

Memorandum



CITY OF DALLAS

DATE June 10, 2011

TO Members of the Transportation and Environment Committee:
Linda Koop (Chair), Sheffie Kadane (Vice Chair), Jerry R. Allen, Tennell Atkins,
Carolyn R. Davis, Vonciel Jones Hill, Delia Jasso, Pauline Medrano, Ron Natinsky

SUBJECT **Downtown Dallas Parking Strategic Plan**

At the Transportation and Environment Committee Meeting on Monday, June 13, 2011, there will be a briefing on the Downtown Dallas Parking Strategic Plan. This is a follow up to the recent Council adopted Downtown Dallas 360 Plan. The 360 Plan established a future vision and action plan for downtown, highlighting among five transformative strategies the need to reform the approach to downtown parking.

This briefing will be presented by Downtown Dallas Inc. (DDI) and the consultant team of Moore Iacofano Goltsman (MIG) and Kimley-Horn and Associates. DDI has taken the lead in facilitating this comprehensive parking study, ensuring that key stakeholders were engaged, and in developing this report in close collaboration with City staff. The Transportation and Environment Committee will be asked to accept this report as the basis for further evaluation and action related to downtown parking.

Please feel free to contact Theresa O'Donnell at 214-671-9293 if you need additional information

A handwritten signature in black ink, appearing to read 'A.C. Gonzalez'.

A.C. Gonzalez
Assistant City Manager

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr. City Attorney
Deborah Watkins, City Secretary
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, Assistant City Manager
Forest Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Libro, Public Information Office
Theresa O'Donnell, Director, Sustainable Development and Construction
Helena Stevens-Thompson, Assistant to the City Manager – Council Office



DOWNTOWN **DALLAS** PARKING STRATEGIC PLAN



*Council Transportation and
Environment Committee Briefing
June 13, 2011*



Kimley-Horn
and Associates, Inc.



DRAFT



- ❑ Downtown Dallas 360 Plan adopted by Dallas City Council in April 2011

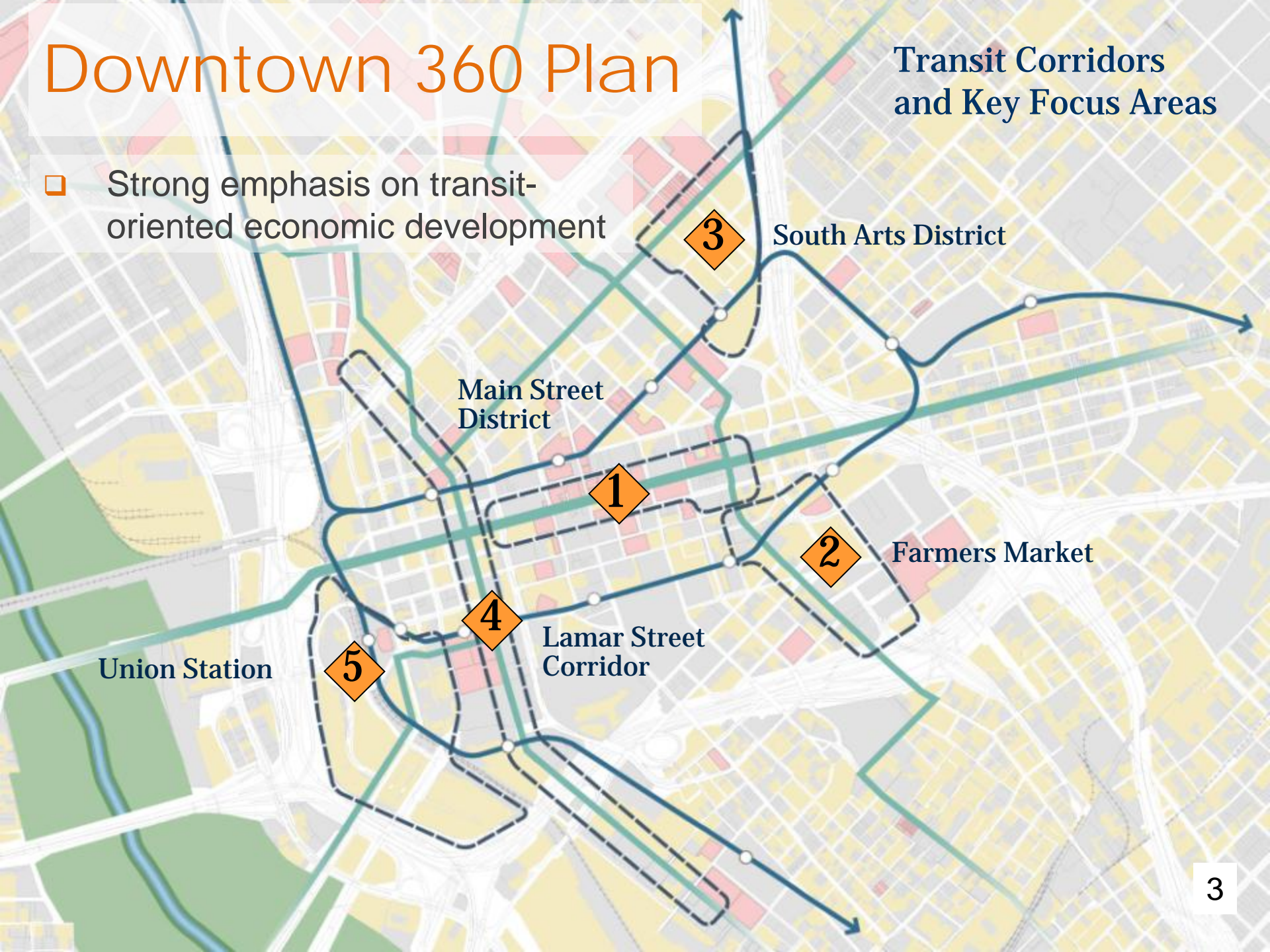
downtown dallas 360

A PATHWAY TO THE FUTURE

Downtown 360 Plan

Transit Corridors and Key Focus Areas

- Strong emphasis on transit-oriented economic development



Downtown 360 Plan

- Provides a comprehensive and strategic planning framework for the Downtown Dallas area



Downtown 360 Plan

TRANSFORMATIVE STRATEGIES

Reform the Approach to Parking



Information
Guidance

Reservation
Electronic Payment



Downtown 360 Plan

TRANSFORMATIVE STRATEGIES

REFORM THE APPROACH TO PARKING

- ❑ Parking should be seen within the context of a larger “integrated community access strategy”
- ❑ Parking is important and complex enough in its own right to warrant singular focus



Downtown 360 Plan

Downtown Parking Study

- ❑ Downtown-wide update of supply and demand
- ❑ Development of Tool Kit and Strategic Plan with menu of implementation recommendations
- ❑ Prioritized analysis and recommendations for Focus Areas



