

Memorandum



TO: City Commissioners

FROM: Mike Haynes, AICP, Director Planning and Community Development Department

DATE: August 9, 2010

SUBJECT: Parking Operations Evaluation Report

Attached is a Parking Operations Evaluation Report from Standard Parking Corporation who has provided parking services to the City of Great Falls since 1981. Standard Parking offered to conduct the parking operations evaluation, at no cost to the city, in response to questions regarding potential efficiencies in parking operations and enforcement. Brian Scoggins, Standard Parking's Managing Director of Municipal Operations, met with the Parking Advisory Board and staff, and conducted an on-site evaluation of the city's parking program in April 2010; his findings and recommendations are contained in the attached report. Please note that the analysis on parking meter removal (pages 5-7) addresses such a proposal from the Parking Advisory Board. We invite you to read the full report but highlights with staff added comments are below:

Parking Garages

Rates are \$40/month for permit holders and .50c/hour or \$3.00/day for transient parking which is lower than comparable cities. North Parking Garage has 496 spaces with an occupancy rate of 83%; the parking operations office is located here. South Parking Garage has 311 spaces with an occupancy rate of 95%. Main recommendations are to eliminate the cashier in the South Parking Garage that primarily serves permit holders and conduct structural analysis of North Parking Garage.

Parking Lots

Rates are \$25/month for permit holders (reduced to \$19/month in Lot 3) and .50c/hour or \$3.00/day for transient parking which (in CBD particularly) is lower than comparable cities. There are 334 surface parking spaces in 6 parking lots. Lot 6 (library) and Lot 8 (1st Avenue North) are heavily used while others like Lots 3, 4 and 7 are underutilized. Main recommendations are to improve signage and replace outdated manual pay boxes.

Parking Meters

Rates are .50c/hour with 2-hour limit in CBD. There are approximately 1,100 metered on-street parking spaces. Main recommendations are to upgrade meters, utilize new payment and audit technologies and increase meter rates in the core.

Parking Enforcement

About 75 parking citations are issued daily for ±1,850 vehicles parking on-street (50% of citations are issued to 20 individuals who elect to pay fines for convenient parking). Main recommendations are to maintain consistent enforcement but eliminate one parking enforcement officer position.



July 19, 2010

City of Great Falls Montana Parking Operations Evaluation

Submitted by: **Brian P. Scoggins, CAPP, Managing Director, Municipal Operations,
Standard Parking Corporation**

Standard Parking Corporation is the current parking management company responsible for the parking operations for the City of Great Falls Montana. Standard Parking Corporation has a national dedicated division, SP Plus Municipal Services which is responsible for the oversight, evaluations and operations of all of its municipal parking operations. The Managing Director of this division, Brian Scoggins, CAPP conducted a site visit from April 18 – 21, 2010 for the exclusive purposes of performing a due diligence evaluation the parking operations within the City of Great Falls Montana.

Our credentials are strong and evident. We are a national publically traded Parking Management company with over 80 years of parking experience with a professional team of municipal parking experts that have over 60 years of combined experience managing and directing municipal parking operations for several cities. In addition our team members are Certified Administrators of Public Parking (CAPP) through the International Parking Institute and serve on numerous boards and committees related to municipal parking.

The following information is submitted as a report of our findings and recommendations. The methodologies used are consistent with accepted municipal parking standards used by most cities, counties and authorities within the United States. There are very few cities in Montana and the surrounding areas that are a close match to Great Falls in every category. The City of Missoula does have some similarities and was used for this report. To obtain a proper perspective, we based our observations, findings and recommendations on other cities within the United States with comparable sized parking operations.

