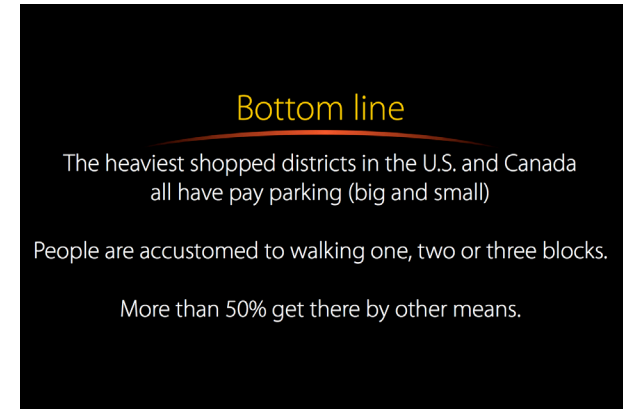
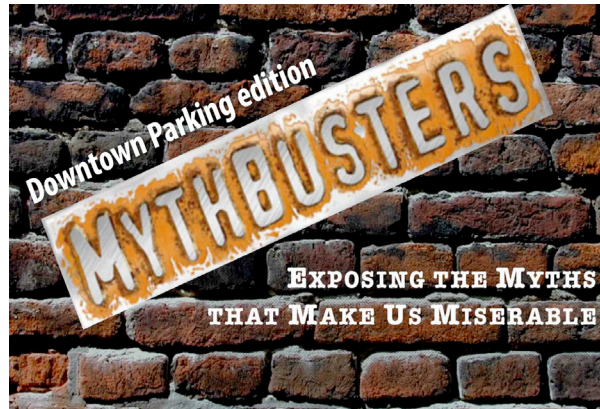


PARKING IS NOT JUST FOR **LOVERS**





The set-up

- If you drive into a town and the first thing you see is a no parking sign – you'll drive right on
- Public parking includes private and publically developed parking spaces
- The ten things you need to know and do to make parking work

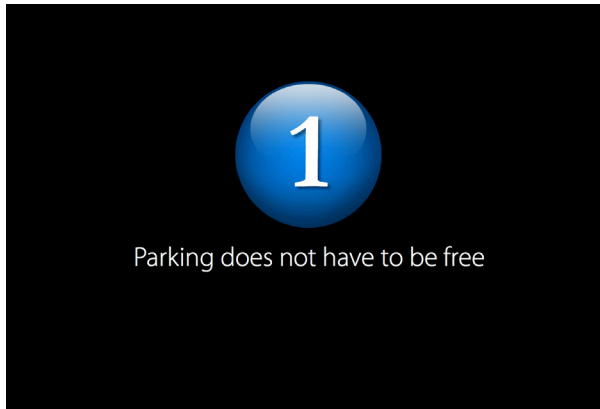
Mythbusters: Downtown Parking Edition

- Myth: people do not like to walk
- Reality: The vast majority have no problem walking a block or two
- Myth: if we build it, they will come
- Reality: parking is not an attraction
- Myth: All parking must be in front
- Reality: people will park where parking is provided; make it convenient
- Myth: Everyone is entitled to free parking
- Reality: Every space entails a cost; if it is free it's factored into rents, etc.
- Myth: it's difficult to find parking downtown
- Reality: this is rarely the case, but consider – can people find your parking spaces? Are they easily accessible? Are they in a safe place? Is it a pleasant experience?
- Myth: A parking problem is a bad thing
- Reality: Quite the opposite. Consider the alternative.

Bottom line:

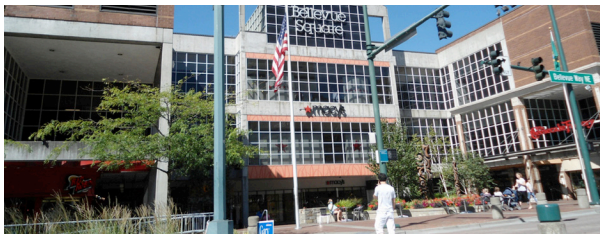
- Some of the heaviest shopping districts have the fewest parking spaces per square foot of retail space
- The heaviest shopped districts in the US and Canada all have pay parking (big and small)
- People are accustomed to walking one, two or three blocks
- More than 50% get downtown by other means

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Parking does not have to be free

