



Parking Division

Citywide Strategy for Parking Management

Presented by Parking Division General Manager,
Mark Lyons, CAPP & the Parking Advisory Committee



Parking Management Has Changed



WHY DOES PARKING MATTER?

PARKING AFFECTS:

Urban Design and Community Livability

The Environment

Community Finances

Development

Business Success and Economic Vitality

People

Never Free

MIXED-USE





ENERGY





**HOURLY
CAR-SHARE
RENTALS**

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EFFICIENCY



SUSTAINABLE



MULTI-MODAL

CONVENIENT



PARKING



2016

CITYWIDE STRATEGY FOR PARKING MANAGEMENT



Presented by the City of Sarasota, Parking
Division, in cooperation with The Parking
Advisory Committee

City of Sarasota
2/16/2016



The Citywide Parking M

Why Does Parking Matter
Parking Advisory Committee
Utilization & Walker Park
Focused Programs
Paid Parking is about
PAC Recommendation

Addressing Such Topics as:

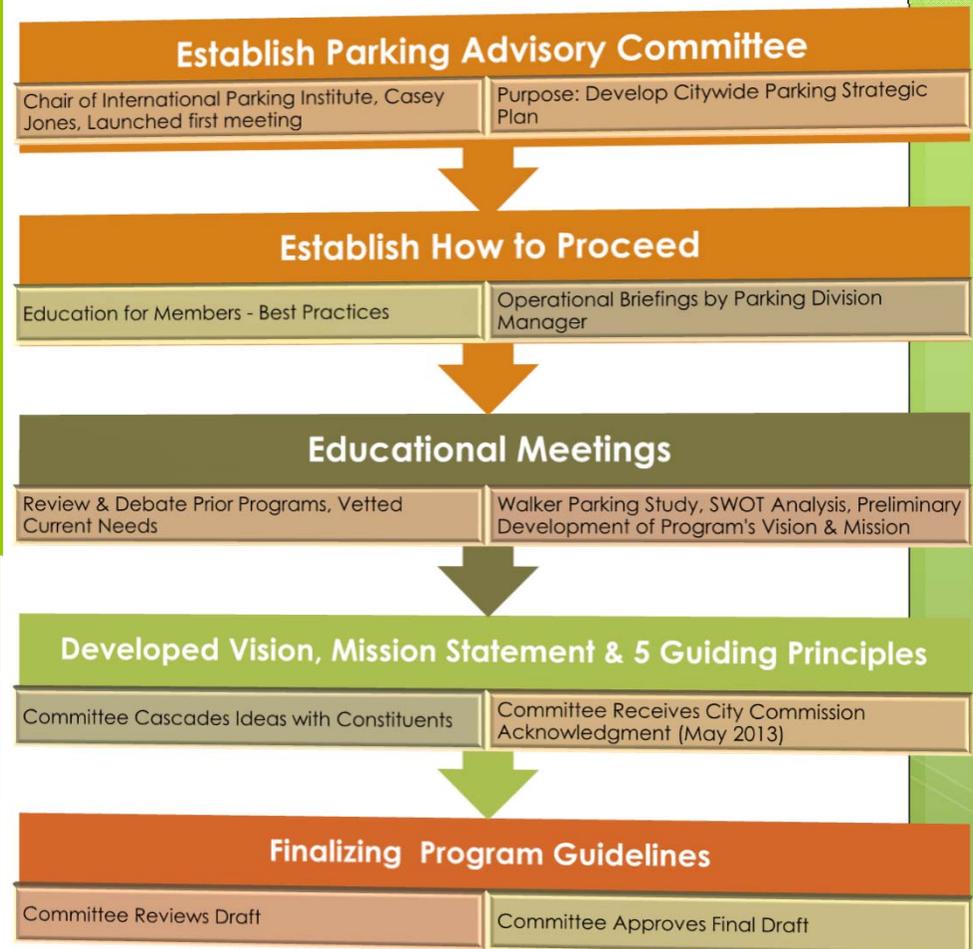
- A Historical Review
- The Parking Advisory Committee (PAC)
- Developing a Vision, Mission & Guiding Principles
- The Walker Parking Study
- Focused Parking Programs - Citywide
 - ❖ Employee Parking
 - ❖ Residential Parking Permit Programs (RPP)
 - ❖ Alleyway Management and Accessibility
 - ❖ The Management of Public Parking in Surface Lots and Garages
 - ❖ Parking Enforcement
- **WHAT IS PAID PARKING ALL ABOUT?**
- Recommendation of the Parking Advisory Committee
- Implementation Planning
- Additional City Parking
- Future Development of Parking Standards & Engagement of Resources

Parking Advisory Committee (PAC)

Member Composition:

Local Professionals
 Coalition of City Neighborhoods
 Downtown Sarasota Alliance
 Downtown Improvement District
 Business Improvement District
 Southside Village Merchant

Steve Queior	Chris Gallagher	Eileen Hampshire
Carl Shoffstall	Thomas Delong	Belinda Coffrin
Bob Easterle	Marty Rapaport	Pat Westerhouse



Parking Ad

The Vision of t and Parking Manag

The Parking Mission

To satisfy customers by making the system easy to use, and trouble free.

