Kick Off Meeting
Parking 101

CITY OF
GRESHAM
OREGON

**PARKING MANAGEMENT MANUAL
AND PARKING WORK GROUP**

Downtown Parking Work Group

Meeting #1

August 8, 2024

RWC

Agenda

1. Introductions   All

2. Scope of Work Summary   Rick

3. Finalize Work Group Schedule   Rick

4. Downtown Parking 101   Rick/Owen

5. Q&A   PWG

6. Next Steps & Close   Rick

Project Purpose & Scope

Improve Parking Management in Downtown

- Explore **flexible and adaptable parking management strategies** for the Downtown.

- Better **understand users and their parking needs** working with the Parking Work Group, supplemented with recent data findings, and a community outreach (meetings/survey).

- Develop a **clear set of desired outcomes** and Guiding Principles for parking.

- Review recent data sets (2023) to **understand trends, constraints, and surpluses** in the public supply.

- Draft/Finalize recommended **Parking Management Manual** for consideration and implementation
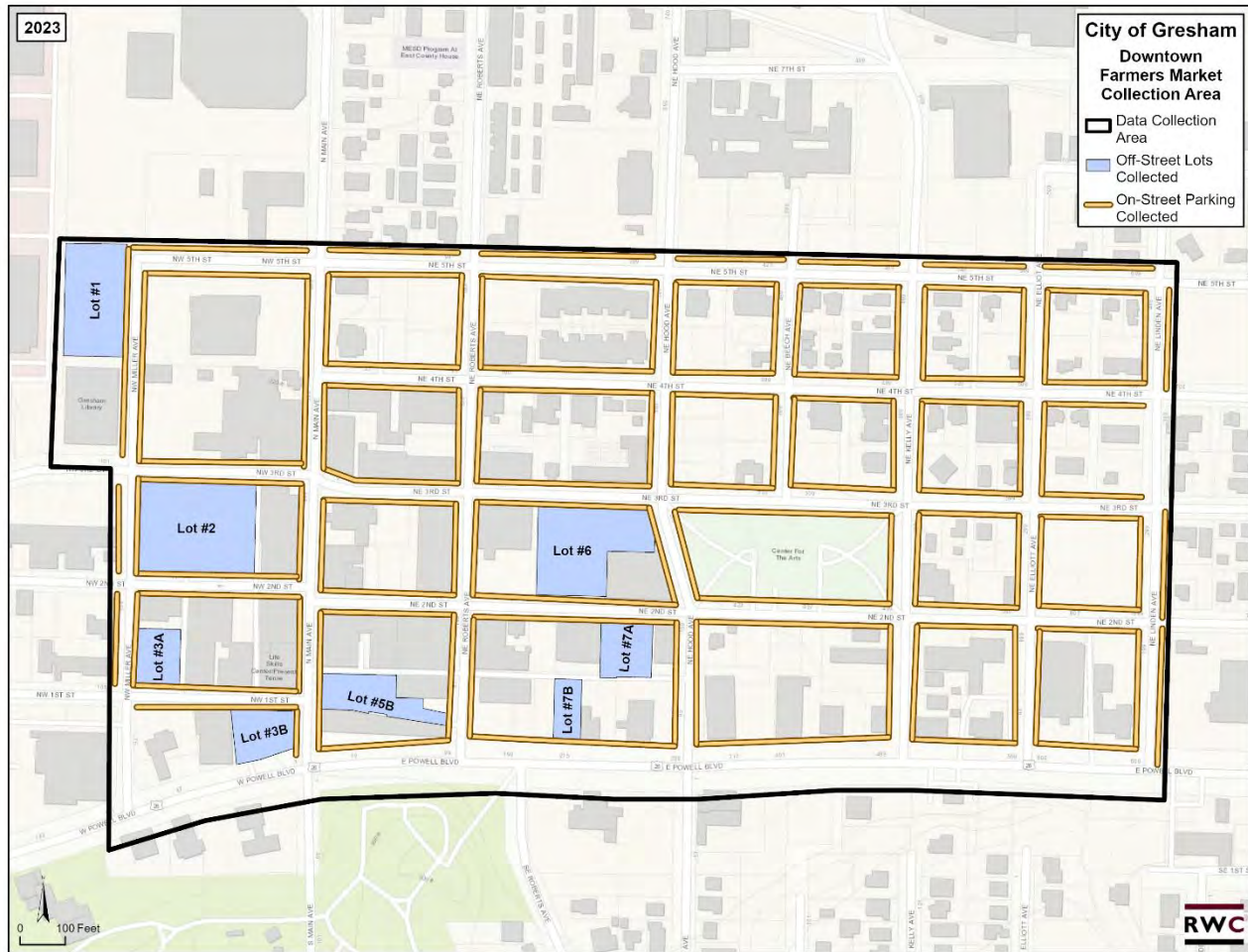
Project Scope

