AGENDA

5:30 – 6:00 PM
Open House
Review boards/maps, informal
discussion

6:00 – 6:30PM
Presentation
Overview of scope,
process, existing conditions,
best practices

6:30 – 7:00PM
Public Input/Questions
SPP Presentation Outline

1. Project Overview, Scope, & Timeline
2. Parking: The Big Picture
3. Existing Conditions / Focus Group Insight
4. Plan Approach
5. Expected Outcomes
6. Best Practices & Opportunities
<table>
<thead>
<tr>
<th>Task</th>
<th>Qtr. 3, 2008</th>
<th>Qtr. 4, 2008</th>
<th>Qtr. 1, 2009</th>
<th>Qtr. 2, 2009</th>
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<td>Public Outreach &amp; Coordination</td>
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<td>Draft Strategic Parking Plan</td>
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<td>Final Strategic Parking Plan</td>
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Parking:

1. Part of a larger system with many stakeholders

2. May require trade offs in our behavior, expectations, and choices

3. Impacts access and shapes space

4. Impacts the city/neighborhoods as a place
The Big Picture: Stakeholders & Trade-offs

Users
- Developers
- Business Owners
- Citizens
- Neighborhood Residents
- City
- Auto Users
- Transit Users
- Pedestrians / Bicyclists
- Visitors

Values/Trade-Offs
- Convenience
- Price
- Safety
- Accessibility
- Time Limits

Parking Options
- On-Street
- Off-Street
- Lot
- Paid
- Un-paid

Modes
- Car
- Bike
- Pedestrian
- Transit
The Big Picture: Municipality as a Stakeholder

- **Responsible for**
  - Planning & Policy
  - Systems Maintenance
  - Residential Parking Program (RPP)
  - Parking Management and Policy Decisions
  - Zoning and Code Compliance
  - Parking Enforcement, Citations and Fees
  - Listening to Public Feedback
Parking Provides Access to a Destination

- Our experience of a destination can be affected by:
  - The availability of parking
  - Cost of parking
  - Time limits
  - Convenience
Parking Takes Up Space:

• One parking space = 300 square feet of physical space

• Parking structures cost $30,000+ per space

• We often need the most parking where activity is intense and where land is valuable
The Big Picture: Land Use

Parking Shapes Land Use!
The Big Picture: Land Use
Existing Conditions / Focus Group Insight
<table>
<thead>
<tr>
<th>Theme</th>
<th>Concerns/Issues</th>
<th>Possible Recommendations</th>
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<tbody>
<tr>
<td>Parking and Zoning</td>
<td>✓ Concern that Zoning Code parking requirements are outdated</td>
<td>✓ Coordinated SPP &amp; Zoning Code update efforts</td>
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<td>✓ Citywide strategy for parking policy and implementation</td>
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<td>Parking Information and Management</td>
<td>✓ Better information on parking availability</td>
<td>✓ Community-based, integrated parking management strategies</td>
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<td>✓ Sense that overall parking management needed</td>
<td>✓ Recommendations to specific problems</td>
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<td>✓ Coordinate parking systems</td>
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<td>✓ Provide real-time parking information</td>
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<tr>
<td>Theme</td>
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<td>Possible Recommendations</td>
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<tr>
<td>Parking Districts</td>
<td>✓ Interest in parking districts &amp; revenue sharing</td>
<td>✓ Reduce total amount of parking by optimizing and sharing facilities</td>
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<td>✓ Different views on the best use of curbside parking</td>
<td>✓ Handle peak demands</td>
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<td>✓ Interest in shared parking; existing zoning regulations currently prohibit/restrict</td>
<td>✓ Offer choices</td>
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<td>✓ Encourage private/public streamlining</td>
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<td>✓ Provides brokering platform</td>
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<td>Residential Parking Program (RPP)</td>
<td>✓ Clarify criteria and process required to establish an RPP</td>
<td>✓ Consistent enforcement</td>
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<td>✓ Up-to-date information</td>
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<td>✓ Neighborhood driven</td>
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### Existing Conditions / Focus Group Insight

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<th>Opportunities/ Outcomes</th>
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<tr>
<td>Parking Finance</td>
<td>✓Parking revenues a source of General Fund dollars</td>
<td>✓Parking is better managed as a resource for the City.</td>
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<td>✓Pricing doesn’t match demand</td>
<td>✓Re-evaluate parking fees citywide</td>
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<td>✓Denver parkers price sensitive</td>
<td>✓Offer parkers options</td>
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<td>✓Support for parking payment technology</td>
<td>✓Offer different payment options with new technology</td>
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<td>New Developments or Re-Use</td>
<td>✓Difficult to capitalize shared parking synergies or accessibility</td>
<td>✓Require designs that facilitate pedestrian flow between projects</td>
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<td>✓Incentivize shared parking</td>
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Strategic Parking Plan: Process Approach

- Identify best policy direction
- Identify neighborhood/district typologies
- Revise code based on parking demand and best practices
- Develop framework with community support
Strategic Parking Plan: Best Practices and Outcomes

EXISTING

GOAL

Total Supply

# Spaces

100%

85%

Total Demand

Supply Demand

Hot Spots
Best Practices: Examples & Strategies

- Flexible or Reduced Parking Requirements
- Pricing Strategies
- Transit Incentives and Demand Reduction
- Management Strategies
- Parking Districts and Financing Strategies
- Wayfinding and Information
Example – Parking Best Practices: Burlingame, CA

- Introduction of market rate parking downtown
- Off-street pay-and-display machines
- Wayfinding and information improvements
- Free remote employee parking
Example – Parking Best Practices: San Diego - Parking Districts

- Six parking districts formed by local initiative
- 45% percent of revenues are returned to the district for local improvements
- Designated organization manages funds
Example – Parking Best Practices: Pasadena, CA

• Introduction of 1,200 meters to three city areas with varied pricing. Meters and signs provide correct information.
• Coordinate on-street/off-street pricing strategy
• Coordinated on and off-street parking system, including:
  • Parking credit program – shared parking
  • Universal valet program (Denver discussion)
Example – Parking Best Practices: Lloyd District, Portland, OR

- Lloyd District passport transit pass program
- TOD-supportive development standards
- Conversion to paid on-street parking
- Results:
  - 51% of on-street revenue go back to district
  - Reduction of commuter parking (3.95 to 1.95/1,000 sq ft)
  - Transit share increase from 8% to over 40%
Denver Strategic Parking Plan

Public Input / Questions

More information?
Additional Comments?

www.denvergov.org/spp