



Parking Management Area Study and Downtown Parking Plan

Gabe Montez
Parking District Manager
Parking Services



WALKER
CONSULTANTS

Ben Weber
Parking and Mobility Consultant
Walker Consultants

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Presentation

- Study Updates
 - Public Outreach
 - Parking Occupancy
- Parking Principles
- Upcoming Steps
- Strategy Review
 - PAC Core Topics
 - Additional Topics



We Ask the PAC Today:

- What are your thoughts about the strategies outlined: Support, Reject, Question, Modify?
- The Plan document: What strategies and details are must-haves?



Study and Plan Objectives

Develop strategies to: (this is the list City Council has seen)

- Support growth and urbanization without adding parking supply.
- Encourage sharing private parking to promote more efficient supply use.
- Align parking and mobility practices to support the City's efforts towards climate action (reduce transportation emissions), equity, and affordable housing (making urban lands more developable; reducing transportation costs)
- Offer best-practice parking management to fulfill the City's objectives for parking and right-of-way assets.

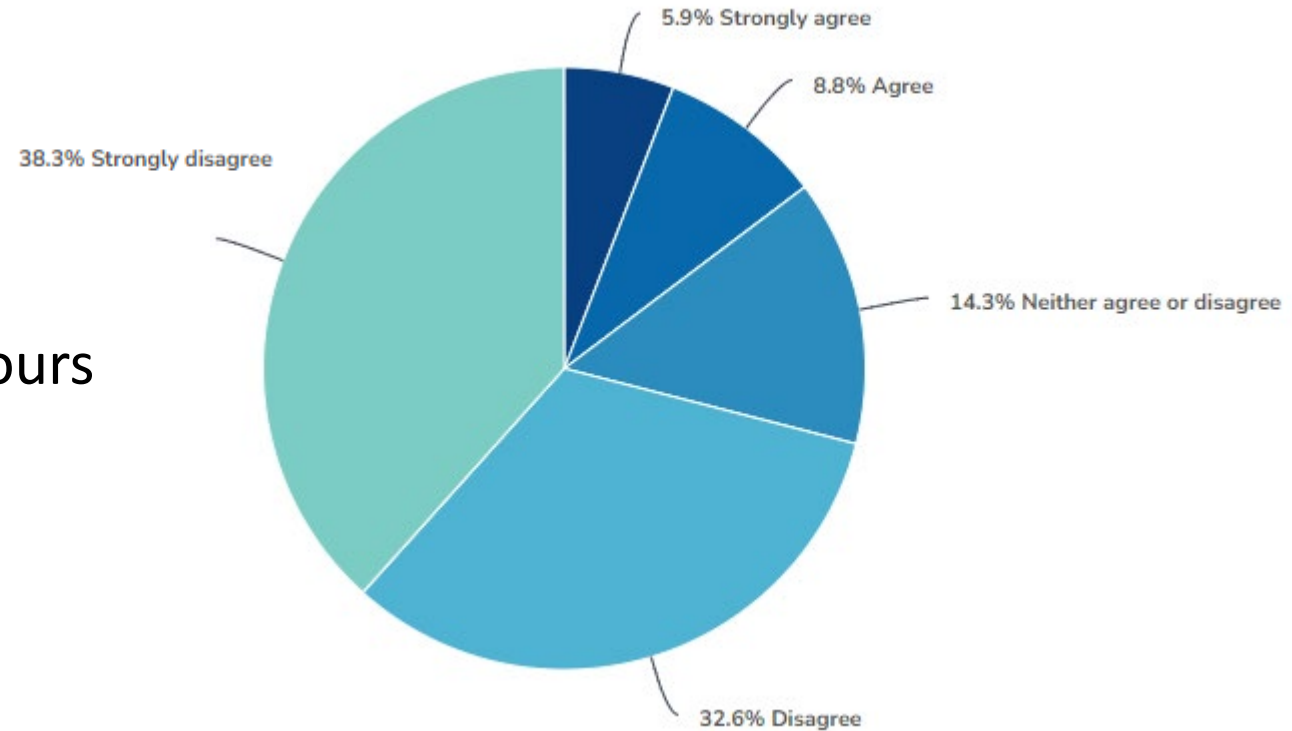


Activity

Survey 1 outcomes

- 2,528 responses
- 13.6% live downtown; 30.0% work DT
- 27.2% stay 1-2 hours; 41.6% stay 2-4 hours

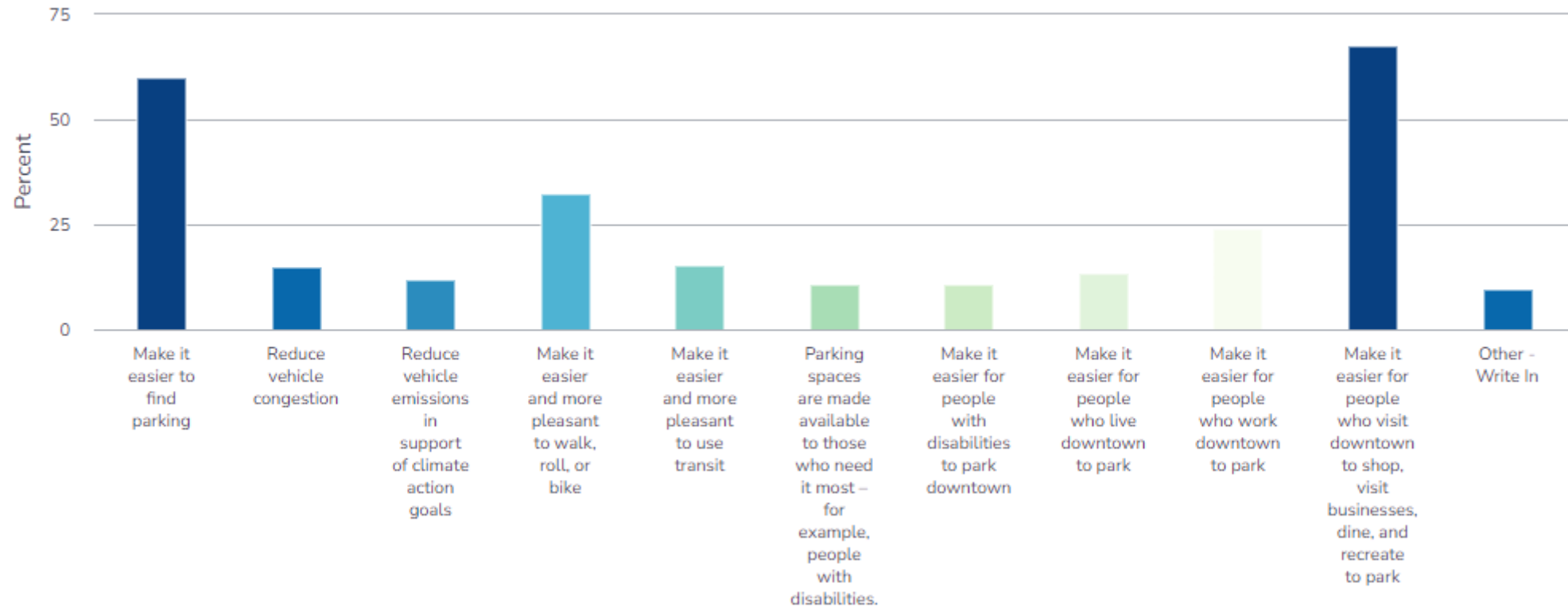
Parking should cost more when demand for parking is high.



