



DOWNTOWN Parking Study

2017

Implementation Plan



Downtown Parking Evolution

Produced 14 recommendations for improvement. 9 of these were varied, partially, or wholly implemented. Recommendations for on-street paid parking were not implemented and strategies for setting rates to maximize use of off street lots were not accepted.

1995 Parking Study Completed



Considered partner “Points of View” including Colonial Williamsburg and the merchants, customers, and employees. Recommended free on-street parking with fees for most off street locations. Also suggested unified management with consistent signage.



Staff Parking Discussion 2002

Goal 1 and Goal 4 discuss the need for a downtown parking system review including zoning, assets, fines, length of stay, and paid parking locations.

2015 GIO's Include Parking Review



The RFP issued in October 2015 for a parking consultant to complete a new study of downtown results in Walker Parking Consultants being selected. The final study produces 9 recommendations including 3 that were recommended in 1995.



Walker Parking Study 2016

Following delivery of the final study document to the Planning Commission, Economic Development Authority, and City Council the staff began considering implementation strategies for the recommendations. A small work group developed an implementation plan for consideration by City Council

2017 Implementation Plan Presented

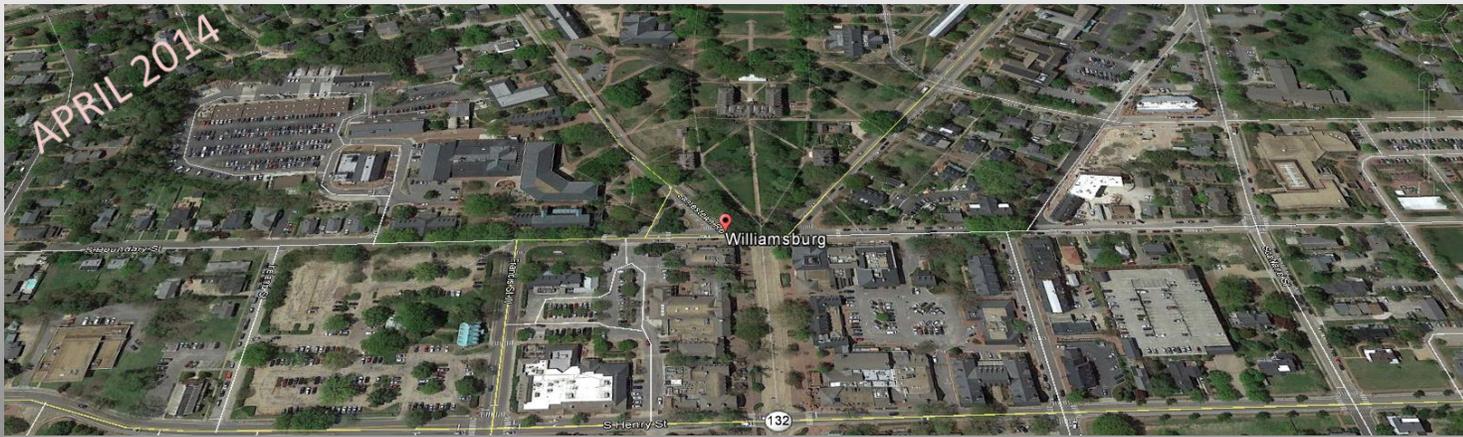


Sample = 10, 2, 7 in March and July

4,326 Total Spaces

- 580 On-Street
 - Weekday
 - 64% @2pm
 - Weekend
 - 51% @2pm
- 1,327 Public Off Street
 - Weekday
 - 64% @2pm
 - Weekend
 - 51% @2pm
- 2,419 Private
 - Weekday
 - 55% @2pm
 - Weekend
 - 30% @2pm

“Occupancy rates as a whole do not indicate a shortage of parking.”



“Peak parking demand was observed around 2 p.m. with approximately 1,927 occupied spaces, or 45 percent of the overall supply.”

SUPPLY AND DEMAND HOT SPOTS



2021 Weekend Public Parking
Occupancy Heat map

• Current

WEEKDAY		WEEKEND	
Block	Adequacy	Block	Adequacy
12	-3	14	-5
14	-5	15	-7
15	-1	16	-1
16	-5	17	-7
17	-7	18	-9
18	-13	Total	-29
Total -34		62% occupancy rate	

• 2021

WEEKDAY		WEEKEND	
Block	Adequacy	Block	Adequacy
11	-31	11	-23
12	-9	14	-7
14	-7	15	-12
15	-5	16	-5
16	-9	17	-11
17	-11	18	-16
18	-20	19	-7
Total -92		Total -81	
65% occupancy rate			

“A parking supply operates at peak efficiency when parking occupancy, including both transient and monthly parking patrons, is 85 percent to 95 percent of the supply.”

• 2026

WEEKDAY		WEEKEND	
Block	Adequacy	Block	Adequacy
7	-21	11	-23
11	-31	14	-8
12	-11	15	-6
14	-8	16	-8
16	-12	17	-14
17	-14	18	-23
18	-27	19	-57
19	-21	Total	-139
Total -145		69% occupancy rate	

Walker

Parking System **User** Issues

1. Inconsistent or lack of enforcement
2. Cruising for a spot
3. Clock watching
4. Not enough parking
5. Lack of handicap spaces
6. Poor lighting
7. Poor condition of lots
8. Lot arrangement causes dings
9. No parking rate strategy



Study

Walker **Recommendations** 2016

1. Shared parking agreements with private lots
2. Consolidate ops and management
3. Paid Parking
4. Adjusted Fines
5. Hire PEO "Ambassador" with extended hours
6. Electronic citations and enforcement
7. Payment App
8. Parking facility maintenance fund
9. Public safety escort program



MOTIVATION FOR CHANGE

Parking System **Education**

Better **Management** of Parking Assets

Improve the Experience

What is the goal of our planned changes?

Provide a **Positive** experience.

Efficient Utilization

Change the **Perception**

Encourage Parking in the **Available** Spaces

Walker Study

Walker Recommendations 2016

1. Shared parking agreements with private lots
Baptist and Presbyterian Church Block 9 , Office Lot in Block 7
2. Consolidate operations and management
Colonial Williamsburg Lots, Policing – W&M and CW
3. Paid Parking
\$1.50 on street up to 2 hours and \$3 each hour after, Paid Lots = \$1 per hour
4. Adjusted Fines
\$10 now, go to \$35 1st, \$50 2nd, \$100 3rd & if paid late doubled
5. Hire PEO “Ambassador” with extended hours
Part time \$17K- \$19K annually with hours extended to 7 or 8pm, assistance not enforcement
6. Electronic citations and enforcement
New hardware and software with instant citation issuance and electronic “chalking”
7. Payment Application
Include pay by phone, validation, and time extension
8. Parking facility maintenance fund
All revenues deposited to cover operations and maintenance
9. Public safety escort program
Call for escort to and from car for employee lots and “remote” spaces



TEAM Evaluation

1. Shared parking agreements with private lots

Baptist and Presbyterian Church Block 9, Office Lot in Block 7



2021 Weekend Public Parking Occupancy Heat map

Block	Name	Supply	Weekday Surplus	Weekend Surplus
1	Municipal Bldg Health	94	46	82
7	Evaluation Center	46	34	30
8	Mathew Whaley	93	41	83
9	Baptist Church	70	50	64
9	Presbyterian Church	45	11	35
20	306 S. Henry Street	26	17	25
20	Verizon Building	32	24	25

- Stakeholder Issues**
- Inconsistent or lack of enforcement
 - Cruising for a spot
 - Clock watching
 - Not enough parking
 - Lack of handicap spaces
 - Poor lighting
 - Poor condition of lots
 - Lot arrangement causes dings
 - No parking rate strategy

Typically a cost is associated with a public/private parking lease and conflicts are unavoidable

TEAM Thoughts – Expense v/s Benefit

- Church Lots**
 Only plausible for student and employee parking
 Conflicts with church use are inevitable
 Employees may prefer this space to Block 25
- Block 20**
 Too far to be useful

