with 47% of spaces being occupied for the observed on-street facilities. The average utilization percentage for the Thursday collection window was 41%.



During the mid-day observation period, parking occupancy was highest in the Channel District, with a district wide occupancy of 81%. Parking demand in other districts varied from 37% in Armature Works to 53% in Grand Central and Ybor.

Parking demand in Armature Works increased throughout the day, with an evening peak parking occupancy of 67%. This indicates that evening demand generators such as restaurants and bars may be the source of increased parking demand. Midday and evening occupancy maps are provided on the next page.

# 47%

System-wide Peak Parking  
Occupancy

# 81%

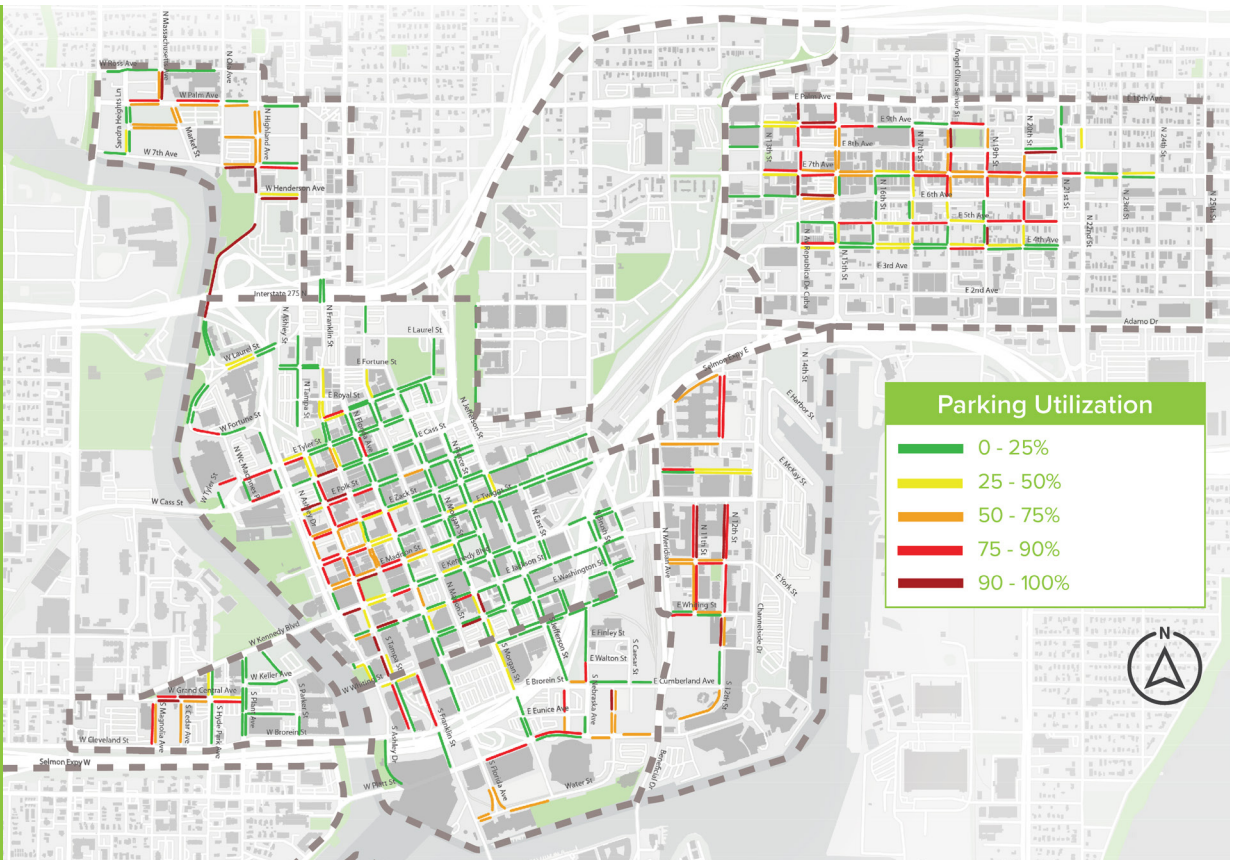
Highest District Occupancy  
During the Peak Period



Thursday, Summer 2023 (8:00 AM)



Thursday, Summer 2023 (6:00 PM)



## Saturday On-street Trends

Based on the observed parking behavior, demand for on-street parking on Saturday was highest during the evening 6:00 PM to 9:00 PM data collection window with 48% of spaces being occupied for the observed on-street facilities. The average utilization percentage for the Saturday collection window was 44%.



During the evening observation period, parking occupancy was highest in the Armature Works (83%) and Channel District (81%).

Although parking occupancy was high in Armature Works and Channel District, low utilization rates in Downtown substantially reduced the system-wide parking demand. Additionally, the Grand Central and Ybor districts had a moderate occupancy of 43% and 53%, respectively. The morning and midday on-street occupancy maps are provided on the next page.

**48%**

**System-wide Peak Parking  
Occupancy**

**83%**

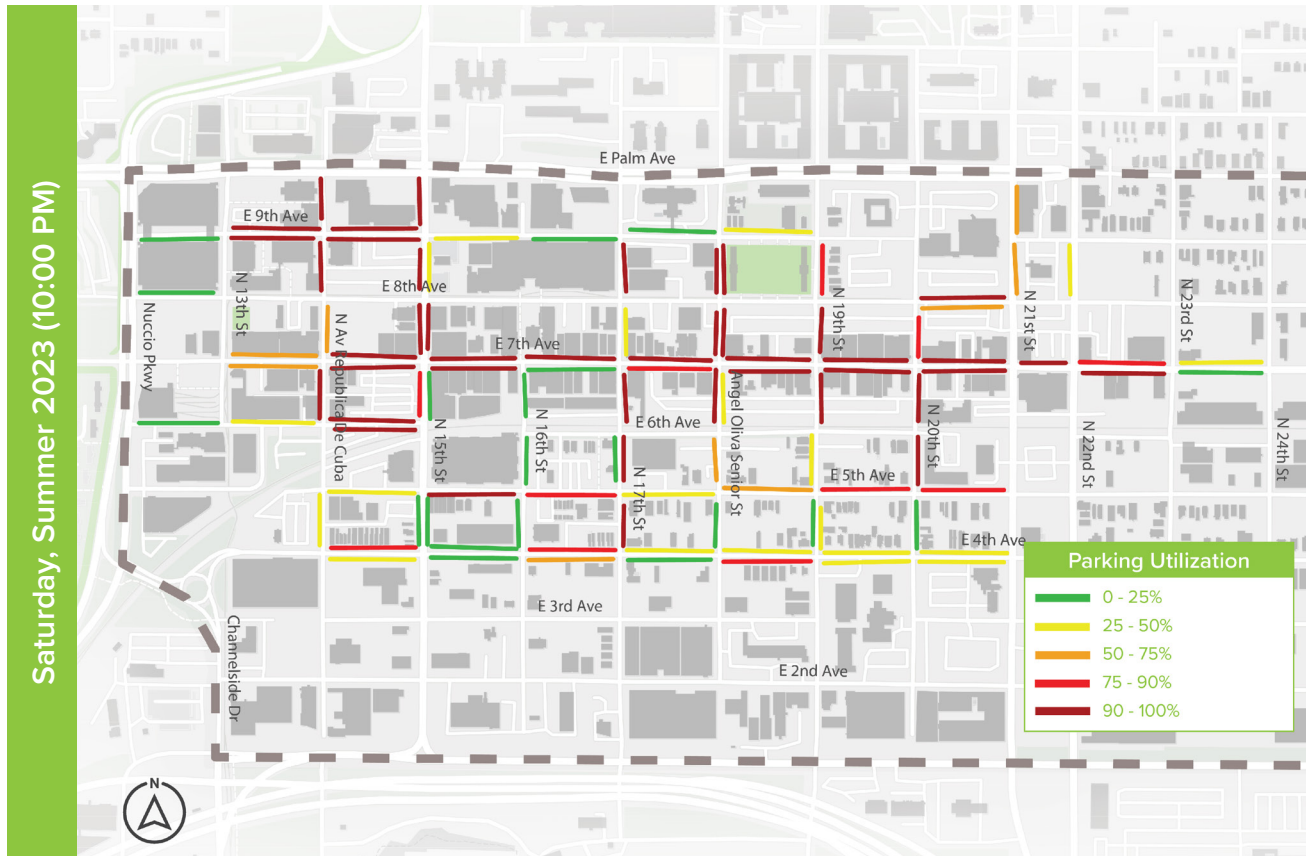
**Highest District Occupancy  
During the Peak Period**





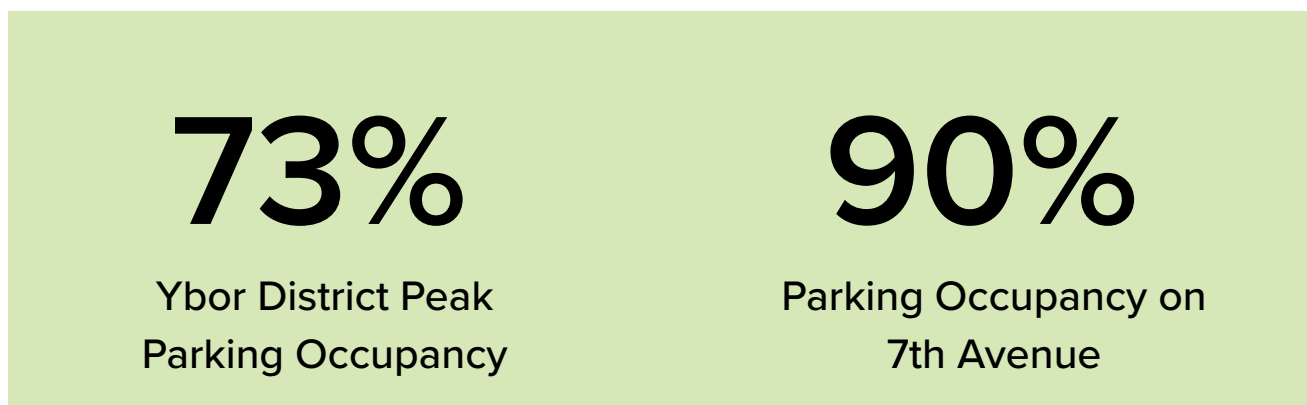
## Ybor Late Night On-street Trends

Utilization counts were analyzed for select parking facilities in Ybor from 10:00 PM to 12:00 AM to better understand how the nightlife of Ybor impacts parking availability. For on-street parking facilities, Saturday night was the peak period with 73% of the observed spaces being occupied.



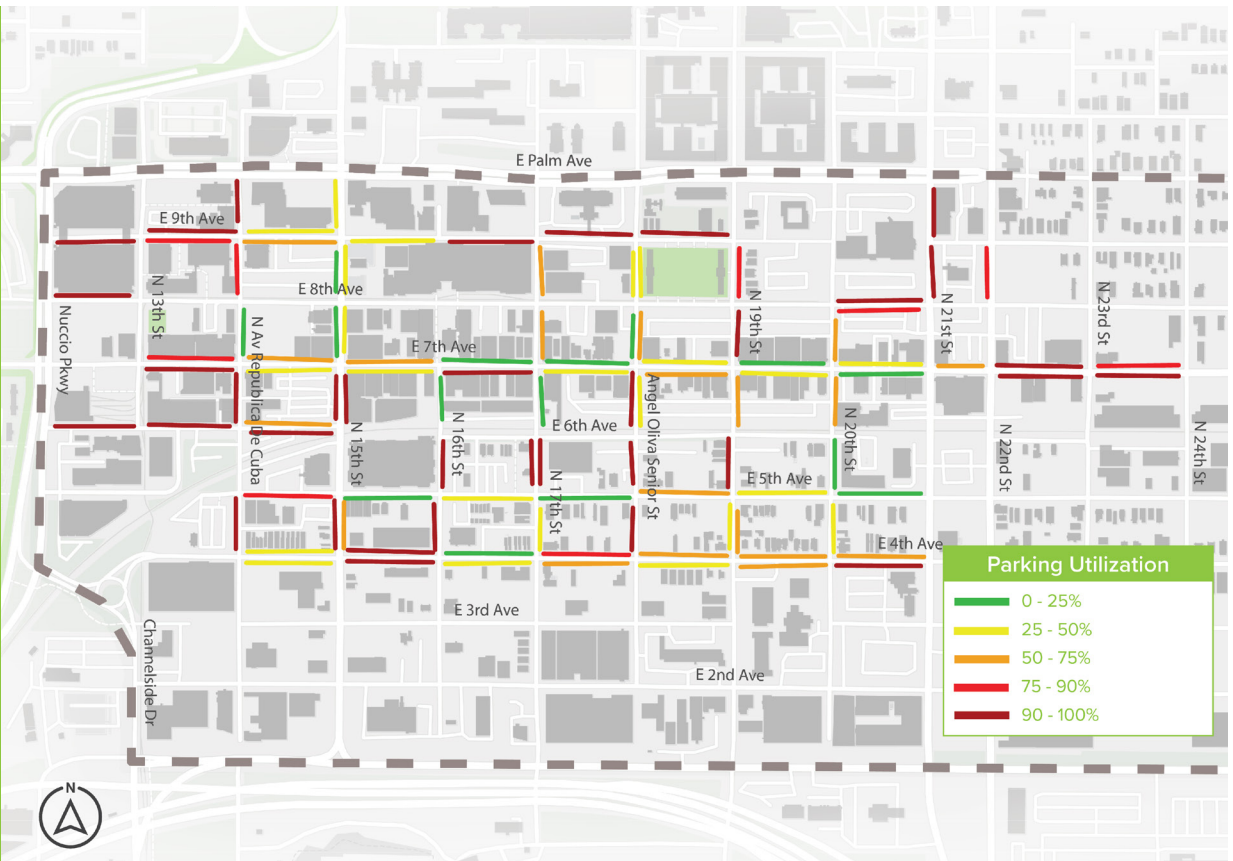
Parking utilization in the Ybor District was highest during the late nights and on weekends. Based on observed parking behavior, corridors near destinations had high parking demand, with 7th Avenue experiencing 90% occupancy during the Saturday late-night collection period.

Parking utilization on residential streets such as 4th Avenue was lower than other parts of the district during this period, with an observed parking occupancy of 42%. Late-night occupancy maps for Tuesday and Thursday are provided on the next page.

