



Parking Management Area Study & Downtown Parking Plan Update

Gabe Montez
Parking District Manager
Parking Services



WALKER
CONSULTANTS

Ben Weber
Parking and Mobility Consultant
Walker Consultants

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Agenda

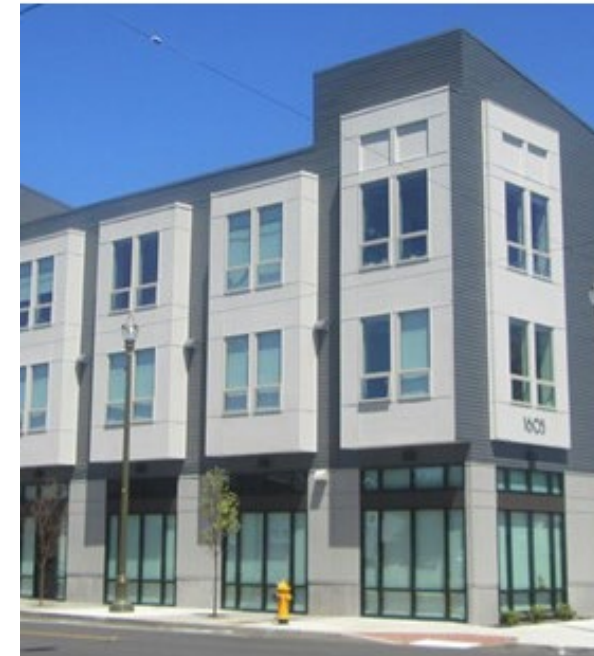
- Plan Context
- Scope
- Work to Date
- Existing Conditions
- Initial Recommendations
- Questions & Discussion



