

# **DOWNTOWN**

## **STRATEGIC PARKING PLAN**

**Public Meeting #2**  
**September 8, 2016**





# **DOWNTOWN** STRATEGIC PARKING PLAN



Kimley»Horn

PRESENTATION

## Introductions

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**Dennis Burns, CAPP**  
*Project Manager*



**Vanessa Solesbee**  
*Assistant Project Manager  
Community Engagement*



**Anne Guest**  
*Parking Management Expert  
Former Director – Missoula  
Parking Commission*



# **DOWNTOWN** STRATEGIC PARKING PLAN



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## Overview

- **Progress to Date**
- **Engagement Summary**
- **Data Collection Results**
- **Preliminary Issues Summary**
- **Case Study: Missoula, MT**
- **Next Steps**





## **DOWNTOWN** STRATEGIC PARKING PLAN



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# Study Overview



- **Funded by the Cheyenne Metropolitan Planning Organization (MPO)**
- **Project Management Team**
  - Dennis Burns, CAPP – Project Manager
  - Vanessa Solesbee - Assistant Project Manager
  - Anne Guest - Parking Operations Expert
- **MPO staff**
  - Tom Mason, MPO Director
  - Sreyoshi Chakraborty, AICP, Senior Planner
- **Project Steering Committee:**
  - Cheyenne MPO
  - City Planning
  - City Public Works
  - City Parking
  - Cheyenne Police Department
  - City Clerk
  - City Treasurer
  - City Engineering
  - Laramie County Planning
  - Cheyenne DDA
  - Visit Cheyenne
  - City Council Ward 1
  - VFLA Architects



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# Study Process Overview

- **Project Start-up & Existing Conditions Assessment**
  - May – June 2016
- **Data Collection and Analysis**
  - June – Aug 2016
- **Peer City Review/Key Issue Identification**
  - July – Sep 2016
- **Delivery of Draft Plan & Recommendations**
  - Sept – Oct 2016
- **Delivery of Final Parking Management Plan**
  - Oct – Nov 2016
- **Community Engagement**
  - Ongoing



# **DOWNTOWN** STRATEGIC PARKING PLAN



## Project Progress to Date

**Task 1: Project Start-up**

**Task 2: Existing Conditions / Data Collection & Analysis**

**Task 3: Community Engagement**

**Task 4: Current Program Assessment**

**Task 5: Issue Identification**

**Task 6: Preliminary Recommendations**

**Task 7: Draft Action Plan**

**Task 8: Finalize Plan**



Complete



In Progress



Not Started



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## - Survey Summary -



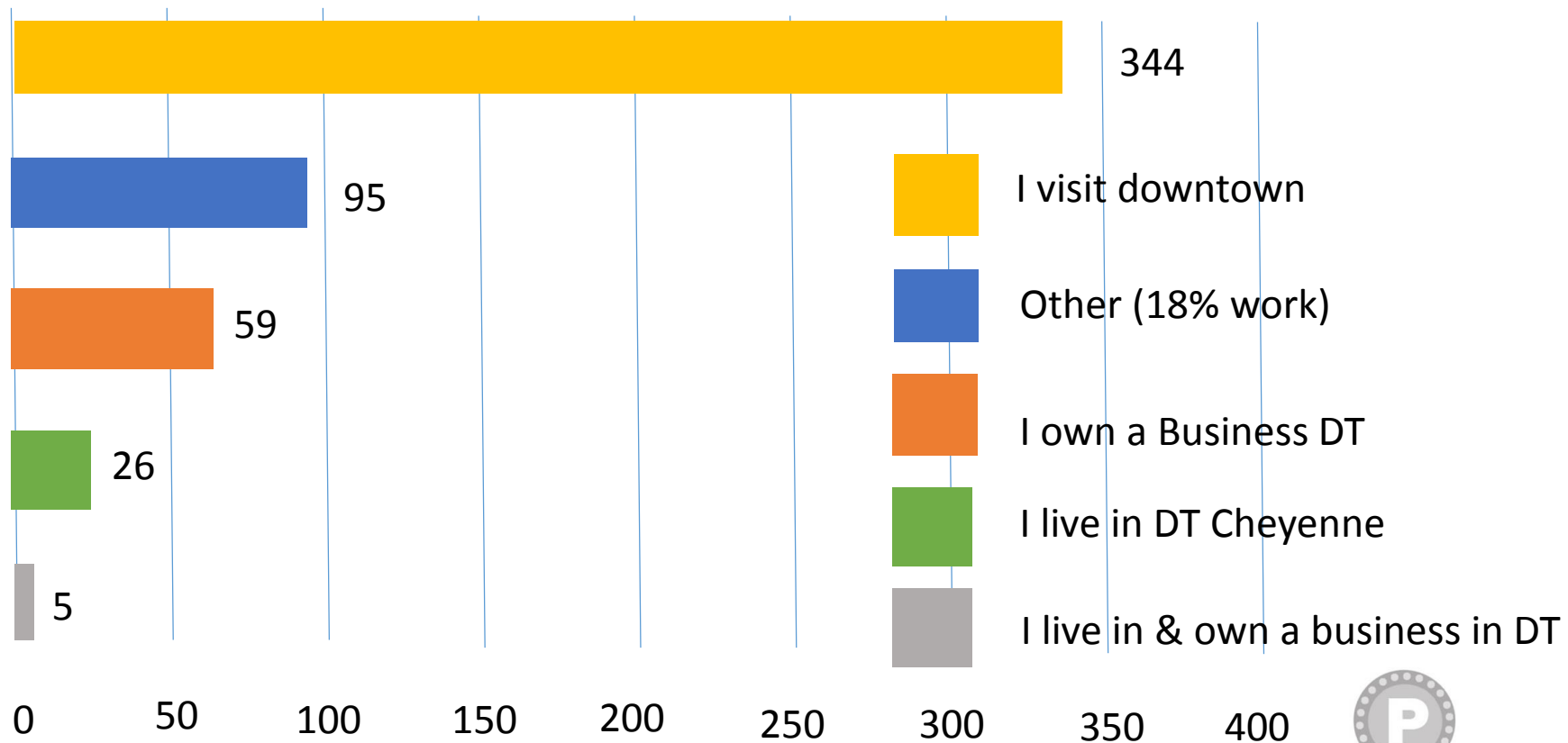
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## Survey Findings – Demographics