Downtown Parking Study

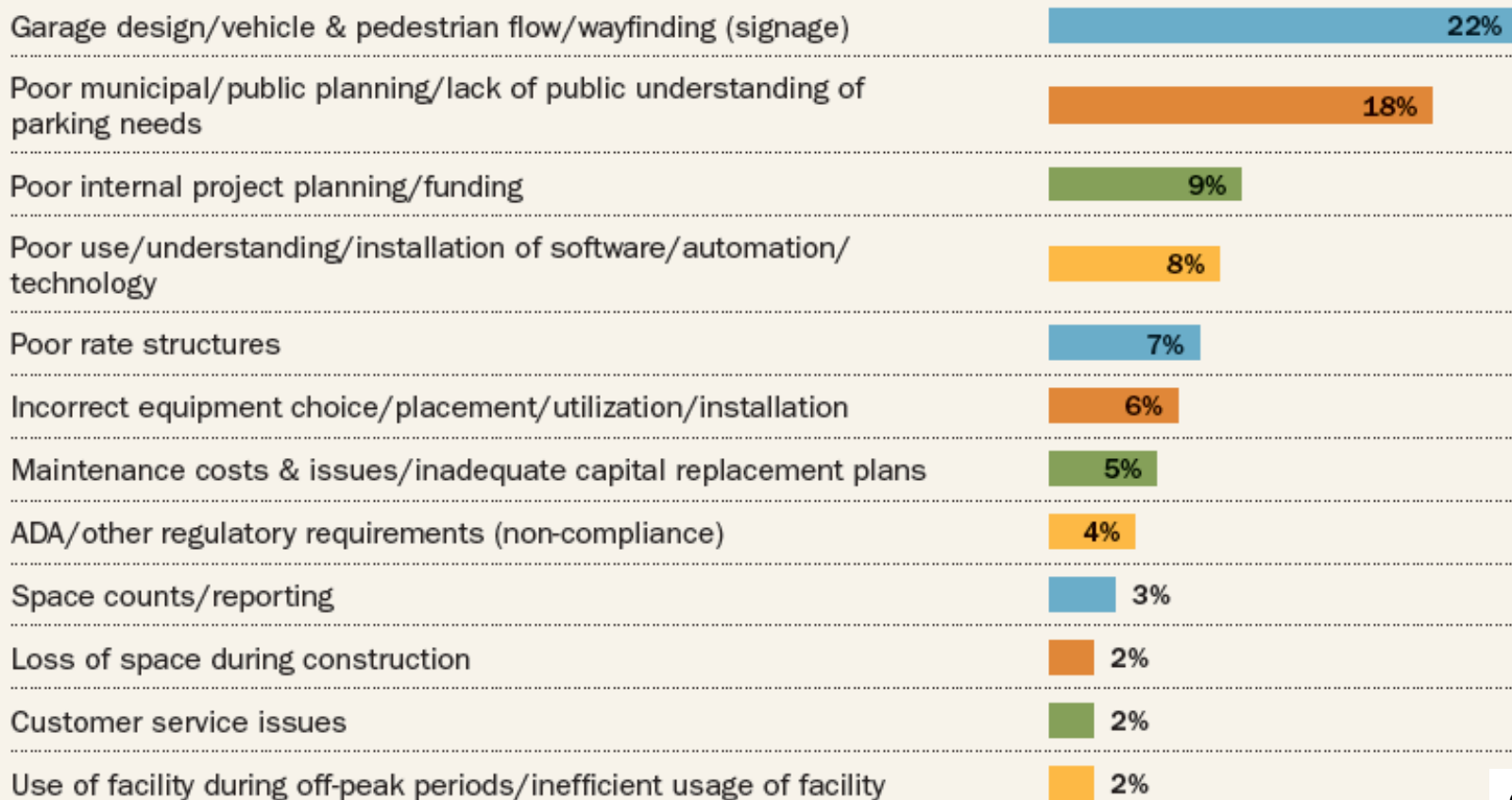
- ❑ Led by Downtown Dallas Inc. (DDI) in collaboration with City of Dallas
- ❑ DDI sponsored Stakeholder Committee provided input and guidance
- ❑ Focus on providing a strategic framework for action



International Parking Institute Survey 2011

Most Common Parking Problems

International Parking Institute members were asked: "What is the most common parking operations, design or management problem or mistake you've encountered that you feel could have been avoided had competent parking expertise been utilized?" Leading responses:



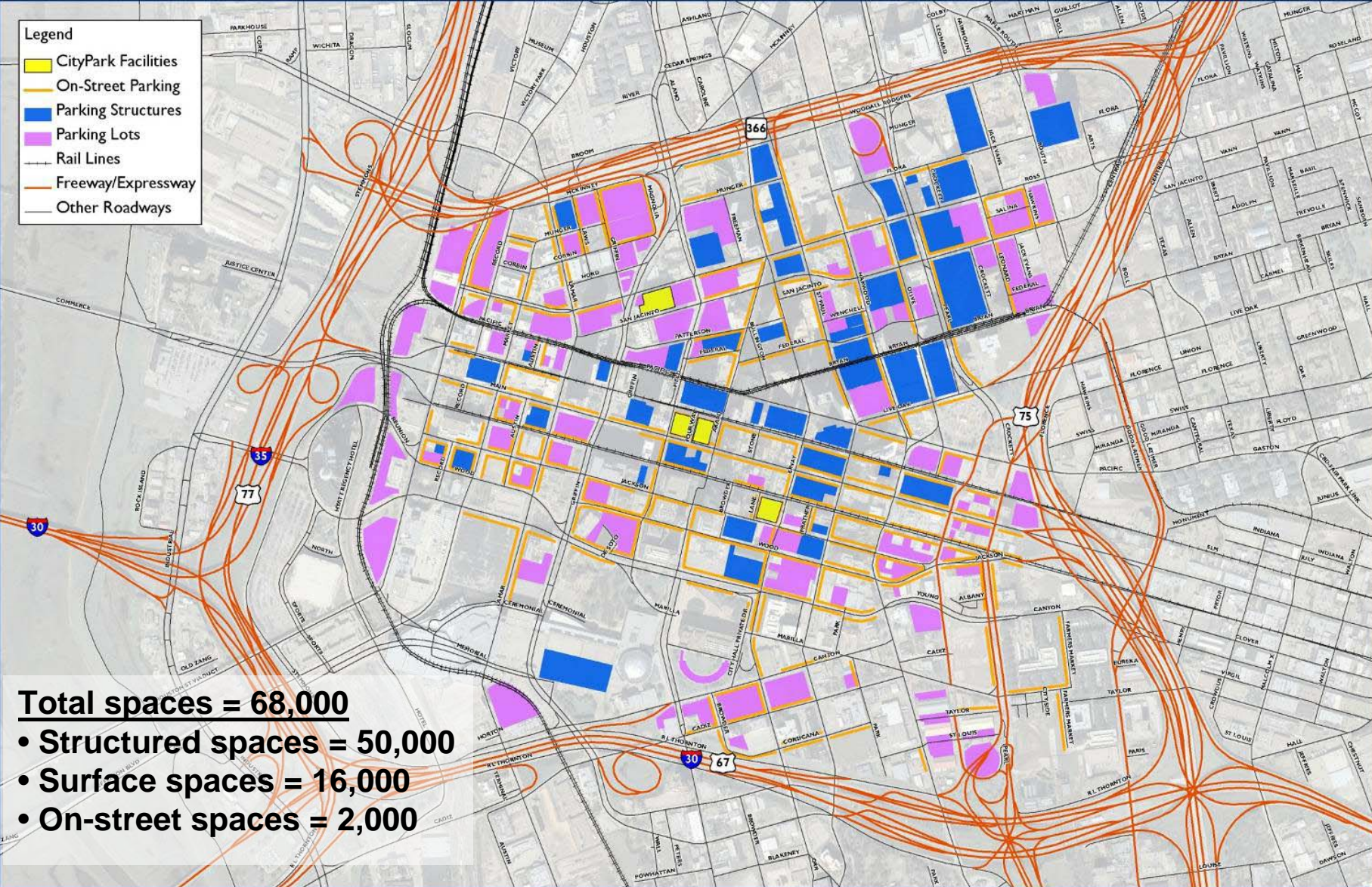
International Parking Institute Survey 2011

Trends with the Most Impact on the Parking Industry

International Parking Institute members were asked: "Focusing on emerging trends in parking, please select a maximum of three trends (your Top 3) which you believe will have the most impact on the parking industry or profession in 2011."



