Agenda

- Introduction
- Outline of next project phases
- Overview of Citywide Parking Study
- Overview of Galveston Avenue Corridor Parking Study
- PARKING 101 – Elements of Great Parking Management
- Q&A
- Next steps

Downtown Parking Study

Phase 1: Update existing City Downtown Parking Plan

- Complete, scheduled for Council adoption on June 7
- Carryovers to subsequent phases:
  - ❖ City role in managing parking
  - ❖ Guiding Principles

Citywide Parking Study

Reasons for doing a Citywide Parking Plan:

- Establish clear parking policy

- Implement the Urban Growth Boundary work

- Comply with the Transportation Planning Rule

- Coordinate with MPO work

The Citywide Parking Plan will:

- Review existing policies and goals

- Sample existing land uses to "right-size" requirements

- Look at best practices in other cities

Citywide Parking Study Steps

- Sounding Board interviews/meeting (June/July 2017)

- 3 PAT meetings (May, July & August/September 2017)

- Data Collection (June 2017)

- Data Summary (July 2017)

- Draft Goals/Policy Development (July/August 2017)

- Best Practices Summary (July/August 2017)

- Draft Implementation Strategies (July/August 2017)

- Citywide Parking Recommendations (October 2017)

Galveston Avenue Corridor Parking Study

Reasons for doing a Galveston Avenue Study:

- Council direction

- Perception of problem but no data to define it

The Galveston Avenue Study will:

- Provide real data about parking situation

- Listen to the community about their concerns

- Make recommendations for approaches to manage or mitigate parking in and around the corridor

Galveston Avenue Corridor Parking Study Steps

- Stakeholder interviews (May 2017)

- Sounding Board meetings (June & July 2017)

- 3 PAT meetings (May, July & August/September 2017)

- Data Collection & Analysis (July 2017)

- Open Houses (June & August 2017)

- Draft recommendations (August 2017)

- Present recommendations to Planning Commission & Council (September 2017)

Parking 101
Elements of Great Parking Management

Connecting the Dots for Bend

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*

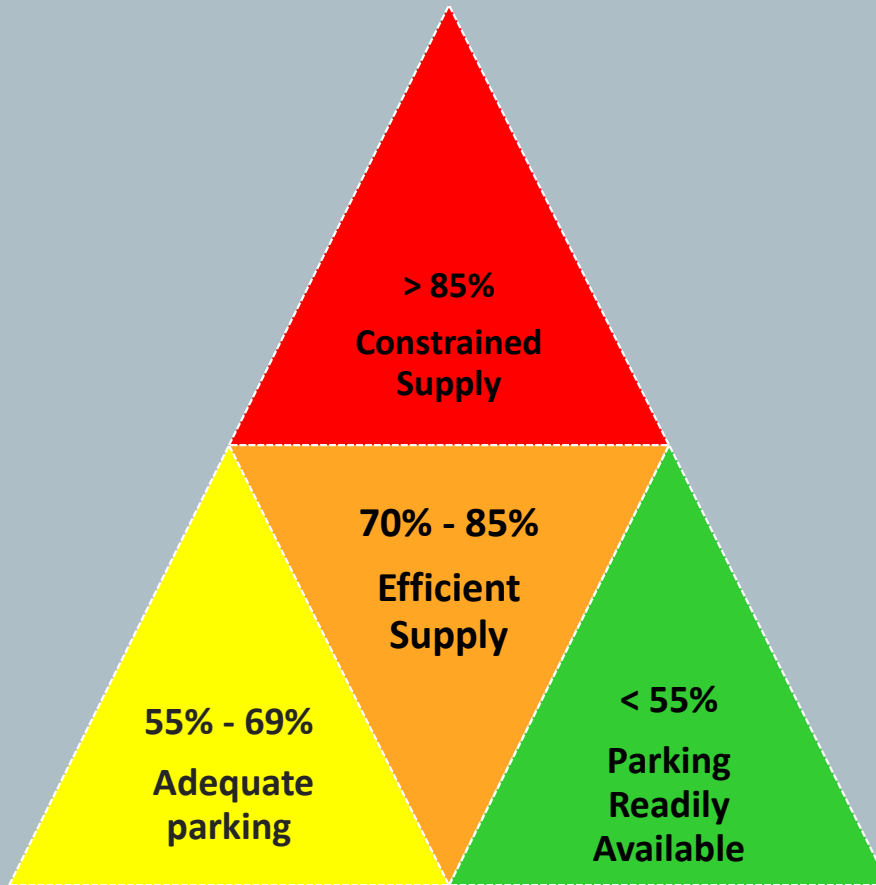- *Get the Right People In the Right Parking Space*

