

Denver Parking Management : Policy and Active Implementation of the Denver Strategic Parking Plan

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Transportation

Denver Public Works
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Introductions

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Setting the Stage

Downtown Denver - 1976



Setting the Stage

Denver in the 21st Century

- Policy & regulatory decision-making focuses on Smart Growth principles
 - Blueprint Denver (2004)
 - Mainstreet Zoning (2006)
 - Strategic Transportation Plan (2008)
 - Denver Zoning Code (2010)



There is **NO WHERE** to park in...

By 2007, public feedback spurred a broad data collection effort

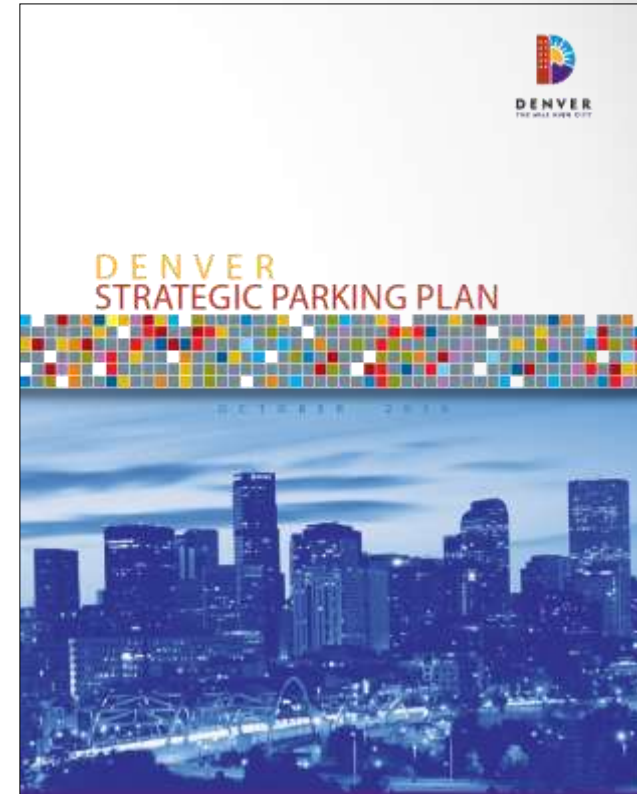
- Supply and demand analysis in 11 of Denver's most vibrant areas
- In ALL areas studied, at least 25% of the aggregate supply was available at PEAK demand times
- In some areas, up to 50% of the supply was available at PEAK
- We don't need MORE parking, we need to use it better

2008 – Public Works initiated a multi-departmental effort to articulate a parking management philosophy for City of Denver

- Explore innovative ideas
- Recommend tools and approaches
- Provide a common approach and vocabulary moving forward

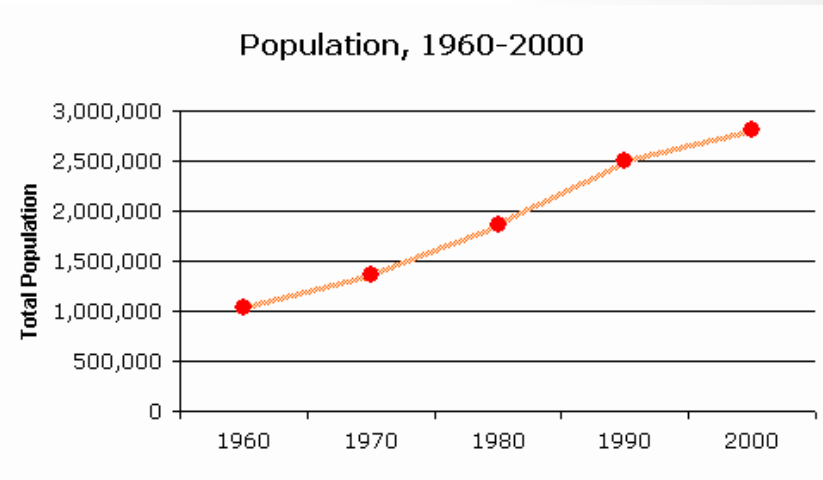
The Strategic Parking Plan (SPP)

- SPP sets the **VISION** and **FRAMEWORK** for parking management and provides a **TOOLBOX** of strategies.
- **Framework**
 - Sets the overall philosophy for management strategies, not prescriptive
 - Provides education on parking concepts



Challenge

- Denver as a **growing metropolis**; 24/7 city
- **Limited** parking resources
- **Perception as reality**
- The need to accommodate parking must be **balanced** with other competing goals for the built environment.
- At a point where we need more **flexible** tools to manage changing conditions and future challenges