Transportation Priorities

Survey 1 outcomes

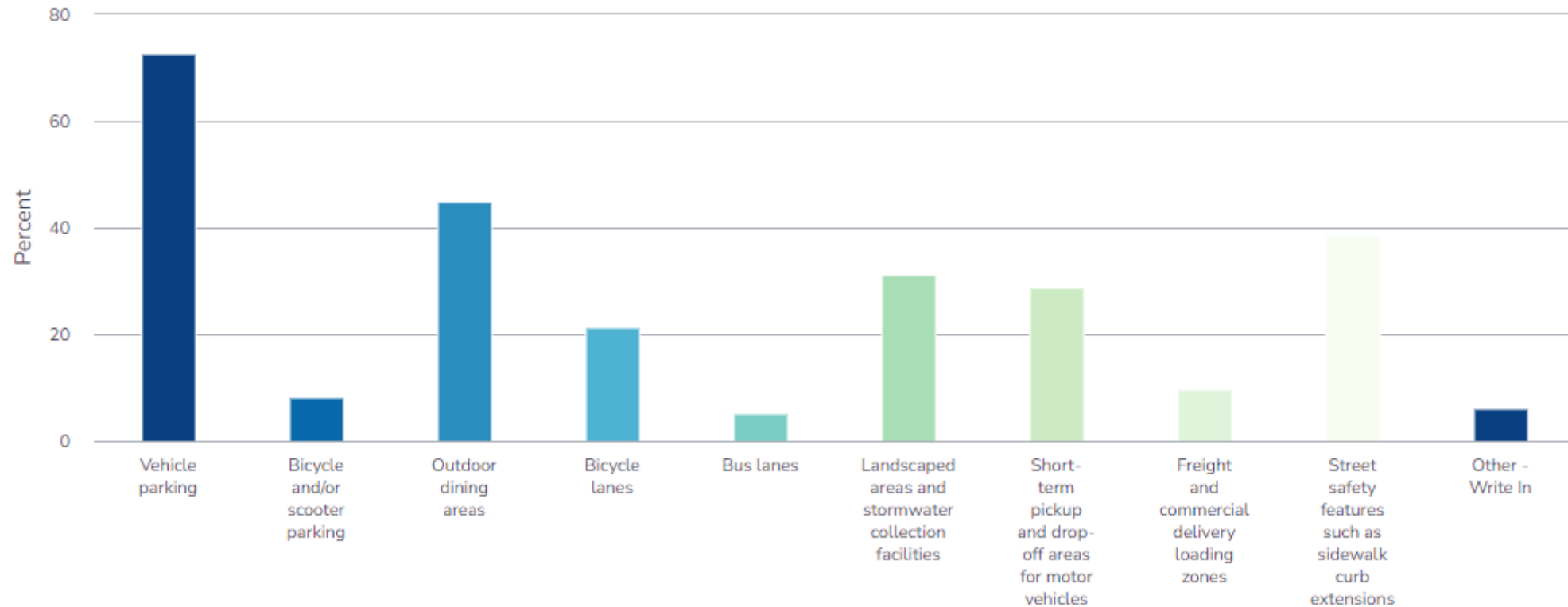
8. Please choose your top three priorities when it comes to downtown Vancouver transportation.



Curb Priorities

Survey 1 outcomes

11. Please choose the top three uses you would like prioritized for the street curbsides in downtown Vancouver:



Small Group Discussions

Commonly heard input (June 17-18)

Three events: Disability, Hospitality & Downtown Stakeholder Communities

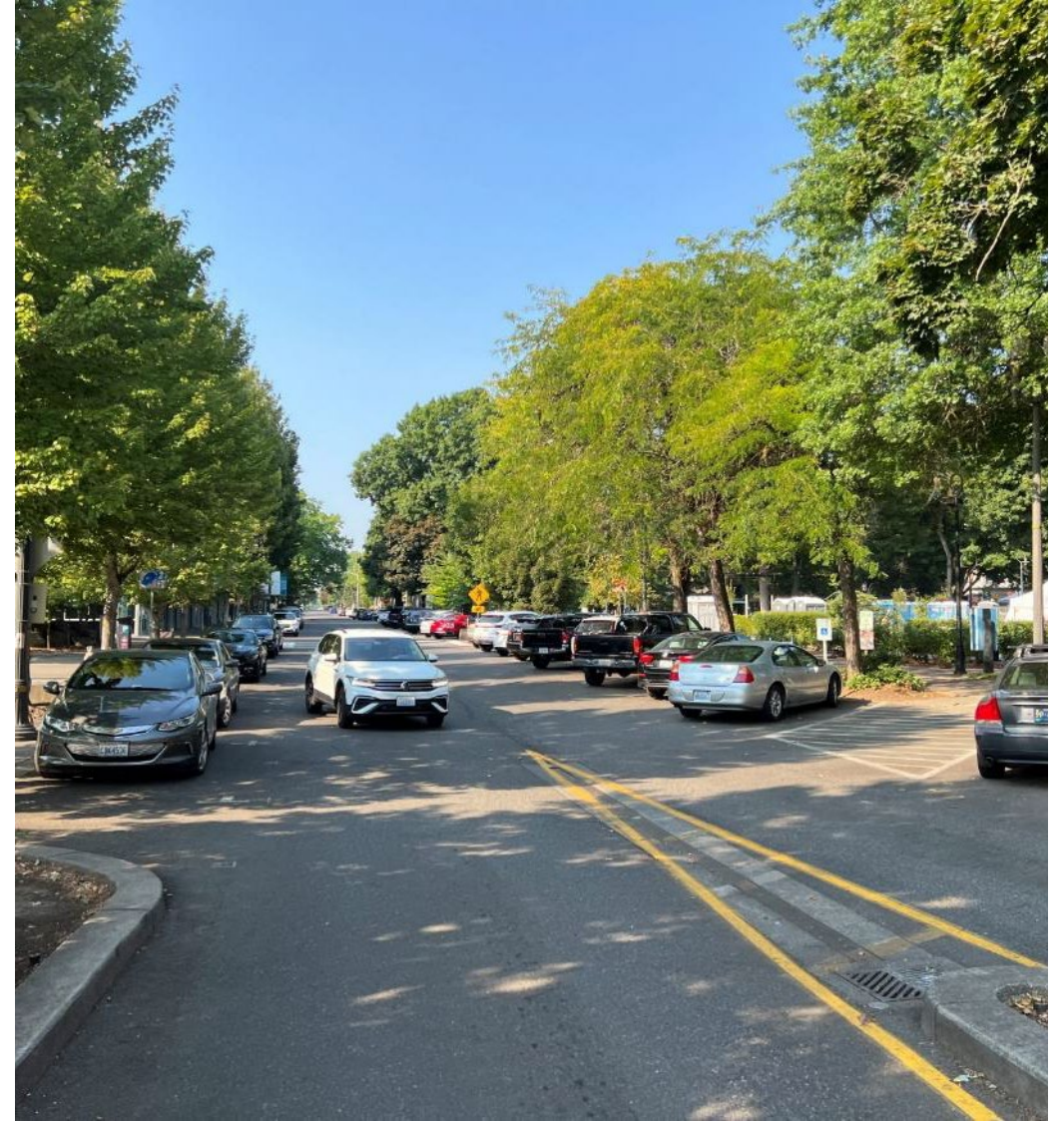
- Other modes of travel need support – driving is not possible for many people
- The details matter, e.g. height of pay station screens for wheelchair users
- Many businesses consider nearby employee parking a must-have
- Nuanced curb uses to meet evolving needs – dining, loading, short-term, bikes
- Want special attention to event and surge parking
- Strong support for more enforcement and supplying more parking