- 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.

  - ❖ Manage relationship between commercial and residential areas.

- Ground level businesses want turnover (people spending money).

Guiding Principles

- Clearly state priorities and outcomes. Get to Yes.

- Reach consensus on priorities with a representative stakeholder group is extremely important.

- Determine who has priority in the public supply (on-street, off-street, commercial zone/residential zone).

- Make clear the purpose and appropriateness of parking management strategies before implementing.

- Link all strategies directly back to specific Guiding Principle(s)

- The priority for parking by type of stall needs to be clearly stated, not all parkers can be "priority" parkers.

85% Rule

> 85%
Constrained Supply

70% - 85%
Efficient Supply

55% - 69%
Adequate parking

< 55%
Parking Readily Available

- 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.

Good Data

- Separates perception from reality.

- Let data tell a story.

- Local data is unique to Bend and its dynamics.

- Tie solutions to data.

- Consistent / replicable methodology.

- Good data is essential and the more data you have, the better your management decisions will be.

Good Data
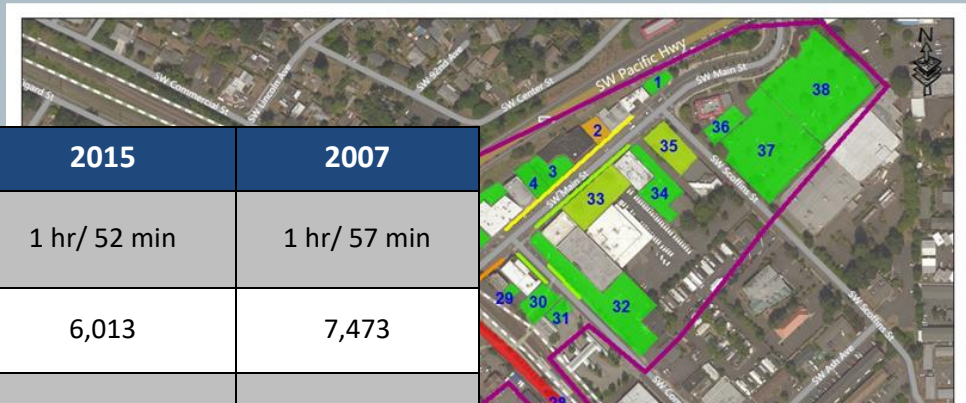
Use Characteristics	2015	2007
Average length of stay per vehicle per occupied stall	1 hr/ 52 min	1 hr/ 57 min
Vehicle trips (unique vehicles)	6,013	7,473
Vehicle hours parked	11,243	14,595
Turnover rate (number of cars to use a single occupied stall over a 12 hour period)	6.42	6.1
% of unique vehicles violating the posted time stay	14.2%	19.9%
Occurrence of license plates moving to evade parking citations.	360 (6.7% of vehicles)	N/A
Actual number of vehicles parked for time stays over 4 hours (% of unique vehicles)	380 (6.3%)	815 (10.9%)
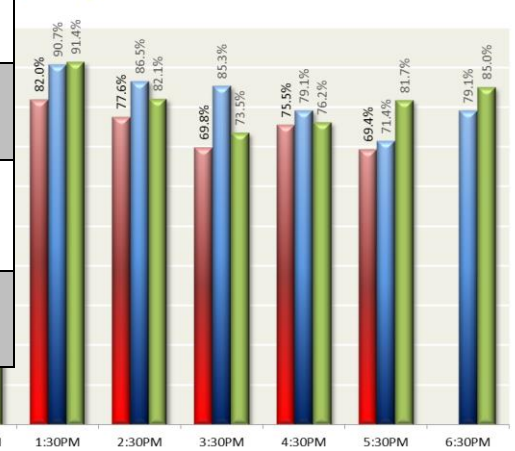
The Quick Economics of Parking