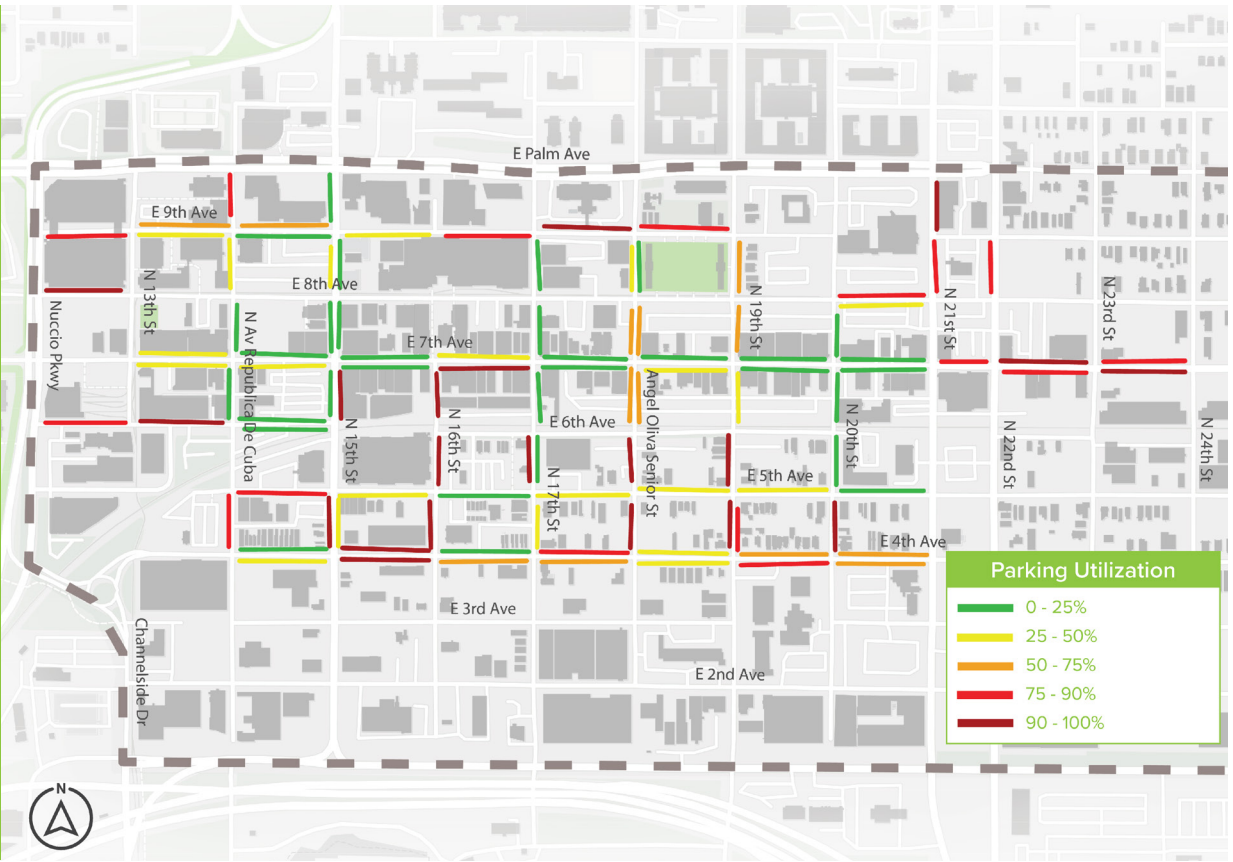




Tuesday, Summer 2023 (10:00 PM)



Thursday, Summer 2023 (10:00 PM)



## PARKING DURATION ANALYSIS

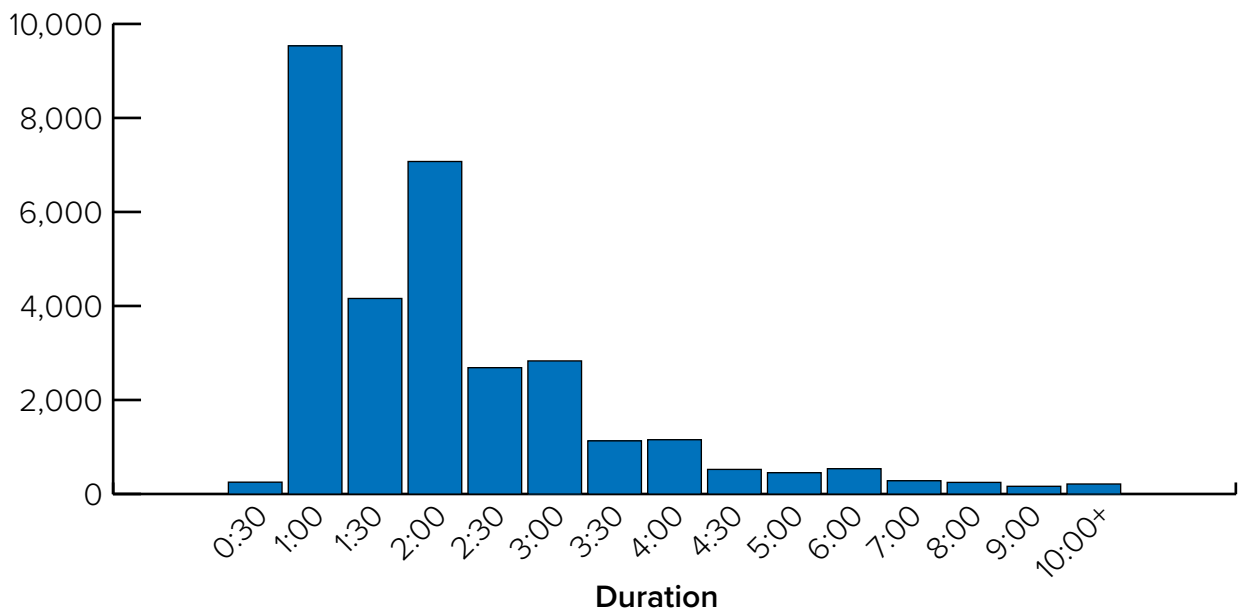
Based on transaction data provided by the City of Tampa, Kimley-Horn examined parker behavior during weekdays and weekends in August, uncovering key findings and insights that could drive improvements and decisions in Tampa’s on-street parking system. These findings offer a blueprint for data-driven decision making, encompassing dynamic pricing adjustments, efficient resource allocation, and improvements to mobile app and pay station functionality. As the city aims to enhance its parking services, this analysis highlights the importance of tailoring pricing, parking regulations, and promotional efforts to suit the specific needs of parkers in different districts and on different days of the week. By fine-tuning the system to accommodate these behavioral differences, Tampa can offer a more customer-centric parking experience.

## ON-STREET DURATION ANALYSIS

Anonymized transaction data from the City of Tampa's mobile parking apps, Flowbird, ParkMobile, Passport, and PayByPhone, as well as transactions from on-street pay stations, were evaluated to determine trends in on-street parking duration. Parking durations were determined based on the paid amount of parking for a zone. Rate variations across zones were included in the duration analysis to project the relative duration to the payment amount. Additionally, parking session extensions were evaluated to provide a full view of user duration.

### Key Finding: Variability in Transaction Duration

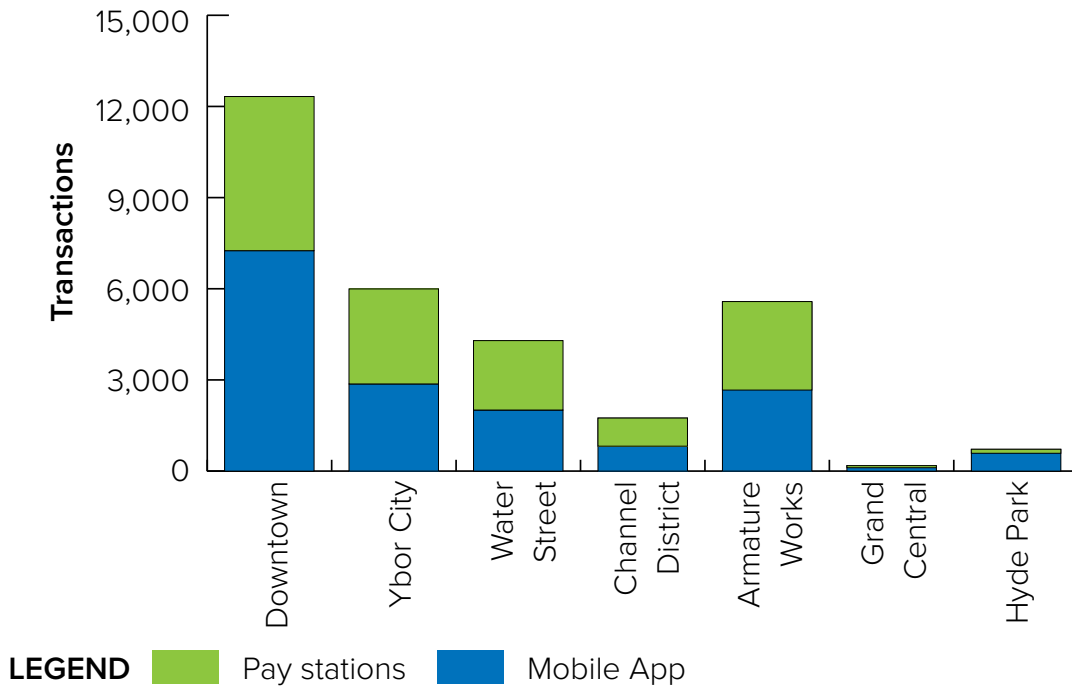
Based on on-street parking transaction data, a paid parking session for one hour was the preferred parking duration, see below. Similarly, the majority of parking sessions for on-street parking were for a duration of three hours or less. This transaction and preferred duration data highlights the use of on-street parking for short-term parking sessions. Although more than 85% of paid parking sessions was for three hours or less, across the three day study period over 4,700 parking sessions were for more than three hours. This suggests demand for long-term parking at the curb and an opportunity to implement progressive pricing.



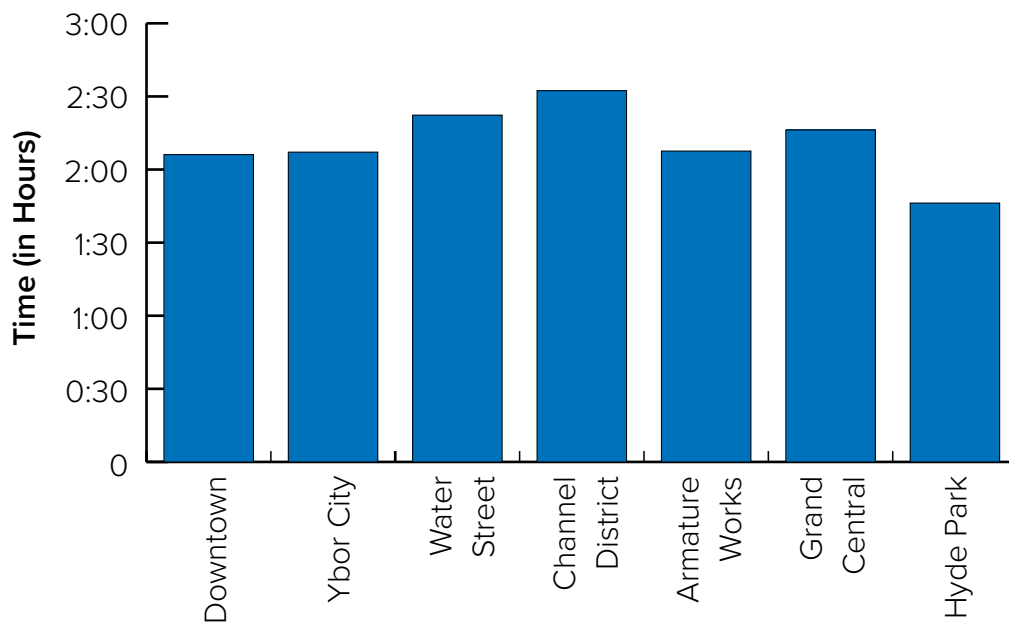


## Key Finding: District Usage Pattern

District characteristics within Tampa have a pronounced impact on average parking durations and the number of transactions. Downtown had the highest number of parking transactions, of which 70% were 2 hours or less. Although Hyde Park has a lower number of transactions, 80% were for 2 hours or less. Of the remaining districts, ~65% of parking sessions were for 2 hours or less. Some districts reported significantly lower on-street transaction counts. In districts with fewer transactions, such as Hyde Park and Grand Central, it may be beneficial to convert to a mobile app only system and redeploy resources to areas with higher demand.

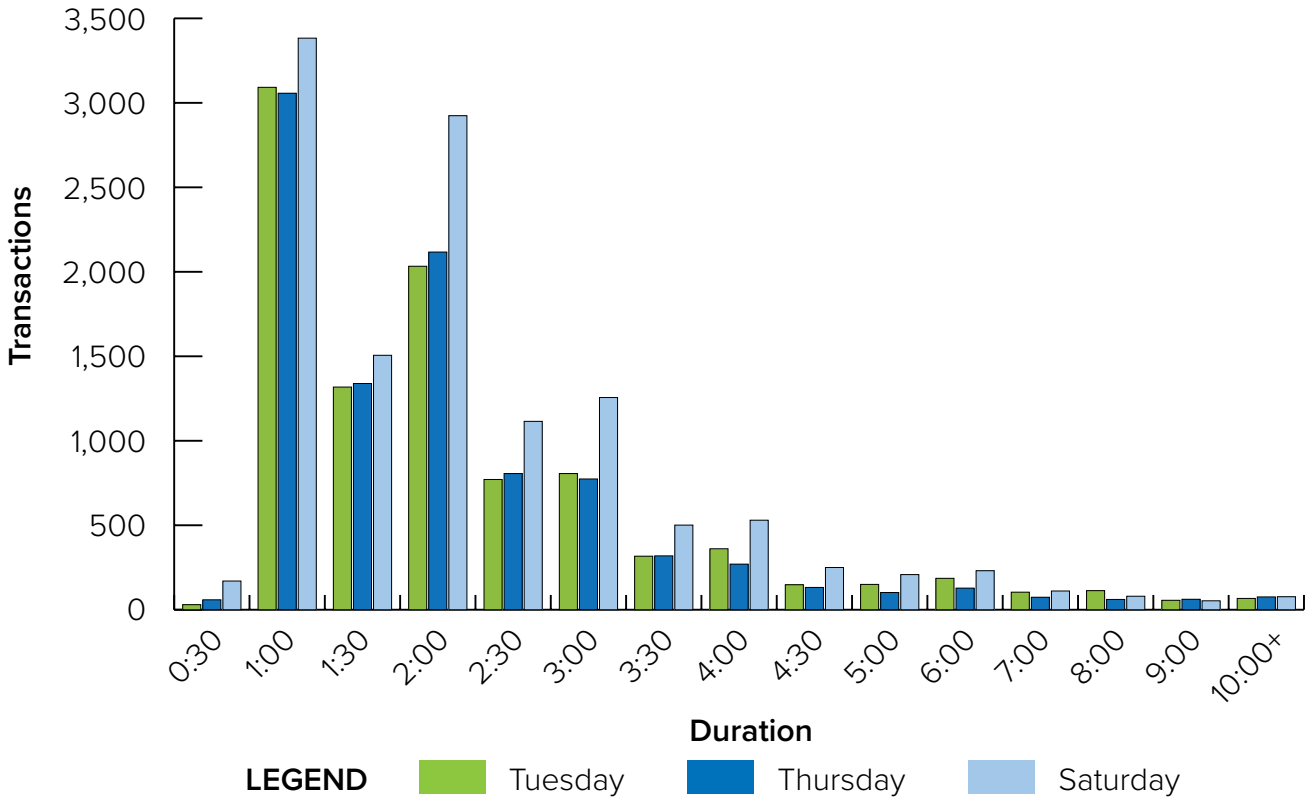


Average transaction times across districts remained relatively consistent across the three days studied. Channel District had the highest average duration at approximately 2 hours 30 minutes, and Hyde Park had the lowest at just under 2 hours.



## Key Finding: Weekday and Weekend Trends

Duration and transaction counts remain relatively consistent throughout the two analyzed weekdays, but weekends brought different parker types and volumes into Tampa's on-street system. Significantly more transactions were recorded on the weekend than any weekday, demonstrating an increased visitor presence in the City during weekends.



