



We need more parking!

(But do we really?)

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Session Overview

Parking Trends

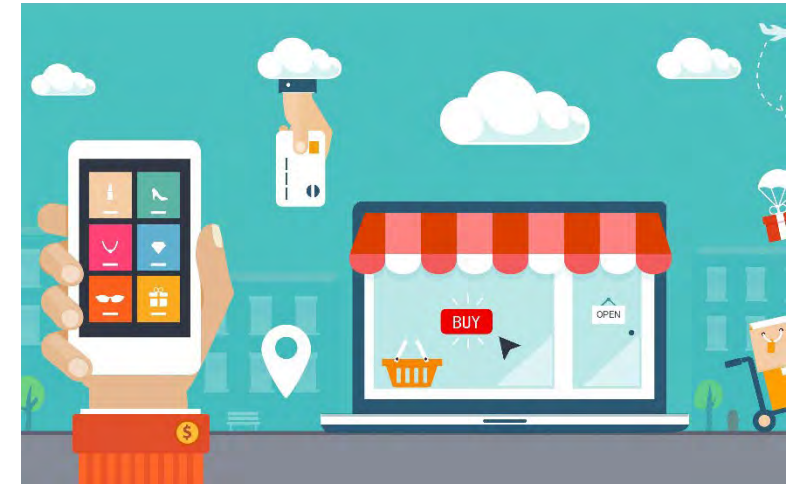
Parking Supply

Parking Demand and Management: A Seasonal Approach

Transportation Demand Management Case Study: Traverse City

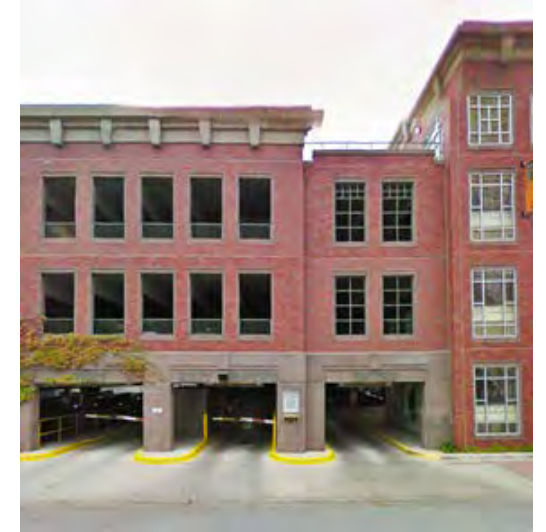
Why do businesses fail?

- E-commerce
- Prices, competition
- Poor service
- Poor selection
- Poor management
- **Not enough free (parking)**



Typical Parking Issues

- Perception that more parking is needed now and in the future. More parking for employees and patrons
 - Determine parking needed for new development
 - Parking is too expensive and too far for employees
 - Parking charges are too expensive
 - Not efficient turnover, employees are using prime spaces



Parking Study Process

How do you determine if more parking is needed now and in the future?

- Inventory and classify data
- User input, surveys
- Set goals
- Evaluate Alternatives
- Recommendations
 - Supply
 - Management
 - Designs
 - Pricing

Specific Parking Features (Weighted Average)



Parking Supply and Utilization

- Parking is not designed for football nights or special events
- **Target for the “right” amount of parking is 80-90% used at typical peak times**
- Parking management or pricing should promote turnover of prime spaces



Downtown Birmingham Parking Survey

Please take a few minutes to answer these questions about how you usually park in Downtown Birmingham. Your feedback is an important component to understanding how the parking system is currently used and what future needs may be!

Circle your answer to each question.

1. Did you complete the online parking survey in March 2018?

Yes No

2. Do you live in the City of Birmingham?

Yes No

3. Do you work in the City of Birmingham?

Yes No

4. In a typical month, how many times do you travel to Downtown Birmingham?

1-3 times/month 4-8/month 9-12/month Every Weekday Everyday

5. What typically brings you to Downtown Birmingham?

Work Shopping Errands Dining Movies/Entertainment Professional Appts. (Legal/Medical etc.) Other

