Parking Management Workshop

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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

Parking Supply and Demand

- Identify highest & best use of excess parking supply
- Maintain current parking conditions
- Increase supply or implement parking demand management strategies
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)

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

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

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**