Strategic Parking Management

Community Builders Webinar Series
Sonoran Institute
September 18, 2013
Sonoran Institute
Transportation Webinar Series

completed:
✓ Not Your Father’s Transportation System
✓ Transportation Performance Measures

today:
➢ Strategic Parking Management

coming up:
☐ When Main Street is a State Highway
☐ Opportunities in Transportation Funding
Today’s Agenda

General Transportation Frame
Strategic Parking Management
Best Practices
Conducting a Parking Audit
Questions We Are Asked

Do we need more parking to support our downtown businesses?
Questions We Are Asked

Do our parking regulations and ordinances discourage infill and redevelopment?
Questions We Are Asked

Should we build a new parking garage?
Questions We Are Asked

Should we eliminate free parking by charging for use of public parking?
Questions We Are Asked

How much parking should be provided with new development? Where?
Questions We Are Asked

How can we manage parking overflow from _____? (university, concert venue, fairgrounds, etc.)
A. General Transportation Frame
times are a changin’
Transit Ridership Growth – 5 Year Increments

United States

1967-1972: -20%
1972-1977: 15%
1977-1982: 7%
1982-1987: 8%
1987-1992: -3%
1992-1997: -2%
1997-2002: 15%
2002-2007: 6%
2007-2012: 3%
What Drives VMT?

Demographics & Economics
- Labor Force Participation Rate
- Household Income
- Driver License Rate
- Vehicle Ownership
- Population

Traffic Enablers
- Miles of Roadways
- Energy Cost Subsidy
- Road Subsidy
- Sprawl
- Auto Dependency

drives VMT? the push and the pull
What’s the Trend?

Demographics & Economics

- Labor Force Participation Rate
- Household Income
- Driver License Rate
- Vehicle Ownership
- Population

Traffic Enablers

- Miles of Roadways
- Energy Cost Subsidy
- Road Subsidy
- Sprawl
- Auto Dependency
development patterns in US history
VMT and GDP

Data Sources: VMT: US DOT, BTS, Table 1-32: US Vehicle Miles, FHWA Traffic Volume Trends August 2010. GDP: BEA National Income and Product Account Table, Table 1.1.6 Real GDP, Chained (2005) Dollars

Source: “Growing Wealthier – Smart Growth, Climate Change and Prosperity” January 2011 Center for Clean Air Policy
not your father’s transportation program
B. Strategic Parking Management
For every car in U.S. cities, there are at least four parking spaces.
Average car in the U.S. is parked 23 hours for every hour it is in use.
Give me control of parking and I will rule the world!
Integrated & Strategic

Supply

Management

Utilization

Enforcement
Parking Supply

- too much land in parking
- low business synergy
- bad for community character
- high capital costs
- discourage pedestrians

- too much
- discouragement infill & redevelopment
- limit pedestrian presence
- reduce retail sales & income
- continual parking issues

- not enough
- right amount
- not enough
- discourage infill & redevelopment
- limit pedestrian presence
- reduce retail sales & income
- continual parking issues
Strategic, Plan-Based Approach

Supply

 Demand

2013

2033
Strategic, Plan-Based Approach
Different types of parking serve different functions...
Storefront On-Street Parking

Function: support storefront retail
Other On-Street Parking

Function: shopper overflow, general business
Off-Street Surface Parking

Function: commuter parking, shopper overflow, land banking
Off-Street Structure Parking

Function: commuter parking, other business parking, residential parking
Deliveries & Alleys
Integrated & Strategic

Supply

Management

Enforcement

Utilization
Trip Purpose and Duration

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter/Employee</td>
<td>8 hours, 8 minutes</td>
</tr>
<tr>
<td>Personal Business</td>
<td>1 hour, 5 minutes</td>
</tr>
<tr>
<td>Other Business (sales, etc.)</td>
<td>3 hours, 32 minutes</td>
</tr>
<tr>
<td>Shopping</td>
<td>1 hour, 29 minutes</td>
</tr>
<tr>
<td>Other/Recreational</td>
<td>4 hours, 17 minutes</td>
</tr>
<tr>
<td>Overall Average</td>
<td>1 hour, 41 minutes</td>
</tr>
</tbody>
</table>