- Form a Parking Work Group (PWG)

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- Work Group Process (July – November)

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  - ✓ AUG 8 (2ND Thursday): Meeting #1: Parking 101
  - ✓ SEPT: Meeting #2: Guiding Principles
  - ✓ OCT: Meeting #3: Existing Conditions
  - ✓ NOV: Meeting #4: Gresham Parking Data & Survey Results
  - ✓ DEC: Meeting #5: Preliminary Recommendations

- Web Survey/Mailer (TBD)

- Public Meetings (TBD)
  - ✓ Up to 2 Meetings

- City Council Presentation (TBD)

- Draft and Final Parking Management Manual (November 2024 – March 2025)

Source: theoutlookonline.com

Parking 101
Elements of Great Parking Management

City of Gresham
Exploring Parking Management

Parking 101

Why Manage Parking?

Guiding Principles

85% Rule (Measuring Performance)

Good Data

Right Sized Code

Understanding the Value of a Parking Stall

Great Communications

Shared Parking

Reasonable Enforcement

What Successful Cities are Doing

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**

✓ A clear sense of movement to parking **options**

✓ Ground level **businesses want turnover** (people spending money)

✓ *If your employee is not walking, your customer is*

Guiding Principles

Clearly stated priorities and outcomes. **Get to Yes**.

Is there **consensus** on priorities?

Who has priority in the public supply?
(on-street, off-street)

What is the **role of the City** in parking (as a manager, partner or owner)? The role of the private sector?

Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.

Any strategy developed should tie directly back to specific Guiding Principle(s) and data.