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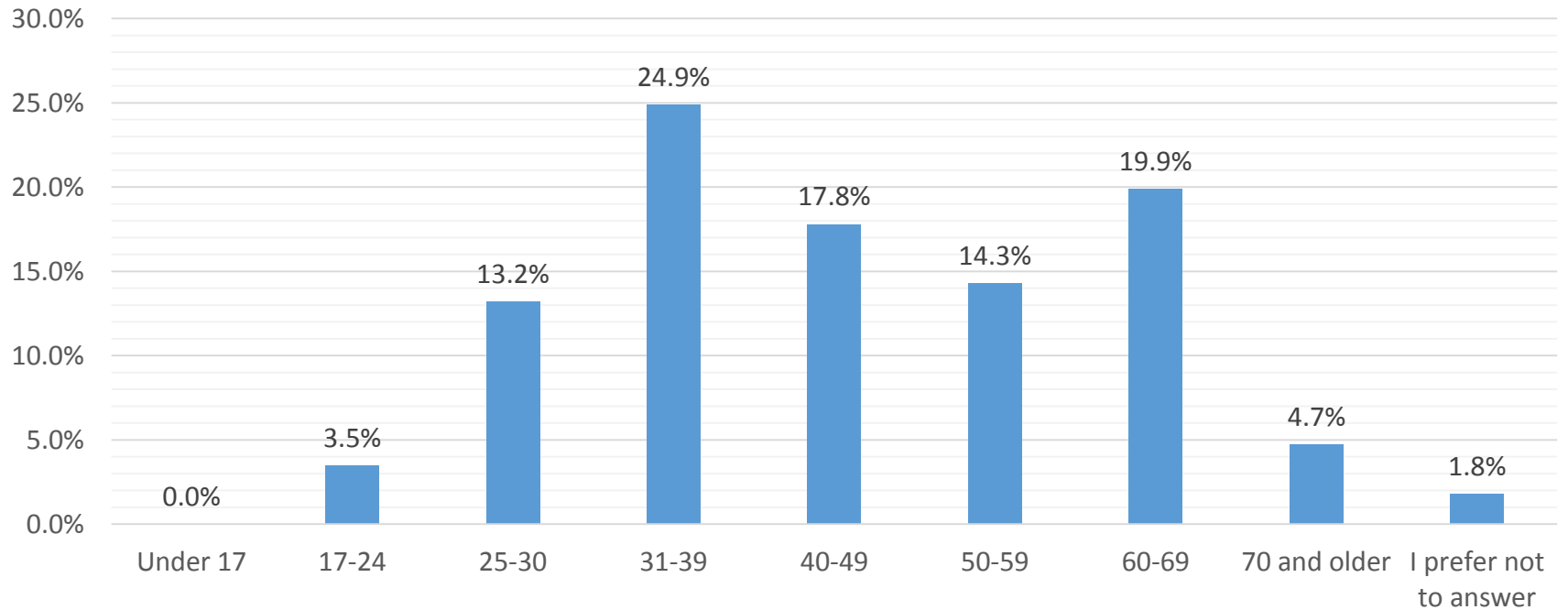
PRESENTATION

## Survey Findings – Demographics

### AGE



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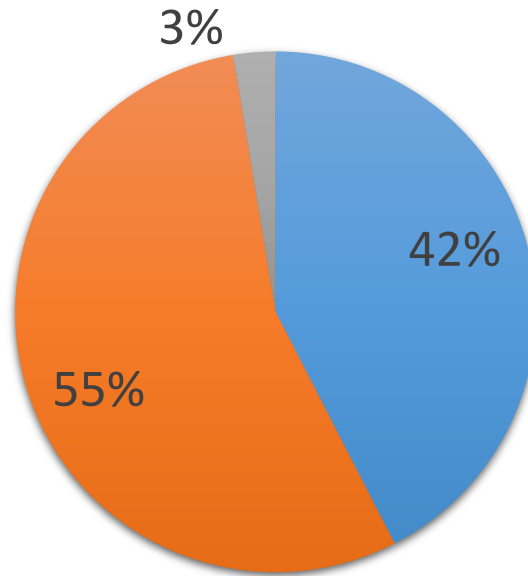


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## Survey Findings – Demographics

### GENDER



■ Male   ■ Female   ■ I prefer not to answer



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# Survey Findings – Behaviors

## Behaviors

- 93% of downtown visitors drive
- 72.5% of driving visitors use on-street parking
- 56.6% visit downtown regularly



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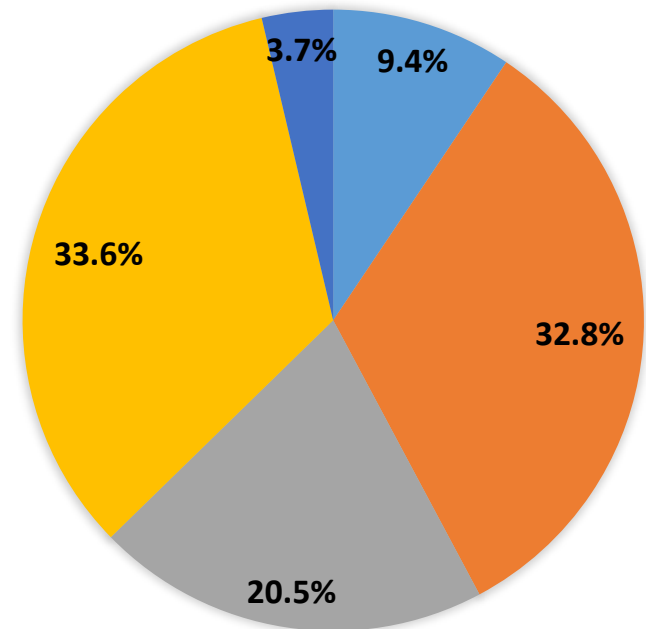
# DOWNTOWN STRATEGIC PARKING PLAN



## Survey Findings – Behaviors

- **Which of the following most accurately describes your experience parking downtown?**

- I can find parking that is close to my destination quickly and easily.
- I can find parking that is close to my destination in a reasonable amount of time.
- I can find parking quickly, however it is usually not close to my destination.
- It is challenging to find parking and when I do, it is usually not close to my destination.
- Other





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# Survey Findings – Perceptions

- **What is the biggest challenge(s) you face when parking downtown?**
    - **1 = Most challenging**
    - **5 = Least challenging**
- 1. Finding an available space that is close to my destination (3.27)**
  - 2. Finding an available space quickly (3.03)**
  - 3. I don't know where to park (2.25)**



