



# 2018 DOWNTOWN MANAGEMENT PLAN

Kimley»Horn

# Introductions



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# Project Overview



# Project Overview

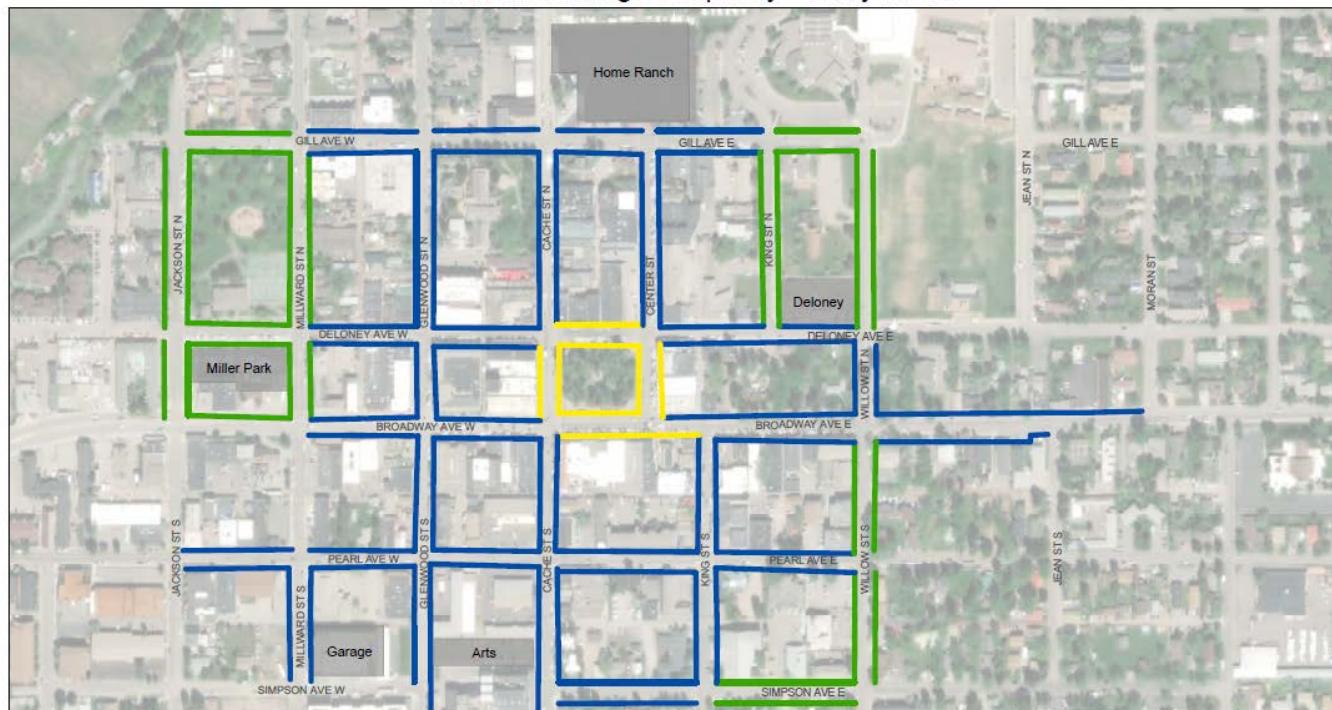
- **Purpose:** Assess the current state of public parking in Downtown, define purpose and objectives, and develop recommendations and action items.
- **Tasks**
  - Inventory and Utilization Study (COMPLETE)
  - Outreach and Public Input (IN PROCESS)
  - Parking Demand Management Strategies
  - Objectives of Downtown Public Parking System
  - Recommended Strategies
  - Mobility Framework Plan

