

Parking Strategies and GIS-Based Parking Analysis

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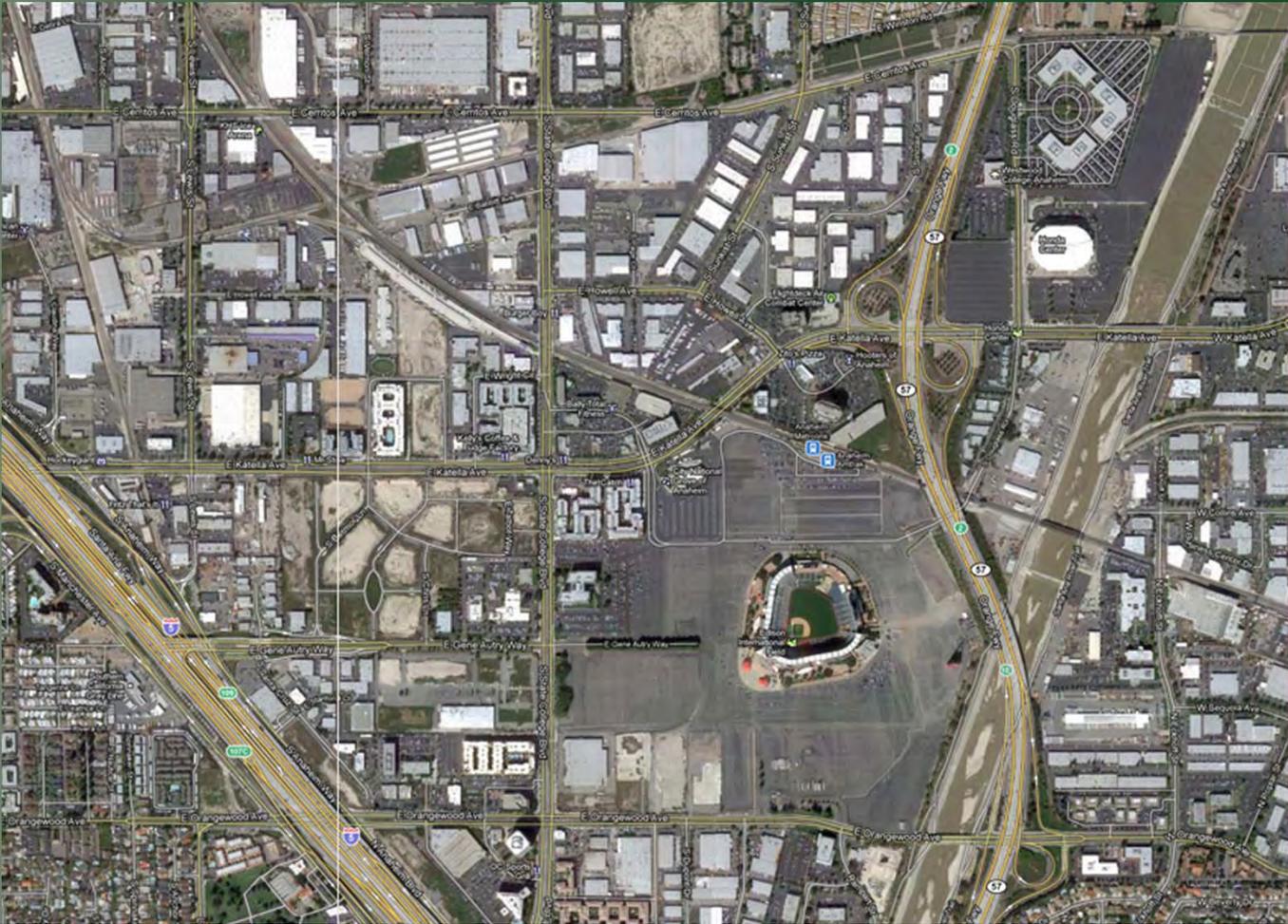
Parking Perspective

- ***The Unpleasables*** - small but vocal group who want to park right in front of their destination, for free, all day.
- ***The Dream Parkers*** - a dream from the parking manager's point of view as they are easy-going folks who just want to get out of their car and hit the sidewalks.
- ***The Convenience Hunters*** - want to be close to their destination.
- ***The Bargain Hunters*** - bargain hunters are looking for a great deal.