Based on transaction data, parking behavior suggests the possibility of implementing a progressive pricing strategy in Tampa. Progressive pricing seeks to incentivize efficient use of on-street parking by adjusting hourly rates based on duration, encouraging higher turnover. Short-term curb uses would pay a standard hourly rate while long-term sessions would pay a higher amount for parking as they extend their parking session. This strategy could incentivize the use of off-street parking facilities to meet long-term parking needs.

# 4,700

parking sessions were  
for longer than 3 hours

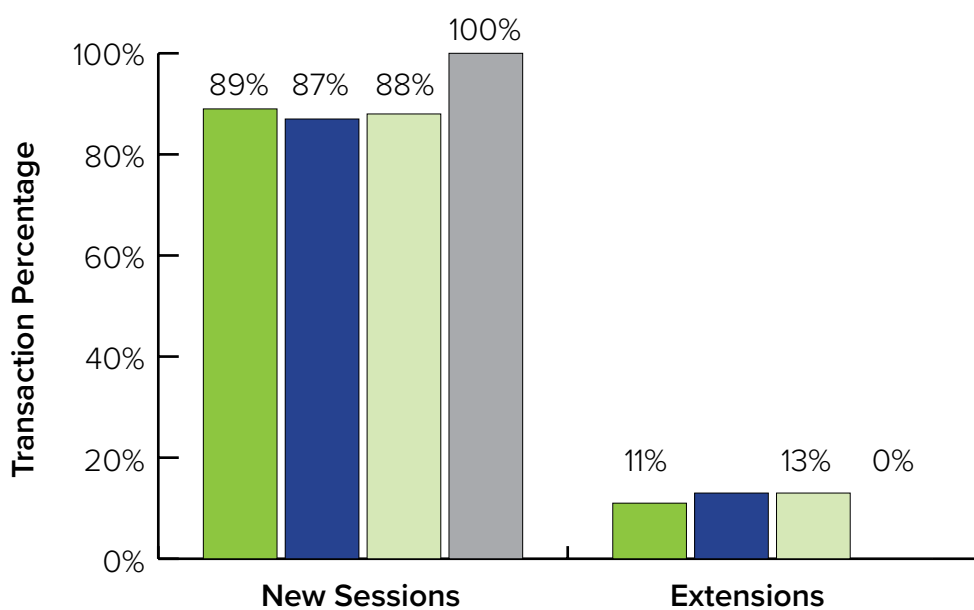
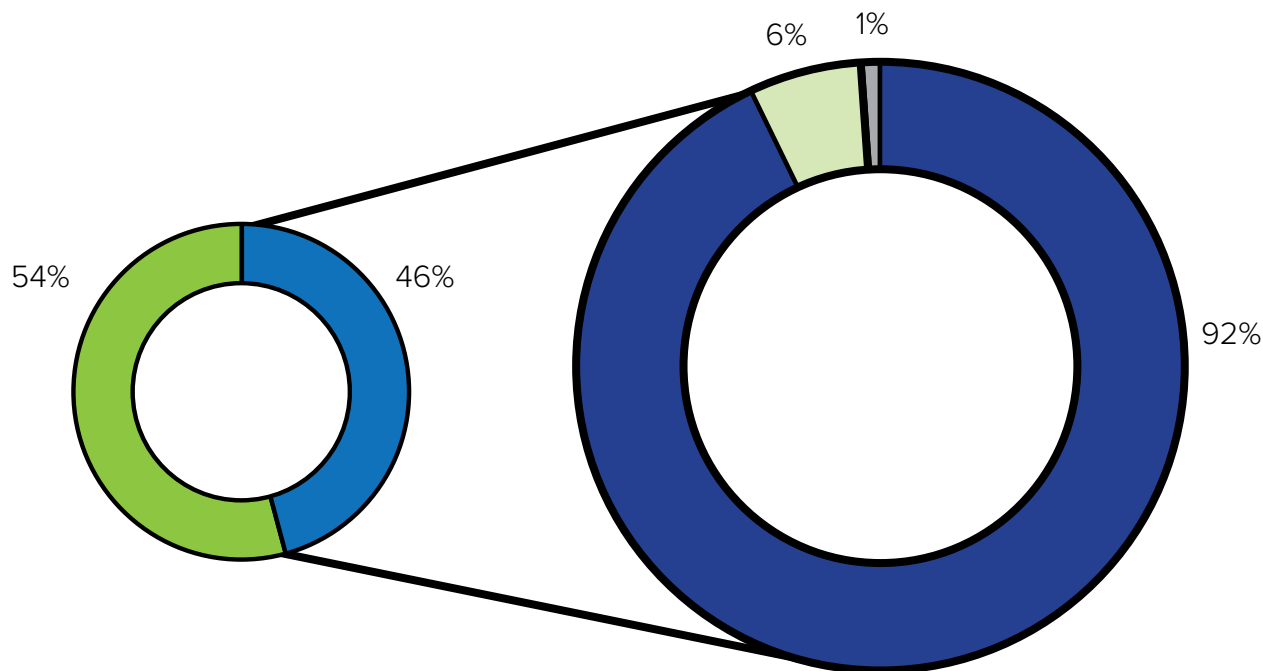
# 2,900

more transactions on  
Saturday compared to the  
weekdays



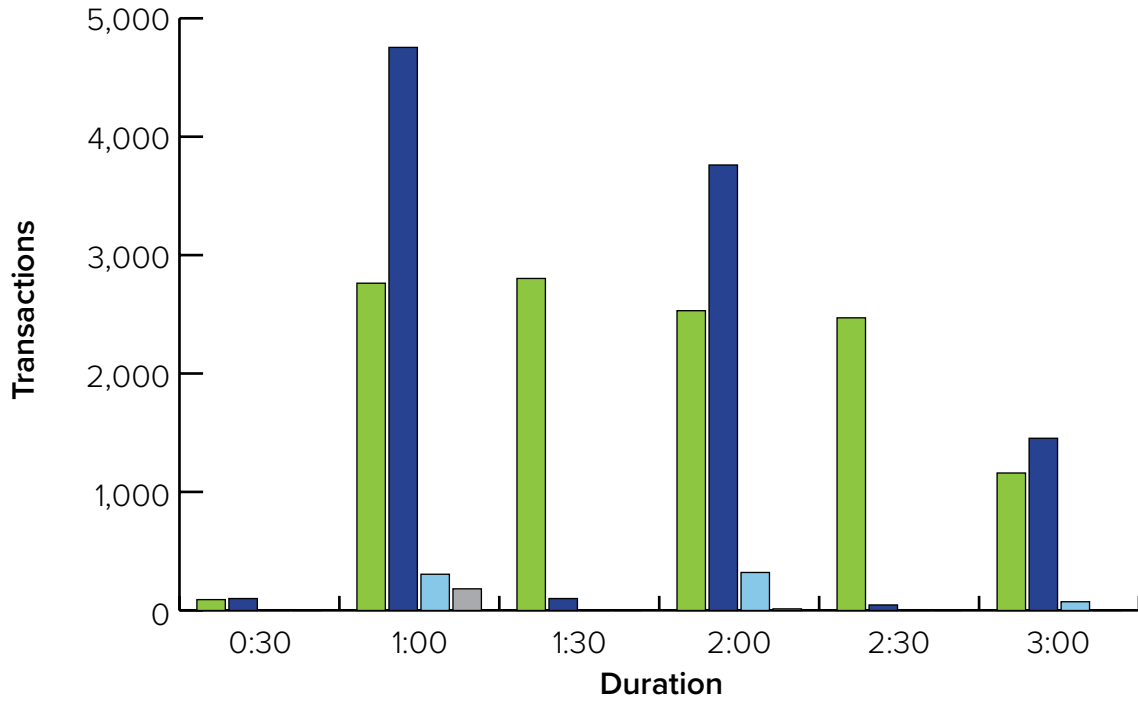
## APP MARKET SHARE AND PARKER PREFERENCES

Tampa offers multiple payment options to visitors, including payment by mobile app and via pay stations. The dates studied indicate that ParkMobile is the preferred app among parkers by a wide margin, offering both market dominance and a high percentage of parkers extending their sessions. Pay stations, while holding the majority market share, have a lower likelihood of extensions. Understanding these patterns can help in tailoring mobile app availability and marketing strategies to better serve visitor preferences.



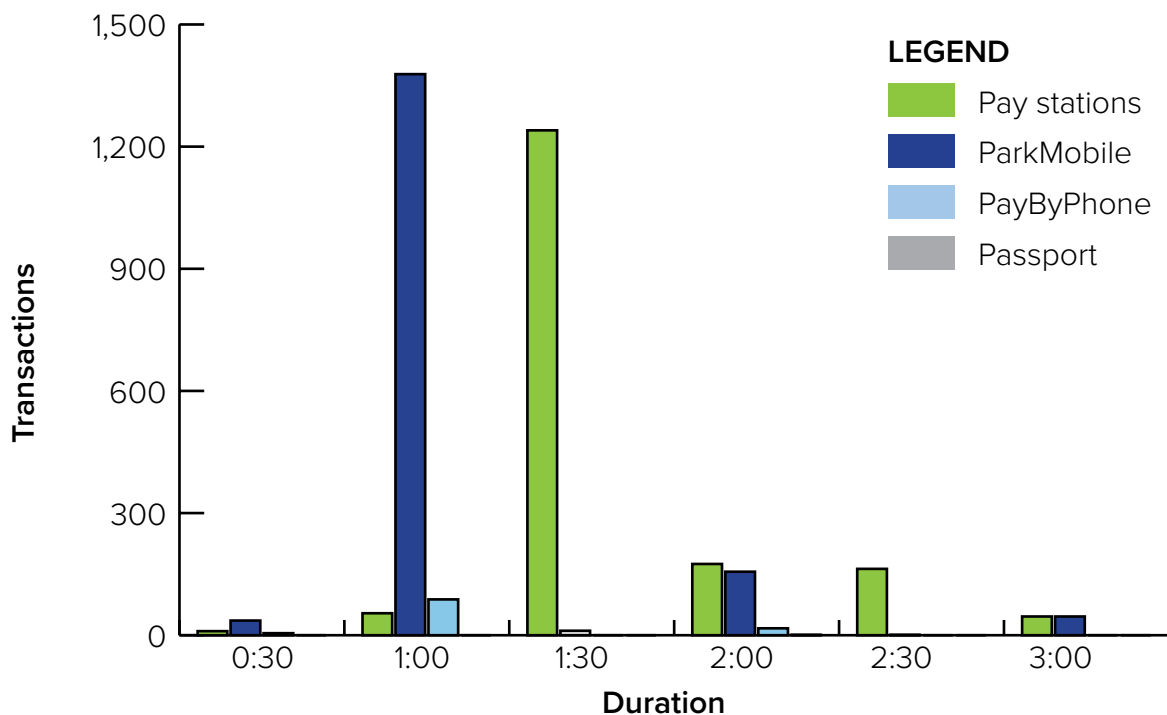
## Key Finding: Platform Influence on Duration

Different platforms offer different pros and cons to both parkers and the city. In Tampa, mobile app users are more likely to extend their parking sessions than pay station users. A closer look at transaction details shows mobile app users prefer 1-2 hour starting durations while pay station users are more willing to start 2-3 hour durations than other users.



**LEGEND** Pay stations ParkMobile PayByPhone Passport

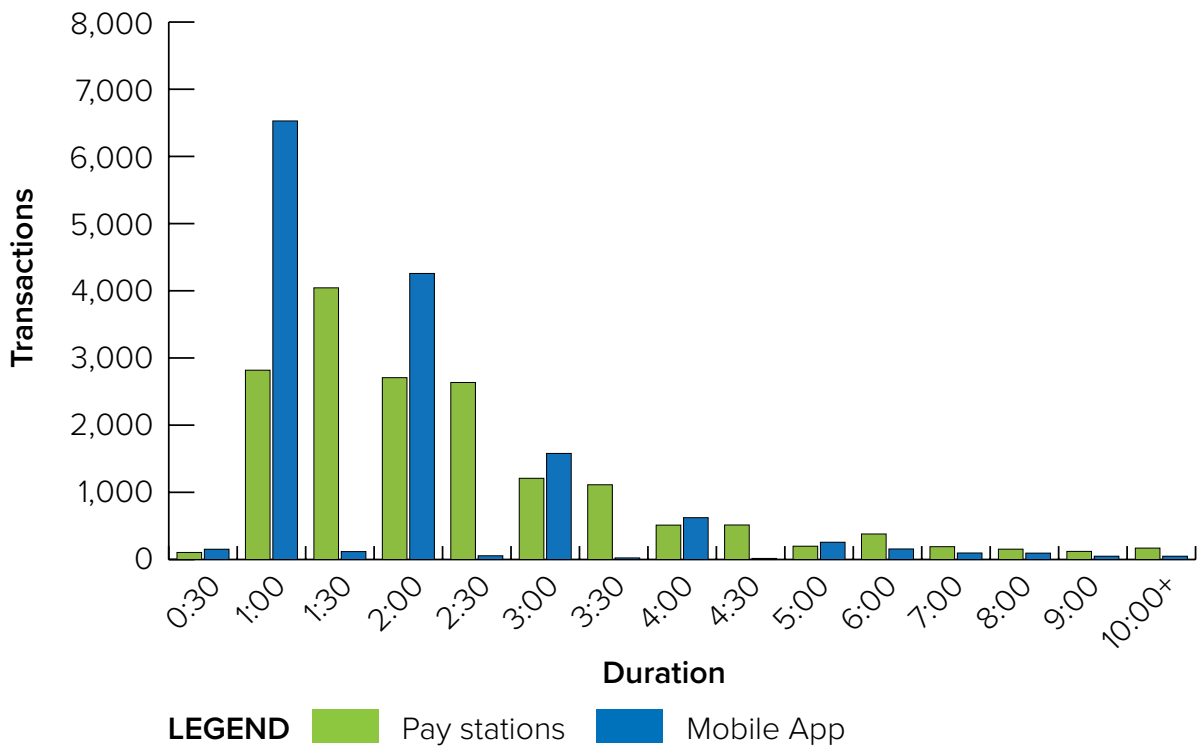
Parking extensions show a heavy preference for 1-hour durations on mobile apps and a heavy preference for longer durations at pay stations. Mobile app users are more likely to extend their parking sessions, however, and ParkMobile shows a higher number of extensions despite fewer transactions when compared to pay stations.



**LEGEND** Pay stations ParkMobile PayByPhone Passport



This trend suggests that parkers may still require the same parking duration regardless of whether they pay by mobile app or by pay stations. However, mobile apps offer easy extensions from anywhere, encouraging higher rates of extension. Mobile apps also eliminate the need to remember license plates and other information for parking extensions. These incentives may explain the higher mobile app extension rate and highlights how technology can influence not only parking payment choices but also the willingness to adjust parking sessions as needed. Full on-street parking session duration by payment type is highlighted below.