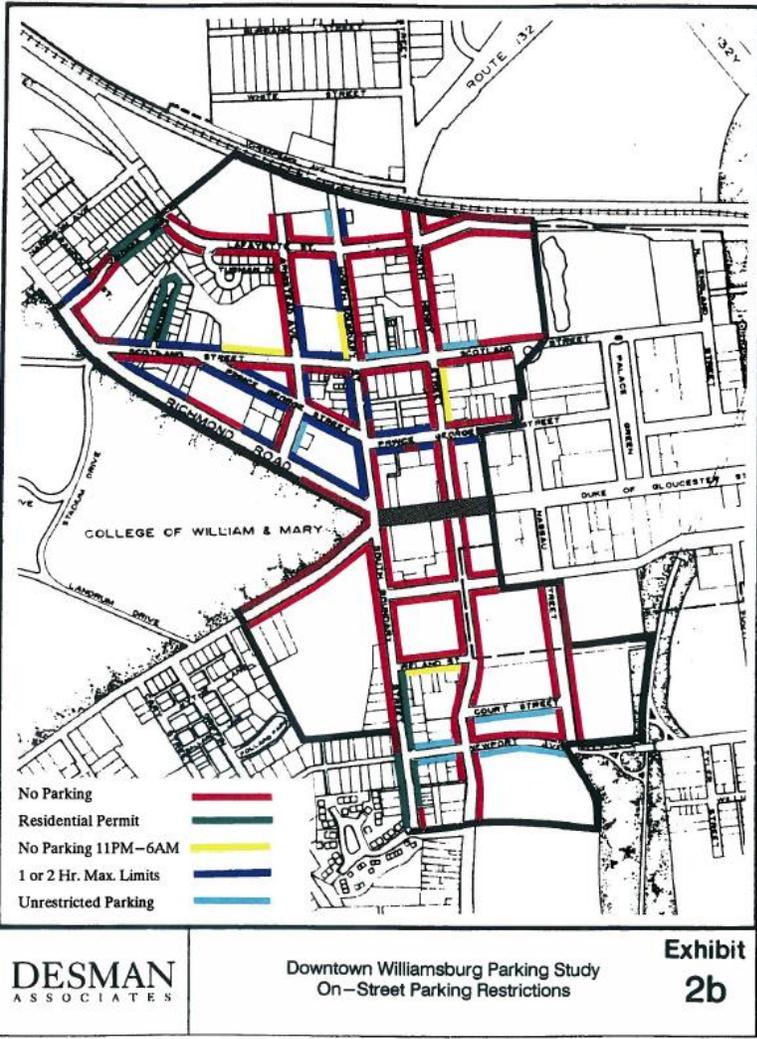
- Health Evaluation Lot**
 Too far for tourist users
 Availability would be short term
 CW has 10 spaces now
- Block 1**
 Few spaces available during weekday
 Not attractive for tourists

MAYBE

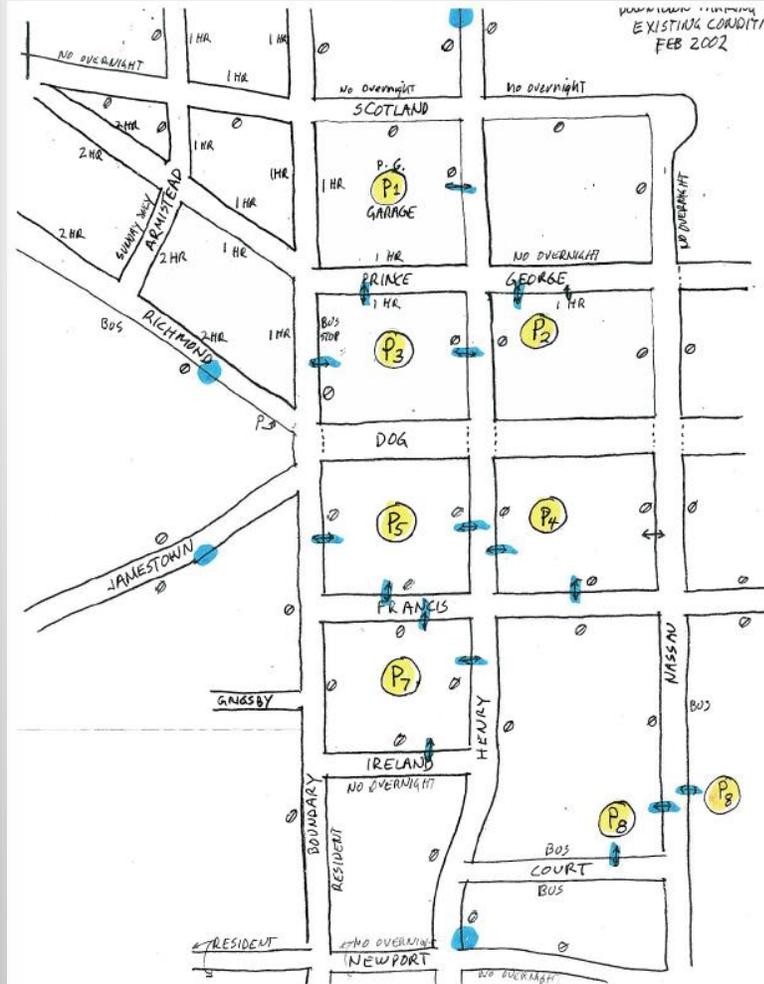
TEAM Evaluation

2. Consolidate operations and management

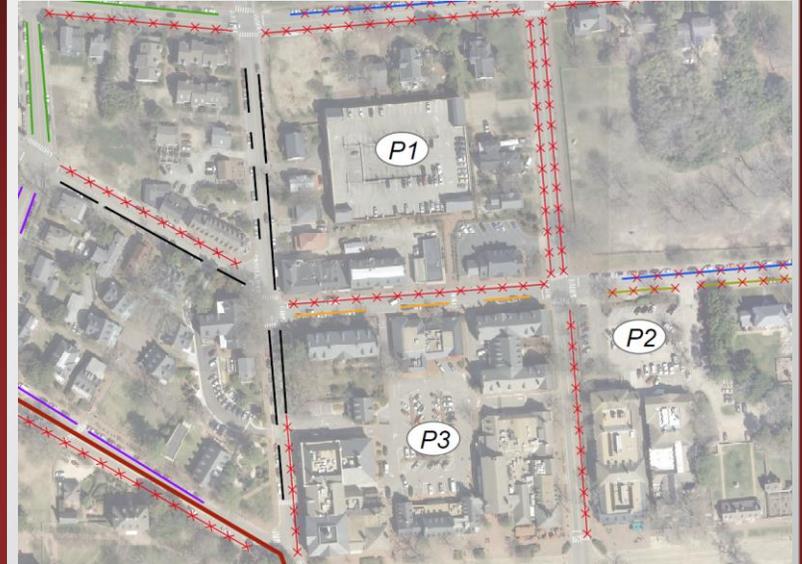
Colonial Williamsburg Lots, Policing – W&M and CW



1995 Current Conditions Map



2002 Current Conditions Map



12 Parking types, 4 variations of No Parking

Legend

- ?
- NP
- NP: 11pm - 6am
- NP: 2am - 6am
- NP: 8am - 6pm
- 15 min
- 30 min
- 1hr: 8-5
- 1hr: 9-5
- 2hr: 9-5
- 2hr: 9-9
- Res-Red
- Res-Blu

TEAM Evaluation

2. Consolidate operations and management

Colonial Williamsburg Lots, Policing – W&M and CW



2021 Weekend Public Parking Occupancy Heat Map

Currently

- **Police Department** = enforcing parking rules and restrictions;
- **Public Works** = maintains public parking & two parking structures;
- **Finance Department** = records and tracks parking revenue and expenses;
- **Planning** = enforces the parking element of its zoning ordinance and develops and administers plans related to its parking program;
- **CW** = operates Lot P6 and is responsible for the maintenance of Lots P2, P3, P4, P5, and P6
- **W&M** – operates and patrols several lots adjacent to campus

Stakeholder Issues

1. **Inconsistent or lack of enforcement**
2. **Cruising for a spot**
3. **Clock watching**
4. **Not enough parking**
5. **Lack of handicap spaces**
6. **Poor lighting**
7. **Poor condition of lots**
8. **Lot arrangement causes dings**
9. **No parking rate strategy**

TEAM Thoughts – Expense v/s Benefit

- Cost of bringing CW lots up to City standards
 - PW estimates cost at \$2 - \$2.5 million to repave all CW lots
 - Replacing hardware and software = \$400,000 (\$60,000 single)
 - Performance agreement between CW and City to stipulate operational parameters
- Will need to address independent parking agreements
- Additional staff needs
 - More enforcement staff may be required

