

Metrolink Station Parking Management Study



Presentation to SCAG "Toolbox Tuesday"
September 27, 2011

Study Objectives

- Review parking strategy pros & cons
- Determine applicability to park-and-ride environment
- Understand station parking conditions
- Discuss strategies with station cities
- Develop a “toolbox” of parking strategies



Key Elements

- “Best Practices” case studies
- Station city coordination
- Metrolink rider survey
- Peer agency interviews
- County-wide and station specific strategies

Metrolink On-Board Survey

Your opinion matters.

OCTA is leading a study to examine possible parking management strategies for Metrolink stations in Orange County. Your help in completing this survey will help us gauge your interest in the types of strategies that could be considered.

General

- In what zip code do you live? _____
- In what zip code do you work? _____

Usage

- How often do you ride Metrolink?
 - 4-5 days a week
 - 2-3 times a week
 - once a week
 - once a month
- What type of ticket are you using?
 - One-Way
 - Round Trip
 - 10-Trip
 - Monthly Pass
- What is the purpose of today's trip?
 - Work
 - School
 - Recreation
 - Other - Please specify _____

Origin Destination

- In what city did you start this trip? _____
- At which Metrolink station did you board the train today? _____
- At which Metrolink station will you depart the train today? _____
- In what city will you end this trip? _____

Mode of Access

- What travel mode did you use to arrive at your origin Metrolink station today?
 - Drive by yourself
 - Drive with others
 - Dropped off
 - Walk
 - Bus
 - Bike
- What is the primary reason you traveled to the station this way?
 - Convenience
 - Travel time
 - Limited access to other travel options
 - Cost
 - Availability of parking
 - Other _____
- What travel mode will you use to depart from your destination Metrolink station today?
 - Drive by yourself
 - Drive with others
 - Picked up
 - Another train (Metro Rail, etc.)
 - Walk
 - Bus
 - Bike
- What is the primary reason you traveled from the station this way?
 - Convenience
 - Travel time
 - Limited access to other travel options
 - Cost
 - Availability of parking
 - Other _____

Existing Parking Conditions

If you parked your car at the station where you boarded the train today, please answer the following questions:

- How would you rate the ease or difficulty of finding parking? 1= very easy, 5= very difficult
 - 1 3 5
 - 2 4

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Parking Management Strategies

Strategy	Concepts
Pricing	Monthly Fee
	Daily Fee
Operations	Private Operator
	Enhancements
Technology	Web-Based Parking Information
	On-site Parking Guidance/Availability Data
	Advanced Reservations and Payment
Mode of Access	Transit Service
	Non-Motorized Transportation
	Carshare
Land Use	Shared Parking
	Parking Management District

Existing Conditions

- Evaluate existing parking conditions at 11 Metrolink stations
 - Information from field observations and previous reports
 - Each station was assessed on following categories:
 - Station amenities
 - Existing transit service
 - Parking fees and restrictions
 - Existing station parking utilization
 - Future forecast station ridership and parking demand
 - Potential improvements

Parking Conditions

- Range of Parking Fees and Restrictions
- Overnight parking restrictions not typically applied
- Range of parking time limits – hourly, daily, and multi-day
- Selected stations have implemented parking fees
- Shared parking with adjacent development



Potential Station Improvements

Station Master Plans

- Anaheim
- Anaheim Canyon
- Santa Ana
- Fullerton
- Irvine

Station District Plans

- San Juan Capistrano – Downtown Master Plan
- Laguna Niguel - Specific Plan

New Parking Structures

- Fullerton
- Orange
- Tustin
- Anaheim Canyon (part of adjacent development)

Surface Parking Expansion

- Buena Park
- San Clemente



Parking Pricing

Case Studies

- In Boston, pricing managed demand on key rail lines
- In San Diego, preferential parking not yet successful
- Smart parking at BART station increased ridership
- 3 Metrolink stations use paid permits successfully

Key Findings

- Paid parking can effectively manage demand
- Parking permits can be administered in many ways
- Additional parking supply generally has diminishing marginal returns
- Typically best applied when demand nears or exceeds capacity



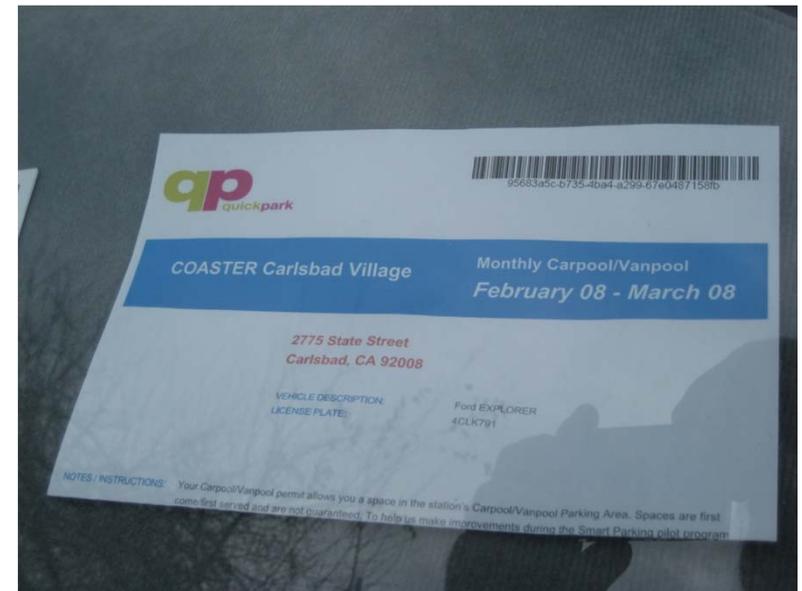
Parking Operations

Case Studies

- Valet parking can increase capacity 20-30%
- Reserved spaces offer key inducement
- Preferential spaces can require nominal fee
- Joint-use spaces reserved in nearby parking structure
- Free carpool/vanpool reserved spaces

