

Montana Parking Summit

Elements of Great Downtown Parking Management

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Presentation Format

1. PARKING 101 – Elements of Great Parking Management
2. Q&A
3. Next steps

Parking 101

Elements of Great Parking Management



1. Why Manage Parking?
2. Guiding Principles
3. 85% Rule (Measuring Performance)
4. Good Data
5. Right Sized Code
6. Understanding the Value of a Parking Stall
7. Success Factors – New Supply
8. Great Communications
9. Shared Parking
10. Reasonable Enforcement
11. What Successful Cities are Doing

Why Manage Parking?

Why Manage Parking?

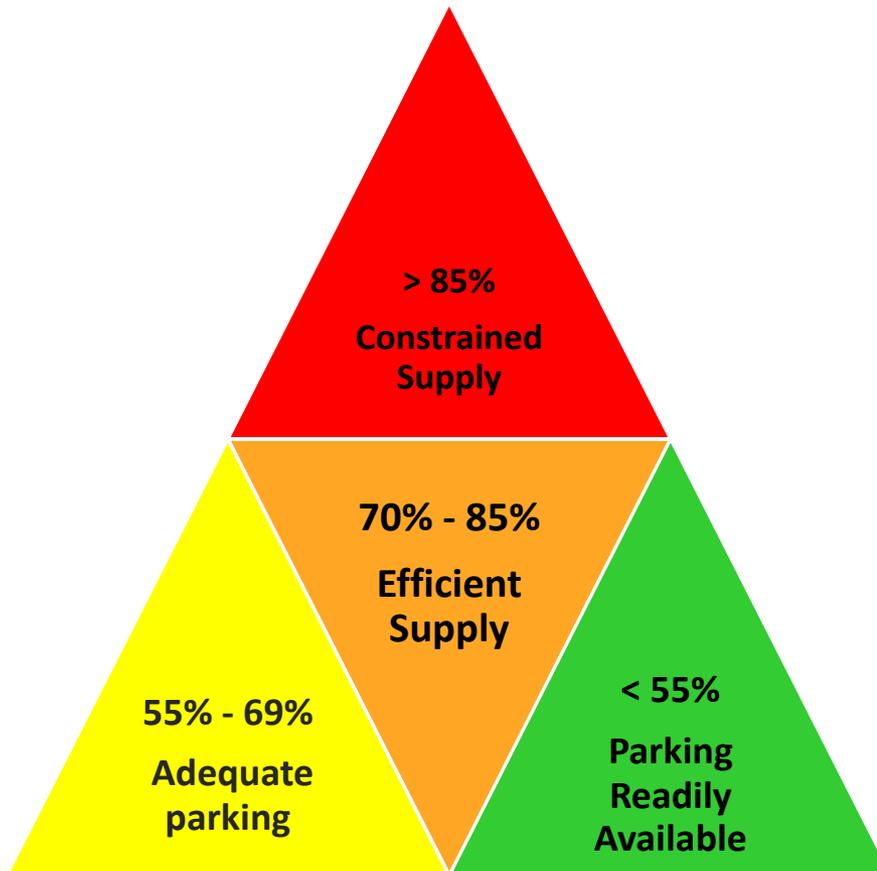
- *Use A Limited Resource Efficiently*
- *A Tool to Enhance Economic Activity*
- *Create Order and Reduce Anxiety*
- *Use Parking As A Tool To Encourage Transportation Options*
- *Maximize/Manage Parking Turnover*
- *Get the Right People In the Right Parking Space*

- On-street parking is finite and highly desired (minimize conflicts).
- Get the right people to park in the right place (on and off-street).
- Customers appreciate it, reduces angst.
- Off-street parking is expensive, so fully maximize what you have.
- A clear sense of movement to parking options
- Ground level businesses want turnover (people spending money).