On-Street Occupancy

January – March 2024

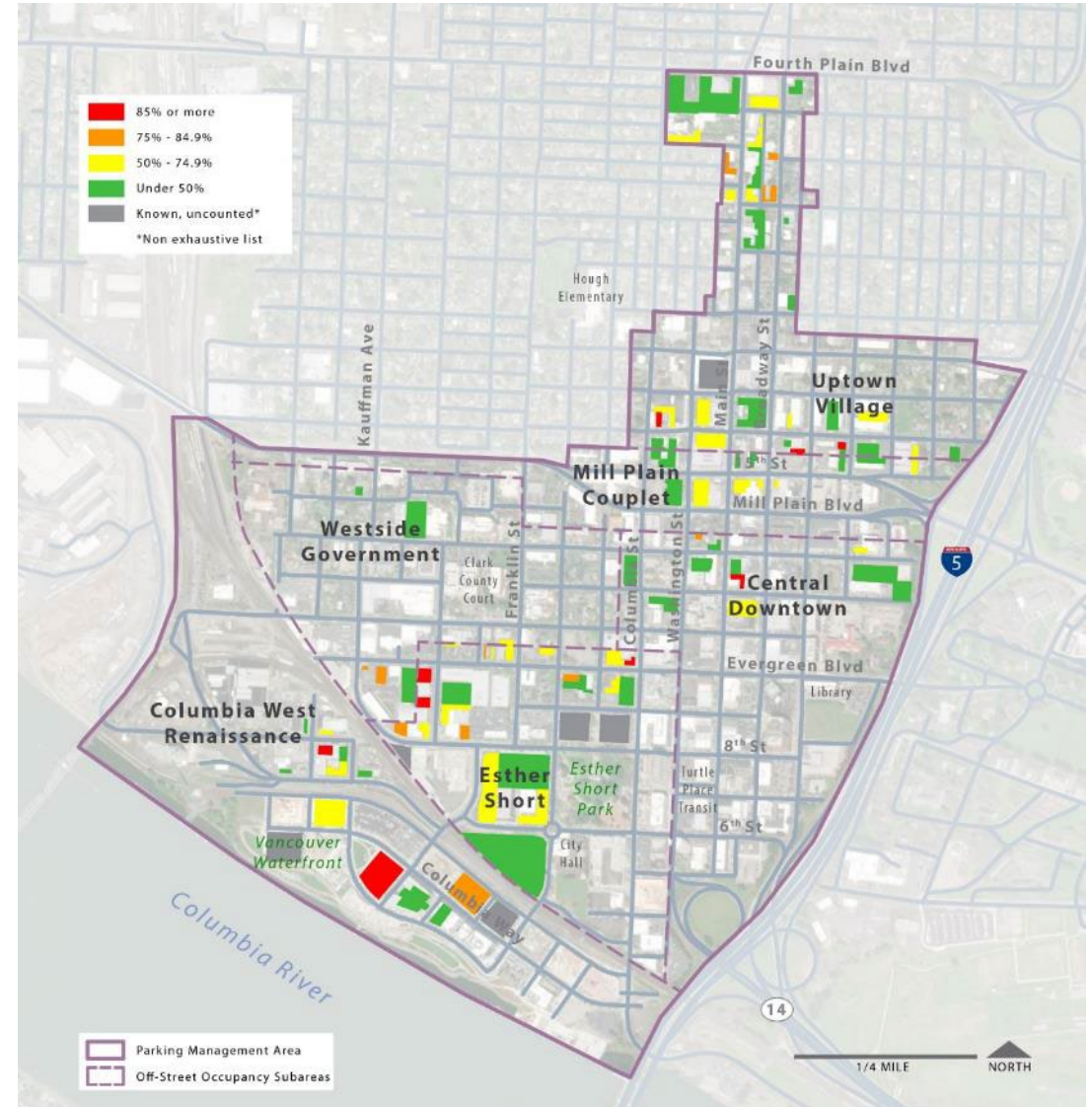
- Wednesdays: **62%** average
- Saturdays: **61%** average
- Sundays: **51%** average
- Waterfront is busiest – often exceeding 80%

