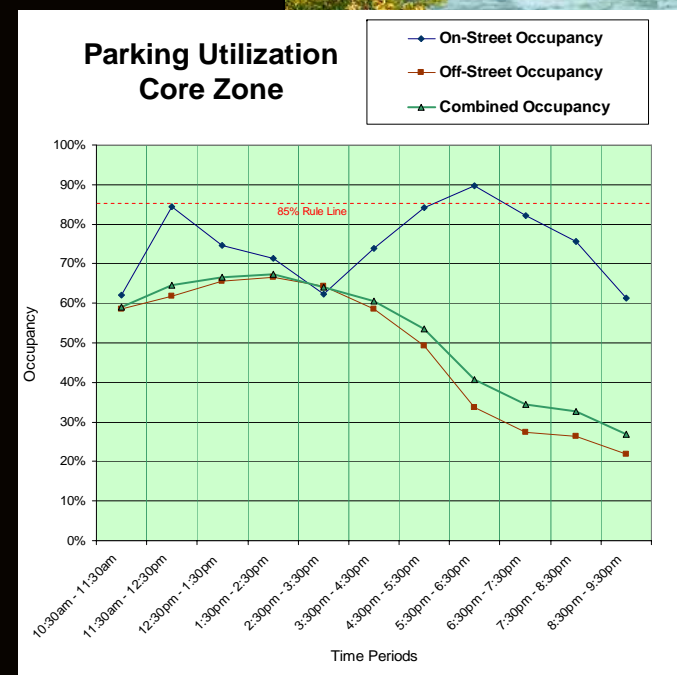
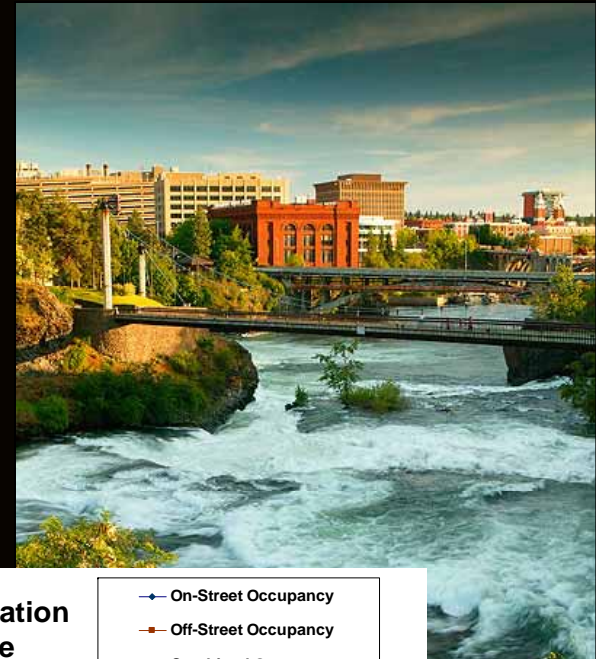


