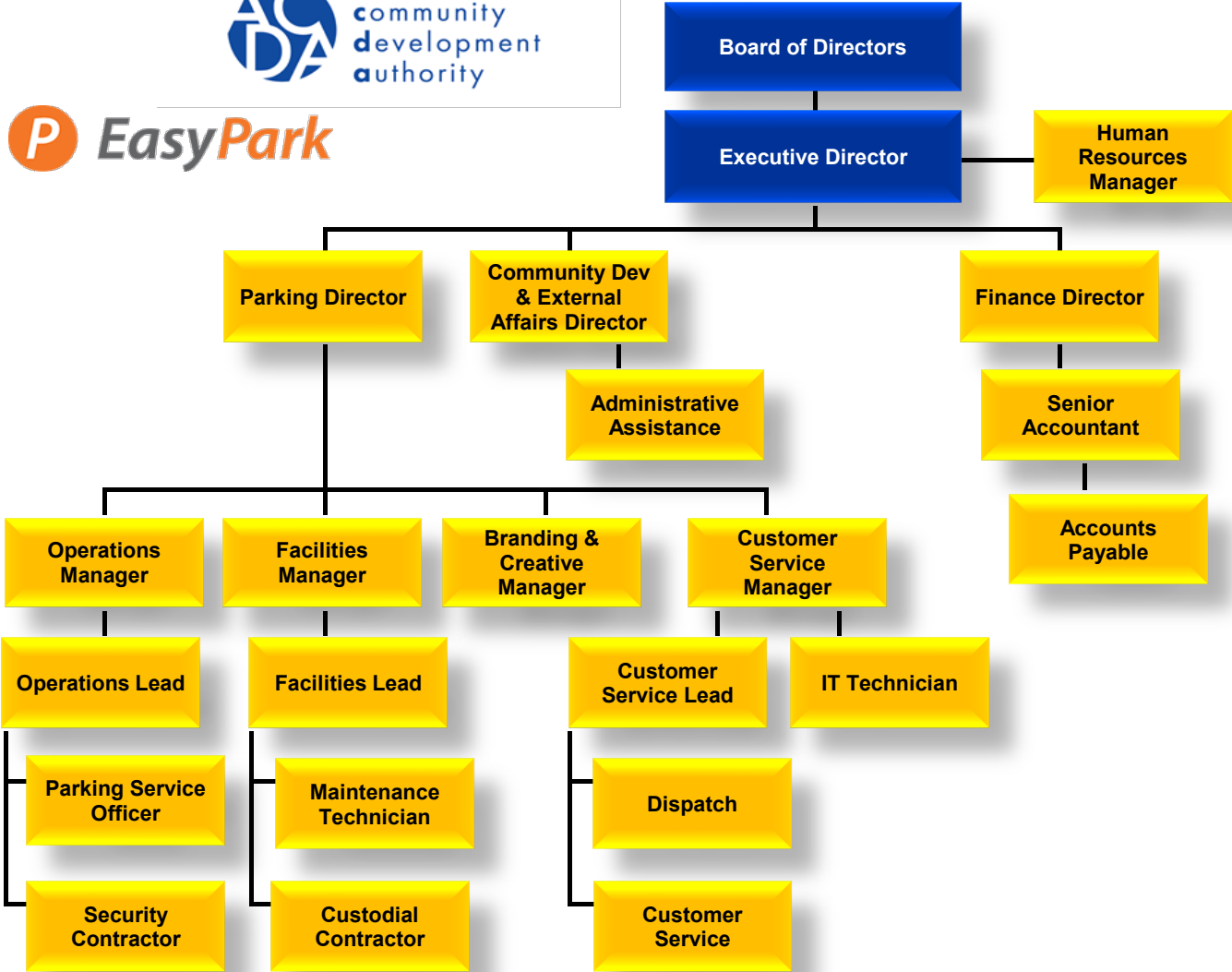


# Anchorage Community Development Authority and EasyPark





## The Anchorage Community Development Authority

### Organization

Pursuant to Municipal Code, AMC 25.35.010(A), the Anchorage Community Development Authority (ACDA) is “an instrument of the Municipality, but exists independently of and separately from the Municipality.” ACDA is governed by a nine-member board of directors appointed by the mayor and approved by the Anchorage Assembly (assembly). Two of the nine members are executive employees of the Municipality. In addition, two assembly members serve as *ex officio* members of the board. The management team of ACDA reports to the Board of Directors. The Executive Director is appointed by and serves at the pleasure of the Mayor.