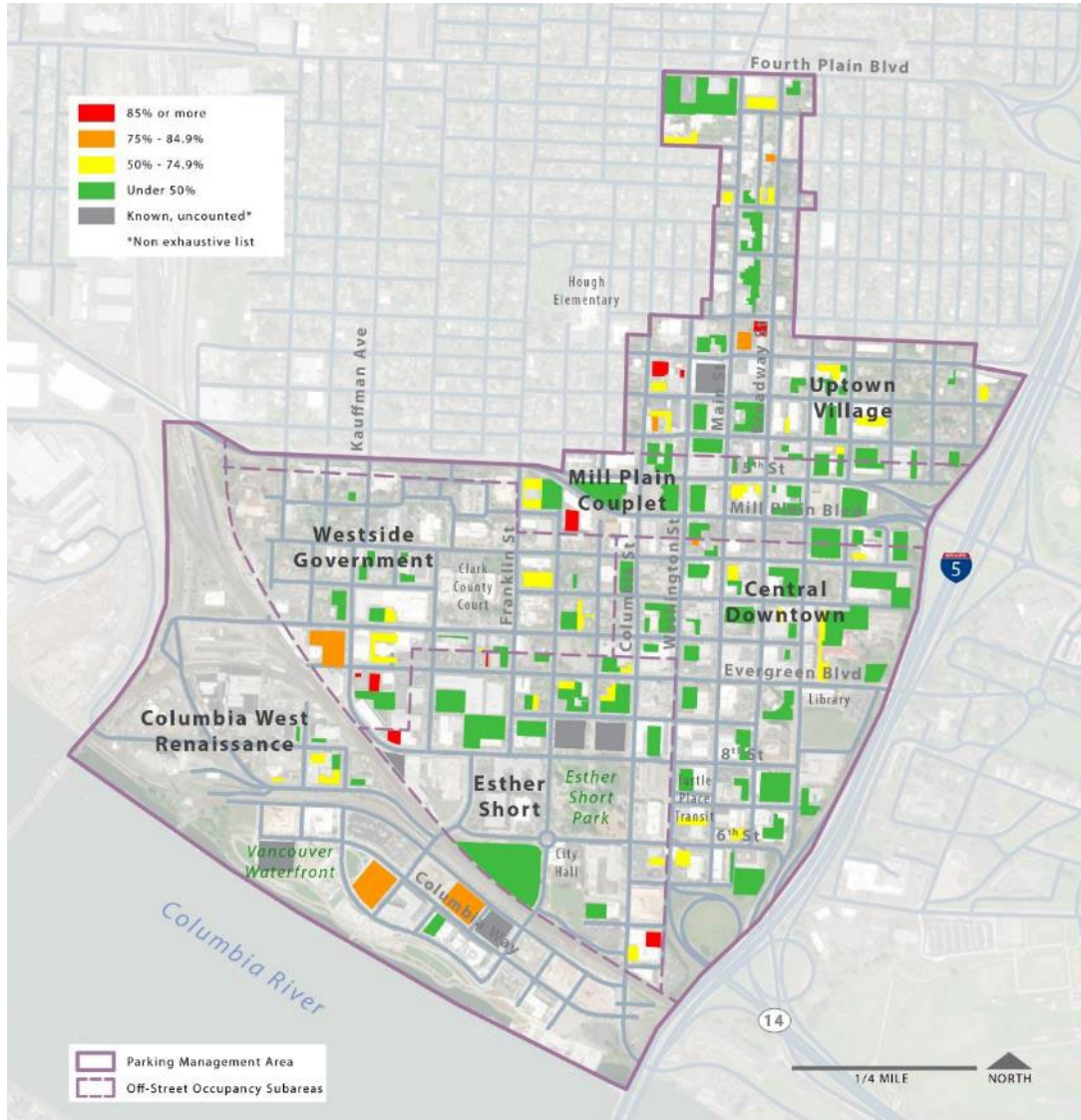


Off-Street Occupancy

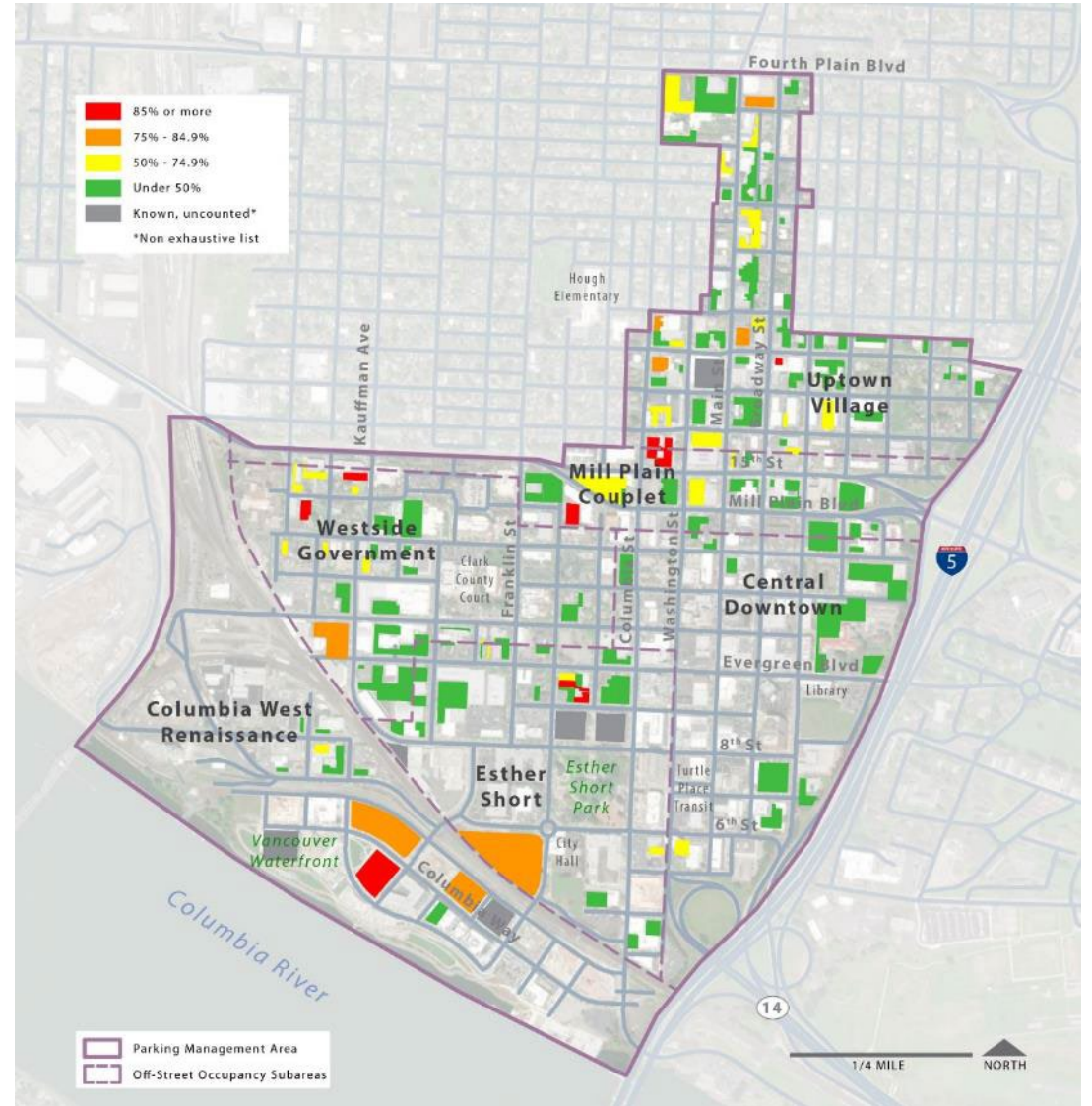
Major oversupply

- 220+ lots providing ~8,000 spaces
- Few lots exceed 75% use
- Waterfront is busiest – lunch through evening hours
- Weekend drop – fewer commuters
- Thursday, 4/18/24: **49-54% full**
- Saturday, 4/20/24: **25-29% full**





Map: 4/18/24 from 3 p.m. – 5 p.m.



Map: 4/20/24 from 1 p.m. – 3 p.m.



Parking Supply

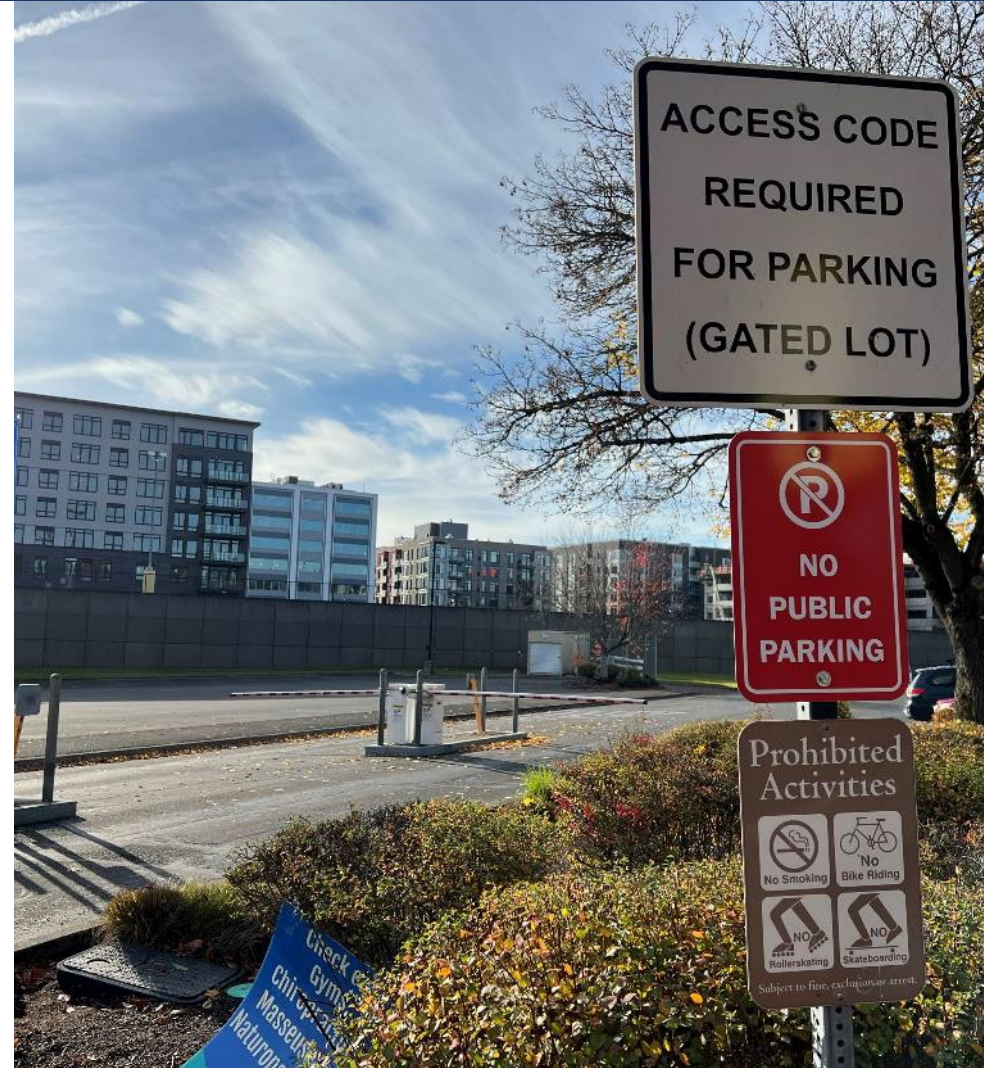
Within Charter

What are your thoughts about:

