

# Birmingham Parking

City of Birmingham, Michigan

June 2018



**N** NELSON  
NYGAARD  
**MKSK**  
**DIXON**  
RESOURCES UNLIMITED







# OVERVIEW

Supply

Utilization

Key Findings

Stakeholder Feedback

Strategies

# SUPPLY



# DOWNTOWN BIRMINGHAM PARKING SYSTEM SUPPLY

## On-Street

- 1,262 total parking meters
- 1,185 regular metered spaces
- 77 ADA metered spaces
- 2-hour, 4-hour and 12-hour meters

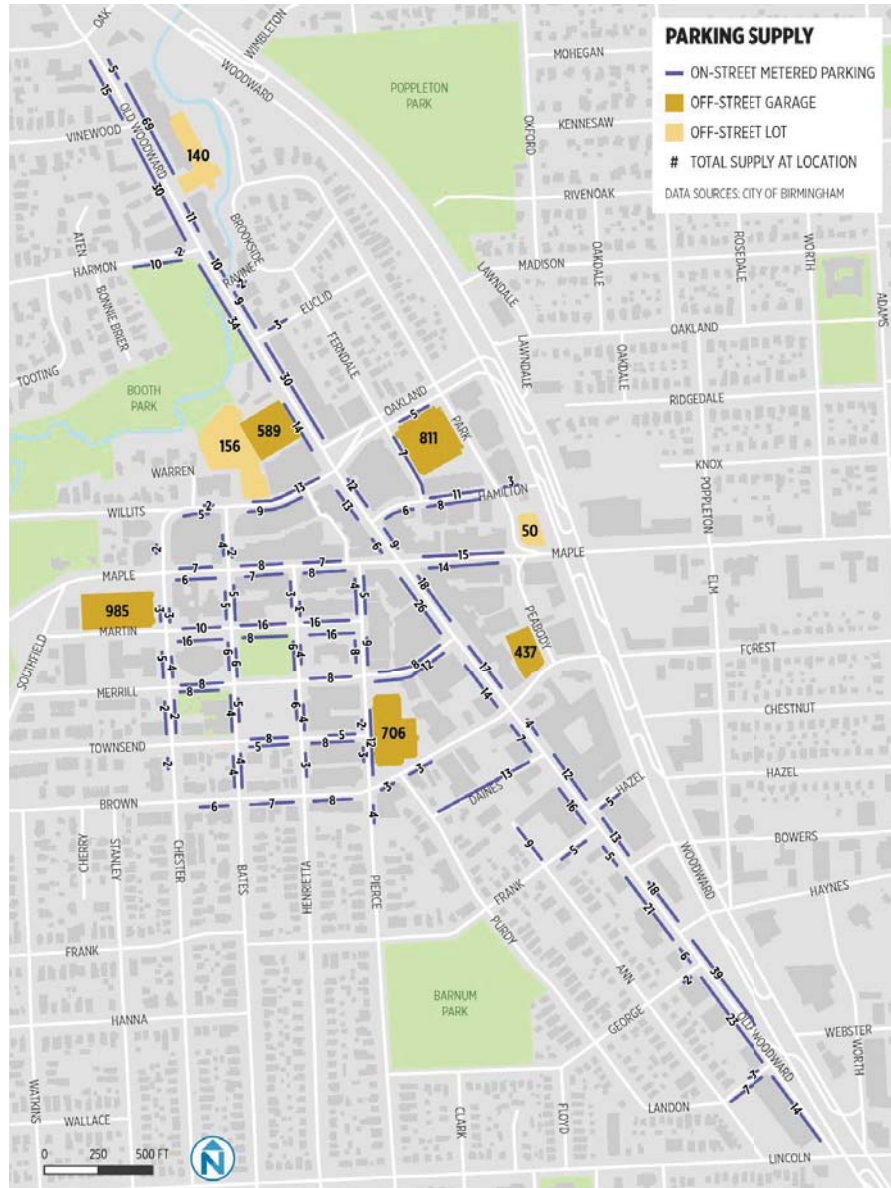
## Off-Street

- 3,528 spaces in 5 structures
- 346 spaces in 3 lots





# Downtown Birmingham Parking System



## PARKING SUPPLY

- ON-STREET METERED PARKING
- OFF-STREET GARAGE
- OFF-STREET LOT
- # TOTAL SUPPLY AT LOCATION

DATA SOURCES: CITY OF BIRMINGHAM



# Downtown Birmingham Parking System

## ON-STREET METERED SPACES TIME LIMIT

- 1 HOUR
- 2 HOURS
- 4 HOURS
- 12 HOURS