- Legend**
- CityPark Facilities
 - On-Street Parking
 - Parking Structures
 - Parking Lots
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways



Total spaces = 68,000

- Structured spaces = 50,000
- Surface spaces = 16,000
- On-street spaces = 2,000

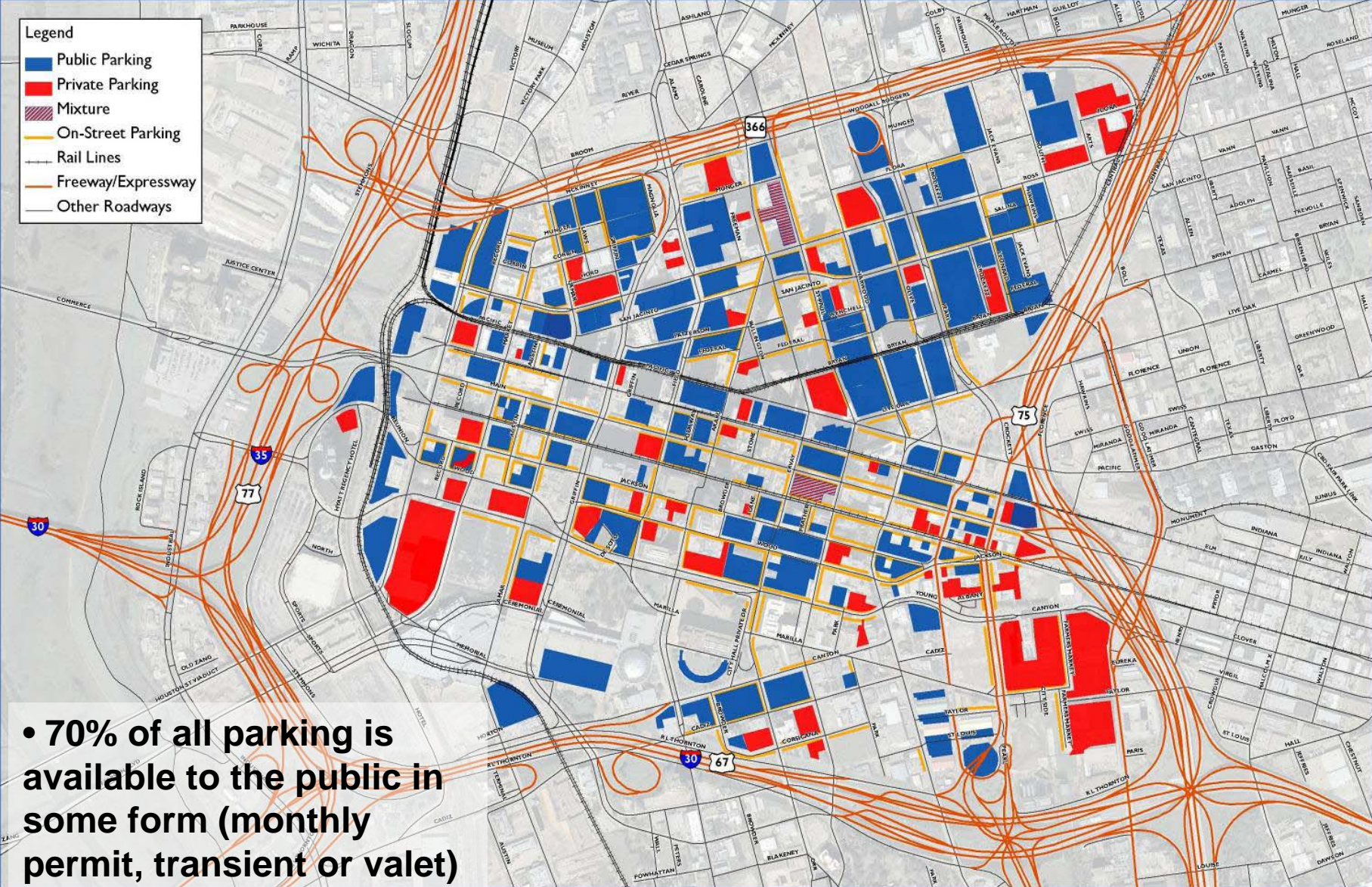
CURRENT PARKING CONDITIONS

Existing Parking in Downtown Dallas

27% of land area is dedicated to off-street parking



- Legend**
- Public Parking
 - Private Parking
 - Mixture
 - On-Street Parking
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways



• 70% of all parking is available to the public in some form (monthly permit, transient or valet)

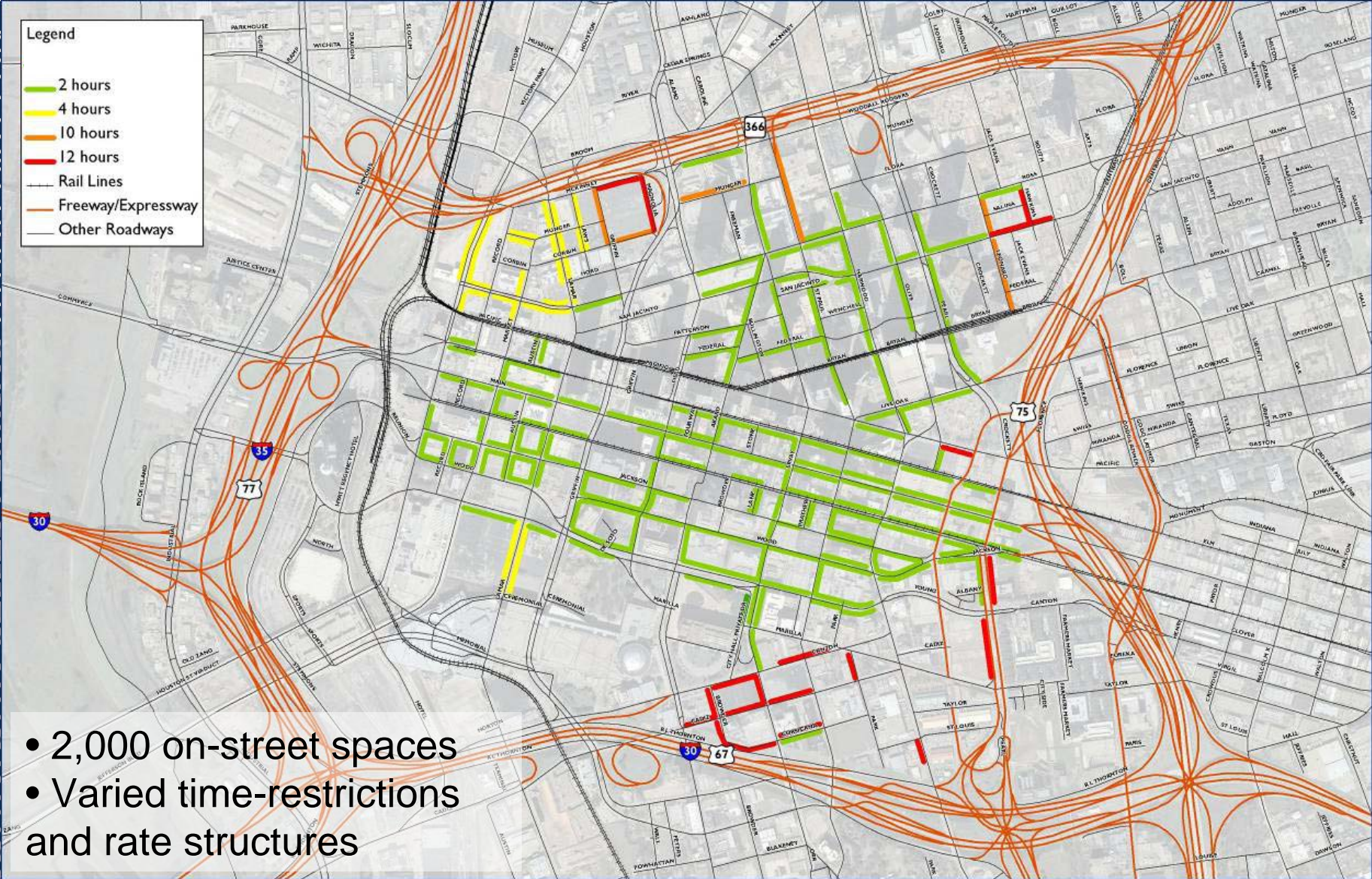
CURRENT PARKING CONDITIONS

Publicly Available vs. Private Parking Supply



Legend

- 2 hours
- 4 hours
- 10 hours
- 12 hours
- Rail Lines
- Freeway/Expressway
- Other Roadways