These cities included

- Missoula, MT
- Santa Fe ,NM
- Boulder, CO
- Lancaster, PA
- Harrisburg PA
- Fargo, ND
- Iowa City, IA
- Sioux Falls, SD
- Toledo, OH
- New Rochelle, NY
- Dubuque, IA
- Fort Myers, FL

For simplicity, this report will be broken down into three (3) parts:

- 1) Discussions with Standard Parking, City officials and Parking Commission members
- 2) Observations of current operations
- 3) Recommendations

Discussions

The purpose of the discussions was to set a framework for the evaluation of the operations and identify and address the various concerns of all the stakeholders. Discussions pursued with Michael Haynes and Kim McCleary with the City of Great Falls, the Parking Commission and Dave Gagnon from Standard Parking. Areas of concern related to:

- Efficiency and Budgetary issues (reducing expenses, increasing revenues)
- Quality and integrity of operation
- Customer service
- Reviewing existing policies
- On Street Meters – Benefits, hindrances, removal

Observations

1. **North Garage:** This is a 6 level 496 parking garage that houses the main office and meter shop for Standard Parking Corporation.
 - This facility has an 83% occupancy rate with 360 monthly parkers and an average of 50 transient vehicles per day.
 - Staffed cashiering is available from 7:30am -6:00pm for transient and permit sale which is adequate to support the operations.
 - After 6 pm the cashier goes home and there is an honor system for cars exiting. Automation could be installed but may not be worth the investment.
 - Approximately 6 cars per night exit after 5pm @\$3 = \$18 (need to determine how many are actually paying vs. not.
 - Maintenance – Routine daily maintenance is good but the city should look at some exposed re-bar and the settling/sinking of stairwells. This should be looked at by a structural engineer.
 - The rates are \$.50/hour and \$3.00 all day
 - The offices for Standard Parking are adequate and operationally functional
2. **South Garage:** This is a 3 level 311 space parking garage.
 - Primarily used by monthly parkers with 294 leases sold.
 - Average 10 transient parking per day resulting in approximately \$15 revenue.
 - The garage is staffed daily from 7:30am- 5:00pm which is 47.5 labor hours per week being charged to this location.
 - The city should consider eliminating cashiering with either Automation or monthly permits only with remote monitoring.
 - All transient parkers could either use on street spaces or park in the North Garage. Both have ample spaces to accommodate.
 - The maintenance was satisfactory but could use some more attention to detail.
 - Re-allocate cashiering hours for maintenance
 - Due to the design of the garage, there is a large pigeon problem that creates maintenance as well as unhealthy conditions. The city should look into using "Avitrol" or other type pigeon control.
 - The rates are \$.50/hour and \$3.00 all day.

3. **Surface Lots:** The six (6) surface lots are used primarily for monthly leased parking with the exception of the Library lot which is the highest occupancy and highest revenue generating. There is also the Civic Center parking lot that should be addressed.
- Lot 2 – 37 spaces all leased out
 - Lot 3 – 24 spaces 13 leased out
 - Lot 4 – 139 spaces 45 leased. Manual pay box that generates little revenue
 - Lot 6 – 26 spaces. This is daily only and serves the library. Manual pay box for patrons to place money in slots. Checked by enforcement officers.
 - a) Average revenue \$56 per day
 - b) Lack of accountability and security do due nature of operation
 - c) Could use multi-space technology which is a machine that will service the entire lot. The advantages are:
 - Customer friendly & offers receipts
 - Accepts all form of payment (cash, credit card, etc)
 - Secure revenues and accountability
 - Web based reports
 - Increase in revenues of up to 50%
 - Lot 7 – 30 spaces 18 leased out. Manual pay box that generates little revenue
 - Lot 8 – 60 spaces all leased out. Manual pay box that generates little revenue
 - The signage could be improved but was not critical to operations
 - Maintenance seemed adequate but could use some more attention
 - Enforcement is selective on Saturdays. Enforcement should always be consistent to maintain the integrity of the system and avoid impropriety.
4. **Meter Operations:** There are approximately 1,100 single space meters on the street. Some are electronic and some are manual.
- Meters are located in the core CBD area and in the outlying areas as well.
 - Meters in the CBD are utilized more than in outlying areas which is typical in most cities
 - The collections are considered an “open system” with no locking mechanisms and very little accountability.
 - The staff seems to keep the meters in reasonable working condition but parts for the manual meters can no longer be obtained and the electronic meters are older models with no auditing features.
 - Meter rates are the same as garages at \$.50 per hour with a two hour time limit for both CBD meters and outlying areas. To be discussed later.
 - Occupancy levels in the core areas were at 50% during peak demand
 - 38% of all revenues are generated from the meters(\$20,000 per month)
5. **Enforcement** – Currently there are 4 employees used for enforcement purposes.
- Three (3) are dedicated for on street areas working 9am-5pm
 - One (1) dedicated to check the lots & residential areas from 9am- 4:30pm
 - Approximately 75 tickets per day are issued primarily in core
 - Surveys indicate that approximately 1850 vehicles park per day
 - Based on the number of vehicles parked per day (1,850) and a violation rate of 4% (75 tickets), the remaining vehicles (1,775) are in compliance and paying the meter which is validated by revenues generated of approximately \$1,000 per day. This equates to the \$.50 per hour charge at the meters.