- Bellevue, WA versus Seattle, WA
- Two parking philosophies at work
- Bellevue: major developer downtown pushed the philosophy that all parking should be free
- Seattle: philosophy is make parking so expensive people will use transit
 - Idea is to change people's lifestyle to reduce traffic congestion – force them out of their cars



- Who's winning? Bellevue
- It has become the upscale shopping, dining and entertainment hub of the Northwest
- Does this mean parking has to be free? No. But you can't dictate people's lifestyle

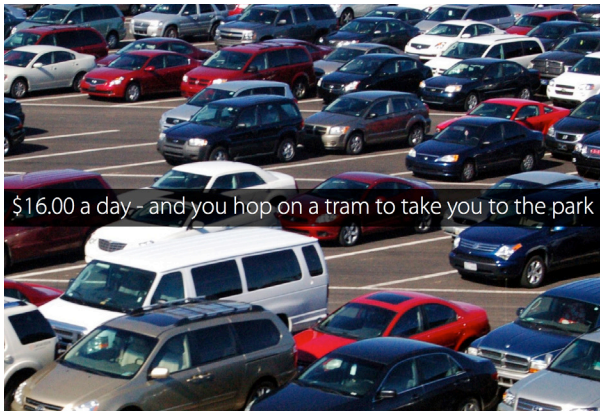
Ways to reduce the cost of parking or provide it free during certain time periods

- Sponsorship programs – private companies sponsor parking at certain times of the day
- Greenville, South Carolina: free parking on nights and weekends, sponsored by Independence National Bank
 - Incentivize people to come shop on the weekends by making parking free
- Spend enough: parking is free
- Newport on the Levee, Ohio, lifestyle retail center
 - Parking is \$3, but if you spend \$20 or more, show your receipts and there is no charge for parking
 - Increase in retail spending more than offsets the loss in parking revenues
- Parking fees should always equal the value

Case history: Walnut Creek, California

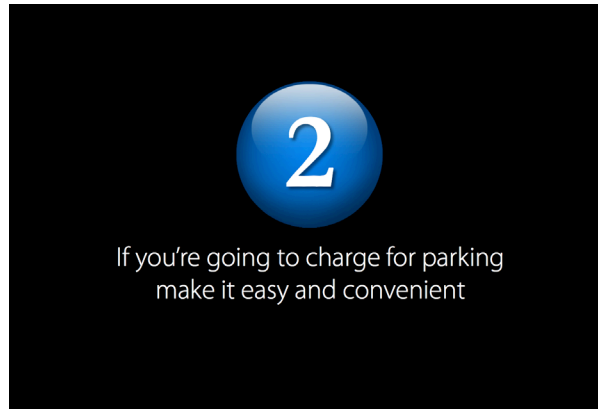
- Upscale shopping and dining area
- On the street parking: two hours, enforced even in the evening
- Suggestion: meter-topper "All day parking, next right"
- Parking garages
 - \$1 per hour up to a max of \$3
 - Incentivizes people to stay longer (and spend more money)
 - Great way to get people to spend more time in your downtown
 - Incentive for employees to park in garages
 - Outside of parking garage they provide maps of downtown
 - Free trolley from BART (Bay Area Rapid Transit) and garages – runs every 20 minutes and goes through downtown Walnut Creek
 - Make it convenient and easy – show available spaces

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Examples: Disney World, Magic Kingdom, Epcot Center, any major attractions or sports complexes or even downtown hotels

- Disneyland: \$16 per day for parking and you hop on a tram to take you to the park
- People will pay if they see the value in parking there; worth the convenience



If you're going to charge for parking, make it easy and convenient

In Barrie, Ontario

- Pay stations every block
- Take credit cards and cash
- Can pay for the full day
- Will only charge you until 5:00 pm
 - Make it easy
- Be consistent – all machines should take credit cards
- Every machine should offer the same services
- Use one vendor
 - Privately owned parking – still make it easy
 - Make it clear whether the parking is public or private
 - Signage: no more than 8 words
 - Signs with all the rules can be at the meter/kiosk
 - Include the rates!
 - What a private lot should say: "Private lot for public parking" and include rates



Signage – wayfinding is a MUST

- Priority number one for wayfinding is parking
- Make it easy!