- HANDICAPPED SPACE

DATA SOURCES: CITY OF BIRMINGHAM



# Downtown Birmingham Parking System

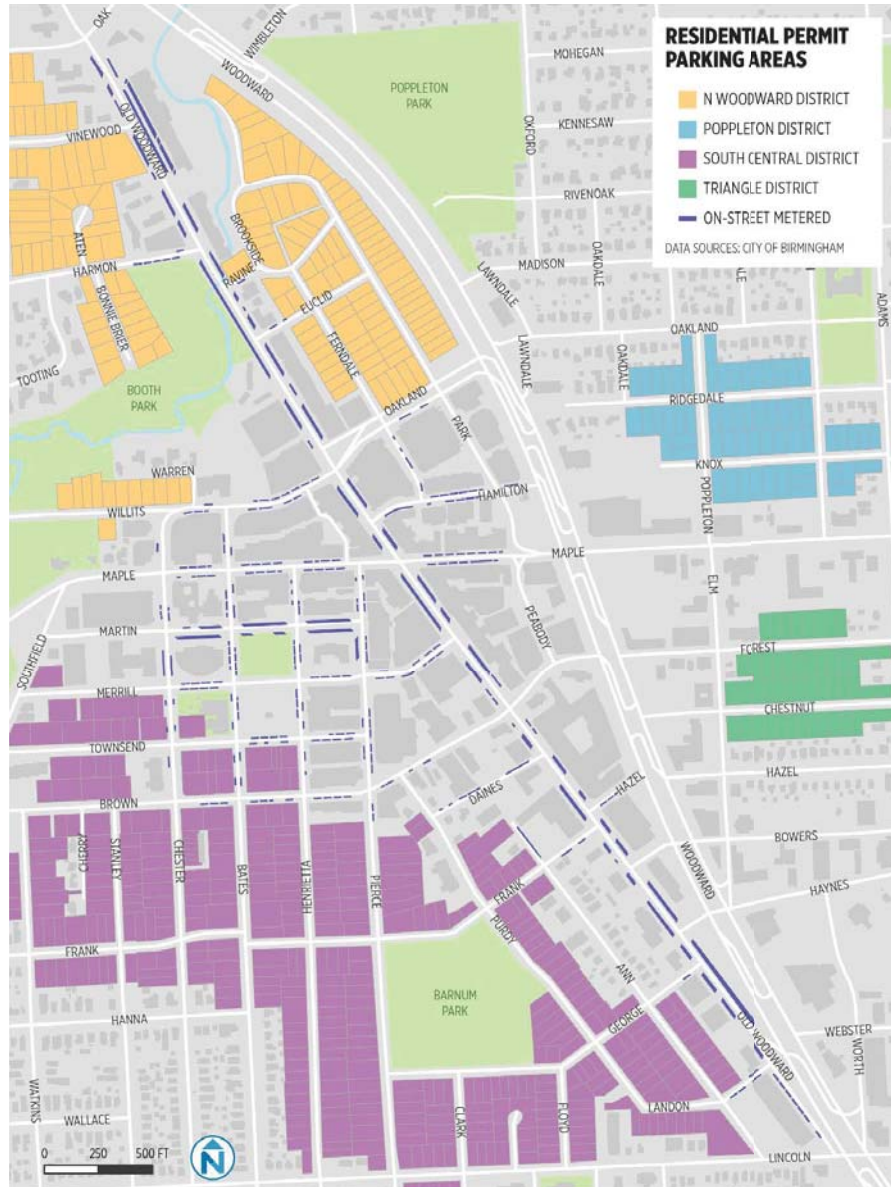
## ON-STREET METERED SPACES PRICE/HOUR

- \$1.00 PER HOUR
- \$1.50 PER HOUR
- HANDICAPPED SPACE

DATA SOURCES: CITY OF BIRMINGHAM



# Downtown Birmingham Parking System



## RESIDENTIAL PERMIT PARKING AREAS

- N WOODWARD DISTRICT
- POPPLETON DISTRICT
- SOUTH CENTRAL DISTRICT
- TRIANGLE DISTRICT
- ON-STREET METERED

DATA SOURCES: CITY OF BIRMINGHAM



# UTILIZATION



# BIRMINGHAM PARKING SYSTEM UTILIZATION

## On-Street

Field data was collected by team members on a Wednesday in March, prior to Old Woodward construction start



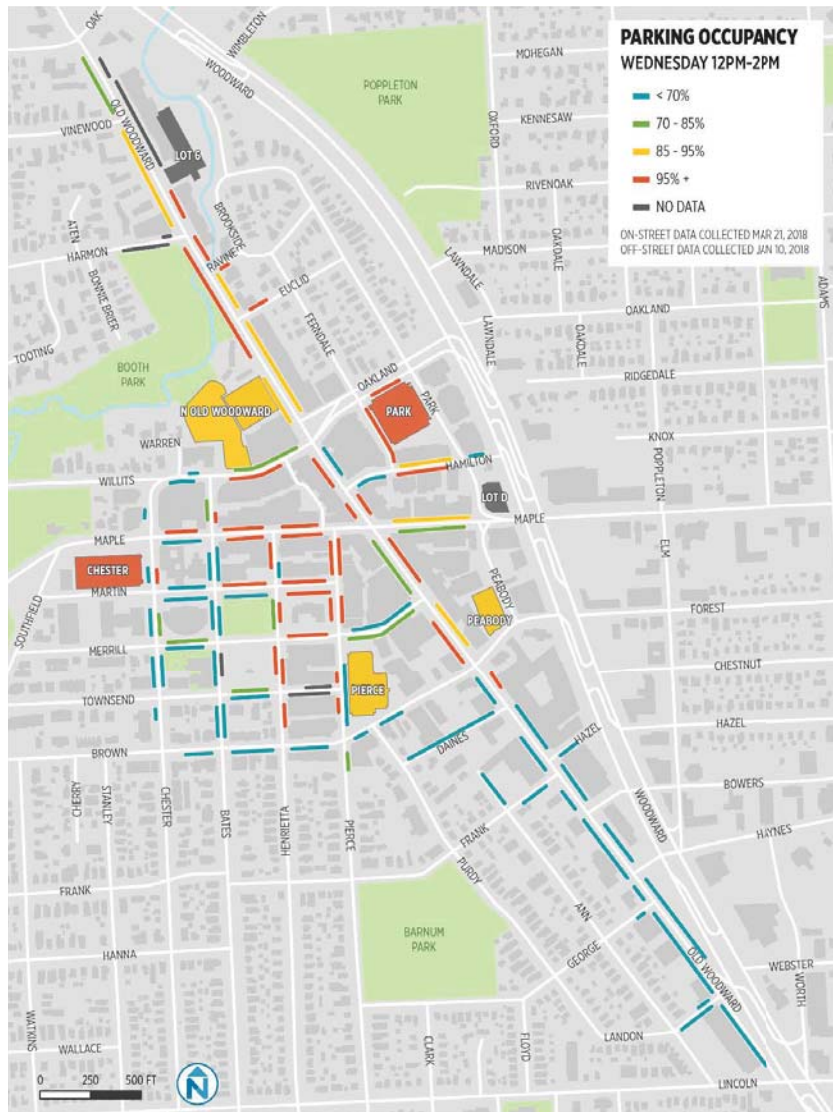
## Off-Street

Occupancy data was provided by SP+ for a typical weekday at mid-day. January data is used for the following analysis.