- Residential Parking Permit Area
 - a) Enforcement was lax due to City's request
 - b) Numerous vehicles parked without permits
6. **Rates:** The entire rate structure for the garages and the on street meters are somewhat lower than other comparable size cities.
- The hourly rates for the garages and the on street meters are at \$.50 per hour
 - Daily rates for garages are \$3.00 compared other cities which are \$5.00
 - Based of the high occupancy levels in the garages, the monthly garage rates at \$40 could be higher.
 - The monthly rates for the surface lots could be higher in the high demand areas.
 - The on street meter rates of \$.50 are considered considerably lower than other comparable cities which are typically at \$1.00 per hour.

Recommendations

North Garage:

1. After 5 pm revenue controls. Consider investing in automation equipment to re-coup all parking fees when the garage is not staffed
2. Use this facility for all daily transient parking within the North Garage and South Garage corridors.
3. The rates of \$.50/hour and \$3.00 all day is lower than other comparable cities; however at this time we would not recommend a rate increase in the garages unless major repairs and equipment upgrades require more funding to maintain these facilities.
4. The city should hire a structural engineer to evaluate the conditions of the facility. There is exposed re-bar and the stairwells seem to be settling & sinking.

South Garage:

1. Eliminate the cashier and make this facility a parking for monthlies only. Daily transient parkers can be accommodated at the North Garage or in on street spaces
2. Invest in automated equipment which can be remotely monitored from the North garage. The savings from the cashiering hours would more than pay for this investment in the first year alone.
3. Invest more hours with daily garage maintenance. By elimination of the cashiering hours a part time maintenance person could be hired and still realize an overall net savings.
4. Control & eliminate the pigeon problems either through approved baiting procedures.

Surface Lots:

1. Re-evaluate signage
2. Dedicate more labor hours for maintenance
3. Re-evaluate monthly rates in highest occupancy lots
4. Replace manual pay boxes
5. Install a Multi-Space machine in lot 6 to service library patrons
 - a) Customer friendly
 - b) Accepts all forms of payments
 - c) All monies secure and 100% accountability
 - d) Additional revenues will pay for machine in 1st year

Meter Operations:

1. Consider purchasing locking canisters
2. Consider purchasing auditing software
3. Replace manual meters with electronics
4. Consider a Multi-Space Meter Pilot for 3 months on a high demand street
 - a. *Standard Parking could assist in this test at no cost to the city*
5. Implement pay by cell phone technology
 - a. *There is very little cost to the city but offers more parking options*
6. Increase meter rates to \$1.00 in the high demand core area only
 - a. On Street meters are premium for short term use only in a CBD
 - b. Revenues from the meters help support the entire parking system
 - c. Meter rate structures should be higher than the off street garages to encourage turnover and create more demand and usage in the garages
 - d. Consider a designated "Parking Benefit District" in the CBD where additional revenues improve areas such as streetscape projects, maintenance and marketing for businesses
7. Leave all remaining meters in outlying areas to maintain the integrity of the system

Enforcement

1. Enforcement must be consistent throughout the entire downtown and residential areas at all times including Saturdays.
2. Eliminate 1 officer until demand dictates.
3. Re-allocate enforcement officers to high demand areas
4. Officers to patrol outlying areas periodically and on a complaint basis
5. Review working hours and stagger officers to come in later in the mornings based surveys and demand.

