

The Ann Plan – Policy Brief No. 1

Restoring Free Street Parking

A Back-to-Basics Financial Plan for Downtown Pensacola

Pensacola can restore free, time-limited downtown street parking while continuing to invest in downtown. This proposal focuses on reducing the administrative structure required to collect parking fees and using existing funding partners for downtown improvements. Jefferson Street Garage remains a separate enterprise.

FY2026 Parking Budget Snapshot

Budget Item	Type	Amount
Parking & 311 Operating Costs	Expense	\$2,241,900
Parking Administration	Expense	\$1,052,000
Parking App Management	Expense	\$221,500
On-Street Parking Revenue	Revenue	\$485,000
Parking Fines & Citations	Revenue	\$708,400
Boat Launch Fees	Revenue	\$23,000

Administrative Structure Created by Paid Street Parking

The City's Parking Administration budget exceeds **\$1 million**. Every function should be reviewed to determine which costs can be eliminated, reduced, or reassigned if the City restores free, time-limited street parking.

Existing Funding Partners

Projects should be matched with the funding source that best fits their public purpose.

Infrastructure & Sidewalks

Improvement	Recommended Funding
Sidewalk Improvements	LOST + FDOT
ADA Improvements	LOST
Major Infrastructure Projects	LOST + General Fund
Traffic Improvements	LOST + FDOT

Downtown Operations

Improvement	Recommended Funding
Holiday Lighting	Downtown Improvement Board + Sponsorships
Landscaping	Public Works + Parks & Recreation + DIB
Downtown Beautification	Downtown Improvement Board
Sidewalk Cleaning	Downtown Improvement Board

Tourism & Mobility

Improvement	Recommended Funding
Downtown Trolley	ECAT + State & Federal Transportation Funding
Tourism Amenities	Visit Pensacola + Tourist Development Tax*

*Tourist Development Tax where legally eligible.

The Bottom Line: Pensacola already has dedicated funding partners for infrastructure, downtown operations, and tourism. By reducing the administrative structure required to collect parking fees and matching downtown improvements with existing funding partners, the City can restore free, time-limited street parking while continuing to invest in a **thriving, accessible downtown**.