Parking Strategies

- Supply Enhancement
- Demand Management
- Zoning Incentives

Supply Enhancement – Shared Parking Agreements



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Supply Enhancement – Wayfinding Signs

- Wayfinding signs to major parking facilities (garages and public lots)



Supply Enhancement – Parking Availability Signage

- Real-time availability signs on-street and online
- Digital displays provide real-time information about available supply
- Benefits:
 - Increases utilization
 - Maximizes efficiency
 - Enables info sharing via web and mobile devices
 - Reduces cruising



Supply Enhancement – Valet

Valet and tandem parking during peak use

Valet Parking: Utilizes vacant remote spaces for front-door demand

Benefits:

- Better utilization of scarce curb space
- Well-received by restaurant patrons
- Technology makes retrieval customer-friendly
- Can stack behind 90-degree spaces



Supply Enhancement – Tandem

Tandem Parking = end to end

Benefits:

- Increases supply
- Increases revenue
- Effective when arrivals and departures are regular
- Facilitates compact development



Demand Enhancement – Pricing

Demand-responsive pricing

- Higher on-street parking prices with time limits
- Lower off-street parking prices with no time limits

Benefits:

- Maintains consistent turnover
- Maximizes short-term parking availability



Demand Enhancement – TDM

- Parking Cash Out
- Transit Proximity – Subsidized Passes / Reduced Supply (More Study Needed?)
- Alternative Mode Share Opportunities

Demand Enhancement – Zoning Incentives

- Parking Maximums
- In-Lieu Fees
- Shared Parking
- Unbundled Parking
- Strategic Permit Programs