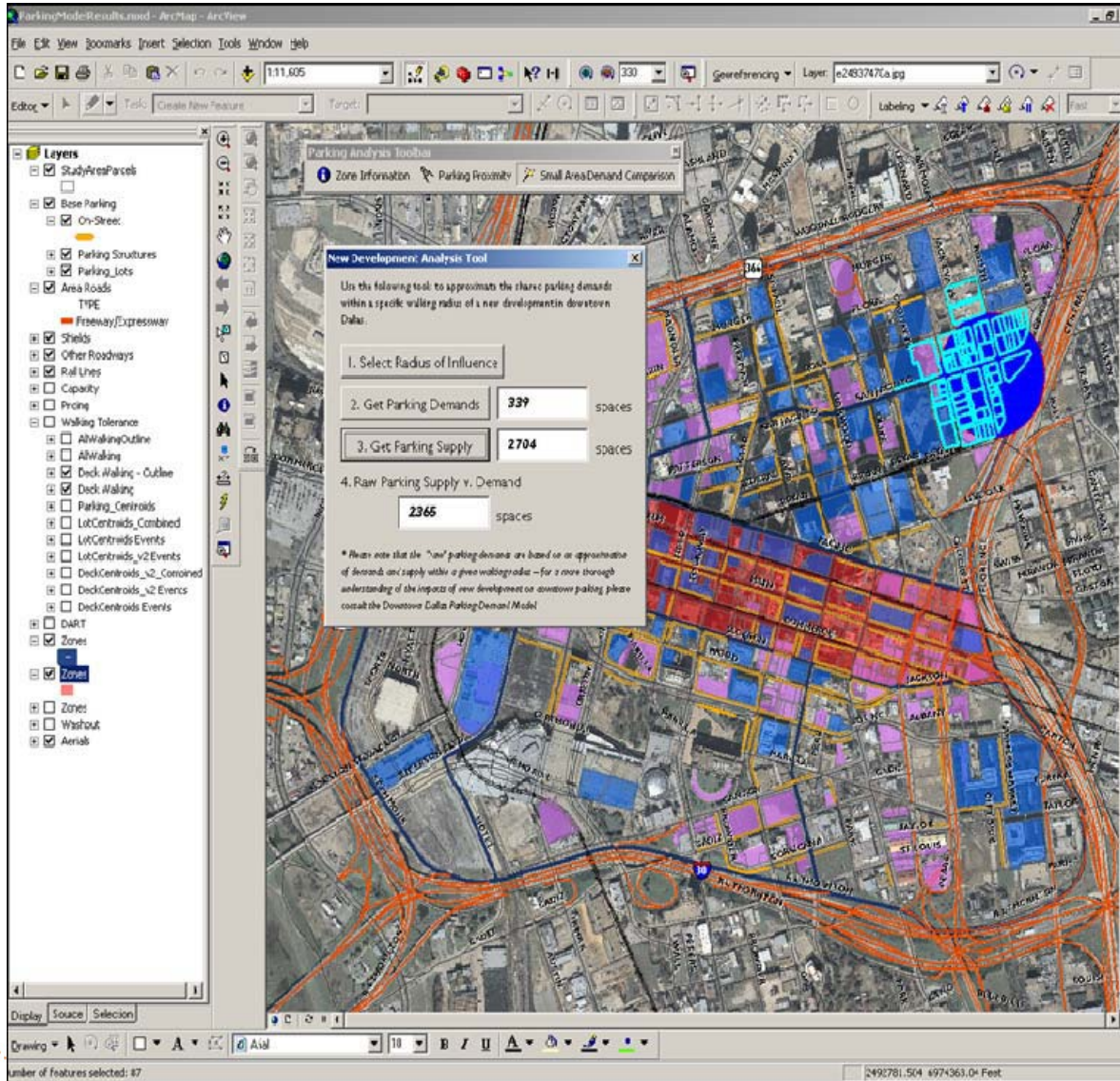
- 2,000 on-street spaces
- Varied time-restrictions and rate structures

CURRENT PARKING CONDITIONS

On-Street Parking Map Time Limits



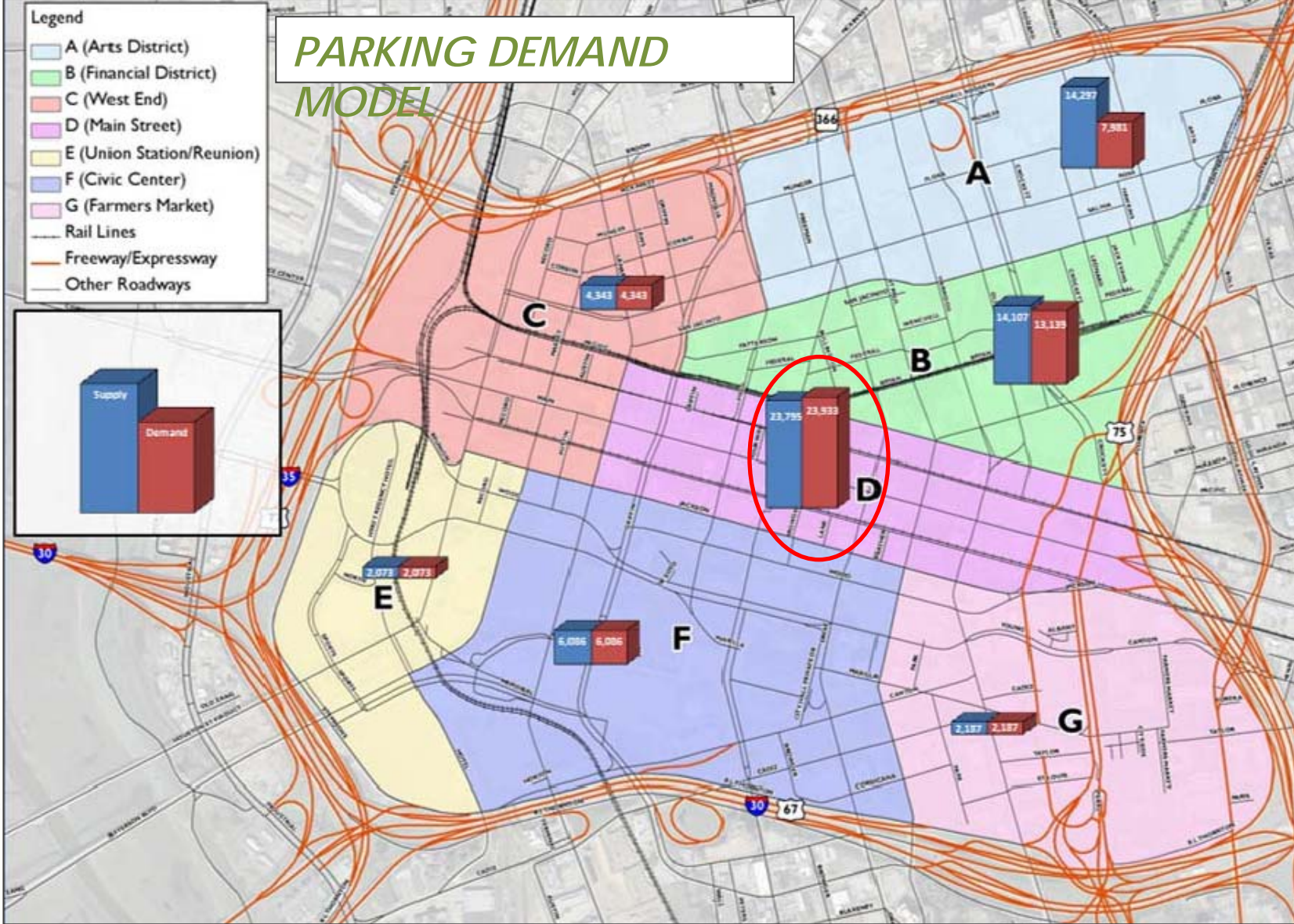
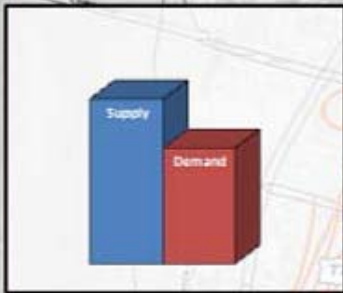
PARKING DEMAND MODEL