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

Measuring Performance – 85% Rule

> 85% Constrained Supply

70% - 84% Efficient Supply

55% - 69% Moderate Demand

< 55% Low Demand
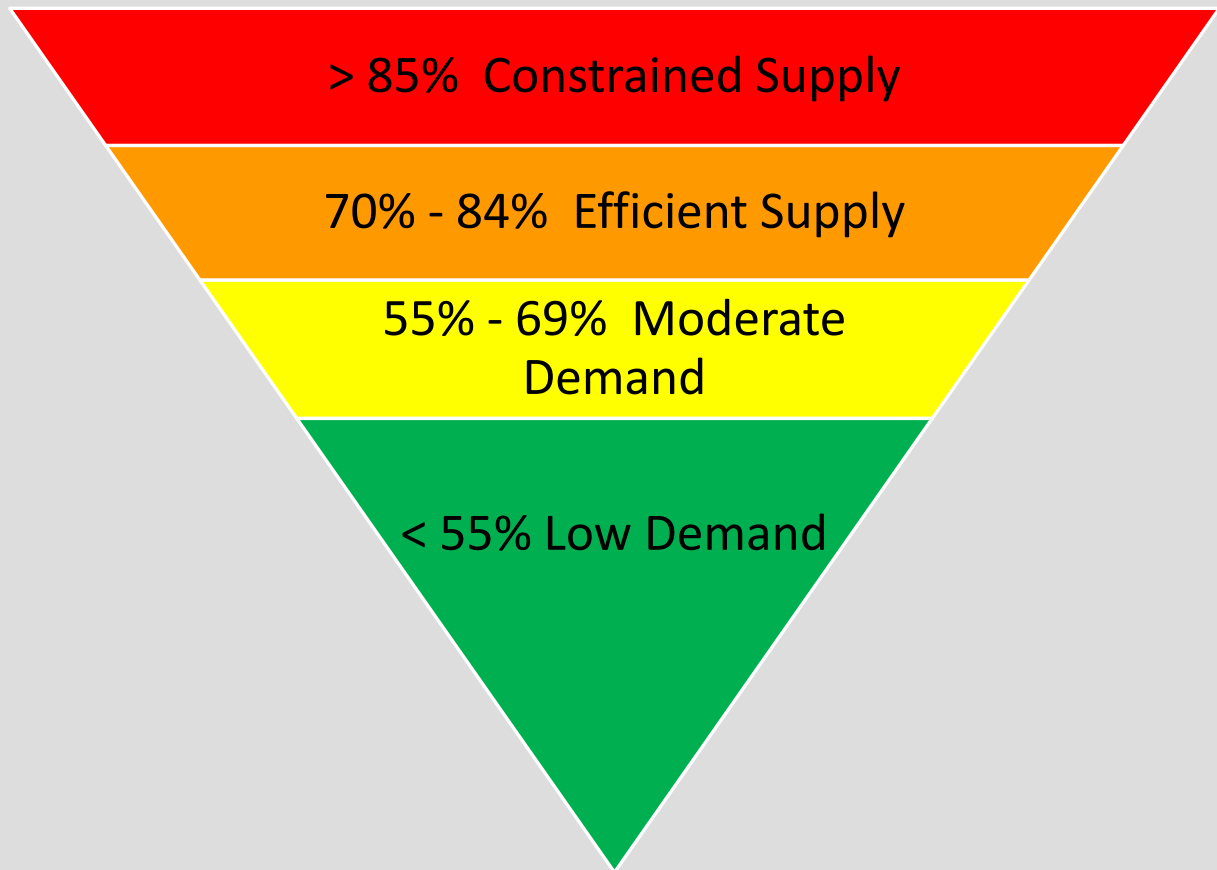
- Most common approach to managing parking supply

- 85%+ when constrained: turnover is affected, access is difficult and customer experience is adversely affected

- 70% - 84%: Supply is robust, accessible, and efficient

- 55% - 69%: available parking to absorb additional demand (redevelopment)