Guiding Principles

- Clearly stated priorities and outcomes. Get to Yes.
- Who has priority in the public supply (on-street, off-street)?
- What is the role of the City in parking (as a manager, partner or owner)? The role of the private sector?
- Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.
- Any strategy developed should tie directly back to specific Guiding Principle(s) and data.
- *Not all parkers can be “priority” parkers.*

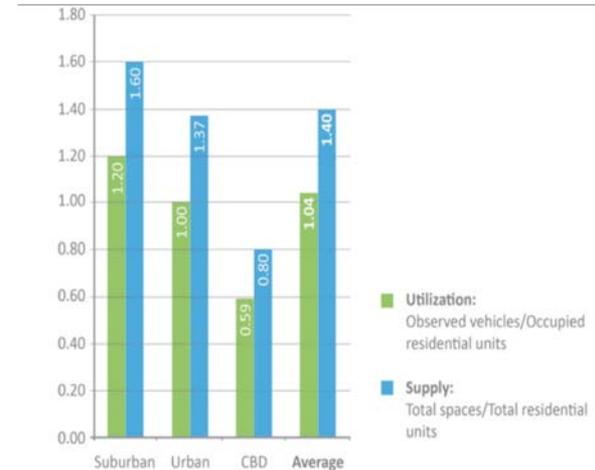
85% Rule – Measuring Performance



- Most common approach to managing parking supply.
- If supply is constrained: turnover is affected, access is difficult and customer experience is adversely affected.
- If 70% - 85%: Supply is robust, accessible, and efficient
- < 69%, parking activity is not supportive of active business.

Right Sized Code

- Most city parking codes (required parking) are not based in true understanding of demand.
- Numerous studies indicate that parking requirements lead to 25% to 35% overbuild.
- Calibrate code to local demand (e.g., Bend OR demand study).
- Consider blended rate models for downtowns.



Understanding the Value of a Parking Stall

- Cost to build a structured parking stall: ***\$35 - \$45,000 (per stall)***
- 20 Year cost to finance: ***\$231 - \$297 (per stall/mo.)***

WHO PAYS? / WHO SHOULD PAY?

- Developer
- Building Owner
- City
- Building Tenant (Business)
- User (customer, employee, resident)
- Some or all above

Understanding the Value of a Parking Stall

Developer/Owner \$\$

- Finance
- LID
- Fees-in Lieu

Customer/Visitor/Guest \$\$

- Parking Fees
(hourly/daily/monthly)
- Surcharges (Events)
- Citations/Fines

\$231 - \$297 per stall per month

Public Subsidy

- General Fund
- Bonds
- Urban renewal

Building Tenant \$\$

- Buried in Lease Rate
- Tax (parking on business)
- Validations (parking)
- Subsidy to employees