- Dynamic user interface with GIS output
- Land-use and parking data
- Multiple demand scenarios run on Parking Analysis Zones based on Downtown 360 districts

PARKING DEMAND MODEL

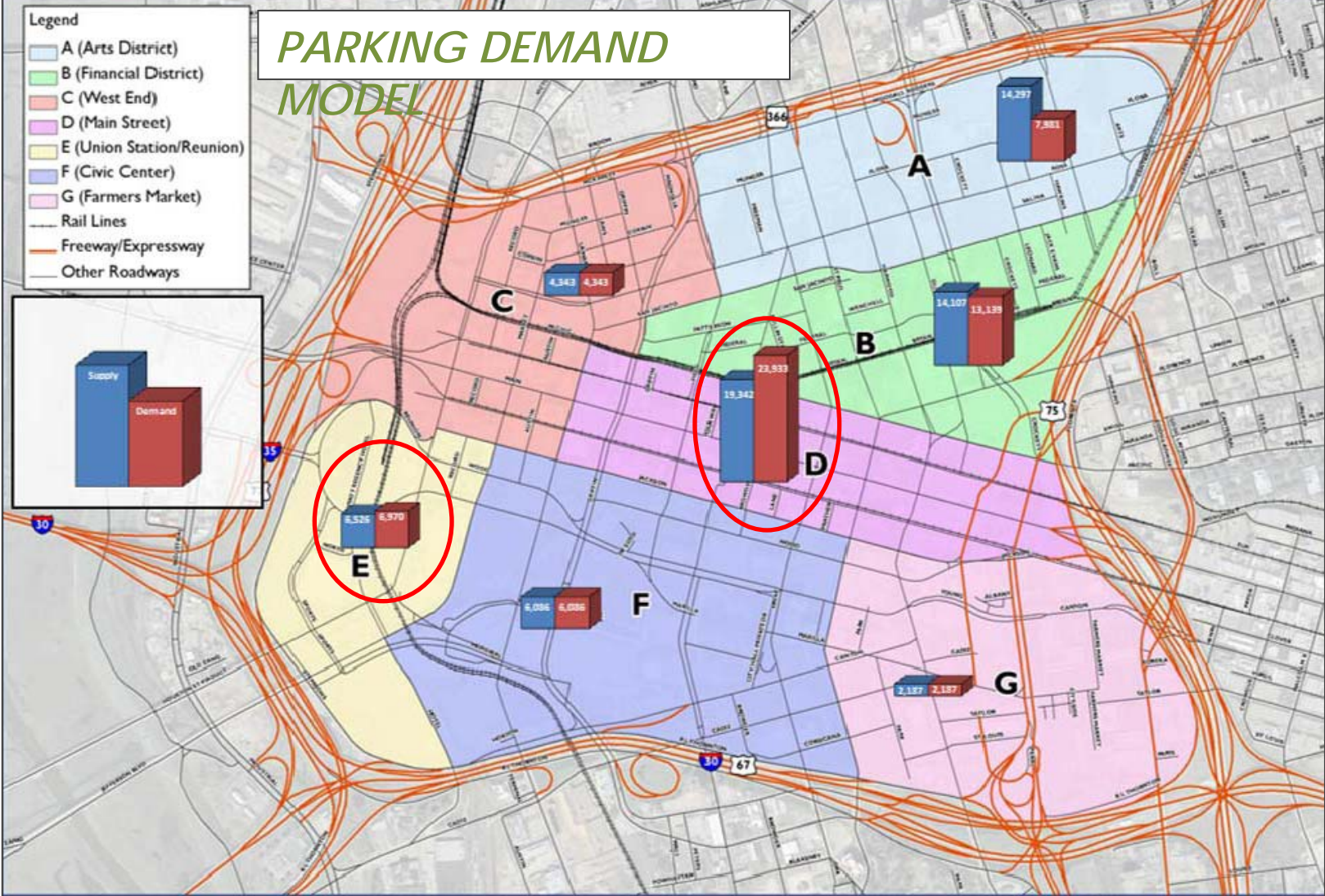
- Legend**
- A (Arts District)
 - B (Financial District)
 - C (West End)
 - D (Main Street)
 - E (Union Station/Reunion)
 - F (Civic Center)
 - G (Farmers Market)
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways



- **Normal Weekday Scenario:** Downtown-wide parking surplus with some localized deficit (Main Street District)



PARKING DEMAND MODEL

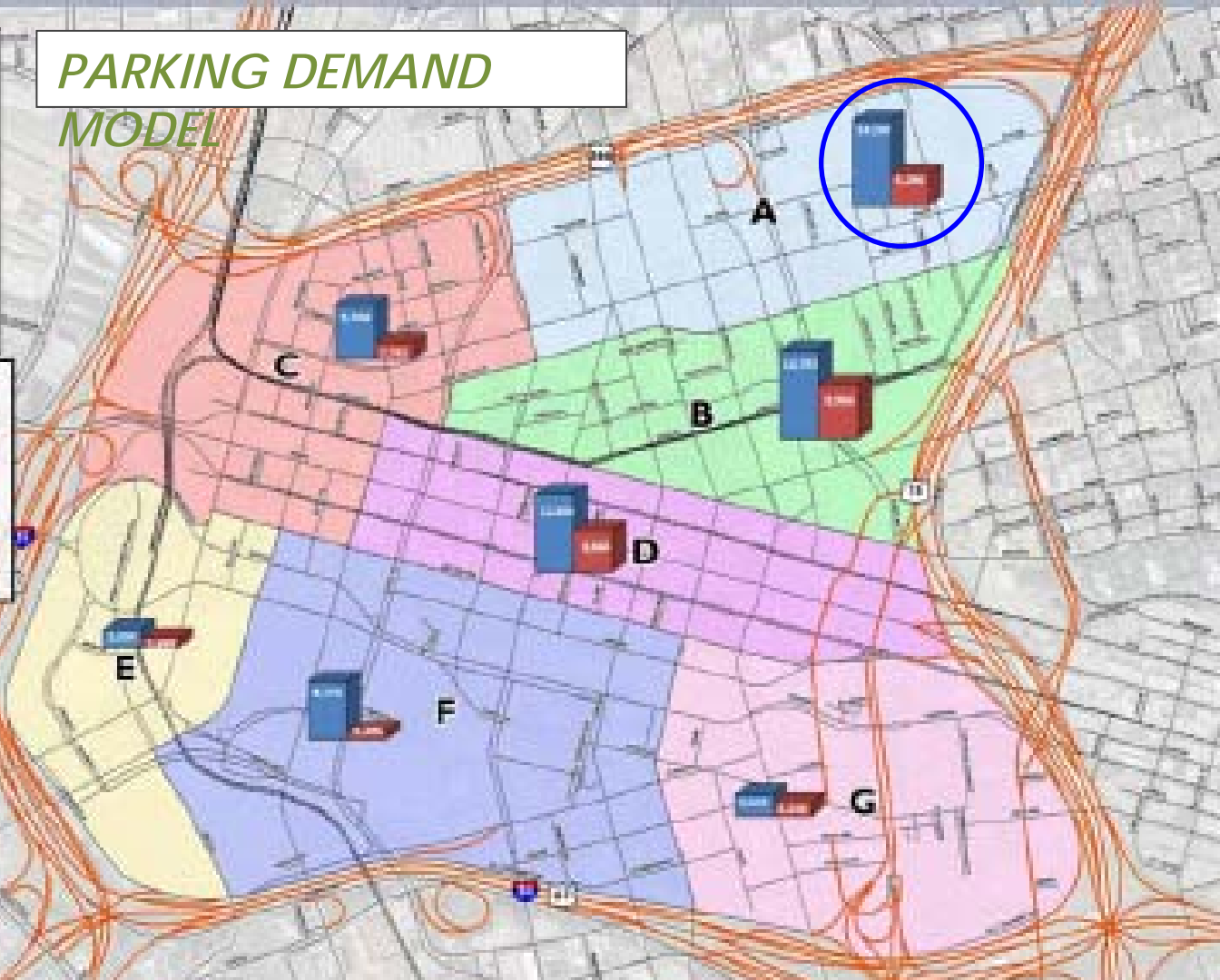
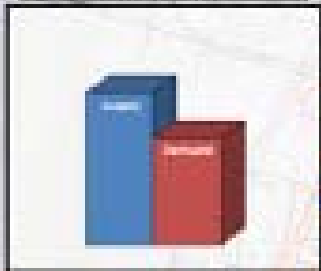