6. How long is your typical stay in Downtown Birmingham?

1-2 hrs 3-5hrs 5-8hrs 9-10hrs

7. Where do you usually park? Why?

On-street parking Parking Deck On-site Why: _____

8. Are you able to park within 2-3 blocks of your destination?

Usually Sometimes Rarely

9. How long does it usually take you to find parking?

Under 5 minutes 5-10 minutes 10-15 minutes More than 15 minutes

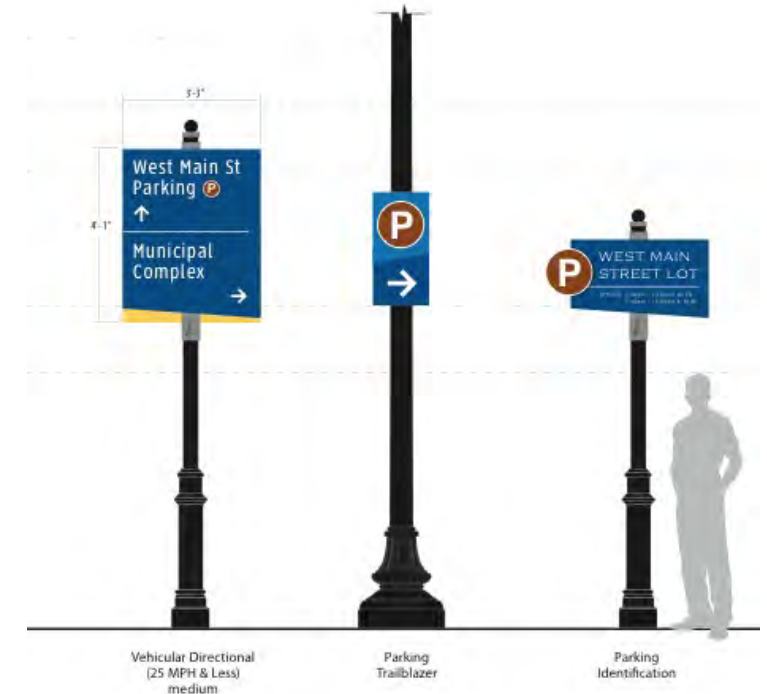
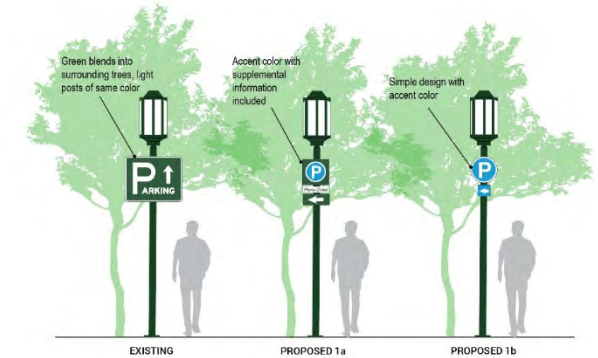
10. How close to your destination are you usually able to park?

On-site 1-2 blocks away 3-5 blocks away 6-10 blocks away More than 10 blocks away

14. What single improvement would be most likely to increase how frequently you travel to the area?

Wayfinding

- Can guide people to both on-street and parking structures
- Identifiable, clear theme can also help with City Branding and locating specific destinations



New Development – General Parking Requirements

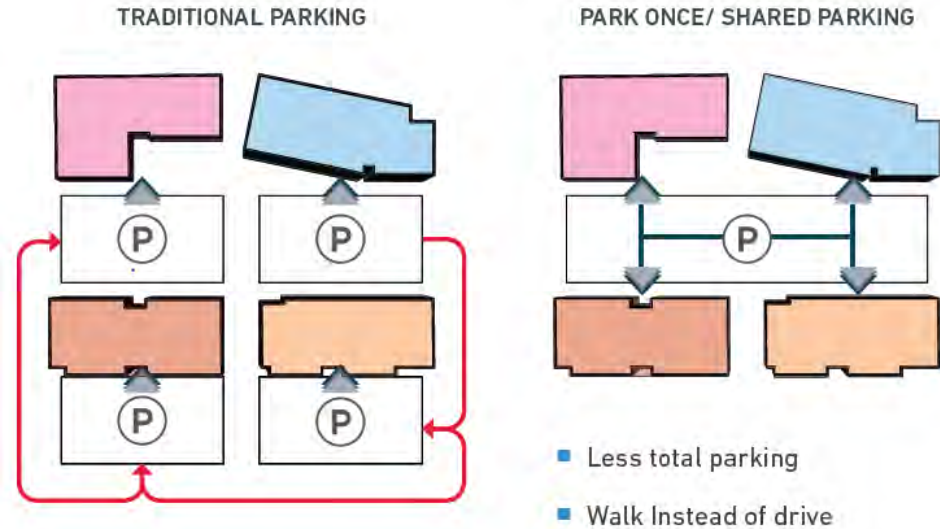
- **Parking requirements are based on context (multi-modal, urban and suburban areas)**