# Data Collection Process



# Data Collection Areas

Jackson Parking Occupancy - Study Areas



## On-Street

**715** 3-Hour Stalls

**52** 15-Minutes Stalls

**10** ADA Stalls

## Of-Street

**528** Daily Stalls

**42** User-Specific Stalls

**70** Ride-to-Fly Stalls

## Study Area

- Downtown Core
- Downtown Edge
- Town Square Area
- No Data



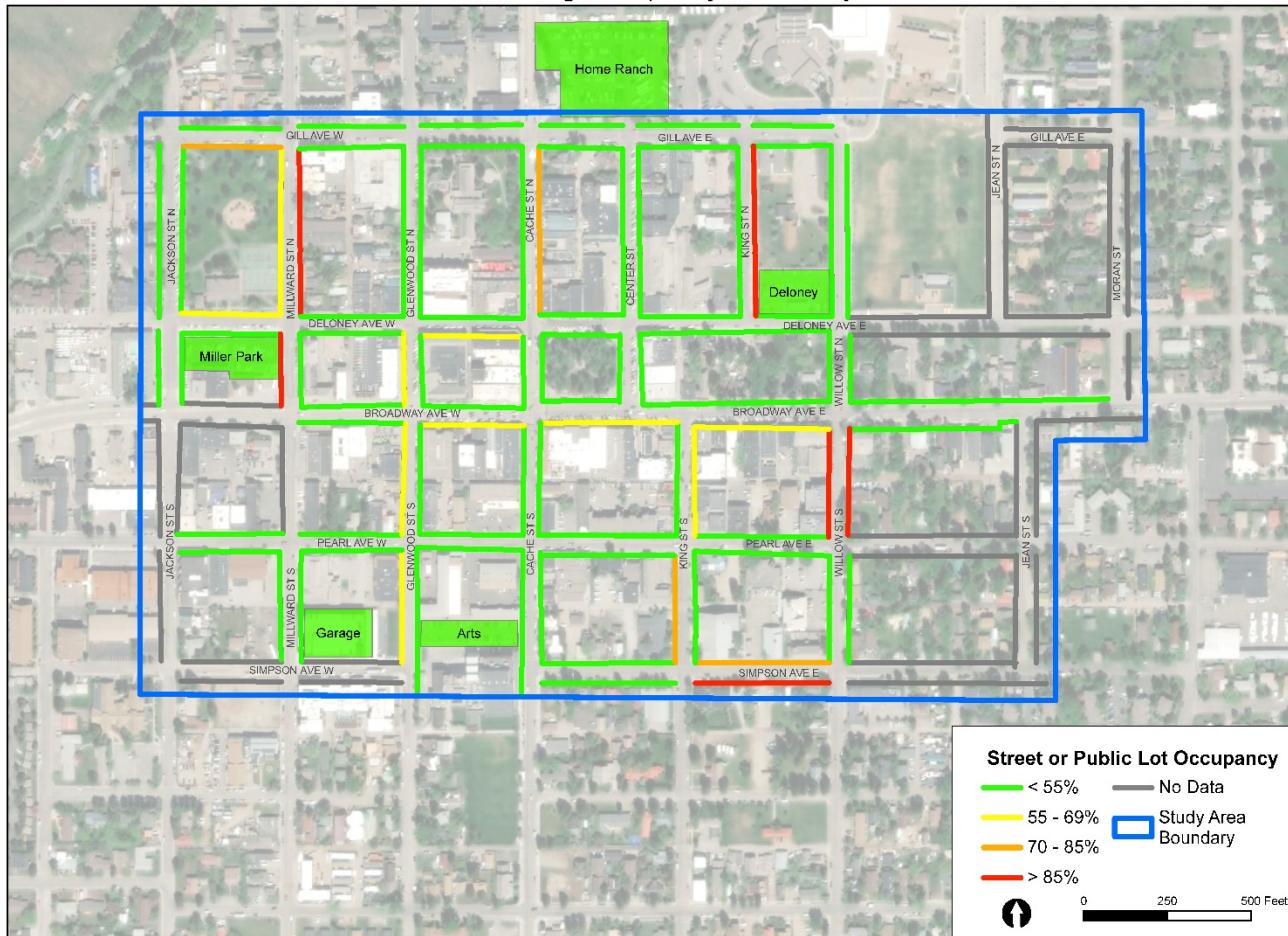
# Data Collection Results

Thursday, August 23, 2018



# Data Collection Results

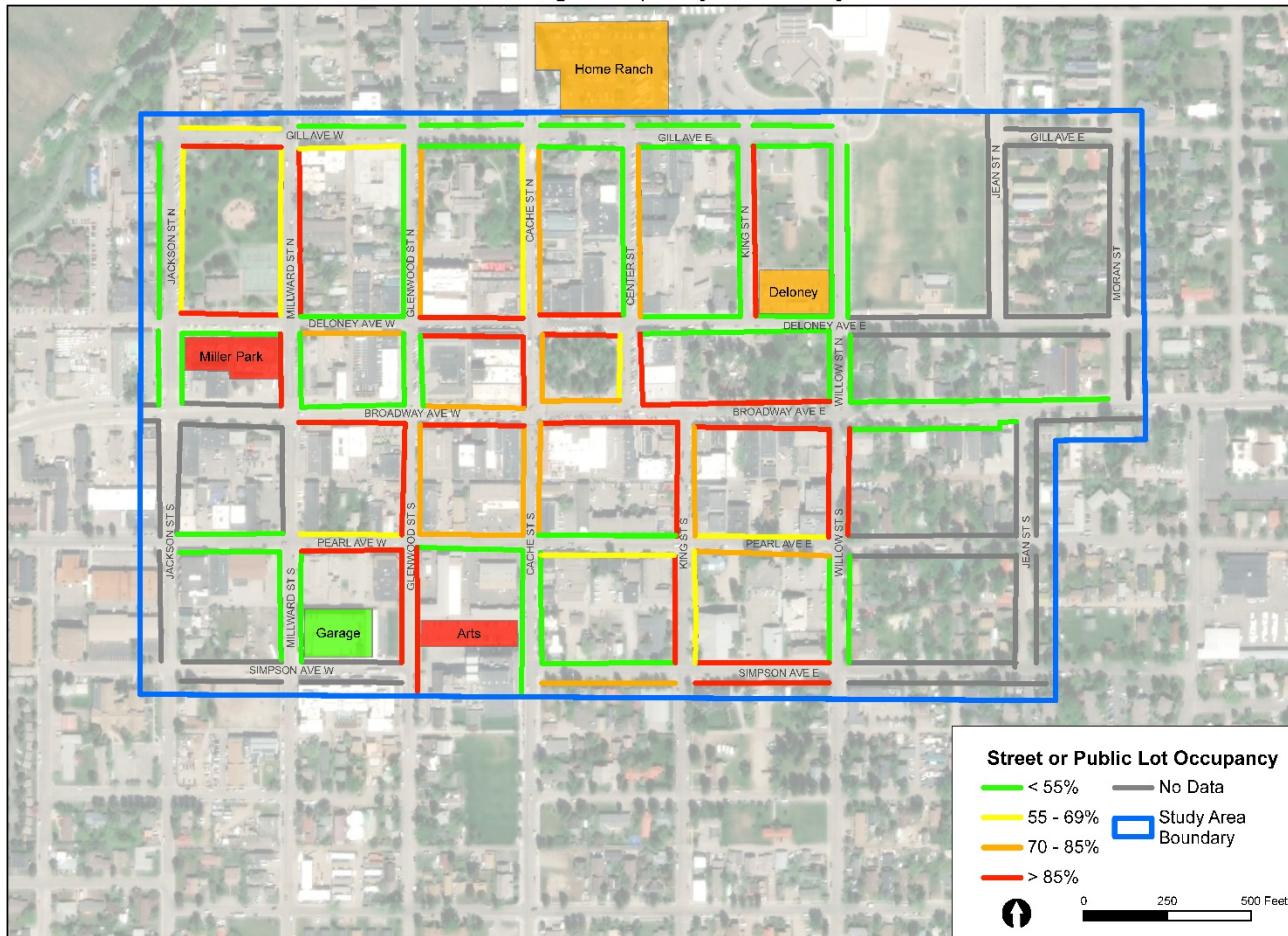
Jackson Parking Occupancy - Thursday 8:00 AM





# Data Collection Results

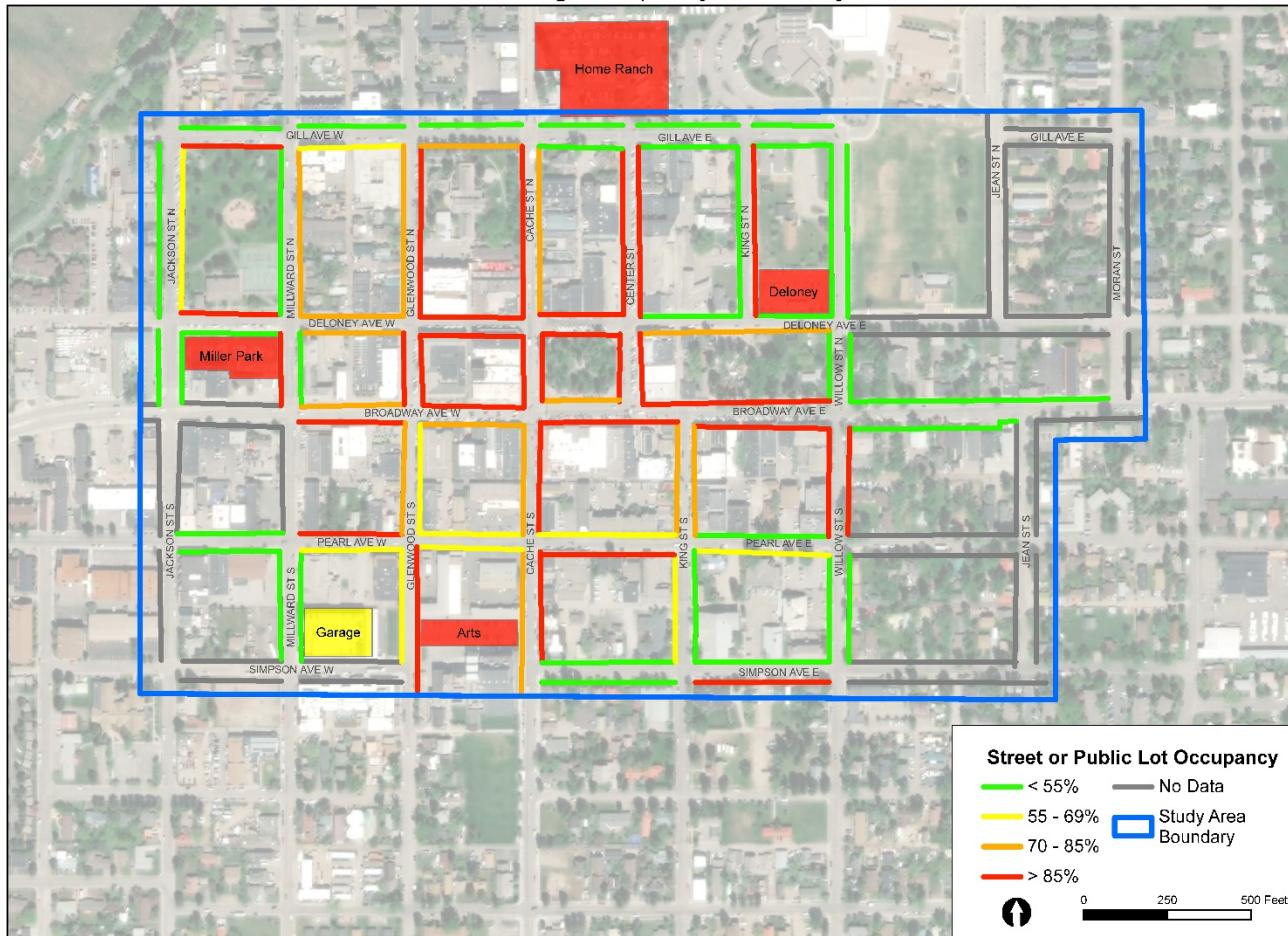
Jackson Parking Occupancy - Thursday 10:00 AM