*Note: Optimal utilization is 80% - 90% occupancy during peak periods*



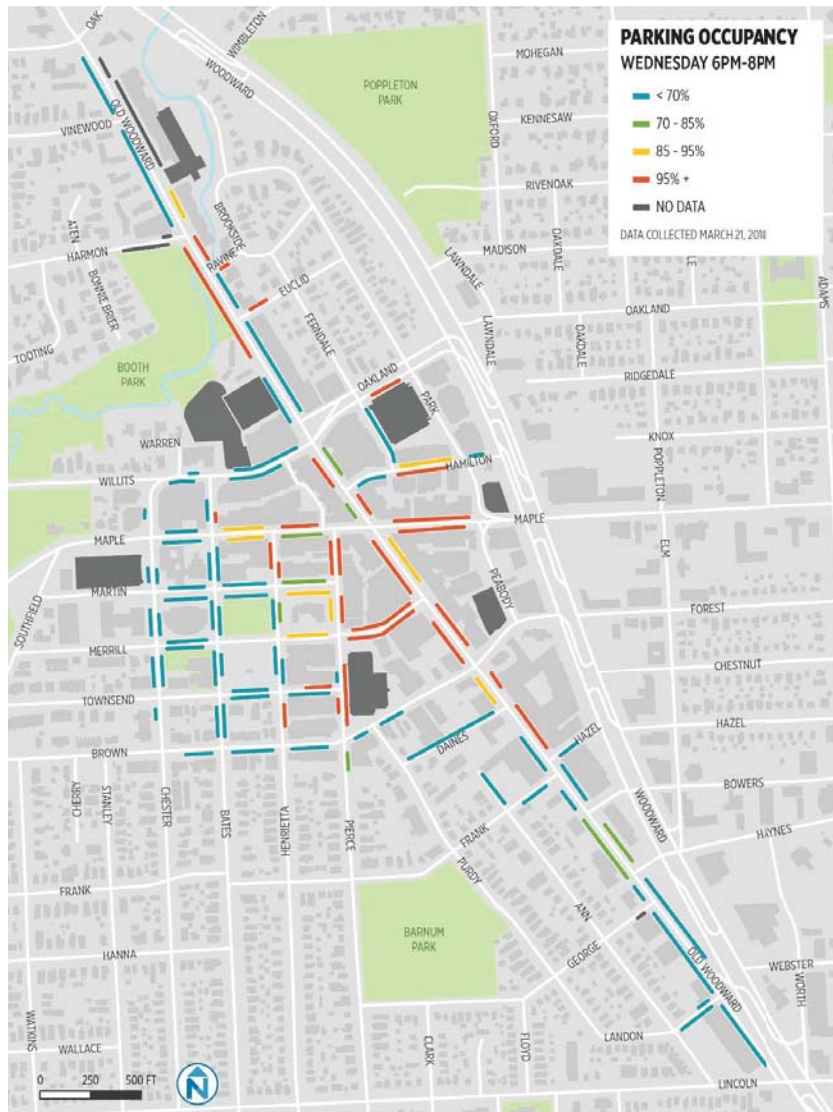




# Birmingham Parking System Utilization







# Birmingham Parking System Utilization



# KEY FINDINGS



# KEY FINDINGS

## On-Street

- Availability exists throughout the network, with at least half of the metered block segments underutilized (<70%) at all times.
- Usage is heaviest within 1-2 blocks of Maple/Old Woodward/Pierce
- Mid-day (12pm – 2pm) is the peak period at nearly 70%, system-wide, and hovers around 60% during remaining hours.
- Core area utilization ranges from 80% – 88% between 12pm – 8pm





# KEY FINDINGS

## Off-Street

- During the peak, mid-day period, all 5 City decks exceeded 90% occupancy
- **Chester** and **Woodward** are most heavily used by commuters and monthly permit holders, with the vast majority of parkers staying between 5-12 hours.
- **Peabody** and **Pierce** are used most heavily by non-permitted parkers, but the split between short-term and long-term parkers is nearly even.
- The **Park** garage is evenly distributed between transient and permitted parkers, but more than half of non-permitted parkers are staying for 8-12 hours.
- More than 3,000 parkers are on the permit wait list, but many of them are parking in the garages today.



### PARKING OCCUPANCY WEDNESDAY 12PM-2PM

- < 70%
- 70 - 85%
- 85 - 95%
- 95% +
- NO DATA

ON-STREET COLLECTED MARCH 21, 2018.  
OFF-STREET COLLECTED JAN. 10, 2018

# STAKEHOLDER FEEDBACK



## WHO HAVE WE HEARD FROM?

### **Business District Survey**

Business Owners and Operators – 98 (23%)

Employees – 297 (71%)

Property Owners – 23 (5.5%)

### **Merchants**

May 16 Merchants Meeting – 20+ participants

### **Visitors**

May 16 Intercept Surveys – 25 on-street conversations

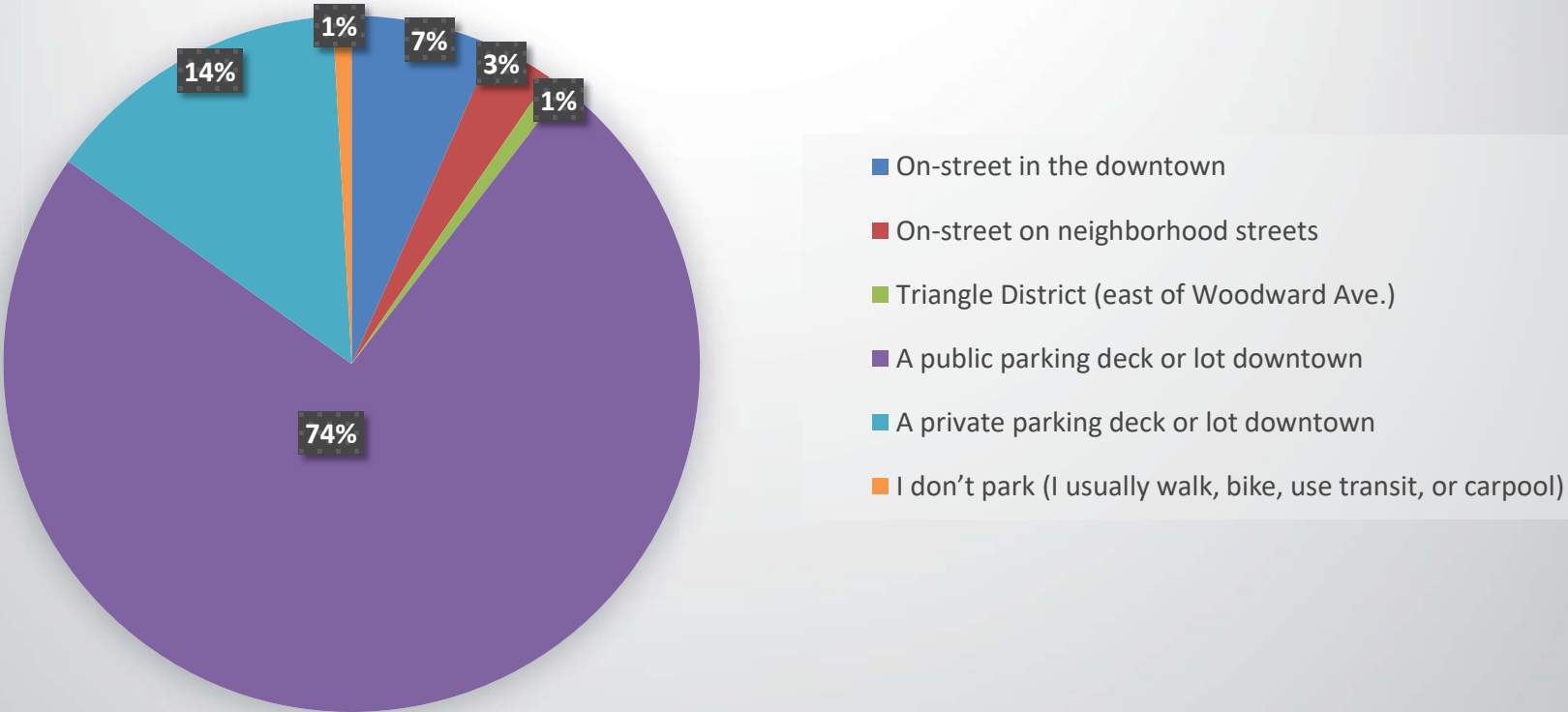
### **Broader Community**

June 6 Community Open House – 5-7pm at the Library!