On Street Parking Meters Removal vs. Time Zone Enforcement

Discussions were had with the Parking Commission about removing the meters and replace with strict enforcement of time zones. This topic has been debated and draws a lot of passion between downtown merchants, citizens, city officials and parking professionals across the country.

One argument is that parking meters drive off business and is a deterrent for people to come into a downtown area. On Street parking is a high demand valuable asset and when regulated properly actually enhances the economic sustainability in downtown. We are not aware of any data or other evidence supporting that removing parking meters will bring more people into a downtown area. In fact, to the contrary most cities have found that they needed to add some type of on street paid parking management and once implemented they were very pleased with the results.

On Street parking cannot be seen as a "stand alone" operation and must be viewed from a more global standpoint. It is just one vital piece to the entire downtown and residential transportation and parking program. Each piece has cause and effect on the others and must be managed concurrently to be effective and provide the services needed for the citizens, businesses, employees and visitors in the downtown areas. Some *un-intended consequences* of removing the meters that have been proven and experienced by other cities are:

- Garages would be less utilized with vehicles opting for "free parking" on the street. This would affect daily transient and monthly parkers.

- Employees will use prime spots especially the first and last 2 hours of the day. Employees typically get into a “musical cars” behavior and continually try to move their vehicle every few hours to avoid enforcement
- Customers will complain of their inability to find a spot near their chosen business
- With 50% occupancy already in the core CBD, vehicles from outside, such as residential neighborhoods and garages would impact the remaining spaces
- Negative impact on economic sustainability
- Vehicle Turnover would be greatly impacted because time restrictions are more difficult than meters to enforce.
- Time zones would be strictly enforced causing more tickets being issued which is one of the major reasons for complaints. Enforcement always has a negative perception.
- Quality of Life- Finding a place to park when needed will be more difficult
- Traffic on streets will increase as cars drive around looking for a “free parking spot”. Because of some Green initiatives this creates a larger carbon footprint
- More traffic and congestion creates safety issues
- Loss of revenue to support the system(38%of all revenue comes from on street)
- Loss of garage revenues to support the facilities due to under-utilization
- Consider other means of revenue to maintain facilities (i.e. tax increases, etc)
- Fees being paid by non-residents visiting downtown lessens taxpayer burden
- *Some studies have suggested that if a space is occupied by downtown employees during the majority of the day that the actual business adjacent to those spaces losses \$300 per day for each space not available to the visiting public*

Other Municipalities

Research was conducted in an effort to find other Cities that have removed meters. While there are numerous cases where cities have installed meters; there are very few examples of after having a managed paid parking program, it was removed. We did find a few examples but are not 100% comparable in population and size of parking program as Great Falls.

1. **Rome Georgia.** Rome was a location suggested by the parking commission. Rome has a population of only 35,000 and does not have a downtown parking program comparable to Great Falls. They charge \$1/hour and \$5/day for their garages. They have 1 parking enforcement officer. They do not have meters on the street. On- Street parking is available, *however, no car should be parked more than two hours, whether consecutive or otherwise, in the downtown parking zone between the hours of 8:00 AM and 6:00 PM Monday through Saturday.* Simply put, a car can only park on the street a total of 2 hours per day. If a person conducts business or patronage that requires them to make several trips to downtown, they would receive a ticket or be forced to park in alternative locations. They have a unique fine schedule where ticket fines increase based on the number of tickets you receive. This may be manageable in such a small CBD with only one officer but this type of fine escalation for Great Falls would just re-enforce the whole negative concept of having an enforcement driven program rather than current paid managed program.
2. **Lakeland Florida.** Lakeland is not comparable to Great Falls as they only have 350 on street spaces. They have a “Yellow Zone” in the CBD. It consists of 350 non- metered parking spaces. The concept is the same as Rome where a person can only park 2 hours per day. Lakeland uses 3 full time parking enforcement officers to properly monitor. Approximately 75 – 100 tickets are issued each day on only 350 parking spaces. *35% of these tickets are to*

downtown employees. This is approximately the same number of tickets issued in Great Falls for 1,100 metered spaces. Because it's so difficult to actually monitor the total duration of a vehicle, Lakeland has to dismiss numerous tickets on a daily basis because the customer was able to show proof that they were not in town for a full two hours.