3

Revenues should be returned to the district

Revenues should be returned to the district

- Never a general fund revenue source
- Parking is an economic development activity just like sidewalks and downtown beautification
- What's in it for the city? Tax base
 - Retail sales and service tax revenues
 - Property tax values
 - Keeping spending local – reducing leakage
- The right way:
 - Deduct the cost of enforcement, debt service on structures and lots, insurance, maintenance and metering
 - 10% rainy-day fund and capital improvements
 - Remainder: reinvested into the downtown district improvements

4

Dealing with employee parking

Dealing with employee parking

- Usually communities have two hour parking to discourage employees from parking there
- But you punish your customers
- Create incentives!
 - The closer you are, the more you pay
 - Walk a block or two? Free! (or half price)
 - Case history – Roseburg, OR does it wrong
 - Core of downtown is free parking, but outside downtown is paid – should be reversed
 - People will pay for convenience
 - Think airport parking garages – twice to three times more than off-site and shuttle options

5

Angle-in versus parallel parking

Angle-in versus parallel parking

- Angle-in parking increases spending by more than 20% and increases the number of parking spaces by a third
- Nobody likes parallel parking
- Angle-in parking is easy and quick
- Not true that angle-in parking is more dangerous
- Slows traffic and does not create more congestion than parallel parking



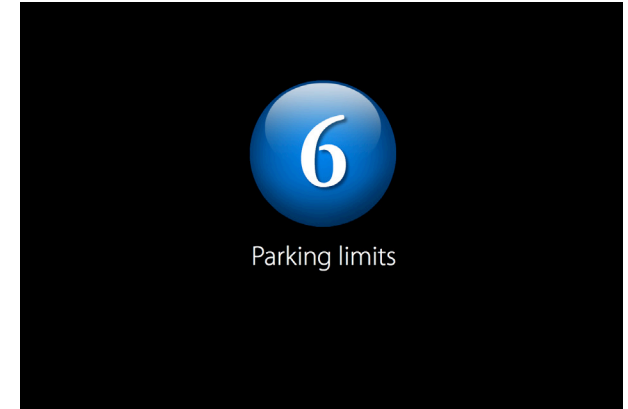
Example: Greenville, South Carolina

- In the 1970s, downtown had four lanes and parallel parking
- In the 1980s, went down to two lanes with angle-in parking and added street trees
- Now, beautiful streetscape with narrow streets, angle-in parking, trees, etc.



Example: Oak Harbor, Washington

- Angle-in on one side and parallel on the other. Switch every other block
- Now have wider sidewalks, street trees, and angle-in parking
- Lost very little parking because angle-in parking allows for more spaces
- Allows for beautification, wider sidewalks, etc.
- Retail sales are blossoming – downtown coming to life



Parking limits

- Any pedestrian friendly or popular downtown, the average person will spend four hours
- Two hour parking dramatically reduces spending and repeat visits
- Customer is always the first priority – not forcing employees to park somewhere else
- Think about customers first!
- Downtown should have four hour parking
- Two hour parking is fine, as long as you point to where there is longer term parking ("All day parking next right")
- Let's be blunt: two hour parking is a good way to kill a downtown

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Example: Oxnard, California

- Beautiful downtown with a theater and restaurants – still had two hour parking
- If people want a movie and dining, they don't have enough time with the parking limit
- When someone gets a ticket for parking, they write you off
- People were driving to nearby Ventura, because they provided four hour parking
- They got the right idea next door in Ventura – signs to show where all day parking can be found

General rule: four hour parking and only until 5:00pm

- Note: 70% of all consumer brick-and-mortar spending now takes place after 6:00pm
- Incentivize people to come downtown for dining, entertainment and culture after 6:00pm
- What to do: if you insist on two-hour parking, tell me where I can find 4-hour or all day parking

Great idea – parking tickets that are just “warnings”

- Courtesy parking ticket “extended” parking, “allowing you to continue enjoying your visit”
- Tells you where there is all day parking
- Parking enforcement has handheld devices, and if you haven't gotten a ticket, you get this “courtesy warning”
- Their CVB reimbursed the city for that revenue
- Makes people feel the city does care about them, and provides info for long term parking

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Losing parking for plazas and café dining

Example: Rapid City, South Dakota

- Got rid of 60 parking spaces
- Does have a parking garage, but did not make up the 60 spaces; lost about 40 parking spaces
- Turned it into a plaza
- Downtown Rapid City is enormously successful

Losing parking for café dining and plazas does **NOT** create a problem

Example: Waterloo, Ontario

- Shopping mall that changed some parking into a plaza area
- Retail sales went UP, not down
- Did not make up the parking somewhere else
 - If it is worth it, we will walk a block or two; the more you're worth the walk, the further people are willing to park