YES

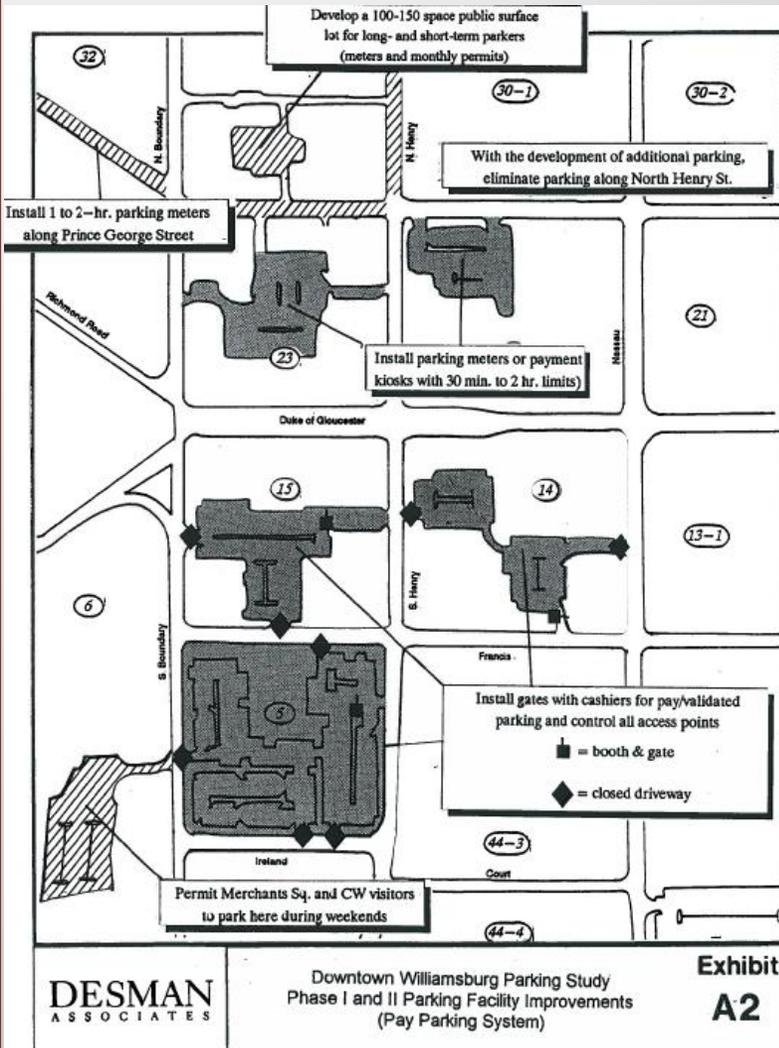
TEAM Evaluation

3. Paid Parking

\$1.50 on street up to 2 hours and \$3 each hour after, Paid Lots = \$1 per hour

1995 Study Recommendations

- Paid parking recommendation broken into Phase II and III improvements
 - Comprehensive parking meter program where short-term parking is beneficial
 - Off-Street Lots – Merchant’s Square
 - On-Street – Prince George Street
 - Rates should be structured to encourage turn over
 - On-street should cost more per hour than off-street to encourage use of lower demand parking areas
 - Validation program = Purchase provides 2 hours in off-street lots



1995 Phase 1&2
Recommendations

2002 Review Recommendations

- Paid parking only in off-street lots
 - P1, P4 and P7 - \$1 per hour – No validation
 - CW should offer valet using P4 spaces - \$10 for 4 hours

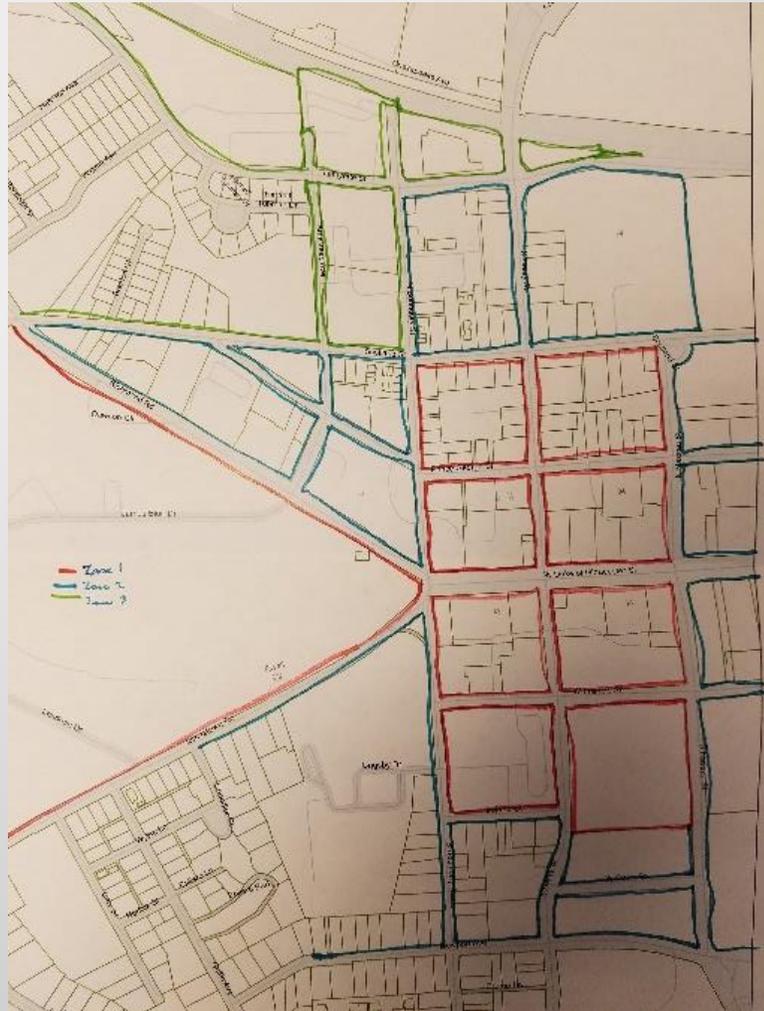
Current Conditions

- Paid parking only in off-street lots
 - P1 \$1 per hour – No validation
 - P6 \$2 per hour - No validation

TEAM Evaluation

3. Paid Parking

\$1.50 on street up to 2 hours and \$3 each hour after, Paid Lots = \$1 per hour



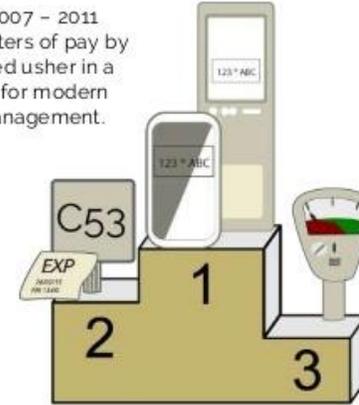
Example Paid Parking Zone Map (Not Recommended)

A History of Parking Technology



Between 2007 - 2011 early adopters of pay by plate helped usher in a new vision for modern parking management.

1950s, San Francisco, the first pay and display meter was developed; throughout the 1990s other variations of electronic payment were developed however, still based on visual enforcement.



1930s, Oklahoma City, Oklahoma developed the first single space meter.



Turnkey Parking Essentials Series



The Technology Evolution Starts Here.

Stakeholder Issues

1. Inconsistent or lack of enforcement
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“Paid parking should be designed to encourage turnover and parking supply availability, therefore, higher-demand parking spaces should be priced more aggressively than those that experience lower demand.”

TEAM Thoughts – Expense v/s Benefit

- Likely the best method of creating turnover
 - Establishes expectations for performance
 - Creates revenue stream for parking assets
 - Provides opportunity for Williamsburg style leadership
- Success depends on implementation
 - Motive for the system must be additional parking availability not revenue
 - High tech solution for management to provide greatest benefit to the user
 - Area of impact should be area of need with expansion as warranted
 - More enforcement staff may be required



TEAM Evaluation

4. Adjusted Fines

\$10 now, go to \$35 1st, \$50 2nd, \$100 3rd & if paid late doubled

Regional Parking Fines		
Locality	Fee	Overtime
Hampton	\$20-\$50	Not Stated
Newport News	\$2-\$10	\$2-\$10 per hour
Norfolk	\$30-\$40	\$25 per hour
Virginia Beach	\$20-\$50	\$20 per hour
Richmond	\$20-\$50	Not Stated



# of Violations	Fee Prior to Notice	*Fee After Notice
1st Violation	\$10	\$30
2nd Violation	\$30	\$50
3+ Violations	\$50	\$70

# of Violations	Fee Prior to Notice	*Fee After Notice
1st Violation	Warning	Not Applicable
2nd Violation	\$35	\$50
3rd Violation	\$50	\$100
4 th Violation	\$100	\$200

Stakeholder Issues

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“Parking fines are too low to deter most people from attempting to “game” the parking system and have not changed in at least 13 years.”

TEAM Thoughts –

- Two strategies to create parking availability through turnover; paid parking and enhanced enforcement
- Warning provides opportunity for first time users to learn the rules
- Consider “Overtime” structure in later phase
- Should be enough to be meaningful
- Seems consistent with regional rates



“The City collected on 88.78% of its issued violations in 2015, a strong collections rate. Additionally, 59.5% of issued violations, including warning tickets, were written due to “overtime parking” – vehicles parked in excess of the designated parking windows in each zone.”

5. Hire PEO “Ambassador” with extended hours

Part time \$17K- \$19K annually with hours extended to 7 or 8pm, assistance not enforcement



“The primary goals of an Ambassador program are to promote the area, resolve concerns, deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business.”

Current Conditions

- 1 part time PEO
 - Monday through Friday
 - 9am through 2pm
- 4 Part Time PEOs approved, 3 are vacant

Stakeholder Issues

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“The disadvantage of uniformed police officers providing parking enforcement occurs when incidents require police response. Uniformed police officers are required to respond to incidents of public safety, which could leave on- and off-street parking unattended at times.”