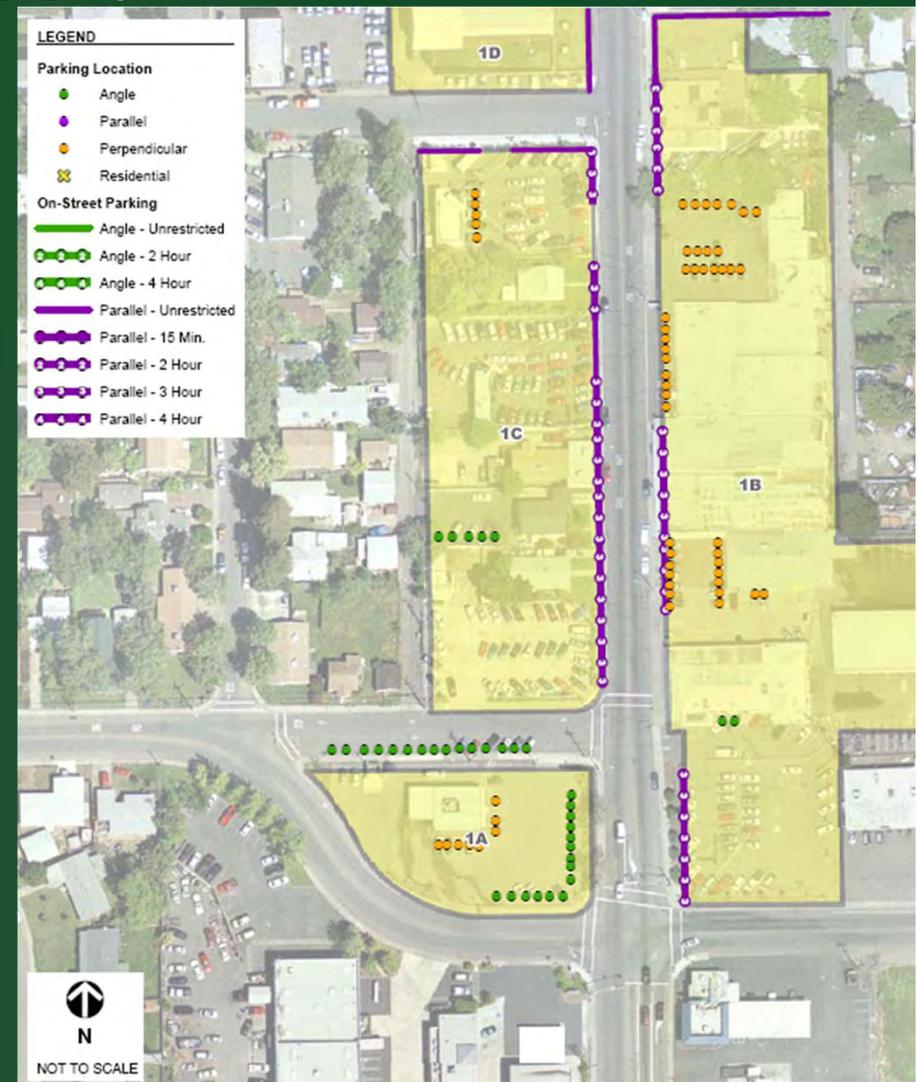


GIS-Based Parking Assessment

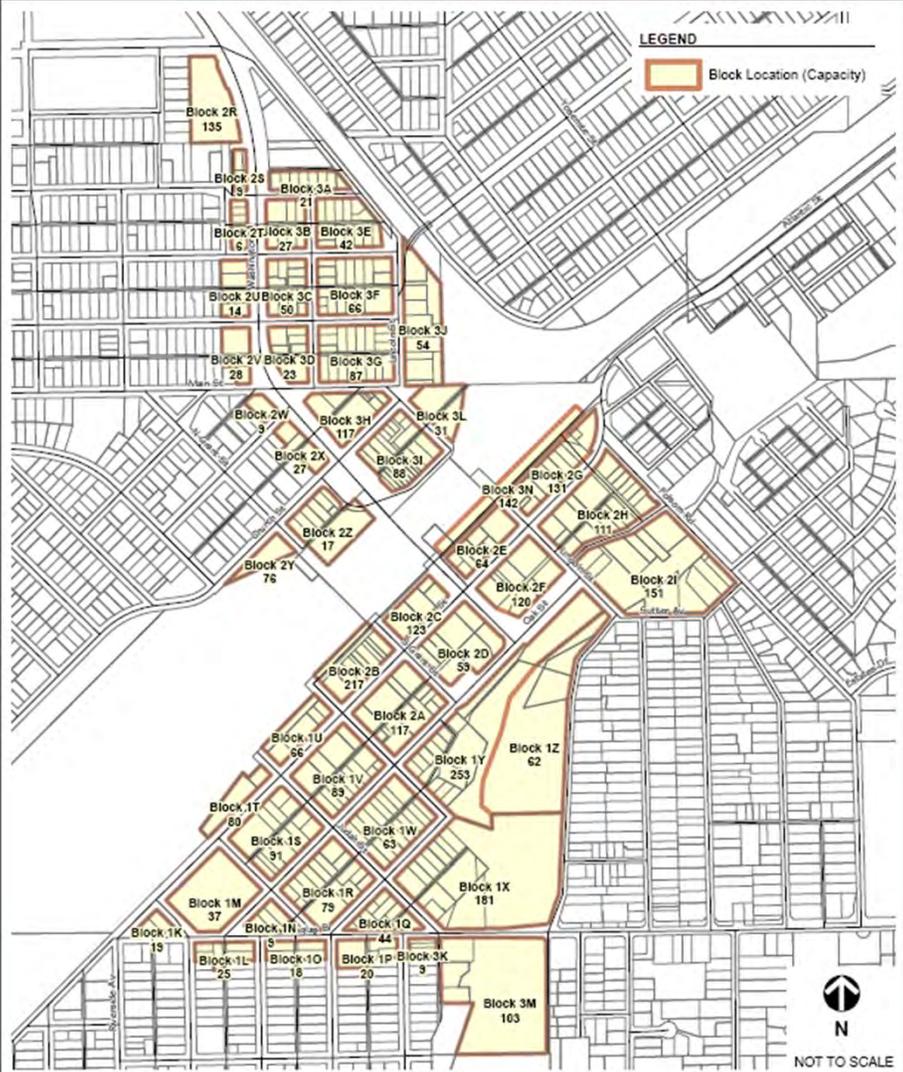
