Parking Strategy Summit
Winter Park, Florida
Our Team / Our Philosophy

- Nationally recognized team of mobility and parking specialists
- Emphasis on “Choosing by Advantages”
- Believe that transportation and parking is a supportive measure to community building
- Transportation, mobility, parking, land use, urban form contribute to the community vibrancy
- A diversified approach is almost always part of a solution

Informed Consent vs Consensus
Agenda

- Process Overview
- Recap of Phase 1
- Problem Statement
- Preliminary Strategies
- What We’ve Heard
- Your Thoughts
Study

- Specific focus (not comprehensive)
- Observe Conditions
- Assess conditions against accepted performance standards
- **Defines a problem or challenge**

Strategy

- Responds to recent studies
- Seeks to react to the defined problem.
- Considers the connectedness of the topic to community conditions
- Defines the relevant menu of options that address the problem
- Determines the preferred ratio of selected menu options to apply

Plan

- Identifies the actions required to implement the preferred strategy
- Includes a diagnostic about what changes are required
- Action plan for projects, programs, policies
- Measures of effectiveness (MOE’s)
Process

1. Review Past Studies
2. Engagement
   - Stakeholders
   - Boards & Commissions
   - Public
3. Draft Strategies
   - Stakeholder
   - Boards & Commissions
   - Public

You are here
What we’ve learned
Observations and Stakeholder Input
2007 Parking Study

CRA led inventory and occupancy study

• Data collected in Apr 2007
• Peak occupancies
  • Surface lots – 51%
  • Structures – 55%
  • Park Avenue – 86%
  • Other Streets – 39%
• Recommendations:
  • balance long- and short-term parking
  • improve wayfinding
  • realign supply

+441 Net new parking spaces
+58 Net new public parking spaces either added or converted from private
2013 Parking Study

Consultant led parking study

• Data collected in Dec 2013

• Peak occupancies
  • Off-Street – 95%
  • On-Street – 96%

• Demand projections indicate a 200 – 300 spaces

• Recommendations:
  • enhance parking enforcement
  • employee permits
  • improve wayfinding

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### Parking Demand Projections

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<th>Zone</th>
<th>Weekday Daytime</th>
<th>Weekday Evening/Weekend</th>
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<tbody>
<tr>
<td></td>
<td>Total Supply</td>
<td>Effective Supply</td>
</tr>
<tr>
<td></td>
<td>Total Supply</td>
<td>Effective Supply</td>
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<tr>
<td>1</td>
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<td>124</td>
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<td>6</td>
<td>459</td>
<td>436</td>
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<tr>
<td>Adjacent</td>
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<td>27</td>
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<tr>
<td>Total</td>
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<td>613</td>
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<tr>
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<td>504</td>
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($) denotes paid parking
Existing Enforcement Practices

City staffs one parking enforcement officer

- In 2016 – 2,587 tickets written (87% by PEO)
  - 2010 Tickets: 2,818 tickets (two officers)
- 34-48% associated with employee parking violations

2016 Parking Citations

- Parking in a Loading Zone: 36%
- Posted Over Time Limit: 18%
- Prohibited Parking: 34%
- All others: 12%
Employees: How often do you park on-street versus off-street?

- Mostly on-street: 10.00%
- Mostly I use private parking: 20.00%
- A mix of both, I use whichever is closest to my job: 15.00%
- A mix of both, getting to work on time is most important: 35.00%
- Other (please specify): 20.00%
Do you have an employees permit? How difficult is it to find a space?
Key Takeaways

How would you describe your downtown parking experience?

- Employee parking is problematic.
- Concern about losing business due to perceived difficulty parking.
- Longer-term spaces are needed.
- Is there truly a parking problem or is it only perceived?
- The corridor’s current parking code is very suburban.
The motivation for enhanced parking strategies include:

• Insufficient turnover of prime parking to support equitable access to downtown merchants
• Utilization of parking resources
• Policies and practices do not align with community expectations
Forces and Trends

Changing Demographics

Emergence of TNC’s

Autonomous Vehicles

Community Growth
Strategies for Consideration
Parking Management and Modernization Concepts
Modernized Enforcement

Uses new technologies such as automated license plate recognition to digitize enforcement.
Flexible Time Limits

Allows for changes in parking time limits based upon time of day and day of week. Time limits are based on real data, so the policies capture the needs of the local parking system.
Improved Employee Parking Program

Designated employee-only spaces would ensure an adequate parking supply for downtown merchant employees, and discourage employee parking in prime on-street spots.
Wayfinding

Suite of communication options including information, direction, and location of parking
Centralized Valet

Provides a collection of centrally organized valet stands to support retail and restaurant use along Park Avenue.
Paid Parking

Prime parking is monetized to help influence user decision on parking and access, as well as influence user behaviors.
Additions

Adds additional parking to the community through capital investment projects.
Downtown Trolley

Serves both visitors and residents by providing convenient transportation from remote parking locations, hotels, and activity centers to downtown attractions.
## Strategy Alignment

<table>
<thead>
<tr>
<th></th>
<th>Modernized Enforcement</th>
<th>Flexible Time Limits</th>
<th>Improved Employee Parking Program</th>
<th>Wayfinding</th>
<th>Centralized Valet</th>
<th>Paid Parking</th>
<th>Supply Additions</th>
<th>Downtown Trolley</th>
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<td>Utilization of parking resources</td>
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What We’ve Heard

- Improved Employee Parking Program
- Modernized Enforcement
- Modernized Parking Policy
- Wayfinding
- Centralized Valet
- Supply Additions
- Downtown Trolley
- Flexible Time Limits
- Progressive Paid Parking
- Validated Paid Parking
- Conventional Paid Parking
- Stay the Course
Your Thoughts...