**46%**

of all on-street parking transactions are conducted using a mobile app

**14X**

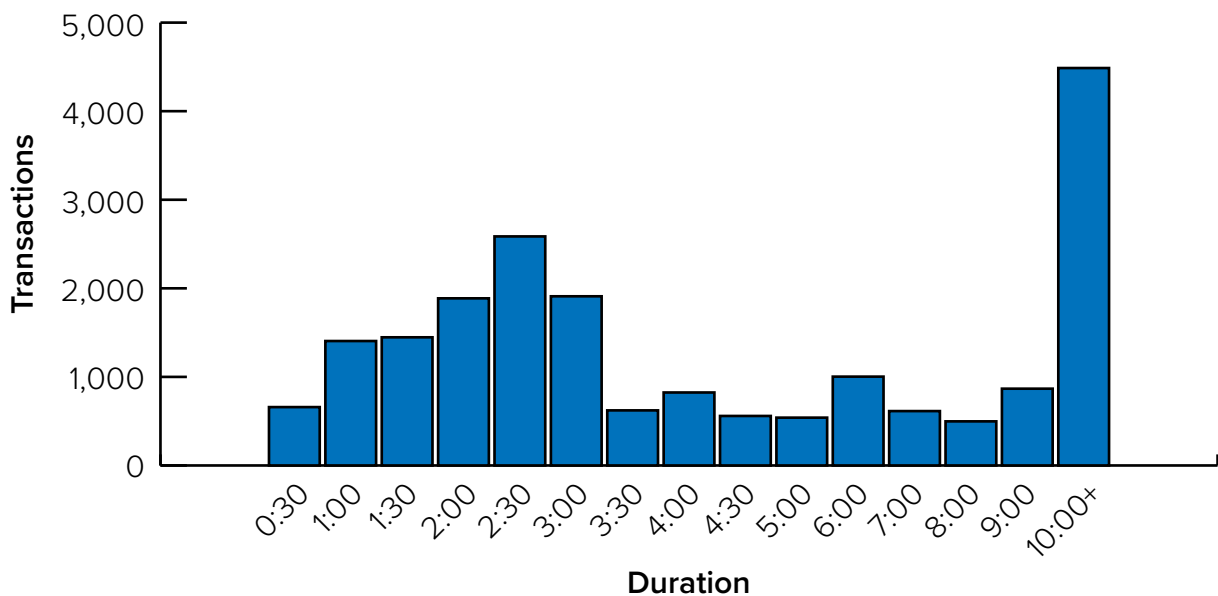
customers are 14 times more likely to use ParkMobile compared to other mobile apps

## OFF-STREET DURATION ANALYSIS

Off-street transaction data was evaluated to determine trends in off-street parking duration. This data was collected anonymously from Tampa’s mobile apps (Flowbird, ParkMobile, Passport, and PayByPhone), pay stations, and users paying on exit in select parking garages (pay-in-lane). Parking durations were either directly provided by the data or determined based on the transaction amount and the utilized facility. Rate variations across facilities were taken into consideration to accurately project parking durations. Parking session extensions at frictionless facilities were also evaluated to provide a full view of visitor duration.

### Key Finding: Variability in Transaction Duration

Transaction data was analyzed for the entire system by duration, highlighting user preference in Tampa’s off-street system. In contrast to Tampa’s on-street parking system, users of Tampa’s off-street system tend toward much longer stays, including a significant number parking for longer than 10 hours. This behavior represents an optimal use of Tampa’s parking resources, possibly due to Tampa’s “maximum daily rate” being relatively low compared to competing private facilities. The below chart shows transaction counts by duration for the entire system.



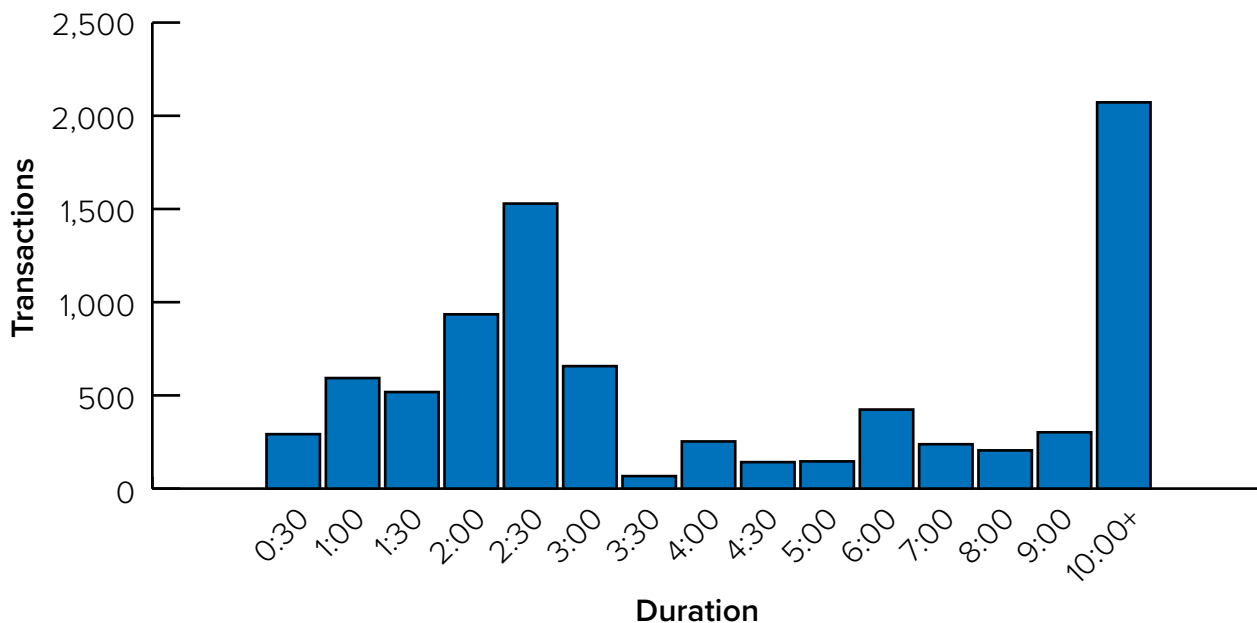
**9,900**

parking sessions were  
for 3 hours or less

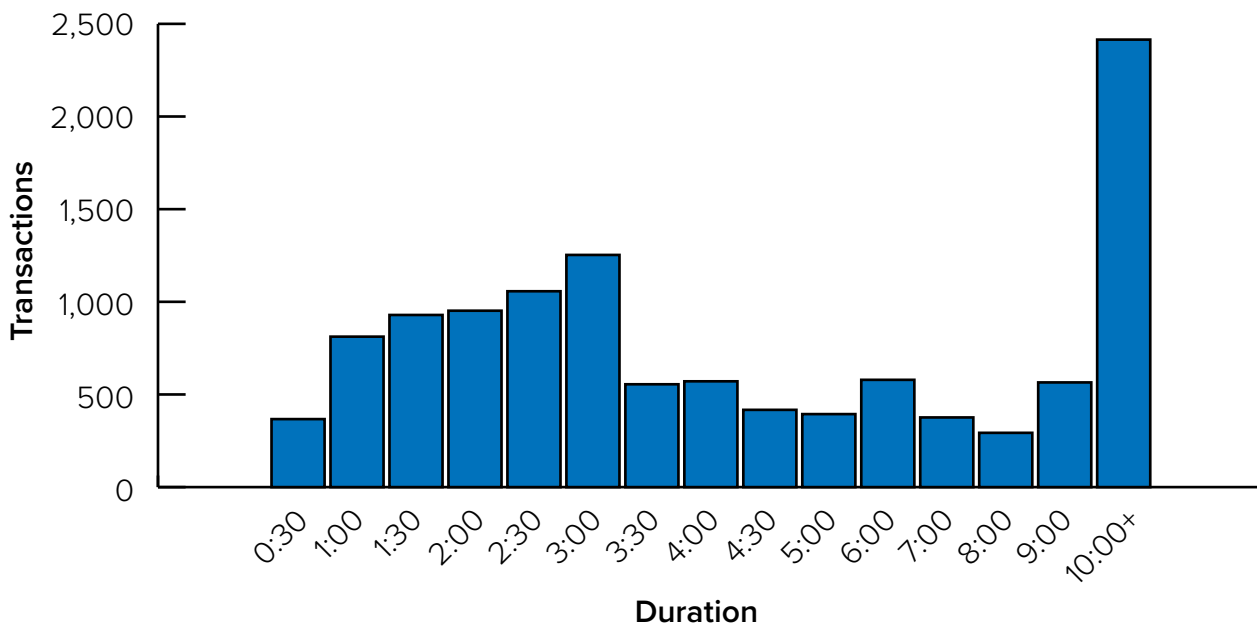
**4,500**

parking sessions were for  
10 hours or more

Taking a closer look at Tampa’s system, surface parking lots mostly conform to trends observed system wide, with more users staying for less than 2 hours and 30 minutes and longer than 10 hours.



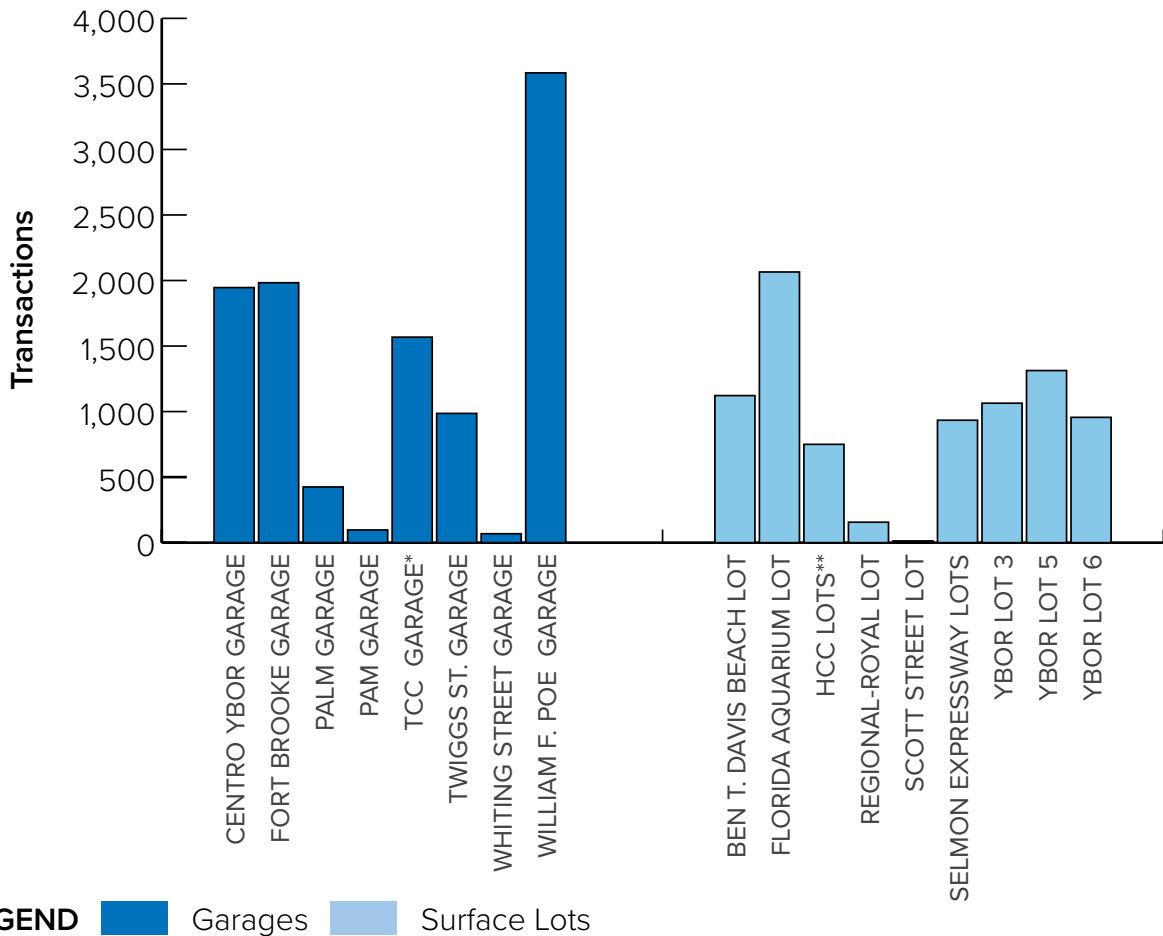
Tampa’s parking garages show more users staying for 3 hours to 3 hours 30 minutes than the system wide average. Users of Tampa’s parking garages favor these shorter stays, and less parkers stay for 10 hours or more than the system wide average.





## Key Finding: Facility Usage Patterns

Facility usage patterns depend on many factors, including proximity to nearby attractions, price, and number of spaces available. These factors affect transaction counts, turnover, and average duration. Facilities with the highest number of transactions include Poe Garage, Centro Ybor Garage, and Fort Brooke Garage. Some facilities reported significantly lower transaction counts. The Scott St lot, Whiting St garage, and Royal Regional lot have the lowest number of transactions in Tampa’s off-street network.



**LEGEND** ■ Garages ■ Surface Lots

\*TAMPA CONVENTION CENTER

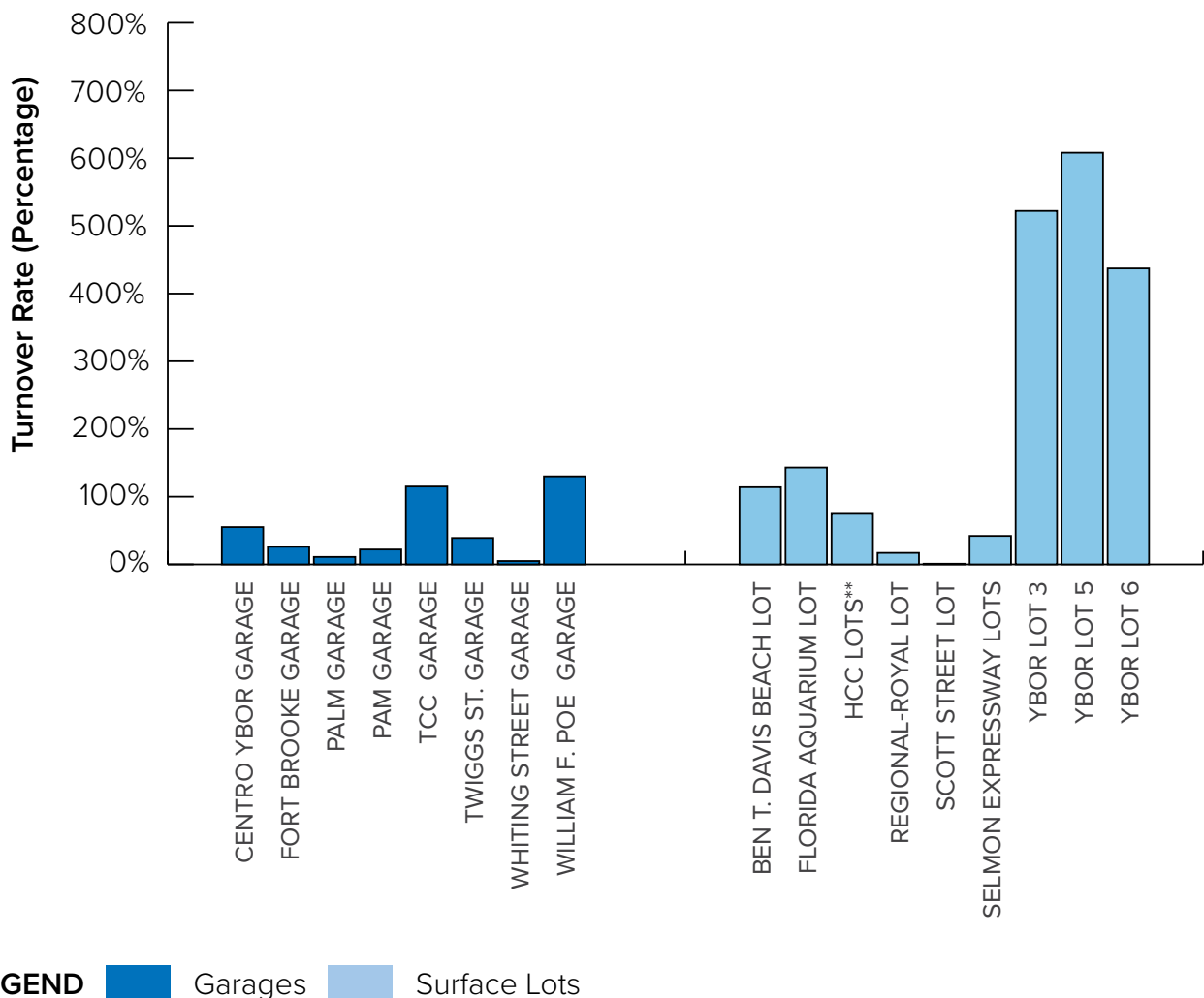
**31%**

of garage parking sessions were at the Poe Garage

**25%**

of surface lot parking sessions were at the Florida Aquarium

Turnover compares the number of transactions recorded at each facility to the number of spaces available. As shown below, Tampa’s parking garages have relatively low turnover despite high transaction counts due to their high capacities. High turnover implies high efficiency, and the Ybor Lots stand out in this regard. The turnover in these facility is exceptionally high given the limited capacity of these facilities. The average turnover rate for the Ybor Lots was over 500%, indicating that a typical parking space in the Ybor Lots is used five times in a day. This indicates a demand for additional short-term parking in Ybor City and the need to charge higher rates in high-demand areas.