Key Findings

- Can make parking more efficient
- Deal with growing demand by getting better use out of existing parking capacity
- Can be expensive
- Reserved parking & guaranteed spaces are popular
- Enforcement and communication are key



Parking Technology

Case Studies

- Real-time parking information could enhance utilization and balance demand
- Advanced parking information system to guide riders to available parking at station

Key Technologies and Findings

- Parking guidance information systems
- Transit-specific parking information
- Smart payment systems
 - Pay by phone
 - Smart cards (transit and parking)
 - E-parking
- Effectiveness not well documented
- Can increase convenience and net revenue



Mode of Access

Case Studies

- In Toronto, co-fare program allows for lower cost transfer between bus and rail
- In LA, SF, DC and Seattle, bike stations provide bike sharing, storage and maintenance
- SF EasyConnect services at BART station provide electric bikes, bike storage, and Segways
- Carsharing
- Carpool spaces

Key Findings

- Offer alternative mode to access rail to reduce parking demand
- Utilization tends to be low, resulting in small shift
- Non-auto access modes can be low cost strategies



Land Use

Case Studies

- Joint use parking lot
- Mall parking used for temporary park-and-ride
- Transportation management districts to serve station areas and help manage parking

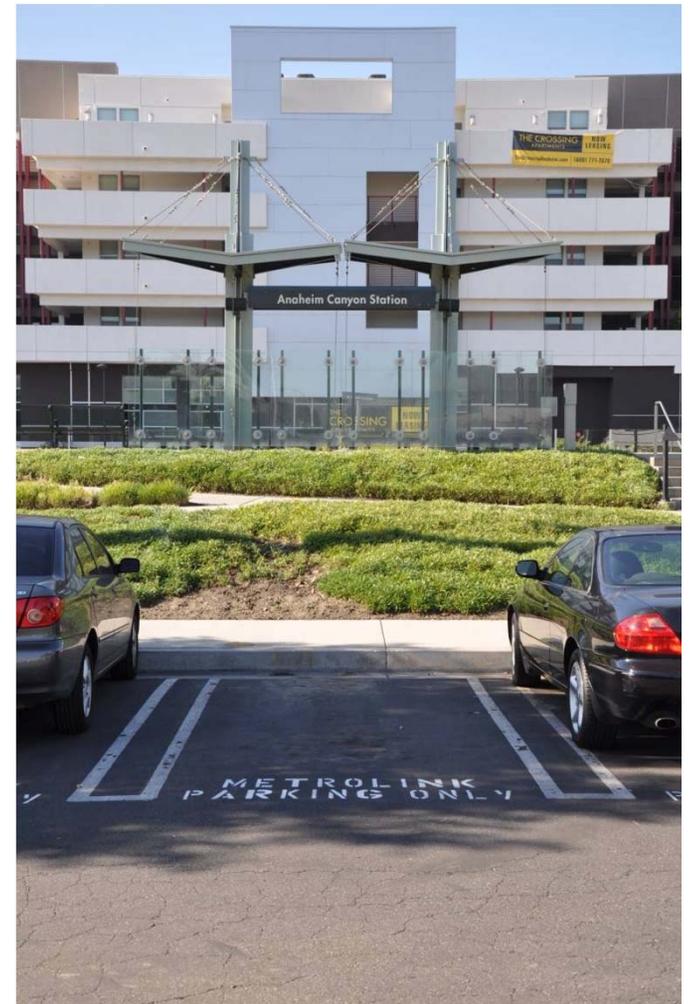
Key Findings

- Remote park-and-ride lots reduce demand at rail stations, but are inconvenient and require bus-rail transfer
- Joint use parking adjacent to stations offer potential
- Transit-oriented development projects create joint use opportunities
- Parking management districts can manage parking, access mode, information, etc.



County-wide Strategies

- Combined Metrolink fare & parking payment
- Short distance carpool/vanpool programs
- Real-time parking availability (Web or freeway message sign based)
- Bike stations and bike share programs
- Shared use parking



County-wide Strategies

Near-Term = 1-5 years

- Reserved parking fees, vanpools, bike stations, on-site parking availability

Long-Term = 5+ years

- Pricing if warranted, county-wide parking availability, more robust transit and bike concepts
- Need to monitor station-specific conditions



Applicability

- Understand the menu of parking strategies available
- Understand your customer – access, acceptability, etc
- Tailor the solution to your physical and operational condition
- Test strategies as small pilots before taking the full leap
- Recognize that demand patterns are dynamic