To create safe parking environments for users through well lighted, clean, and reliable operations.

To promote citywide economic growth within the parking districts.

Five Guiding Principles - A credo and foundation for planning and decision making.

Guiding Principle 1 - Supports the development of economic vitality and vibrant street life in our commercial and mixed-use neighborhoods by addressing each category of parking customer.

- Respects the need for premium- high demand, and low turnover parking spaces
- A portion of revenue is returned to the district for improvements
- Convenient, easily accessible, ADA accessible
- Simple, clear information is conveyed
- Good customer service provided
- Incentivize appropriate parking behaviors using more “carrot” than “stick”

Guiding Principle 2 - Supports the maintenance of public safety.

- Well lit and clean operations
- Rules that make sense & encourage safety
- Good signage and pavement markings
- Reduces congestion, frustration, hazards for users

Guiding Principle 3 – Benefits residential neighborhoods by preventing “spillover”

- Sanctions proper planning to create sufficient capacity for parking
- Allows for residential guests and entertaining/Serves community with residential permits

Guiding Principle 4 - Supports the sustainable use of public resources and sustainable development of the city.

- Makes efficient use of existing parking spaces
- Works in alignment with overall objectives of the city
- Economically sustainable - Pays for itself
- Promotes development of improved efficiencies through new technology and operations
- Environmentally sustainable; Reduces congestion and pollution
- Balances transit/mobility options

Guiding Principle 5 – Applies smart decision-making.

- Fact based - quantifiable metrics (Semi-annual surveys)
- Appropriate use of technology
- Programs creates turnover where high demand requires turnover
- Acknowledges unique needs of each district

5 Guiding Principles

1. Supports the development of economic vitality and vibrant street life in commercial and mixed-use neighborhoods by addressing each category of parking customer.
2. Supports the maintenance of public safety
3. Benefits residential neighborhoods by preventing "spillover"
4. Support the sustainable use of public resources and sustainable developments by the city
5. Applies smart decision making.

Walker Parking Study –Utilization and Turnover of spaces

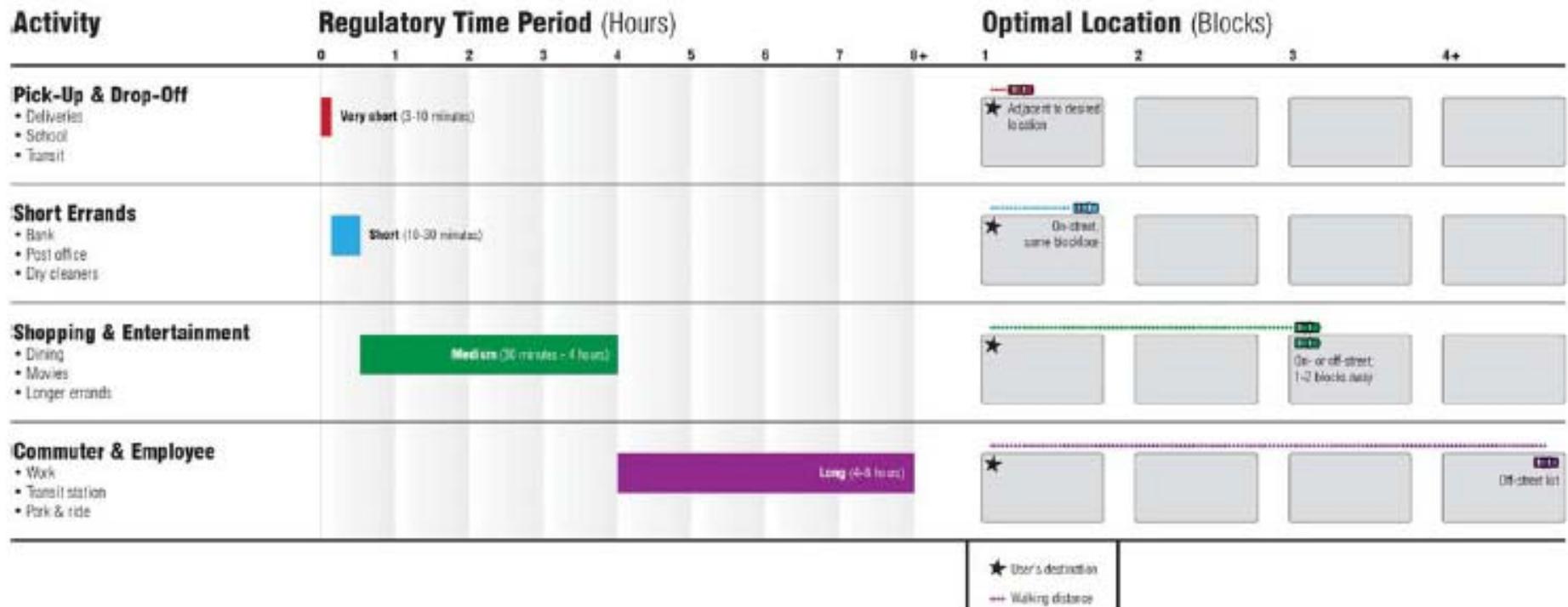
Numerous recommendations endorsed by PAC