# Downtown Spokane Parking Management: 2010 Parking Study Update

Rick Williams  
Rick Williams Consulting

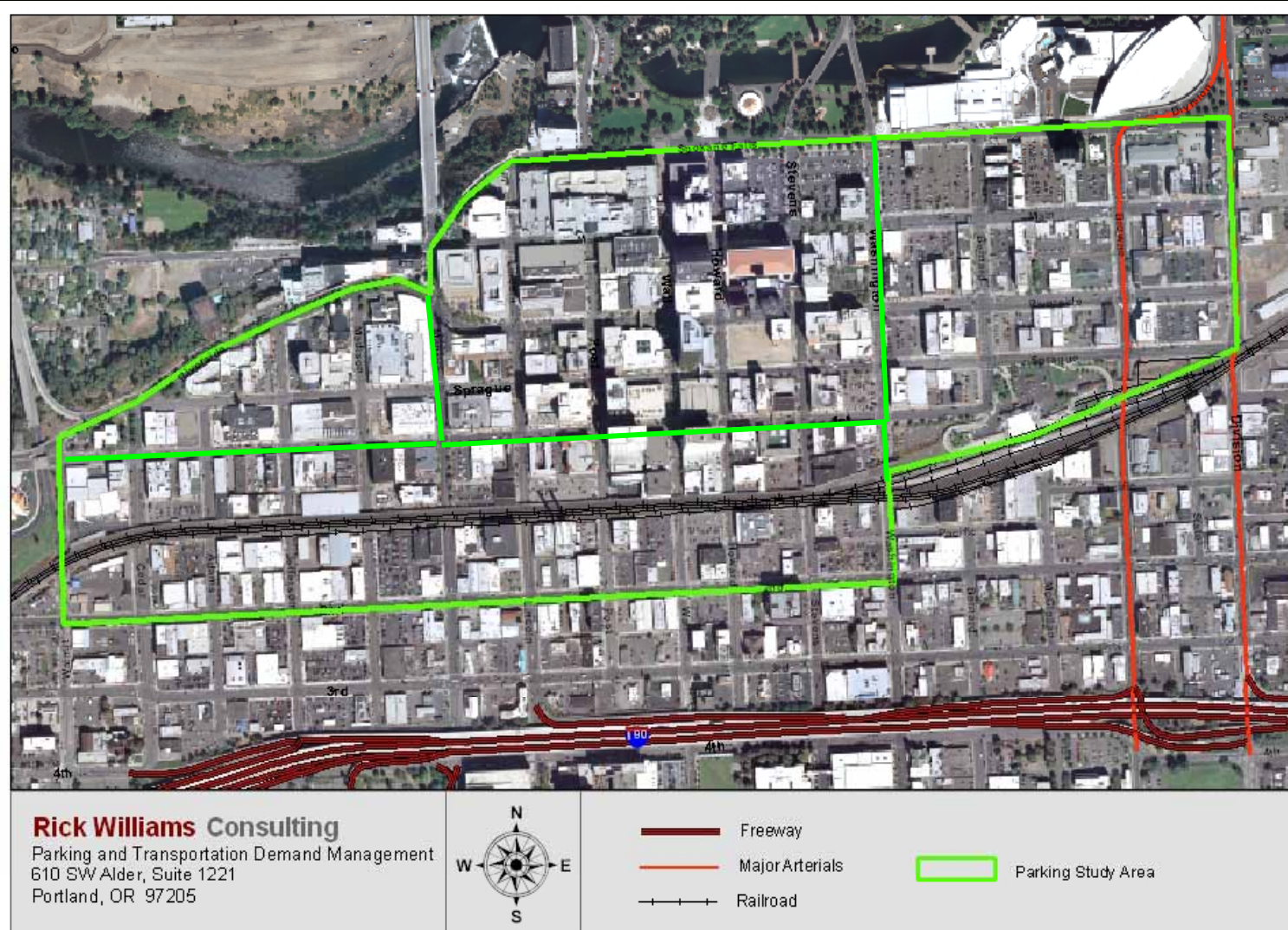


# Parking Study Update

1. 2010 Occupancy/Capacity update of downtown area – on & off-street.
2. Parking kiosks - review based on meter revenue generation findings and case study of severe weather cities.
3. Recommendations related to downtown parking strategy.



# 2010 Study Area and Sub-Zones



# Format of the Supply

Downtown Spokane Parking Breakout by Type – <u>Combined Study Area</u>						
	2004		2010			
<i>On-Street Stalls by Type</i>	Number of Stalls	% of Total Stalls	Number of Stalls	% of Total Stalls	Change 2004 vs. 2010	Hourly Parking Rate
10 Minutes	14	<1%	19	1.1%	+5	n/a
15 Minutes	35	2.2%	4	<1%	-31	n/a
30 Minutes	103	6.4%	77	4.7%	-26	\$1.50
1 Hour	349	21.8%	14	<1%	-335	\$1.20
1.5 Hours	23	1.4%	399	24.1%	+376	\$1.20
2 Hours	730	45.7%	701	42.4%	-29	\$0.50 - \$0.75
3 Hours	147	9.2%	163	9.9%	+16	\$0.50
10 Hours	197	12.3%	251	15.2%	+54	\$0.25
No Limit	N/A	N/A	26	1.6%	+26	\$0.25
<i>Sub-Total On-Street Parking Stalls</i>	1,598	100%	1,654	100%	+56	Blended Hourly Parking Rate = \$0.68
<i>Off-Street <u>Structured</u> Parking Stalls</i>	3,506 (6 facilities)	67.2%	5,188 (17 facilities)	57.0%	N/A	
<i>Off-Street <u>Surface</u> Parking Stalls</i>	1,713 (21 facilities)	32.8%	3,916 (87 facilities)	43.0%	N/A	
<i>Sub-Total Off-Street Parking Stalls</i>	5,219	100%	9,104	100%	N/A	
Total Surveyed Supply	6,817		10,758			
Total Stalls in Study Area	N/A		11,348			