3. **Fort Myers Florida.** Fort Myers is somewhat comparable in size of operations and population. Fort Myers removed several hundred meters 5 years ago as a campaign promise by a commissioner running for higher office. The merchants thought it was a great idea and supported this as well. Fort Myers implemented a system similar to Lakeland and Rome and has experienced the majority of unintended consequences mentioned above as well as the same type of operating problems facing Lakeland. The City has recently re-installed 300 meters back in the CBD.
4. **Clearwater Florida.** Clearwater removed meters in a core area of their CBD at the request of the merchants several years ago. After experiencing the unintended consequences the City re-installed the meters a few years later. At first the merchants were unhappy, but soon realized it was not negatively affecting their customers but actually freeing up the valuable spaces and provide more exposure to them.

Most of these cities implemented strict time zone enforcement which requires increased ticket writing the purchase of software programs to track habitual violators. The un-intended consequences would have a direct impact on Great Falls and the framework for the parking program would be that of enforcement rather than being a service provider.

Summary of Major Recommendations

North Garage

1. Hire Structural Engineer to look at North Garage
2. Consider after hours equipment to collect fees
3. Designate all transient parking including those in South Garage
4. Consider rate increase for transient & daily parkers

South Garage

1. Eliminate Cashiering hours in South Garage (47.5 hours /week). Use remote monitoring in South Garage if non-staffed
2. Allocate additional hours & resources saved from cashiering for maintenance

Surface Lots:

1. Dedicate more labor hours for maintenance
2. Re-evaluate monthly rates in highest occupancy lots
3. Replace manual pay boxes
4. Install a Multi-Space machine in lot 6 to service library patrons

Meter Operations:

1. Purchase locking canisters
2. Purchasing auditing software
3. Replace manual meters with electronics
4. Install a Multi-Space Meter Pilot for 3 months on a high demand street *Standard Parking could assist in this test at no cost to the city*

5. Implement pay by cell phone technology. *Minimal cost more parking options*
6. Increase meter rates to \$1.00 in the high demand core area only
7. Designated "Parking Benefit District" in the CBD from additional revenues
8. Leave all meters in place

Enforcement

1. Consistent enforcement in all areas at all times including Saturdays.
2. Eliminate 1 officer until demand dictates.
3. Patrol outlying low demand metered areas periodically and on a complaint basis
4. Change officer working hours based surveys and demand.

Conclusion

The over all operations are sound, managed very well and meet industry standards. There are adequate policies in place for the safety, security and accountability and integrity of the system. Staff members are knowledgeable competent and have a great handle on the operations. There are several suggested improvements that could be implemented with new technology that would make the operations more efficient and customer friendly. By re-allocating personnel, resources and policies the city could realize cost savings.

Dave Gagnon and his staff, Michael Haynes, Kim McCleary and the entire parking commission should be commended for their foresight and commitment to improve the downtown parking program.

Masthead

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New pay system opens parking spots in Raleigh

RALEIGH -- A remarkable change took place a couple of months ago, Tim Jannik says, when downtown drivers had to start paying to park on Fayetteville Street.

Suddenly, his customers could find a spot.

"That first day, I saw a family pull up and park out front and come into our store," said Jannik, co-owner of the Crema Cafe. "You never saw that before."

Merchants say they've seen more turnover in curbside parking spots since March, when the city activated parking pay stations on Fayetteville Street and surrounding blocks.

More turnover means more parking options for anybody who ventures downtown to eat lunch, consult a lawyer or make a bank deposit.

"It's nice to be able to let my clients know there's a good chance there will be an open spot right outside the building," said Mary Margaret Harris, manager of the Capital Bank branch at Fayetteville and Davie streets. "That has been a hindrance for folks visiting downtown banks in the past."

The city has installed 123 pay stations downtown since March, collecting \$1 an hour for cars that use nearly 900 on-street spaces. Another 84 pay stations will go into operation by the end of July around the Capitol, in Glenwood South and on Hillsborough Street.