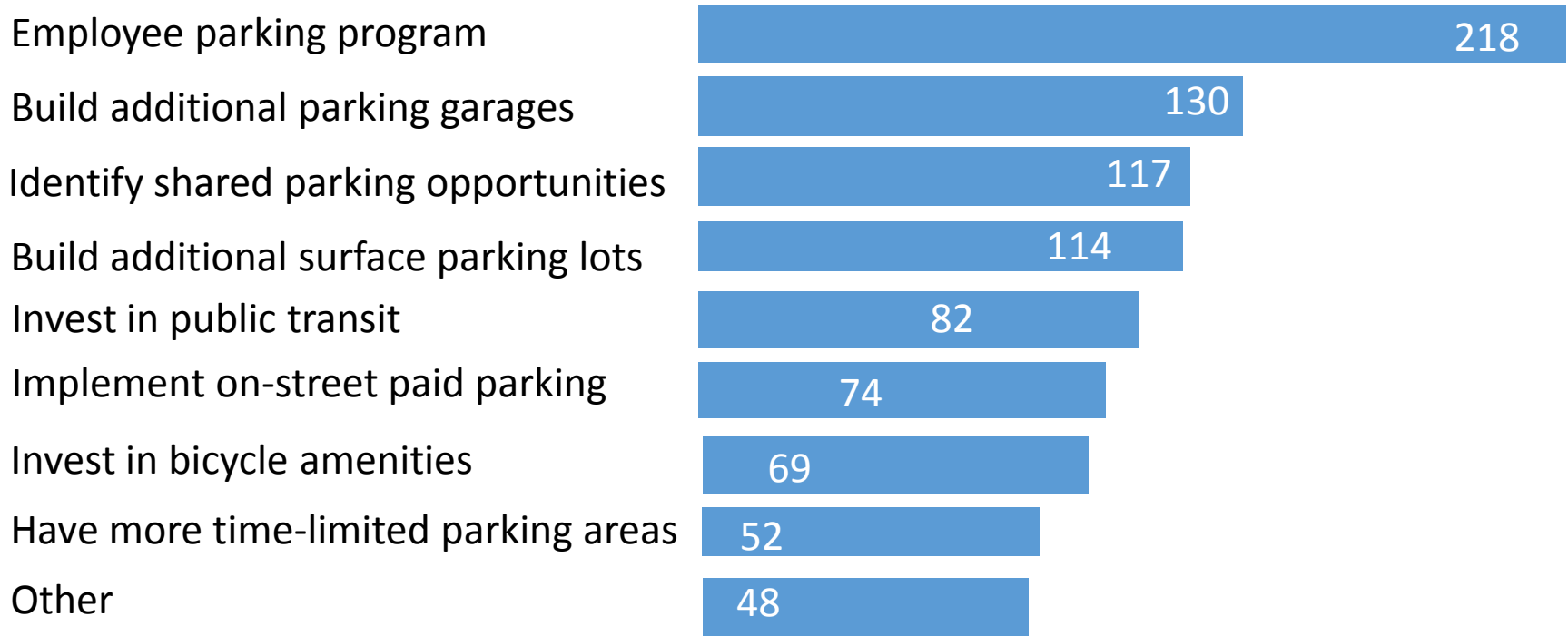
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## Survey Findings – Preferred Alternatives



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# Initial Stakeholder Conversation Summary (Comments received from the Community)

- Parking system stresses are special event related
- Perception that there is no parking
- Current parking program is primarily enforcement focused
- No convenient way to park for more than two hours
- Interested in shared parking



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## **DOWNTOWN** STRATEGIC PARKING PLAN



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# Initial Stakeholder Conversation Summary (Comments received from the Community)

- Lots of underutilized private parking lots
- Safety concerns
  - “Facilities filled with the vagrants”
  - “Lighting would go a long way”
  - “Security cameras needed in garages”
- Paid parking will push customers and employees out
- Time restrictions unfair to residents
- Connections to facilities; the pedestrian experience







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# Initial Stakeholder Conversation Summary

## (Comments received from the Community)

- Conflict between offices and merchants – office workers want to park all day
- Very little push for sustainability initiatives
- Handicapped parking
  - Quantity
  - Location



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**- Open Discussion -**



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# Data Collection Findings



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# Data Collection Process

- **Occupancy data collected by License Plate Recognition (LPR) technology**
- **Collection dates:**
  - Wednesday, June 29 (8:00am – 5:00pm)
  - Friday, July 8 (4:00pm – 9:00pm)
- **On- and off-street, public and private parking facilities**
- **Study Area**
  - Thomes to House Avenue, West 15th to 21st Street



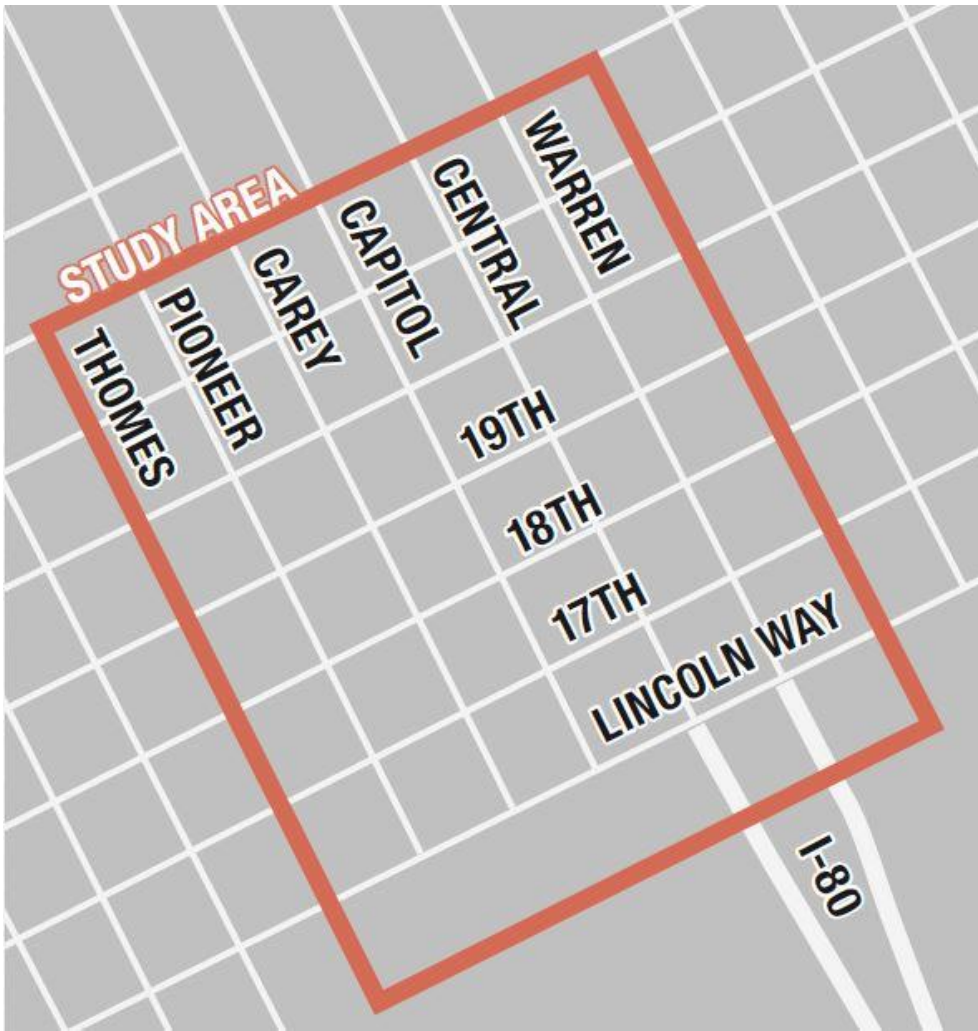


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**Study Area Map**





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# Data Collection – What We Learned “Typical Weekday”

