

Annual Report 2019



anchorage
community
development
authority





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Executive Director's Message

September 30, 2019

The Anchorage Community Development Authority had a 2019 full of ups and down. While the organization saw some progress on new parking initiatives and development negotiations the overall downtown economy is still in recession and our flagship redevelopment project continues to be plagued by delays. While revenues continue to stagnate due to the local recession and state budget cuts, both ACDA and EasyPark continued to find innovative ways to deliver parking and community development services.

In 2019 ACDA hosted its annual P3 Summit in February that featured guest speakers from Missoula, Montana discussing the development tools they used to revitalize their downtown along with presentations from the Federal Reserve Bank and National Development Council. As an out-branch of our P3 Summit ACDA launched StepOne, an initiative within the development community to bring awareness of the need for more development incentive tools. Along with a comprehensive website we've begun a stakeholder outreach enlisting the help of policy makers, developers and lenders.

ACDA continued to try and progress the Sixth Avenue Project which would revitalize the current transit center into a 156 room boutique hotel and 32 apartments. After experiencing the failure of the first development team, ACDA approved a change in developers, breathing new life into the project. In the meantime we reduced both the number of tenants in the transit center and the available public space. These efforts have resulted in an 83% reduction in 911 calls from that facility since 2015 and an 87% reduction in the number of CSP calls.

ACDA progressed the development of our land at 8th & K Street. After the failure to award an RFP we began one-on-one negotiations with a local developer interested in building housing on the site. We anticipate having a development agreement agreed to in 2020 and the construction of a new multi family unit complex. In addition, our pursuit of the JC Penney's garage continues, with price negotiations ongoing.

In 2019 EasyPark continued to build on the significant investments in parking infrastructure by installing new gate equipment in all of our owned garages. The new equipment will give us the ability to work closer with downtown stakeholders on special event pricing and has given us the opportunity to eliminate the unsightly booths making our garage entrances and exits more open and attractive.

Our award winning EasyPark customer initiatives like Safety First, Amenities Program and Forget the Fine continued to bring benefits to both our customers and local non-profits. In September we announced new Purple Heart Parking program as EasyPark became the first parking agency in the country to offer free covered parking to those who have sacrificed for our country. And finally our employees continue to be a source of pride. The latest EasyPark employment satisfaction survey showed 87% of employees felt their work was meaningful to downtown and 88% were proud to work for Easy Park.

Looking forward ACDA plans a strategic plan update in 2020 and hopes to complete our goals of a redeveloped transit center, new housing at 8th & K and successful completion of our pursuit of the JC Penney's parking garage.





Anchorage Community Development Authority (ACDA) was originally created in 1984 as the Anchorage Parking Authority, the first public corporate authority created by the Municipality of Anchorage. ACDA is “an instrument of the municipality, but exists independently of and separately from the municipality.” Within ACDA there are two departments: Parking & Development.

ACDA’s mission is to deliver quality development and public parking services within the Municipality of Anchorage. We accomplish this through the operations of EasyPark, which directly provides parking services, and

helps to fund our development initiatives.

The vision that ACDA strives towards is a vibrant and prosperous Municipality of Anchorage facilitated by innovative development and public parking.

By developing (or redeveloping) our various properties in Anchorage, we aim to contribute to our community’s prosperity, not just by erecting buildings, but also by creating buzz and generating interest in Anchorage’s unique spaces and assets. We hope to build a platform for prosperity.

Mission

We deliver quality public parking services within the Municipality of Anchorage and we engage in community and economic development opportunities.

Vision

A vibrant and prosperous Municipality of Anchorage facilitated by innovative development and public parking.

Strategic Goals

Development

Make ACDA the First Stop Shop for development in the MOA; Define and articulate financial tools available to the MOA; Identify and support new development opportunities via high profile event.

Finance

Develop systems and processes that are best practices to address the needs of all departments; Meet the financial and reporting needs of ACDA in a timely and accurate manner.

Parking

Enhance effective customer service through technology solutions; Expand public-private partnerships to improve parking assets; Establish a 5 year plan and comprehensive preventative maintenance program.

Public Relations

Create good will and increase public support for the organization; Create/maintain/protect the organization's reputation, enhance its prestige and present a favorable image.



StepOne

ACDA launched Step One, an initiative within the development community to bring awareness of the need for more development incentive tools. Along with a comprehensive website we've begun a stakeholder outreach enlisting the help of policy makers, developers and lenders.



P3 Summit

ACDA hosted its annual P3 Summit in February that featured guest speakers from Missoula, Montana discussing the development tools they used to revitalize their downtown along with presentations from the Federal Reserve Bank and National Development Council.



8th & K

ACDA progressed developing its land at 8th & K Street. Negotiations with a local developer interested in housing on the site have been active and we hope to conclude a development agreement in 2020 and the construction of a new multi family unit complex in spring of 2021.



6th Avenue Development

ACDA continued to try and progress the Sixth Avenue Project which would redevelop the current transit center into a 156 room boutique hotel and 32 apartments. After experiencing the failure of the first development team, ACDA as approved a change in developers breathing new life into the project



EasyPark created a program to allow patrons to pay off \$20 parking tickets with school supplies. This program was received well from the general public and even gained National attention from the Washington Post.

EasyPark opened its 2nd rooftop. The new rooftop park now offers an additional amenity to our parkers who can now take a lunchbreak or conduct a meeting in an outdoor setting. Customers can even play a game of basketball. The new rooftop park features half-court basketball, ping pong table, chess table/benches, picnic tables, additional seating, and added foliage that transforms the urban concrete

space into a park setting.

EasyPark was honored to announce 6th & H, 7th & G and 5th & B parking garages purple level (2nd floor) will have dedicated parking spaces for recipients of the Purple Heart medal and preferred parking spaces will be donated to those recipients. ACDA wanted to capture something more visual to tell the story of the combat veteran's sacrifice and came up with the idea of branding all of their purple levels of the parking garages.

Meter\$ vs. Citation\$

Parking meter revenue continues to increase each year while revenue from citations is decreasing. We take this as indication that our marketing and enforcement efforts are effectively discouraging illegal parking.



DOWNTOWN SAFETY FIRST

11,924
Calls in 2019!

4,835
calls in 2018

Downtown Employee Discount Program

1251

Participants in 2019

1107

Participants in 2018

Security Contractor Stats

Incidents

2019 **15.7k**

2018 **13.5k**

Facility Bans

2019 **15**

2018 **139**



Community Outreach

EasyPark installed its first downtown EV station as a free amenity to the parking customer.

ACDA conducted their 2nd annual P3 Summit at no cost to support private/public owners and redevelopment authorities to revitalize the Anchorage community.

The Rooftop Park at 5th Avenue continued to be used for free for community events. Due to the popularity, a second Rooftop park was opened on the 7th Avenue garage.

EasyPark provided support to children in need by partnering with Lutheran Social Services HUGGS School Supply Program. \$20 citations were exchanged for pens and pencils. Due to the positive response,

the HUGGS program was able to use resources to purchase additional backpacks for children going to school.

EasyPark honored Purple Heart Recipients by dedicating spaces for them on purple floors and recognition of them with signage at all parking garages.

At the end of the year, Anchorage Downtown Partnership lost their fireworks sponsor and ACDA stepped up and paid for the downtown fireworks show that brings in thousands to downtown Anchorage.



First Stop First Friday



Purple Heart Parking



Community Partners



Park(ing) Day 2019



EV Charging



P3 Summit

BOARD MEMBERS 2019



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