104 facilities in 65 City Blocks

## General Findings of Parking Update

### *On-street parking*

- ✓ Activity is up in 3 of four parking zones
- ✓ Vehicle hours parked increased 11% (969 additional hours over course of typical day).
- ✓ Marked increase in evening activity.
- ✓ Significant increases in Convention Zone and Periphery.
- ✓ Blended hourly rate \$0.68 per hour (combined area).

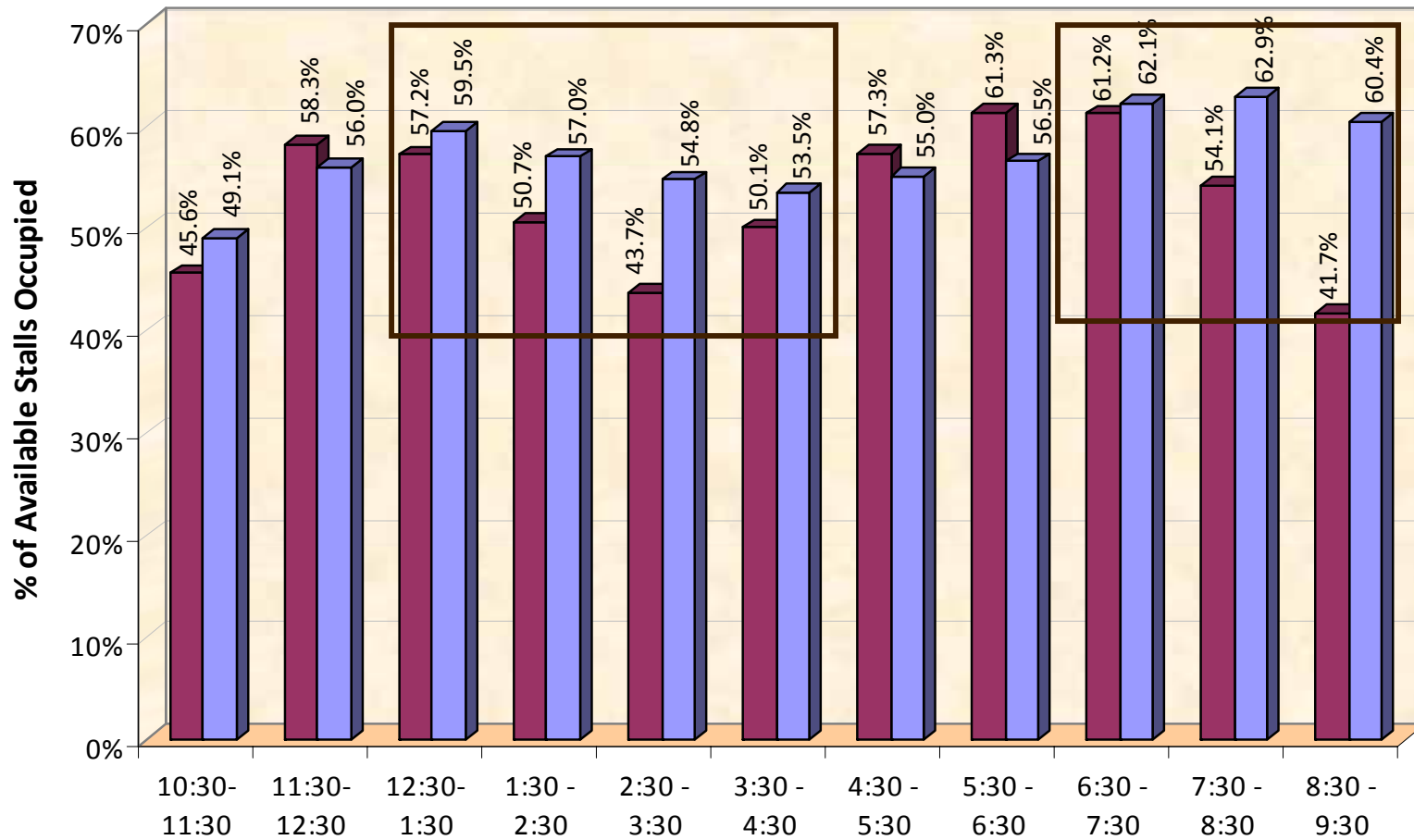
### *Off-street parking*

- ✓ Activity appears to be flat
- ✓ Garage rates have increased
- ✓ Patterns of use are similar between years
- ✓ Abundant space available across operating day