*All per 1000ft Gross Floor Area

	Multi-Modal District	Downtown District	Suburban/Single Use District
Retail	2-3	3-4	4-5
Restaurant	0-5	5-8	10+
Office	0-2	3-4	4-5
Medical Office	3	5	7
Multi-Family	0-1	1	1-2

New Development – Shared Parking Advantages

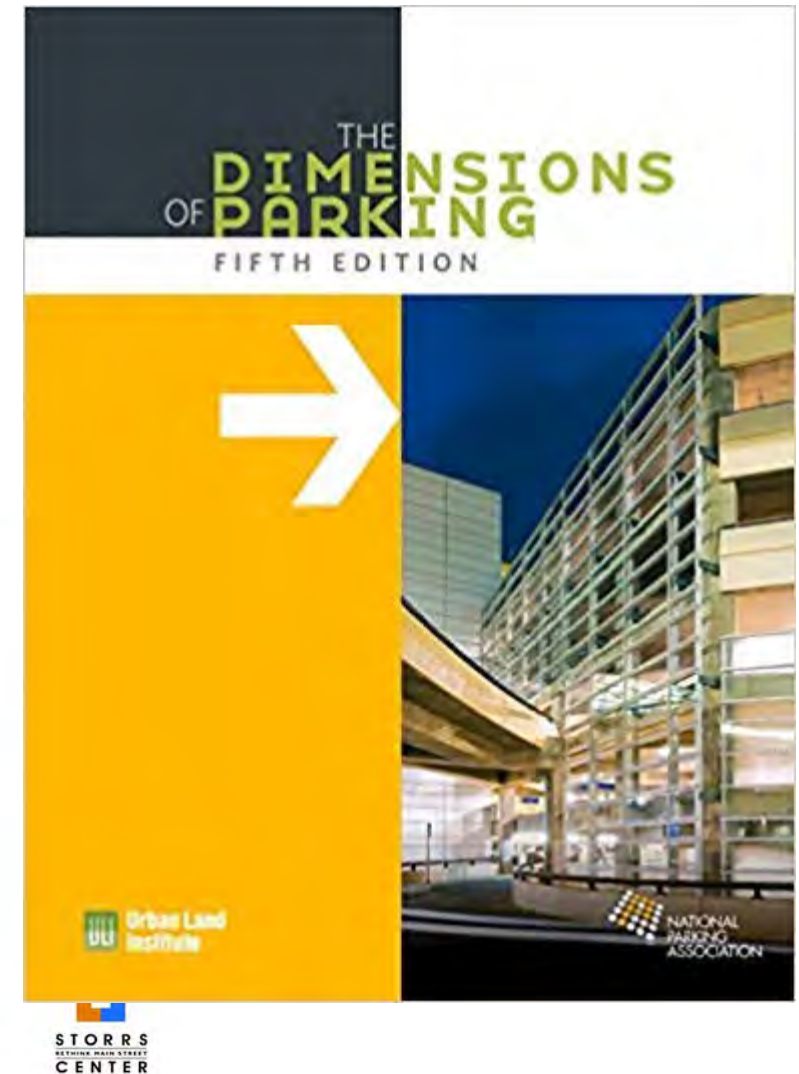
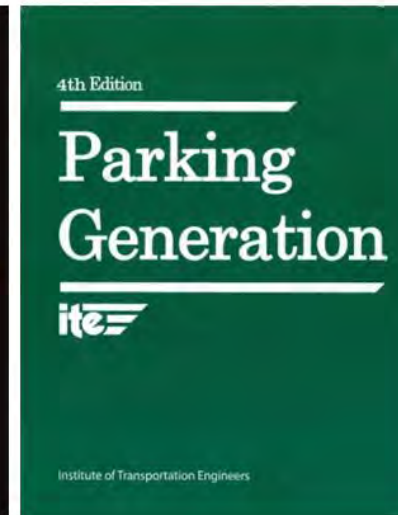
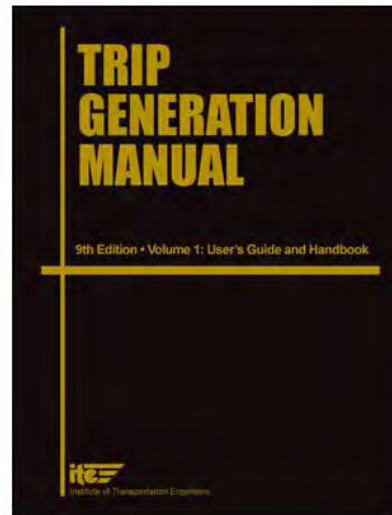
- **Shared costs**
- **Less total parking**
- **Efficient use of space in urban areas**