Challenge

- **Parking is never free**, even when there is no direct charge.
- Users define the **value** of a parking space depending on their needs.
- Turnover improves **access**
- Each user group has different needs, **behavior** patterns, tolerance and price thresholds.
- Enforcement is key to any management strategy

Employees

Customers

Residents

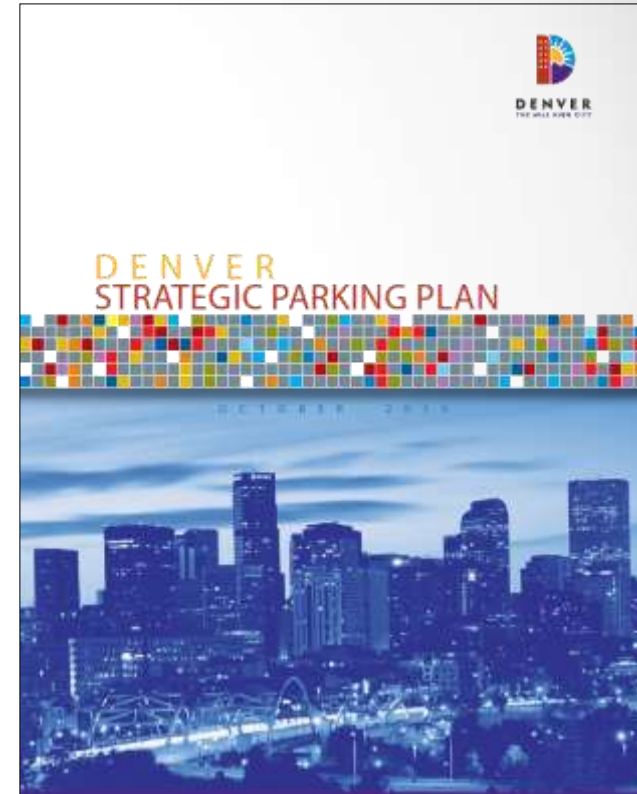
Visitors

Business Owners

The Strategic Parking Plan (SPP)

- **SPP Vision**

1. Acknowledge a variety of land use patterns and contexts
2. Manage parking as a valued public asset
3. Encourage an integrated approach to parking management



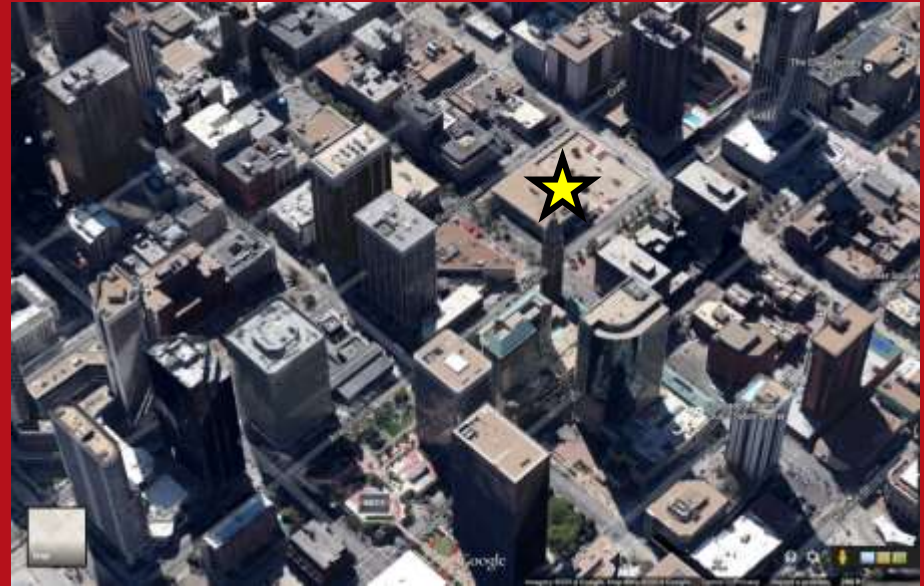
The SPP Toolbox



- Mitigate or reduce the demand for parking
- Direct demand to underutilized areas
- Establish a limit to increase turnover
- Introduce a value component to increase turnover and aid in enforcement
- Maximize existing supply to maximize best use of public and private assets

Applying the SPP Toolbox

- Growth of population, vitality, and travel demand..
 - Denver County grows 8% (2000-2010), another 4.9% (2010-2012)
 - Denver Metro Region grows 2.3% (2010-2012)



