



# Downtown Parking Study Update


## City Council Briefing

### September 26, 2006

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#### Background:

- **Briefed Council on study, issues, and draft recommendations June 27, 2006**
  
  - **Top 5 Downtown Parking Issues:**
    - High percentage of on-street overtime parking in key business areas (25% of on-street parkers overstay 2 hour limit)
    - Underutilization of public parking decks (Average 55% occupancy)
    - Effectiveness of current parking enforcement (Primarily resource issue)
    - Effectiveness of current parking fines (Current \$5 fine a non-deterrent)
    - Effectiveness of monthly and hourly parking rates (both on and off street)
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- **Top 5 principles influencing recommendations:**
    - On-street parking should be available for short-term/high turn over needs
    - Off-street parking (decks and lots) available for long-term parking needs
    - Proper enforcement and parking fine/pricing structures are keys to maximizing the effectiveness and efficiency of our parking system
    - The downtown business environment and parking needs continue to change so, the parking system must change to meet these needs
    - All stakeholders want to continue use the City's on and off street parking resources to most effectively promote and support the continued growth and reemergence of downtown
- **Extensive stakeholder involvement in study and recommendations:**
    - Downtown Property Owner / Tenants Surveys
    - Stakeholder Interviews (business groups and key leaders)
    - Monthly updates/involvement of Downtown Development Advisory Committee (DDAC)
    - Since June 27<sup>th</sup> Briefing:
      - Continued update and involvement of DDAC
      - Conducted Separate Downtown Meeting – 30+ business attendees
      - GMA Breakfast Briefing – 30 + business attendees
      - Reviewed DGI Downtown Parking Study and Recommendations

# Final Parking Study Recommendations

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## On-Street Parking Recommendations

### 1.) **Add two (2) Parking Enforcement officers in the CBD**

- Change will encourage proper on-street parking space use
- Hire 1 additional officer in FY 2006-2007 (January 1, 2007)
- Hire 1 additional officer in FY 2007-2008 (July 1, 2007)
- Estimated cost per officer = \$55,350 (Salary, vehicle, equipment)
- Implementation schedule – January 1, 2007 and July 1, 2007



### 2.) **Adjust On-Street Parking Meter Rates**

- Change will encourage proper on-street parking space use and, will provide revenue for deck incentives and new parking enforcement officers
- FY 2006-2007 – Remain .25 cents per hour
- FY 2007-2008 – Increase to .50 cents per hour
- Implementation schedule – July 1, 2007

## Parking Deck / Lot Recommendations

### 1) **Increase free (no-charge parking) time in parking decks from 30 min. to 1 hour**

- Change will encourage greater use of parking decks
- Estimated (loss revenue) parking incentive = +/- \$25,000 annually
- Implementation schedule – January 1, 2007



### 2) **Adjust (reduce) parking deck rates to \$0.50 per hour**

- Change will encourage greater use of parking decks for long-term parking (i.e., rate to park in deck for 2 hours (\$.50) on July 1, 2007 will be cheaper than parking on-street for 2 hours (\$1.00))
- Estimated (loss revenue) parking incentive = +/- \$40,000 annually
- Implementation schedule – January 1, 2007

### 3.) **Change Elm/Greene & Elm/McGee lots to hourly parking**

- Move all currently monthly parkers (85) to other facilities and convert spaces to hourly parking
- Experiment with Pay Stations - Cost of 2-3 pay stations – \$16,300 - \$24,450. Cheaper than installing parking meters (85x \$600 = \$51,000)
- Implementation schedule – January 1, 2007
- ***Recommended by Downtown Development Advisory Committee***
- ***Supported by DGI (Experiment with pay stations w/debit & credit card capabilities)***



### Systemwide Recommendations

#### 1.) **Increase Downtown Parking Marketing**

- Enhance parking brochure distribution, use of CH 13, parking website, increase signage, and explore options with proposed parking committee
- Implementation schedule – January 1, 2007



#### 2.) **Increase Depot Lot Utilization**

- Better utilization of the Depot monthly lot (28 of 48 monthly spaces currently rented – PART Express, Depot Tenants, and GTA Drivers)
- Open lot to public for hourly parking during the day and free after hours
- Estimated cost (20 meters = \$12,000 or 2 pay stations = \$16,300)
- Implementation schedule – January 1, 2007
- ***Supported by Downtown Development Advisory Committee***
- ***Recommended by DGI***

#### 3.) **Create Downtown Parking Committee**

- Committee will continuously monitor and develop recommendations to improve overall quality, function, and effectiveness of the downtown parking system and its many, diverse needs
- Committee will be a function of the DDAC (Chaired by Ben Brown)
- Committee will have 9 members. 5 representatives from the City of Greensboro staff and 4 representatives from downtown stakeholders (1 – DGI, 1 – GMA, 1 – Large property/business interest, 1 – Small or night time property / business interest)
- Committee will develop and provide recommendations to the DDAC for consideration/approval and prior to forwarding to City Council for action
- All meetings of the Parking Committee will be open to the public
- ***Recommended by DGI***

**Downtown Parking Committee Follow-up Items and Other DGI Recommendations:**

- 1.) **Tow or boot vehicles after 3 unpaid parking violations w/in a 90 day period**
  - Change City Ordinance to allow towing and/or booting.
  - *Supported by Downtown Development Advisory Committee*
  - *Supported by DGI (Support booting option but no specification of the number of violations)*
- 2.) **Increase parking violation fines and/or graduated fine structure**
  - Change City Ordinance for Parking Fines
  - Increase initial fine from \$5.00 to \$10.00
  - *Supported by Downtown Development Advisory Committee*
  - *Supported by DGI (Differs w/staff recommendations)*
- 3.) **Install parking meters on Elm Street and in other high overstay areas**
  - Install 175 new decorative meters in Downtown
  - *Recommended by Downtown Development Advisory Committee*
  - *Supported by DGI (Recommends phasing – 1. Higher level of enforcement; 2. 6-month review; 3.If still abuse situation, meter or pay stations)*
- 4.) **Public/Private Parking Lot Use**
  - Better utilization of private lots for public use(s)
    - DGI or City would lease private lots for public use
- 5.) **Fringe Parking**
  - Develop free or low cost parking lots on the fringe of downtown for “part-time” or “introductory wage” employees
- 6.) **Zone Use of Meters**
  - Review meter and time limits in the fringe areas of downtown
  - Review the use of “short term-2/hr parking” and “Long-term – Daily Parking” on street
- 7.) **Signage Improvements**
  - Aesthetic sign improvement in and on the decks and lots
  - Add signage to the decks that advertise the Free parking at night and on weekends
- 8.) **Expand Parking Validation Program**
  - Expand business outreach options
  - Parking tokens
- 9.) **Valet Parking**
  - Committee review options for valet parking / regulations
- 10.) **Parking Shuttle or Trolley**
  - Committee review options with Action Greensboro