Downtown Charlotte, City of Charlotte, NC
Measuring Parking Utilization

- Duration
- Accumulation
- % Full
- Use/Trip Purpose
- Turnover
“Shared Parking”

% reduction in total parking demand based on accumulation curves
Integrated & Strategic

Management

Supply

Utilization

Enforcement
Parking Enforcement Basics

• Fair but inevitable
• Ambassadors or armed law officers?
• Go light on first time offenders
• Go hard on scofflaws (escalating fine schedules)
• Move beyond chalking tires
• Hand-held ticketing machines (real-time data)
Management Concepts

• Strategic planning
• Performance measurement & reporting
• Intermodal balance
• Districts
• Managing parking as a utility
Districts can manage parking as a local utility (like stormwater)
C. Best Practices
Best Practices

1. Walkable, mixed-use infill & redevelopment
2. Parking districts
3. Time Limits, pricing and enforcement
4. Multimodal integration
5. Shared & off-site parking
6. Remote parking, shuttles
7. On-street parking
8. Monitor, measure, report
1. Walkable, Mixed-use Infill & Redevelopment

• Keys:
  – mix of uses
  – pedestrian environment/urban form
  – street connectivity
  – wayfinding
  – enable “park once” access
Mixed-Use: “park once”
Pedestrian Environment, Urban Form
Land use mix encourages pedestrians

Downtown Boulder, Colorado
Lots of people lead to...

...more people
Importance of Good Urban Design
Pedestrian Environment, Urban Form

Form-Based Codes

Figure 5-612F. The Complete Pedestrian Environment

- Sitting Space
- Weather Protection (Rain or Sun)
- Display Windows
- Main Entry
- Transit Stop Seating or Shelters (where applicable)
- Pedestrian Scale Lighting

Minimum 6 feet Furnishing & Landscape
Minimum 8 feet clear pedestrian through zone (width may vary)
Minimum 5 feet seating/standing/gathering and building entry area

2. Parking Districts

• Keys:
  – manage parking as a local utility
  – implement over time (phasing)
  – re-invest revenues
  – take on multimodal mission

access
Example: CAGID, Boulder, CO

Central Area General Improvement District:
• 35 blocks of on-street & off-street parking
• no parking requirements for development
• 5 mil property tax
• $5m in annual parking revenues
• buys EcoPasses for all 6,362 downtown employees ($795,000 in 2013)
• makes bicycle & pedestrian improvements
Phoenix Gateway/TOD Area (draft)

Parking Districts - Timing

* TOD = transit oriented development
Phasing Into a Parking District

* Draft “Reinventing Phoenix” Parking Program
Parking Districts for TOD Areas

* Draft “Reinventing Phoenix” Parking Program
3. Time Limits, Pricing and Enforcement

• Strategic Keys:
  – Manage demand to meet objectives
  – Increase turnover in on-street, storefront parking
  – Target parking supplies for desired users through time limits and pricing strategies
    • Short-term, close-in for customers
    • Long-term, farther-out for employees
    • Appropriate residential parking on-site or in RPP districts
Enforcement

– friendly enforcers (not law officers)
– first time offenders – gentle notice
– scofflaws – escalating fines
– technology: hand held/on-board data
– chalking tires favors regular parkers over visitors

fair + inevitable
Example: Redwood City, California

Demand-Based Parking Rates
4. Multimodal Integration

• Keys:
  – look for lowest cost solutions
  – leverage investment in transit
  – leverage investment in pedestrian facilities
  – leverage investment in bicycling facilities
  – invest in parking when appropriate

  efficiency
Boulder PSE Approach

**LAND USE**
- Land Use Inventory
  - Amount
  - Mix
- Gross Parking Demand \( (D_G) \)
- Shared Parking Demand \( (D_S) \)