TEAM Thoughts –

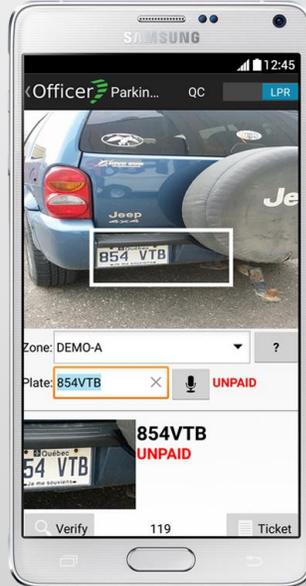
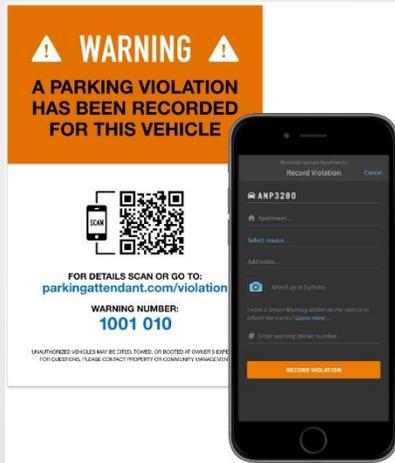
- Critical step in improving parking experience
- Ambassadors enhance visitor experience
- Rely on proper balance of tech and personnel
- CW Lots being added will increase demands on time
- Enforcement during demand periods is important (7 or 8pm)
- Potential for crossover with garage management
- Potential for escort program
- Staffing will be reviewed throughout implementation



TEAM Evaluation

6. Electronic citations and enforcement

Include pay by phone, validation, and time extension; Student and Employee Parking Programs



Current Conditions

- Currently handwritten tickets are issued
 - Duplicates or “carbon” sheets circulated for court records
- Chalking is done by hand
- Student leases in P1 based on semester rate
- Employee parking provided on-street and in free lots
- One Ticket Track machine
- Not a judicial process, collected by Finance Department



Stakeholder Issues

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Advantages Include:

- Information is automatically downloaded directly to the system, avoiding data entry errors and transcription errors from sometimes-illegible handwritten citations;
- Options such as scofflaw programs are included with a permit database, so no citations will be written on permitted vehicles.
- Handhelds can record occupancy data with special time intervals so the handheld keeps track of warning time (like chalk marks on tires). Some systems also use bar code reading of licenses or permits.

“Using handhelds for parking enforcement is a best practice that is employed by many cities including Arroyo Grande, CA; Santa Rosa, CA; Pittsburgh, PA; Washington, DC; Baltimore, MD; Chicago, IL; Seattle, WA; Urbana, IL; and Easton, PA, to name a few.”

TEAM Thoughts –

- This is a necessary considering new technology and reduced expenses
- New software works on cheaper and readily available equipment
- Reduces time spent per citation and enables immediate pay option with proper software



6. Payment Application

New hardware and software with instant citation issuance and electronic "chalking"

Regional Online Payments

Locality	Online Payments	Method
Hampton	Yes	Web
Newport News	Yes	Web
Norfolk	Yes	Web
Virginia Beach	Yes	Web
Richmond	Yes	Web

Current Conditions

- Parking data provided through Williamsburg Wayfinder
 - ParkMe provides location and rate info for parking facilities but no other data
 - Does not include a payment option for fines
 - Does not include validation system
- Parking fees can be paid through web portal
 - Highest volume of transactions is web based
 - Portal is cumbersome to navigate for the user

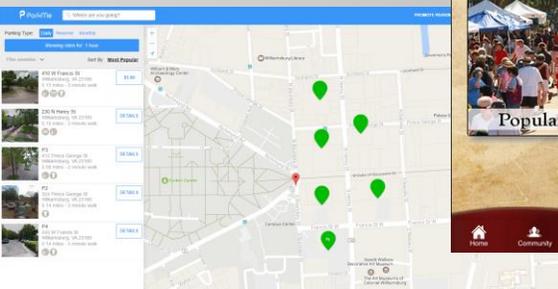
Stakeholder Issues

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"The apps provide excellent transaction data, including the time and amount of the transaction, as well as the zone, and the frequency of transactions by the motorist. The app can be used for hourly, daily, permit and event parking."

TEAM Thoughts –

- Transactional data alone would be worth the cost
- This is a common shared function of electronic citation systems
- Addresses the need for a positive experience
- Customers expect convenience



8. Parking facility maintenance fund

All revenues deposited to cover operations and maintenance

Current Conditions

- Parking revenues are deposited into the General Fund
 - Income from Parking Terrace monthly permit sales, Prince George Street Garage permit sales and transient parking income, and fines
- Parking expenses including salaries, equipment and minor repairs are funded through the general fund and Police Department budget
- Major expenses are funded through the Capital Improvement Plan (sales tax and general surplus)

Stakeholder Issues

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“The industry standard expected service life for a parking structure at initial construction is 30 to 50 years. There are numerous facilities that have reached that age and are still in operation with the expectation that they will be in operation for years to follow.”

TEAM Thoughts –

- It would help keep track of revenue to expense
- Five years for predictable revenue and expense trends
- Enterprise fund not recommended – not expected to be revenue positive



9. Public safety escort program

Call for escort to and from car for employee lots and "remote" spaces

Current Conditions

- Police personnel would provide escort if requested and available
- **Campus Escort** via golf cart or walking including off-campus provided through Alpha Phi Omega
- **Steer Clear** safe ride program – Available for students only with on-campus or off-campus destinations
- Police Officers provide escort for businesses on request
- Safety Stations in CW parking lots and on-campus

Stakeholder Issues

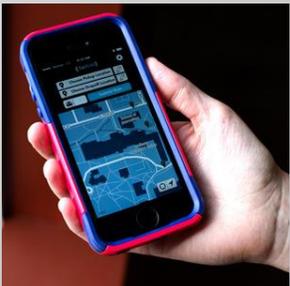
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"Fear is likely motivating certain numbers of employees to park near their place of employment and perhaps occupy parking spaces that are intended to be short-term spaces to be used by customers."

TEAM Thoughts –

- Volunteer service could be coordinated by ambassadors
- Golf cart ordinance would allow easier service provision
- If staffing allows pre-determined rides could be scheduled between high traffic areas and parking zones
- Strong community benefit – positive experience

YES



1. Shared parking agreements with private lots

Baptist and Presbyterian, Block 9, Office Lot in Block 7

MAYBE



Parking facility maintenance fund

All revenues deposited to cover operations and maintenance



Public safety escort program

Call for escort to and from car for employee lots and "remote" spaces



Consolidate operations and management

Colonial Williamsburg Lots, Policing – W&M and CW



Paid Parking

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Electronic citations and enforcement

New hardware and software with instant citation issuance and electronic "chalking"



Payment Application

Include pay by phone, validation, and time extension





Williamsburg Parking Revenues

Williamsburg Parking Costs

Parking Garage and Parking Terrace Estimated Annual Expenses

Off Street Expenditures

\$ 929,431

\$ 370,400

Revenues – Off Street

Estimated Annual Revenues for the Parking Garage and Parking Terrace

Estimated Annual Expenses for On-Street Parking Space Maintenance

Estimated On Street Expenditures

\$ 15,000

\$ 120,000

Revenues - Enforcement

Estimated Revenues from Parking Enforcement with New Staffing Considered .

Estimated Expenses from Parking Enforcement with New Staffing Considered .

Estimated Enforcement Expenditures

\$ 138,353

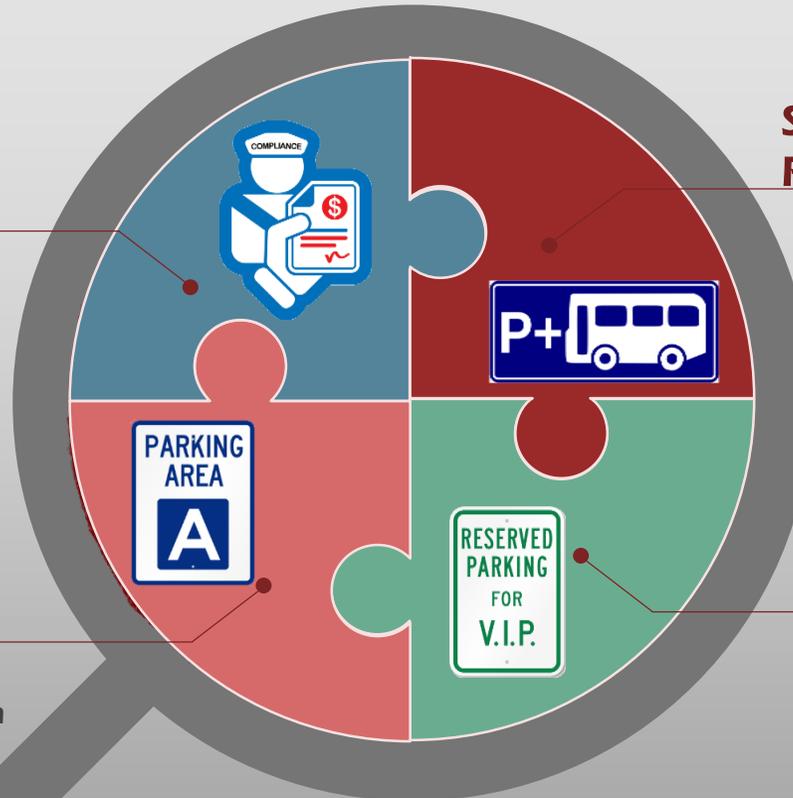
Total Net Position

\$ 586,384



1 ENFORCEMENT
Strict enforcement is essential to a meaningful paid parking program

2 AREA of IMPACT
Carefully defining the area of paid parking application will be an element of acceptance



3 STUDENT & EMPLOYEE PROGRAM
Providing a student and employee parking program that is safe and convenient is paramount to success

4 PHILOSOPHY
Operational philosophy will be a factor in community support and lessened retail impact

Enforcement

Fine Schedule Recommendation

Number of Violations	Fee Prior To Notice	Fee After Notice*
1 st Violation	Warning	n/a
2 nd Violation	\$35	\$50
3 rd Violation	\$50	\$100
4 th Violation	\$100	\$200

Regional Parking Fines

Locality	Fee	Overtime
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“The goal of fining violators is not to increase revenues or fill City Coffers; it is to influence parking behaviors that are designed to keep parking spaces available for short-term demand.”