# On-Street Utilization – Combined Study Area

## Downtown Spokane Parking Utilization On-Street Occupancies by Hour

2004 2010



## On-Street Parking Utilization – Combined Study Area

Comparative On-Street Hourly Parking Occupancies – <u>Combined Study Area</u> 2004 vs. 2010										
10:30 11:30	11:30 12:30	12:30- 1:30	1:30 - 2:30	2:30 - 3:30	3:30 - 4:30	4:30 - 5:30	5:30 - 6:30	6:30 - 7:30	7:30 - 8:30	8:30 - 9:30
<b>2004 Hourly Totals (1,598 Stalls)</b> Total Vehicle Hours Parked = 9,287										
729	931	914	810	699	800	915	979	978	865	667
45.6%	58.3%	57.2%	50.7%	43.7%	50.1%	57.3%	61.3%	61.2%	54.1%	41.7%
<b>2010 Hourly Totals (1,654 Stalls)</b> Total Vehicle Hours Parked = 10,266										
804	917	975	933	897	876	901	926	1,018	<b>1,030</b>	989
49.1%	56.0%	59.5%	57.0%	54.8%	53.5%	55.0%	56.5%	62.1%	<b>62.9%</b>	60.4%

- Parking growth in 8 of 11 hours of the survey day
- Total vehicle hours parked up 11% (9,297 to 10,266 hours)
- Continued growth in evening hours

## Off-street Utilization – Combined Study Area

Comparative Off-Street Hourly Parking Occupancies – <u>Combined Study Area</u> 2004 vs. 2010										
10:30 11:30	11:30 2:30	12:30- 1:30	1:30 - 2:30	2:30 - 3:30	3:30 - 4:30	4:30 - 5:30	5:30 - 6:30	6:30 - 7:30	7:30 - 8:30	8:30 - 9:30
<b>2004 Hourly Occupancies (5,219 Total Stalls)</b> <b>27 FACILITIES - 1,576 STALLS AVAILABLE AT PEAK HOUR</b> <b>Total Vehicle Hours Parked = 28,093</b>										
3210	3293	3427	3457	3333	3053	2559	1722	1529	1353	1157
64.8%	66.4%	69.1%	<b>69.8%</b>	67.3%	61.6%	51.6%	34.7%	30.9%	27.3%	23.3%
<b>2010 Hourly Totals (9,104 Total Stalls)</b> <b>104 FACILITIES – 3,860 STALLS AVAILABLE AT PEAK HOUR</b> <b>Total Vehicle Hours Parked = 42,937</b>										
4,913	5,106	5,207	5,248	5,035	4,720	4,172	2,749	2,148	1,946	1,693
54.0%	56.1%	57.2%	<b>57.6%</b>	55.3%	51.8%	45.8%	30.2%	23.6%	21.4%	18.6%

- Comparison is not apples-to-apples due to large 2010 sample size
- Pattern of use is consistent, regardless of sample size
- Likely that growth off-street has been flat to marginal (2004 to 2010)
- 3,860 stalls empty and available at peak hour
- Garage rates 2004 (\$40 - \$90) / Garage rates 2010 (\$90 - \$170)


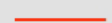

# Performance – Convention Center Zone

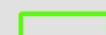
## Downtown Spokane 2010 Parking Study Update Study Area Boundaries - Convention Center Zone