Best use provide 10-15% open spaces for quick trips and improve accessibility

Sub-Area		Supply	Demand	%
West of Pineapple	On-Street	348	344	99%
	Off-Street	761	539	71%
Pineapple to Orange	On-Street	301	281	93%
	Off-Street	757	443	59%
Orange Ave to Osprey Ave	On-Street	130	105	81%
	Off-Street	20	3	15%
Totals	On-Street	779	730	94%
	Off-Street	1,538	985	64%

Overall, each sub-area has adequate capacity; however, note the very high demand ratio for on-street parking, which creates the perception that parking capacity is inadequate in downtown.

Convenient & Walkability



Other notable highlights other survey data?

Robert Gibbs recommends turnover of parking spaces should be in the range of 15-18 times per day:

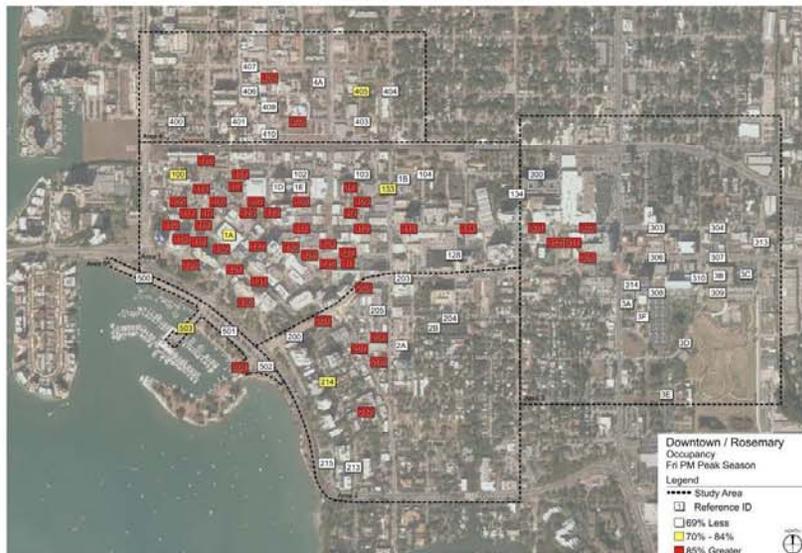
- Main St 14-1500 block recorded 6.3/day, followed by 1300 block with 5.6/day
- In season turnover is higher than off season turnover of spaces
- Downtown core turnover experiences little change in turnover from seasonal parking demand