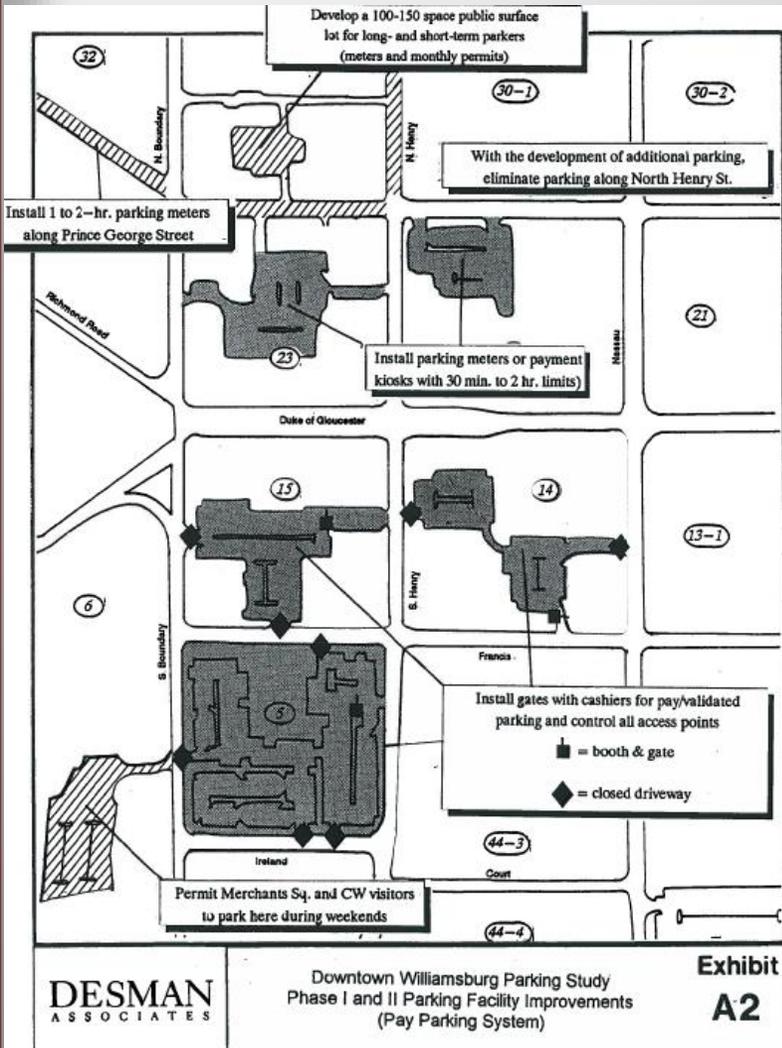
Successful Paid Parking Implementation

4. Adjusted Fines
5. Hire PEO “Ambassador” with extended hours
 - Staffing review during implementation
6. Electronic citations and enforcement



Area of Impact

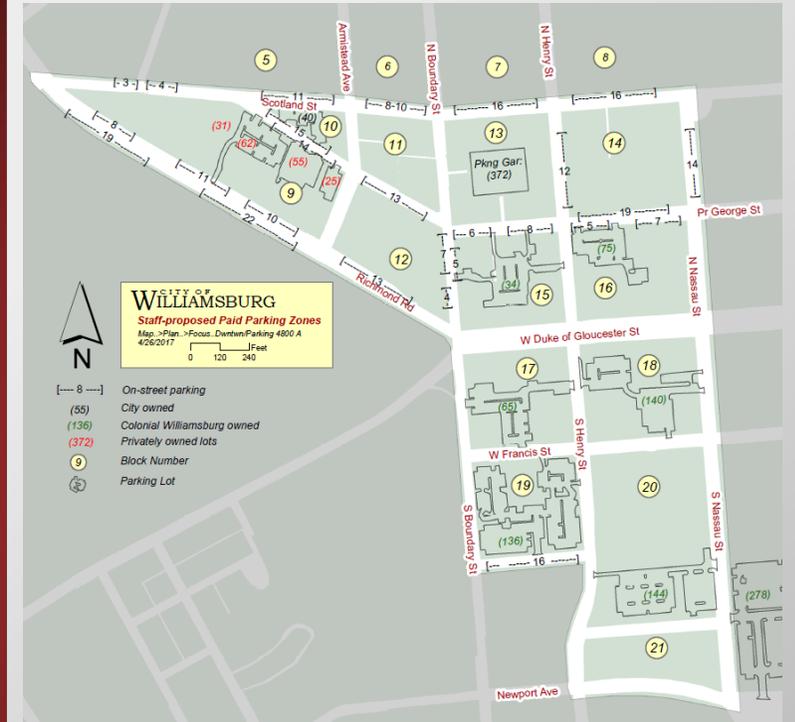
Successful Paid Parking Implementation



1995 Phase 1&2
Recommendations



Example Paid Parking
Zone Map
(Not Recommended)



2017 Staff Proposed
Paid Parking Zone

Area of Impact

Walker Recommendations

- Walker Study recommends off-street paid parking be expanded to P2, P3, P4 and P5
- Walker Study recommends on-street parking be paid parking only

Staff Recommendations

PROS

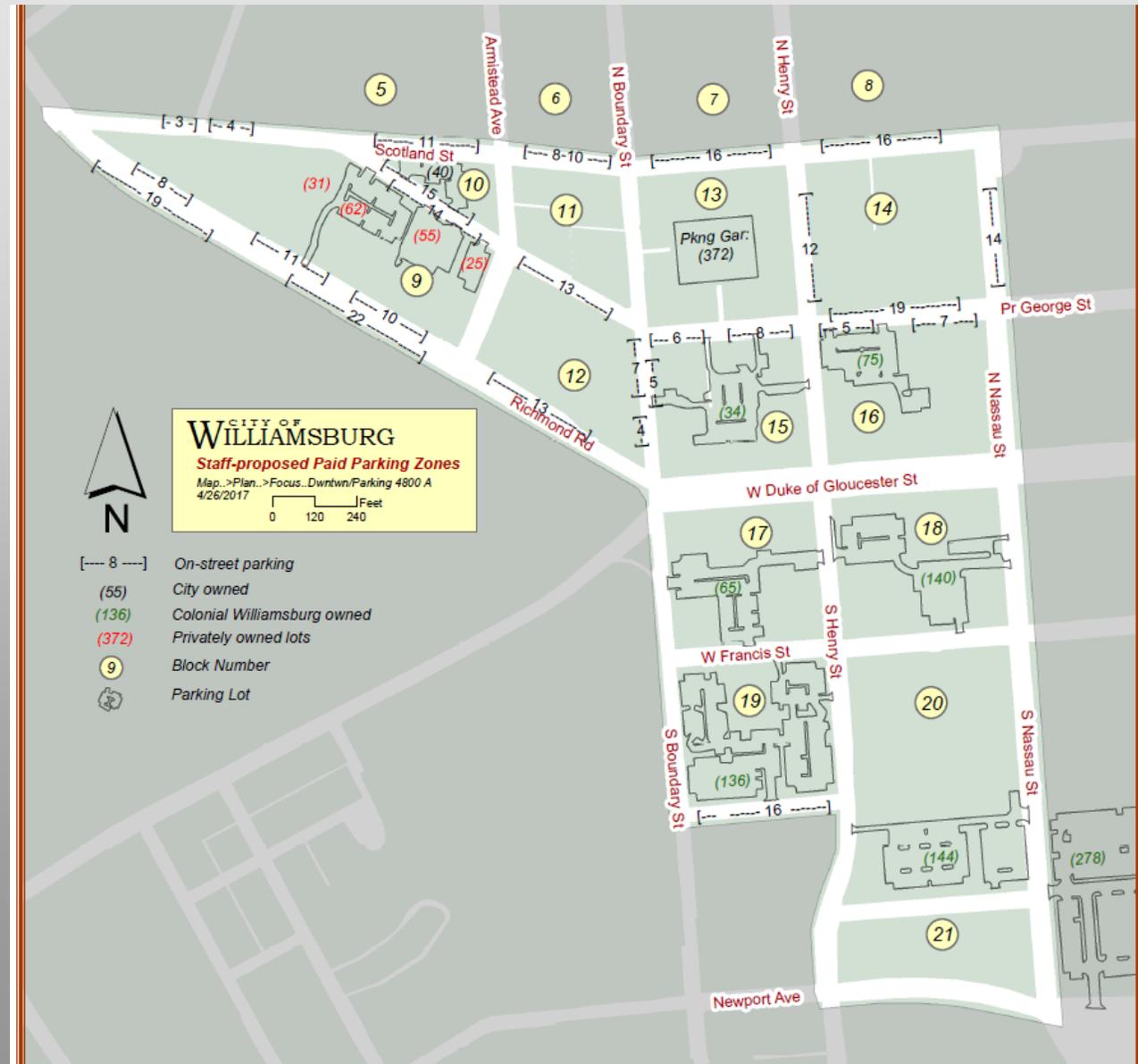
- Focus paid parking effort on high demand areas to achieve short term turnover rates
- The smaller zone will provide a free option for those willing to walk
- Avoids paid parking conflict with Library users
- Addresses 6 usage complaints from stakeholders
- Forces employees and students to follow parking regulations