The ACDA consists of two departments: Development and Parking Services (branded EasyPark), with a total budgeted operational staff of 30 employees. These employees operate all municipal parking facilities, maintain and clean public garages and parking lots, maintain on-street parking meters, manage Anchorage Police Department’s parking citation system, plan and develop public projects, and manage property in the ACDA’s inventory. ACDA’s planning and development staff work on projects and property transferred from the Municipality to ACDA, along with other redevelopment projects, both in the public as well as the private sectors.

### History

The predecessor of ACDA, the Anchorage Parking Authority, was originally created as a separate public authority on February 28, 1984. That authority was created “to create an environment in the Anchorage area such that parking and parking policies are a position of influence for the community as a whole.” Within four years, the Anchorage Parking Authority operated three public garages (two of which were new), six surface lots and the on-street spaces are within the Central Business District (CBD). Total parking operated by the Anchorage Parking Authority was approximately 5,800 spaces. Revenues from parking operations were used to help pay debt service on the parking garages built in the 1980’s.

On January 18, 2005, the assembly adopted an amendment to the Anchorage Parking Authority Ordinance that created the ACDA as an instrument of the Municipality, existing independently of and separately from the Municipality, replacing the former Anchorage Parking Authority. The powers of ACDA were expanded to include responsibilities above and beyond the management of parking facilities, including the acquisition, operation, improvement, and leasing of property.

In 2008, the ACDA’s mission was formally defined to include the responsibility to “create and develop opportunities that forward municipal goals and objectives, using innovations, partnerships, sound planning and incentives. Additionally in 2008, the Development Department was created in ACDA, which would be responsible for acquiring or disposing of interests in real property, and constructing, improving, operating, managing, and controlling real property assets.

In June of 2011, the assembly delegated ACDA authority to enforce parking violations with the area bounded by Ship Creek on the north, Gambell Street on the east, 10th Avenue on the south, and M street on the west. The assembly amended Anchorage Municipal Code chapter 25.35.

In the fall of 2017, the ACDA Board of Directors held a planning session to determine the organization's strategy for the coming year. Those goals included improvements in organizational efficiencies through new parking technologies and cost containment, and a more aggressive approach to new developments in downtown Anchorage.

In 2018, the ACDA's Mission Statement was updated to more accurately reflect its focus on economic and community development work.

In 2022 The ACDA Board and staff will attend a retreat to evaluate the effectiveness against the Authorities mission and vision.

### **Mission & Vision**

It is the mission of ACDA to:

- Provide sufficient, high quality, customer-focused public parking by managing parking resources in a fair and efficient manner for the benefit of the residents of the Municipality.
- Create and develop opportunities that forward municipal goals and objectives, using innovation, partnerships, sound planning, and incentives.
- Engage in community and economic development opportunities, including but not limited to the acquisition of vacant or abandoned property and facilities, with a goal of encouraging economic growth, commercial development, and safe and vibrant neighborhoods, and furthering the goals and objectives of municipal plans and policies.

The mission statement of ACDA is "***We deliver quality development and public parking services within the Municipality of Anchorage.***"

The vision of ACDA is to promote "***A vibrant and prosperous Municipality of Anchorage by leveraging innovative community development and public parking.***"

We believe as an organization that everything we do, must add a tangible value to our three critical stakeholders: the Municipality, ACDA, and the Anchorage Community.



### **Budget Assumptions**

#### Revenue 2022

- Parking revenue will be impacted by further Covid19 developments.
- Management believes off street and garage revenue will return to 85% of post Covid19 levels in 2022.
- Leasing revenue will continue to be consistent and there will be no major variances from previous years.
- Increase in monthly permit holders as Easy Park moves to enhance and improve the customer experience for permit holders including the implementation of auto pay and a reinvigoration of our concierge program.
- Development of new revenue streams that will allow advertisers to capture the traffic at our garages.
- Re-tooling of on Street Enforcement to maximize on-street and garage parking

#### Expenses 2022

- Department by department expense analysis.
- Use of automation to increase efficiency.
- Target contracted services for savings.
- Better utilizations of resources.
- Maximize staffing capacity and productivity.