- Supply
- Demand
- Results

GIS-Based Parking Supply

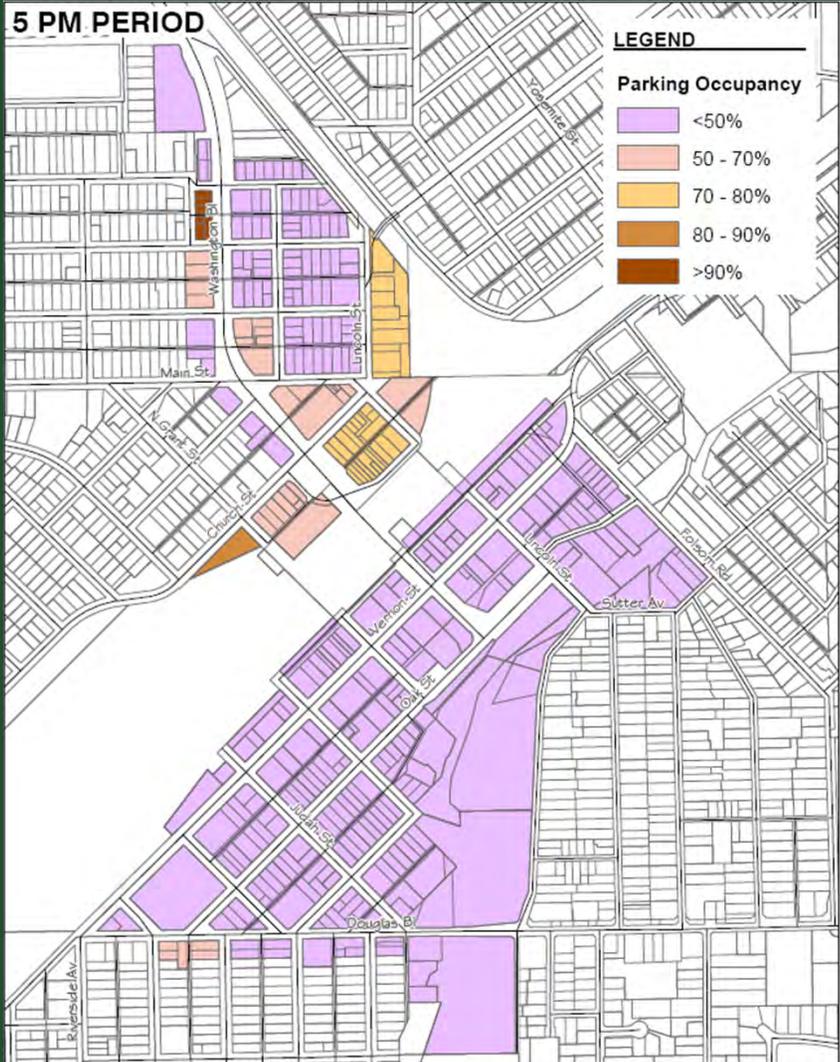