- Management tools that work for typical days and “surge” days
- Potential for and support for
 - Reduce public parking supply
 - Develop off-street lots into projects (housing, businesses)
 - Ability of downtown to respond to parking requirement reductions



Parking Principles



Ideas to Update Principles

PAC input summary – May 8, 2024

- Emphasis on explicitly positioning parking as *one of many* modes of travel
- Recognition of driving/parking as a useful option, but also often detrimental to sustainability and urban livability efforts
- Need for clear principles to guide operations and management decisions such as parking pricing, supply, enforcement, and usability programs
- Principles should reflect an expanding group of people who use downtown for different reasons and have different mobility needs, including parking
- Rethink “highest quality”: The “parking product”: improve usability, encourage “Park Once”, replace default assumptions that *more* supply is needed



Parking, Curb, and Mobility Principles

An informal list of some fresh approaches

- To reduce driving and make for a healthier downtown, reduce the parking oversupply, make parking less prominent, and price to shape demand
- Support more flexible, people-serving uses of the curb
- Commit to the mindset that places, homes, businesses, and people centers are the destination – parking is not the destination; is simply a mobility tool
- Any vehicle parking and curb access should have a clear and valuable purpose, from freight deliveries to access for disabled people



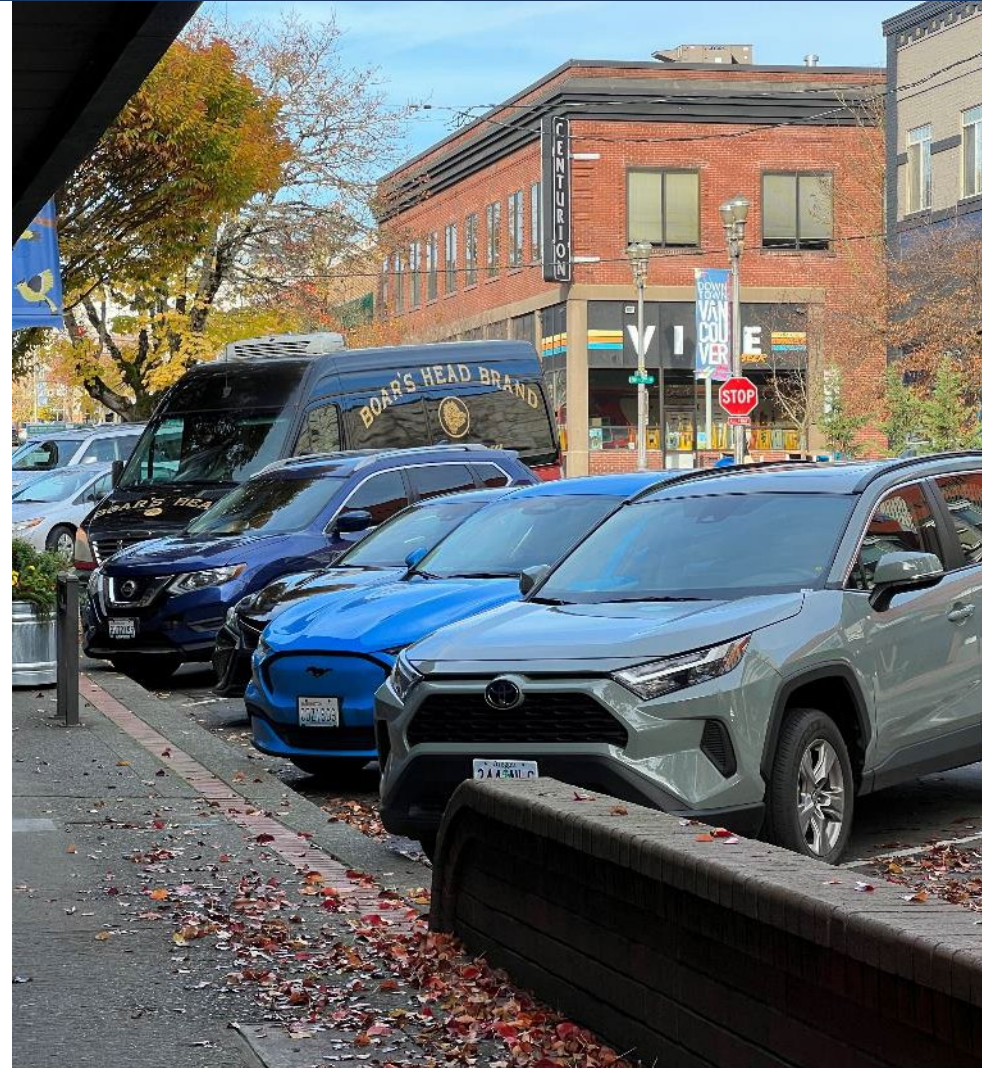
Parking Management Principles

Sticking to your values

- Make the curb supply more widely available to all users – Have a very clear reason for any permits, reservations, exceptions, and other special uses
- Tap into underused supply – avoid building new
- Priced to reflect demand and guide choices
- Pay for parking per each use (monthly permits encourage “all you can park” buffets)
- Simplify the supply – reduce the confusion of granular regulations and time limits
- Simplify transactions – logical pricing, easy payment, clear regulations
- Reaffirm what enforcement is for – generate revenue? promote compliance and harmonized behavior?



PAC Input Needed Today



Key Parking Topics

Possible management updates

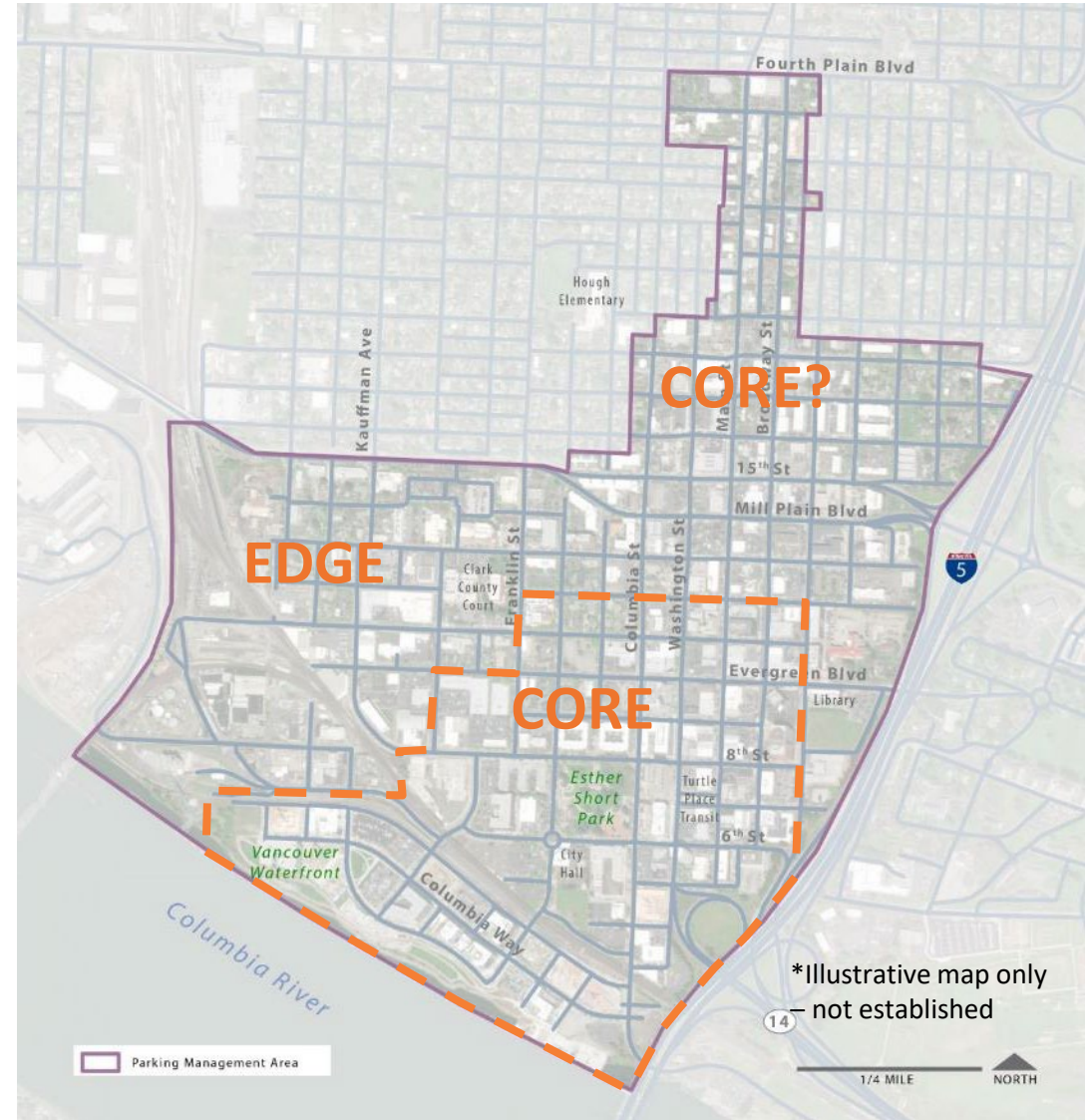
- Geographic and time-based pricing
- Adding weekend payments
- Reforming permit options
- Wayfinding and user experience
- Parking sharing across public/private