Applying the SPP Toolbox

Demand

- Tools to mitigate/reduce the demand for parking (i.e. when parking is at or above (85%) utilization, then demand has exceeded supply)
 - Ex. **Car Share Permit Rules and Regulations (2013)**
 - 2011 – 3 operators, 50 vehicles
 - 2014 – 5 operators, 450 vehicles
 - 1 yr – nearly 275,000 trips taken for avg. 5 mi/30 min trips



Applying the SPP Toolbox

Location

- Implement strategies that can move demand away from the core and into areas with excess parking supply
 - **Shared Parking / Accessory Parking Program**
 - **Park NOW Denver (2010)**
 - **Overnight Parking Program (2011)**
 - **Parking Count Systems**



Applying the SPP Toolbox

Time

- Implement time limits to encourage turnover and better use of parking spaces
 - **Parking Permit Ordinance Change (2012)**
 - **Parking Permit Rules and Regulations (2013)**

THE DENVER POST

BREAKING NEWS

Denver officials look at new rules to limit residential parking permissibly in densely populated areas

By Jeremy P. Meyer
The Denver Post



THE DENVER POST THE ROUNDUP



Applying the SPP Toolbox

Time

- Implement time limits to **encourage turnover** and better use of parking spaces
 - **New Smart Meters (2009-2012),**
 - **Sensors, and the**
 - **Saga of the Meter Stickers**



Applying the SPP Toolbox

Time

- Implement time limits to encourage turnover and better use of parking spaces
 - **Meter Sensors**
 - **Saga of the Meter Stickers**



Applying the SPP Toolbox

Installed Summer/Fall 2014
Within Denver CBD



Applying the SPP Toolbox

Pricing

- Consider pricing to reduce occupancy in high demand areas and to create a market for off-street parking.
 - **Citywide Meter Rate Adjustment/Normalization (2009-2014)**
 - **Annual Meter Rate Analysis**



\$0.20/hr!!

Applying the SPP Toolbox

Supply

- Evaluate the availability of existing parking supply and work to optimize its use to the maximum extent possible before building/developing new.
 - **City Owned Parking Assets**
 - **Public/Private – Public/Public Partnerships**



Area Management Plans

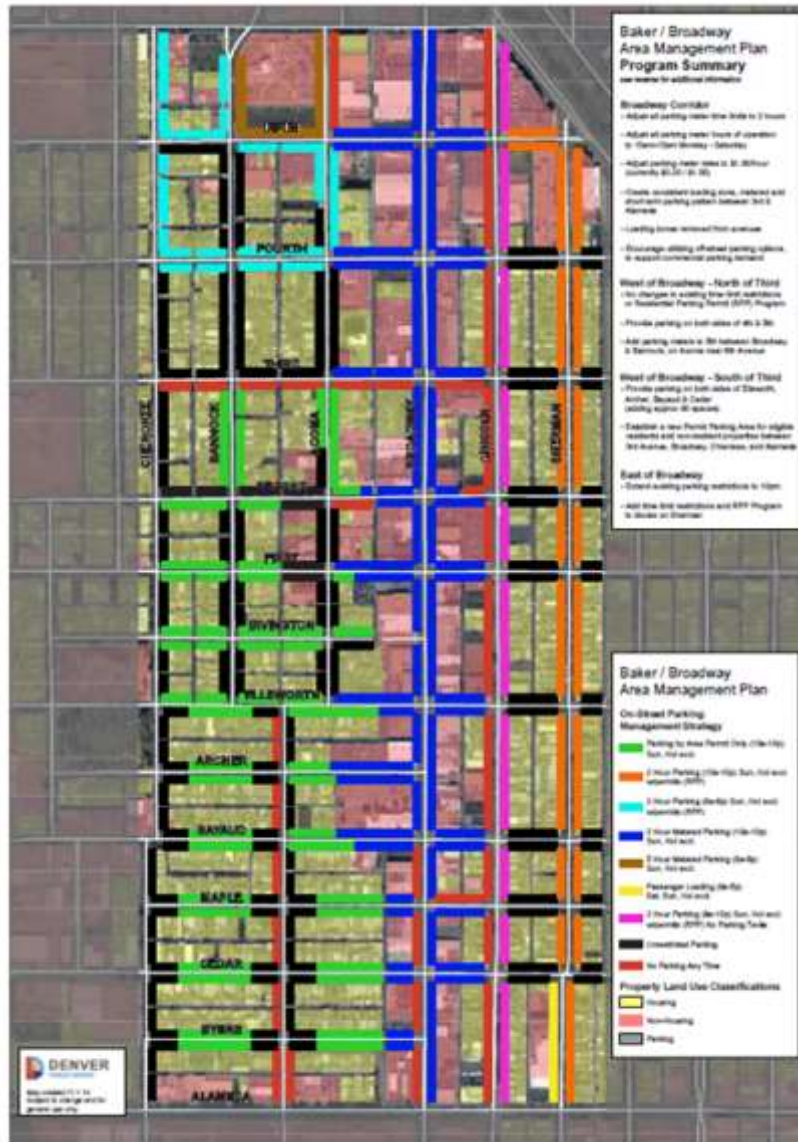
- Parking management decisions will be made on **two scales**:
 1. Manage **isolated** parking challenges on a daily basis
 2. Areas with higher utilization rates, a number of diverse user groups, or a complex mix of land uses will go through a more **comprehensive** planning process
- AMP processes create **customized** strategies that cover a wider scale and engage a **larger number of stakeholders**.