Parking Resources



The Institute of Transportation Engineers



What's New in Parking - Trends

- **New mobility (rideshare)**
- **Curbside management**
- **Thinking about a future with autonomous vehicles**
- **Variable pricing**
- **New technologies to find and share available parking**



Competing Demands for Curbside use

- Loading/unloading
- Parking
- Outdoor seating
- Bike lanes
- Rideshare services
- Bus/transit lanes
- Valet



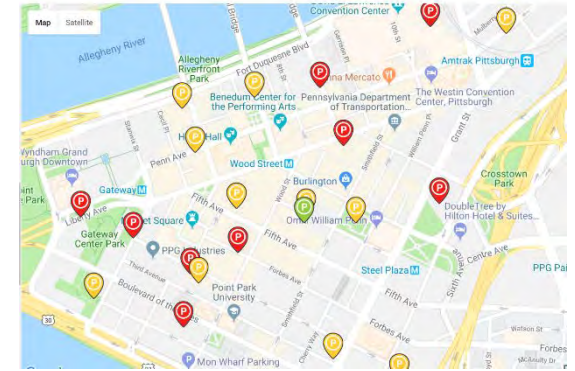
Competing Demands for Curbside Use

Primary Street Function	Prioritized Curbside Functions	
Optimize Mobility in support of any formal Modal Priorities	<ol style="list-style-type: none"> 1. Travel Lanes: Transit, Bike, General Purpose 2. Turn Lanes 3. Short-term Parking 	<ol style="list-style-type: none"> 4. Commercial Vehicle Loading Zones 5. Passenger Loading Zones/ Valet
Optimize Access, particularly for commuters & visitors	<ol style="list-style-type: none"> 1. Transit Stops 2. Curb Extensions 3. Short-term Parking 	<ol style="list-style-type: none"> 4. Commercial Vehicle Loading Zones 5. Bike Parking/Bikeshare 6. Passenger Loading Zones/ Valet
Optimize Access, particularly for residents	<ol style="list-style-type: none"> 1. Carshare Parking 2. Passenger Loading Zones 3. Short-term Parking 	<ol style="list-style-type: none"> 4. Commercial Vehicle Loading Zones 5. Food Trucks, Parklets 6. Street Festivals
Accommodate remaining functions and opportunities	<ol style="list-style-type: none"> 1. Commercial Vehicle Loading Zones 2. Carshare Parking 3. Bike Parking 	<ol style="list-style-type: none"> 4. Public Art

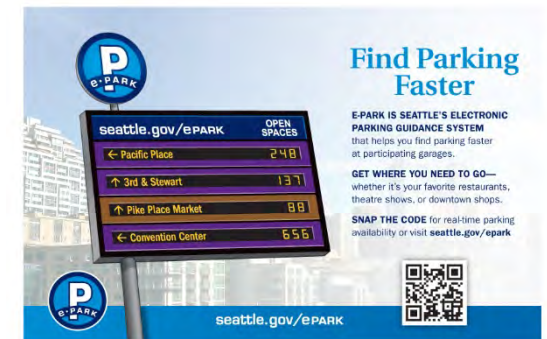
Example: City of Detroit

New Ways to Manage Parking Demand and Share Information

- Information Clearinghouse
- Applications
- Centralize management of parking data
- Clearly communicate supply and availability



Garages	Destinations
■ Market Square	Lot is full or few spaces available
■ OPEN Mellon Square	166 spots available
■ OPEN Northshore Garage	87 spots available
■ Nova Place Garage	Lot is full or few spaces available
■ OPEN Oliver	126 spots available
■ OPEN One Oxford Centre Garage	99 spots available



Manage Future Parking Demand

- Shared Parking Brokerage
- Offer public and “partner” facilities as a single public-facing parking network
- Ease customer and owner parking use with payment and management apps



Interested in becoming a Park Omaha Partner?