2012 Paid Parking Utilization Survey

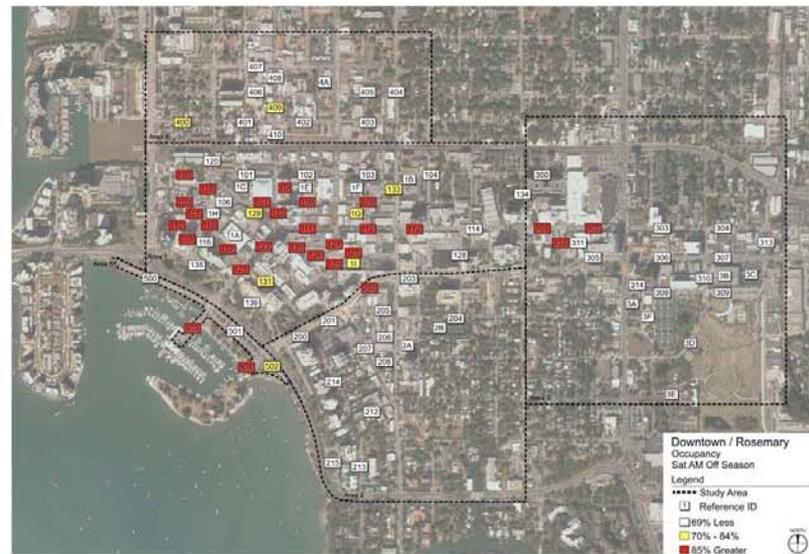
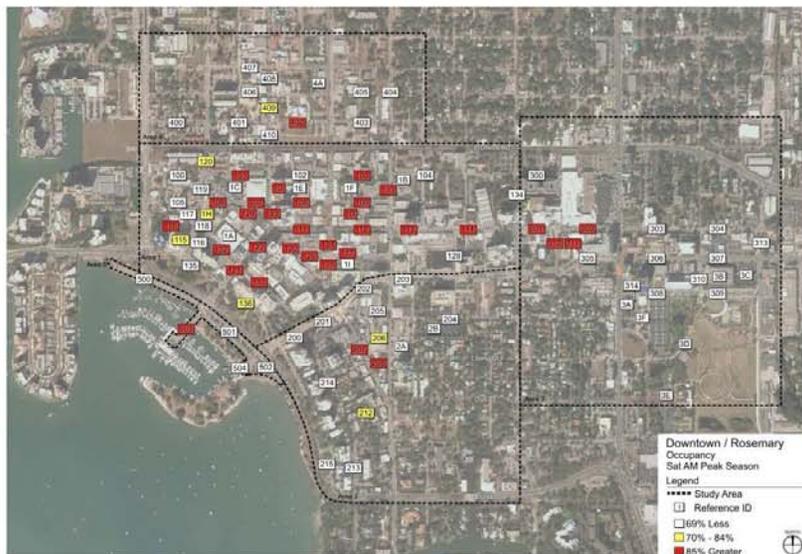
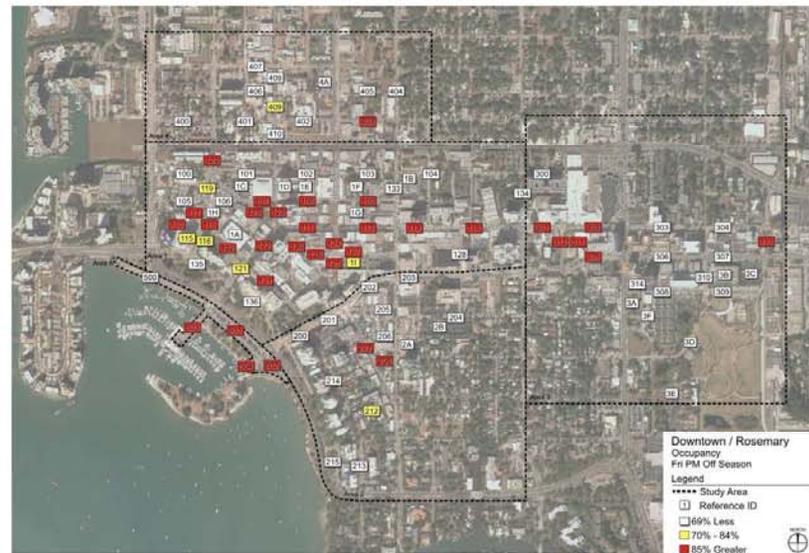
Metered Parking Area Utilization Data by Block: Summary Jan 11 - 14