Example: Mint Plaza in San Francisco

- Before, blighted and low income area
- Developer turned it into a pedestrian plaza and paid for development of the plaza
- Now one of the highest rent districts in San Francisco

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Example: Park [d] plaza in East Village Arts District, Long Beach, California

- Got rid of parking area and created a gathering space
- Intended to be temporary, but became so popular it is still there



Example: Nelson, British Columbia

- They lose parking spaces to allow restaurants to put decks with seating
- Seasonal, but the loss of the parking spaces doesn't create a problem



Example: Barrie, Ontario

- Restaurants with outdoor seating
- Losing parking spaces and at first the retailers complained
- But it increases business
- They make it easy to walk around
- Allows for beautification

Bottom line: we could not find one single case where there was a negative impact due to the loss of parking in exchange for programmed plazas and café dining. NOT ONE.

8

What to do with retailers that complain

What to do with retailers that complain

- Ask them this one question: Are you telling me your store is not worth walking a block for?
- Loading zones can help for furniture stores



Example: Old Strathcona, Edmonton, Alberta

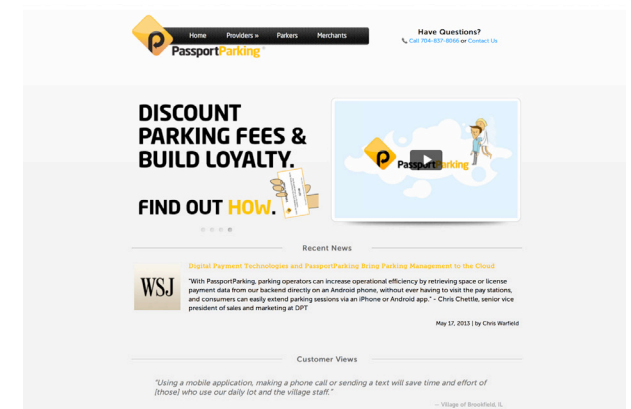
- People walk two blocks because their downtown area is so great
- It is packed and full of life
- Even in the winters, people don't mind walking a couple of blocks

9

Funding parking structures

Funding Parking Structures

- Condo parking stalls (or floors) with businesses
- Sponsorships – by floor or deck level
 - First floor: McDonald's
 - Second floor: Coca Cola
 - Third floor: Walgreens
 - Paint murals on each floor
 - We remember brands more than numbers and colors
- Pay parking (we like \$1 per hour up to \$3 max)
 - Through revenue bonds
- Development mitigation creating “shared parking”
- Municipal bonds
- BIDs or BIAs (last resort – we want their focus on product)
- Cost: plan on about \$20,000 per space (land and construction)



New parking technologies

- Three choices
 - Coin operated meters
 - Pay by smartphone
 - Use a kiosk and pay by cash or credit card
- Kiosks cost between \$7,000 and \$12,000 each. You can get solar panels
 - Parkeon – www.parkeon.us
 - Cale – www.calegroup.se
 - Digital Payment Technologies: www.digitalpaytech.com

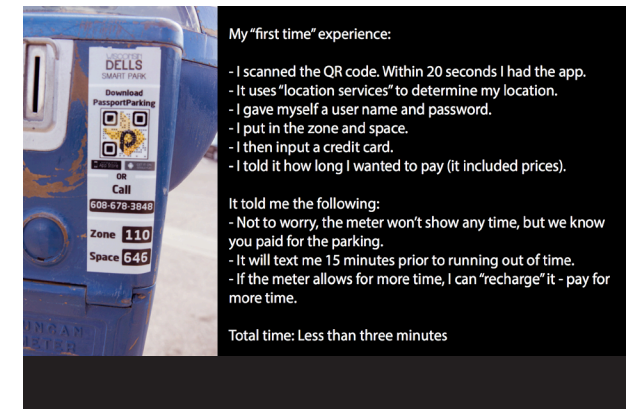
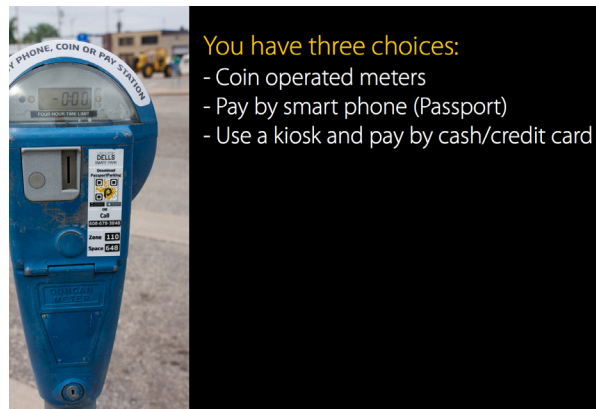
The future in pay parking