**MANAGEMENT**
- Management Program
  - Add Parking Supply
  - Shift Mode Share
  - Parking Pricing
  - Enforcement

**PARKING**
- Base Parking Supply \( (S_B) \)
- New Parking Supply \( (S_N) \)
- Total Parking Supply \( (S_T) \)

**PERFORMANCE**
- Net Demand \( (D_N) \)
  - $ Cost
  - Peak Ratio 85%

\( D_N \) is the result of subtracting the amount of shared parking demand from the gross parking demand. The net demand is then used to determine the total parking supply, which includes both the base and new parking supplies.
5. Shared & Off-Site Parking

• Keys:
  – manage parking as a local utility
  – not an on-site use
  – implement shared parking
  – allow off-site parking

efficiency
Parking Accumulation (weekday)

- # of cars

- Commuters (employees)

- 6am
- Noon
- 6pm
Parking Accumulation (weekday)

movie theater

# of cars

6am  noon  6pm
simple addition (wrong)
Parking Accumulation (weekday)

combined: commuter & theater

# of cars

6am  noon  6pm
Example: Smart Code Approach

% reduction for shared parking

Residential  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10%  |  30%  |  30%  |  15%  |  40%  |  40%  |  15%  |  15%  |  10%  |  10% |
Shared Parking Code
6. Remote Parking & Shuttles

• Keys:
  – integrate into existing transit system
  – market, market, market
  – incorporate into event pricing
Example: HOP to Chautauqua, Boulder, CO

Remote Parking + Shuttle

Ride the FREE HOP 2 Chautauqua - The Ultimate Carpool!

Leave the hassle of parking at home and catch a ride from any one of the convenient Boulder stops and enjoy a stress-free evening!
7. On-street Parking

- Keys:
  - preserve & maximize on-street supply
  - support storefront streets
  - count as part of total supply
Example: Aspen, Colorado

Maximizing On-Street Parking
8. Monitor, Measure, Report

• Keys:
  – set goals, objectives, performance measures & targets
  – make information accessible to the public
  – allow adaptation – mid-course corrections

accountability
Example: District of Columbia

District Parking Performance

TABLE 1: COLUMBIA HEIGHTS TOTAL CURBSIDE OCCUPANCY BY STATE WITH TURNOVER RATES ON ALL BLOCKS (with duplicate registration numbers not removed)

<table>
<thead>
<tr>
<th>DISTRICT OF COLUMBIA</th>
<th>MARYLAND</th>
<th>VIRGINIA</th>
<th>OTHER OR UNKNOWN STATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL CURBSIDE OCCUPANCY BY STATE</td>
<td>TURNOVER RATE BY STATE</td>
<td>TOTAL CURBSIDE OCCUPANCY BY STATE</td>
<td>TURNOVER RATE BY STATE</td>
</tr>
<tr>
<td>6,324</td>
<td>53%</td>
<td>1,142</td>
<td>9%</td>
</tr>
</tbody>
</table>

EXECUTIVE SUMMARY: 2010 COLUMBIA HEIGHTS TOP TEN HIGHEST CURBSIDE OCCUPANCY RATES BY HUNDRED BLOCK

<table>
<thead>
<tr>
<th>HUNDRED BLOCK</th>
<th>STREET NAME</th>
<th>PARKING SPACES PER BLOCK SEGMENT</th>
<th>AVERAGE OCCUPANCY</th>
<th>MAXIMUM OCCUPANCY</th>
<th>TURNOVER RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1300</td>
<td>Park Road, NW</td>
<td>6</td>
<td>14</td>
<td>233%</td>
<td>45</td>
</tr>
<tr>
<td>1350</td>
<td>Park Road, NW</td>
<td>9</td>
<td>13</td>
<td>144%</td>
<td>58</td>
</tr>
<tr>
<td>3300</td>
<td>14th Street, NW</td>
<td>16</td>
<td>10</td>
<td>63%</td>
<td>49</td>
</tr>
<tr>
<td>3000</td>
<td>13th Street, NW</td>
<td>15</td>
<td>17</td>
<td>113%</td>
<td>20</td>
</tr>
<tr>
<td>3000</td>
<td>11th Street, NW</td>
<td>20</td>
<td>16</td>
<td>80%</td>
<td>25</td>
</tr>
<tr>
<td>2700</td>
<td>14th Street, NW</td>
<td>17</td>
<td>8</td>
<td>47%</td>
<td>32</td>
</tr>
</tbody>
</table>
D. Parking Audits
What is a Parking Audit? Why Do One?