Staff Recommendations

CONS

- Free parking areas at the library and the terrace may see increased competition
- Students will have increased costs to park on campus
- Employees will have longer walks to and from work

Successful Paid Parking Implementation



Student & Employee Program

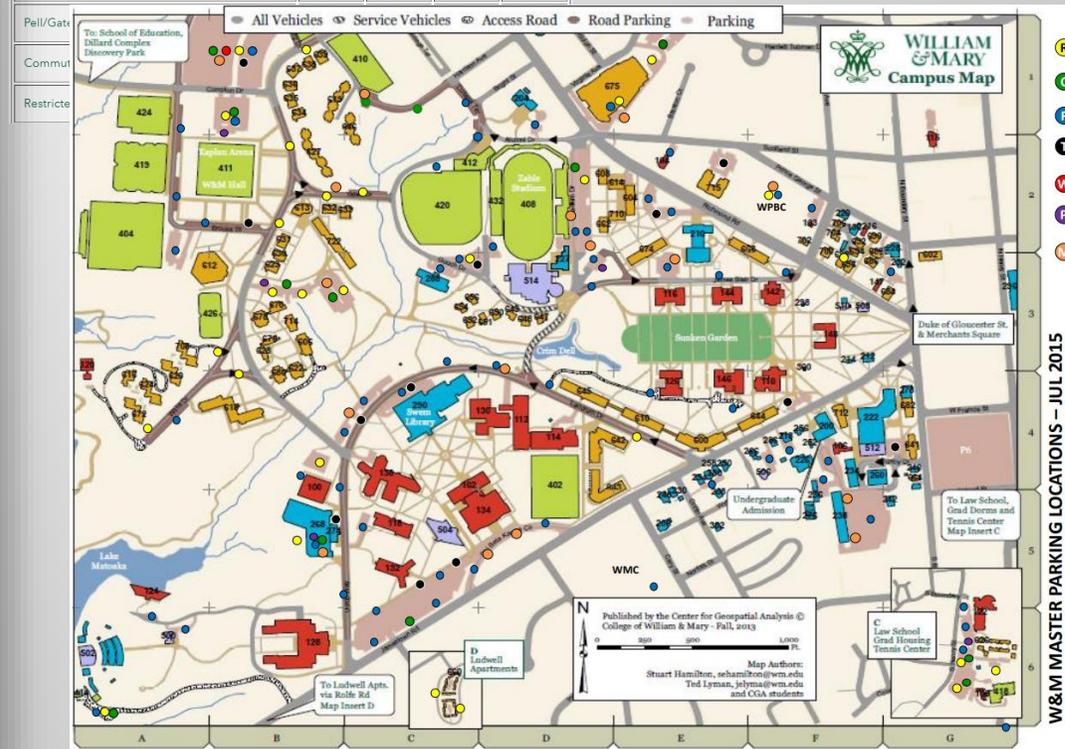
Successful Paid Parking Implementation



“To further ensure convenient parking for visitors of area businesses The City should discontinue the practice of encouraging students to park in the Prince George Garage.”

2017-2018 Decal Prices Effective July 1, 2017

Type: W&M Campus Decal				
Faculty, Staff and Adjunct Faculty Rates				
Category	Aug 17	Jan 18	Mar 18	Summer
Tier 1 (Less than \$20,000)	\$170.00	(prorated based on hire date)		
Tier 2 (Between \$20,001 & \$40,000)	\$254.00			
Tier 3 (Between \$40,001 & \$60,000)	\$357.00			
Tier 4 (Between \$60,001 & \$80,000)	\$383.00			
Tier 5 (Between \$80,001 & \$100,000)	\$402.00			
Tier 6 (More Than \$100,001)	\$499.00			
Student Rates				
Resident/Graduate/Commuter-Day Student	\$375.00	\$188.00	\$131.00	\$58.00



Walker Recommendations

Students

- Eliminate student parking considerations downtown
- Offer additional off-campus warehouse locations such as the Colonial Williamsburg Visitor Center and Overflow Lots

Staff Recommendations

Students

- Work with William and Mary to identify areas for public/public partnerships to increase student and employee parking opportunities

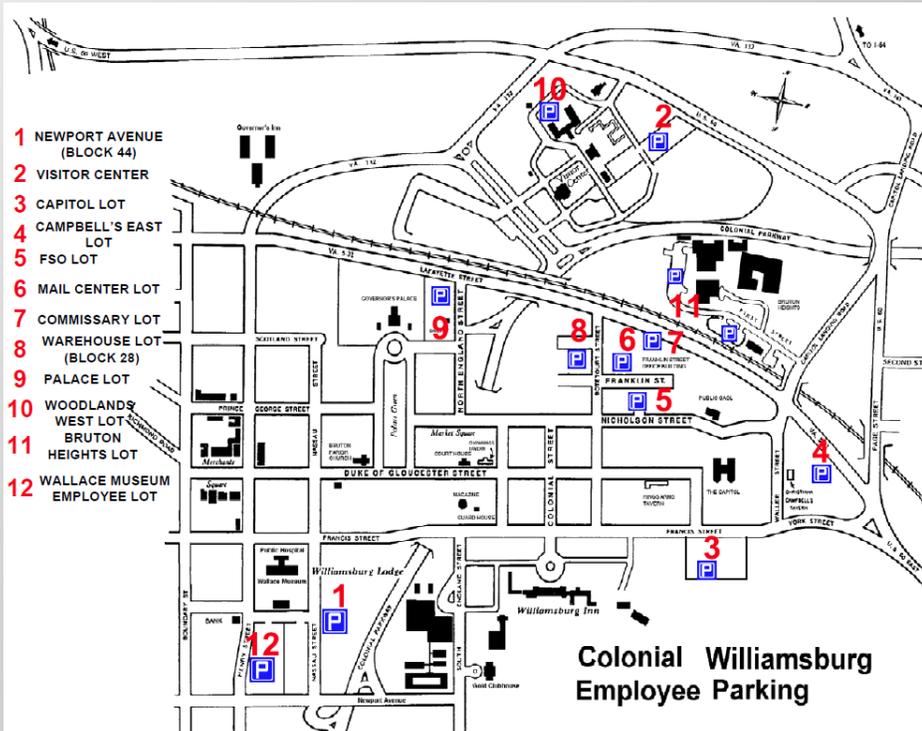
Student & Employee Program

Successful Paid Parking Implementation



Colonial Williamsburg®

- Decals are issued to new employees and residents and renewed each year
- Certain lots are designated as employee parking and others for residents
- Most residents are assigned certain spaces or a number of spaces

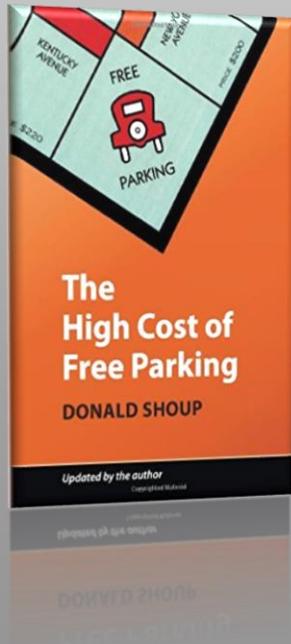


- Some businesses provide parking for employees through leased spaces
- Some businesses have parking arrangements with CW for the use of employee lots
- Based on the study data it is reasonable to assume many employees utilize free on-street parking currently

Walker Recommendations

Employees

- Offer special rates in the Prince George Garage and/or the Terrace Garage
- Utilize time restriction and/or paid parking in the Library Lot



Paid Parking **Philosophy**

Makes Change **Acceptable**

Paying for **Convenience**

Improved service through technology

What is a positive experience?

1 space open on every block
most of the time

Efficient Utilization

Charging for **Service**

Appropriate Dynamic Pricing



smartparking
S Y S T E M S



Consider a Case Study



- San Francisco Municipal Transportation Agency
 - local public transit (Muni)
 - Walking
 - Biking
 - Roads
 - on-street parking
 - parking enforcement
 - Majority of off-street parking supply
- 28,800 metered spaces
- 20 City-owned garages



- SFMTA approved enabling legislation in 2008
 - Established areas of impact
 - Ranges of pricing
 - Target availability rates
- Sensors and meters installed in 2010
- Launched April 2011

“While the SFpark pilot project had many goals, its primary focus was to make it easier to find a parking space.”