- **Major Convention Scenario:** Some notable “Hot Spots” with deficit conditions (Main Street District; Union/Reunion District)



PARKING DEMAND MODEL

- Legend**
- A (Arts District)
 - B (Financial District)
 - C (West End)
 - D (Main Street)
 - E (Union Station/Renovation)
 - F (Civic Center)
 - G (Farmers Market)
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways



- **Combined Theater Performance Scenario:**
 - Large surplus due to unused office tower parking
 - Significant supply issues will occur in Arts District with loss of the surface lots from anticipated South Arts District (Spire) development

PARKING DEMAND MODEL

- An Arts District specific event modeling tool needed to facilitate event based management
- This will be more important with anticipated loss of the large surface lots from the South Arts District (Spire) development



Key Parking Analysis Findings

- ❑ **The key parking problem is not one of availability, but one of accessibility:**
 - Lack of consistently managed “publicly available” parking to promote ease of use
 - Lack of way-finding to available parking
 - In highest demand areas there is least “publicly available” parking
 - Lack of a convenient circulator system and other mechanisms to promote sharing of parking between areas of surplus and areas of deficit

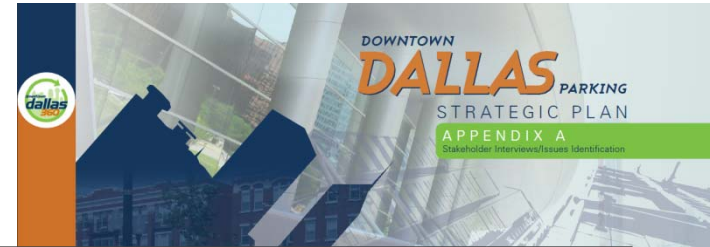


Downtown 360 Plan

TRANSFORMATIVE STRATEGIES

REFORM THE APPROACH TO PARKING

ISSUES



Downtown Dallas Parking Strategic Plan

SUMMARY OF STAKEHOLDER INTERVIEWS

GROUP 1 – OFFICE BUILDINGS



Date: 03-18-2010 • Time: 1:00 pm to 3:00 pm

KEY ISSUES IDENTIFIED

- ▶ While there is an overall surplus in parking, some of the office towers are struggling because they do not have enough available parking associated with their leasable space.
- ▶ Parking requirements (currently one space per 1,000 square-feet) are too low. Many office towers do not have adequate parking and are left to look elsewhere to find tenant parking. Two spaces per 1,000 square-feet may be more appropriate.
- ▶ Owners are hesitant to provide public spaces in the office's reserved parking supply based on a fear of liability, maintenance, security, and cleanliness issues.
- ▶ Tenants, residents, and downtown visitors have a hard time finding available parking. Consistent wayfinding may be a solution.
- ▶ Alternative parking reduction/management methods may be helpful such as parking cash-out or unbundling parking (residential and monthly).

ISSUE CATEGORIES

- ▶ Planning
- ▶ Parking Supply
- ▶ Zoning
- ▶ Parking Requirements
- ▶ Need for a Stronger Public Program
- ▶ Public vs. Private
- ▶ Short-term Parking Availability
- ▶ Signage and Wayfinding
- ▶ Transportation Alternatives
- ▶ Residential Parking

GROUP 1 ATTENDEES

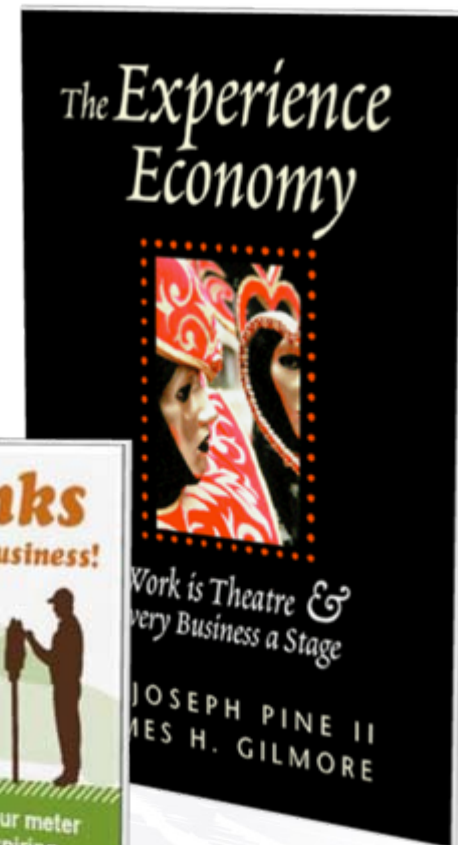
- ▶ Jim Wood (Downtown Dallas, Inc.)
- ▶ Dorey Clark (City of Dallas)
- ▶ Hammond Perot (City of Dallas)
- ▶ Jim Greenwalt (City of Dallas)
- ▶ Karl Stundins (City of Dallas)
- ▶ Sarah Hinkley (Peloton Commercial Real Estate)
- ▶ Joel Pustmüller (Peloton Commercial Real Estate)
- ▶ Ryan Collier (Stream Realty)
- ▶ Don Dowell (Comerica Bank Tower)
- ▶ Bill Veatch (Parking Company of America)
- ▶ George Baker (Parking Company of America)
- ▶ Dennis Burns (Kimley-Horn and Associates, Inc.)
- ▶ Brett Wood (Kimley-Horn and Associates, Inc.)

