

Memorandum



DATE February 10, 2010

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Jerry R. Allen,
Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

SUBJECT **Proposed Downtown Parking Study**

Included on the agenda for February 16, 2010 is the proposed Downtown Parking Study. A copy of the briefing presentation is attached. The purpose of the briefing is to seek Committee direction to proceed with the proposed study.

The DowntownDallas360 Area Plan is currently underway and the Council Economic Development Committee was briefed on the status on February 1, 2010. Emerging transformation strategies identified through the DowntownDallas360 Plan include comprehensive parking management. The proposed Downtown Parking Study is intended to update a previous study conducted in 2001 and explore and evaluate comprehensive downtown parking improvements within the context of the DowntownDallas360 Plan.


A.C. Gonzalez
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David Cook, Chief Financial Officer
Jeanne Chipperfield, Director, Budget & Management Services
Karl Zavitkovsky, Director, Office of Economic Development
Theresa O'Donnell, Director, Sustainable Development and Construction
Helena Stevens-Thompson, Assistant to the City Manager

Proposed Downtown Parking Study

Economic Development Committee

February 16, 2010



A PATHWAY TO THE FUTURE

Purpose

- Update Committee on proposed Downtown Parking Study to be conducted in the context of the Downtown Dallas 360 Plan.
- Receive direction to collaborate with DOWNTOWN DALLAS in undertaking a professional services contract to conduct a parking study to further the efforts of the Downtown 360 Plan.



Downtown Dallas 360 Plan

- Staff briefed the Downtown Dallas 360 Plan status to Economic Development Committee on February 1, 2010.
- Strategic focus on emerging transformational strategies:
 - Streetcar Planning and Implementation
 - **Comprehensive Parking Management**
 - Urban Design Guidelines
 - Activation of the Public Realm
 - Housing Diversification
 - Business and Retail Recruitment for the 21st Century



Comprehensive Parking Management

- Of the six emerging transformational strategies, a comprehensive parking management plan was consistently considered as critical to downtown's long-term success by all stakeholders and participants in the Downtown Dallas 360 Plan.
- The provision of secure, convenient, sheltered and accessible parking for office workers and residents is typically downtown Dallas' key disadvantage when competing with suburban markets for corporate relocations, tenants and residents.



What is Comprehensive Parking Management?

- The concept of parking as a shared and cooperatively managed infrastructure resource or utility.
- A coordinated, joint approach that considers all types of parking – surface lots, structured garages, on-street spaces – for all types of uses, at all times of day or night by all types of users.



What are some potential parking strategies?

- “Transit-first”, park-once policies - reverse priority for auto versus transit, pedestrian and bicycles
- Un-bundle parking spaces from leases; promote shared parking through parking district, (i.e. MOU’s, etc.)
- Utilize peripheral parking facilities for remote parking (e.g., Convention Center, Reunion Arena) supported by future transit (light rail and street car)
- Discourage surface parking in favor of structured parking
- Recognize the hidden costs and externalities of surface parking lots in downtown



Potential Parking Strategies

- Explore parking demand management such as employee transit passes, use of shuttles, etc.
- Analyze the management of on-street parking
- Expand “branding” of public parking – fixed rates and special event districts
- Improved way-finding to major parking facilities, etc.
- Create and advertise/promote website specifically for public parking and transit



Potential Parking Strategies

- Explore a wide range of technology-based solutions to facilitate parking utilization and efficiency
 - ◆ Consolidated meters
 - ◆ Credit card payment option at meters
 - ◆ Toll Tag payment integration
 - ◆ Real-time parking inventory



Love Field Parking Signs



New Aloft Parking Meters vs. Old Style Parking Meters



Parking Guidance Systems (PGS)



Real time: Actual number of available spaces in area or lot

Dynamic and Static Signs

Dynamic sign at decision points



Dynamic sign at car park entrance



Static sign for routing



Elements of a Dynamic Sign

Parking Logo (differentiated in garages, surface lots, zone)

