



A Regional Initiative to Create Jobs and Economic Growth through a New Entertainment and Sports Complex

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‘Think BIG’ Hears Benefits of P4 from Parking Experts

Parking operators express interest in investing in Sacramento and the potential community benefits

Today, *Think BIG* convened a public meeting to highlight private parking operators that have expressed interest in operating the City’s parking system. Aside from expressing their interest in bidding on the project, these operators discussed specifically why Sacramento is an interesting opportunity and showcased some of the benefits that their companies could bring to Sacramento’s parking.

The meeting took place at the US Bank Building in downtown Sacramento – a site that was formally a City parking structure prior to being sold in 1993 in order to spur economic development. The building now sits at over 90% occupancy.

Speakers included David Vogel, Design Partner of Parking Design Group, Chris Johnson, Regional Vice President of Central Parking System, John Conway, Regional Manager of Standard Parking, and Rick Wilson, Senior Vice President of Ampco System Parking.

In conjunction with the event, Think BIG released a report written by the Parking Design Group, LLP, entitled “Leveraging Parking to Create Economic Opportunities in Sacramento.”

David Vogel discussed the report in detail, explaining that in Sacramento there is significant opportunity to create greater value for the public through a parking lease, both through improved customer experience, improved parking options for local businesses, and even significant reductions in traffic.

“Up to 30% of downtown vehicle traffic is people searching for parking, which has a major impact on congestion and carbon emissions,” said David Vogel. “By conducting a competitive bid process, Sacramento can realize the highest possible value for a lease and ensure that the public receives many additional benefits, besides the jobs and economic development generated by the arena.

The panel discussion covered a range of potential benefits that could be provided by a private parking operator. Panelists showcased how private operators will invest in improved technology and infrastructure, and the tangible benefits received by the public, such as reduced number of traffic citations, the ability to pay for parking through their phone and with a credit card, and wider options for validation programs with merchants.

Think BIG and City of Sacramento officials have said emphatically that they will only support a plan that protects the General Fund and the employees of the parking system. The long term parking lease is a smart way to capture parking fees in an upfront payment in order to invest in the City and create jobs with minimal costs to the public – while protecting the General Fund from debt.

The report in its entirety can be downloaded at www.thinkbigsacramento.com.

Think BIG is a regional initiative launched by Sacramento Mayor Kevin Johnson to facilitate construction of a new entertainment and sports complex (“ESC”) that promotes job creation, economic growth, cultural development and civic pride across the greater Sacramento metropolitan area.

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