Parking Management Workshop

Michael R. Kodama

MK Planning Consultants

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818 846-6272

mkodama@aol.com

Definition of Parking Management

- ℗ Location, cost, supply & demand
- ℗ Demand based strategies combine parking and transportation alternatives
- ℗ Access options

Parking Management

➢ Transit network

➢ Pedestrian activity

➢ Support for density and mixed-use development

➢ Market-driven parking pricing

➢ Economic vitality

➢ Access and mobility issues

Source: Kodama & Willson, Westside COG

Issues

- ℗ Zoning and code requirements
- ℗ Target market: short term and long term parking spaces
- ℗ Balance local and regional needs

Barriers to Parking Management

- Ⓟ Parking perceptions and attitudes
- Ⓟ Parking pricing
- Ⓟ Land use policies
- Ⓟ Work site characteristics (lease arrangements)
- Ⓟ Transportation alternatives

Balancing Regional and Local Transportation Issues

- Regional transportation
- Air quality
- Urban design

- Economic development
- Residents
- Business
- Project mitigation
- Traffic circulation

Parking Pricing Emission Reduction Model:

- 100,000 square foot office building
- 4.1 parking spaces per 1,000 square feet = 410 spaces
- 79% drive alone rate x 360 employees = 284 solo drivers
- 284 SOV x 17% parking cash-out reduction = 48 SOV reduction
- 48 SOV reduction x 30 miles = 1,440 VMT reduction
- 1,440 x .035 = 50.4 pounds

Source: Willson (1998); Willson (1992); Shoup & Willson (1991)

Parking Supply and Demand

Supply **Demand**

**Supply** **Demand**

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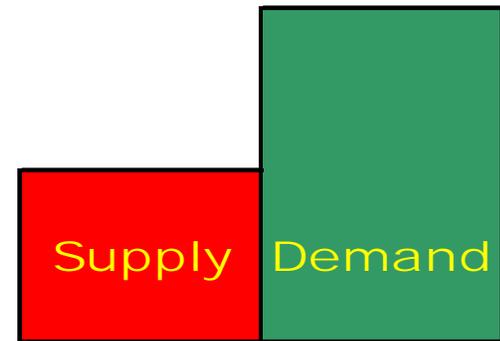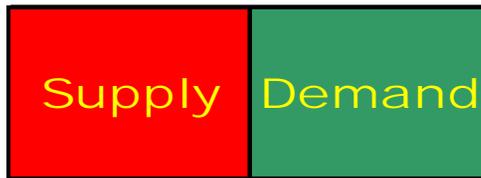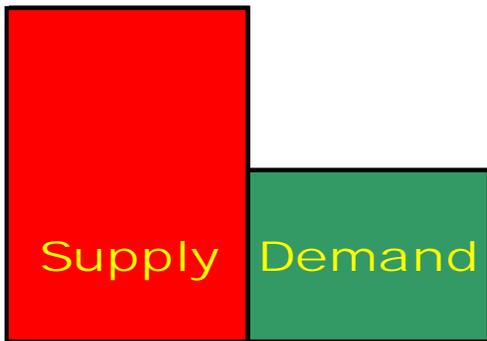
Parking Requirements

- Parking supply to compete with other cities
- Prevent spillover
- Plan for future uses
- Minimum parking requirements

- Market price
- Commuters park free
- More auto use
- Lower site density
- Higher land consumption
- Lower land value
- Auto-oriented site design
- Less use of alternative modes

Source: Kodama, Willson & Francis, MSRC 1997
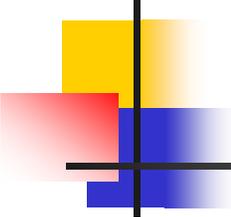
Parking Management

➤ Culver City – parking utilization as determination of parking needs

➤ Denver/LoDo/Commons – parking management plan/transit system/access plan (up to 4 million square feet of commercial development; 25% non-SOV)