- < 55%, parking is activity is not supportive of active business.
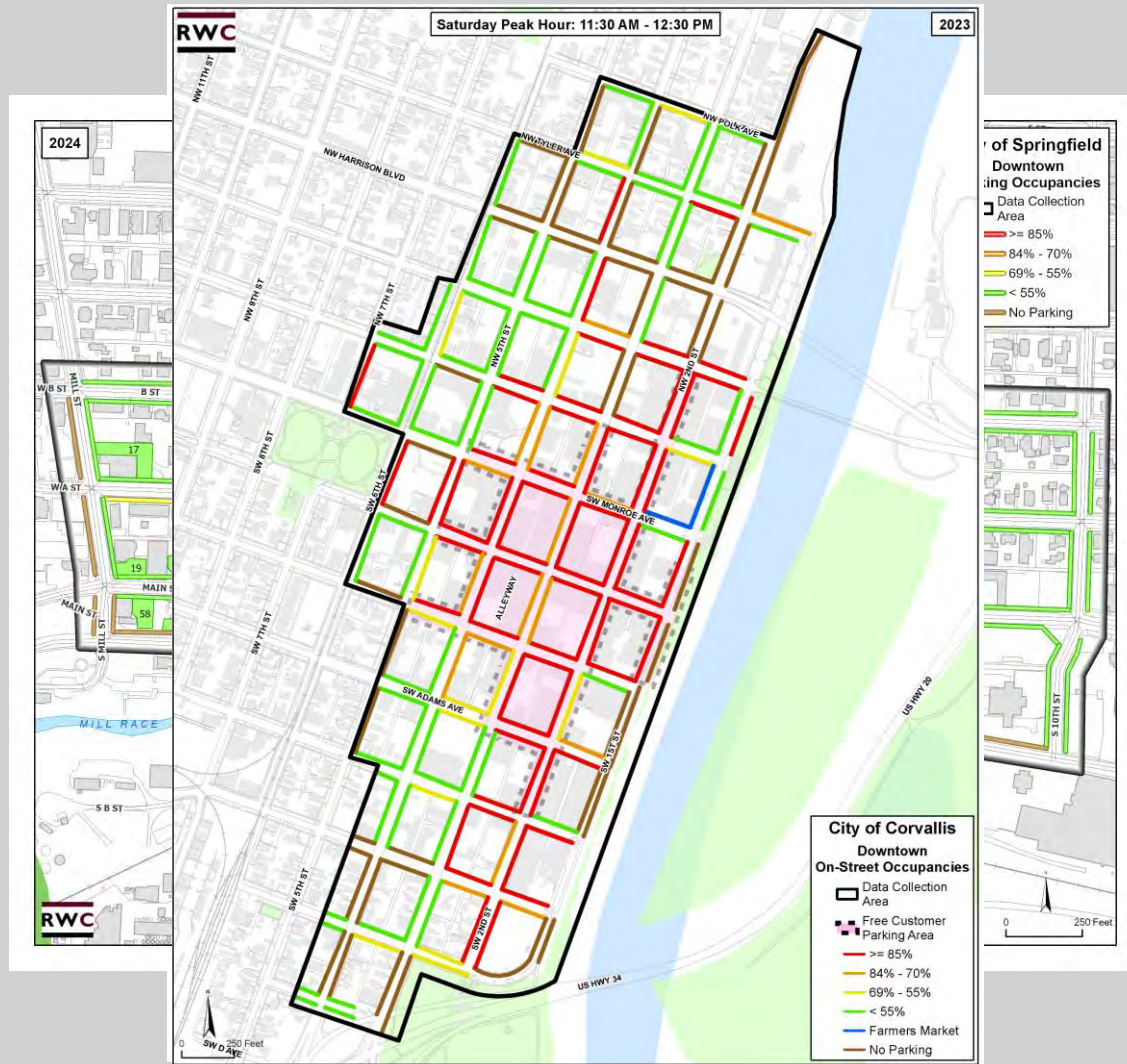
Examples from Springfield, OR, Meridian, ID, and Corvallis, OR