Block	12/12/11	9am		10am		11am		Noon		1pm		2pm		3pm		4pm		5pm		6pm		7pm		8pm	
S. Palm	39	7	18%	13	34%	21	53%	31	79%	30	78%	26	66%	21	53%	19	47%	18	46%	30	76%	37	94%	33	83%
N. Palm	21	6	30%	9	44%	13	63%	17	82%	16	75%	15	71%	10	45%	9	43%	13	60%	19	90%	18	85%	20	96%
1300 Main	44	20	44%	22	51%	31	70%	39	88%	39	88%	36	81%	33	74%	33	75%	30	68%	40	90%	43	97%	43	98%
Central	11	6	50%	6	55%	8.3	75%	10	91%	10	89%	9	77%	8	68%	5	48%	5	43%	9	84%	10	91%	10	91%
1300 1st St	13	2	27%	4	48%	7.3	76%	8.3	90%	6	66%	7	77%	7	72%	5	48%	6	63%	8	90%	9	92%	8	90%
N. Pineapple	10	3	30%	4	38%	3.8	38%	9	90%	8	78%	7	65%	4	43%	3	33%	4	40%	10	95%	10	98%	10	100%
1400 Main	50	17	35%	23	46%	39	77%	48	96%	48	96%	47	94%	37	74%	33	66%	36	72%	49	97%	48	97%	49	98%
1500 Main	55	27	49%	29	52%	43	79%	54	99%	54	97%	52	94%	45	81%	39	71%	47	85%	53	97%	54	98%	55	99%
Total Core		✗ 35.3%	✗ 45.9%	! 66.3%	✓ 89.4%	✓ 83.3%	✓ 78.1%	! 63.8%	! 53.8%	! 59.4%	✓ 90.0%	✓ 93.8%	✓ 94.5%												
Main St		✗ 42.5%	! 40.6%	✓ 75.2%	✓ 94.0%	✓ 93.8%	✓ 80.5%	✓ 76.4%	! 70.6%	✓ 74.7%	✓ 94.7%	✓ 97.1%	✓ 98.3%												
Palm Ave		✗ 23.0%	✗ 30.0%	! 58.2%	✓ 80.8%	✓ 76.3%	! 68.7%	! 40.2%	✗ 45.1%	! 52.8%	✓ 83.1%	✓ 80.4%	✓ 80.0%												

PEAK SEASON



OFF SEASON



RECOMMENDATION BY THE PAC

“First Level” strategy:

The Parking Advisory Committee unanimously recommends the implementation of on-street meter parking.

- Keep the program simple.
- ~~Locate it in highest demand areas, and do not expand system without adhering to the program's Guiding Principles.~~
Secondarily, the committee recommends implementing off street paid parking, after the successful implementation of the on-street program.
- Incentivize appropriate use of resources by charging more for the highest demand areas/periods.
- Establish Progressive Pricing program in limited form, and condition pricing by the most desired spaces.
- Provide flexibility for patron decision making and length of stay in district.
- Provide financial return to the affected districts.
- Develop a plan of expansion that adequately address all districts, but only after establishing positive history.
- Fully test, and demonstrate, capability and community compatibility of any new technology.

WHAT IS
PAID
PARKING
ALL ABOUT?

It's About SUSTAINABILITY

*Perhaps like no other public program, paid parking **benefits and improves public health and welfare of a community***

Creates open parking spaces and reduces cruising

Encourages use of off-street facilities which occupies a fraction of the space than on-street parking

Best practices in facility design reduces use of energy and inspire alternative modes

WHAT IS
PAID
PARKING
ALL ABOUT?

It's About SERVICE

"TIME IS THE NEW LUXURY" – ROBERT GIBBS

Finding suitable parking is important for customers

When properly priced, it encourages turnover and creates better accessibility with 10-15% open parking spaces

Provides more options on where and how long to park

Enables use of service oriented technologies, pay by phone, merchant controlled validations, pre-paid cards, etc.

WHAT IS
PAID
PARKING
ALL ABOUT?

It's About ENVIRONMENT

Free parking = More driving

Easier to find parking and thereby reduces the carbon emissions released in our air

Encourages use of alternative transportation such as car pooling/sharing, transit, water taxi, shuttles, etc.

Helps fund construction of future facilities using "green" building techniques

Paid parking reduces cruising by 30%, and in half when variable pricing is used

WHAT IS
PAID
PARKING
ALL ABOUT?

It's About FISCAL DUTY

The Parking Fund is an **Enterprise Fund** and is not intended to burden tax base and be **subsidized** by the general fund.

Estimated deficit of \$2.2 mil FY 2016

Striping, signs, staffing, maintaining facilities - costs money; paid parking places this cost on car owners, not the citizen tax base.

On-street spots has a retail value, turnover creates more foot steps and value for a merchant. Making more spots available means more footprints

Future funding of parking projects require funding

The City Effectively Used Meters

- December 1946
- 250 meters increased to about 650 meters
- Removed 1967 after unceasing economical downturn



Financial Implication on Local Businesses?



parking *space* turnover 6 times per day, would accommodate 324 separate visits

If each car carried 1.5 passengers, there would be 486 potential customers

If 50% of them went elsewhere to shop or dine, & spend only \$20

\$4,860
Daily loss of business

A conservative illustration of misused parking spaces

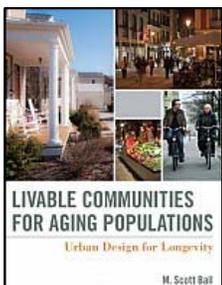
annualized loss of **\$1,773,900**



Paid Parking is widely utilized by municipalities statewide to manage parking and encourage the use of alternative transportation systems