Before SFpark



Block A – Central Business District Location

No Open Spots



Block B – Nearby Location

3 Open Spots

After SFpark



Block A – Central Business District Location

1 Open Spot



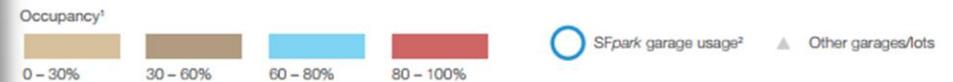
Block B – Nearby Location

2 Open Spots

Average occupancy: before
Weekday average, 9am to 6pm



Average occupancy: after
Weekday average, 9am to 6pm

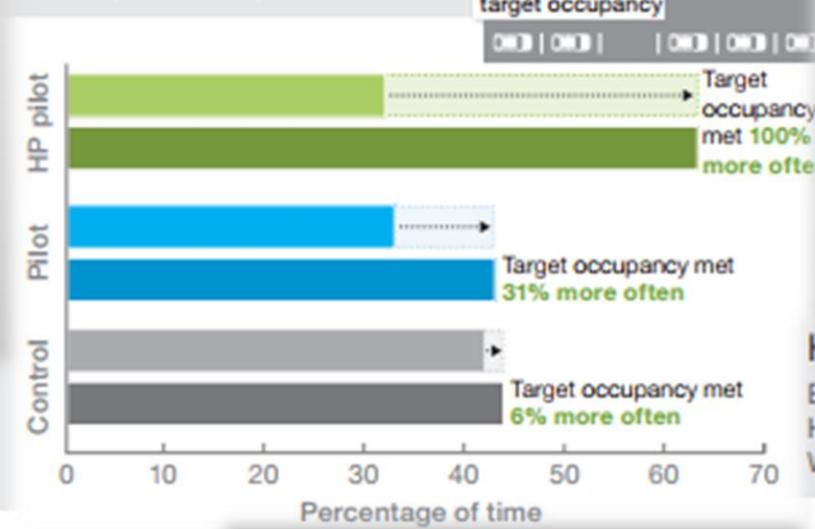


¹ Occupancy not shown for blocks with poor quality parking sensor data for the "Before" or "After" period
² Garage usage shown for weekdays and weekends, all operating hours



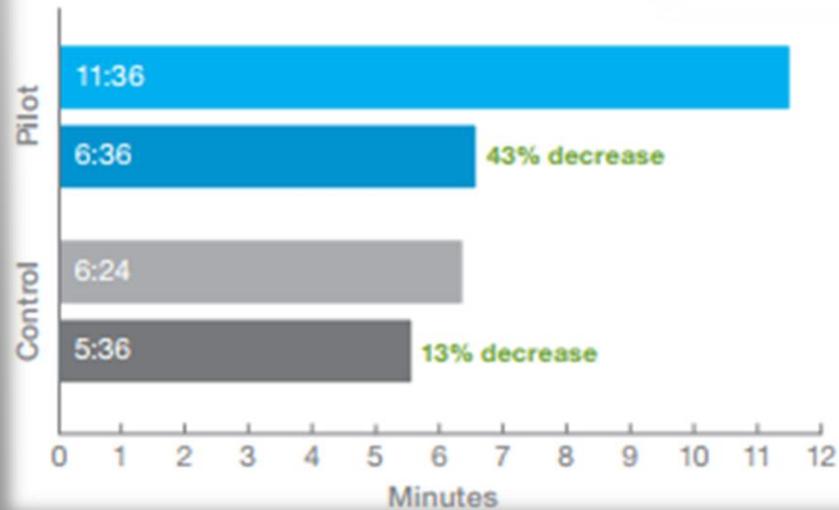
How often do blocks meet target occupancy?

Before vs after, 60–80% occupancy, hourly frequency
 HP pilot, pilot, control areas
 Weekdays 9am to 6pm



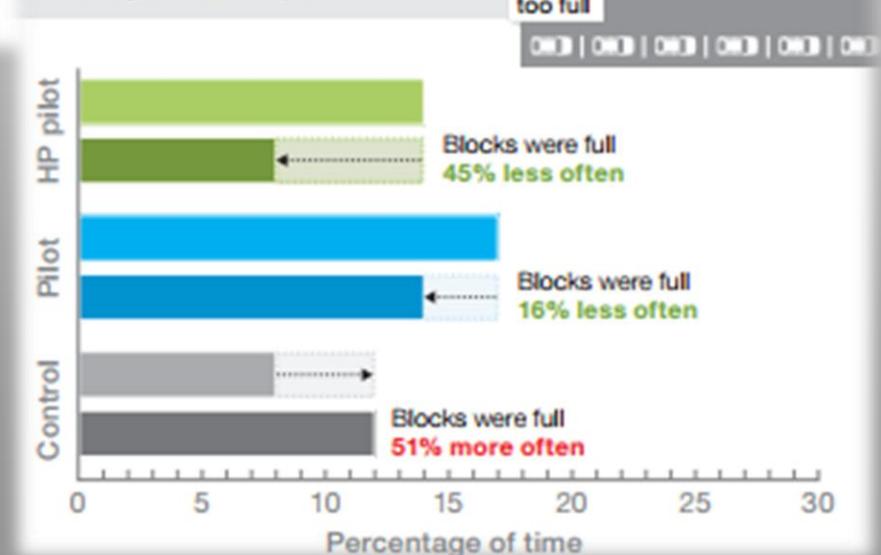
Parking search time (minutes)

Reported search times, before vs after
 Pilot vs control areas | Weekdays 9am to 6pm



How often are blocks too full?

Before vs after, 90–100% occupancy, hourly frequency
 HP pilot, pilot, control areas
 Weekdays 9am to 6pm





Hourly parking rates in SFpark areas

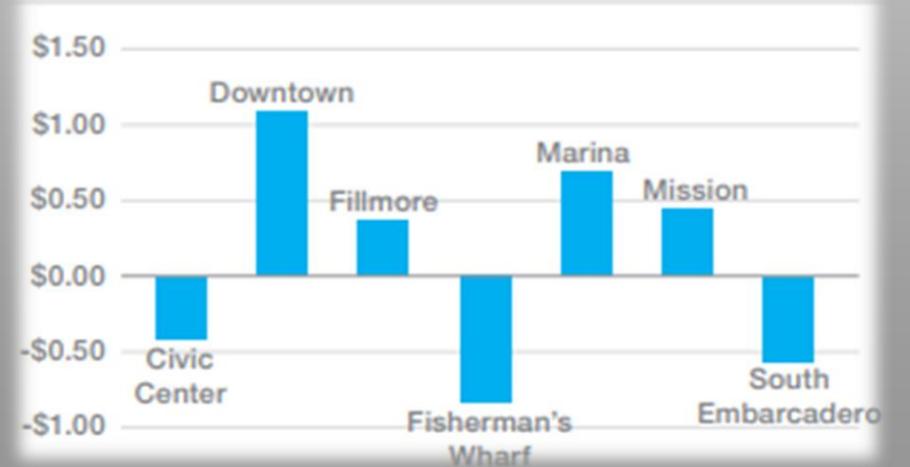
Before vs after (10 rate changes)
On- and off-street rates



AVERAGE BLOCK-SIDE OCCUPANCY	RATE CHANGE PER HOUR
Under 30%	-\$0.50
30-60%	-\$0.25
60-80%	No change
80-100%	+\$0.25

Average hourly price change per block

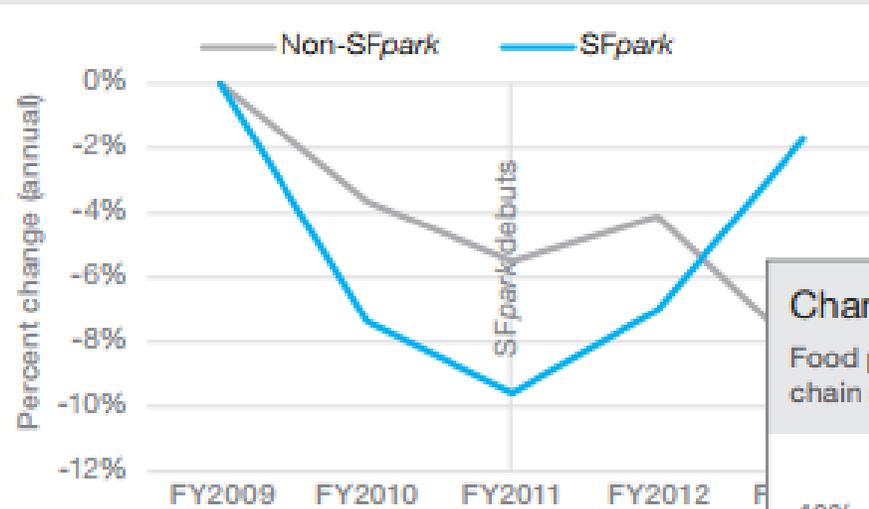
Blocks that participated in the first 10 SFpark rate adjustments
Based on changes to average weekday hourly rates
Before vs after