Area Management Plans

- Area Management Plans provide a **process** and **forum** to:
 - 1. Define community/stakeholders**
 - 2. Define parking challenges**
 - 3. Define issues and collect data**
 - 4. Develop specific parking goals**
 - 5. Develop a management program and buy-in**
 - 6. Implement program**
 - 7. Evaluate, monitor, and adjust as needed**

Area Management Plans – Baker/Broadway



- Address a variety of user needs
- Respond to new and growing demand
- Create a consistent curb lane management strategy

Area Management Plans - Resources

The **Parking** program goal is to manage the City's on and off-street multimodal parking assets. The primary Parking activity within Transportation is to design and implement operational improvements to increase the effectiveness of Denver's parking system through analysis of rates, best management practices, parking restrictions/permits and the placement of meters, pay stations, and loading zones.

Strategies

- Implement the Strategic Transportation Plan to increase the multimodal efficiency of the system within the current transportation footprint. *(Sustainability)*
- Implement Denver Moves, including the installation of bicycle lanes, shared lane markings, as well as initiating design and construction of protected bike lanes and bicycle boulevards. *(Sustainability)*
- Implement the Strategic Parking Plan, including Parking Area Management Plans, and create more focused solutions with the Right-of-Way Enforcement and Policy, Planning and Sustainability groups. *(Sustainability)*
- Support the Strategic Transportation Plan, Strategic Parking Plan, Denver Moves, and other adopted plans to decrease reliance on single occupant vehicles as a mode of travel, and continue to emphasize multimodal travel solutions by ensuring that pedestrian, bicycle, and transit components are integrated into maintenance programs, design of new projects, and capital planning processes. *(Sustainability)*
- Manage existing roadways to maximize efficiencies for all modes of travel. Retime/review 150 traffic signals per year. *(Sustainability)*
- Implement a new traffic signal control system. Transfer existing traffic signals to the new traffic signal control system, and use the new system to develop reports that identify key maintenance operations and system performance. *(Sustainability)*
- Implement review and consolidation program for traffic control signs using a systematic approach. Increase productivity and reduce cost of the pavement marking program by implementing new pavement marking surface technologies. *(Sustainability)*

Performance Measures	2011 Actual	2012 Actual	2013 Actual	2014 Estimated	2015 Objective
Traffic/Mobility Management					
Emergency signal maintenance calls	2,352	2,243	1,849	2,100	2,100
Traffic signalized intersections	1,252	1,263	1,274	1,274	1,274
Number of new or rebuilt traffic signalized intersections	46	32	52	30	30

On the horizon?

- More education
- Meter rate adjustments informed by demand rates (static or dynamic changes)
- Variable rates (event-related, district specific, etc.)
- Expansion of sensor technology and smart phone occupancy applications
- Active curb lane management

Thank You!

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DENVER
PUBLIC WORKS

ParkSmart Denver
parking made *EASY*.

Smart Meters
No Change? No Problem! Learn about Denver's Smart Meters, the parking meters that accept credit and debit cards, as well as coins and ParkSmart Denver cards.

Smart Cards
ParkSmart Denver Cards are an easy way to pay for parking at Denver's new Smart Meters! The Smart Card is a pre-loaded, credit card sized plastic card that replaces the old Denver Cash Keys.

Park NOW Public Parking
Find off-street public parking at reliable parking lots and garages throughout Downtown Denver! Denver Public Works and the Downtown Denver Partnership make it easy for you to know what to expect when you park at select facilities.

- About Smart Meters
- Parking Tips
- Top 3 Parking Tips Flyer
- Smart Card Info
- Cash Key Info
- Details On Public Parking
- Locations
- Tell Us What You Think