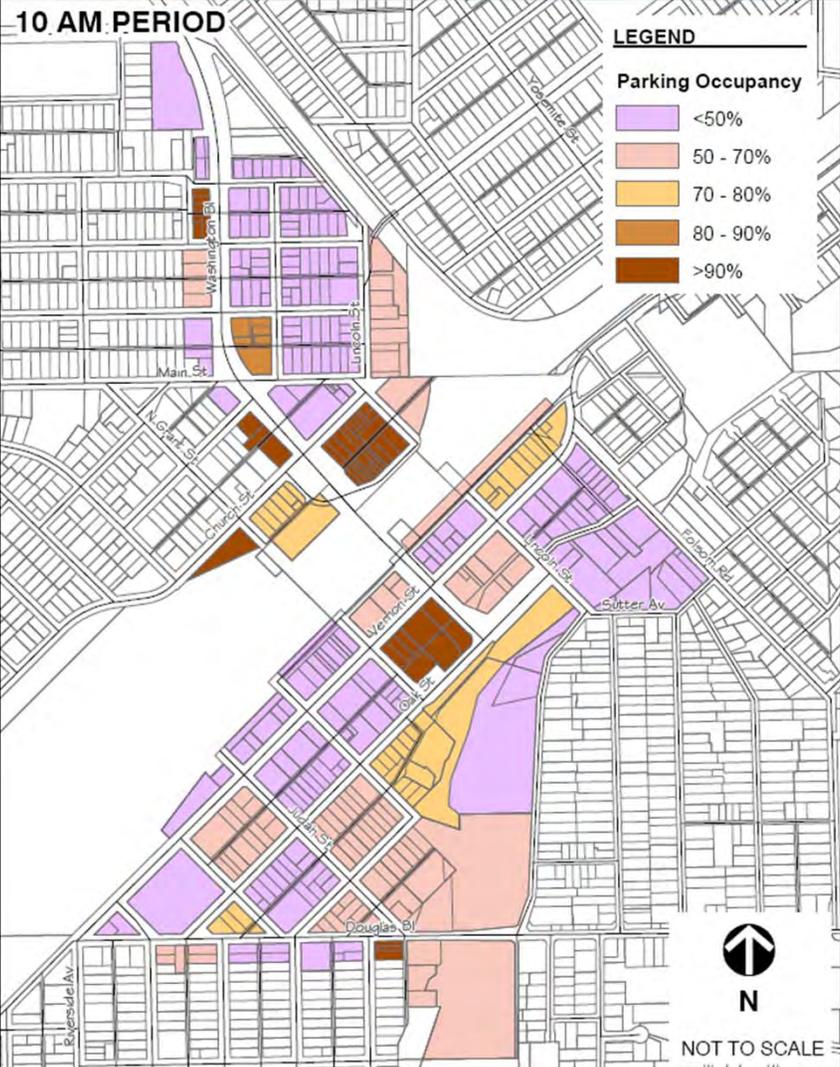
- Hand-Held Devices – Data Collection
 - Type of Parking
 - Restrictions
 - Pricing