# Data Collection Results

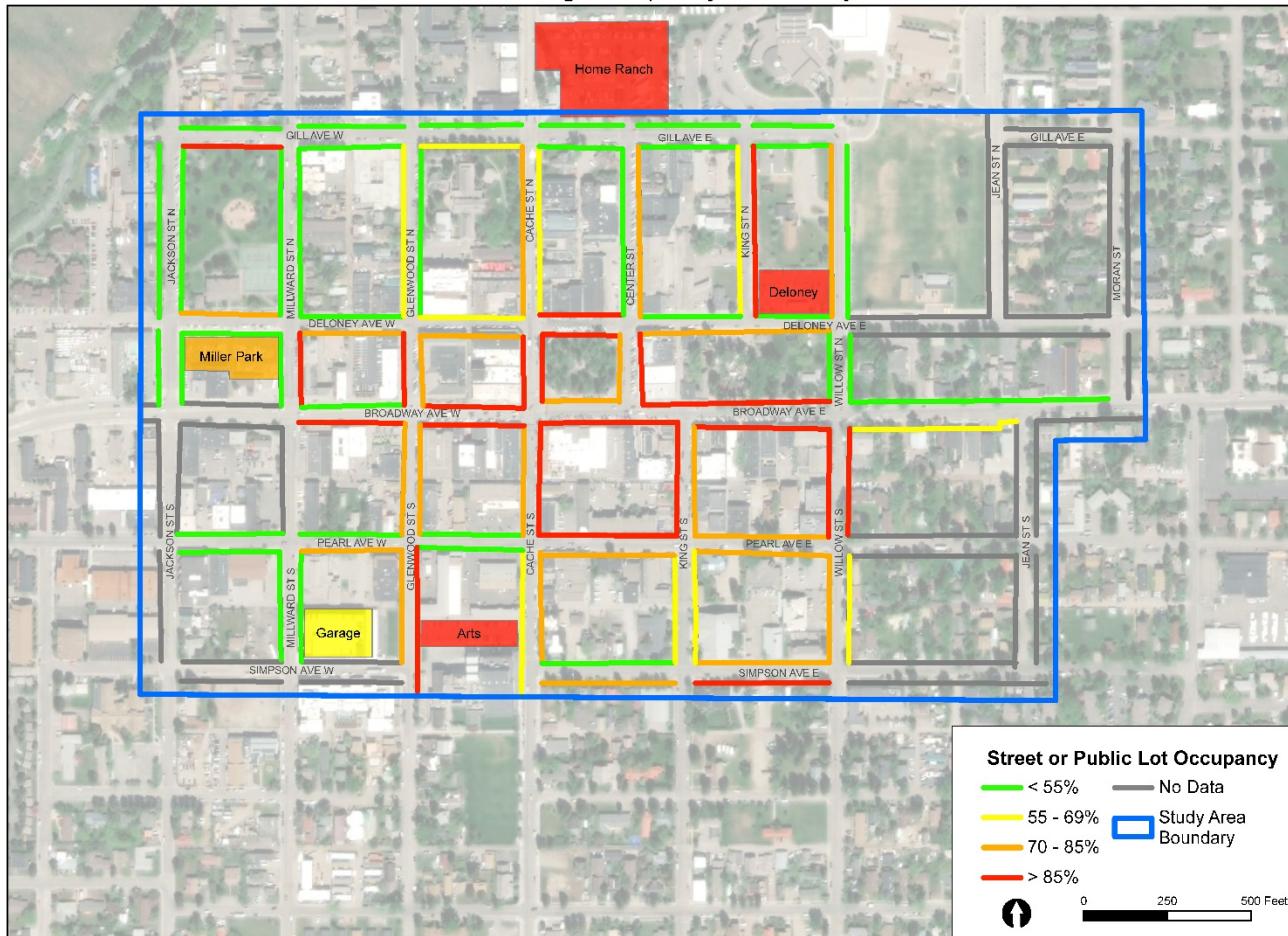
Jackson Parking Occupancy - Thursday 12:00 PM