Understanding the Value of a Parking Stall

Value of on-street parking

AVERAGE DAILY TURNOVER
PER OCCUPIED STALL



AVERAGE RETAIL SALE
PER CUSTOMER TRANSACTION

\$31.55

DAILY POTENTIAL RETAIL SALES
PER OCCUPIED STALL

\$176.68

NUMBER OF SHOPPING DAYS
PER YEAR



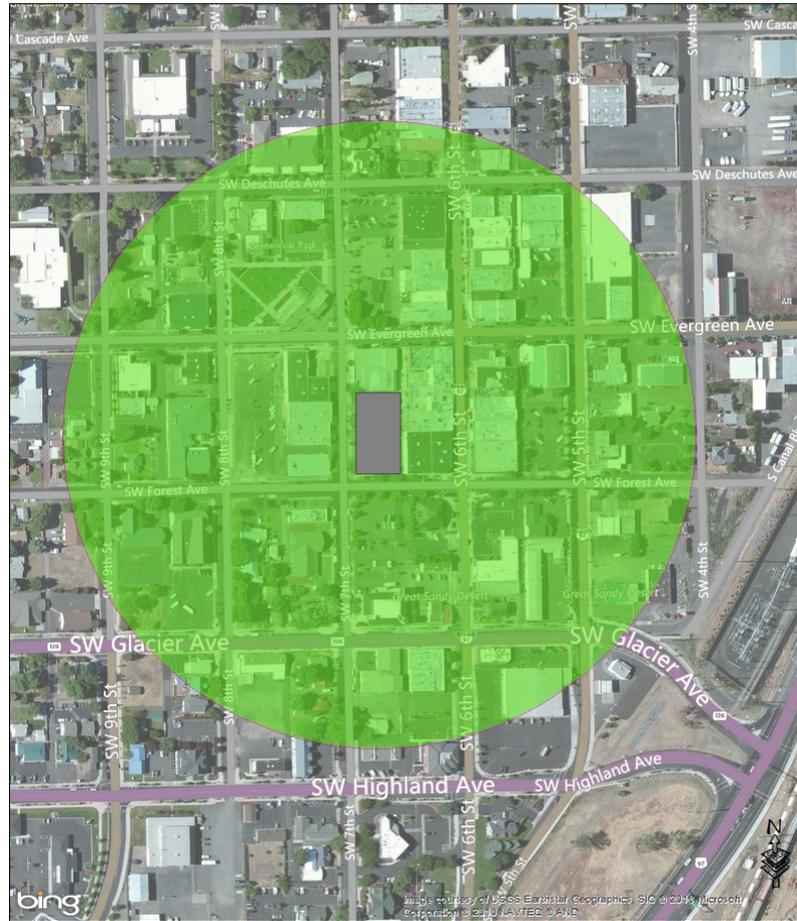
**ANNUAL POTENTIAL
RETAIL SALES**
PER OCCUPIED STALL

\$53,534

- Getting the right car to the right space makes economic sense.
- Getting employees off-street or into alternative modes makes economic sense.
- Calibrating turnover maximizes revenue potential.

Success Factors – New Supply

- What are the current land uses within 750' – 800' of a site (isocron)?
- What are on-street occupancies in same area?
- Are there morning, evening, weekend and overnight users in close proximity?
- What are growth plans in the isocron?



Redmond, Oregon
Parking Garage Site - Scenario B

- Parking Garage Footprint
- 750 foot isocron

0 55 110 220 330 440 Feet

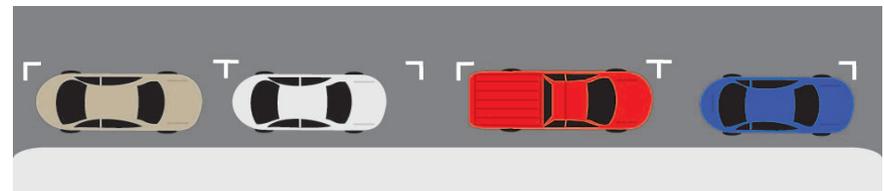
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Great Communications

- Commit to marketing, communicating and branding your public parking system.
- This will establish a recognizable and intuitively understandable parking message.
- Customers and employees want simple and reliable solutions. Communications is the key to activating your strategies.



ON STREET DIRECTIONAL SIGN TO OFF STREET LOT 30036



Shared Parking

Using what we have as well as we can

Managing Parking (lots and garages) as multiple user opportunities.

Most public and private facilities have abundant empty parking if they are not viewed as service a single land use.

Requires a broader view of parking.

Viewing parking in a 24 hour/7 day a week operating format. No lot or garage is “always full.”

Requires partnerships between “owners” of parking.

Data needs to demonstrate where the constraints and surpluses are over the course of a day and a week (e.g., weekday, evening weekend).

