



OREGON MAIN STREET CONFERENCE

Astoria, OR
October 4, 2013

Rick Williams Consulting
Parking & Transportation Demand Management



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).
- Off-street parking is expensive, so fully maximize what you have.
- Strategic and tailored parking management supports and attracts business.
- Customers appreciate it.
- More options create more opportunities.
- Ground level businesses want turnover (people spending money).

Elements of Great Parking Management

#1. GUIDING PRINCIPLES

Clearly stated priorities and outcomes. Get to Yes.

- *Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.*
- *Reaching consensus on priorities with a representative stakeholder group may be time-consuming, but it is extremely important.*
- *Strategies are “random” without goals and principles.*

STRATEGIES	EXPECTED OUTCOME	TRIP MODE	EXPECTED OUTCOME	STRATEGIES
<ul style="list-style-type: none"> - Low to Free Parking Pricing - Parking subsidies - Employee priority for parking supply - Low management of on-street - High minimum requirements 	72%	DRIVE ALONE	33%	<ul style="list-style-type: none"> - Parking pricing (particularly commuter) - Low to no minimum parking requirements - Parking maximums - Visitor parking priority - On-street parking management (enforcement)
<ul style="list-style-type: none"> - Low to no transit subsidy to employees 	10%	TRANSIT	42%	<ul style="list-style-type: none"> - Discounted employee pass program - Trip planning assistance - Quality shelters, lighting, information systems - Transit pricing lower than parking pricing (monthly/annual pass)
<ul style="list-style-type: none"> - Bike racks 	1%	BIKE	10%	<ul style="list-style-type: none"> - Bike lanes/sharrows - On-site bike lockers (long-term) - Short-term racks - Shower facilities - Bike corrals
<ul style="list-style-type: none"> - Discounted rate - Preferential stalls - Matching programs - ZipCar / Car 2 Go - Vanpool option 	16%	RIDESHARE	10%	<ul style="list-style-type: none"> - Discounted rate - Preferential stalls - Matching programs - ZipCar / Car 2 Go
?	1%	WALK	5%	<ul style="list-style-type: none"> - Walking maps - Trip planning - Incentive program(s)
	100%		100%	

Elements of Great Parking Management

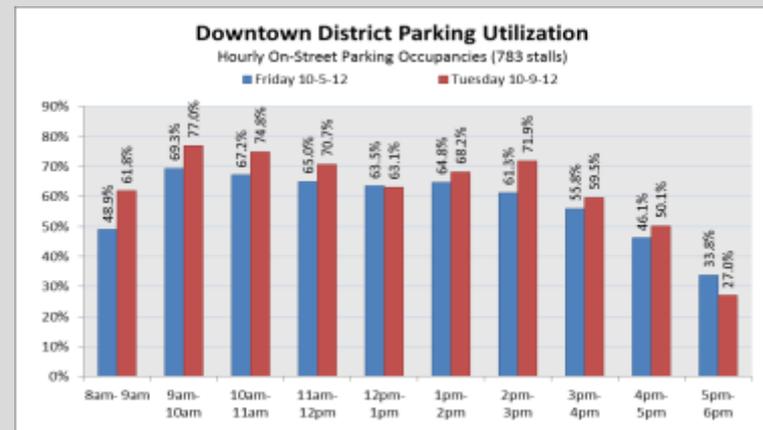
#2. GOOD DATA

Separate perception from reality. Let data tell a story.

- *Good data is essential and the more data you have, the better your management decisions will be.*
- *If you can only afford to collect one type of data, collect utilization data.*
- *If you cannot do a parking turnover survey for your entire study area, consider using a sample area (but make certain all stakeholders agree it is representative!)*
- *Collect data at least once a year so that you can observe trends and responses to previous management strategies.*

"Data collection is critical. You need to understand how parking actually works and tie solutions to data."

Daniel Rowe, Transportation Planner, King County Metro



Elements of Great Parking Management

#3. 85% RULE

Most effective decision making tool. Most misunderstood element of parking management.

- *Should be used to facilitate problem-solving within the context of a city's guiding principles.*
- *It's application should be understood in the context of a unique parking supply (on-street, off-street, zone based, by block face, etc.)*
- *It should be understood in the context of available and affordable technology.*
- *The 85% Rule commits a parking management plan to take action.*

The "85% Rule" is an operating principle and industry based management tool for coordinating a parking supply and increasing trip capacity



Elements of Great Parking Management

#4. TO CHARGE OR NOT TO CHARGE

Guiding Principles, Data Collection, and the 85% Rule, can help you evaluate pricing as it relates to your specific circumstances.