- ✓ Separates perception from reality

- ✓ Let data tell a story

- ✓ Local data is unique to Gresham and its access dynamics

- ✓ Tie solutions to data

- ✓ Consistent / replicable methodology

- ✓ Good data is essential and the more accurate data you have, the better your management decisions will be
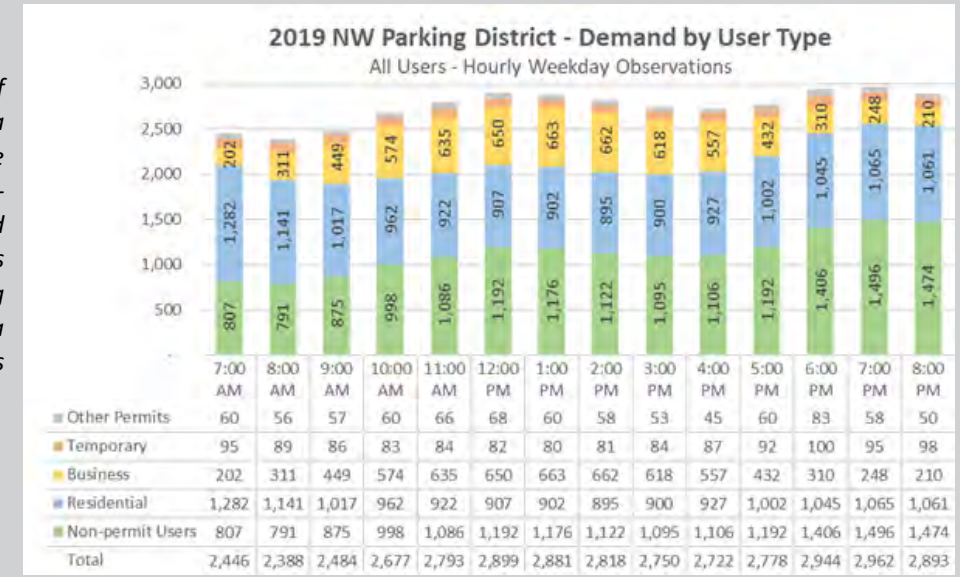
Right Size Parking

Most city parking codes (required parking) are not based in true understanding of demand.

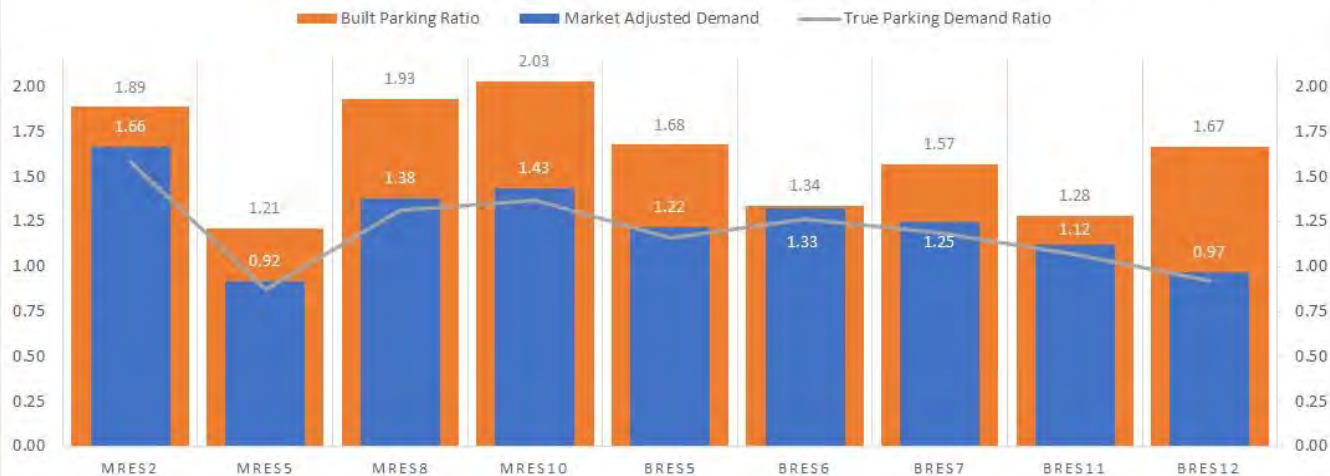Numerous studies indicate that parking requirements lead to 25% to 35% overbuild.

Calibrate code to local demand (e.g., Meridian/Boise multi-family study, below).

Consider blended rate models for downtowns.