CORE and EDGE Rates

Geographic demand balancing

- A tool to balance uneven demand
- City can regularly reassess the geography and pricing
- Compatible with *Progressive* pricing and other time-based methods
- A more consistent process than the current as-needed adjustments (see recent Park 'n Go and Waterfront price increases)



“Progressive / Tier” Pricing

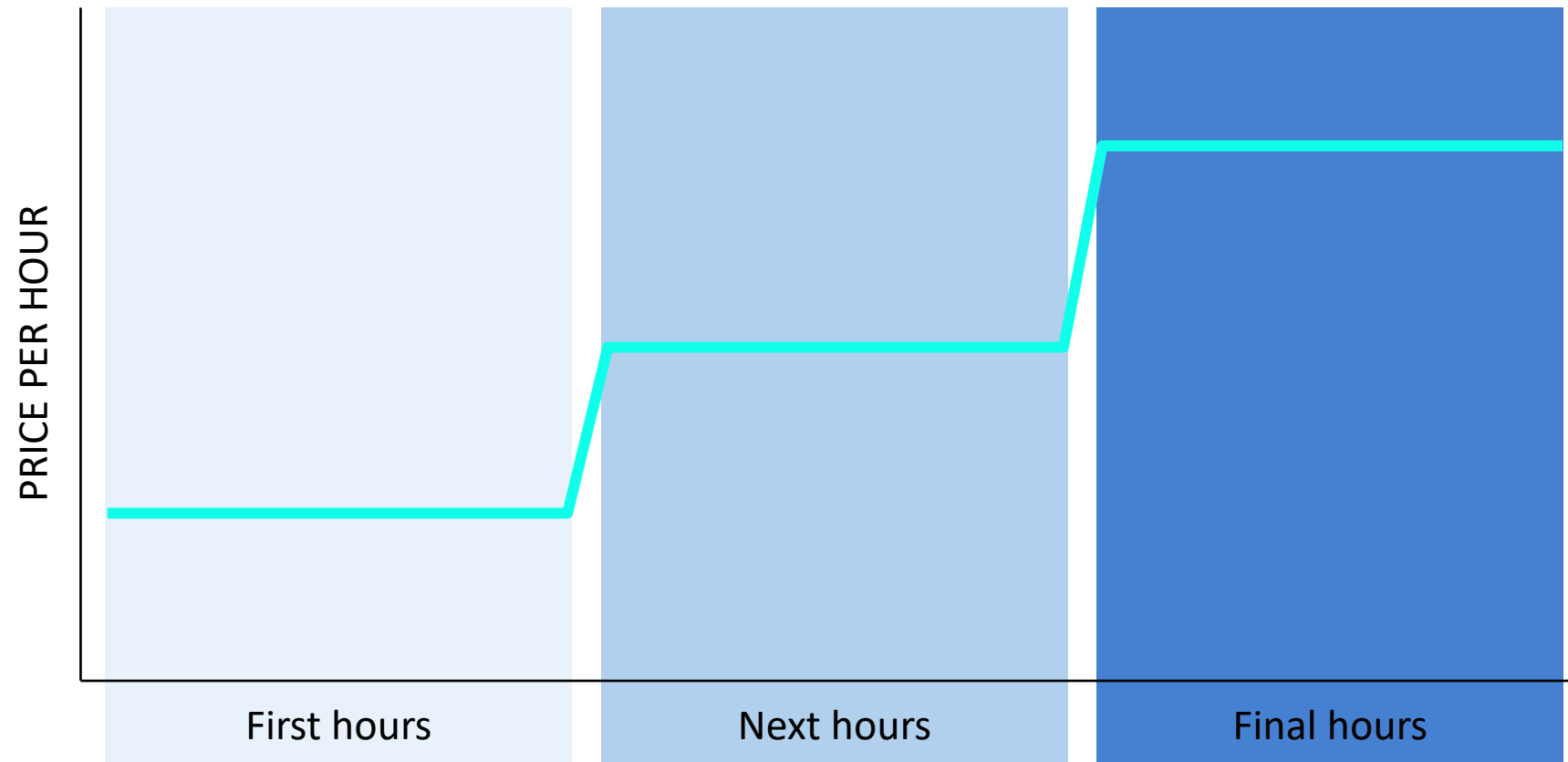
Supply flexibility, simpler enforcement

- Per-hour price increases in later hours
- Provides more flexible short-term or long-term parking options
- Promotes turnover of spaces
- Can apply widely or just “hot spots”
- Works well with:
 - Less expensive day-long garage options
 - Less expensive long-term curbside parking at the edge (as Vancouver has already)