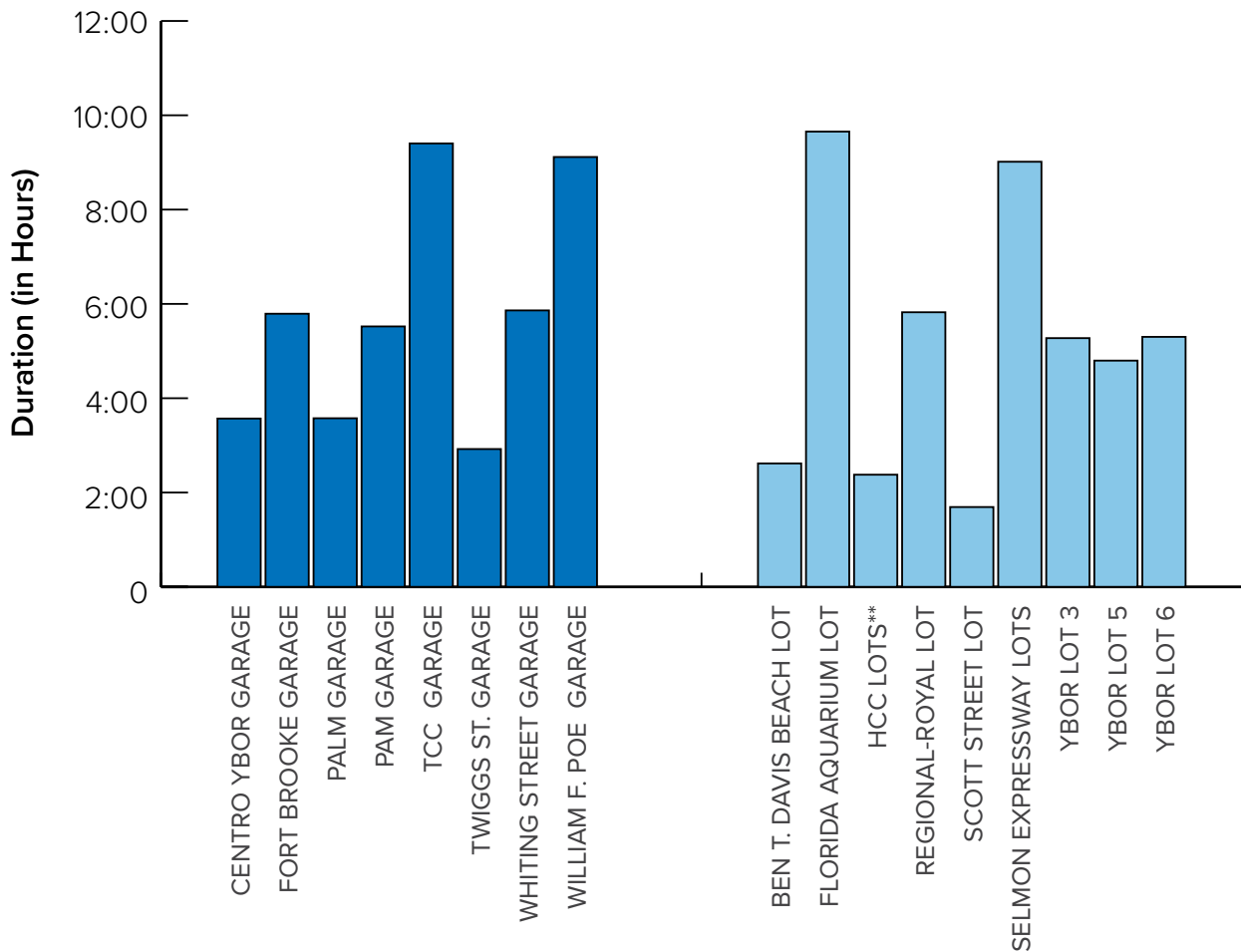
**50%**

average turnover rate at off-street garages

**>500%**

average turnover rate at Ybor City lots

Average transaction duration across Tampa’s off-street network ranges between 1 hour and 30 minutes to 9 hours and 30 minutes. Higher duration often coincides with low turnover and lower transaction counts, as one transaction utilizes a single space for longer. The Selmon Expressway lots, Poe Garage, and TCC Garage, in particular, have the highest average durations, indicating long-term stays by users. Notably, these facilities operate frictionless, allowing users free entry and exit during their paid parking period. This flexibility may encourage longer parking durations.



**LEGEND** ■ Garages ■ Surface Lots

# 5:45

average duration for off-street parking facilities

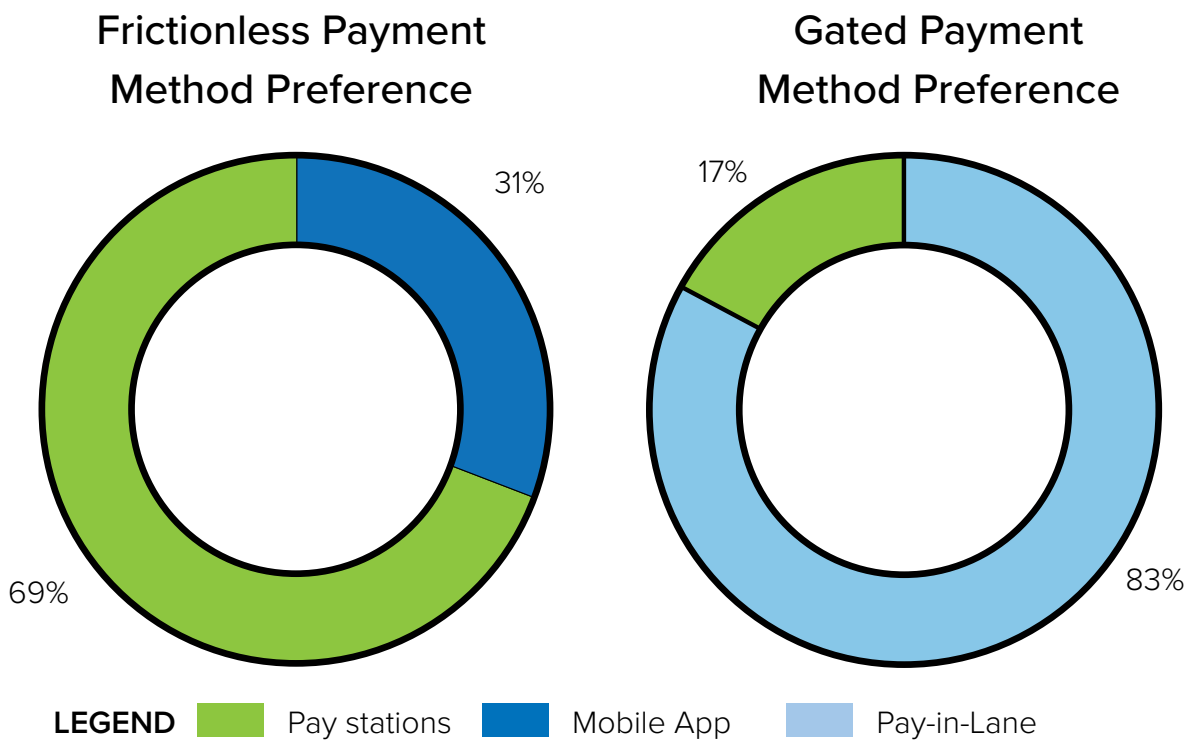
# 5:10

average duration for surface lot parking facilities



## Key Finding: Effects of Frictionless Parking Garages

Frictionless parking garages operate without gates, using mobile apps and pay stations for parking sessions. These facilities operate in much the same manner as Tampa’s surface parking lots and on-street system. The City of Tampa has converted the Poe Garage and TCC Garage to frictionless operations, resulting in distinct user behavior. Both the Poe Garage and TCC Garage have significantly higher turnover than other garages in Tampa’s system, at 130% and 115%, respectively. This indicates that these facilities have higher user frequency and the nearby land uses are major generators of parking demand. Alternatively, customers at these facilities had higher durations based on transaction amount. This indicates that in a frictionless facility, customers are likely to pre-purchase more time than they use. Combined with the highest turnover rates in the system, this management strategy results in a higher revenue rate than at a facility where customers pay upon exiting. Frictionless facilities see 20%-30% usage of mobile apps for payment, with the vast majority of users preferring pay stations located throughout Tampa’s frictionless facilities. Users of gated facilities typically utilize pay-in-lane to complete their parking transactions as they exit the facility.



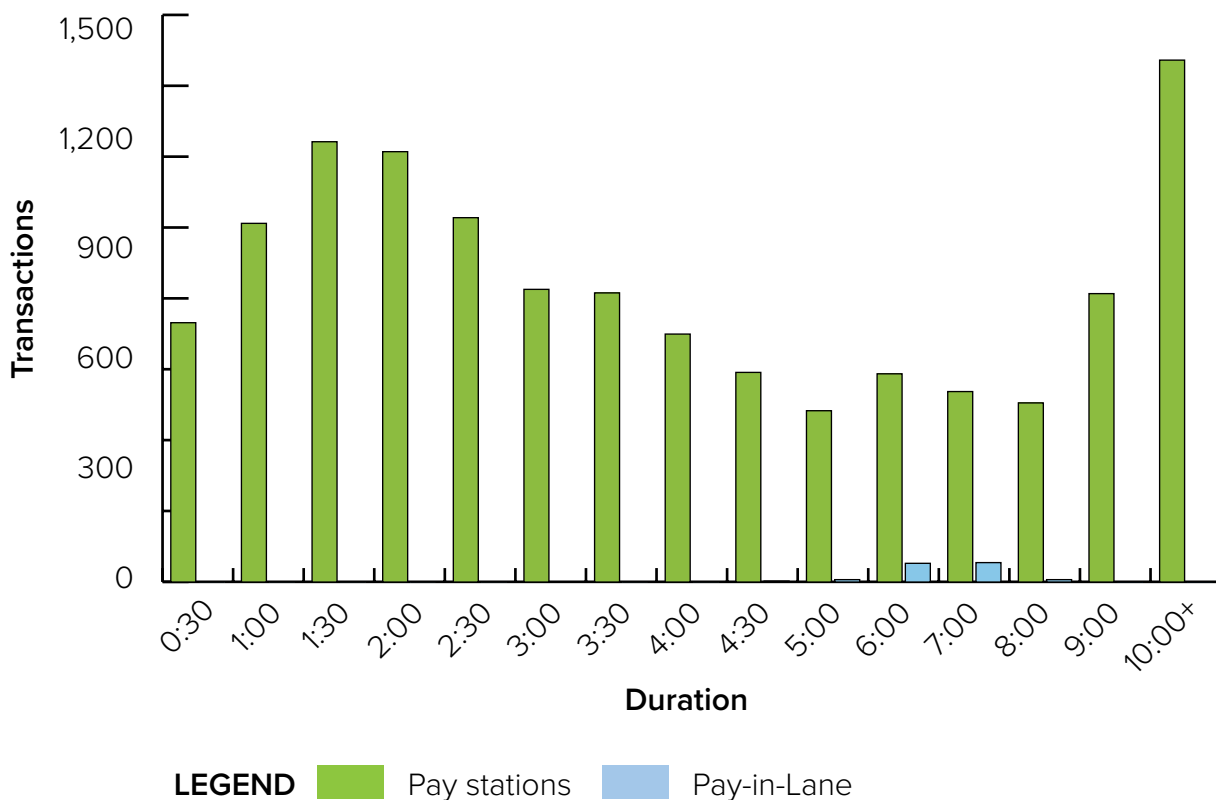
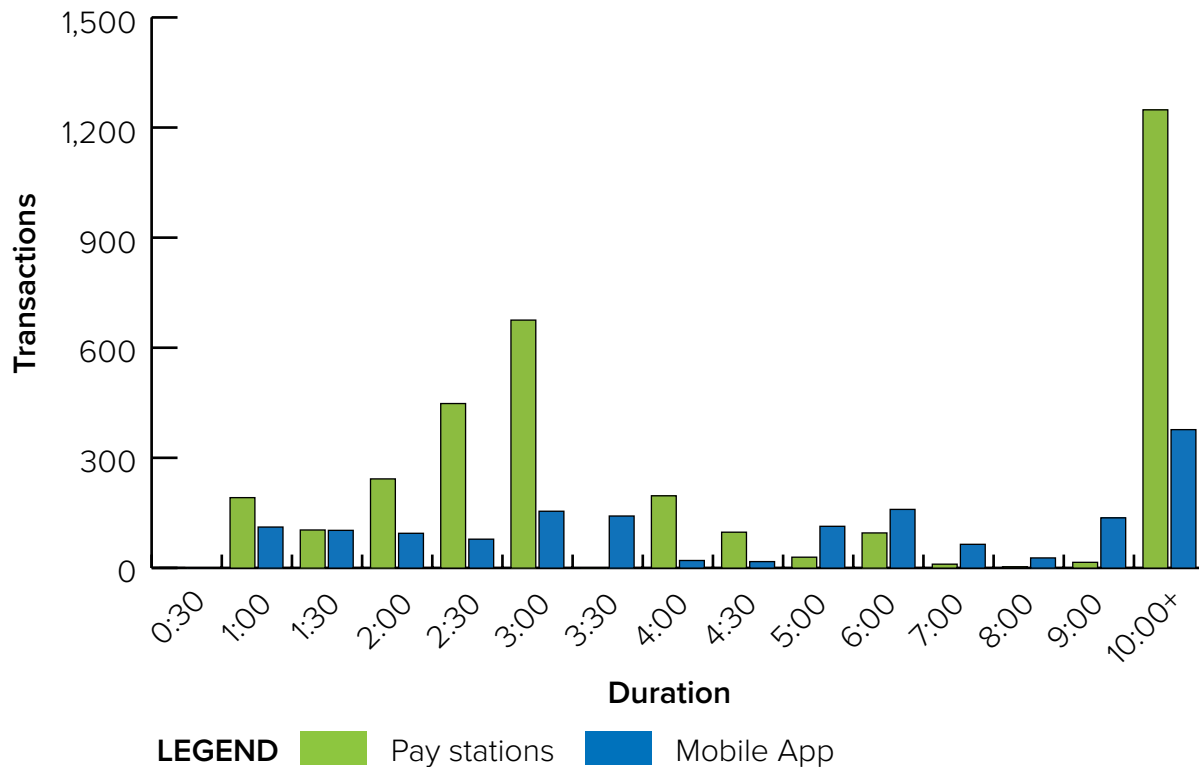
**19,275**