Total garage usage (percent change)

FY2009 to FY2013
SFpark vs non-SFpark garages



Drivers visiting area for shopping, dining, entertainment

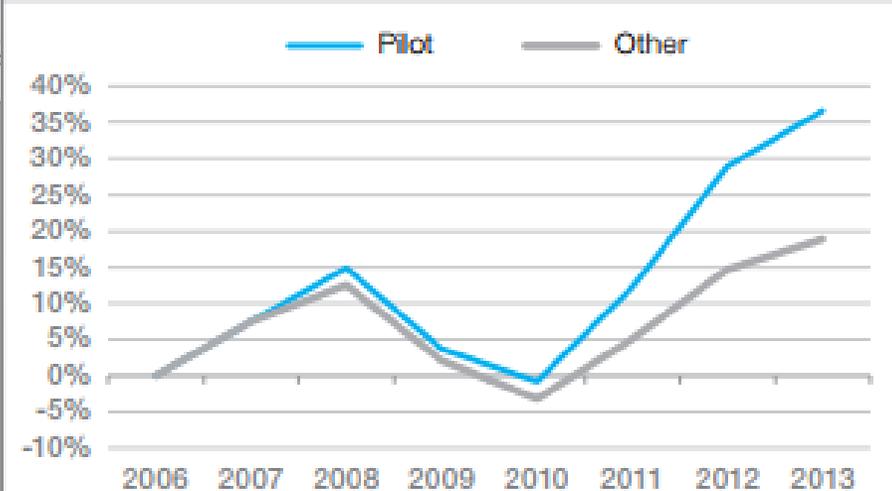
Drivers and passengers only, share (%) of drivers
Pilot and control areas | Weekdays and Saturdays, 9am to 6pm
Before vs after

	Before	After	Net Change	% Change
Pilot areas	45	58	13	30%
Control areas	53	58	5	9%*

*indicates statistical insignificance

Change in sales tax revenue, FY2006–2013

Food product, general retail and miscellaneous;
chain stores excluded

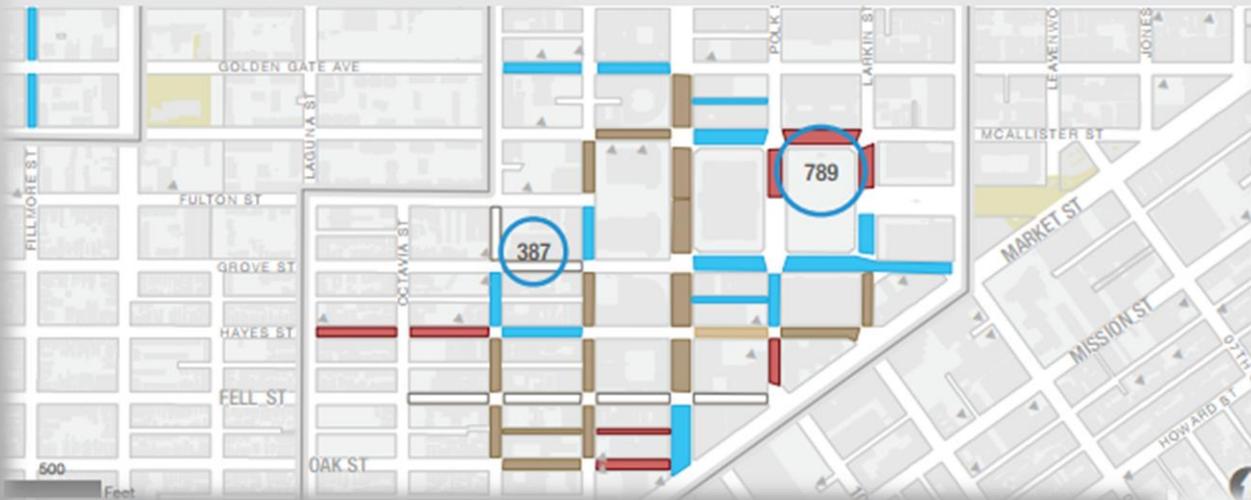


Philosophy

Successful Paid Parking Implementation



Average occupancy: before
Weekday average, 9am to 6pm



Average occupancy: after
Weekday average, 9am to 6pm



Rate change, before to after
Hourly rate for "After" shown
Weekday average, 9am to 6pm



Occupancy¹



○ SFpark garage usage² ▲ Other garages/lots

¹Occupancy not shown for blocks with poor quality parking sensor data for the "Before" or "After" period

²Garage usage shown for weekdays and weekends, all operating hours

1

ENFORCEMENT

Strict enforcement is essential to a meaningful paid parking program



2

AREA of IMPACT

Carefully defining the area of paid parking application will be an element of acceptance



STUDENT & EMPLOYEE PROGRAM

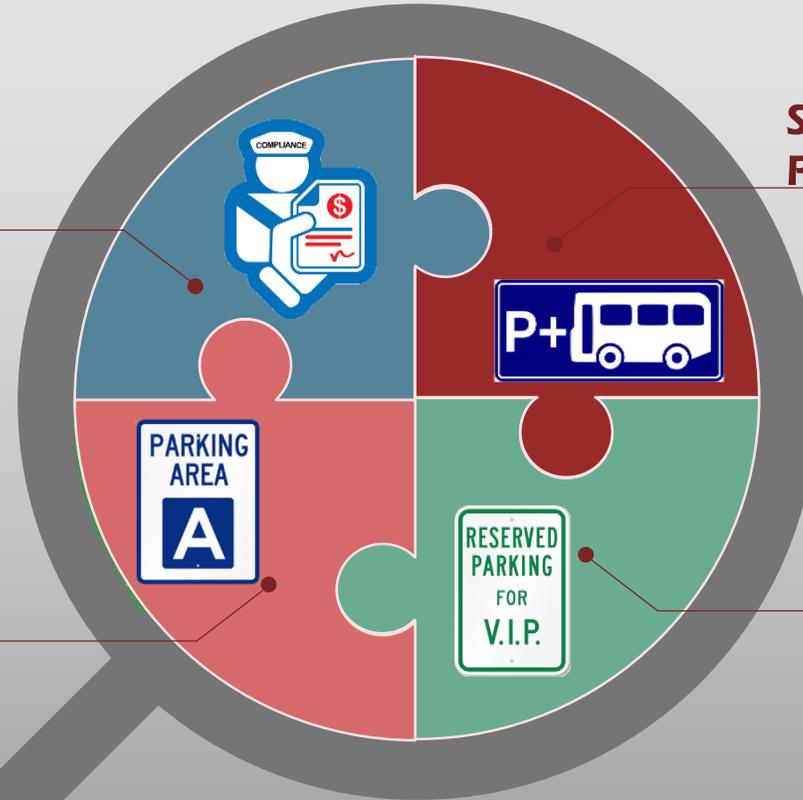
3

Providing a student and employee parking program that is safe and convenient is paramount to success

4

PHILOSOPHY

Operational philosophy will be a factor in community support and lessened retail impact



1. Shared parking agreements with private lots

Baptist and Presbyterian, Block 9, Office Lot in Block 7

MAYBE



Parking facility maintenance fund

All revenues deposited to cover operations and maintenance



Public safety escort program

Call for escort to and from car for employee lots and "remote" spaces

Consolidate operations and management

Colonial Williamsburg Lots, Policing – W&M and CW

Paid Parking

\$1.50 on street up to 2 hours and \$3 each hour after, Paid Lots = \$1 per hour

Adjusted Fines

\$10 now, go to \$35 1st, \$50 2nd, \$100 3rd & if paid late doubled

Hire PEO "Ambassador" with extended hours

Part time \$17K- \$19K annually with hours extended to 7 or 8pm, assistance not enforcement

Electronic citations and enforcement

New hardware and software with instant citation issuance and electronic "chalking"

Payment Application

Include pay by phone, validation, and time extension



TEAM Evaluation

Recommended Implementation

Downtown Parking Study Implementation Plan

Walker completed the 2016 Downtown Parking Study and staff has prepared the following implementation plan.

Downtown Parking Study Available Funding

Year 1 (FY18)

\$160,000 CIP

\$100,000 CIP

New annual costs include maintenance fees and license agreements.



Year 1 (FY18)

1. Begin public relations effort
2. Adjust penalties
3. Purchase & install new hardware & software
4. Develop “Ambassador” training for PEOs
5. Begin working on operation & maintenance plan with CWF
6. Purchase and deploy parking sensors in paid parking zone
7. Establish revenue streams for parking improvements



Year 2 (FY19)

1. Consider a “flip” pricing strategy for on and off-street spaces
2. Execute operation and maintenance agreement with CWF
3. Initiate volunteer escort program through parking HQ
4. Program PEO positions as “Ambassadors” in downtown



Year 3 (FY20)

1. Initiate dynamic pricing for on-street spaces
2. Consider impact of timed parking zones



Year 4 (FY21)

1. Consider dynamic pricing for off-street spaces
2. Evaluate staffing levels



DOWNTOWN Parking Study

2017

Implementation Plan