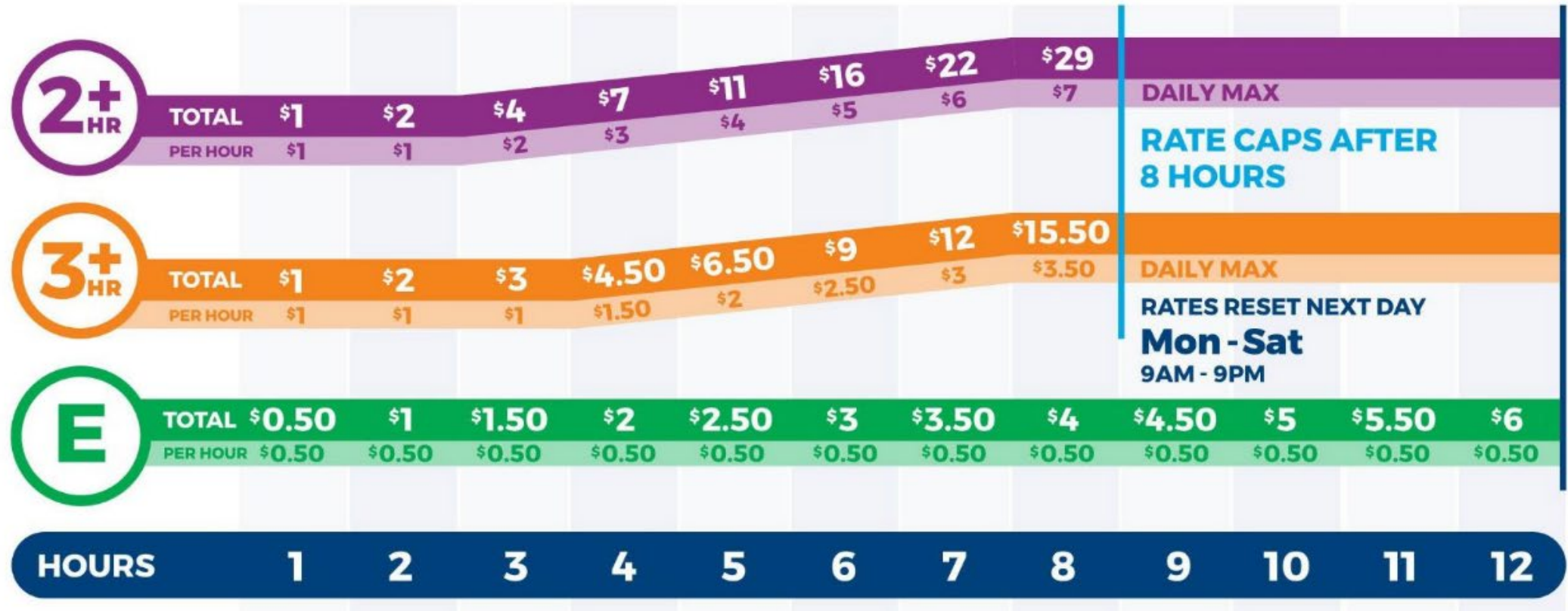
“Progressive / Tier” Pricing

Short-term or day-long parking options – escalation promotes turnover



“Progressive / Tier” Pricing

Omaha example



On-Street Weekend Pricing?

On-street Saturdays are as busy as weekdays; “hot spots” congestion

LOCATION	AVERAGE OCCUPANCY			Space Count
	Wednesday	Saturdays	Sundays	
Northeast	55%	53%	40%	551
Southeast	75%	77%	62%	360
Waterfront – SW	90%	90%	88%	200
Southwest – Event	46%	58%	40%	427
Northwest	47%	24%	16%	416
Uptown	61%	64%	59%	616
Whole System	62%	61%	51%	2,570

January – March 2024



Parking Management

General Access permits

- Permits cause “driving lock in” – consider paring them back
- If offering discounts, try to make them per-use (i.e. 20 packs), not monthly
- 2023 sales numbers
 - Purple hourly wage: 78
 - Street parking: 1,093
- Through April 2024 sales
 - Carpool: 1
 - Vancouver Police permits: 206



User Experience and Shaping Behavior

Clarifying the system

- Reduce “availability” anxiety
- Guide people to less congested parking options
- Wayfinding to “Core premium” and “Edge economy” areas
- Parking website is complicated and sometimes outdated
 - Purple permit map
 - Types and costs of employee permits
 - 3A residential permits



User Experience and Shaping Behavior

Clarifying the System

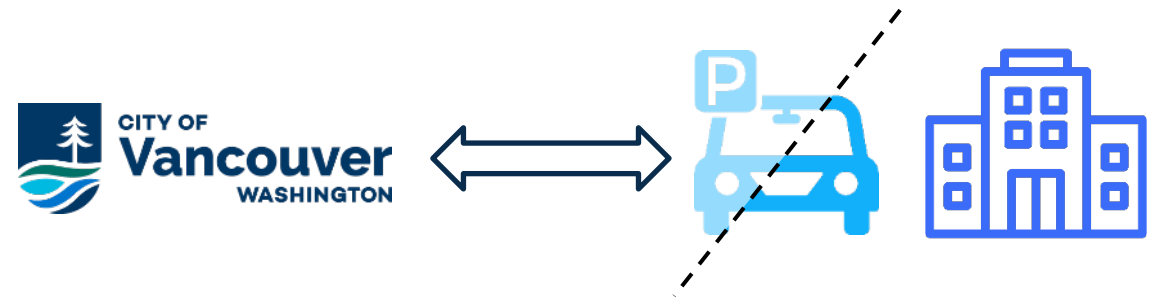
- Pedestrian wayfinding encourages traveling the last few blocks on foot/device
- Good sidewalks, nice buildings, enjoyable landscapes – all help people accept walking further between parking and destinations
- At right: wayfinding next to Park 'n Go reassures people they can park then easily get to the fun!



City Securing Public Supply

Shared parking = flexible public options and more efficient utilization

- City of Vancouver secures long-term off-street supply from private surplus
- City of Vancouver secures temporary parking supply for events and “surge” uses – Farmers Market, festivals, summer weekends on the Waterfront...
- Examples
 - Marriott Pasadena – City leases part of garage
 - City of Sacramento leases State of California garage on weekends



City Securing Public Supply

Existing underused weekend lots

- Downtown has many private lots with 24/7 restrictions but only are used Monday-Friday, 9-5.
- “Surge” events often need special wayfinding and enforcement



City Securing Supply

ZoomInfo idea

A brainstorm

- 1,200 spaces – possibly *some* unused during the week and *many* on weekends
- City Parking Services could tap as a year-round or “surge” supply
- Ideally located for weekend surges at the Waterfront and downtown

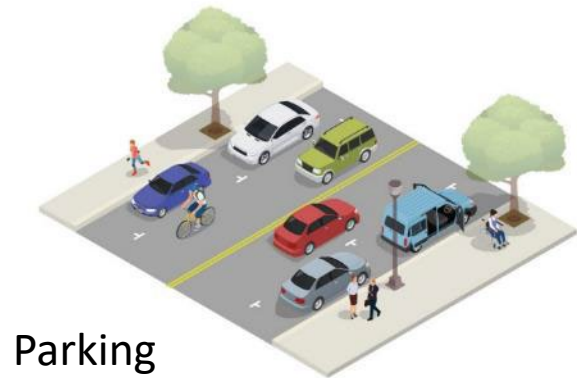


PAC Role: Perspectives on Additional Topics

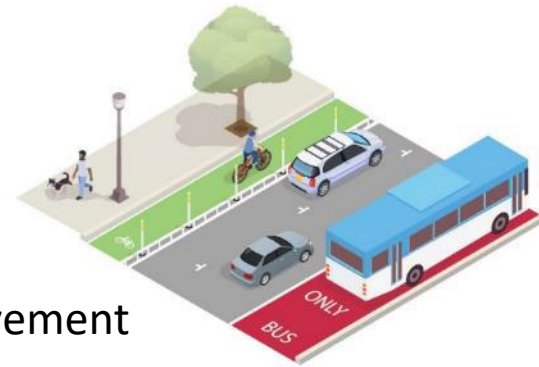


Curb Management

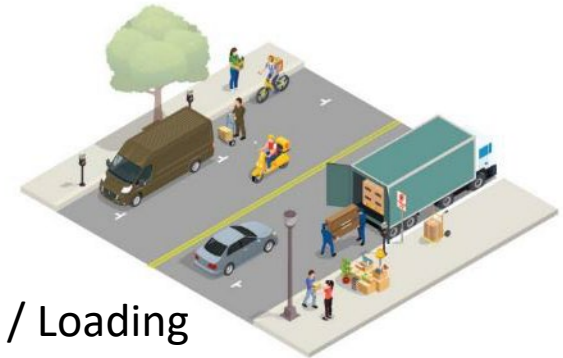
Encouraging people uses of the curb and sidewalk