- Multiple user groups interviewed
- Key issues defined and categorized

PARKING STRATEGIC PLAN

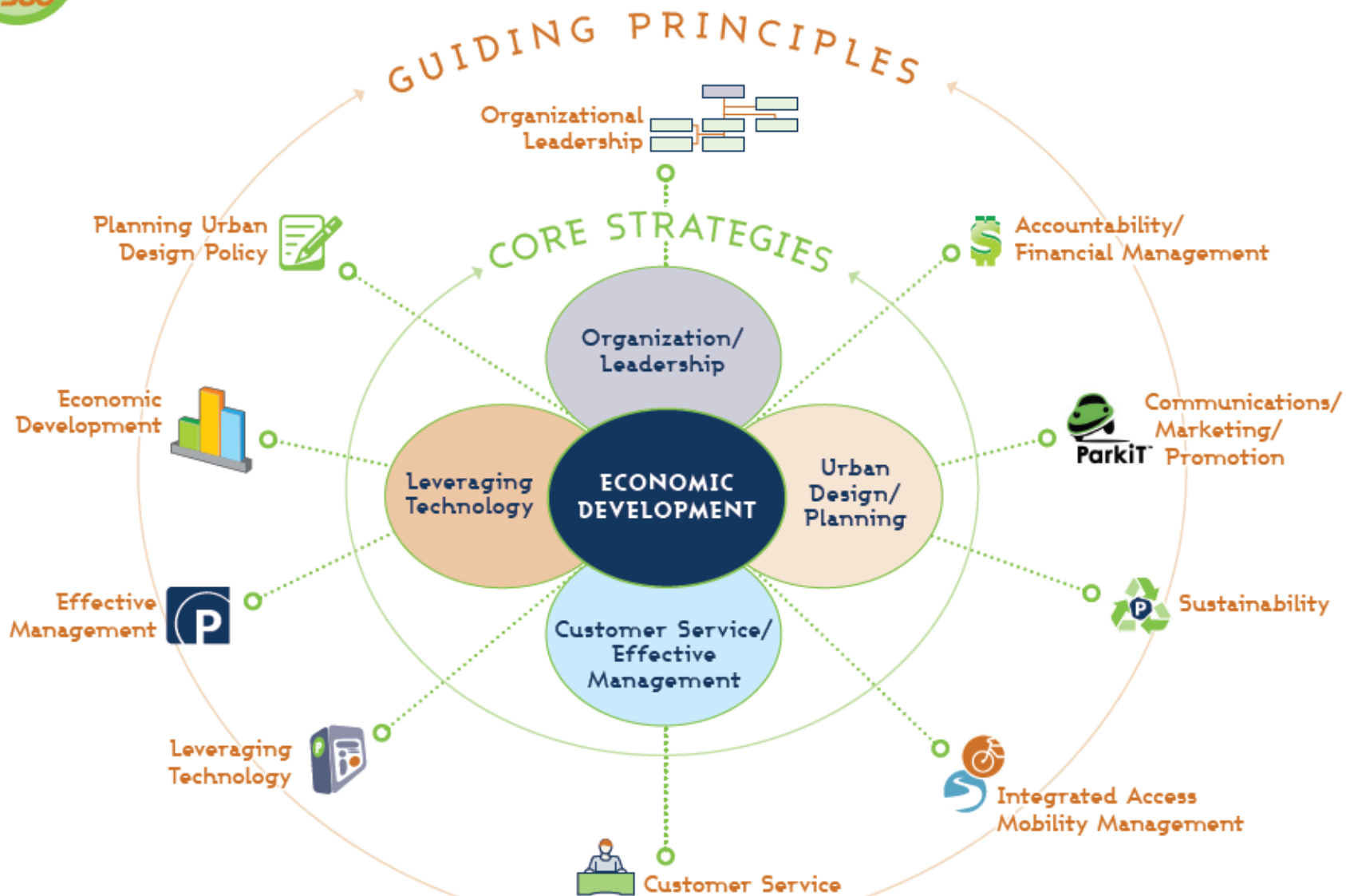
BROAD OPERATING GOALS

- ❑ **Overarching Goal: Improve the Downtown Experience**
 - **Create a New Focus on Economic Development** – Concentrate on objectives that contribute to economic development and city building
 - **Be Customer Service Oriented** – Make parking interactions a positive aspect of the Downtown experience
 - **Be Innovative and Creative** – Develop new solutions





CORE STRATEGIES



Strategic Plan Action Items

DOWNTOWN DALLAS 21st Century STRATEGIC PARKING PLAN

Strategic Plan Primary Action Items

Primary Action Items Summary Listing

The following list summarizes the Parking Strategic Plan's "Primary Action Items":

- PRIMARY ACTION ITEM # 1:**
 - Make the decision to invest in public parking as an integral component of the Downtown 360 Plan
 - Create a new parking management organization
- PRIMARY ACTION ITEM # 2:**
 - Integrate parking as an element of community and economic development strategies
- PRIMARY ACTION ITEM # 3:**
 - Reshape approaches to off-street parking
- PRIMARY ACTION ITEM # 4:**
 - Enhance parking planning and special projects capabilities
 - Enhance support for & investment in multi-modal & sustainable access strategies
- PRIMARY ACTION ITEM # 5:**
 - Develop a parking rate evaluation and adjustment strategy
 - Manage on-street spaces to achieve 15% availability
- PRIMARY ACTION ITEM # 6:**
 - Develop a new parking brand and strategic communications program
- PRIMARY ACTION ITEM # 7:**
 - Improve signage/wayfinding and special events parking/transportation coordination
- PRIMARY ACTION ITEM # 8:**
 - Leverage new technology
 - Enhance operational efficiency
- PRIMARY ACTION ITEM # 9:**
 - Improve the customer experience
- PRIMARY ACTION ITEM # 10:**
 - Improve/expand short-term and retail parking
- PRIMARY ACTION ITEM # 11:**
 - Reassess on-street parking and parking enforcement policies and regulations
- PRIMARY ACTION ITEM # 12:**
 - Create a defined program of "Sustainability Initiatives" related to parking
 - Integrate parking with transportation and access management decisions

Key Partners: Parking and Transportation Advisory Committee

Primary Responsibility: Downtown Dallas, Inc., New Parking Management Organization

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Primary Responsibility: Downtown Dallas, Inc., New Parking Management Organization

Primary Action Items

DOWNTOWN DALLAS 21st Century STRATEGIC PARKING PLAN

Strategic Plan Additional Recommended Action Items

ADDITIONAL STRATEGIC ACTION PLAN ITEMS

CATEGORY 1 - ORGANIZATION/LEADERSHIP

Action Item # 1.1 - Active Leadership/Support

For the Parking program to be successful, it must have strong leadership and support from the DDI Board and the City of Dallas. This will be especially true in the areas of supporting the "Dallas 360 Plan" and enhancing public processes and community collaboration.

Intended Results: The broader Dallas 360 plan provides a real opportunity to align parking program policies with the larger community's strategic goals. This Strategic Action Plan is a significant step towards addressing many of these issues. Kimley-Horn and Associates, Inc. recommends that this action plan be reviewed, endorsed and adopted by the DDI Board, the City of Dallas, and other appropriate stakeholder groups.

Action Item # 1.2A - City Council Adoption

Once this Parking Strategic Plan is finalized by the DDI board and City staff, it should be presented to City Council for additional review and eventually approved and adopted as official City policy to ensure appropriate support and funding.

Intended Results: By having the plan formally adopted as official City policy, additional momentum, support and funding should be available to advance the strategic plan initiatives.

Action Item # 1.2B - Progress Reports

Strategic Parking Action Plan - Progress Reports

A regular program of parking plan implementation progress reports should be developed to keep the DDI Board, the Dallas City Council, and community stakeholders apprised of the status of approved initiatives and their results.

Intended Results: By having the plan formally adopted as official City policy, additional momentum, support and funding should be available to advance the strategic plan initiatives.

Key Partners: Parking and Transportation Advisory Committee

Primary Responsibility: Downtown Dallas, Inc., New Parking Management Organization

Secondary Action Items



Primary Action Items

Create a “Vertically Integrated” Parking Management Organization

- ❑ Establish a new parking management collaborative (DDI, City of Dallas and private owners)
- ❑ Invest in parking management expertise
- ❑ Develop a parking management district and parking management agreement
- ❑ Work towards a goal of becoming a self-supportive enterprise



Primary Action Items

Use Parking as an Economic Development Strategy

- ❑ Establish parking policies directly linked to economic development goals
- ❑ Make limited, strategic investments in off-street “public parking” developments to leverage desirable private development
 - ❑ Promote infill, adaptive reuse and historic preservation
- ❑ Use creative strategies to unlock private parking for after-hour use
 - ❑ Eg: Long Beach “I-Parq” model



Primary Action Items

Improve the Customer Experience

- ❑ Parking is the “first and last impression” of the thousands of downtown patrons that drive each day
 - ❑ Expand the Downtown Safety Officers Program to include parking ambassadors
 - ❑ Make parking payment easier
 - ❑ Consider parking fine forgiveness for first time offenders
 - ❑ Enhance way-finding and navigation
 - ❑ Voluntary standards for parking facilities
 - ❑ Corporate sponsorship program for parking garage interior public art



Primary Action Items

Reassess On-Street Parking and Parking Enforcement Policies and Regulations

- ❑ Approach parking enforcement with an attitude that reinforces the overall goal of “improving the downtown experience”
- ❑ Create a friendlier “On-Street Personality”
- ❑ Assess parking fine structure – focus on solving the real problem
- ❑ Web-based citation management and payment options