Think of a parking stall as a mortgage payment

SF per stall	Cost per SF to Build	Total cost Per Stall	Financing	Annual Mortgage Payment	Monthly Cost to "Pencil"
GARAGE: 350 SF	$107 per SF	$37,450	5% @ 20 years	$3,432	**$286**
SURFACE LOT: 400 SF	$30 per SF	$12,000	5% @ 20 years	$1,416	**$118**

- Cost does not include taxes
- Cost does not include operations/maintenance

Understanding the Value of a Parking Stall

Multi-source Funding Options

Developer/Owner $$

- **Finance**

- **LID**

- **Fees-in Lieu**

Customer/Visitor/Guest $$

- **Parking Fees
  (hourly/daily/monthly)**

- **Surcharges (Events)**

- **Citations/Fines**

$286 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

ON-STREET STALL (Revenue Potential)

AVERAGE DAILY TURNOVER
PER OCCUPIED STALL
5.6 PER DAY

AVERAGE RETAIL SALE
PER CUSTOMER TRANSACTION
$31.55

DAILY POTENTIAL RETAIL SALES
PER OCCUPIED STALL
$176.68

NUMBER OF SHOPPING DAYS
PER YEAR
303 SHOPPING DAYS

**ANNUAL POTENTIAL RETAIL SALES**
PER OCCUPIED STALL
$53,534

- 1 hour/40 minutes: Average duration of stay (Bend, 2016)

- 4.8 – 5.0: Estimated daily turnover (Bend, 2016)

Great Communications

- Commit to marketing, communicating and branding your parking system.

- This will establish a recognizable and intuitively understandable parking message.

- High quality and appropriately placed signage/wayfinding

- Communicate a positive image for the commercial district
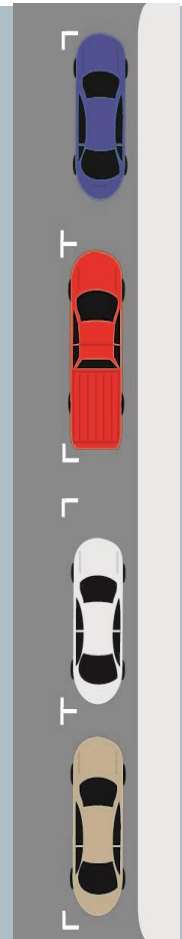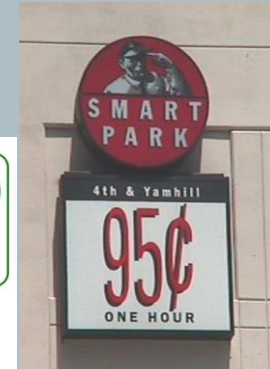
Clear, delineated parking stall striping

Shared Parking
Using What We Have as Well as We Can

- In Bend and other cities, large amounts of parking inventory are in private control/ownership.

- Private control requires private solution (partnership).

- All partners investing in the solution. Solution cannot be solved only in public supply.

- Best carried out through business organization (e.g., peer-to-peer like McMinnville, Gresham, Oregon City).