Florida Cities with On-Street Paid Parking	2014 Population (SRQ: 54,214)
St. Petersburg Beach *	9,471
Palm Beach *	10,468
Naples *	11,325
St Augustine *	13,679
Bartow	16,515
Key West *	25,530
Lake Worth	36,000
Bonita Springs *	47,547
Coral Gables *	49,631
Ocala	57,468
Pensacola	55,024
Kissimmee *	65,173
Daytona Beach *	62,316
Ft. Myers *	68,190
Melbourne	77,508
Lakeland	93,428
Miami Beach *	91,026
Pompano Beach	101,128
Panama City Bch *	102,064
West Palm Beach *	102,436

What do experts in city planning and economic development believe?

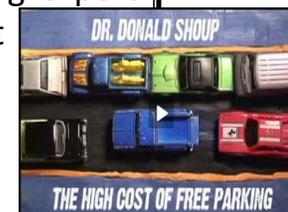


During Andres Duany's 2007 visit, he was quoted saying Sarasota needs parking meters if we want to successfully manage our parking: "Why do you have a parking problem? Because you have no parking meters!"

When Jeff Speck, a leading author on city planning and development, was asked what we should do about the failed meter parking program during his City of Sarasota visit in 2013, he responded by saying, "Third times a charm! What are you waiting for?"



Correspondence with the City of Sarasota, Urban Planner and Parking expert Donald Shoup offered his input on our current situation: "I suggest every block the option to have meters, and commit to using all the revenues from the meters to pay for added public investments on the blocks with meters. If parking is in short supply, making it free doesn't help." – via email, 2014.



St. Armand's Program is Exemplifying How Paid Parking Benefits

Area Map

- 354 On-Street Core
- 389 Perimeter Spaces
- 212 Surface Lot Spaces
- 521 Garage Spaces
- 197 Un-restricted

Rate Structure Basis

Core - Prime Spaces
Perimeter - "Less" Cost
Garages/Lots - Off-Street Spaces



The PAC

Focused Parking Programs

Walker Parking Study – purpose to establish benchmark of data and documented understanding of utilization

Employee Parking – recognize the impact it has on accessible parking in commercial districts

Residential Parking Permits – protects from parking “overspill”

Alleyway accessibility – backbone of service community

Communications – public out-reach and knowledge base

Management of Lots and Garages – best practices

Parking Enforcement – effective programs that protect safe parking but that also educates parkers

Paid Parking Program – enables proper management of resources and helps fund needed parking programs

Enhance



5 ways you can save a child from a hot parked car this summer

Never leave your car without checking the backseat. Put your wallet or phone in back as a reminder.

Never leave your child in a parked car. Never. Not even a minute.

Call 9-1-1 if you see a child alone in a car. Every minute counts.



When it's hot outside, the temperature inside a parked car reaches heatstroke levels within minutes, even if the windows are partially open. Learn more at parking.org/safety

Example of "good-will" flyer



**park smart
PARK HAPPY
SARASOTA**
PARKING MATTERS area parking map

- DOWNTOWN
- BAYFRONT / MARINA JACK
- DOWNTOWN EAST END
- ROSEMARY DISTRICT
- NEWTOWN
- SOUTHSIDE VILLAGE
- ST. ARMAND'S CIRCLE
- LIDO BEACH

ST. ARMAND'S CIRCLE

There are approximately 740 on-street parking spaces and 400 surface lot parking spaces available in St. Armands. This parking district one of the most utilized parking areas in the City of Sarasota. To save time, consider using alternative modes of transportation.

Parking time restrictions are three (3) hours unless otherwise indicated. It is recommended to park more than 1/2 hour, use one of the surface parking lots located at H. Adams and St. Armands. They are located on the east side of St. Armands Circle. There are commercial buildings, restaurants, and shops in this area. Please be respectful of our residents and avoid blocking or narrowing of streets.

LIDO BEACH

Lido Beach parking is available during the day (9:00am to 5:00pm) in approximately 200 on-street parking spaces. Lido Beach pool and beach offers a great alternative for parking. Lido Beach parking is not permitted, and vehicles must park within designated spaces. Over-sized vehicles like buses and RVs should consider alternative parking locations, avoiding the crowded areas where car parking is more efficiently utilized. Please be respectful of our residential streets and avoid parking or running off generation.