Context

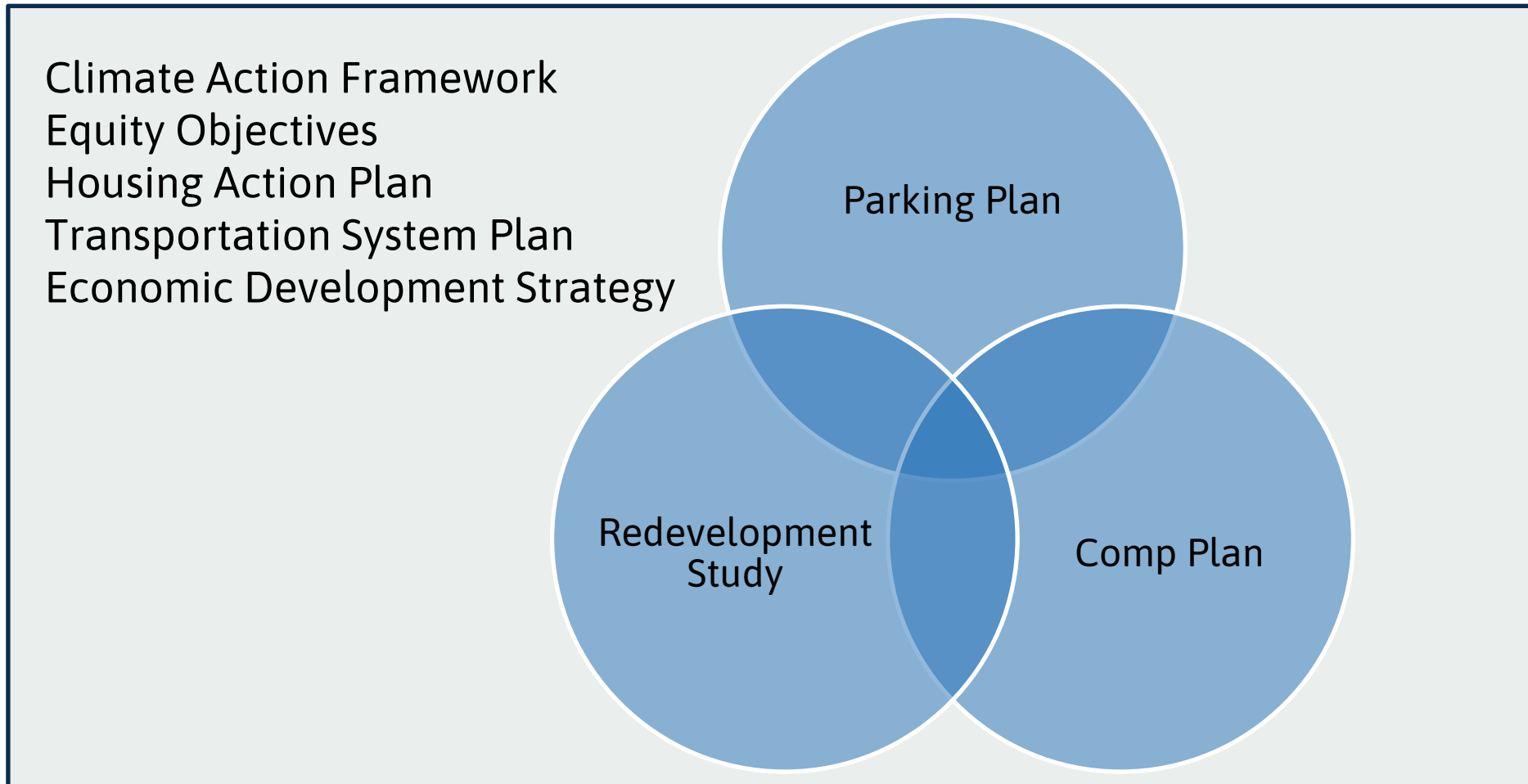
Future of Downtown

- Absorb 2-3x growth in downtown population, jobs and visitors
- Continue to attract new investment without increasing public parking supply
- Leverage transformative infrastructure projects to enhance access and mobility



Update to Downtown Vision

Parking Plan part of integrated planning effort



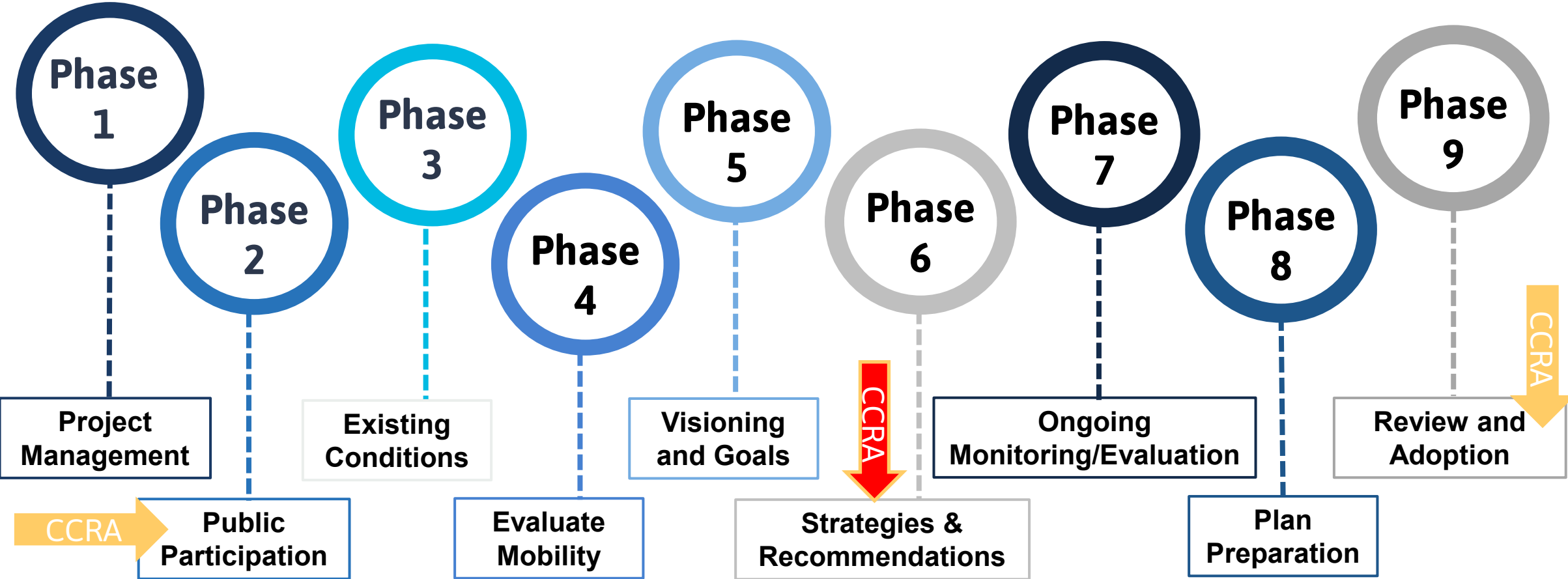
Parking Plan Scope

A New Blueprint for Downtown Mobility

1. Updated plan **objectives**
2. Updated public and private parking **inventory**.
3. Assessment of current **mobility options**
4. Estimates of the **expected demand** for parking and mobility options
5. Review of **best practices** and recommended strategies for maximizing access and mobility
6. Recommendations for the **best use of City assets**, including rights of way
7. An assessment of **ADA compliance** and necessary corrective action
8. Recommendations for **ongoing data collection and analysis**
9. Prioritized **implementation plan**



