What is Parking Management?

• Toolbox of strategies to manage parking:
  ▪ Improve parking capacity and access.
  ▪ Identify and prioritize target parking markets.
  ▪ Strategies and Programs to manage on-street and off-street parking (public and private).
What is a Parking Management Plan?
Existing Parking Inventory

- On street parking
- Off street parking: public and private
Parking Occupancy

On-Street Parking Occupancy

- Saturday 4/18/2015
- Thursday 4/23/2015
Barriers to Parking Management
Barriers to Parking Management

• Parking perceptions and attitudes
• Work site characteristics
• Land use
• Parking pricing
• Transportation alternatives
Parking Priorities

Who is #1?
Retail Parking: Cost of Free Employee Parking

- Assume turnover: 10 sales per space & $50 profit per sale = $500/per day
- 300 days of sales = $150,000/per year
- Employee parking (2 hour shuffle) = 1 hour free per day or $6,000 per year in lost employee time ($20/hour)
Parking Economics

• Parking Development Cost
• Parking Pricing
• Market Value of Parking
• No one likes enforcement
• No enforcement = no rules
Parking Principles

• Parking is a valuable community asset
• Make accessible to all users through multiple modes
• Parking system should support businesses and residents
• Prioritize residential parking for residents
• Balance local and commuter parking issues
Discussion Questions

• What are the parking challenges?
• What are the parking needs?
• Who should be the priority parker in your station area?
• Are the Draft Parking Management Principles the right priorities for Eco-Rapid Transit?
Parking I

- Increase economic vitality
- Reduce traffic impact related to these economic opportunities
- Enhance retail opportunities
- Increase value
Parking II

• Priority parker is customer and resident
• Create business and City partnerships
• Encourage employees to use transportation options (decreases employee parking demand)
Parking III

• Create a comprehensive on and off-street system
• Utilize parking efficiently
• Reinvest parking revenue
• Prioritize parking resources
Proposed Eco-Rapid Transit Parking Program I

- Integrate parking, transit and transit oriented development
- Work with Metro to balance parking needs of local community and commuters
- Develop origin and destination stations that build upon assets of local communities and neighborhoods
- Comprehensive on-street and off-street system
- Establish demand based parking requirements (with optional parking management plan to further reduce parking)

- 85% occupancy
Proposed Eco-Rapid Transit Parking Program II

- Utilization of demand – location – time-price-supply strategies
- Create option to share parking – parking trade program and allow for off-site parking (2,000 feet) to meet requirements (creates incentive to share)
- Protect residential parking – implement 50%/75% Residential Parking Program – share with employees and/or short term users
- Use transit friendly parking design principles
- Reinvest parking revenues into parking and transportation; set up separate on-street and off-street revenue/expenditure programs