## Executive Director's Message

To coin a phrase from Kevin Costner, "We live in a different world than we did just 30 seconds ago." That's from the movie Draft Day. It seems to fit with the year we had in 2020 and are the uncertainty surrounding 2021.

2021 was the year of adaptation. 2020 caused us to redefine how and why we do what we do to serve the public and to provide a return on investment for the Tax Payer. During this time we have strived to modernize the parking experience in downtown Anchorage along with facilitating economic development that will add value to the community.

While Anchorage and its economy continues to face headwinds, nowhere is that more evident than downtown. With a continuation of an uncertain state economy and the outmigration, both local and outside investors have remained elusive. Despite a sluggish retail and commercial real estate environment, downtown parking revenues have grown in 2021 over 2020 and we believe they will grow again in 2022.

In spite of the challenges, the team at ACDA/Easy Park had a productive year and we are proud to share a few of the highlights for 2021:

- Continued discussions with Simon Mall and JCPenney on the purchase of the JCPenney Garage
- Easy Park invested \$115,000 installing modern gate equipment in the JCPenney garage.
- Easy Park has implemented on line technology allowing customers to pay on line and by the end of 3<sup>rd</sup> Quarter will be able to offer Autopay
- Easy Park has successfully tested and implemented pay by phone for street level parking.
- ACDA is expanding its focus to include the entire city while maintaining its downtown initiatives including the signing a Development Agreement for a hotel and mixed use facility atop the 6<sup>th</sup> avenue garage.
- The Executive Director has been asked to Chair the Mayors Commission on Economic Revitalization and Diversification.
- ACDA's Board issued a Letter of Interest to work with the Block 41 Developers and build a new parking Garage to serve the remodeled Key Bank Building.

In 2022 ACDA/EasyPark will continue to work with our stakeholders to continue adding value to downtown and helping to re-invigorate the Anchorage economy. In the coming year we hope to accomplish the following major goals:

- Complete the acquisition of the JCP Garage for redevelopment
- Commence construction on redesigning a new modern transit space at 6<sup>th</sup> Avenue
- Begin construction of housing/parking at 8<sup>th</sup> & K
- Pursue economically feasible projects outside the downtown corridor
- Upgrade lighting, cameras, and security in all EasyPark Garages

On behalf of the team at ACDA/EasyPark we are proud of the work we have done over the last year and we look forward to continue making progress to help build a stronger Anchorage community.

Mike W. Robbins

## Anchorage Community Development Authority Statement of Revenues and Expenses

	2021 Approved	2022 Proposed
<b>Operating Revenue</b>		
Parking Revenue	6,712,408	6,213,854
Leased Space Revenue	1,794,868	1,956,636
Other Non-Operating Revenue	1,800	5,771
Real Estate Sales - Development	-	-
<b>Total Operating Revenue</b>	<b>8,509,076</b>	<b>8,176,261</b>
 <b>Operating Expense</b>		
Labor	3,020,000	2,502,590
Professional Fees	179,000	442,000
Contract Services	713,400	905,200
Information Services	456,700	373,000
Direct Maintenance Costs	180,000	201,500
Facility Maint. Contract Services	383,700	290,000
Utility Expenses	518,500	402,000
General Expenses	684,208	566,828
Transfers (MESA)	799,000	700,000
Office Expenses	61,500	31,500
Employee Expenses	45,000	19,000
Real Estate Costs - Northpointe	-	-
Interest Expense	760,000	743,584
Depreciation	2,500,000	2,400,000
<b>Total Expenses</b>	<b>10,301,008</b>	<b>9,577,202</b>
<b>Net Income (Loss)</b>	<b>(1,791,932)</b>	<b>(1,400,941)</b>
 <b>Appropriation</b>		
<b>Total Expense</b>		
Less: Non Cash Items		
Depreciation	(2,500,000)	(2,400,000)
<b>Amount to be Appropriated (Cash Expense)</b>	<b>7,801,008</b>	<b>7,177,202</b>

**Anchorage Community Development Authority  
2022 Capital Improvement Budget**

<b>Project Title</b>	<b>Total</b>
6th Ave Building	200,000
<b>Total</b>	<b>200,000</b>

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