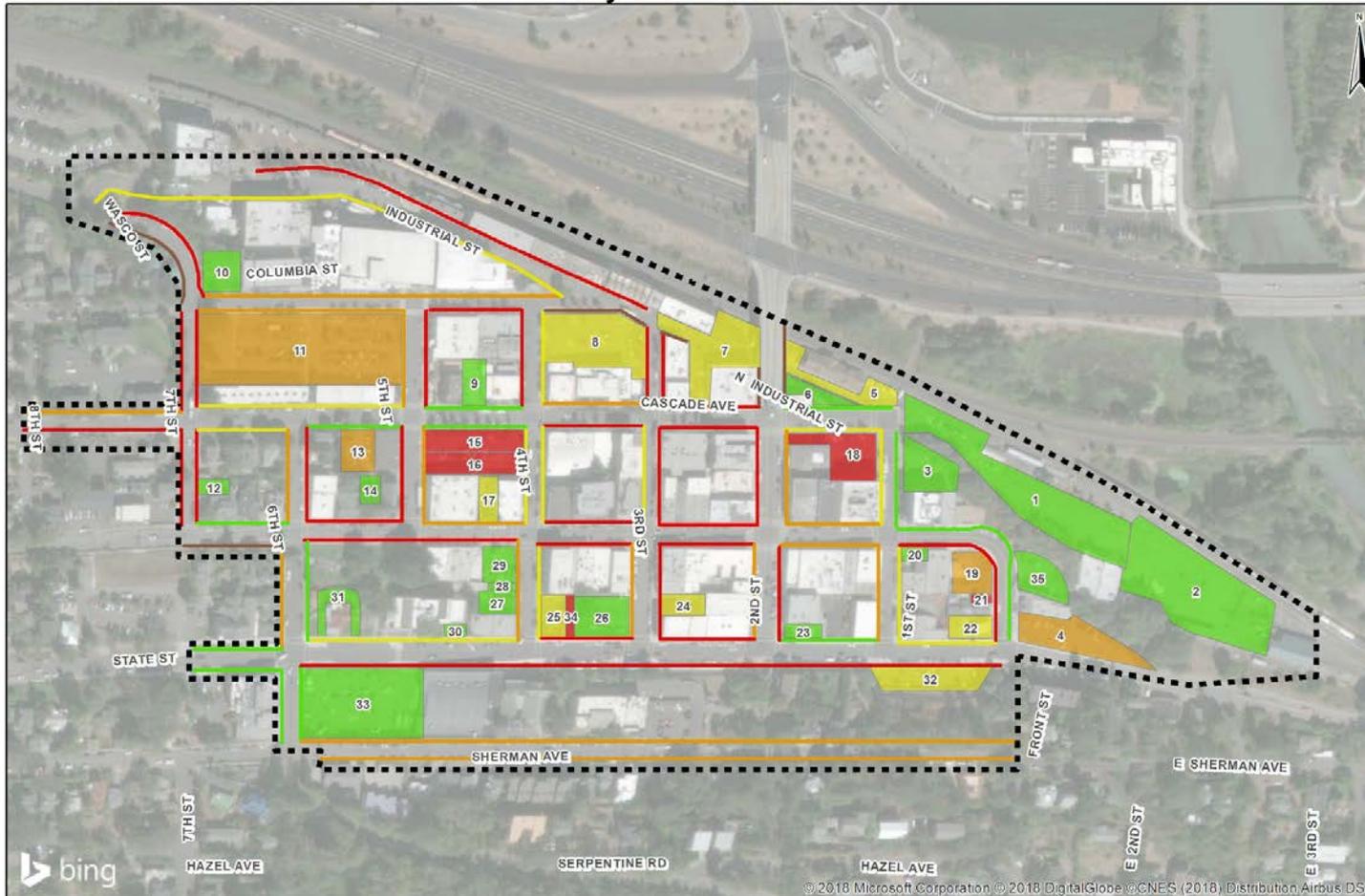
Requires active management.

Successful programs have designated lead “managers” and clear protocols for use and communications



Shared Parking

Using what we have as well as we can

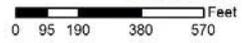


Weekday Combined Parking Utilization
peak season

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- Parking Study Area
- On-Street Parking
- Off-Street Parking
- > 85%
- 84% - 70%
- 69% - 55%
- < 55%
- No Parking

July 19, 2018
 1:00 - 2:00 PM
 Peak Hour



Reasonable Enforcement

- The cornerstone of parking management.
- Enforcement needs to be “reasonable,” targeting a violation rate of between 5% and 9%.
- Should support a minimum on-street turnover rate of 5.0.
- Can be provided in a random pattern in small cities to create cost efficiencies.