If your residential or business building has unused parking spaces (for example after 5 p.m. or on weekends) and you would like to be part of the shared Park Omaha Partner program, fill out the form below or call City of Omaha Parking Division at 402-444-PARK to learn more.

NAME OF FACILITY

LOCATION OF FACILITY *

TYPE OF FACILITY *

AVAILABILITY *

How many spaces will you have available for public parking?

HOURS/RATES *

AV Parking Impacts

- **When will this happen?**
- **It's already started!**
- **It will likely transition over the next 30-40 years**



AV Parking Impacts

- **Should we still build parking?**
- **Uncertainty could cause developers & public agencies to be less willing to fund new parking structures**
- **Options:**
 - **Promote shared parking**
 - **Mange the overall system**
 - **Joint development/partnerships**





Seasonally-Adjusted TDM
TDM when it most matters

Downtown Supply is Built Around Commuter Demand

- Most downtowns have plenty of parking to meet evening and weekend needs (events aside).
- Focus of TDM tends to be on commuters
- Reducing supply needs require change in commuter behavior
- This tends to create a January problem



Commuter Demand is Least Movable When its Coldest

- The January Problem
- December – February weather affects the appeal of cycling, transit, and anything that entails more walking/exposure.
- As such, this is often when commuter parking demand is highest.
- Reducing parking needs directly confronts this weather barrier.

Coldest Day of the Year Ride 2018



Having a Summer Peak Changes this. (and that is important)

- The Summer Economy Opportunity
- June – August peak
 - Summer-Economy culture + seasonal mobility opportunities + good weather
 - (understanding + minimized barriers)
 - Easiest time to affect significant travel volumes
- April, May, September & October
 - First/lingering good weather
 - Prime time to lure traditional TDM populations
- November – March
 - Relax a bit, plenty of parking to go around



What this might look like

Seasonal Parking Rates and TDM Offerings

- A version of demand-based pricing
 - Essential to effective Seasonally-Adjusted TDM
- June to August
 - Highest rates
 - Expanded transit
 - Focused promotions, programs, and incentives
- Spring & Fall shoulder seasons
 - Elevated rates
 - More-traditional TDM elements
 - Bus benefit
 - Ongoing bike/carpool incentives



What this might look like

- The Chill Months
- Rates and TDM focus on
 - Equitable access
 - This includes maintaining benefits for non-driers to reduce transit-cost barriers
 - Availability
 - Maintaining availability by pricing all options, based on locational demand patterns.
 - (This is, of course, also critical in other months)



What this might look like

Monthly Rates

	June - Aug	May & Sept	Oct, Nov, Mar, April	Jan. & Feb.
Decks	\$100	\$75	\$50	\$25
Premium Lots	\$75	\$50	\$35	\$20
Other Lots	\$50	\$35	\$25	\$15

Hourly Rates

	Summer		Spring/Fall		Winter	
	Premium	Base	Premium	Base	Premium	Base
On-Street	\$2.50	\$2.00	\$2.00	\$1.50	\$1.50	\$1.00
Off-Street	\$2.00	\$1.50	\$1.50	\$1.00	\$1.00	\$0.50



What this might look like

- Summer
- Promotions and Challenges
- Added Transit
- Free Bikeshare
- Added preferential carpool parking
- Transit Benefit
- Spring & Fall
- Free Bikeshare
- Added preferential carpool parking
- Transit Benefit
- Winter
- Transit Benefit



Why this is important

TDM counts most when it is the most viable

- Seasonal Peaks also create disruption
- Habits change, if even for a few months, to support tourist access
- TDM + Mobility can extend these periods, into shoulder seasons

But, you don't have to shift a single trip in January to reduce your parking needs.