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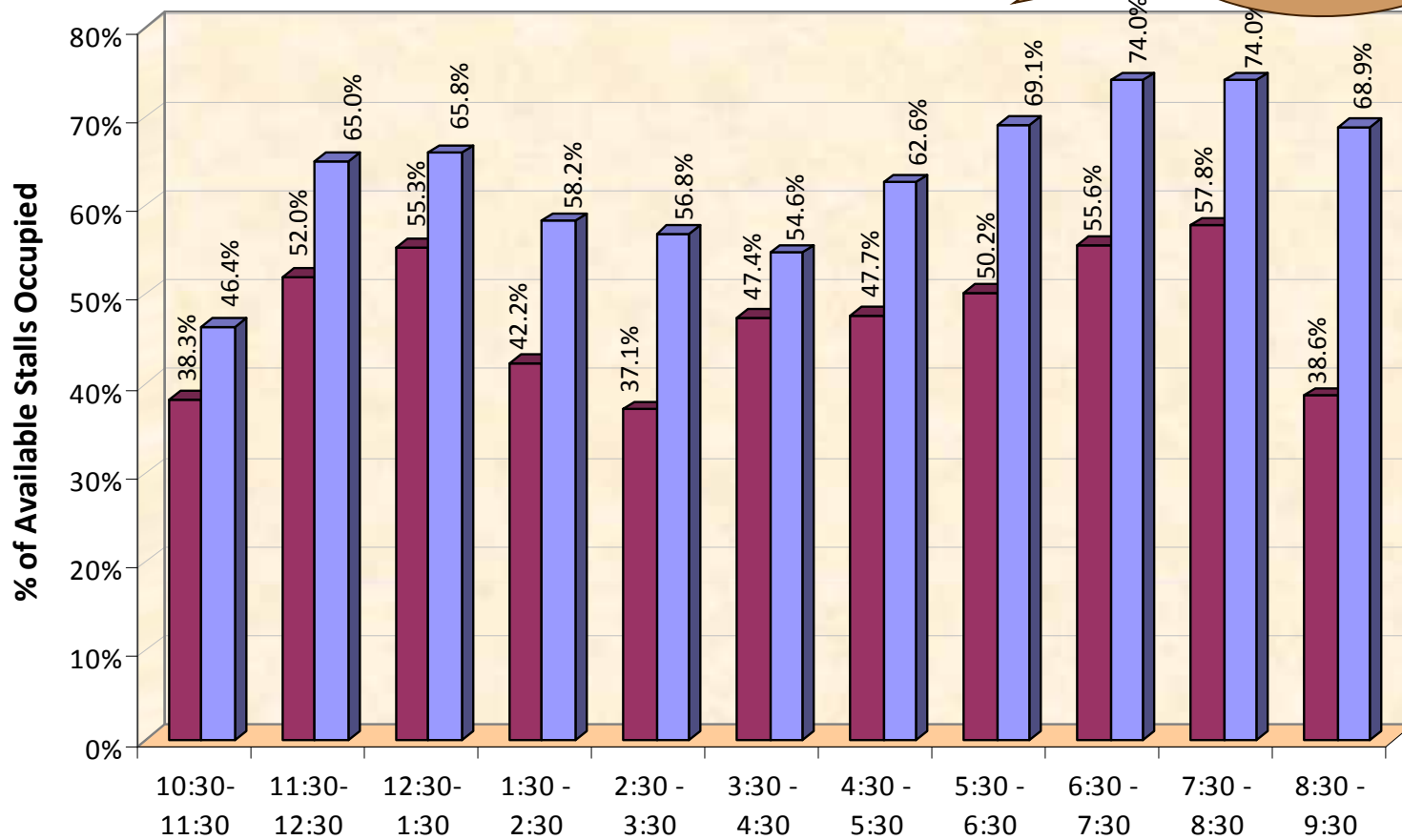
-  Freeway
-  Major Arterials
-  Railroad

 Convention Center Zone

# Convention Center Zone Performance – On-street

Downtown Spokane Parking Utilization  
On-Street Occupancies by Hour - Convention Center Zone