On-street parking had been free downtown since the early 1970s, when merchants persuaded the city to yank out the old coin meters. They griped about competition from suburban shopping centers surrounded by acres of free parking - and some still have this worry.

But many business owners complained in recent years that most of the on-street parking was taken over by downtown workers, not customers. To avoid tickets for exceeding time limits that range from 15 minutes to two hours, they shifted to different spots during the day.

And there were days when as many as half of the cars on a block were adorned with handicapped-parking placards. Those cars are exempt from parking time limits by state law.

Some of those placards were properly registered to the disabled drivers and riders who used them.

But merchants and workers complained that many of these cars belonged to able-bodied freeloaders using placards issued to disabled friends or relatives - so they could park all day for free.

Lots of vacant spots

Handicapped placards now have become a rarity on Fayetteville Street. There were only one or two per

block on a recent weekday.

"Anyone walking downtown can readily see vacant spaces where there used to be none," Gordon Dash, the city parking administrator, said by e-mail. "The number of [handicapped] placards parking all day on city streets has been greatly reduced."

The new parking stations, which take payment by coin or credit card, still impose the old time limits. A handicapped parker can push a button signifying that he or she has a vehicle placard and stay put for the whole day. However, it will cost the driver as much as \$9 during the nine hours that payment is required (8 a.m. to 5 p.m., weekdays only).

That's a lot of money, but Laura Duffie is a good sport about it.

Duffie, a law student at UNC-Chapel Hill who suffers from degenerating discs in her back, is spending a month as an unpaid intern at the N.C. Court of Appeals in downtown Raleigh. Her husband drops her off in the morning and picks her up for lunch, and then with her handicapped placard she is eligible to buy four hours of on-street parking in the afternoon.

"We can't really afford \$9 every day, but that \$4 is within our budget," said Duffie, 31.

She has heard about the abuse of handicapped placards, and she understands the city's decision to charge for on-street parking.

"All of these stores deserve to be able to get customers in and out," Duffie said. "It's a hardship for me, but I think it's a good thing."

James Smith doesn't see it that way.

"I don't like it, because you've got to pay money now," said Smith, 42, as he pushed dimes into a pay station on Salisbury Street. He was trying to figure how long it would take him to run errands in the Wake County Courthouse and an office building a few blocks away.

"We're paying city taxes," Smith said. "They could give us something."

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Characteristics of On-Street Parking



- On-Street parking is a critical resource for supporting retailers
- It is usually the most convenient parking option
- This convenience (value) should translate to higher cost
- The need to promote turnover is a key on-street parking issue
- Enforcement is a requirement, but must be balanced with public perception.

"Even on-street parking stalls can generate up to \$300,000 in annual retail sales. The importance of having stalls available to the shopper cannot be overemphasized."

Bob Gibbs

Gibbs Planning Group

For Collins Downtown Retail Assessment Report, Spring 2002



Characteristics of On-Street Parking



The High Cost of Employee Parking in Short-term Spaces

- There are approximately 8,400 employees in downtown Fort Collins
- If only 5% of those workers use customer parking spaces, 420 spaces would be unavailable to shoppers
- If each space is used over four times per day, they would accommodate 1,680 shoppers (420 x 4)
- If each car carried 1.5 customers, there would be 2,520 customers
- If a quarter of those customers went elsewhere to shop and each customer spent \$10.00, the total loss per day would be \$6,300.

- Annualized at six shopping days each week, the total loss would amount to nearly \$2 million in Downtown revenue.
- Obviously this impacts the merchants, but it also impacts the municipality in terms of lost sales tax revenues.



Downtown On Street Parking Time Limits

Cleveland Street District

September 29, 2008

Purpose of Parking Time Limits

The purpose of on street parking in the core of any downtown is to provide quick and easy access to the surrounding businesses through short-term parking. It is not intended for stays longer than 30 to 60 minutes. In some cities it is restricted to 15 - 30 minutes.