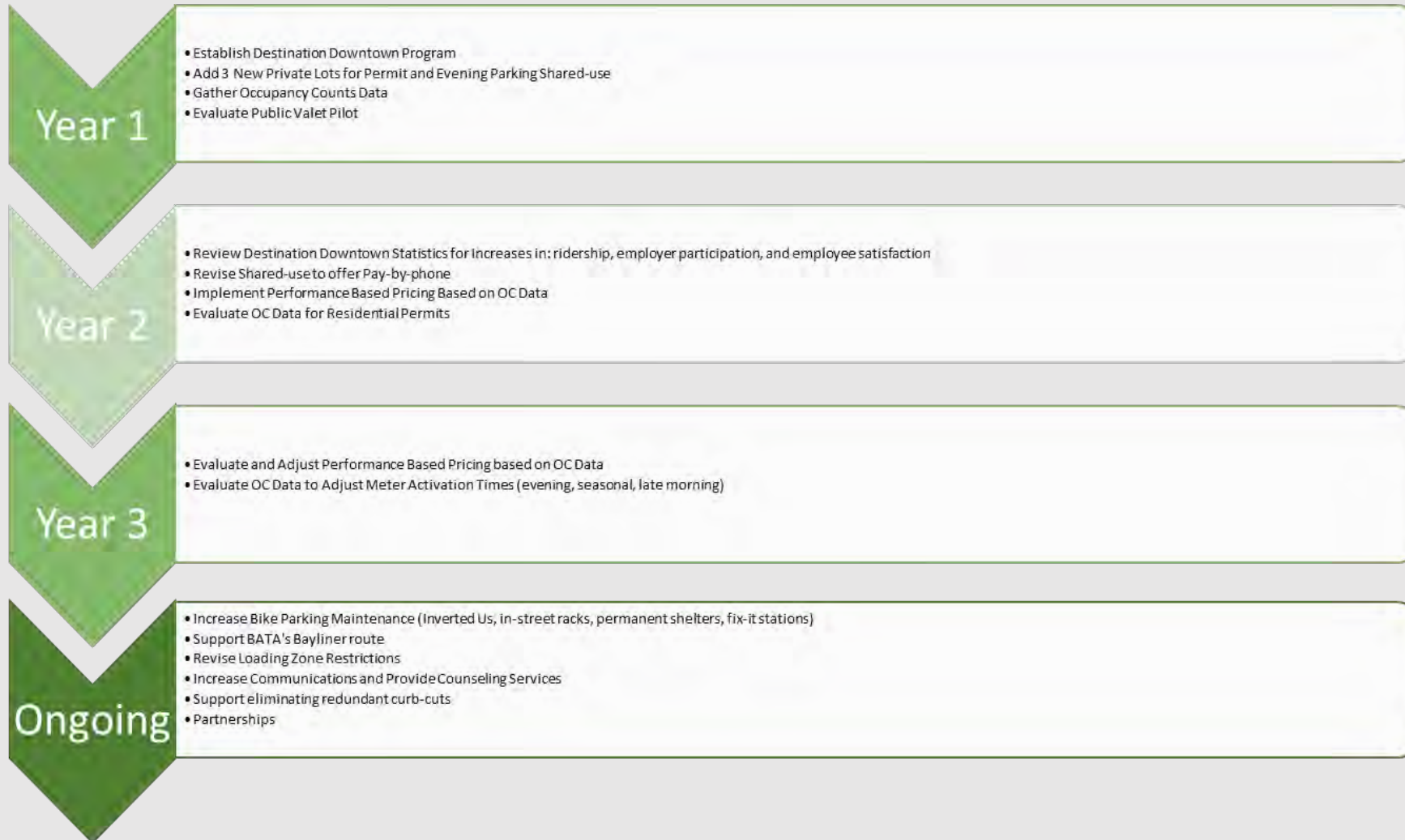


Our lots are FULL. We
need more parking!
(Implementing a phased
approach rather than an
reactionary approach)