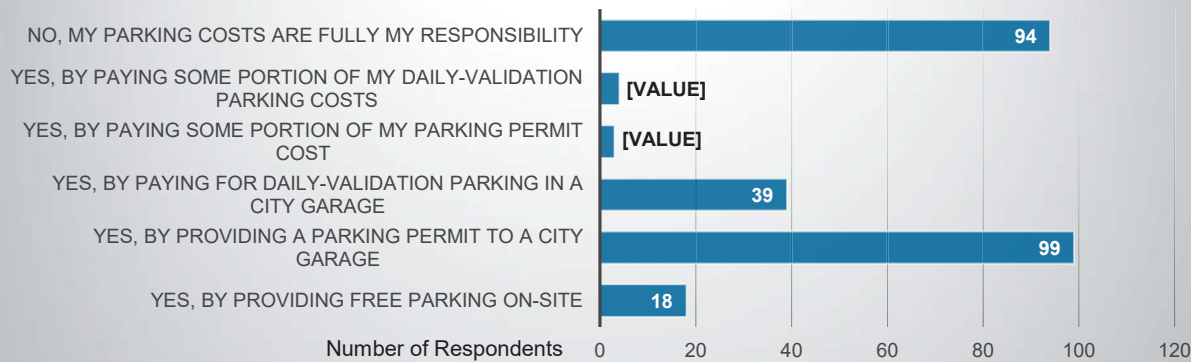


# WHERE PEOPLE PARK DOWNTOWN

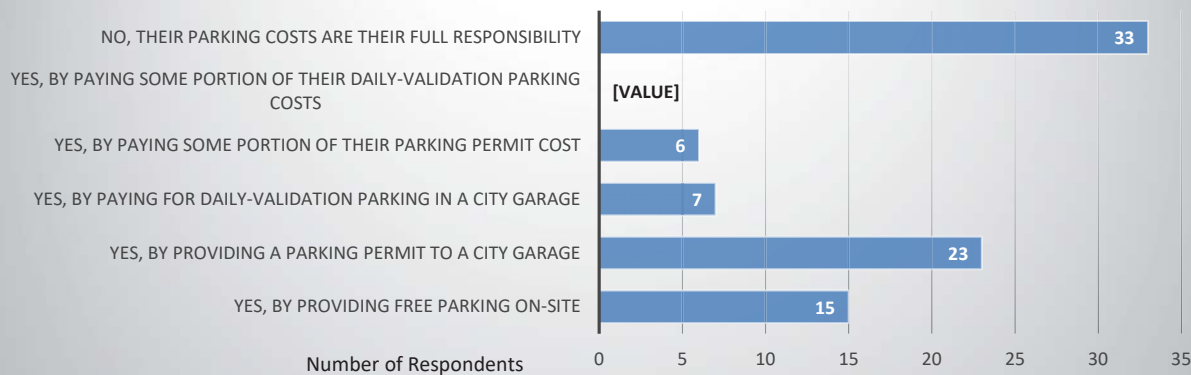


# PARKING AS A WORK BENEFIT

## Does Your Employer Provide Parking As Benefit?

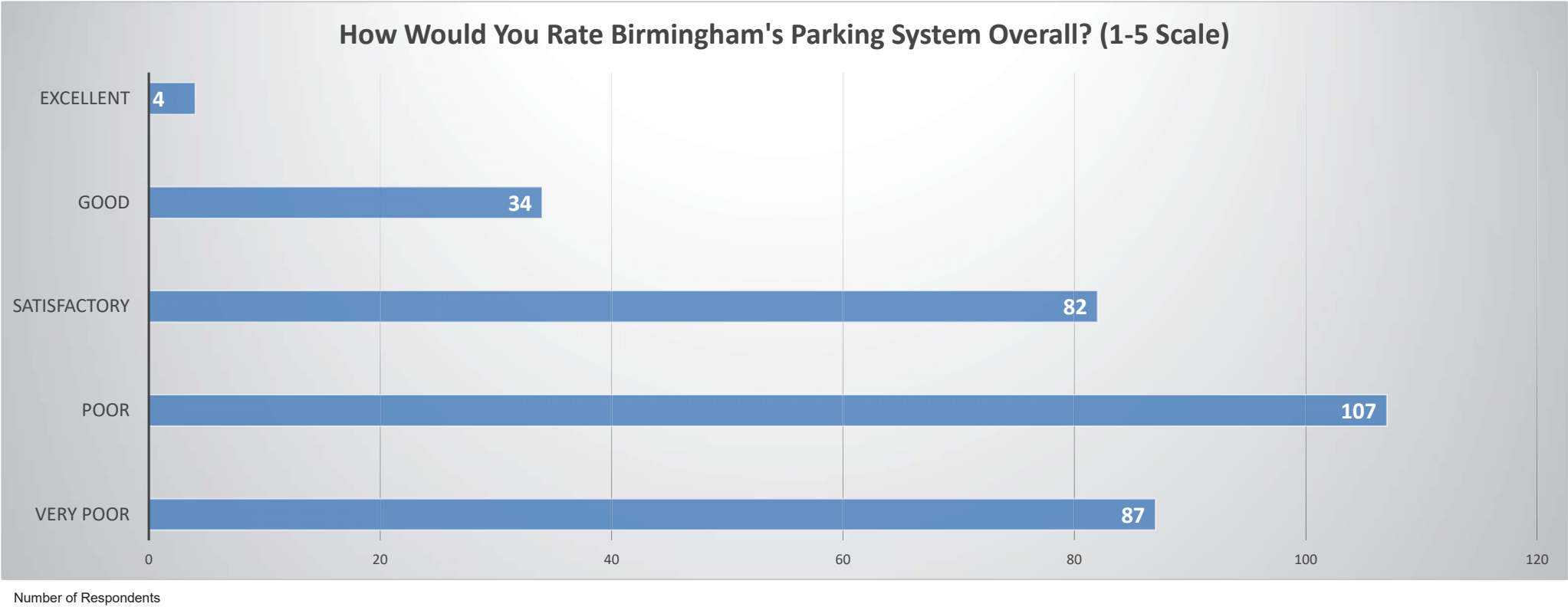


## Do You Provide Parking as a Benefit to Your Employees?



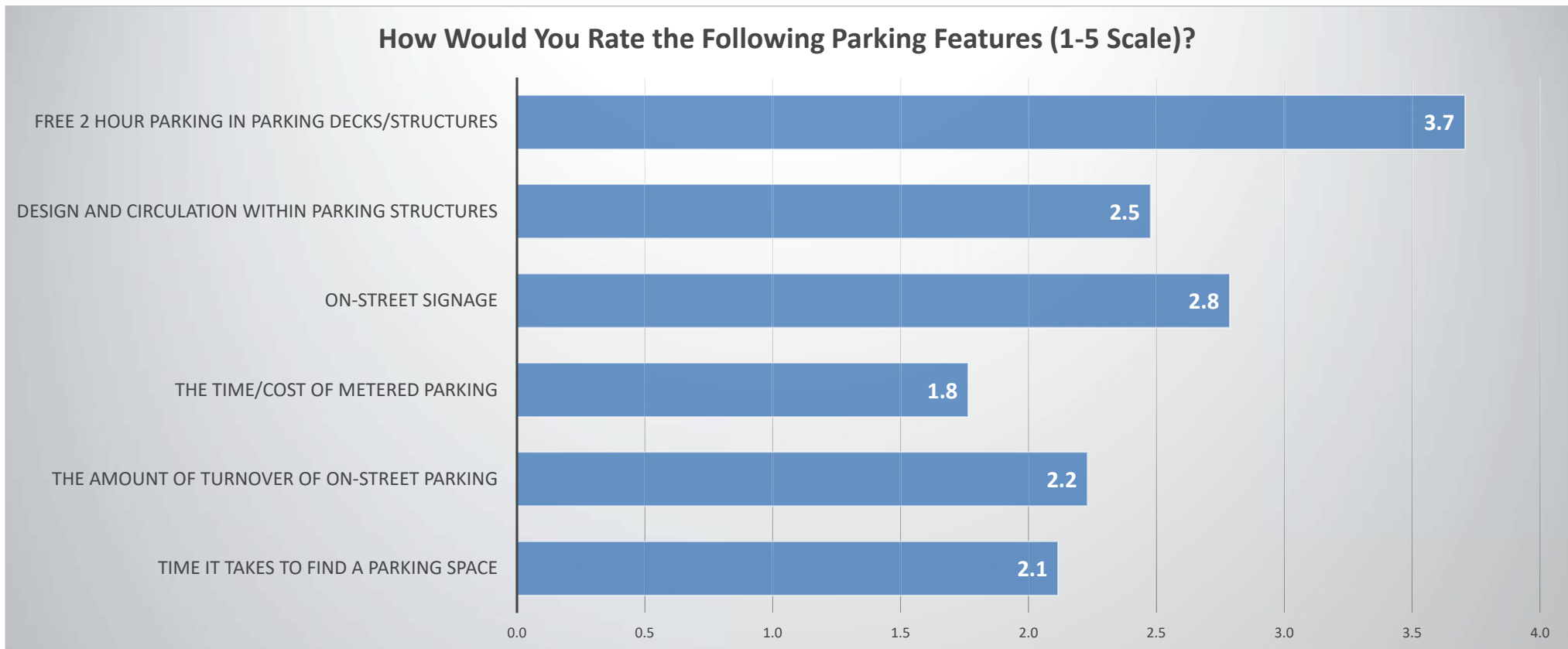
- A majority of employees are provided with some form of free parking
- 55% of respondents said their employees paid the full cost of their parking
- Less than 1/3 of employees are solely responsible for their parking
- Most parking is provided for employees off-site in City garages

# AVERAGE OVERALL PARKING SYSTEM RATING: 2.24





## SPECIFIC PARKING FEATURES (WEIGHTED AVERAGE)



PRIMARY CONCERNS  
REGARDING THE  
STATE OF  
DOWNTOWN  
PARKING

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**Business Owners:**

Availability of parking for  
customers and visitors

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**Property Owners:**

Cost of parking for visitors

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**Employees:**

Availability of parking on-site

# MERCHANTS MEETING FEEDBACK

## Employee Parking

- Availability of parking for permit holders is key
- “I will pay more if I know there’s a space for my employee”
