



November 2, 2010

City County Council
Indianapolis Marion County
City County Building, Suite 241
200 East Washington Street
Indianapolis, IN 46204

RE: Proposed Parking Meter Modernization

Dear City County Councillors:

Downtown Indianapolis is Indianapolis' largest employment center and neighborhood and most visited destination. It is where we, as a community, gather to celebrate, commemorate and show our guests who and what we are.

We know people won't come Downtown without a compelling reason. Downtown needs to be vibrant, safe, accessible and offer convenient parking. That's the premise we started with when Indianapolis Downtown, Inc. (IDI) was formed as a public-private partnership 17 years ago, and it is even more relevant today. We are committed to the success and well being of Downtown, its businesses and customers.

We understand very well the impact parking has on Downtown's success. We have actively advocated for, worked on and implemented efforts to assure convenient parking in Downtown. We recognize that parking meters and their management are important components of a comprehensive parking system. Parking meters and the public space they occupy are also a vital urban planning and economic development tool and source of revenue.

Thorough, Open and Competitive Market-Driven Process

We applaud Mayor Ballard for exploring new and better ways to manage the City's parking meters, garages and lots. We have been impressed by the Mayor's parking review team and the process led by Deputy Mayor Michael Huber. The process has been thorough, competitive and conscientious; the proposal has been vetted, tested and refined by public input.

Mayor Ballard's team communicated with businesses, stakeholder groups, customers and other audiences in Downtown and Broad Ripple through dozens of presentations and discussions and at least five public forums during the last several months. We appreciate the time and attention Council members have devoted to this proposal. The revised agreement the City has negotiated responds to public input and provides greater City revenue over the life of the agreement, clear termination points and reasonable metered parking rates for Downtown visitors.

We believe the City has conducted the necessary due diligence to conclude that the City would incur greater risk and be less strategic and efficient over the long term if they funded new technology and managed parking meters themselves rather than contracting with an experienced parking professional entity. We agree with this assessment.

ParkIndy, A Strong Partner

We support the Mayor's selection of the ParkIndy team to enter into a long term agreement. The team is experienced with national and local parking expertise. ParkIndy has committed to a long term partnership that (1) requires significant upfront and ongoing investment, (2) minimizes the City's expenses and financial risk, (3) maintains the City's flexibility and control in key areas of economic development, policy and rates and (4) provides a high level of service and accountability in a complex, changing environment.

Agreement Benefits Indianapolis

The \$20 million up-front payment and annual revenue generated through a negotiated revenue sharing formula will help fund much needed infrastructure improvements in Downtown and other busy areas of our City. Upgraded technology improvements will provide customers with desired conveniences and services. This is a win for Indianapolis.

We look forward to working with the City, the City-County Council, our community and the ParkIndy team to assure a good comprehensive parking system that offers customers a full range of options and effective and accountable management in the future.

Thank you for your tireless service and commitment to the success and well-being of our City. We respectfully ask for your approval of the proposed parking meter agreement.

Sincerely,

Indianapolis Downtown, Inc.



Denny Sponsel
Chair



Tamara Zahn
President