## • On-street

- Peak: Early Afternoon (11:15 AM – 2:00 PM)
  - Trend higher midday (during lunch rush)
  - High occupancies are localized

## • Off-street

- Peak seen in morning (8:15 AM – 11:00 AM), however still less than 50% occupied
- Northernmost section of the study area was observed at or near capacity (85% or more occupied)
- Most lots see occupancies with less than 70%



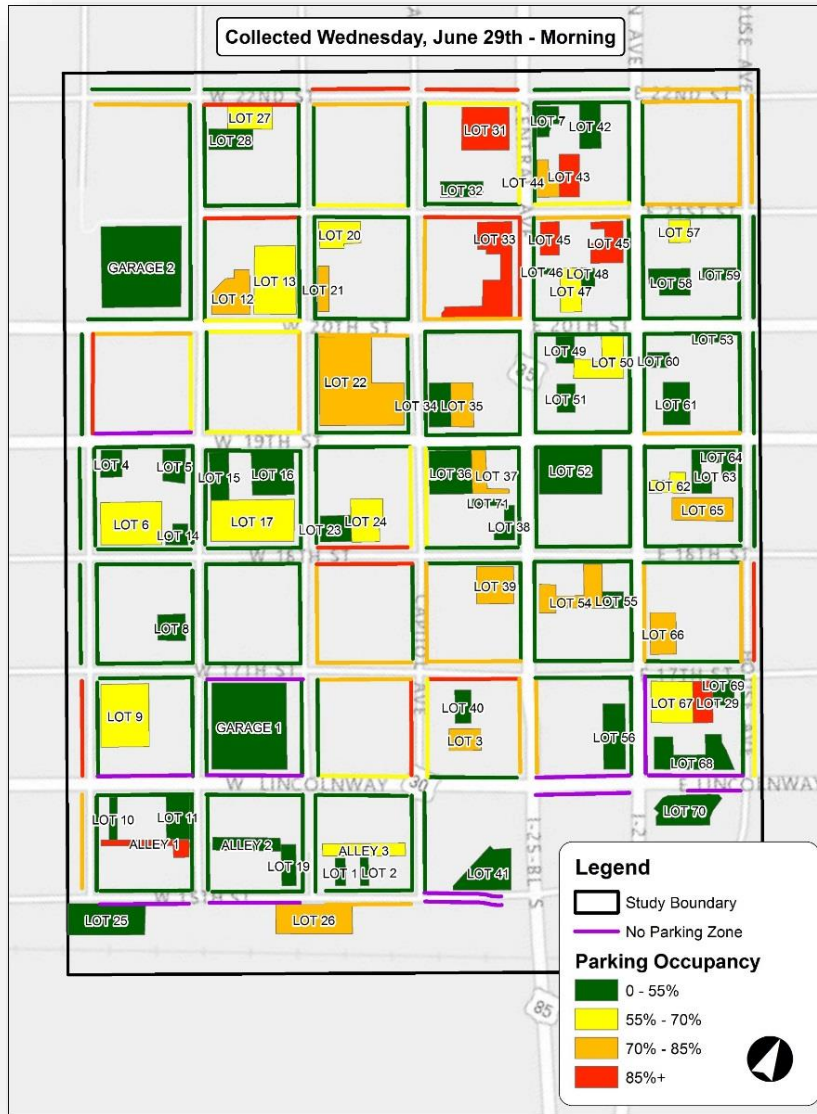


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**Wednesday, June 29  
8:15 AM – 11:00 AM**



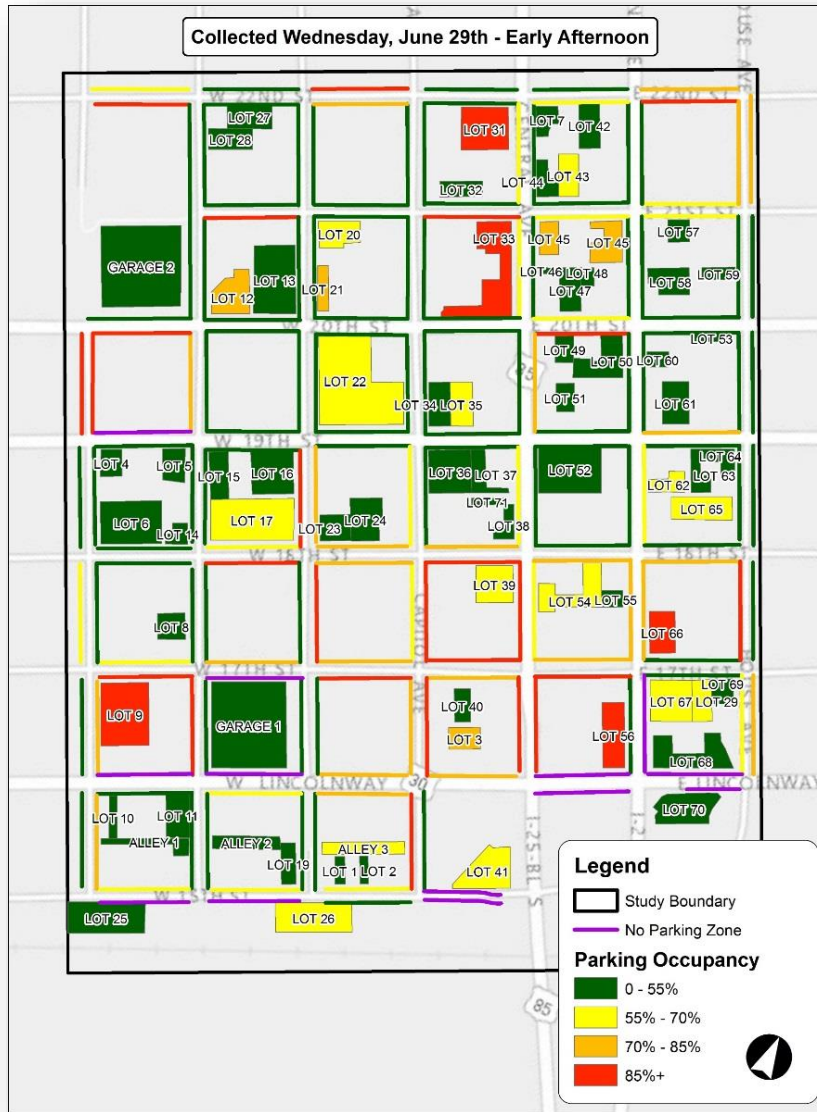


# DOWNTOWN STRATEGIC PARKING PLAN



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**Wednesday, June 29  
11:15 AM – 2:00 PM**