- Remote parking options with circulator service would be attractive
- Rooftop valet is not the preferred option for everyday use

## Customer Parking

- Turnover is key during daytime hours
- Longer stays are desired during evening hours
- Short-term pick-up/drop-off options are needed

## Other Issues

- 2-hour free parking in the decks appears to be abused by employees
- Valet zones and operators need additional monitoring for compliance
- Need improved accommodations for commercial loading/unloading





# INTERCEPT SURVEYS

- Most participants were downtown employees
- Most respondents could find parking within 1-3 blocks of their destination
- Finding parking usually takes <5 minutes, but is more difficult around mid-day
- Most visitors park once and walk to multiple destinations
- The cost of parking without a permit was a concern for many of the downtown employees who participated





# STRATEGIES OVERVIEW

**Redistribute Demand**

**Reduce Demand**

**Expand Effective Capacities**

**Expand Supply**

**Optimize Operations & Technology**

# REDISTRIBUTE DEMAND





# PERFORMANCE-BASED PARKING PRICING

## Challenge:

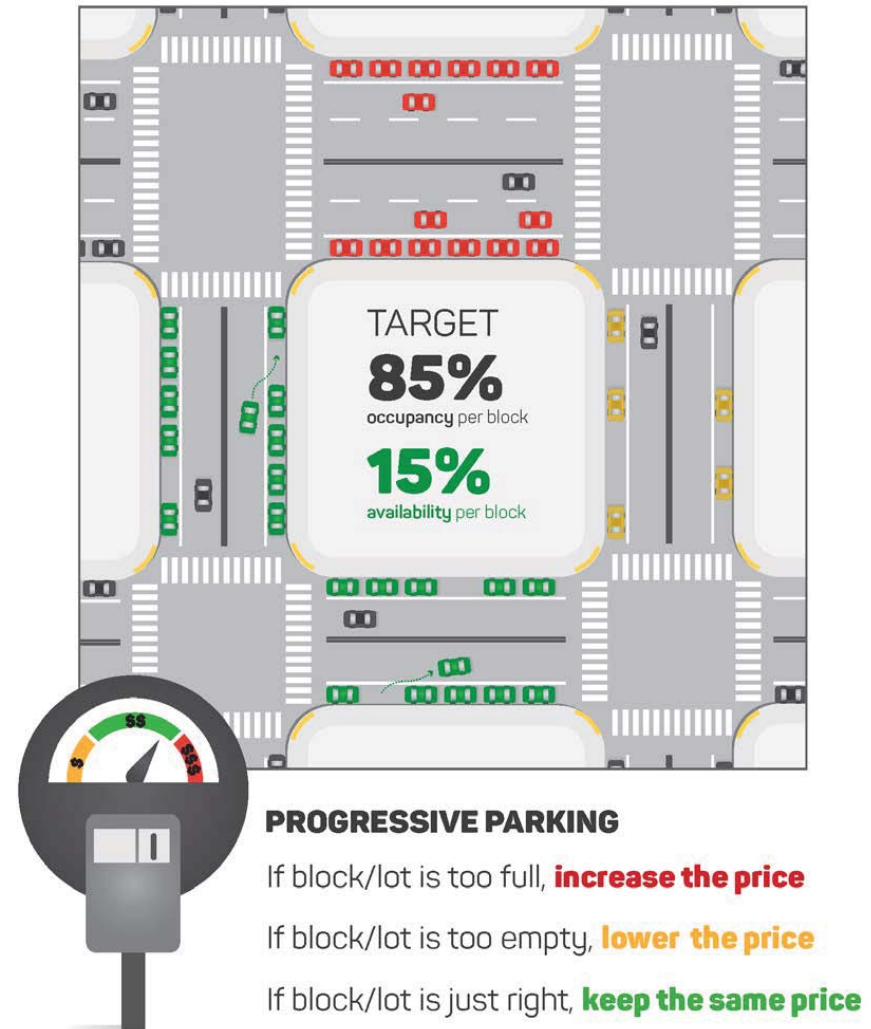
On-street parking is scarce on several downtown blocks, while ample supply is available throughout the network. Predictable availability and rates are key.