Use depth of available data to generate easy-to-understand graphics presenting complex data sets

2019 NW Parking District - Demand by User Type
All Users - Hourly Weekday Observations

	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Other Permits	60	56	57	60	66	68	60	58	53	45	60	83	58	50
Temporary	95	89	86	83	84	82	80	81	84	87	92	100	95	98
Business	202	311	449	574	635	650	663	662	618	557	432	310	248	210
Residential	1,282	1,141	1,017	962	922	907	902	895	900	927	1,002	1,045	1,065	1,061
Non-permit Users	807	791	875	998	1,086	1,192	1,176	1,122	1,095	1,106	1,192	1,406	1,496	1,474
Total	2,446	2,388	2,484	2,677	2,793	2,899	2,881	2,818	2,750	2,722	2,778	2,944	2,962	2,893

2019 MERIDIAN/BOISE PARKING DEMAND EVALUATION
LAND USE: RESIDENTIAL (STALLS PER UNIT)

Quantifying parking demand by land use type using local data to measure how cities require parking (code) and what is actually used. Demonstrates how codes can force overbuilding parking.

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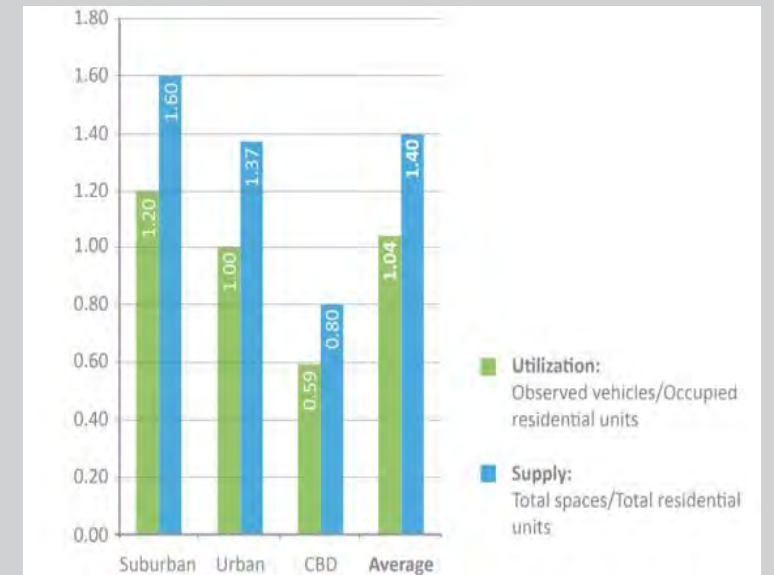
Cost to build a structured parking stall: **$45,000 - $65,000+ (per stall)**

- 20 Year cost to finance: **$335 - $485 (per stall/mo.)**

WHO PAYS? / WHO SHOULD PAY?

- Developer
- Building Owner
- City
- Building Tenant (Business)
- User (customer, employee, resident)
- Some or all above

Source: Ventura CA - New Downtown Garage Concept

Understanding the Value of Off-Street Parking

Developer/Owner $$

- Finance

- LID

- Fees-in Lieu

Customer/Visitor/Guest $$

- Parking Fees (hourly/daily/monthly)

- Surcharges (Events)

- Citations/Fines

$335 - $485 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

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Understanding the Value of a Parking Stall

Customer prioritized stall

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 OCCURIED STALL	$53,534

- **$24 million** in potential sales revenue (@ 450 stalls)

Non-customer prioritized stall

AVERAGE DAILY TURNOVER PER EMPLOYEE OCCUPIED STALL	1.8 PER DAY
AVERAGE AMOUNT SPENT PER EMPLOYEE WORKDAY	$16.50
DAILY POTENTIAL SALES PER EMPLOYEE OCCUPIED STALL	$29.70
NUMBER OF WORK DAYS PER YEAR	303
ANNUAL POTENTIAL SALES PER EMPLOYEE OCCUPIED STALL	$8,999
AVERAGE POTENTIAL SALES LOST PER EMPLOYEE OCCUPIED STALL	-$44,535

- **$4 million** in potential sales revenue (@ 450 stalls)

- ✓ Maximizing the stalls you have (already built)

- ✓ Getting the right car to the right space makes economic sense

- ✓ Getting employees off-street or into other modes makes economic sense

- ✓ Calibrating turnover maximizes revenue potential to businesses


Source: oregonlive.com

Great Communication

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

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

- ✓ Customers and employees want *simple and reliable solutions*.