off-street parking transactions were made using credit cards

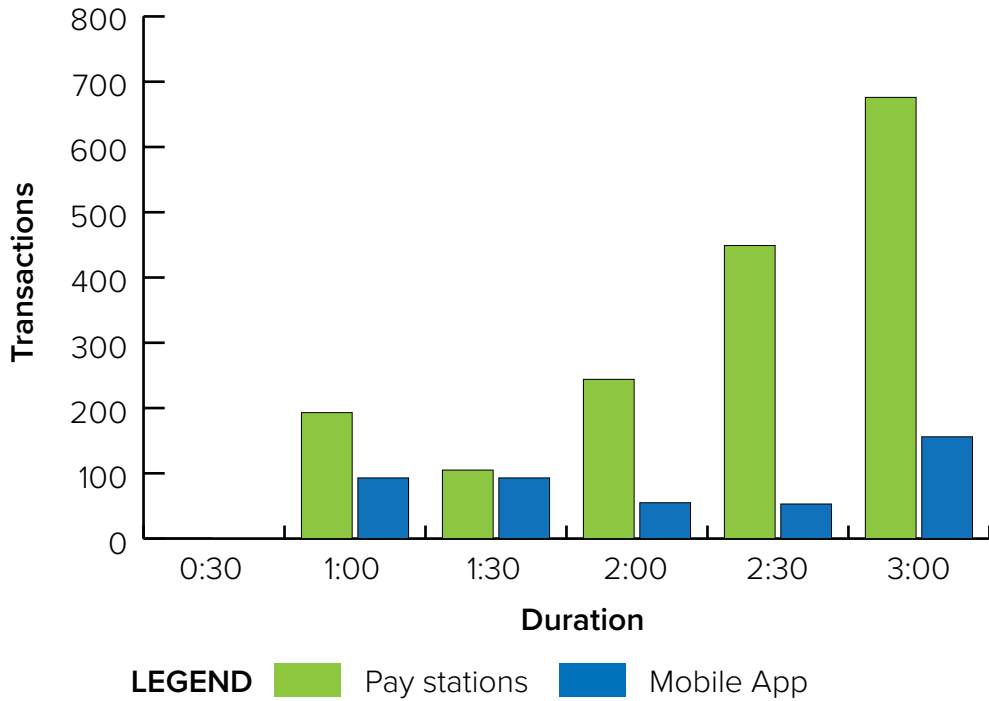
**3%**

of all off-street transactions were paid using cash at pay stations

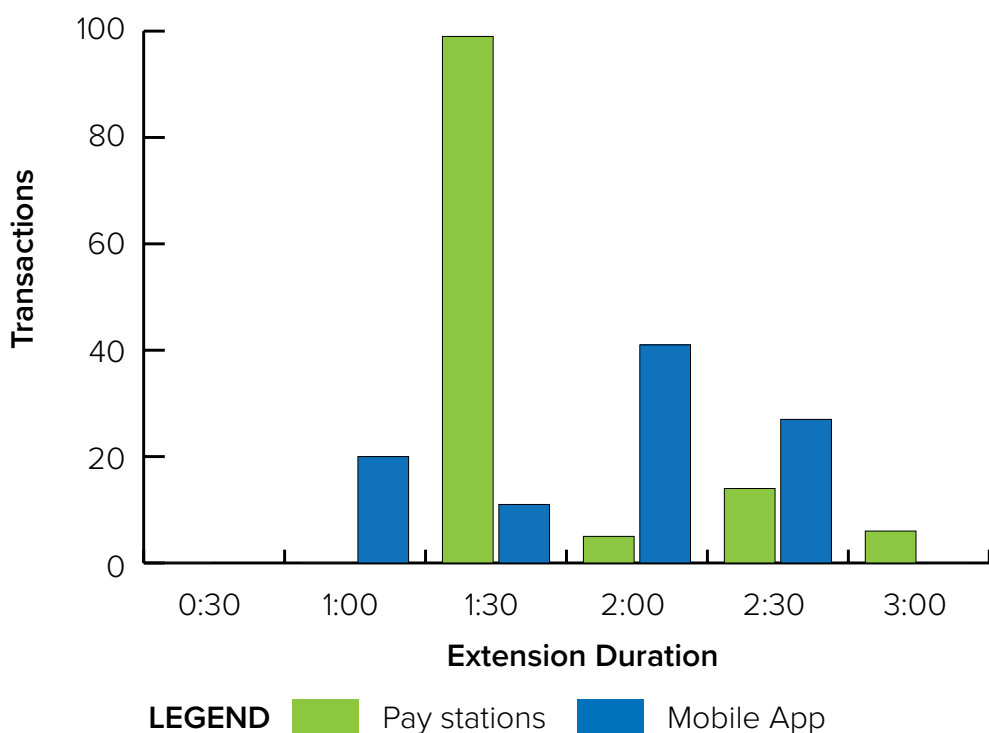
Parking durations differ significantly between frictionless and gated facilities in Tampa’s network. Users of frictionless facilities in Tampa tend to either stay less than 3 hours 30 minutes or stay an exceptionally long time – greater than 10 hours. Gated facilities have less variation in parking duration, but still with the highest percentage of parkers staying for longer than 10 hours.



The distinction between new sessions and extensions is only a factor for frictionless facilities, as they require payment on entry rather than on exit, and users may choose to extend their parking session beyond their original session duration. Customers utilizing mobile apps in these frictionless facilities tended to choose parking session durations of less than 2 hours, while visitors utilizing pay stations opted for longer sessions.



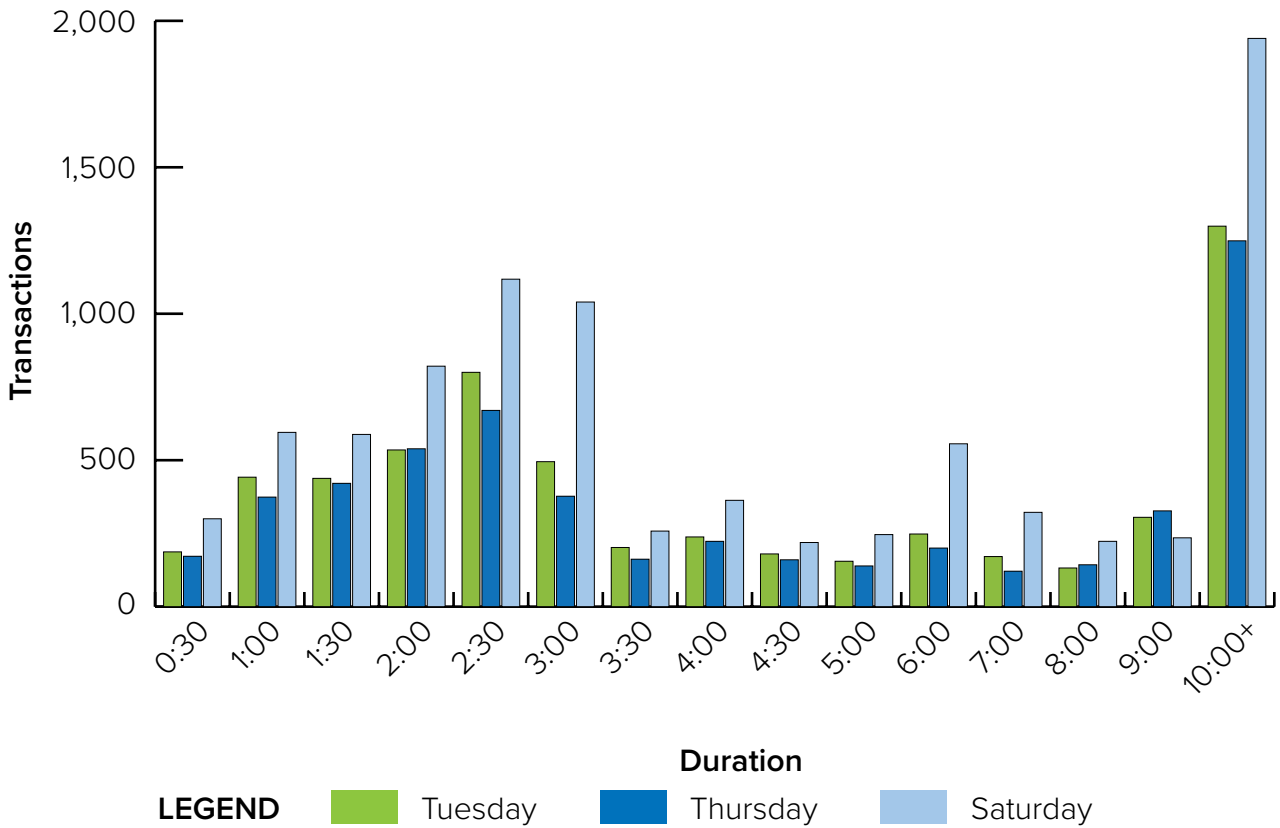
Parking extensions show a preference for 2-3 hour durations on mobile apps and a preference for 1 hour and 30 minute durations at pay stations. Mobile app users account for a significant amount of extensions despite their low market share. The number of parking session extensions at frictionless facilities is displayed below.





## Key Finding: Weekday and Weekend Trends

Weekends continue to stand out as the highest-demand days for Tampa’s parking system. Significantly more transactions were recorded on Saturday than any weekday, demonstrating an increased customer presence in the City during weekends. The most pronounced demand increases were between 3 hours and 3 hours 30 minutes and 10 hours or more. Parking duration by observation day is provided below.



**>200%**

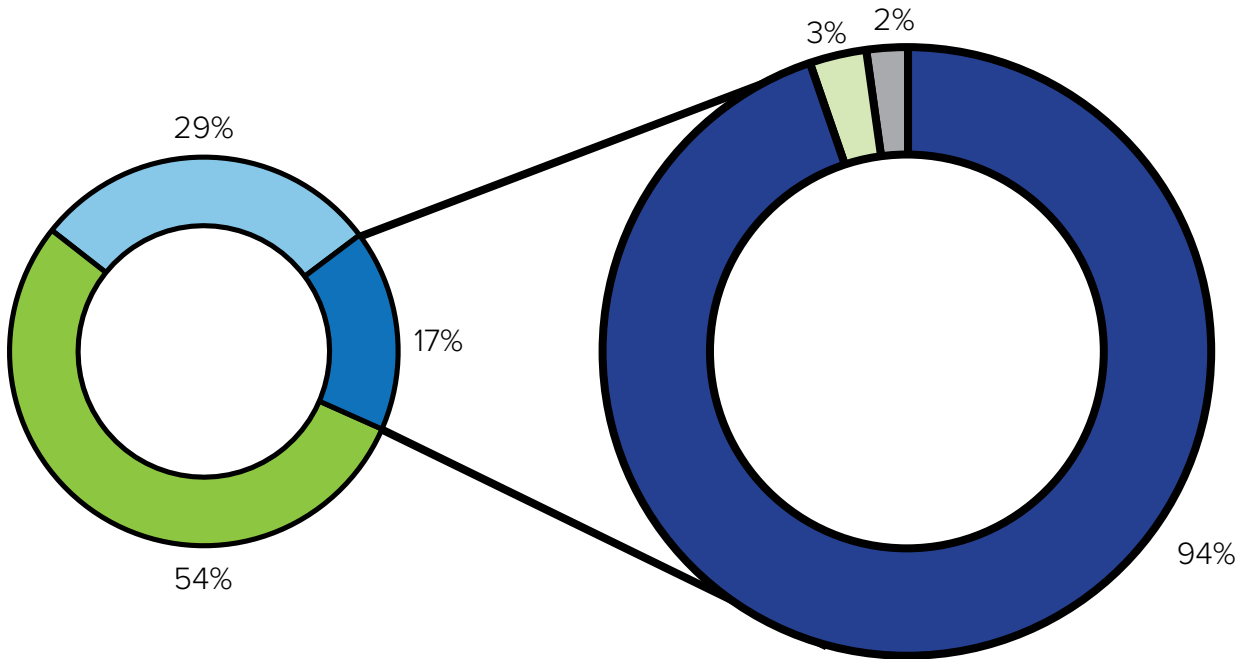
of users paid for a 3 hour parking session on Saturday compared to other days

**51%**

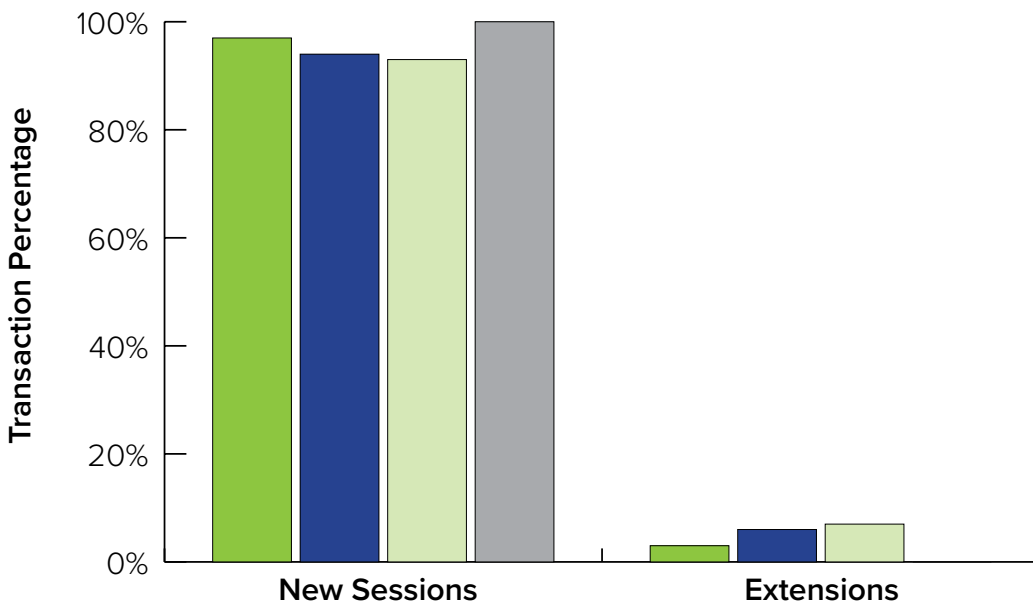
more transactions on Saturday compared to other days

## APP MARKET SHARE AND PARKER PREFERENCES

Tampa offers multiple payment options to visitors, including payment by mobile app and via pay stations. Similar to on-street parking, the dates studied indicate that ParkMobile is the preferred app among parkers by a wide margin, offering both market dominance and a high percentage of parkers extending their sessions. Pay stations, while holding the majority market share, have a lower likelihood of extensions. Understanding these patterns can help in tailoring mobile app availability and marketing strategies to better serve visitor preferences.