# Data Collection Results

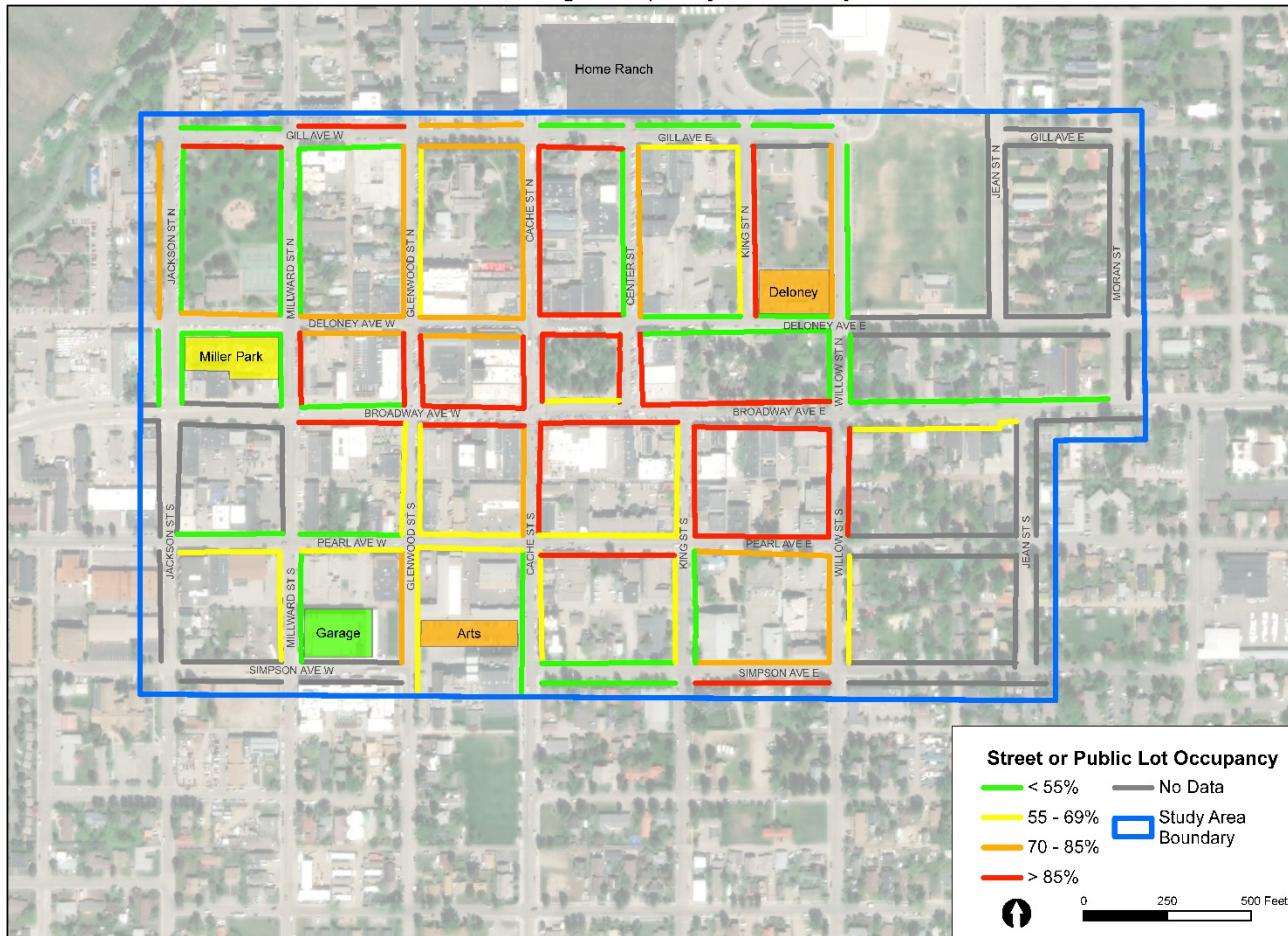
Jackson Parking Occupancy - Thursday 2:00 PM