2004 2010



+48% vehicle hours parked

+828 hours

# Performance – West End

## Downtown Spokane 2010 Parking Study Update Study Area Boundaries - West End Zone



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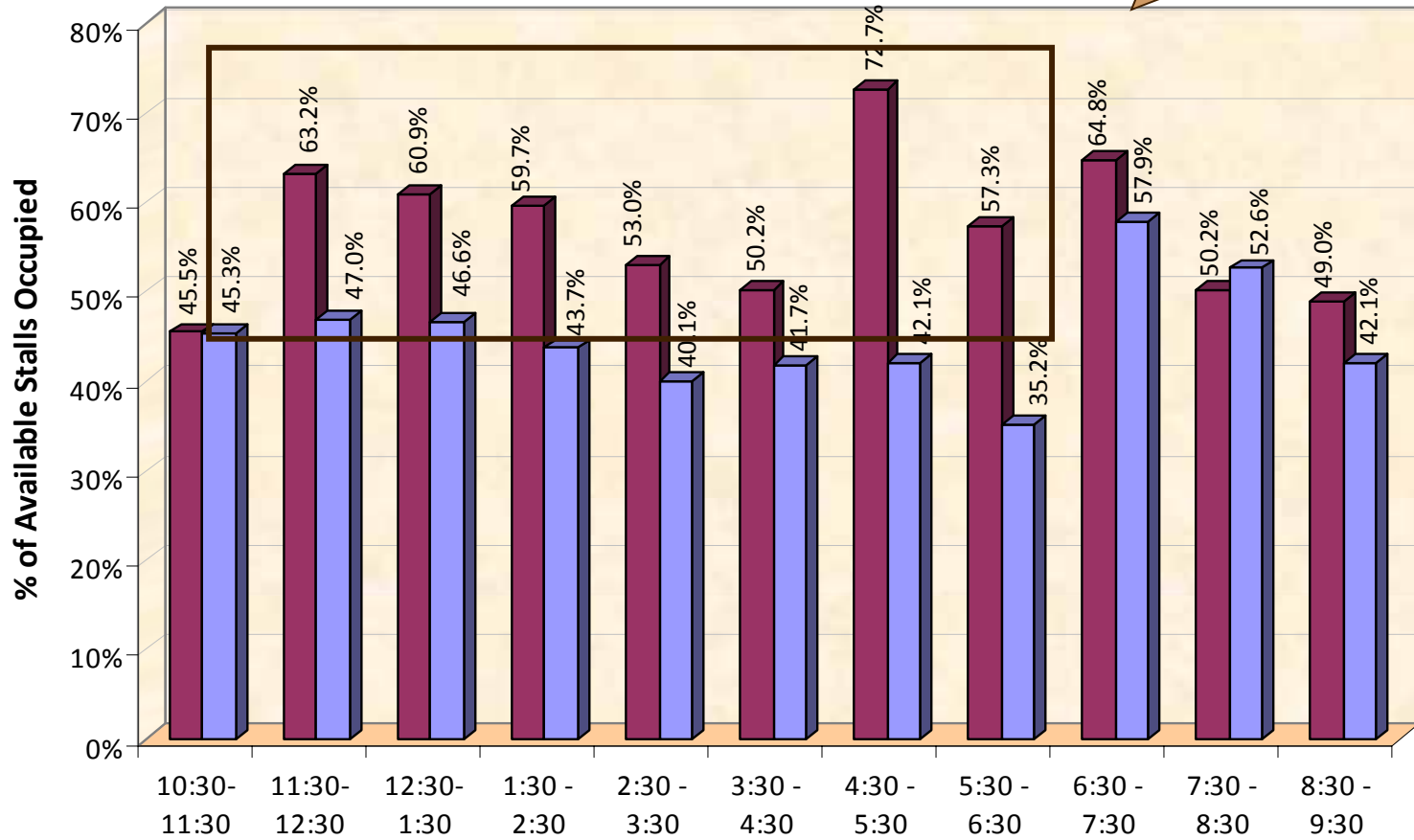
-  Freeway
-  Major Arterials
-  Railroad
-  West End Zone

# West End Performance – On-street

- 23% in vehicle hours parked

### Downtown Spokane Parking Utilization On-Street Occupancies by Hour - West End Zone

2004 2010



# Parking kiosks / pay stations

## Key Questions



- ✓ Pros and cons of pay stations
- ✓ What are “real time” costs associated with operation, maintenance, performance?
- ✓ Reliability, return on investment
- ✓ Evaluate use in cities with “severe” weather and lighting conditions.
- ✓ Review “roll out” examples (informed RFP process with performance test)