SAFEGUARDING a parking spot FOR YOU

Needled between US301 and The Ringling College of Art on Dr. Martin Luther King, Hwy. Needled one of our public parking lot with 50 spaces. The City's

around Westcott Blvd, US301, and US90 at the city's 300 on-street marked spaces are available and with over 800 spaces. Overall this district is home to 780 space private/public use parking garage. It is also home to the Police Department, the Sarasota County Sheriff's office, the art, and the County Administration Building to name a few. The Park with 147 spaces and where the all children's playground, tennis club and walking park is available for use.

ROSEMARY

With recent expansion of over 200 designated on-street parking spaces, this district is experiencing higher demand for parking than in recent years. The 5th Street surface parking lot is located north of the Fire Station and is centrally located in the district for ease of use.

SOUTHSIDE VILLAGE

This district is densely populated with only 275 parking spaces available for general public use. Generally, most parking spaces have a two (2) hour time restriction. Some parking lots are privately owned, so avoid parking in "private only" areas. To save time, consider using alternative transportation modes, or carpool to avoid long waits and searching for parking spaces. Please be respectful of our residential streets and avoid parking in neighborhoods.

NEWTOWN

NEWTOWN
ROSEMARY
DOWNTOWN EAST END
BAYFRONT/MARINA JACK
ST. ARMAND'S
LIDO BEACH
SOUTHSIDE

- MINI STORAGE
- SURFACE LOT PARKING
- SEMI-PRIVATE PARKING GARAGE
- ON-STREET PARKING

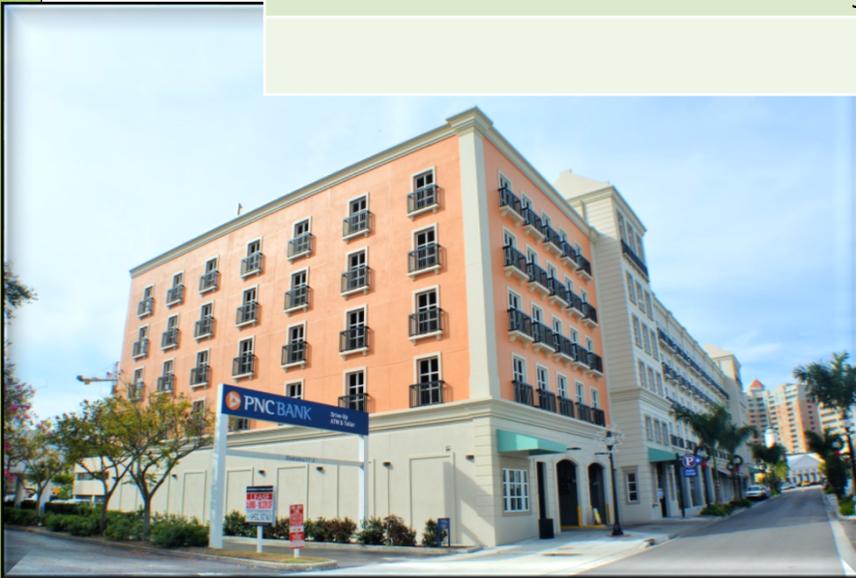
Park Smart, Park Happy Sarasota

City of Sarasota Parking Division 941.954.7857
www.sarasota.gov/Parking
email: parkinginfo@sarasota.gov
Twitter: [srqparking](https://twitter.com/srqparking)

Garage Programs

FORTHCOMING

Daily Pass
Virtual Pass
Pay by Phone
Enhanced EV Charging Equipment
Commuter Service Priority Parking





Parking Division

Parking Division

Park Smart, Park Happy

Sarasota!

Website www.sarasota.com/Parking

Parking Office

- Monday thru Friday 8 a.m. until 5 p.m., excl. Holidays
- 941-954-7057
- Email parkinginfo@sarasotagov.com
- Twitter #srqparking