Source: Winogrand, Culver City (1998); Kodama & Williams, (2000)
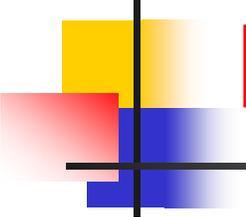
Parking Economics

- Parking **Development** Cost
- Parking Pricing
- Market **Value** of Parking

Retail Parking: Cost of free employee parking

- Employee parking (2 hour shuffle) = 1 hour free per day or $6,000 per year in lost employee time ($20/hr)
- Assume turnover: 10 sales per space & $50 profit per sale = $500/per day
- 300 days of sales = $150,000/per year

Parking Management Feasibility Issues

- Economic and Financial Feasibility
- Site Characteristics/Neighborhood
- Location Features and Compatibility with Surrounding Uses
- Parking (demand, supply, requirements, attitude)
- Market Issues
- Regional Issues

- Established 1994; over 650 businesses with 13,000 workers
- Office, retail, and service
- Tourists and special events
- Bikeways and on-street parking program for carpoolers; reduction in free parking.
- Transit: LRT with 4 district stops and 15 bus lines

Lloyd District Results

➢ 3.9 million annual VMT reduction since 1997 = 1 lane of peak hour road capacity 7 miles long

➢ Reduction in SOV from 72% to 45%

➢ Increased district wide transit mode split to 22% (up from 8% in 1996). Now up to 35%

➢ 1,433 vehicles removed from peak hour commute; reduction in parking spaces = $28 million in parking development costs

➢ Standard parking lease down from 3.5/1,000 SF (1994) to 1.95/1,000 SF

Lloyd District Transit Mode Split
Based on Annual District Survey

Source: Rick Williams, Lloyd District TMA, 2004
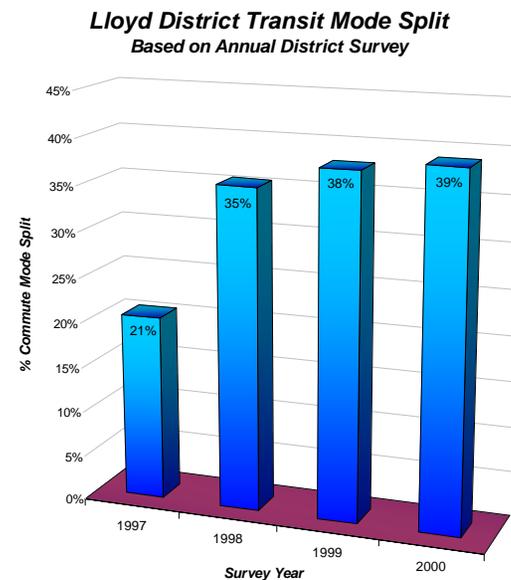
Parking Management Plans

- Los Angeles MTA – Transit friendly parking design
- Burbank – primary target market: customer secondary: employees (location & cost)
- Seattle – Neighborhood Parking Management Plans

Source: Willson, Sales & Kodama (1998); Kodama (1992); Kodama (2000)

Transit Friendly Surface Parking Design
Basic Criteria – Large Development Example

Not Eligible For CMP Credits

Eligible For CMP Credits

Area Within 100' of Street/Sidewalk

Entire Site Within 1/4 Mile of MMTC

Legend
- Building Area
- Parking Area
- Non-parking Area
- Primary Entrance
- Bus Route

Issues

- **Proximity to Multi-Modal Transportation Centers (MMTC):**
  + New development must be located within 1/4 mile of MMTC

- **Site plan must meet design criteria**
  + No parking between sidewalk and building entrance
  + Pedestrian access to building cannot exceed 100' from sidewalk
  + Pedestrian access has priority over vehicles
  + Sites can contain elligible and inelligible portions

Claremont Intermodal Regional Transportation Project

- Private/Public Partnership
- Multi-Modal Transportation System
- New Jobs & New Housing Opportunities
- New City Revenue Streams
- Private Development ($75 million); Claremont ($15.5 million); Regional Transportation Investment ($500 million)