Survey Day (season)	Peak Hour (Occupancy)	Empty Stalls in Surveyed Supply (extrapolated)	City Garage
Wednesday (Summer)	4:00 – 5:00 PM (65.4% occupancy)	917 empty stalls (1,383 extrapolated)	174 empty stalls (< 68% occupied)
Friday (Summer)	1:00 – 3:00 PM (60.8% occupancy).	1,038 empty stalls (1,567 extrapolated)	156 empty stalls (<71% occupied)
Thursday (Spring)	3:00 – 4:00 PM (59.7% occupancy)	1,067 empty stalls (1,611 extrapolated)	286 empty stalls (<50% occupied)
Saturday (Spring)	7:00 – 8:00 PM (34.6% occupancy)	1,733 empty stalls (2,615 extrapolated)	285 empty stalls (<50% occupied)

Right Sizing Codes

Regional and national trends indicate municipal codes are requiring more parking than actual demand

- Code drives what gets built.

- No clear understanding of demand.

- "Demand" is stalls used rather than stalls built.

- Lack of localized true demand data – left to use national models that are severely flawed.

- Self fulfilling prophecy (code and appraisal).

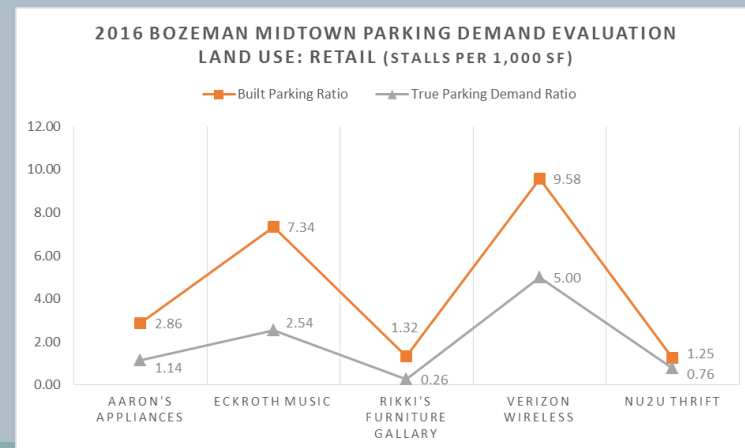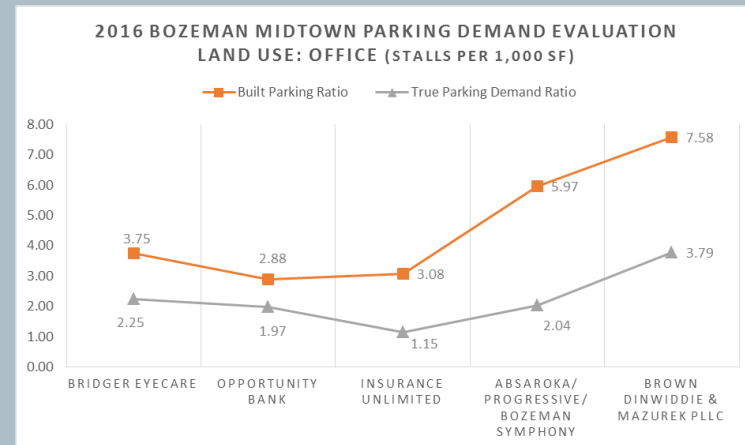- Transitioning to more dense parking in suburban areas will require innovation and partnership.

From 2013 King County Right Sizing Parking Developer/Financier Interviews

Right Sizing Codes

Cities that recently right-sized their development standards

- ## Bellingham, WA
- ## Bozeman, MT
- ## Dana Point, CA
- ## Fargo, ND
- ## Laguna Beach, CA
- ## Marquette, WI
- ## Mercer Island, WA
- ## Missoula, MT

2016 BOZEMAN MIDTOWN PARKING DEMAND EVALUATION
LAND USE: OFFICE (STALLS PER 1,000 SF)

2016 BOZEMAN MIDTOWN PARKING DEMAND EVALUATION
LAND USE: RETAIL (STALLS PER 1,000 SF)

Q & A

Thoughts, Ideas, Questions

RICK WILLIAMS CONSULTING
Parking & Transportation

THANK YOU!