On street parking is established with time limits and rates to create "turnover." If the time limit is not creating the desired turnover then typically the rate is too low. The turnover creates valuable opportunities for the restaurant / retail establishments. Currently, the meters are enforced 8 AM – 6 PM Monday – Friday. There is no enforcement weekday nights or weekends.

The recommended vacancy rate for on street parking should be approximately 15%, or one in every seven spaces should remain vacant to ensure easy ingress and egress. The 1-hour time limit allows our current vacancy rate to be within the recommended guidelines.

Background

- The recommendations of the *2002 Downtown Parking Study* included the installation of metered parking along Cleveland Street.
- The recommended time limit was no more than one hour.
- In December 2007 at the completion of the Cleveland Street District Streetscape Project, parking meters were installed (6 of the spaces are limited to 30 minutes for the Post Office and the 400 block of Cleveland Street due to the specific demand).
- The findings of the study suggested that employees and merchants of the downtown businesses routinely used the on street parking, thereby limiting the availability of customer parking.
- The findings also revealed over 50% of the vehicles parked 2 hours or longer. This reduces the potential exposure for the restaurant / retail community.

Off Street Parking Alternatives

- Customers, clients and business patrons parking longer than one hour should be directed to the *Garden Avenue Parking Garage* and the soon to be open *Station Square Parking Garage*. These two facilities have a combined total of nearly 350 public parking spaces within a short walking distance (*less than 300'*) of the core of downtown including Cleveland Street.
- The Parking System recently coordinated a complimentary distribution of Merchant Validations for all of the restaurant / retail businesses in the Cleveland Street District. The validation program provides up to 2 hours

of complimentary customer / patron parking in the Garden Avenue Parking Garage.

- The way-finding signs for the Cleveland Street District direct motorists to the Garden Avenue Garage and signs are currently being added for the opening of the Station Square Parking Garage.

Potential Impacts By Increasing Parking Time Limits

- Motorists circling the block to look for available on street parking add to traffic congestion, increased fuel consumption and driver frustration.
- Lack of parking turnover.
- Downtown employees and merchants parking on street.
- Under utilization of parking garages.
- Perception of a lack of parking could be detrimental to the businesses.
- The potential economic impact to the businesses as each time a parking space is turned over presents potential "new" customers.

Metered vs. Timed Parking CLEVELAND STREET

2002 - Downtown Parking Study (Supply Demand/Feasibility)

- *The findings suggested that **supply exceeded demand** with the exception of one area (Cleveland St. between Osceola & Ft. Harrison).
- *The 2002 Council approved Parking Implementation Plan, based on the findings and recommendations of the parking study, included changing the time limits on Cleveland Street from 2 hours to 1 hour and installing meters.
- *The time limit was changed but the meters were put on hold until the construction of the new bridge & Streetscape was complete. The approved streetscape plans included parking meters.
- *New meters have been purchased for spaces on Cleveland and Ft. Harrison (approx. \$20,000).

Timed Parking:

- *More costly to enforce as staff must make 2 passes to complete 1 cycle of enforcement (takes longer to review each vehicle vs. looking for the red flag on a meter and Photos must be taken).
- *More Restrictive to the Customer as they can only park for a total of 1 hour in that block (no matter which space they are in).
- *Customers tend to be more upset with this violation vs. a metered parking ticket as they generally say they did not see the signs, and feel they did not exceed the time limit.
- *Timed parking causes vehicles to circle the block to look for open spaces increasing congestion and driver frustration.

Metered Parking:

- During the parking study it was noted there was an overall 40% violation rate downtown.
- The use of metered parking is always more effective than timed parking as "parking turnover" occurs more naturally when there is a fee.

Parking Violations:

- There were 435 parking citations issued along Cleveland Street during the 12 months prior to closing for the Streetscape (5/05-6/06).
- Since Cleveland St. has re-opened (although the spaces are not signed with time limits) we have conducted various occupancy studies.

53% of the vehicles parked were in violation of the 1-hour limit (parked longer than 1 hour).

35% were parked longer than 2 hours.

Cost of Free Parking (Handout)

Educate business owners / employees how important the on-street parking is to the success of the businesses.