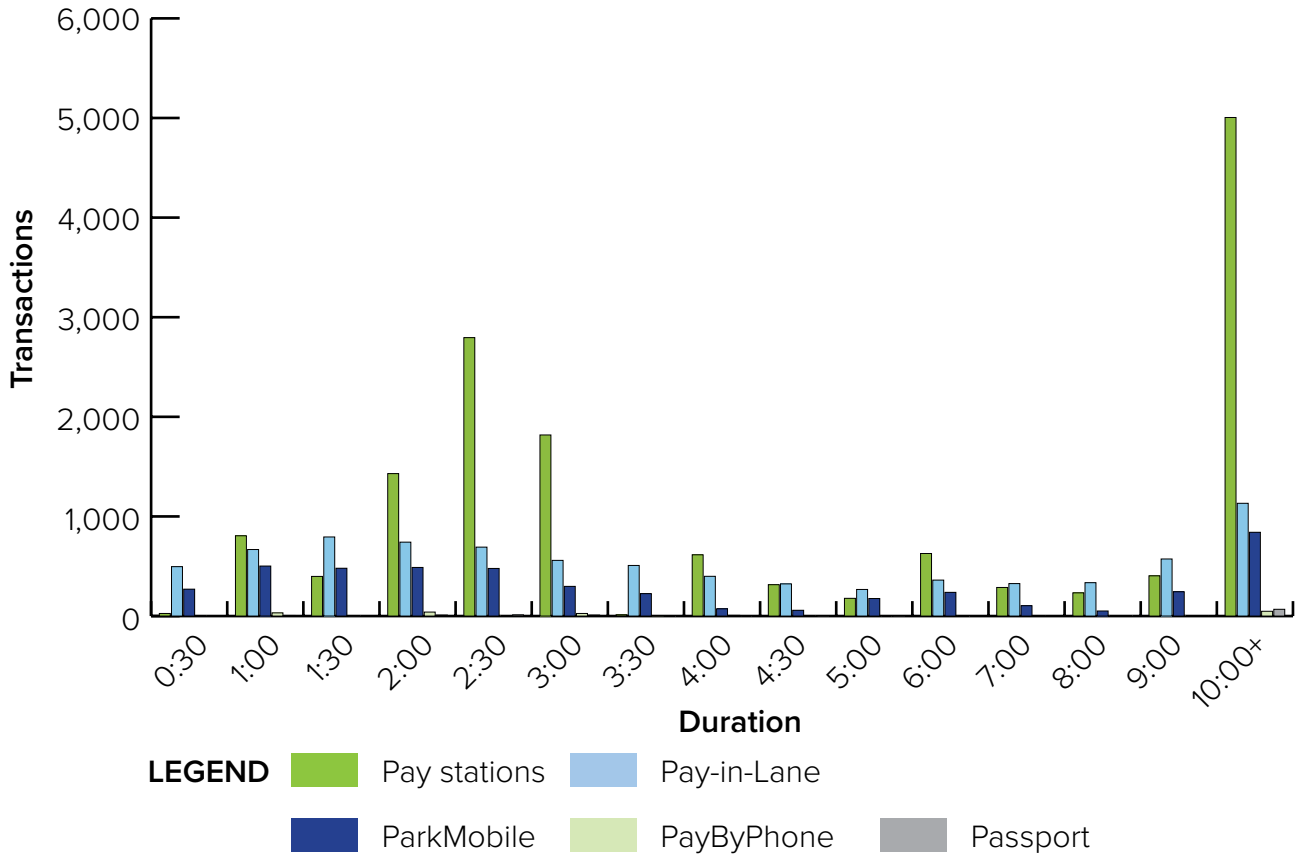
**LEGEND** Pay stations Mobile App Pay-in-Lane  
 ParkMobile PayByPhone Passport



**LEGEND** Pay stations ParkMobile PayByPhone Passport

## Key Finding: Platform Influence on Duration

Due to the high turnover of frictionless facilities and the number of frictionless facilities, pay stations are used more compared to all other payment types for all durations, with a particularly high transaction count for sessions of 10 hours or more.



# 2.5X

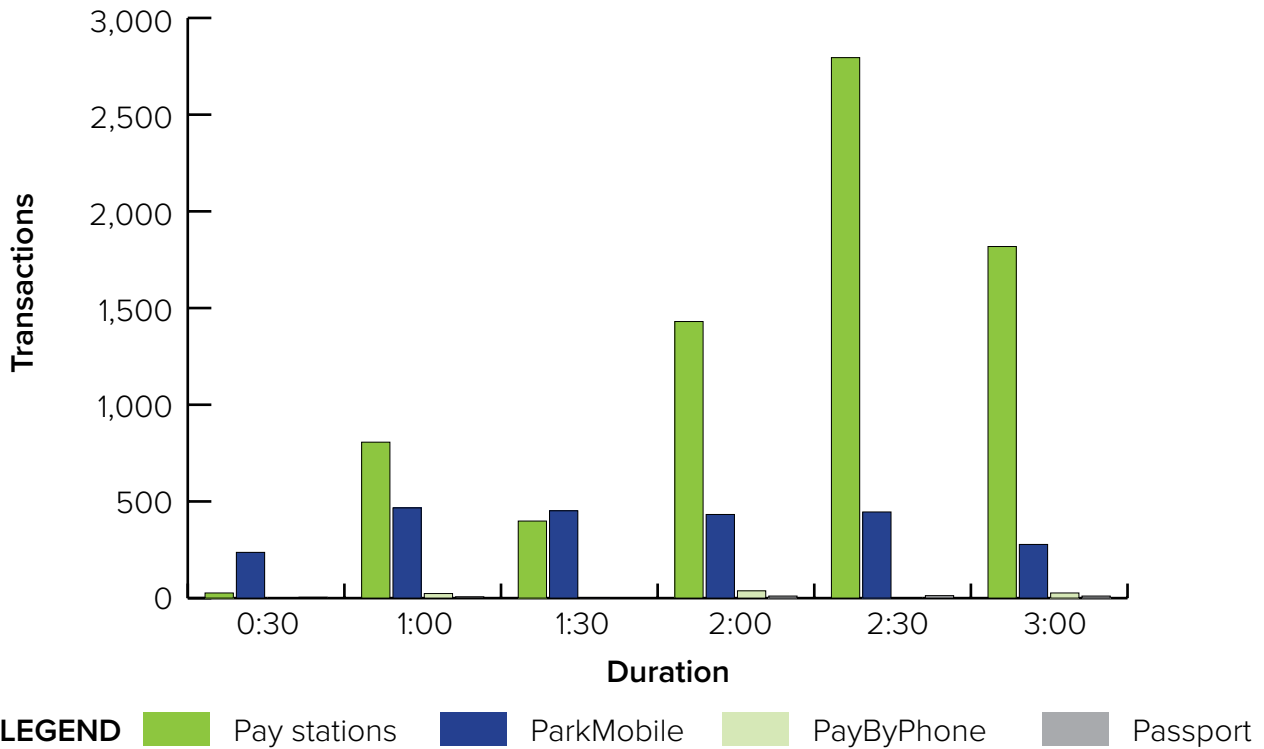
more likely to select a 10 hour parking session if using a pay station

# 6X

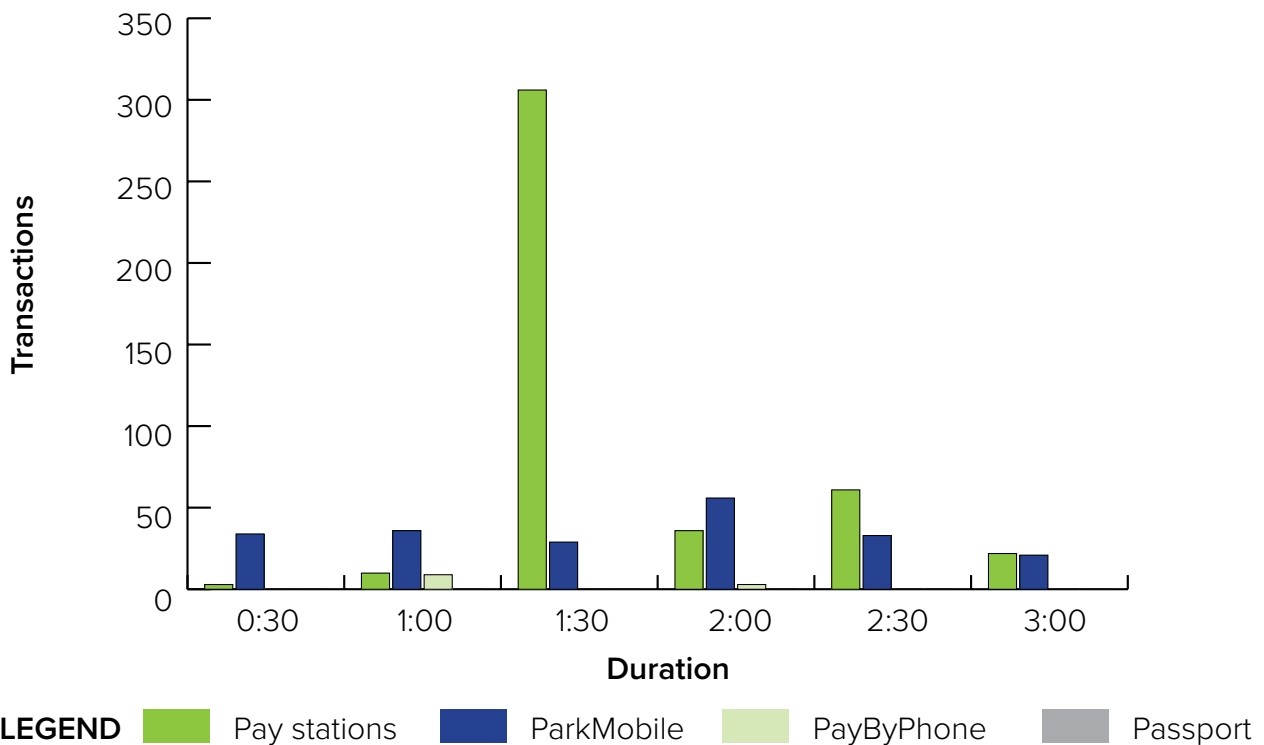
more likely to use a pay station for 2 hours and 30 minute sessions than ParkMobile



Extensions only apply to mobile app and pay station transactions. ParkMobile continues to lead the mobile app market, while pay stations continue to have the highest market share overall.



ParkMobile users prefer 2-3 hour extensions while pay station users prefer 1 hour and 30 minute to 2 hour extensions. The percentage of users who extend their parking session is higher among app users than pay station users.



# EARLY FINDINGS AND SYSTEM NEEDS

## PARKING OCCUPANCY

Based on the Parking Occupancy Analysis, Tampa's existing parking supply is sufficient to meet current parking demand. Observed parking demand for off-street parking did not exceed the provided supply for the Downtown and Water Street districts. However, based on the existing wait list for the Fort Brooke Garage, there is a growing need for additional off-street parking. Evaluating the needs of customers on the wait list and determining where and when they need parking access is needed. Additionally, the average age of Tampa's off-street parking garages is 37 years, with facility ages ranging from 22 to 60 years old. Changes to the existing supply, such as taking older facilities off-line, would likely impact the system's ability to meet parking demand.

In Ybor City, off-street parking demand at surface lots routinely reached parking capacity during evenings and weekend. However, the Ybor and Palm Garages had surplus parking supply during these periods. This indicates that a re-balancing of parking demand is needed in Ybor City to better meet customers needs.

On-street parking utilization was high throughout the observation period. The Channel District routinely experience high parking demand during mornings and evenings. Additionally, Downtown experienced higher parking demand on the western side of the district during the evenings. Lastly, Ybor City experienced high demand during evenings and on weekends. This indicates a need for dynamic on-street parking pricing by time of day and location to manage parking demand and shift parking to low-demand areas and off-street facilities.

### Key Findings

Evaluate parking wait list to determine the times and locations customers need parking access

Re-balance parking demand from surface lots to parking garages

Dynamic pricing by time of day and location is needed for on-street parking management

# PARKING DURATION

Based on the Parking Duration Analysis, on-street parking transactions typically lasted for 4 hours or less. Additionally, customers typically used pay stations and ParkMobile as their preferred payment method. Conversely, the highest amount off-street parking transactions were over 10-hours. This indicates that on-street parking should be used for short-term parking and off-street parking should be used for long-term parking. Pricing the curb and off-street facilities to promote this behavior is needed.

User payment preferences varied based of the management strategy implemented at an off-street parking facility. In off-street parking facilities that use a gated payment method, 83% of transactions were at pay-in-lane machines and 17% were at pay stations. Conversely, in frictionless parking facilities, 69% of transactions were at pay stations and 31% were using a mobile app. The management strategy for off-street parking facilities need to align with the Division's technology and financial goals.

Based on the combined parking occupancy and duration behavior, the Parking Division should strategically utilize technology to promote a contactless payment system and shift toward an asset light approach to parking infrastructure. Customer behavior is shifting toward using contactless payment as their preferred payment solution. By promoting this payment solution, enhancing signage, and removing legacy technology solutions, the Parking Division can create a flexible parking system that meets the needs of its customers.

## Key Findings

Price the curb to promote short-term parking and off-street parking to promote long-term parking

Align the off-street parking system's management strategies with the Division's technology and financial goals

Utilize technology to promote a contactless payment system and shift toward an asset light approach to parking infrastructure



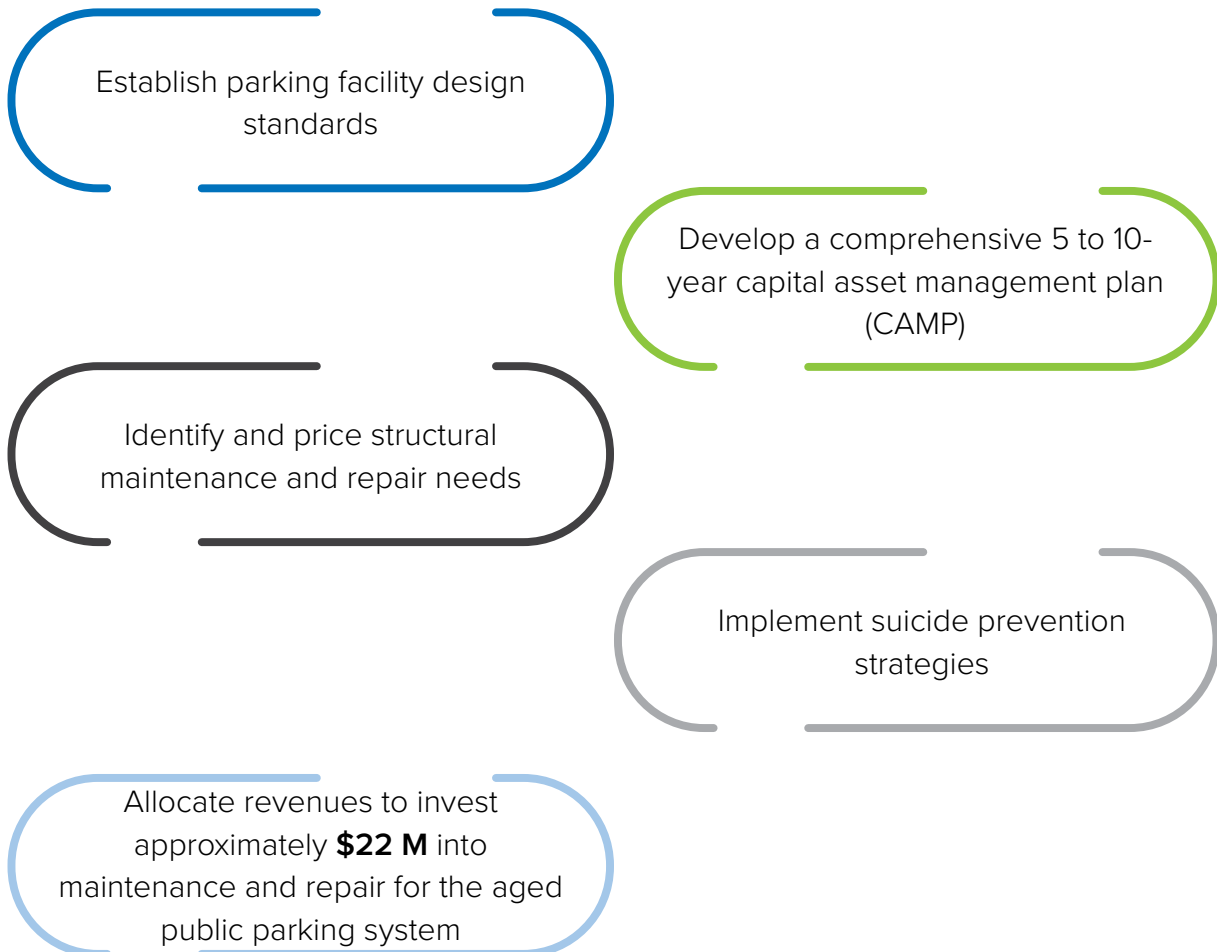
# SYSTEM NEEDS

This report focused on the current performance of Tampa’s parking system, but based on additional review and evaluation, several overarching needs have emerged for both on-street and off-street parking. Addressing these needs is crucial to enhancing the efficiency, functionality, and overall performance of the city's parking infrastructure.