Case Study: Traverse City



Implementing more than a Parking Plan



Destination Downtown

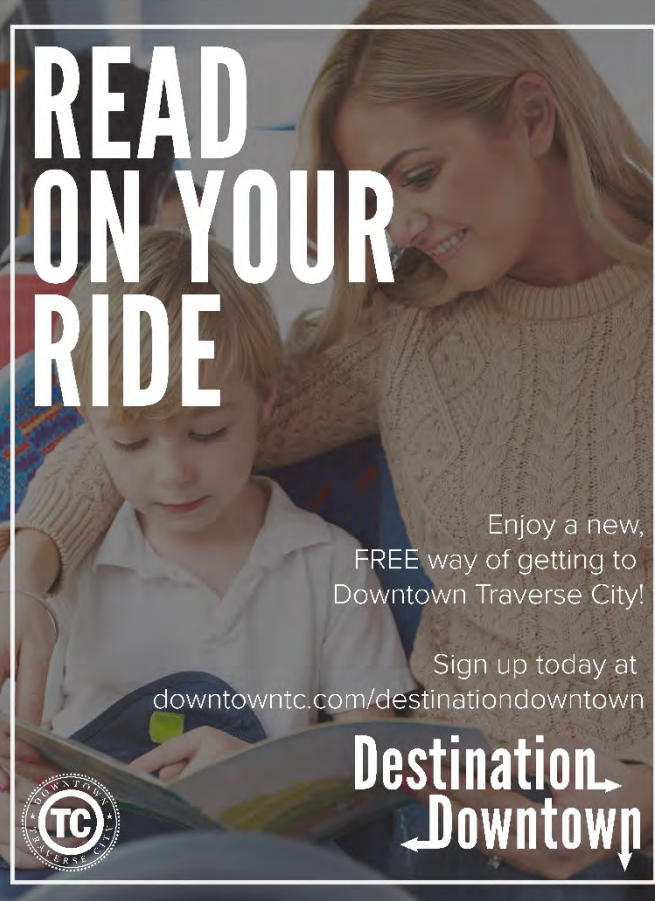


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**READ
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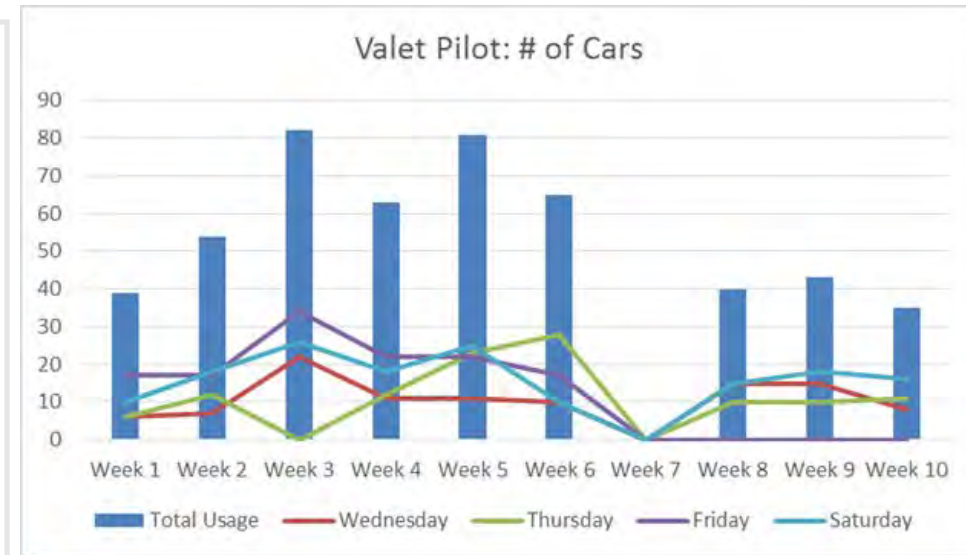
Sign up today at
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**Destination
Downtown**



Services for Downtown Patrons

- Reduce perception that there is no parking
- Alternative for those unfamiliar with the area
- Reduce traffic by eliminating visitors circling blocks for available parking