Project Overview- Process



Work to Date

- Public engagement
 - Steering Committee
 - Public Bodies and Committees
 - Online survey
 - Public meetings
- Existing Conditions Report including parking inventory and mobility assessment



Existing Conditions

On Street parking well utilized with excess capacity

- Wednesdays: **62%** average
- Saturdays: **61%** average
- Sundays: **51%** average
- Waterfront busiest – often exceeding 80%
- **2,500** enforced spaces
- **20+ miles of curb**

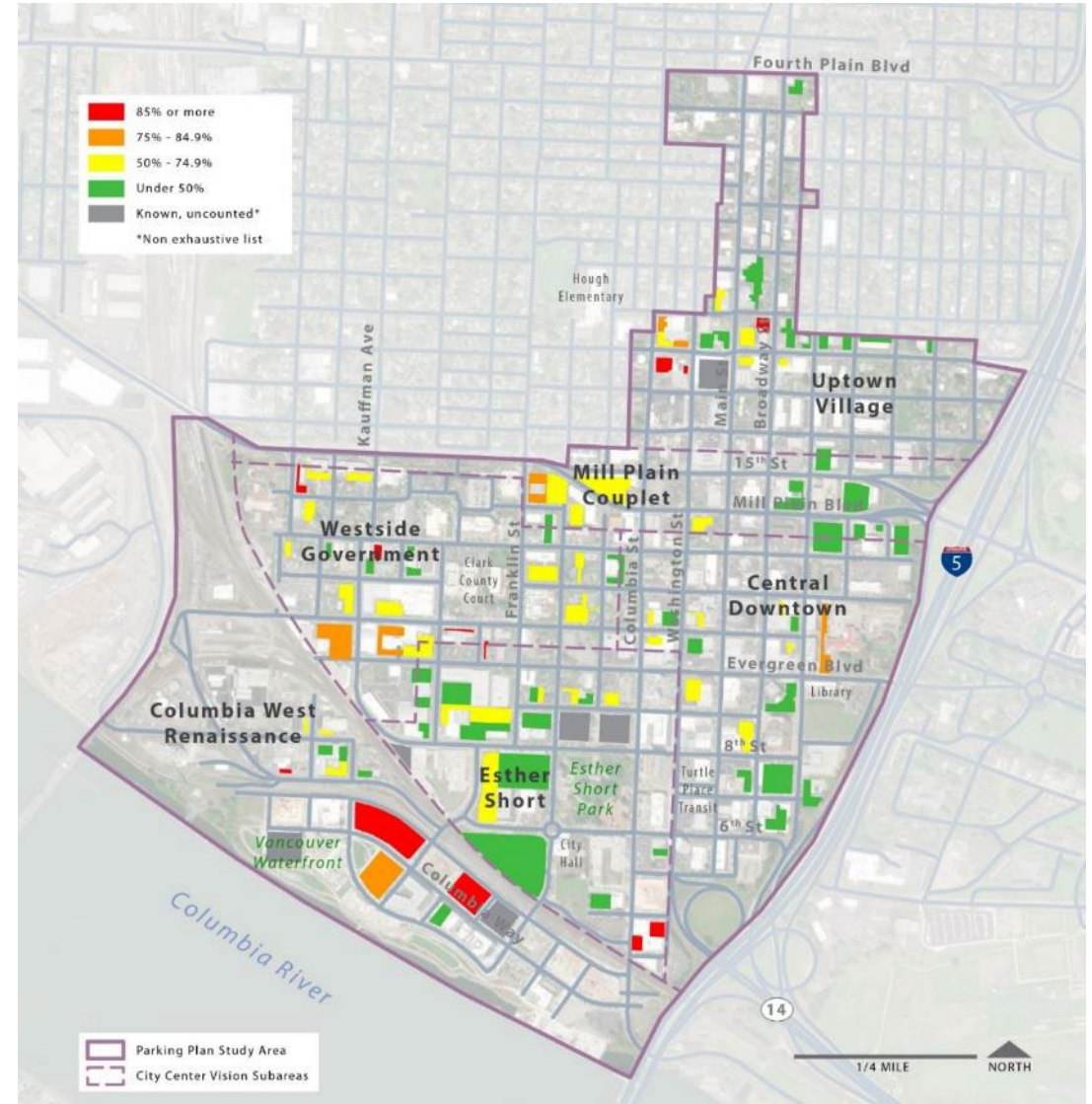
*Data collected Jan – March 2024



Existing Conditions

Private Off Street Parking Underutilized

- 8,000 spaces ~220+ lots
- Few lots exceed 75% use
- Weekend drop – fewer commuters