## Strategy:

Use pricing to distribute demand more broadly across the downtown network.

## Objectives:

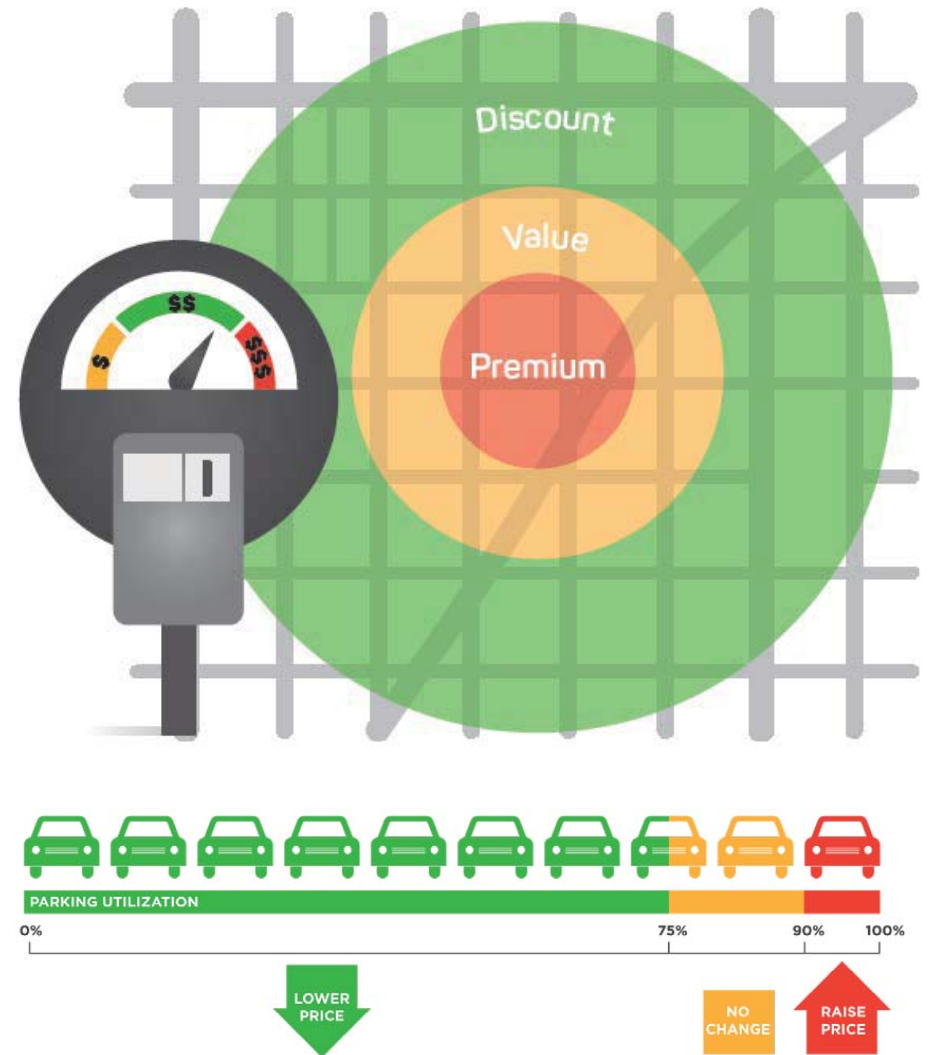
- Optimal **space availability**, not revenue gains
- Higher turnover in commercial zones
- Efficient use of off-street facilities
- Reduced search traffic/frustration
- Improved visitor experience



# PERFORMANCE-BASED PARKING PRICING

## Implementation Steps:

- Define **availability** as the Key Performance Indicator (KPI)
- Define rate zones
- Align pricing schedule with demand patterns and ensure transparency
- Monitor KPIs
- Adjust rates, zones, and time limits as necessary



# PARKING INFORMATION, SIGNAGE, AND BRANDING

## Challenge:

Drivers (especially visitors) need more information on where to find available parking, what it will cost, and how to use it.

## Strategy:

Develop a cohesive parking “brand” and information system, accessible online, via mobile device, and in the field, to enhance understanding of parking options.

## Objectives:

- Guide Visitors to “right fit” parking
- Improve predictability, reduce confusion and improve customer experience
- Redistribute demand to underutilized facilities
- Help “brand” downtown Birmingham
- Support performance-based management
- Improve aesthetics and streetscape





# PARKING INFORMATION, SIGNAGE, AND BRANDING

## Implementation Steps:

- Align with citywide multimodal planning & wayfinding efforts and build upon proven Birmingham branding to ensure cohesion and clarity
- Expand real-time information to on-street spaces and mobile applications
- Assess information systems both inside and outside of parking facilities to ensure accuracy and utility



# REDUCE DEMAND



# TRANSPORTATION DEMAND MANAGEMENT

## Challenge

The vast majority of downtown commuters and visitors drive alone and park in a City-owned garage or lot or at a downtown meter.

## Strategy

Develop a series of transportation demand management (TDM) programs to alleviate the growing demand on downtown parking facilities.

## Objectives

- Improve options for commuters willing to share rides, use transit, bike, or walk
- Increase parking availability for commuters who choose to drive to downtown Birmingham
- Reduce travel costs for downtown commuters
- Reduce traffic congestion
- Improve environmental and human health



Beginning June 1, Downtown property owners will pay for **unlimited access** to COTA's entire bus system. See Human Resources to get your pass.