- Pay by phone, reload meter by phone
- Download an app and pay by smartphone
- PayByPhone and ParkMobile
- 4 steps for calling
 - Call the number posted on the signage
 - Respond to the prompts
 - Wait to hear that parking has started
 - Extend parking anytime by calling the number again
- Steps for mobile app
 - Download app
 - Fill out registration
 - Find location number on signage
 - Enter the location number
 - Enter license plate and amount of time to park
 - Confirm and pay
 - Receive a text message alert when parking is almost up
- Many pay by phone vendors
 - Passport (USA)
 - Pango (Israel – available in North America)
 - PayByPhone (Canada)
 - Parkmobile (USA)

Benefits to the city:

- No cost to city or town
- Parking enforcement: must have web-capable devices
- Customers pay a convenience fee (think ATMs)
- They provide the stickers and apply them
- Cities see a 20% increase in revenues (average) within 90 days

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Benefits to the customer (according to Parkmobile):

- No feeding the meter
- 15 minute text reminders; no need to predict length of stay
- Free mobile app
- Opt-in local information
- Consumers can find businesses in proximity to their parking space
- Real-time payment: pay only for the time actually parked

Wisconsin Dells, Wisconsin

- Two communities, total population 6,000
- Brand: water park capital of the world
- You have three choices in parking:
 - Coin operated meter
 - Pay by smart phone
 - Use a kiosk and pay by cash/credit card
 - Convenient
- The city contracted with Passport
 - Passport provided stickers and mounts them on the meters
 - QR code
 - There is a small user fee. No cost to the city.
 - People will pay a little more for convenience
 - The app is free
- You can also call and pay via phone

Roger's "first time" experience

- I scanned the QR code, Within 20 seconds I had the app
- It uses "location services" to determine my location
- I gave myself a user name and password
- I put in the zone and space
- I then input a credit card
- I told it how long I wanted to pay (it included prices)
- It told me the following:
 - Not to worry, the meter won't show any time, but we know you paid for the parking
 - It will text me 15 minutes prior to running out of time so you can reload the meter if wanted
- Total time: less than 3 minutes
- The next day, it took less than 20 seconds

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The bottom line: it's easy.

Wisconsin Dells generates \$400,000 a year in parking fees.

Maintenance, enforcement: \$150,000

Gross margin: \$250,000. This is invested back into downtown.

The final word

- Most lots have all three choices
- If you don't have a phone and no change, you can use a credit card at the kiosk
- The kiosk has a solar panel
- In new lots, they use these zone/space markers saving the cost of meters
- They also have kiosks, or you can call

- Never show multiple directions on parking wayfinding signs. Visitors want answers, not options
- Keep people turning right if at all possible
- Wisconsin Dells generates \$400,000 a year in parking fees
- Maintenance, enforcement: \$150,000
- Gross margin: \$250,000. This is invested back into downtown

The final word

- Return on investment: parking structure: \$20,000 per stall (average). 300 spaces = \$6 million
- What else could you do with \$6 million that would pull people downtown with the same parking you have today?

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Walnut Creek trolley system

- From BART through downtown every 20 minutes
- It's free
- \$200,000 a year
- Can offset \$100,000 with on-board marketing
- By reducing the required parking spaces, it creates developable land - tax base

What to do:

- Don't rely 100% on the ITE manual! (Institute of Transportation Engineers)

There is no one-size fits all solution

Parking is NOT a stand-alone amenity:

Bike racks • transit options • pedestrian access
Retail core vibrancy • wayfinding • critical mass
Downtown core area business mix (courthouse square, office complexes, etc.)

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 - Think about alternatives

There is no one-size fits all solution

- Parking is not a stand-alone amenity
- Bike racks, transit options, pedestrian access, retail core vibrancy, wayfinding, critical mass
- Downtown core area business mix (courthouse square, office complexes, etc.)

Do not get caught up in uninformed merchant hype