Source: Miller, Busch & Kodama, City of Claremont, 2004

Claremont Village Expansion

- Pedestrians
- Village Expansion Parking Project
- Mass Transit
- Alternative Modes (Carpools/Bikes/ Pedestrians)
- Customer and Employee Parking Spaces
- Live-Work Loft Parking Spaces

Downtown Los Angeles

- Parking Framework
- Sub-areas
- Inventory and Utilization
- Organizational structure
- Ordinance: Target Markets
- Funding and financing: Local
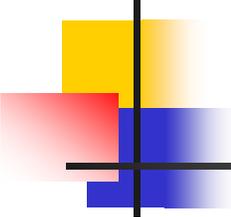
Employer Parking Pricing/TDM Worksheet

- ➤ 2,559 Employees with a 29% drive alone rate, 16% carpool rate (2.1 per car), 46% transit share = 937 employee parking space demand

- ➤ If shift SOV to transit (12% increase in transit ridership) = 141 reduction in parking demand

- ➤ Monthly rate of $270.00 = $38,070/month or $456,840/year savings

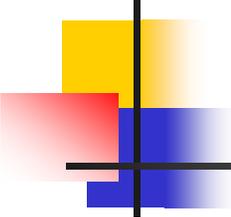# Montreal – Rules of the Game
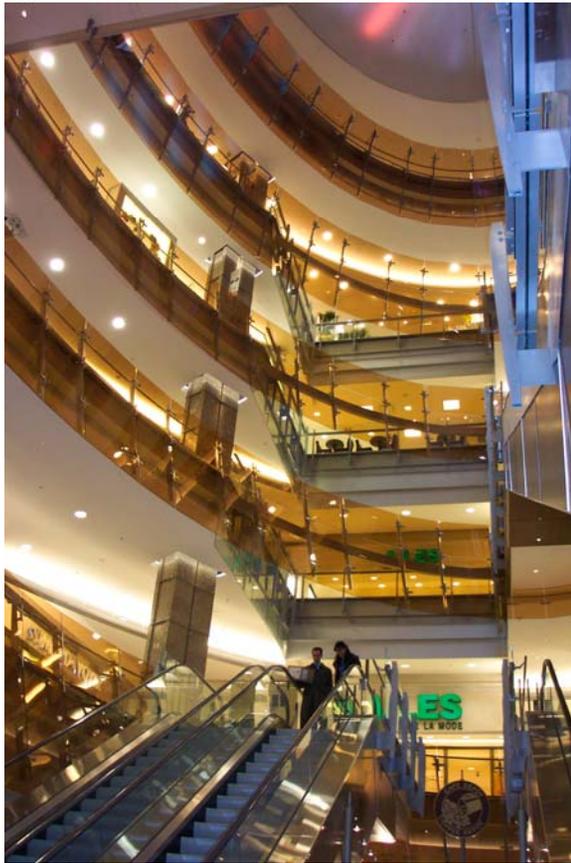
- Long term leases link to Metro
- Permission to occupy underground public land
- Grant laneways
- FAR Bonuses
- Zoning, density & parking

Source: Francois Major, Ville de Montreal

Montreal – Underground Retail Development

- 10 subway stations
- 29 kilometres of underground
- 500,000 people
- 60 buildings (80% of office and 35% of commercial in downtown)

Key Stakeholders

- Local city
- Elected officials
- Residents
- Developers
- Lenders
- Land owners
- Leasing agents
- Regional agencies

- Management
- Facilities
- Employees
- Security
- Human resources
- Legal
- Accounting

Approach

➢ Create customized program

➢ Identify priority and secondary target markets

➢ Creative employee parking programs

➢ Utilize viable commute options

➢ Maximize economic incentives

➢ Create win-win projects

Key Points

- ✓ Access – mobility - efficiency
- ✓ Parking pricing – parking is not free
- ✓ Parking supply and demand
- ✓ Parking, transit, TDM & land use
- ✓ **Problem solving tool**