NOTICE FOR PARKING VIOLATION
 DANVILLE POLICE DEPARTMENT
 235 MILL STREET
 DANVILLE, PENNSYLVANIA
 (570) 275-2101

No 81121

Date _____ Time _____

License No. _____ State _____

Make/Model of Vehicle _____ Color _____

Location _____ Meter No. _____

Officer _____

YOU ARE CHARGED WITH VIOLATION MARKED BELOW:

1. OVERPARKED AT PARKING METER	\$ 5.00	<input type="checkbox"/>
(IF METER VIOLATION IS NOT PAID WITHIN FIVE DAYS FROM DATE OF VIOLATION, FINE INCREASES TO \$10.00)		
2. AGAINST TRAFFIC	\$15.00	<input type="checkbox"/>
3. SWEEPING ORDINANCE	\$15.00	<input type="checkbox"/>
4. FIRE HYDRANT	\$15.00	<input type="checkbox"/>
5. BLOCKING GARAGE/DRIVEWAY	\$15.00	<input type="checkbox"/>
6. CROSSWALK	\$15.00	<input type="checkbox"/>
7. HANDICAPPED ZONE	\$50.00	<input type="checkbox"/>
8. PARK WHERE OFFICIAL SIGNS ERECTED	\$15.00	<input type="checkbox"/>
9. PARKED TOO CLOSE TO CORNER	\$15.00	<input type="checkbox"/>
10. YELLOW ZONE	\$15.00	<input type="checkbox"/>
11. PARKED ON PRIVATE PROPERTY	\$15.00	<input type="checkbox"/>
12. PARKED IN A LOADING ZONE	\$15.00	<input type="checkbox"/>
13. PARKED ON SIDEWALK	\$15.00	<input type="checkbox"/>
14. MILL STREET (NO PARK 4 AM - 6 AM)	\$25.00	<input type="checkbox"/>
15. PARKED 12" OR MORE FROM CURB	\$15.00	<input type="checkbox"/>
16. PARKED IN ROADWAY	\$15.00	<input type="checkbox"/>
17. SNOW REMOVAL	\$15.00	<input type="checkbox"/>
18. _____	\$15.00	<input type="checkbox"/>

ADDITIONAL INFORMATION: _____

For convenience, this ticket may be mailed to: Borough of Danville, 239 Mill Street, Danville, PA 17821 OR placed in yellow courtesy boxes located on Mill Street in front of the Danville Borough Office.
 A CITATION WILL BE FILED WITH THE DISTRICT JUSTICE OFFICE WITH ADDITIONAL COST ASSESSED IF NOT PAID WITHIN 15 DAYS FROM DATE OF VIOLATION.

Department Phone Number (if you have questions)

Ticket Number

Date of Issue

License Plate Number

State

Amount Due will be indicated

Close this window to return to your payment form

What successful cities are doing

- Clear priorities
- Measurable goals (85% Rule)
- Right sized codes
- Customer First Programs
- Uniform time stays - on-street
- Common branding and marketing
- Shared use agreements – private lots
- Employees off-street
- Making alternative modes cool

Cities like:

- Bend, OR
- Hood River, OR
- McMinnville, OR
- Oregon City, OR
- Leavenworth, WA
- Redwood City, CA
- San Mateo, CA
- Bozeman, MT



Final thoughts

The operative word in the phrase “parking management plan” is *management*. This implies change and a frame of reference to change the status quo at any point in time.

“If we think we have a parking problem, then the status quo isn’t working. We have to be willing to change things.”

Q & A

Thoughts, Ideas, or Questions