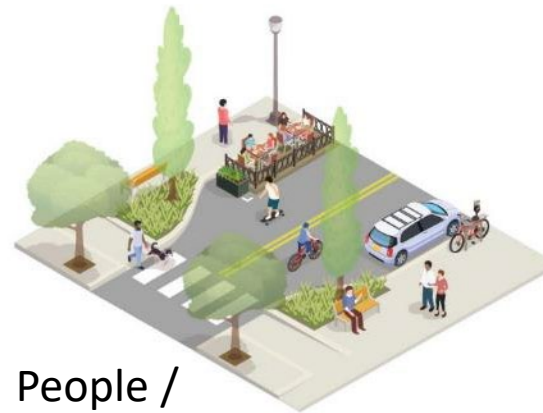
Parking



Movement



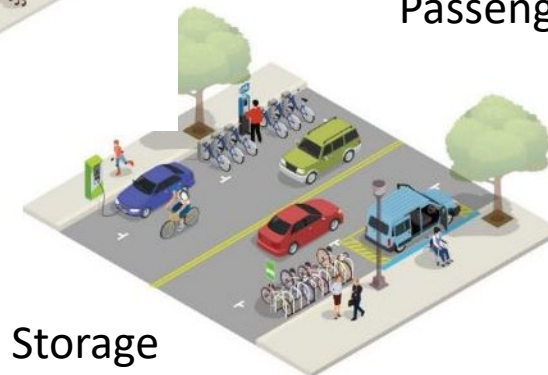
Goods / Loading



People /
Greenspace



Passengers



Storage



Curb Management

Enlivening downtown's public spaces

This Plan will develop a basic framework

- Goals and Principles for curb use
- Judging curb needs based on activity, street types, land use context, and Vancouver goals
- Options of models for curb management
- Operations and enforcement implications
- Impacts to revenue



Loading Zones / Quick Curb Use Zones

Reducing interference; adding more nuanced use options

- Loading Zones
 - Does loading/deliveries create congestion and chaos at the curb?
 - Would designated loading zones cause less interference with regular curb parking?
 - Official vehicles only? Allow any loading activity?
- 5–10-minute free pickup spots
 - Are they useful enough to formalize and expand?
 - Do they match the City’s values for less driving?



Projecting for Parking Minimums / Maximums

This Plan will seek to anticipate outcomes and impacts

- The City is separately exploring parking requirement rule changes
- This makes it critical to have a well-managed and efficiently used public parking system



Mobility Hubs

Integrating mobility options and making non-driving an easier choice

This Plan will lightly explore:

- Location(s) options
- Tie-ins to other projects
- Services and connections
- Tool to help achieve mobility and mode share goals



Future PAC Meetings Topics



Data & Trends

Survey results,
occupancy data, etc.
(3/13/24)



Vision / Goals

PAC review of
preliminary Principles
update
(5/8/24)



Strategies & Initiatives

Parking and curb
management
recommendations
and discussions
(7/18/24)



Review & Adoption

Plan finalization and
recommendation to
City leadership
(early Fall)



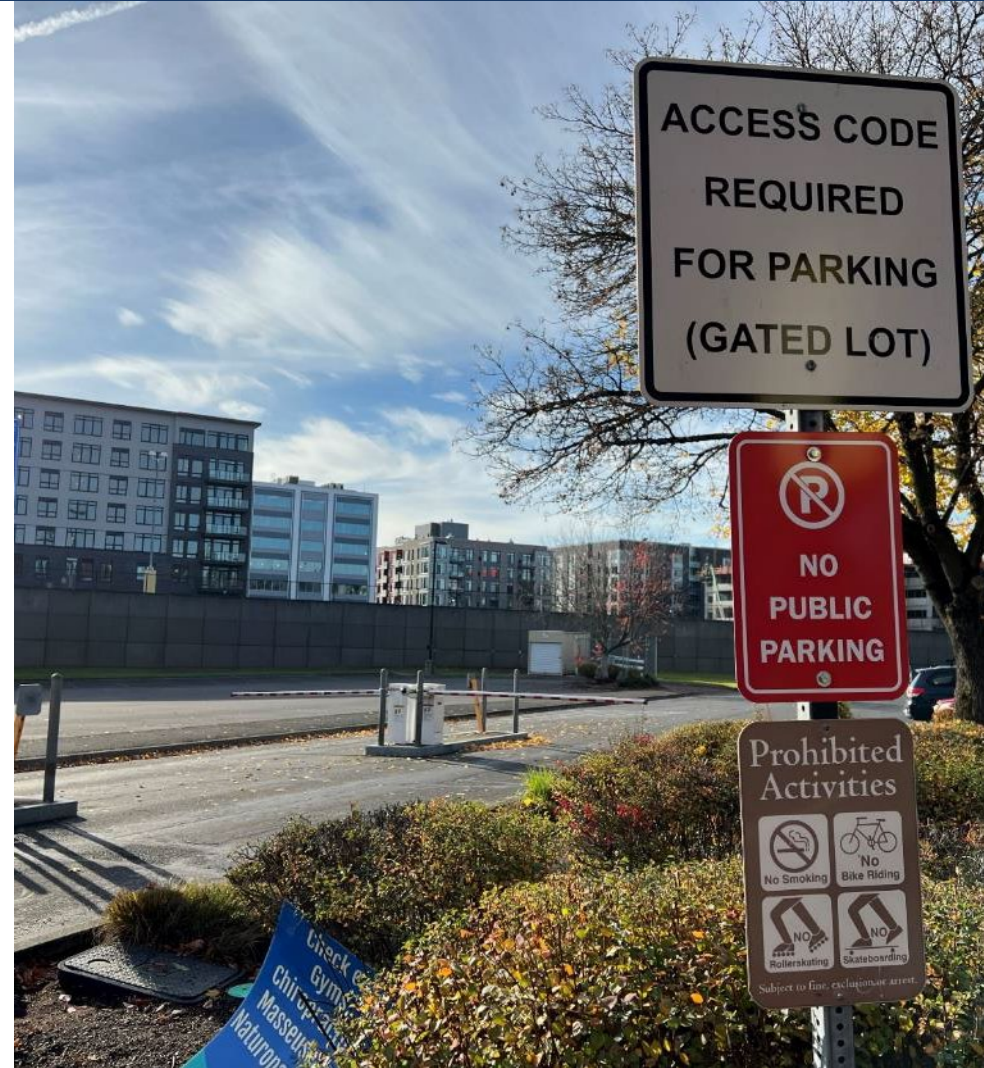
Thank You



bweber@walkerconsultants.com | 415.310.9084 | Walker Consultants



Appendix



Project Overview: Scope and Deliverables

Updated objectives

Engagement

Assessment

Estimate demand

Maximizing access

Uses of City assets

System implementation



Existing Strategies

Downtown Strategic Parking Management Plan Update - 2022

1. New guiding principles

2. Parking management in public supply
3. Public involvement
4. Annual parking performance report
5. Routine data collection
6. Annual review of parking rates / fees
7. Calibrate rates to demand

8. Protect residential parking near DT
9. Promote alternative modes of travel
10. Influence City employee commutes
11. Improve the Parking Experience
12. Deploy technology meaningfully
13. New public parking supply
14. Funding for new public P supply



Existing Principles –

Downtown Strategic Parking Management Plan Update - 2022

1. Make the downtown accessible to all users through multiple modes
2. Provide sufficient and convenient parking
3. Make the downtown core conveniently accessible for the priority user of the public parking system—the patron of downtown
4. Provide adequate employee parking and encourage other modes
5. Promote strategic development of off-street facilities



Existing Principles –

Downtown Strategic Parking Management Plan Update - 2022

6. Manage all public facilities using the 85% Occupancy Standard, which serves as a benchmark for decision-making and assures priority users of the parking system are consistently accommodated
7. Preserve and expand on-street parking wherever possible
8. Improve access linkages between districts and the downtown core
9. The City should lead in the development of access options for patrons (customers and visitors) of the downtown and actively partner with the business community to provide incentives for additional access and growth
10. The "parking product" in the downtown should be of the highest quality to create a positive customer experience with parking and the downtown