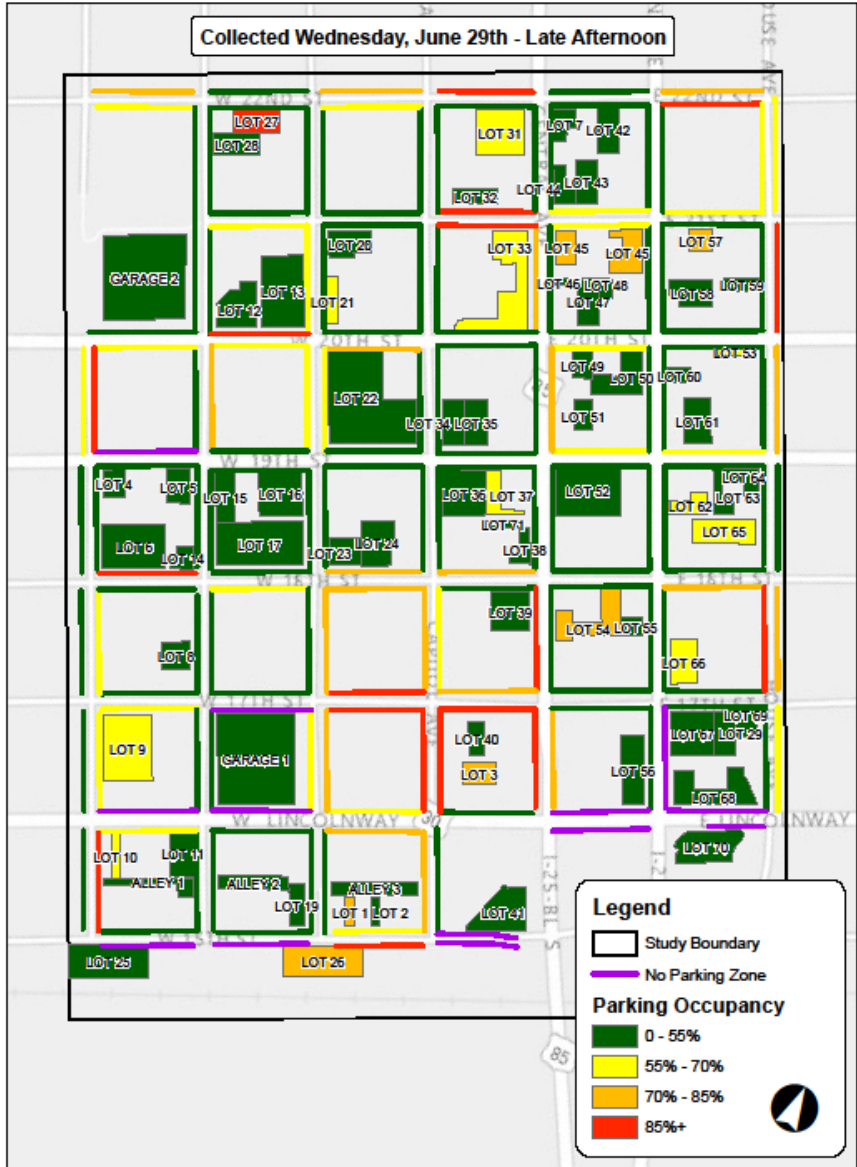


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Wednesday, June 29  
2:30 PM – 5:00 PM





## **DOWNTOWN** STRATEGIC PARKING PLAN



# Data Collection – What We Learned: Friday Evening

## • On-street

- Overall lower occupancy than typical weekday
- High occupancy was extremely localized; southern half of study area near or at capacity
- Northern half of at less than 50% capacity

## • Off-street

- Majority were underutilized (< 50%)
- Most consistently used lots were in the southeast area of downtown
- Both garages had plenty of capacity



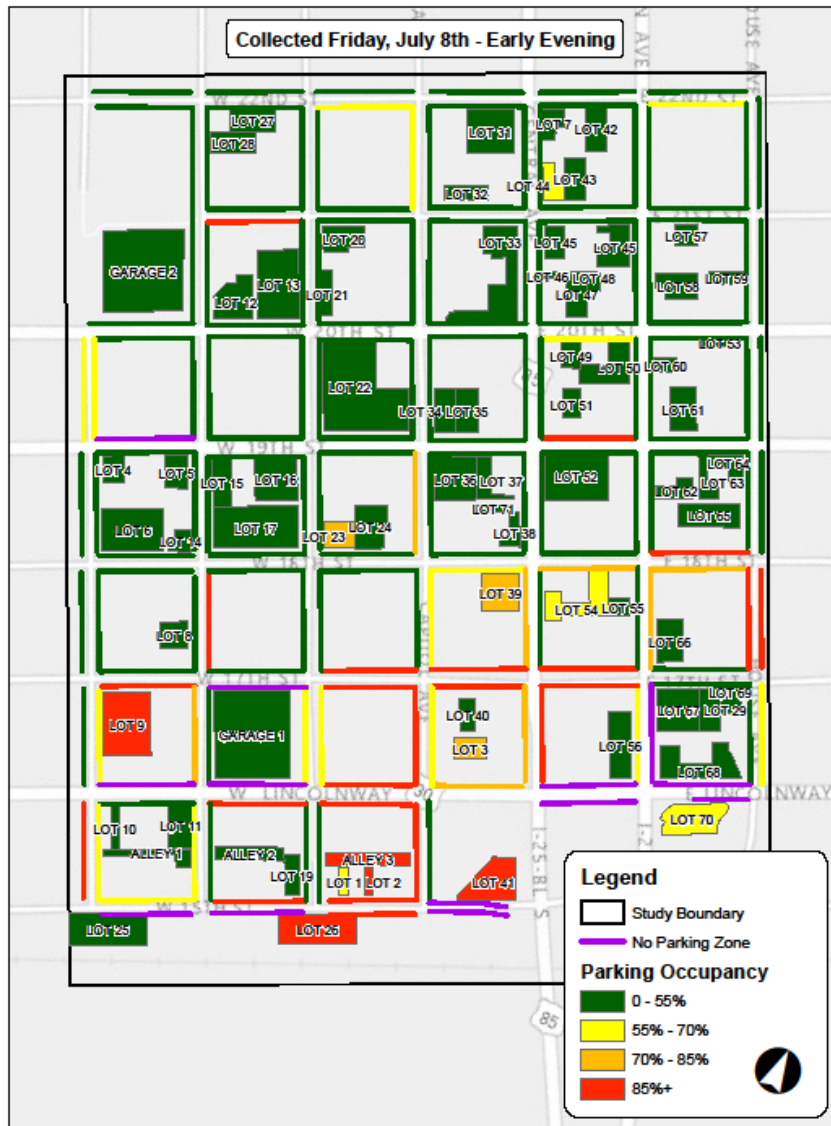


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Friday, July 8  
4:00 PM – 6:30 PM