### 5 REASONS TO RIDE THE BUS

- 1. Save money:** Fewer miles on your car equals fewer car-related expenses and no more parking fees.
- 2. No more parking hassles:** Park for free at one of 25 Park & Rides and get downtown quick.
- 3. No more road rage:** Let the COTA driver deal with traffic headaches.
- 4. Get a jump start on your day:** Every bus has free Wi-Fi so catch up on email or text your bestie, and it won't cost you a dime.
- 5. Unwind:** Watch your favorite podcast or laugh at funny cat videos.

downtown  
**c-pass**  
Ride with US



# TRANSPORTATION DEMAND MANAGEMENT

## Implementation Steps

- Promote SEMCOG's Commuter Connect resource within City government and through downtown employers
- Offer commuter benefits like subsidized transit passes, "guaranteed ride home," and vanpool contributions to employees
- Shift monthly parking permits to a daily pricing structure
- Offer priority parking to cyclists and pooled vehicles
- Explore options for investing parking system revenues in TDM strategies and programs
- Support citywide and regional plans for improved bicycle, pedestrian, and transit networks





# EXPAND EFFECTIVE CAPACITIES



# EXPAND EMPLOYEE PARKING OPTIONS

## Challenge

The City's parking permit waiting list contains more than 3,000 individuals and parking structures are regularly at 90% or greater during the weekday mid-day peak.

## Strategy

Identify options for expanding employee parking options in downtown Birmingham and beyond.

## Objectives

- Improve access to jobs for Birmingham commuters
- Alleviate stress on existing facilities that are at or near capacity
- Reduce cost for commuters who park downtown without a permit
- Promote efficient use of available spaces in and around downtown
- Reduce incidence of parking violations for non-permitted commuters



# EXPAND EMPLOYEE PARKING OPTIONS

## Implementation Steps

- Evaluate and optimize the rooftop valet program to better meet the needs of commuters
- Create additional on-street permits along strategically selected streets in the parking assessment district
- Explore options for a carefully managed parking program in an adjacent Residential Permit Parking area
- Identify peripheral/remote facilities and connect them to downtown with shuttles/circulator
- Broker shared parking agreements with private lot and garage owners with excess capacity



DASH– Grand Rapids, MI

## PROMOTE A "PARK ONCE" DOWNTOWN

## Challenge

Parking facilities are often built to handle peak demand at a single location, leading to excess capacity, and requiring re-parking to access multiple destinations.

## Strategy

Promote a “park once” approach around improved mobility, shared access, and collective efficiency.

## Objectives

- Reduce need to use multiple parking spaces on a single visit
- Reduce downtown traffic from cars re-parking
- Promote optimal use of centrally located parking facilities
- Provide multimodal connectivity across downtown
- Provide viable options for longer parking stays

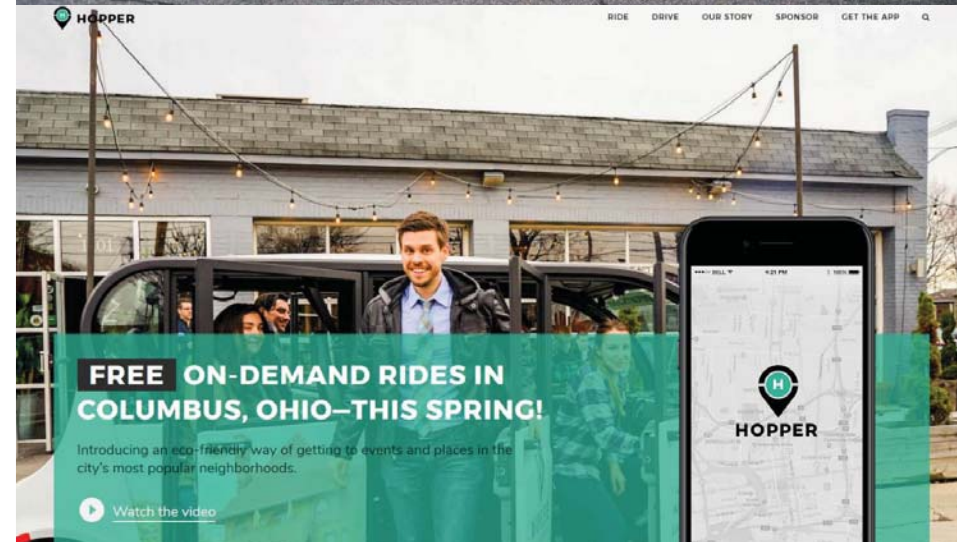




# PROMOTE A “PARK ONCE” DOWNTOWN

## Implementation Steps

- Improve signage and wayfinding to identify and promote “park once” facilities
- Consider options for expanded public valet beyond the current Old Woodward construction period
- Support efforts to enhance walkability with improved sidewalks, street crossings, and wayfinding
- Explore bike share program options, including new dockless operators
- Coordinate downtown circulator/shuttle options with potential commuter services
- Identify on-demand mobility service options to meet the needs of downtown visitors and employees



# EXPAND SUPPLY



# JOINT DEVELOPMENT

## Challenge

Development and growth in demand have outpaced expansion of parking supply in downtown Birmingham, leading to an extensive permit wait list and garages that are consistently at or near capacity.

## Strategy

Pursue joint development opportunities that both meet the needs of on-site users and provide excess capacity for users throughout downtown.

## Objectives

- Increase public parking supply via mixed-use development that supports the broader goals of downtown Birmingham
- Reduce per-space cost to public and assessment contributors
- Allow development partners play to their strengths

## Implementation Steps

- Continue to pursue the joint development of the N. Old Woodward Garage and evaluate potential for replication





# LAND BANKING AS ADAPTIVE REUSE PARKING

## Challenge

Near-term demand for parking is high, but long-term demand is unclear. Development of additional parking structures may not be practical in view of future transportation options and the vision for downtown Birmingham.

## Strategy

Identify underutilized sites in and around downtown for purchase or lease and convert to near-term parking, banking opportunities for future development of housing, commercial, or other mixed-use.

## Objectives

- Create peripheral lots to address short-term supply constraints
- Offer lower cost parking options for downtown workers
- Bank sites for future development as parking demand declines

## Implementation Steps

- Identify sites for purchase or lease and confirm site control
- Convert to short-term parking use with basic parking infrastructure
- Market to downtown employers and employees on the wait list





# OPTIMIZE OPERATIONS & TECHNOLOGY



# SERVICE AGREEMENTS

## Challenge

The maintenance and operations contract for the City's 5 garages has not been subject to competitive bidding or amendment since the original signing date in 1991.

## Strategy

Optimize parking management by issuing a parking operator solicitation that incorporate best practices in parking management and technology.

## Objectives

- Ensure the City has an up-to-date contract with its operator that meets current and future needs
- Establish an agreement that clearly identifies responsibilities, goals, and performance measures
- Improve management practices and administration of permits
- Incorporate new technologies and operational best practices



# SERVICE AGREEMENTS

## Implementation Steps

- Engage the Advisory Parking Committee to develop an RFP for operator services
- Use this process to carefully evaluate desired outcomes, including:
  - Performance standards and measures
  - Management best practices
  - Permit management tools
  - Equipment and technology proficiency
  - Data analytics and reporting requirements
  - Enforcement methods
  - Customer service priorities
  - Service efficiencies and costs

# OPERATIONAL PRACTICES

## Challenge

Negative perception of parking enforcement and users of the downtown parking system.