- *Free parking does not directly result in increased parking demand.*
- *Pricing parking should be made in the context of intended outcomes. If outcomes are not being achieved, or cannot be achieved through other means, then pricing becomes an option.*
- *Can customers find parking within easy walking distance of their destination?*
- *Are businesses benefiting in foot traffic and sales because parking turns over at an effective rate?*
- *Is there a continuing conflict between employees and visitors for use of on-street spaces?*
- *Is there a need or desire to expand parking supply and/or transportation options to increase capacity for access?*
- *Are there programs and services that would better support visitor and business growth (marketing, streetscape improvements, wayfinding, etc.)?*

Elements of Great Parking Management

#5. RIGHT SIZE PARKING (Codes and Standards)

“Right-sizing creates conditions that fit your community’s standards and goals. You’re thinking of it wrong if you apply the ITE formula to your downtown – you’ll almost always overbuild.” (Brett Wood, P.E., Kimley-Horn & Associates)

- *Strive for local demand information (cities overbuilding by 33% - 124%).*
- *Requires commitment to good data.*

- *Is there strategic alignment between policy goals and the code, which influences development outcomes (e.g., vision plans, mode goals, etc.).*

- *It all begins with the code.*

City	Actual Built Supply/10 00 SF	Actual Demand/ 1,000 SF	Gap between parking built and actual parking demand (for every 1,000 gsf)	Percentage of overbuild to actual demand	Avg. Additional Cost per 50,000 gsf (surface parking)	Avg. Additional Cost per 50,000 gsf (garage parking)
Beaverton, OR	4.15	1.85	2.30	124%	\$805K	\$3.68 mil.
Bend, OR	3.0	1.90	1.10	58%	\$385K	\$1.8 mil.
Corvallis, OR	2.0	1.50	0.50	33%	\$175K	\$800K
Hillsboro, OR	3.0	1.64	1.36	83%	\$476K	\$2.18 mil.
Kirkland, WA	2.50	1.98	0.52	26%	\$182K	\$832K
Lake Oswego, OR	2.65	1.87	0.78	42%	\$273K	\$1.25 mil.
Milwaukie, OR	3.00	2.14	0.86	40%	\$301K	\$1.38 mil.
Oregon City, OR	2.00	1.43	0.57	40%	\$200K	\$912K
Redmond, WA	4.10	2.91	1.19	41%	\$416K	\$1.90 mil.
Salem, OR	3.15	2.04	1.11	54%	\$388K	\$1.77 mil.
Springfield, OR	1.88	1.11	0.78	71%	\$273K	\$1.25 mil.

Elements of Great Parking Management

#6. GREAT COMMUNICATIONS

Commit to developing a strategic approach to marketing, communicating and branding your parking system. This will establish a recognizable and intuitively understandable parking message.

Branding

- *The brand should quickly and uniquely capture a customer's attention and communicate a positive image that distinguishes the parking product from the rest of the market.*
- *Ultimately, "a positive patron experience should be your brand."*

Facility presentation

- *High quality and appropriately placed signage.*
- *Clean and optimally working equipment.*
- *Optimal lighting.*
- *No trash or debris.*
- *A maintenance plan and schedule.*



Clear, delineated parking stall strong

Elements of Great Parking Management

#6. GREAT COMMUNICATIONS

Marketing and Communications

A *commitment* to a brand results in a *commitment* to supporting that brand through routine and broad based marketing and communications.

- Maps
 - Web Pages
 - “BannerAds” or media “drop ins”
 - Co-marketing opportunities with area businesses (e.g., java jackets, cash register tent cards, event sponsorships)
 - Bag stuffers (distributed at retail outlets)
 - Validations programs
 - Incentive programs
 - Customer Rewards
 - Print
 - Radio/TV
 - Social media
- *Minimum budget of between \$7 and \$15 per stall (per year) is the minimum amount that should be allocated to a sustained marketing and communications effort for a parking system.*
 - *This number assumes that branding and signage has already been developed.*



Elements of Great Parking Management

#7. TECHNOLOGY

Successful use is contingent upon a willingness and ability to support the technology and to educate the parking public.

- *Parking industry is rapidly evolving and technologies are myriad.*
- *Before jumping on the “latest and greatest” technology bandwagon, consider the upfront and long-term costs. Beware of being the “Beta” city.*
- *Consider demos and check in with peer cities (cost, experience, customer acceptance, impact on trips/revenue, administrative support).*
- *Make sure that you cover the basics of parking management first.*
- *New technology (complexity/sophistication) must be met with (at least) an equal measure of management.*



Pay-by-cell contact number



Wireless single-space meter

Elements of Great Parking Management

#8. TDM

Parking is one aspect of access and access capacity. Transit, bike, walk and rideshare increase capacity to an area. Overreliance on parking leads to diminished capacity.

- *Employees compete with customers.*
- *Building costs increase when developers are forced to “double down” on parking.*
- *Ignores the market and what customers/employees want OPTIONS.*



Favorite Statements

- If your employee isn't walking, then your customer is.
- People don't come downtown to park.
- If you don't have a parking problem, you have a problem.
- If you don't have a parking problem, you have a problem with your product.
- A parking stall has never, by itself, generated a single trip.
- More parking does not mean more business. Great businesses attract more parking demand.
- Advocate for less parking and do not plan your Main Street as if it were a Walmart parking lot.
- Parking Management. Every one is focused on parking. Few *commit* to management.
- Fill up the parking you have, it makes it easier to build more.

Questions?