# Data Collection Results

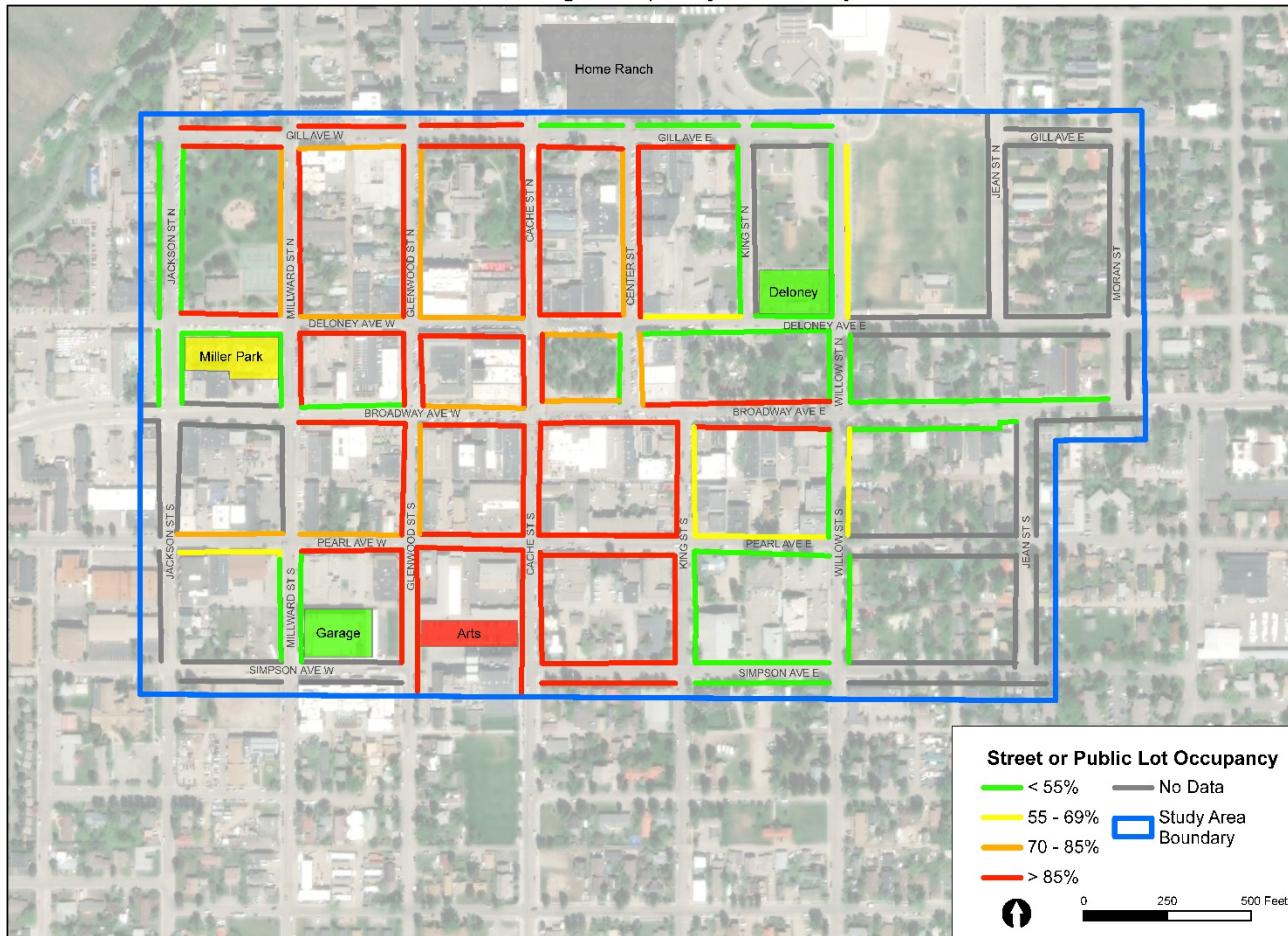
Jackson Parking Occupancy - Thursday 4:00 PM





# Data Collection Results

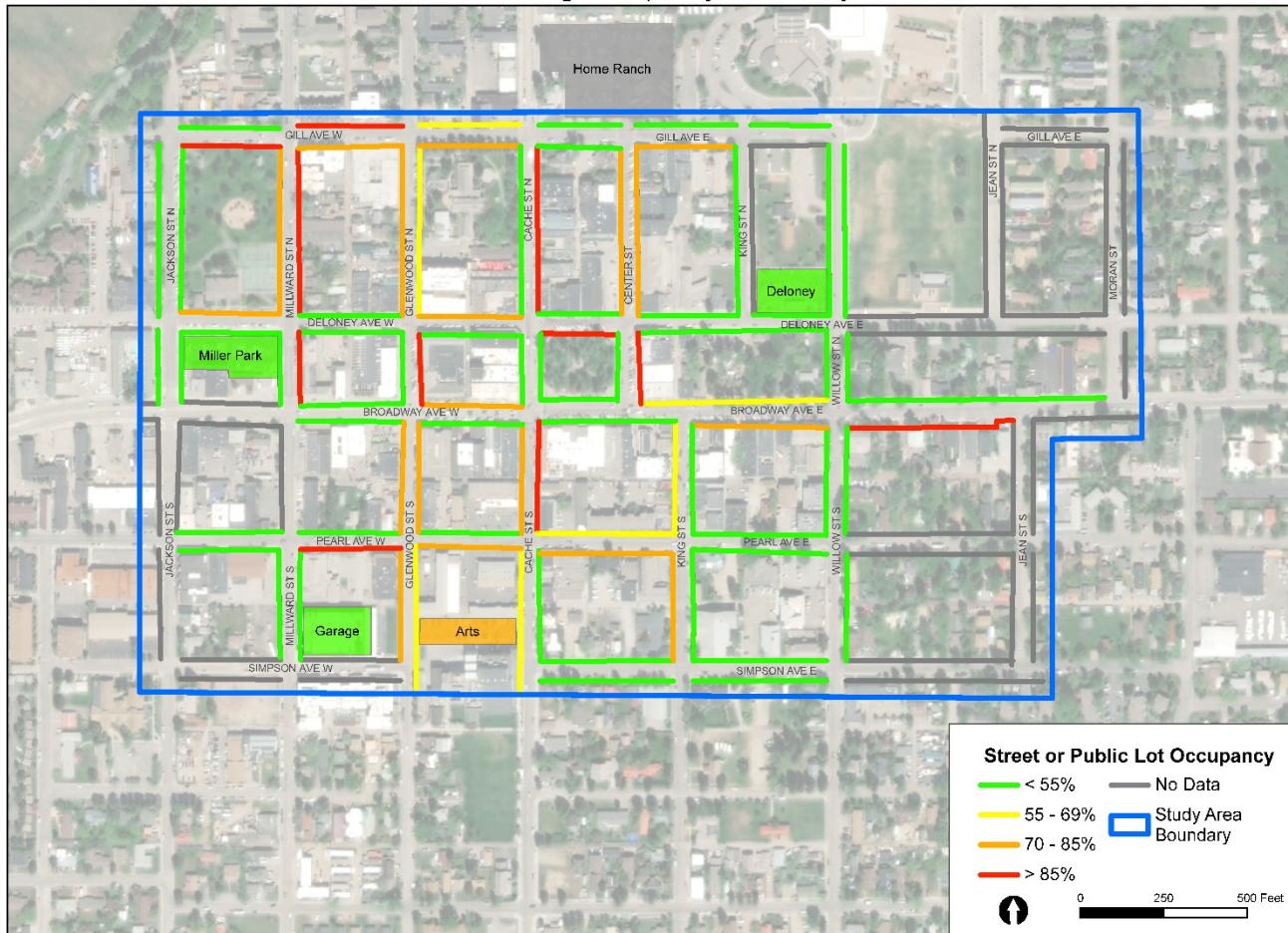
Jackson Parking Occupancy - Thursday 6:00 PM