Parking Division

Citywide Strategy for Parking Management

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	Phase 1 – Initial Planning	Within 4 months	<ol style="list-style-type: none"> 1. Utilizing parking metrics, we will identify potential meter installation units, phasing implementation in small segments. <ol style="list-style-type: none"> a. Identify areas of highest demand, that will enhance parking accessibility the most, and develop a secondary range of highest demand b. Develop initial meter implementation and rollout schedule, garage paid parking, followed by subsequent rollout plans for peripheral areas. c. Identify best case target to include low cost garage parking option 2. Working with PAC, develop a task force to help evaluate equipment selection and testing. <ol style="list-style-type: none"> a. Identify potential meter equipment and schedule public in field-testing and demonstrations. 3. Develop proposed pricing structure for on street and off street parking locations 4. Create criteria of success using data driven metrics, to be used prior to any expanding the program. 5. Report to City Commission at the completion of Phase 1
	Phase 2 – Logistical Plan	Within 5-9 months	<ol style="list-style-type: none"> 1. Identify funding source for acquisition of parking equipment. 2. Develop RFP and solicit vendor equipment, interview, test, and complete agreements. 3. Review alternative transportation & parking strategies using public workshops and refine program objectives. 4. Logistical planning for installations, peripheral service requirements 5. Develop effective marketing plans to engage community 6. Report to City Commission at the completion of Phase 2
	Phase 3 - Installation	Within 10-15 months	<ol style="list-style-type: none"> 1. Install meters in prescribed areas using the rollout plan. 2. Begin data collection and analyze equipment effectiveness against the operating criteria. 3. Continue refining city-wide meter rollout and garage parking plans, target dating next installation schedules. 4. Report to City Commission at the completion of Phase 3
	Phase 4 - Report	15 - 24 months	<ol style="list-style-type: none"> 1. Continue analyzing meter performance and effective parking supply. 2. Post installation focus group meetings. 3. Report to City Commission on a quarterly basis the meter parking performance metrics. 4. Initiate additional phasing plans

Parking Division Integration with City Services and Planning



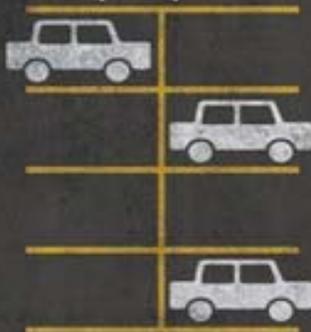
MINIMUM PARKING REQUIREMENTS

Parking minimums are a big part of America's landscape. When entrepreneurs start a new business or developers build a new property, they have to obey municipal regulations, which dictate how many parking spots the property will need. These minimums are rarely revisited or studied, and in 45% of cases are simply copied directly from nearby cities, with little scientific basis for the minimum.⁵ Has anyone actually done a study on minigolf courses' parking needs, and if not, what purpose is served by specifying them?

SOME MINIATURE GOLF COURSE PARKING REGULATIONS

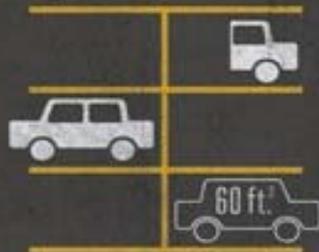
SANTA ANA, CA⁶

3 spaces per hole



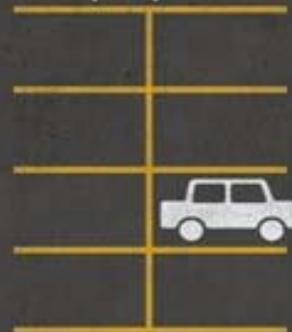
PHOENIX, AZ⁷

1.5 spaces per hole
plus one space for every
60 sq. ft. of game room area



HOUSTON, TX⁸

1 space per hole



Sources cited on last slide

FREE PARKING FALLACIES

America's highway and parking systems were put in place in the country's wealthiest years, during the period between World War II and the oil crises of the '70s. This spirit of excess led to urban-planning practices that treated parking as an afterthought (even though it often takes up more space than the buildings it surrounds), resulting in a country overstocked with underused parking spots.



ENVIRONMENTAL IMPACT¹

Cars pollute, but building and maintaining their parking pollutes, too. Parking spots add 90% to each American car's lifetime emissions of soot, 25% to its sulfur emissions, and 10% to its CO₂.

10% to 20% of parking is found in municipal garages or curbside.

80% to 90% of parking demand is served by surface lots.⁴

THE U.S. HAS AN ESTIMATED

3 TO 8

PARKING SPACES FOR EACH CAR¹

If all of America's parking spaces were clumped together, they would take up an area larger than



P

Rate Evaluation & Projected Revenues

	Mon-Fri 9-6 p.m	Mon-Fri 9-8 p.m
Core spaces	\$2.00	\$1.50
Perimeter	\$1.50	\$1.00
Surface Lot	\$1.25	\$.75
Garage *	\$.50	\$.50
Parking Rev	\$1,531,828	\$1,588,916
Assessment	\$260,000	\$260,000
Total Rev	\$1,791,828	\$1,848,916
O & M	\$387,552	\$387,552
Annual Bond Debt + 10%	\$1,422,069	\$1,422,069
Net Revenue	(17,794)	39,294



* Includes Saturday

Lastly, know that I am a parking professional dedicated to getting the most out of every day. I am not taking any shortcuts.