- ✓ *Communications is the key* to activating your strategies.

Great Communication

Presentation and Wayfinding

✓ High quality and appropriately placed signage

✓ Clean and optimally working equipment

✓ Optimal lighting

✓ No trash or debris

✓ A maintenance plan and schedule

✓ Consistent design requirements (lot or garage)
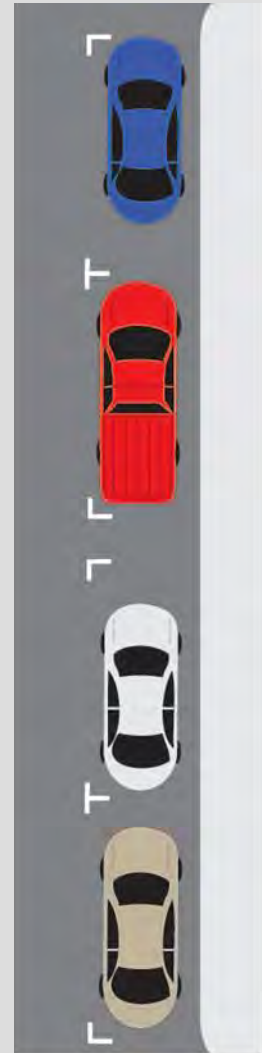
Clear, delineated parking stall striping

Shared Parking

In most cities (like Gresham) **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 **downtown business organization.**

50 unused stalls equals **$2.5+ million** in new structured parking.

Daytime

Residential Building   Office Building

Unshared: Business as Usual

Daytime

Residential Building   Office Building

Shared: Right-sized Parking

PUBLIC PARKING
EVENINGS AND WEEKENDS
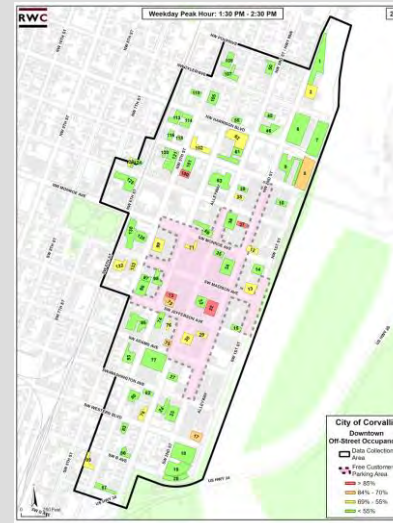
Reasonable Enforcement

The cornerstone of parking management

Reasonable enforcement should have a targeted violation rate of 5% - 9%

Should support a minimum on-street turnover rate of 5.0

Administered underlined periodically in small cities to create cost efficiencies

Example: Enforcement Handheld Technology

What Successful Downtowns Are Doing

Clear priorities	Measurable goals (85% Rule)	Right sized codes
Customer First Programs	Uniform time stays on-street	Shared use agreements – w/ private lots and garages
Common branding and marketing in public and shared use facilities	Employees off-street	Making alternative modes cool – an integrated system of options

The Role of Parking

What Parking Is:

- A key support mechanism for the *product* that is downtown and its businesses.

- A valuable asset and a shared responsibility.

- One mode of access in the larger toolbox of downtown "capacity."

- A resource that requires active and strategic management.

Few successful downtown's have "fixed" parking. They simply manage it….. constantly.

What Parking Is Not:

- The reason people come to an area.

- A generator of trips ("if you build it – parking - they will come" is not true).

- The primary message in your downtown message.

- The silver bullet.

The operative word in the phrase "parking management plan" is management. This implies change, and a frame of reference, to alter the status quo at any point in time.

RWC

Thoughts, Ideas, Questions?

- Set next meeting date

  ✓ Setting Priorities

  ✓ *Online Meeting*