- Process that records parking utilization or occupancy at a given point in time
- Can be expanded in scope/repeated to document turnover (and duration of parking)
- De-couples truth from perception
- Helps frame discussion with data for future decisions
1. Select Audit Area

- Area with ‘issues’ (real or perceived);
- Functional boundary of a downtown district or neighborhood with buffer;
- ~1/2 mile across (1 mile max);
- Include areas experiencing spill-over;
- Include areas that may include additional supply;
- Include a major trip generator at the periphery.
• Downtown Commercial Core Audit
• Address the existing (and desired) mix of uses
  • Small businesses
  • Flag factory, job centers
  • Residential uses (vacation condos)
• Beach access
• Constraints of coastal zone
• Support tourism and economic success
• Maintain identity
2. Design & Schedule the Audit
When to Audit?

• Typical conditions
• Peak counts are helpful when paired with non-peak and typical (not for decision-making)
• Seasonal variations
• 3-4 counts during a one-week audit is a good start (the more the better)
• Timing of counts (weekday/weekend, time)

• Think forward to what results will show
• Plan on multiple audits to get the whole picture
Snapshot: Lawrence, KS

- Residential neighborhood adjacent to KU
- “Not enough parking”
- Audit designed to help isolate the problem
  - Under-parked multi-family residential?
  - Spill-over demand from KU?
- Occupancy counts timed to capture:
  - Peak class attendance (Tues at noon)
  - Typical residential use (weekend at noon)
3. Collect the Data
Spreadsheets

- Organize data geographically
- Block face, direction
- Be sure to record:
  - Signed regulations
  - Off-street spaces (Lots, garages)
  - Public or private
  - Paid or unpaid

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Name</td>
<td>From</td>
<td>To</td>
<td>Side (N, S, E, W)</td>
<td>Approx # of Spaces</td>
<td>Regulations in effect (timed restrictions, disability), including price</td>
</tr>
<tr>
<td>Main Street</td>
<td>1st</td>
<td>2nd</td>
<td>N</td>
<td>20</td>
<td>No parking 7pm to 7am; 2 hour limit M-Sa, S1/hour, 2 spots for disability</td>
</tr>
<tr>
<td>Main Street</td>
<td>2nd</td>
<td>3rd</td>
<td>N</td>
<td>15</td>
<td>No parking 7pm to 7am; 2 hour limit M-Sa, S1/hour</td>
</tr>
</tbody>
</table>
4. Interpret the Results