- Thursday, 4/18/24: **49-54% full**
- Saturday, 4/20/24: **25-29% full**
- Waterfront is busier – especially lunch and dinner times
- **~450 acres total**



Map: 4/18/24 from 1-3 p.m.



Recommended Strategies

Focus more on people & businesses, less on cars and parking





Proposed Strategy Areas

- Parking Management & Operations
- Shared Parking
- Mobility & Access Initiatives



Recommendations: Parking Management & Operations

Maximize Utilization of Parking Assets to Achieve City Goals

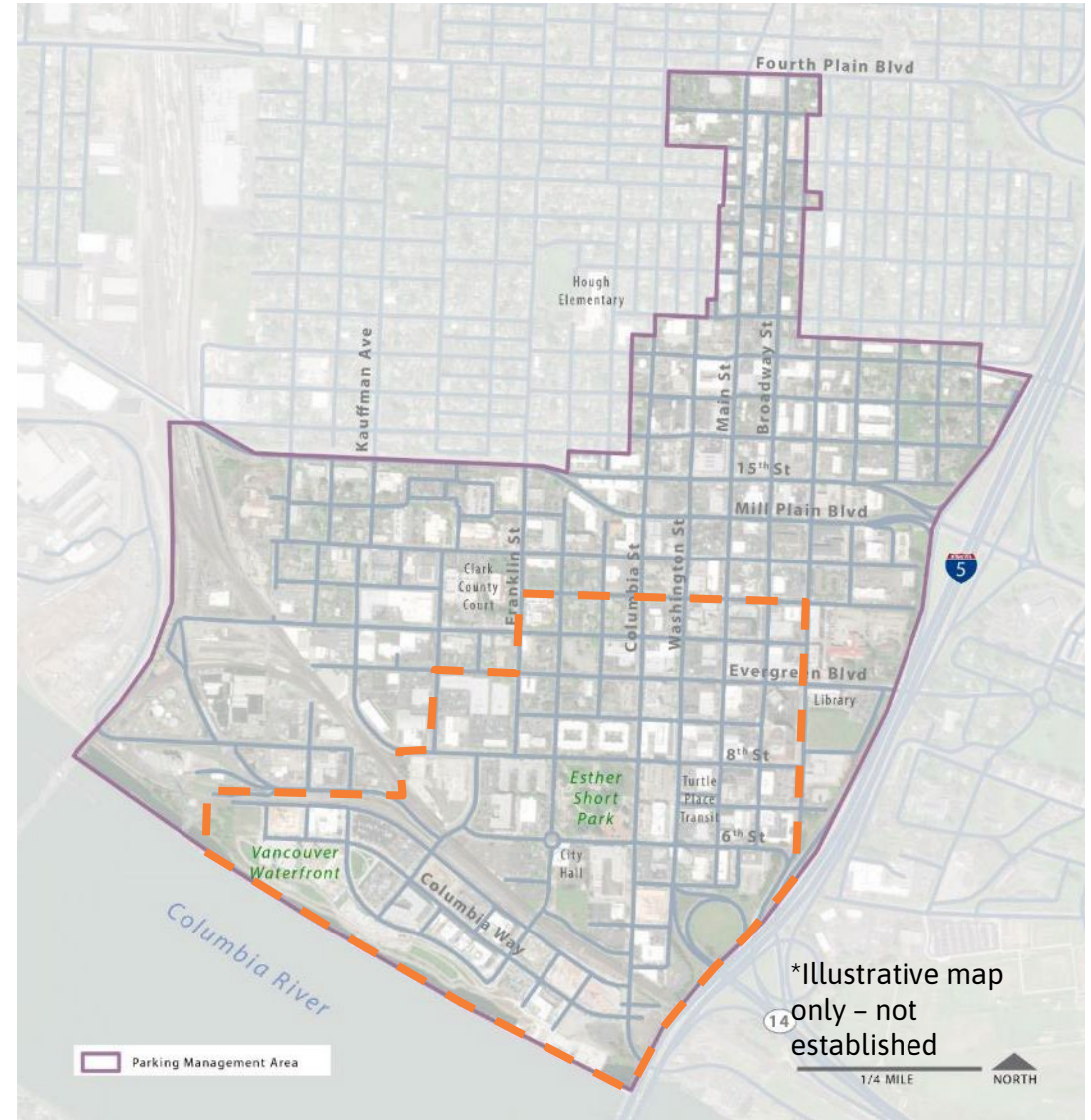
- Update Parking Management Area boundaries
- Implement New Pricing Structures to Improve Utilization
 - Core and edge rates
 - Progressive tier pricing
- Align Parking Operations with City Goals