# Survey of Other Cities – Initial Input

- \$7,000 - \$10,000 per unit (covers 10 spaces / 200 feet)
- Improved streetscape on sidewalks
- Reduced downtime with fewer meter malfunctions
- Multiple payment methods (e.g., coins, credit/debit cards, smartcards, loyalty cards)
- Increased revenue performance
- Increased turnover
- Improved customer satisfaction

Survey out to 4 additional cities that just purchased systems

## Example cities (partial list):

- |                     |                         |
|---------------------|-------------------------|
| * Austin, TX (+30%) | * Washington, DC (+35%) |
| * Seattle, WA       | * Baltimore, MD (+54%)  |
| * Syracuse, NY      | * Buffalo, NY (+35%)    |
| * Hartford, CT      | * Portland, OR (+30%)   |

# Issue of "Severe" Weather

"Severe Weather Cities" Utilizing Automated Pay stations On-Street

Albany, NY	Denver, CO	Telluride, CO
Aspen, CO	Detroit, MI	Toronto, Canada
Boulder, CO	Montreal, Canada	Calgary, Canada
Buffalo, NY	Park City, UT	
Chicago, IL	Syracuse, NY	

- Recognize Spokane is not Seattle or Portland - need realistic comparables for operational performance
- Interviews and research into other similar cities (see above)
- All cities experiencing success, positive performance and expanding systems
- Spokane private lots going to pay station



## Options for Spokane – Scenario A Roll Out in Core Zone

- Occupancies are consistently high as is average hourly rate (\$1.12/hr)
- About 50 pay stations (497 stalls)
- +/- \$500,000 capital investment
- Based on Portland Lloyd District model (pay stations and traditional meters)
- Formal RFP and bid process
- Expand to adjacent sub-zone(s) as occupancies and/or financing dictate

## Options for Spokane – Scenario B Performance Test as RFP Criteria

- 3 – 5 vendors invited to participate
- 6 month demonstration (winter/spring)
- Each vendor provided two block faces (1 Core / 1 Periphery)
- Vendors incented by (a) revenue from block face (b) contract award
- Objective baseline measures – pre/during/post test
  - Revenue, turnover and cost to maintain
  - Customer acceptance
  - Business support
  - Compatibility with City systems and processes
- On-going marketing support, communications and public outreach in partnership w/ DSP
- Established to answer all questions “real time” versus research and data from other cities.

## Consultant - Parking Strategy Recommendations

- Formalize new surface parking moratorium into permanent prohibition.
- Initiate 6-month parking pay station RFP/test (Scenario B)
- Standardize rates at short-term meters (90, 2 & 3HR) (current rate system averages \$0.68 per hour)
- Increase 10 hour rates closer to “market” all day.
- Consider 2004 study recommendation to establish parking enterprise fund for downtown.



# Effect of Current Rates – Initial Estimate

Combined Downtown Study Area									
	15 minute	30 Minute	1 Hour	90 Min	2 Hour	2 Hr Spec	3 Hour	10 Hour	
Full use rate		\$ 0.75	\$ 1.20	\$ 1.80	\$ 1.00	\$ 1.50	\$ 1.50	\$ 2.50	
Hourly rate	NA	\$ 1.50	\$ 1.20	\$ 1.20	\$ 0.50	\$ 0.75	\$ 0.50	\$ 0.25	TOTAL
# stalls	4	77	14	399	701		163	277	1635
Revenue generated for 1 hour	0	\$115.50	\$16.80	\$478.80	\$350.50		\$81.50	\$69.25	\$1,112.35
							<b>BLENDED HOURLY RATE</b>		<b>\$0.68</b>

	15 minute	30 Minute	1 Hour	90 Min	2 Hour	2 Hr Spec	3 Hour	10 Hour	
Full use rate		\$ 0.75	\$ 1.20	\$ 1.80	\$ 1.00	\$ 1.50	\$ 1.50	\$ 2.50	
Hourly rate	NA	\$ 1.50	\$ 1.20	\$ 1.20	\$ 0.50	\$ 0.75	\$ 0.50	\$ 0.25	TOTAL
# stalls	0	57	0	333	78		0	0	468
Revenue generated for 1 hour	0	\$85.50	\$0.00	\$399.60	\$39.00		\$0.00	\$0.00	\$524.10
							<b>BLENDED HOURLY RATE</b>		<b>\$1.12</b>

# Questions?