Primary Action Items

Develop an On-Street Parking Rate Evaluation and Adjustment Strategy

- ❑ Manage on-street spaces to achieve 15% availability
- ❑ Evaluate Performance Parking Pricing Strategies
 - ❑ Consider a data driven Dynamic Pricing Pilot program for on-street parking
 - ❑ Adjust pricing policies for time of day and day of week
 - ❑ Maintain the proper relationship of on-street and off-street parking pricing



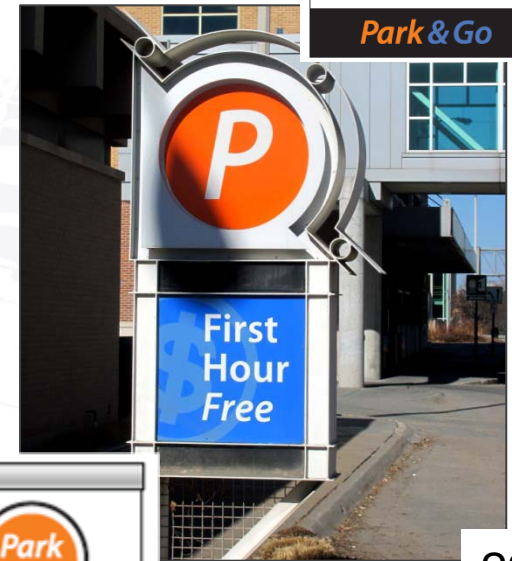
Primary Action Items

Improve Short-term and Retail Parking

- ❑ A comprehensive approach to developing a retail parking support strategy:
 - ❑ On-street strategies
 - ❑ Off-Street strategies
 - ❑ Overall program strategies
- ❑ Consider “First-Hour Free” and “Shopper Zone” programs in CityPark facilities
- ❑ Adopt consistent valet parking standards

Shopper Zone

8 am - 5 pm

**3 Hour
Parking****Park & Go**

Primary Action Items

Develop a New Parking Brand and Strategic Communications Program

- ❑ Rebrand the “CityPark” system and create a consistent theme for Downtown public parking
- ❑ Develop an 18 month initial parking program advertising campaign to change perceptions
- ❑ Provide enhanced website and/or mobile device accessibility for downtown parking way-finding



CITYPARK

Primary Action Items

Improve Signage, Way-Finding and Special Events Parking / Transportation Coordination

- Utilize new technologies to better direct downtown patrons to available parking resources and transportation alternatives



Primary Action Items

Leverage New Technology / Enhance Operational Efficiency

- ❑ Smart management and practical, customer focused applications to maximize the benefit of the investments
 - ❑ Stimulate revenue increases
 - ❑ Improve customer payment options
 - ❑ Reductions in operating costs
 - ❑ Enhance operational efficiencies
- ❑ Eg: Multi-space meters, cell phone payment options
- ❑ Technology is also key to improving way-finding



Primary Action Items

Create a Defined Program of Parking Related Sustainability Initiatives

- ❑ Integrate parking decisions with on-going transit, bike and pedestrian related plans and actions
- ❑ Integrate smart travel demand management (TDM) into parking planning decisions
- ❑ Promote alternative energy use
 - ❑ Solar powered meters
 - ❑ Charging stations for hybrid/electric vehicles



Primary Action Items

Enhance Support for Multi-Modal & Sustainable Access Strategies

- ❑ **Combat the tendency to put parking and transportation in separate silos by building a broader vision of improved community access**
- ❑ **Develop creative strategies to support travel demand management (TDM) programs**
 - ❑ Downtown circulator system
 - ❑ Bike Share programs
 - ❑ Collaborative car sharing programs
 - ❑ Unbundled monthly parking scratch cards



Focus Area Specific Parking Strategies

Recommendations by Focus Area

Primary Action Item #3 – Reshape Approaches to Off-Street Parking

Parking Strategy	Downtown Dallas Focus Areas							
	Applies Globally	A. Arts District	B. Financial District	C. West End	D. Main Street	E. Union Station	F. Civic Center	G. Farmer's Market
Develop a list of potential public parking development sites/opportunities.	X	S		S	P	S		S
Develop a plan for strategic short-term public parking placement.	X				P			P
Develop a public parking plan with a defined goal of needed public parking – integrate with retail parking support plan.	X	S		S	P	S		S
Develop a parking/economic development investment fund.	X							
Develop long-term strategies to reduce the number of surface parking lots over time. This plan should be developed in concert with neighborhood based development strategies.	X	P	P	P				P
Develop strategies to improve the appearance and condition of those surface lots that do remain.	X	P		P	P			P

X = Applies Globally

P = Priority for this District

S = Secondary Priority



IDENTIFICATION OF SYNERGISTIC STRATEGIES

- Identifying strategies to achieve experience changes often can solve multiple problems in a single stroke
- Example: New Meter Technology & Pay-By-Cell Phone Option

Enhanced Customer Experience

- Multiple payment options (not longer cussing because they don't have change for the meter)
- The option to get a receipt
- Customers can receive a text notifying them that their meter is about to expire and giving them the option to add more time via cell phone from the coffee shop where they are sitting.
- If all the meters are networked, a patron can add time from any meter if needed, not just the one by their car (pay-by-space option)
- Image of new technology

Improved Urban Streetscape

- Reduced streetscape clutter (one meter per block vs. 8 meters)
- Reduced signage

Improved Operating Efficiency

- Enforcement officers go to one machine or receive text messages about over-time stays
- Meters hold more coins, equating to less frequent visits to empty
- Wireless notification of when a meter is approaching "full" allows for "Just in time" collections and thus improved efficiency

Enhanced Revenue

- Generally speaking multi-space meters, primarily due to credit card acceptance, can generate approximately 15% - 30% in increased revenues on the same number of spaces

Sustainability

- Solar powered meters
- Reduced VMT from "parking cruising"

Strategic Plan Implementation Tool Box

PARKING MANAGEMENT & DESIGN BEST PRACTICES

DOWNTOWN DALLAS
PARKING MANAGEMENT AND DESIGN
BEST PRACTICES

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Flash Based Mapping Programs

Flash based mapping programs provide the ability to map out walking routes from parking locations on campus to specific destinations and could also be translated to walking times.

ex.

- » Visit www.wisc.edu to see an example of this technology application.
- » Click on the "Campus Map"
 - Ruler feature.

WISCONSIN
 UW Hospital and Clinics
 Total: 0.28mi

Kimley-Horn and Associates, Inc. M I G

- Nearly 300 Parking Management Best Practices



Parking Action Plan Implementation Integrated with 360 Plan Implementation

Transformative Strategies

Expand Transit and Realize TOD Potential

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
TOD 1: Develop a Streetcar System Plan to connect Downtown and surrounding neighborhoods based on routes outlined in the 360 plan and select priority streetcar corridors for implementation	0-12 mos.	\$500,000	City of Dallas/ DART	\$400,000
TOD 2: Identify a feasible short- and long-term funding strategy for streetcar system implementation, including capital and operations costs, by exploring creative public-private partnership opportunities	0-12 mos.	N/A	City of Dallas/ DART	

Create Vibrant Streets and Public Spaces

Specific Action	Timeframe	Order-of-magnitude cost	Lead Responsibility/Support	Funding Resources
SPS 1: Modify street vending ordinance consistent with ODI recommendations to support increased vending opportunities	0-12 mos. Quick win priority		City of Dallas/ODI	N/A



TIMEFRAME	Primary Action Item #1: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #2: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #3: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #4: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #5: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #6: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #7: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #8: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #9: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #10: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #11: Review and Update City of Dallas Street Vending Ordinance	Primary Action Item #12: Review and Update City of Dallas Street Vending Ordinance
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12-24 mos.	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance
24-36 mos.	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance	Review and Update City of Dallas Street Vending Ordinance

Funding Resources
N/A
Funded
N/A
N/A
Funded
N/A
N/A



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