GIS-Based Parking Supply – By Block

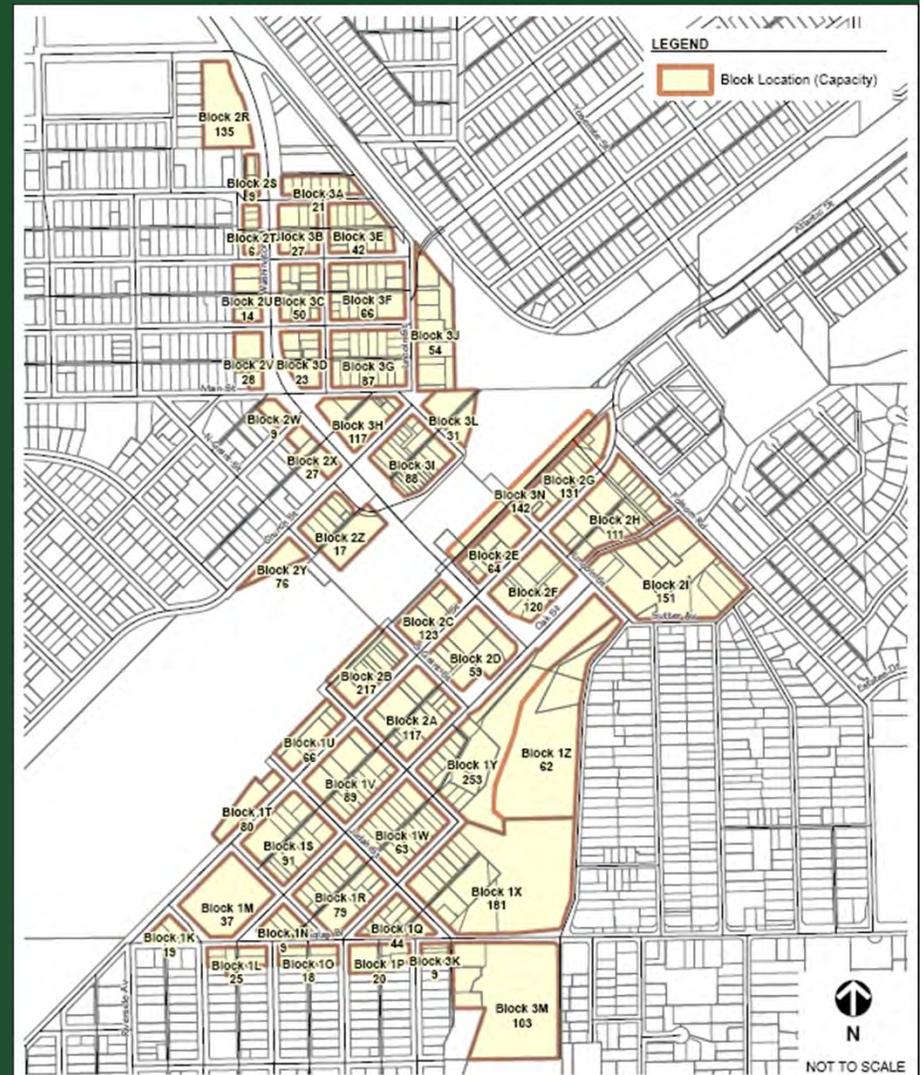


GIS-Based Parking Occupancy

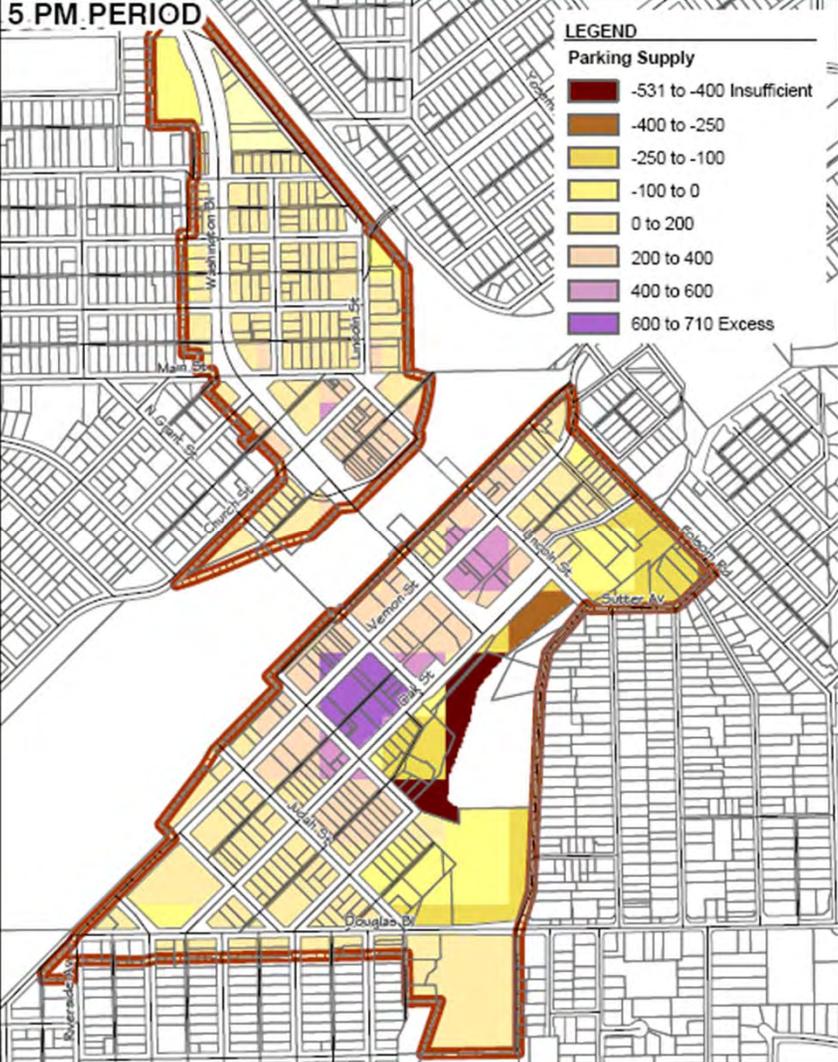
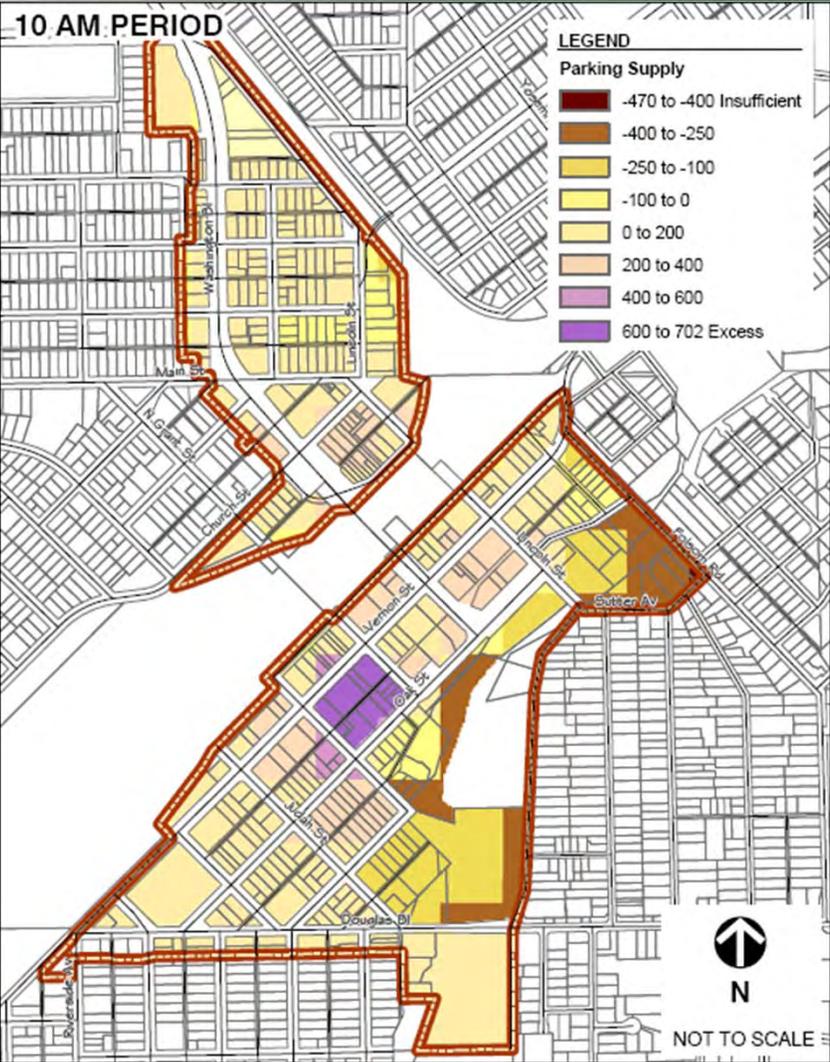


GIS-Based Parking Demand – Shared Parking

- Shared Parking Assessment By District
- Disaggregated Demand to Parcels by Area
- Overlaid Parking Demand to Parking Supply (next slide)



GIS-Based Parking Model - Future



GIS-Based Parking Model – On-Going Activities

- Adding a pricing component
- Adding a parking duration component

Questions?

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