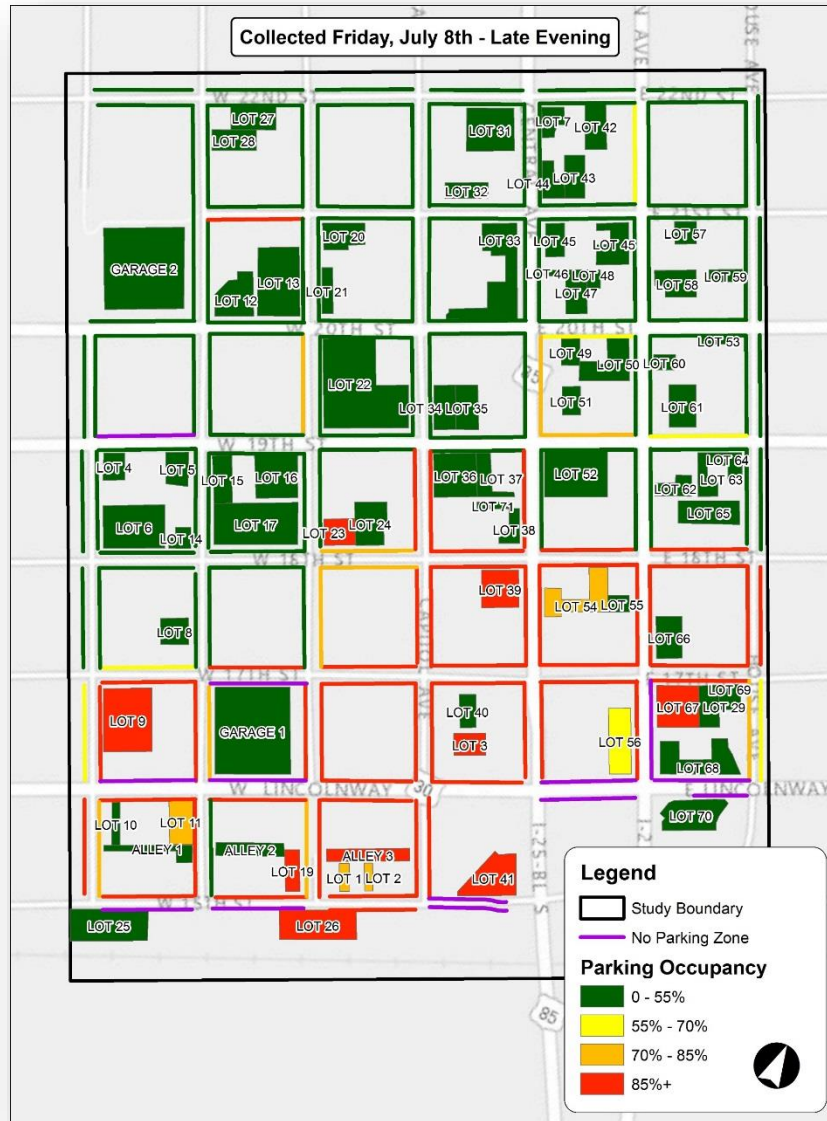


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**Friday, July 8  
6:30 PM – 9:00 PM**





## **DOWNTOWN** STRATEGIC PARKING PLAN



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## Data Collection – What We Learned: Overall

- Overall, parking is available downtown both on- and off-street
- Southeast corner of study area is well-utilized on both weekdays and during events
- Parking issues are localized
- Parking garages are largely underutilized
- Majority of on-street stays were one hour in length or less



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# **DOWNTOWN** STRATEGIC PARKING PLAN



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**- Open Discussion -**



## DOWNTOWN STRATEGIC PARKING PLAN



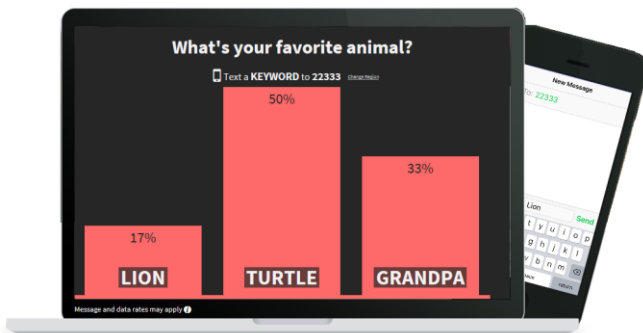
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# We Want Your Feedback

- To join our session, text PARKIT to 22333. Only do this once to join.
- You'll then be asked to text your response to 22333.
- We'll capture and share your responses in real time.

Let's test it...





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# Polling Questions

- **The City of Cheyenne should invest in additional parking garages?**
  - Yes
  - No



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## **DOWNTOWN** STRATEGIC PARKING PLAN



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# Polling Questions

- **The City of Cheyenne should invest in additional surface parking lots?**
  - Yes
  - No



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## **DOWNTOWN** STRATEGIC PARKING PLAN



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# Polling Questions

- **The City of Cheyenne should invest in on-street paid parking?**
  - Yes
  - No



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# Polling Questions

- **The City of Cheyenne should invest more in transit and transportation alternatives?**
  - Yes
  - No



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# Polling Questions

- **The City of Cheyenne should invest more in bicycle amenities?**
  - Yes
  - No



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## **- Case Study: Missoula, MT-**



## PROGRAM OVERVIEW



# Mission

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### ***Purpose***

The Missoula Parking Commission (MPC) works with government, business and citizens to provide and manage parking and parking alternatives. MPC identifies and responds to changing parking needs in the area for which it is responsible.

### ***Overview***

The Missoula Parking Commission is a well managed and progressive parking and transportation program. In addition to the management of significant on and off street parking assets, the MPC also actively participates in a variety of community transportation initiatives in collaboration with Missoula in Motion, Mountain Line (Missoula Urban Transit District) and the Missoula Ravalli Transportation Management Association (MRTMA).