Name of car park or zone
Color of zone

Driving direction



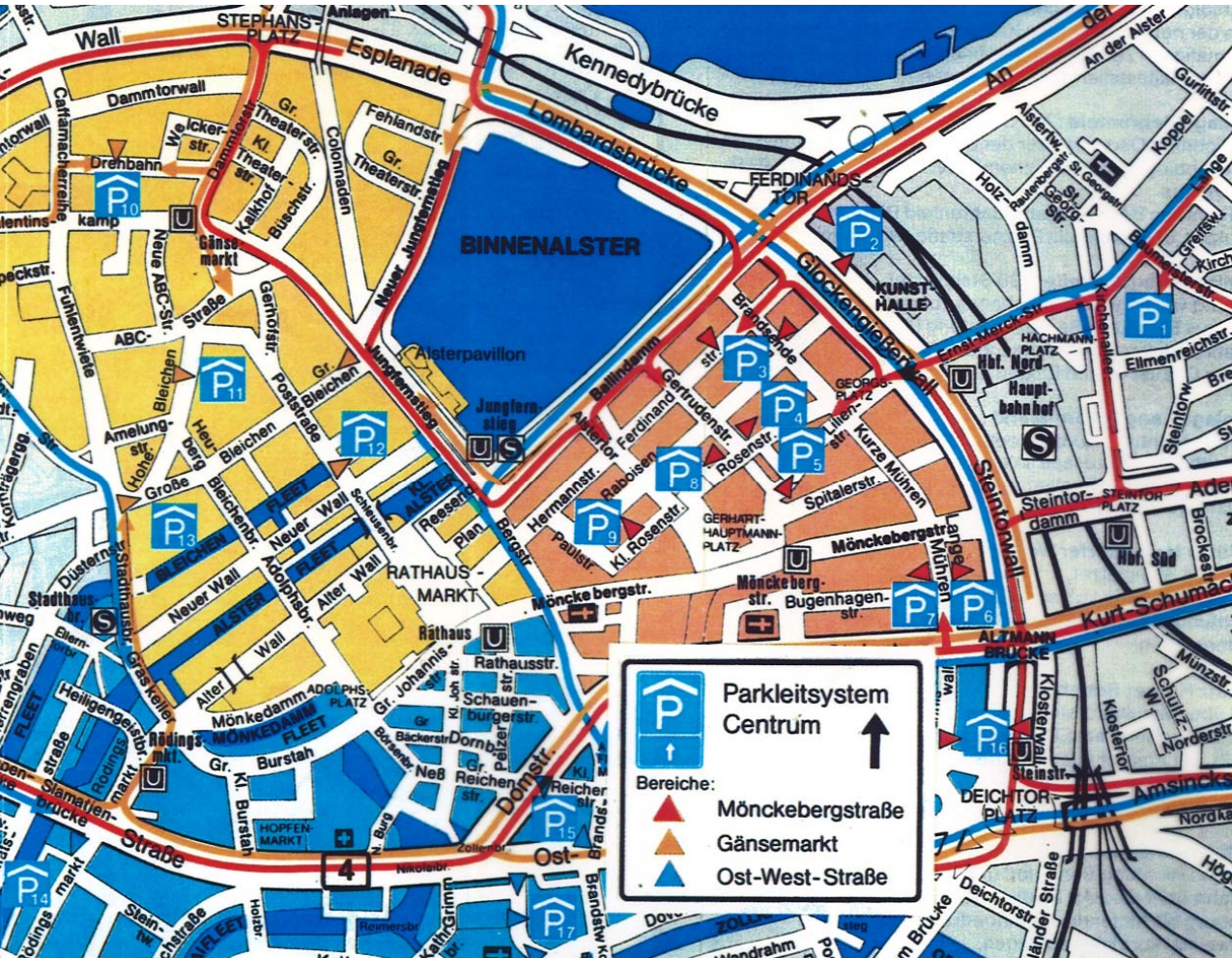
Explanation of display

Variable Arrow (option)



Display of currently available parking spaces

PGS With District Color Coding



Linking In-Car Navigation Systems



Information



Guidance



Reservation



Electronic Payment



Linking With Smart Phones



Real Time PGS Data for All Modes

PGS data are the basis for information via advanced user interfaces



Cell Phone

In-car systems



Parkinfo Wuppertal - Microsoft Internet Explorer

Parkinfo Wuppertal

Parkinfo NRW > Rammeln > Zentrum Barmen

Parken im Quartier Zentrum Barmen

Parkhaus/Parkplatz	freie P	Truck L100kg	Auslastung in %	Ausstattung
Aber Markt	239	24		
Bahnhof	353	44		
Markt	91	64		
Länderstraße	20	82		

Montag, 17.05.2004 - 18:17:10

sonstige Parkmöglichkeiten

Parkhaus/Parkplatz	Kapazität
Gleichzeitige	0 0 0 0
Parkhaus am Bahnhof	34 0 0 0
Bahnhof	22 0 0 0
St. Elisabeth Allee	31 0 0 0
Von Westfalen	15 0 0 0

Informationen anzeigen für Quartier

Internet



PDA / Smartphone



Proposed Downtown Parking Study

- Collaborate with Downtown Dallas to contract for Comprehensive Parking Strategy Study to be undertaken in conjunction with the Downtown 360 Plan
- Update demand and supply analysis commissioned by the City in 2001
- Explore and evaluate a comprehensive set of parking improvement strategies
- Coordinate timing and policy development with Downtown Dallas 360 Plan and other concurrent downtown initiatives



Next Steps

- Direct staff to proceed with necessary approvals to reprogram funds previously granted to DOWNTOWNDALLAS to allow for the hiring of a consultant for proposed Downtown Parking Study



Q & A



Boulder, Colorado
Parking Structure with Ground Floor Retail