# Data Collection Results

Jackson Parking Occupancy - Thursday 8:00 PM



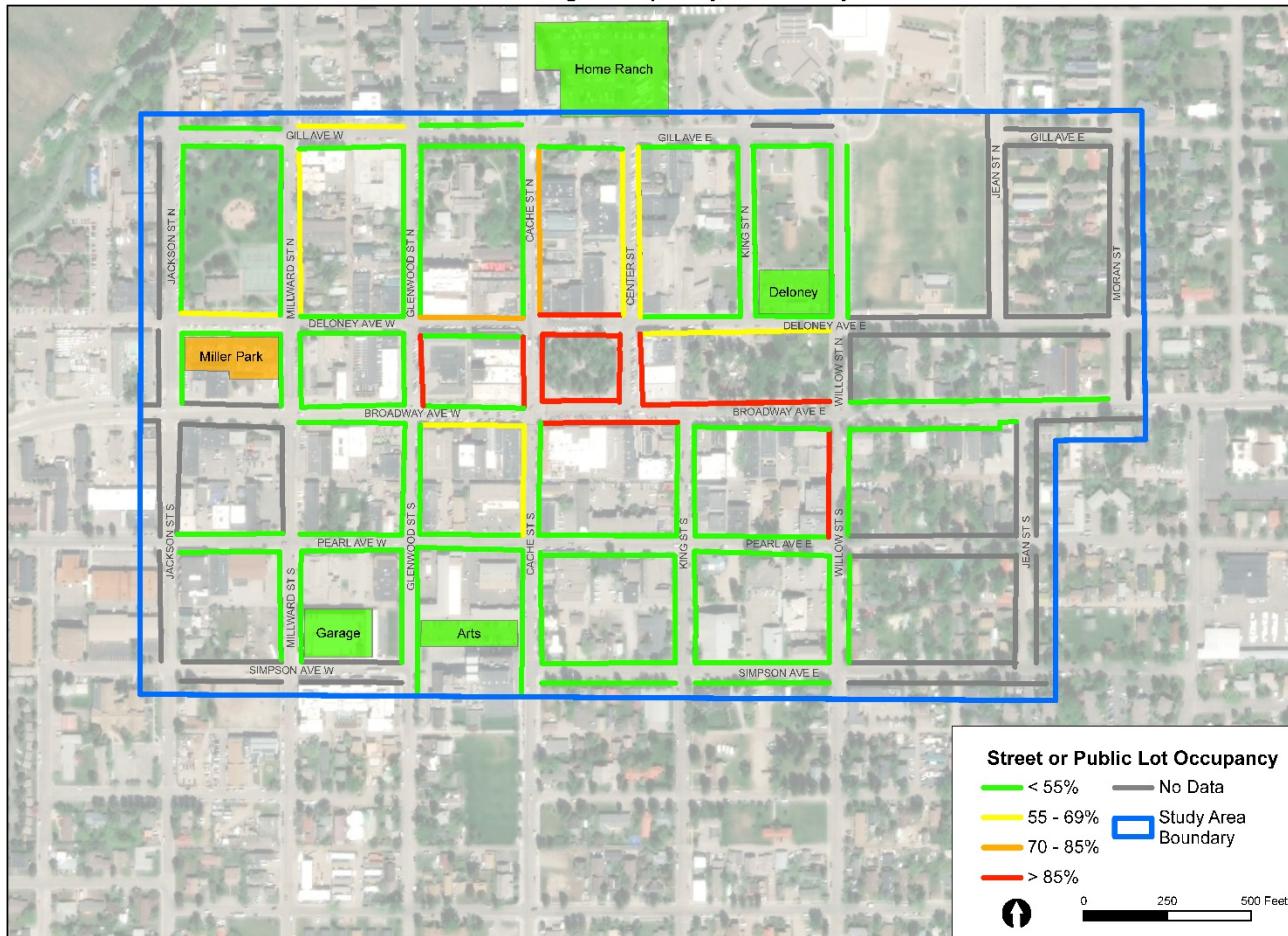
# Data Collection Results

Saturday, August 25, 2018