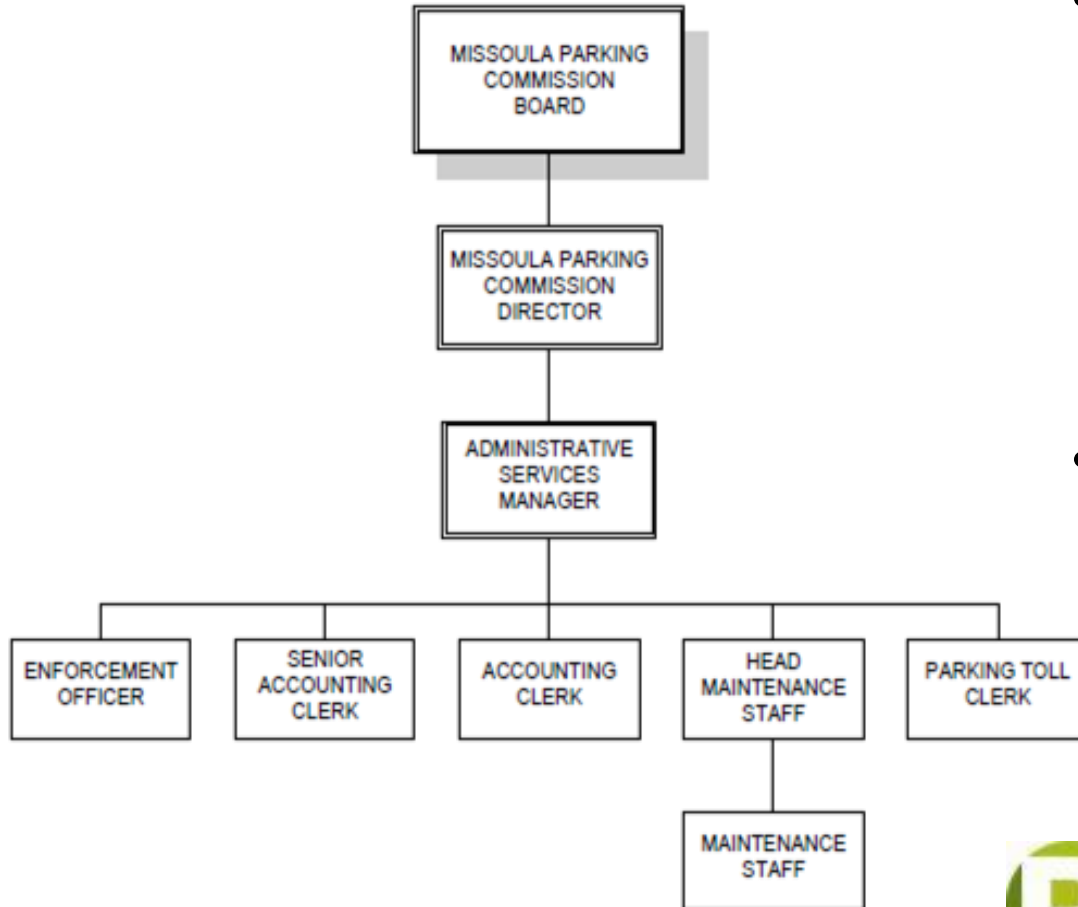


# DOWNTOWN STRATEGIC PARKING PLAN



# Organization

## A Comprehensive, Vertically Integrated Program



- Missoula’s parking organization is “vertically integrated” under the leadership of the MPC Director.
- The MPC is comprised of eleven full-time equivalent (FTE) employees under the following operating and service entities.







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## Program Statistics

**Total Spaces:** 3,357 Spaces

**Garages:** 3 (650 Spaces)

**Surface Lots:** 13 (787 Spaces)

**On-Street Spaces:** 1,895 Spaces

### **Major Program Areas:**

- Off-Street Parking
- On-Street Metered Parking
- Parking Enforcement
- Residential Parking Permit Program (827 Spaces)
- Parking Planning
- Alternative Transportation Support