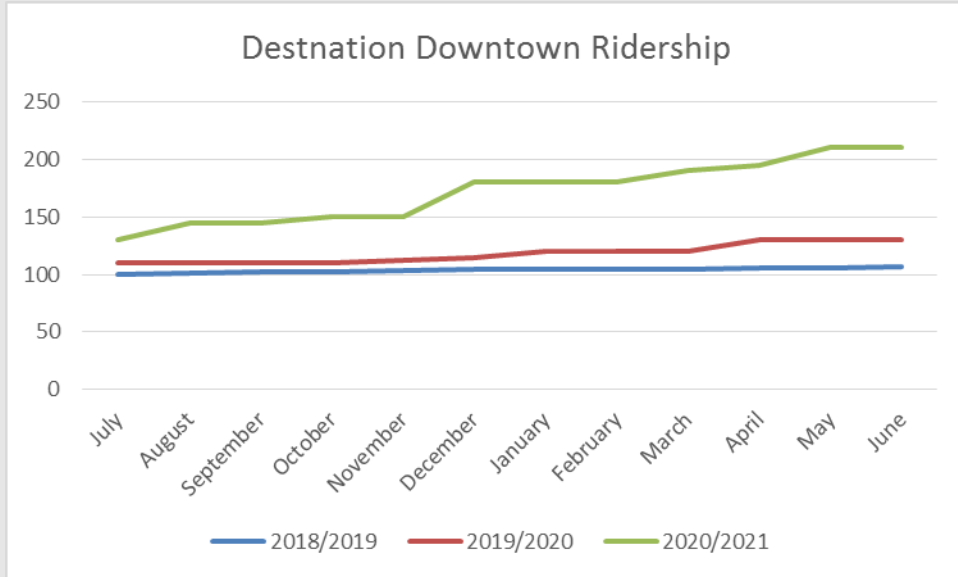


Bike Parking Amenities

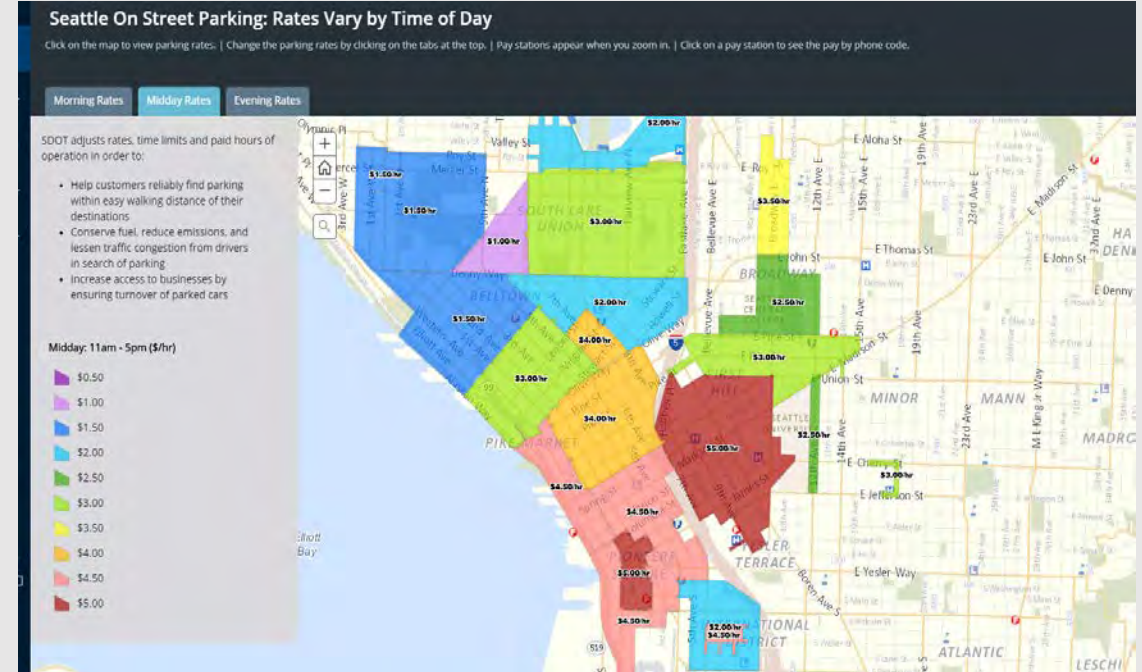
- Goal to add 1 shelter a year
- Increase bike parking each year with each new development
- More Bikes = More Patrons = Less Parking



Room for Improvement



Review Destination Downtown for increases in ridership, employer/employee satisfaction



Implement Performance-based pricing using Occupancy Data

Future Considerations

- Parking Advisory Board
- Explore Joint Development Opportunities
- Parking Benefit Districts
- Develop TDM Standards for Downtown Development
- Add Ride Home Benefit for Destination Downtown Users



Discussion

- Brad Strader – Principal, MKSK:
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- Nicole VanNess – Parking Administrator,
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MKSK