<table>
<thead>
<tr>
<th>All Days</th>
<th>Visitor</th>
<th>Thursday (8am-9pm)</th>
<th></th>
<th>Friday (8am-9pm)</th>
<th></th>
<th>Saturday (8am-9pm)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Hours</td>
<td>Total Vehicles</td>
<td>Parked Hours</td>
<td>Avg. Duration</td>
<td>Avg. Turnover</td>
<td>Hours</td>
</tr>
<tr>
<td>A3.E1</td>
<td>Space 1</td>
<td>5</td>
<td>10</td>
<td>7.50</td>
<td>2</td>
<td>0.31</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>3</td>
<td>9</td>
<td>8.00</td>
<td>2.23</td>
<td>0.23</td>
<td>3</td>
</tr>
<tr>
<td>A3.N1</td>
<td>Space 1</td>
<td>1</td>
<td>1.50</td>
<td>0.40</td>
<td>0.08</td>
<td>0.00</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>0</td>
<td>0.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0</td>
</tr>
<tr>
<td>A2.N1</td>
<td>Space 1</td>
<td>3</td>
<td>3.50</td>
<td>1.36</td>
<td>0.23</td>
<td>0.23</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>2</td>
<td>2.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>2</td>
</tr>
<tr>
<td>A1.S1</td>
<td>Space 1</td>
<td>1</td>
<td>1.75</td>
<td>5.50</td>
<td>0.23</td>
<td>0.23</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>2</td>
<td>2.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>2</td>
</tr>
<tr>
<td>A1.S2</td>
<td>Space 1</td>
<td>1</td>
<td>1.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>2</td>
<td>2.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>2</td>
</tr>
<tr>
<td>A1.E1</td>
<td>Space 1</td>
<td>3</td>
<td>3.00</td>
<td>1.00</td>
<td>0.31</td>
<td>0.31</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Space 2</td>
<td>2</td>
<td>2.00</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>2</td>
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</tr>
<tr>
<td>Type of Parking</td>
<td>Supply</td>
<td>Remaining Capacity</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Wednesday 12pm</td>
<td>Thursday 1pm</td>
<td>Friday 7pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public</td>
<td>982</td>
<td>45%</td>
<td>39%</td>
<td>53%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private</td>
<td>1664</td>
<td>48%</td>
<td>46%</td>
<td>65%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Combined</td>
<td>2646</td>
<td>47%</td>
<td>43%</td>
<td>61%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tables, Graphs, Charts

#### On-Street Utilization by District

Average of Thursday - Saturday

- **Utilization**
  - Study Area
  - Town Square
  - Northwest
  - Northeast
  - Southwest
  - Southeast

#### Utilization Data

<table>
<thead>
<tr>
<th>Type of Parking</th>
<th>Supply</th>
<th>Survey 1</th>
<th>Survey 2</th>
<th>Survey 3</th>
<th>Survey 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Street</td>
<td>51</td>
<td>86%</td>
<td>71%</td>
<td>90%</td>
<td>94%</td>
</tr>
<tr>
<td>Off-Street</td>
<td>220</td>
<td>87%</td>
<td>60%</td>
<td>79%</td>
<td>96%</td>
</tr>
<tr>
<td>Combined</td>
<td>271</td>
<td>87%</td>
<td>62%</td>
<td>81%</td>
<td>96%</td>
</tr>
</tbody>
</table>
Maps

Where/when is parking utilization high/low?

How does this change with each count time?
What destinations/users might be creating high rate of utilization?

What are the possible impacts of the high utilization? What users groups are likely to be affected?

What kinds (if any) regulations are in effect in each of these areas?
Maps

Are the high utilization areas localized or spread across a larger area?

Is there supply near the high utilization areas? Is it available for use? (Not private/reserved.)

Are there opportunities for areas with low utilization? If so, what times of day?
5. Share and Discuss the Results
Parking Partnerships

• Local Staff
  • Planning, public works, economic development, transportation (bicycle/ped/AT), enforcement, IT public safety, etc.

• Business Representatives

• Transit Service Providers

• Neighbors & Property/Business Owners

• Institutional Representatives (schools, gov’t, etc.)

• Elected Officials
Discussion Topics

• Can we improve the balance of parking utilization across the audit area? How?
  • Shared parking
  • Balance of uses
  • Regulations, pricing

• Is the current supply serving the range of users?
  • Look at occurrence of violations
  • Employees, business owners
  • Customers

• Do we have a stable and flexible long-term parking supply? Do we have interim strategies?

• Are our policies supporting our goals? (parking requirements)
Example: Brunswick, ME
Example: Brunswick, ME
Wrap Up
Review: Today’s Agenda

General Transportation Frame
Strategic Parking Management
Best Practices
Conducting a Parking Audit
Sonoran Institute
Transportation Webinar Series

completed
✓ Not Your Father’s Transportation System
✓ Transportation Performance Measures today

* Strategic Parking Management coming up

☐ When Main Street is a State Highway
☐ Opportunities in Transportation Funding
Thank You

Jim Charlier and Vickie Jacobsen