missoula parking commission

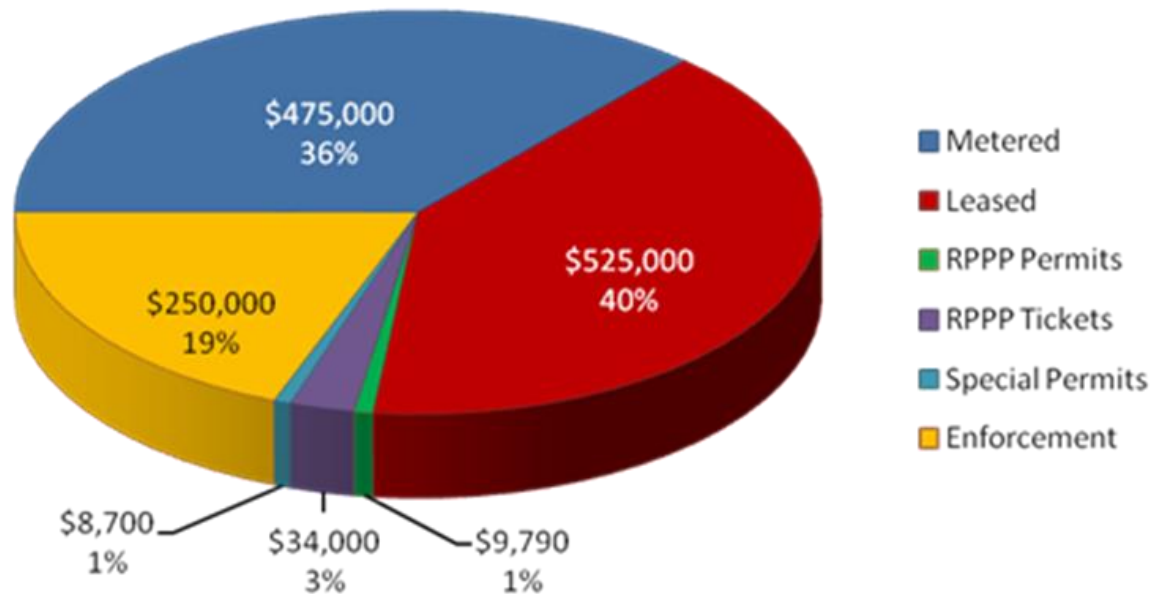


# DOWNTOWN STRATEGIC PARKING PLAN



## Program Statistics

Annual Program Revenues: \$1,300,000



### Significant Capital Projects:

“Park Place Garage - \$7.8 Million

Off-Street Parking Technology Upgrade: \$750,000

On-Street Parking Technology Upgrade (2013): \$ 1.5 Million





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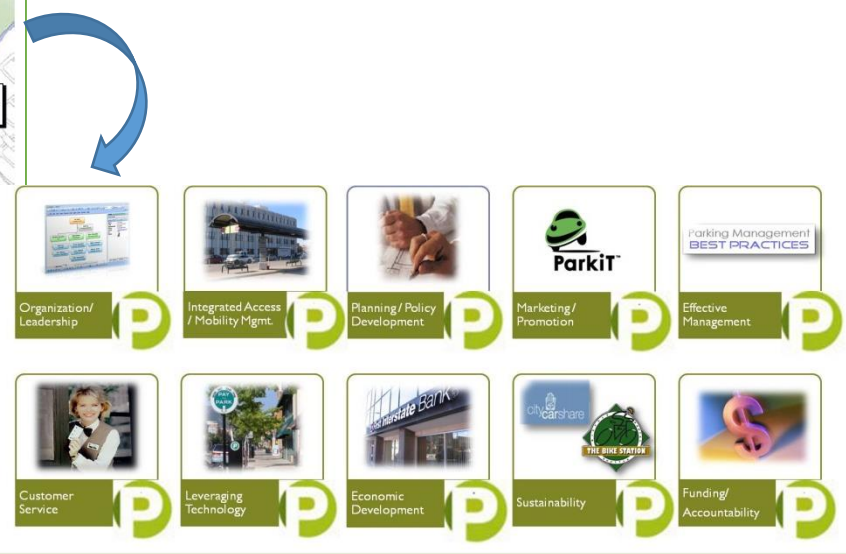
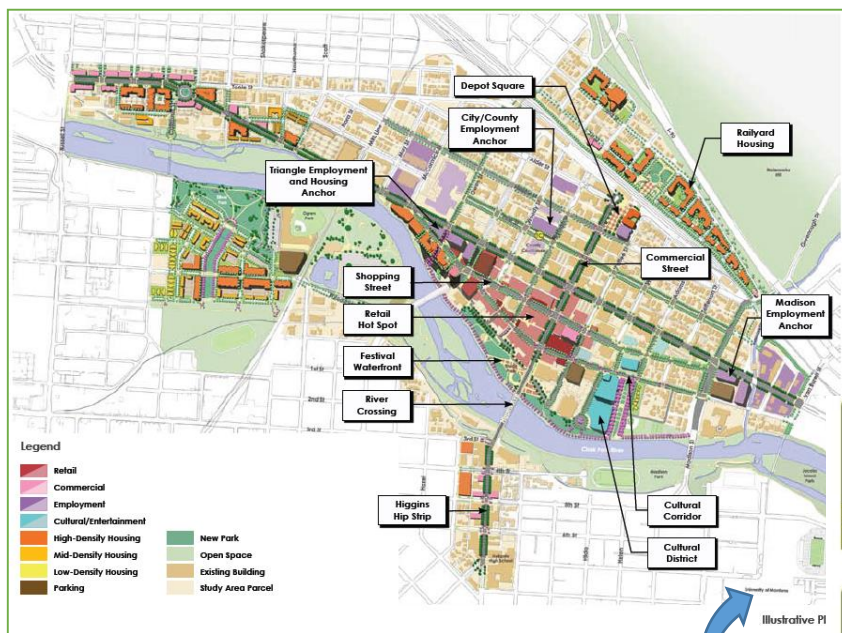


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## Three Significant Elements that Contributes to our Program's Success

### 1. Seamless Integration of Downtown Master Plan & Parking Strategic Plan





# DOWNTOWN STRATEGIC PARKING PLAN



## Three Significant Elements that Contributes to our Program's Success

### 2. Broad Community Outreach and Participation



“Partnering for Success”



- ⊙ Missoula Sunrise Rotary
- ⊙ Sentinel Kiwanis
- ⊙ Centennial Rotary
- ⊙ Community Leadership Team
- ⊙ Sustainable Business Council BOD
- ⊙ Missoula Rotary
- ⊙ Missoula Consolidated Planning Board
- ⊙ Missoula Kiwanis
- ⊙ Leadership Missoula
- ⊙ NS/WS Neighborhood Council
- ⊙ Mountain Line Board
- ⊙ Heart of Missoula Neighborhood Council
- ⊙ Missoula Convention & Visitors Bureau BOD
- ⊙ St. Pat's Table Talk Dinner
- ⊙ MDA Membership Luncheon
- ⊙ Missoula Parks Board
- ⊙ Business & Professional Women
- ⊙ Missoula Community Forum
- ⊙ Missoula Job Service Employers Council
- ⊙ Missoula in Motion Employer Breakfast
- ⊙ Hip Strip Property & Business Owners



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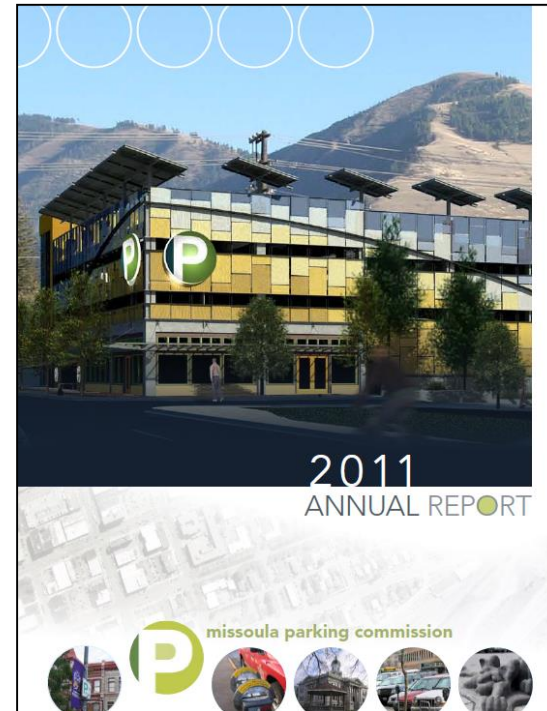
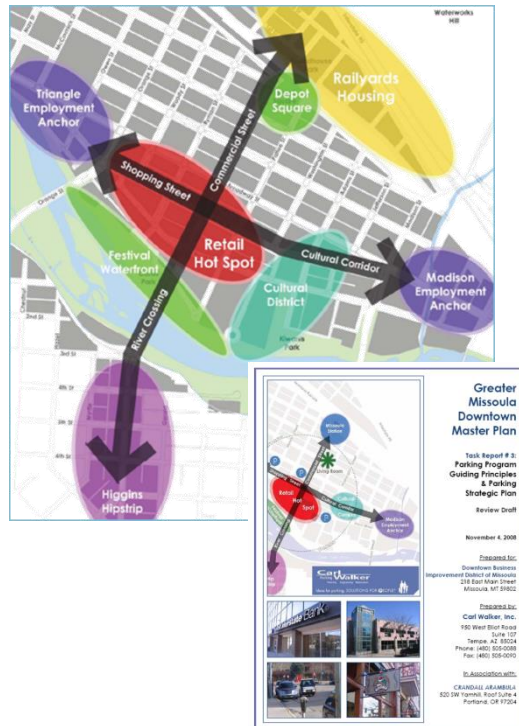


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## Three Significant Elements that Contributes to our Program's Success

### 3. A Focus on Planning, Communications and Outcomes





# DOWNTOWN STRATEGIC PARKING

missoula parking commission

## Outcomes





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# Next Steps

- **Incorporate Stakeholder Feedback into Key Issues Identification**
- **Complete Current Program Assessment**
- **Conduct Peer City Review**
  - Sep – Oct 2016
- **Delivery of Draft Plan & Recommendations**
  - Oct 2016
- **Delivery of Final Parking Management Plan**
  - Winter 2016/17



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# QUESTIONS?

# Open Discussion





# **DOWNTOWN**

## STRATEGIC PARKING PLAN



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# Thank You!

Dennis Burns, CAPP  
Vanessa Solesbee, MA

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[vanessa.solesbee@kimley-horn.com](mailto:vanessa.solesbee@kimley-horn.com)