## DESIGN, MAINTENANCE, AND REHAB

Tampa's public parking facilities have a significant backlog of needed maintenance and repairs. Based on the most recent structural evaluation, the Parking Division will need to invest approximately \$15 M in outstanding maintenance and repairs. Additionally, to prepare for on-going maintenance, the Parking Division needs to allocate ~\$250 per space to ensure they are capable of meeting future needs. This results in an investment of approximately \$7 M over the next three years. Of note, the list of maintenance and repair items was determined in 2017. An updated structural evaluation may identify additional maintenance and repair items, resulting in a greater need to reinvest in this aged public parking system.

### System Needs

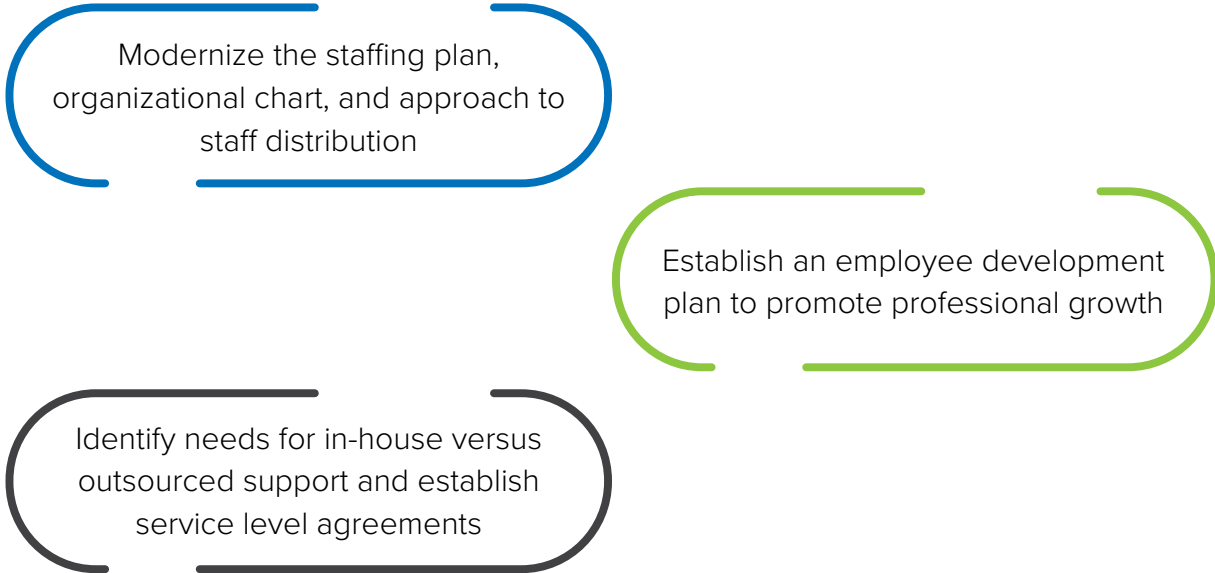


## STAFFING, GOVERNANCE, AND ORGANIZATION

Employee satisfaction, training, and management can have a profound impact on the day-to-day and long-term operations of the Parking Division. Additionally, frontline employees have the most significant impact on the community's perception of public parking and can help to increase the community's understanding of parking regulations. Ensuring employees are equipped to meet the changing needs of Tampa's parking and mobility system is a critical need for the programs future success. To promote a modernized public parking system and reinvent urban parking, the Parking Division should embrace a metrics-based approach to staffing, governance, and organization. This includes incorporating key performance indicators such as the number of parking spaces overseen by an enforcement officer, number of enforcement staff per route, number of staff to complete professional training, customer satisfaction scores per enforcement route, etc.

In addition to employee satisfaction and training, organizational factors such as in-house versus outsourced services is critical to the Parking Division's success. This requires a review of the existing in-house and outsourced operations to establish performance indicators for essential services such as maintenance, security, ambassador staff. Outsourced services should have clear service level agreements and performance accountability thresholds. Similarly, in-house services should have performance indicators, accountability thresholds, and performance acknowledgment rewards to incentivize outstanding employee performance.

### System Needs



Modernize the staffing plan, organizational chart, and approach to staff distribution

Establish an employee development plan to promote professional growth

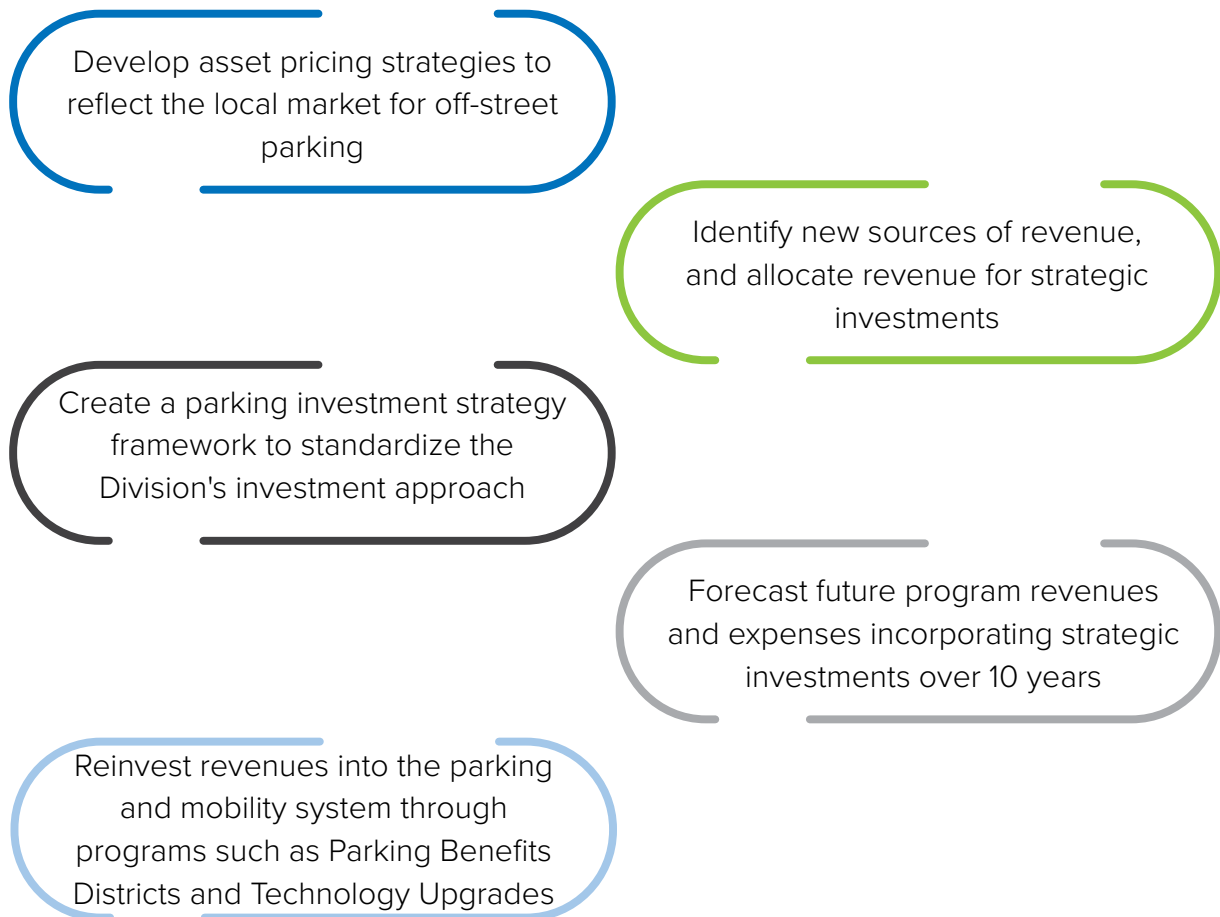
Identify needs for in-house versus outsourced support and establish service level agreements

## FINANCIAL PLANNING AND ALTERNATIVE FUNDING STRATEGIES

Developing a fiscally sustainable parking system is a critical need for the Parking Division. Although the Division currently operates with a net income of approximately, \$11 M annually, significant investments in maintenance and repair and technology is needed to modernize the parking system. Maintenance and repair investments call for an investment of approximately \$22 M over the next three years. Additionally, technology investments call for an additional \$14 M to upgrade the public parking system. This results in a projected investment need of approximately \$36 M into Tampa's parking system.

Additionally, the Parking Division should invest in programs that connect the parking and mobility system, support the use of alternative modes, and promote economic development. Through the introduction of programs such as Parking Benefit Districts, which reinvest parking revenues into localized parking and mobility enhancements, the Division can support localized mobility goals and garner support for parking system management. Additionally, revitalization efforts near the Whiting Street Garage may increase the need for a new public parking facility.

### System Needs





## OPERATIONS AND MANAGEMENT REVIEW

Day-to-day parking operations and management shapes the success of Tampa's parking and mobility system. The protocols and procedures used to expand or contract the parking system is vital to planning for system modernization. Developing thresholds for system performance and evaluating on- and off-street parking against established standards can help to provide an objective review of the system. Adopting industry best practice standards established by the International Parking and Mobility Institute's (IPMI) Accredited Parking Organization (APO) program can help to create a unified baseline of operations for Tampa's parking and mobility system. Additionally, by meeting and exceeding these industry standards, the Parking Division can ensure that it becomes an award winning organization.

### System Needs

Develop a process to expand, modify, and contract on- and off-street managed parking assets

Create a mobility integration plan for on- and off-street managed parking assets

Conduct a highest and best use evaluation for surface parking lots and assess opportunities for land conversion

Expand Tampa's curb management toolbox to meet current and future parking demands and align with curb management best practices

Adopt policies and practice for on- and off-street event parking needs

## ENFORCEMENT PROTOCOLS AND PROCEDURES

Parking enforcement has a profound impact on people's perception of a parking organization. To combat negative perceptions of parking and enhance the customer parking experience, parking enforcement protocols and procedures should be standardized. Additionally, compliance monitoring routes should be allocated equitably and objectively to ensure efficient coverage of the entire system. Modernizing Tampa's approach to enforcement will require significant investments in enforcement technology and a rethinking of Tampa's approach to compliance monitoring. Additionally, Tampa should incorporate performance metrics that evaluate efficiency rather than revenue generated from citations.

### System Needs

Update code and policies to provide proper authorities to expand the management toolbox and effectively enforce regulations

Standardize the approach to compliance monitoring for on- and off-street parking to create an equitable approach to enforcement

## SIGNAGE AND WAYFINDING

A modern, clear, and easily identifiable signage and wayfinding plan can help guide customers to public parking facilities. Additionally, internal signage and wayfinding can help to enhance the customer parking experience, create a safe pedestrian experience when navigating facilities, and help customers reach their destination.

### System Needs

Replace static signage with electronic signage to prevent future sun damage

Develop wayfinding standards internal and external to parking facilities

Standardize the Division's approach to beautification (i.e., marketing, branding, graphics, landscaping, and other improvements)

## TECHNOLOGY AND EV READINESS

Technology investments and EV Readiness will be major contributors to Tampa's parking system modernization. Investing in a system that promotes contactless payments, leverages data sources to communicate real-time parking occupancy, and integrates technology solutions to provide seamless navigation within the parking and mobility system will enhance the customer experience and enable the Parking Division to better inform and educate customers. Additionally, investing in EV infrastructure can help to meet city-wide sustainability goals and position the Division to be Tampa's primary EV charging provider.

### System Needs

Modernize the Division's approach to technology and ensure technology solutions are fully integrated

Prepare to invest approximately **\$14 M** in technology system upgrades and enhancements over the next three years

Develop an EV readiness plan to determine Tampa's approach to EV charging and the localized adoption rate for EV vehicles



# CONCLUSIONS AND NEXT STEPS

## CONCLUSIONS

The State of the System and identified needs underscore the significance of a multifaceted approach to parking management. Operational improvements can foster a unified and standardized parking system for the City. Additionally, strategic investment will ensure financial sustainability and adaptability in the long-term. Expanding the curb management toolbox and conducting evaluations for the highest and best use of surface parking lots reflect the Division's commitment to optimizing existing resources. Addressing event parking needs and investigating permit parking reform allows the City's parking portfolio adaptability to diverse demands.

Enforcement protocols must be updated to empower authorities and standardize compliance monitoring for both on and off-street spaces. Regularly updating and replacing signage, developing wayfinding standards, and standardizing beautification approaches contribute to an improved user experience.

Embracing modern technology and EV readiness is crucial as Tampa works to stay ahead of the curve, ensuring the parking system remains adaptable and responsive to emerging trends and sustainable transportation solutions.

In conclusion, these identified needs provide a roadmap for elevating the city's parking management system. Through comprehensive planning, strategic investments, and a commitment to user-centric design, the city can not only address existing challenges but also lay the foundation for a sustainable, efficient, and forward-looking future.

## NEXT STEPS

The State of the System documents the first of a four-phased planning process to reinvent parking and mobility in Tampa. As the Parking Division initiates the Phase 2: Plan phase, soliciting community feedback will be essential. The next steps for the Tampa Parking Master Plan are highlighted below.



# PHASE 2: PLAN



**COMMUNITY ENGAGEMENT SURVEY**



**PERMIT HOLDER SURVEY**



**IN-PERSON ENGAGEMENT EVENTS**



**CITY-HOSTED OPEN HOUSE**



**STAKEHOLDER MEETINGS**



**PLAN DEVELOPMENT AND DOCUMENTATION**





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