## Strategy

Promote and communicate an efficient and customer-centered approach to enforcement.

## Objectives

- Improve understanding of parking system rules and regulations
- Increase compliance with existing regulations
- Improve public view of parking system and enforcement methods
- Streamline enforcement efforts

## Implementation Steps

- Establish a “Parking Ambassador” program within the BPD
- Engage in active and ongoing training in regulations and technology
- Continually review signage and communication to ensure clarity
- Improve use of existing technology, including License Plate Recognition (LPR) and smart meter sensors





# EQUIPMENT

## Challenge

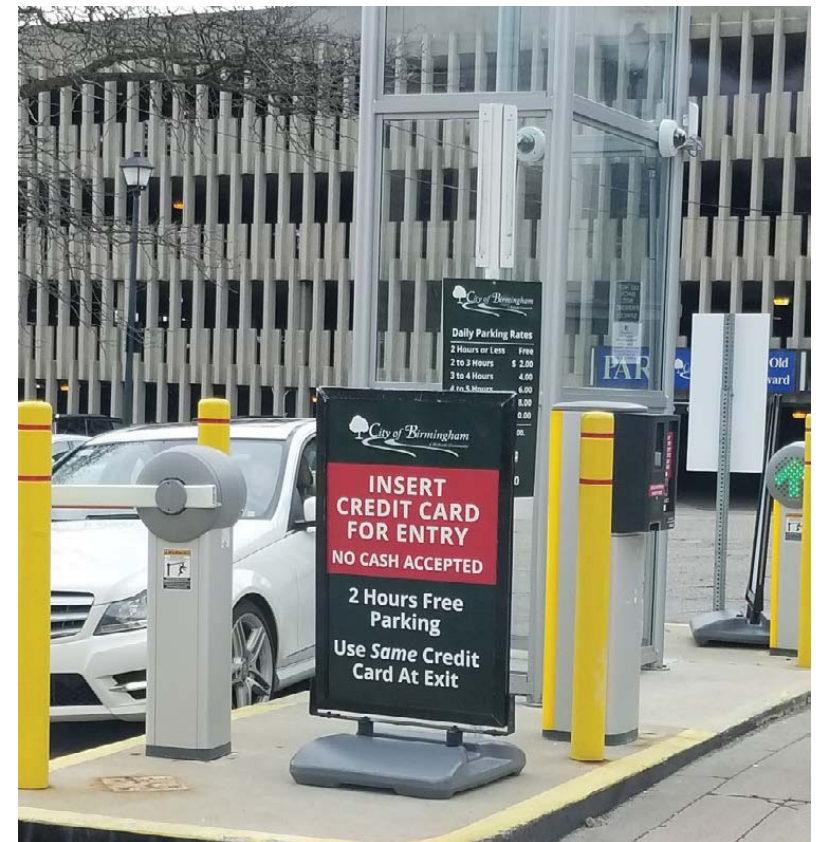
Gate equipment in City parking garages has demonstrated limitations that impede efficiency and utility.

## Strategy

Optimize use of existing gate technology and consider options for additional equipment or features that could improve function for both operators and users.

## Objectives

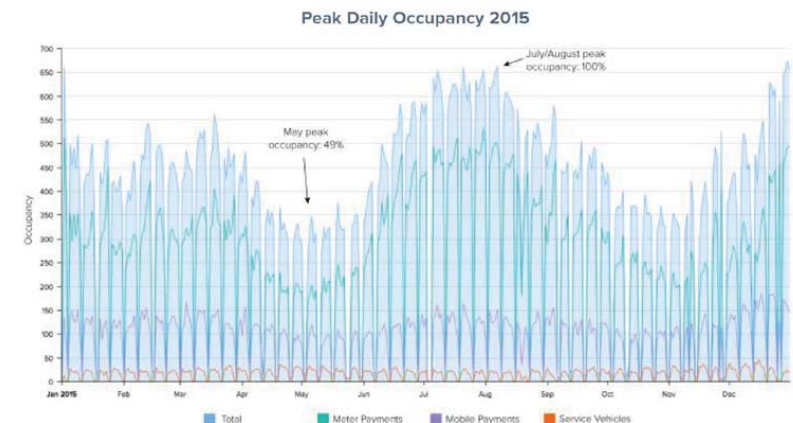
- Improve user experience
- Add mobile payment options
- Reduce congestion at the gates at entry/exit
- Improve data management options
- Enhance enforcement of existing rules/regulations



# EQUIPMENT

## Implementation Steps

- Engage the APC and City staff to evaluate and build upon current equipment and technologies
- Review options to add ParkMobile or another mobile pay vendor to the parking structures
- Consider adding to or modifying existing SKIDATA equipment to allow for additional payment options
- Evaluate the benefits of a parking data management system, such as Smarking, to make data-driven decisions
- Explore License Plate Recognition (LPR) equipment options to improve data collection, reduce backups at gates, and decrease abuse of existing rules/regulations



Source: Aspen Smarking Case Study



# CURBSIDE USE AND REGULATIONS

## Challenge

Demand for non-metered curbspace is growing with a variety of commercial vehicle and mobility service providers competing with valet operations and short-term parkers in downtown Birmingham.

## Strategy

Support downtown businesses and a walkable, urban downtown by maintaining availability for curbside loading, delivery, and services.

## Objectives

- Provide access for commercial vehicles serving downtown businesses
- Increase options for short-term visitor parking
- Improve flexibility in use of the curbside throughout the day
- Reduce curbside conflicts at key times of day
- Align curbside functions with transportation network priorities and adjacent land uses





# CURBSIDE USE AND REGULATIONS

## Implementation Steps

- Evaluate curbside needs and functions, system-wide, for alignment with transportation functions and support of adjacent land uses
- Explore off-peak or other time-of-day loading strategies to mitigate the impacts of truck traffic
- Consider establishment of “Shared Use Mobility Zones” for commercial and passenger loading/unloading
- Create short-term parking in off-hour loading zones
- Monitor and modify public and private valet programs for compliance and optimization





# ELECTRIC VEHICLES

## Challenge

Demand for electric vehicles (EVs) is growing, but network infrastructure is lacking in Birmingham.

## Strategy

Establish a set of policies and programs to facilitate installation and expansion of EV network infrastructure in downtown Birmingham

## Objectives

- Expand EV network infrastructure and vehicle ownership
- Reduce vehicle emissions
- Sustain economic competitiveness



# ELECTRIC VEHICLES

## Implementation Steps

- Review opportunity for EV based on demand and capacity with respect to restricted use of parking spaces.
- Engage the APC and City staff to draft policies and ordinances that support the use of EVs for both private and public use
- Develop and install electric vehicle supply equipment (EVSE) both off-street & on-street
- Encourage new developments to incorporate EVSE through code revisions or incentives
- Set clear regulations for EVSE installation in parking garages and surface lots



THANK YOU!



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