Pricing Strategies

Tools to influence parking behavior

- Pricing Options
 - Time of day and duration
 - Edge vs Core
 - Event-based
- Influence place and duration
- City can regularly reassess pricing based on outcomes



Recommendations: Shared Parking Initiatives

Unlock Private Parking for Public Use

- Expand public parking options without adding new supply
- Ease parking burden on new development
- Generate revenue for downtown property owners
- Add supply in edge areas to reduce congestion in core
- Scenarios include:
 - Time of day shared access
 - Temporary event related
 - City or third-party management of public use



Recommendations: Mobility and Access

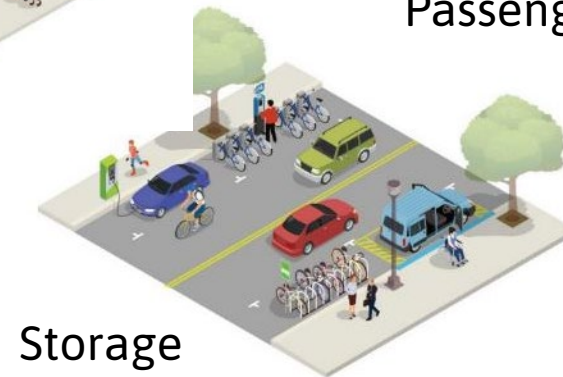
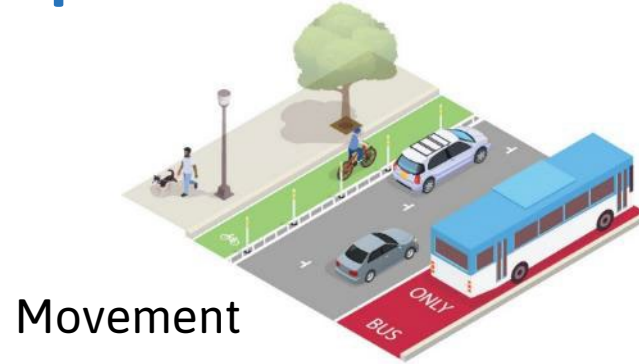
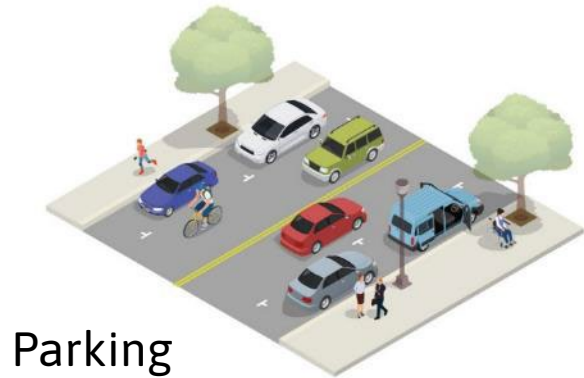
Reprioritize use of City assets and investment

- Evaluate reinvestment of City parking funds
- Establish Mobility Hubs (eg Library Square, collocation of bike corrals w/ transit)
- Pursue Micromobility initiatives
 - Circulator
 - Scooter, bike
 - Enhanced pedestrian access
- Embrace curb management to open up City rights of way
 - Alternate curb uses (eg bike corrals, outdoor seating)
 - Active Streets
- Update Downtown Wayfinding



Curb Management

Flexible Uses; More Nuanced Operations



Questions

- How can Plan support downtown redevelopment goals?
- How can City and CCRA facilitate sharing of private parking?
- How can redevelopment promote enhanced mobility and access?
- Can progressive pricing influence downtown parking behavior?



Thank You



bweber@walkerconsultants.com | 415.310.9084 | Walker Consultants