# Data Collection Results

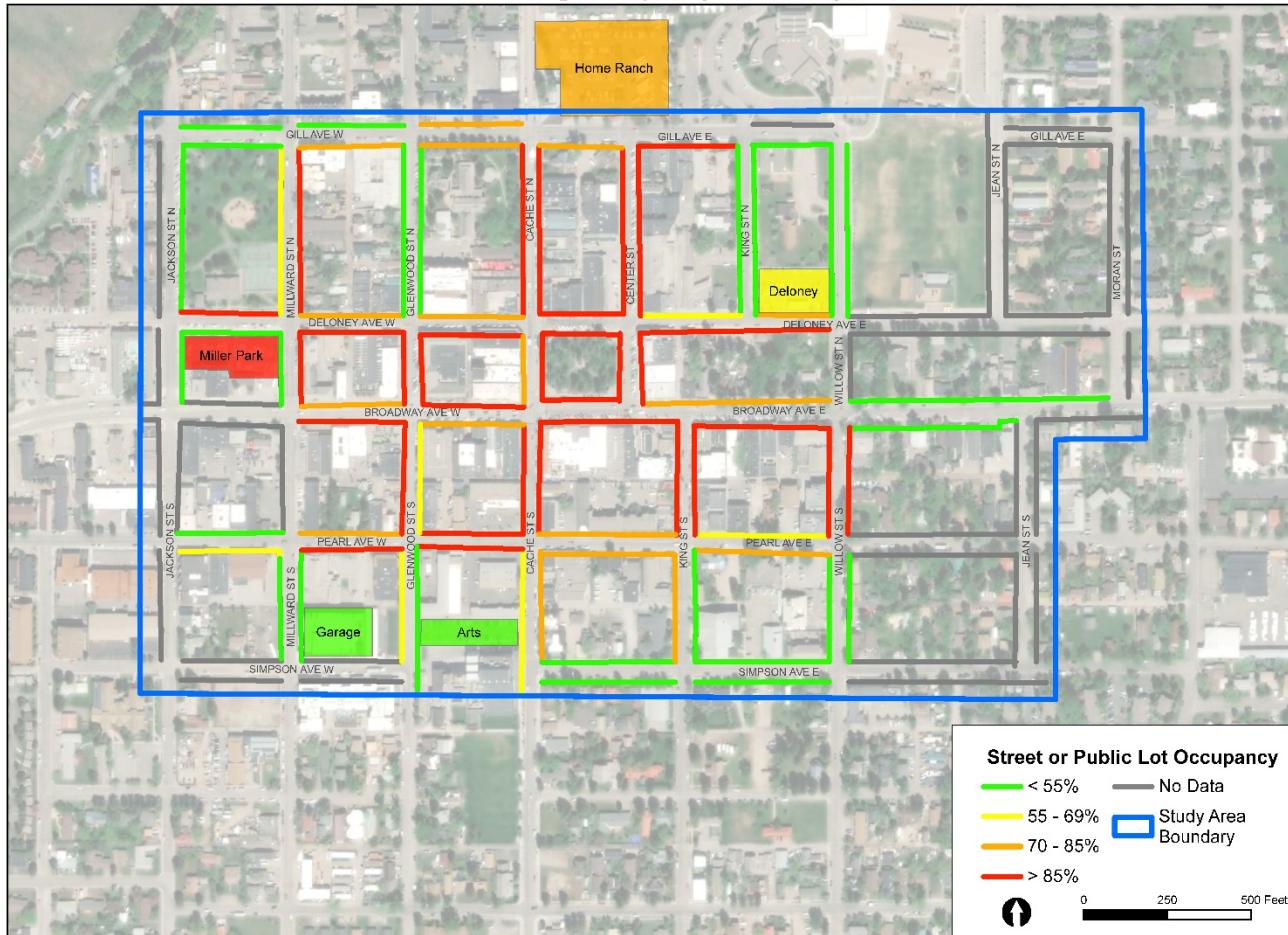
Jackson Parking Occupancy - Saturday 8:00 AM





# Data Collection Results

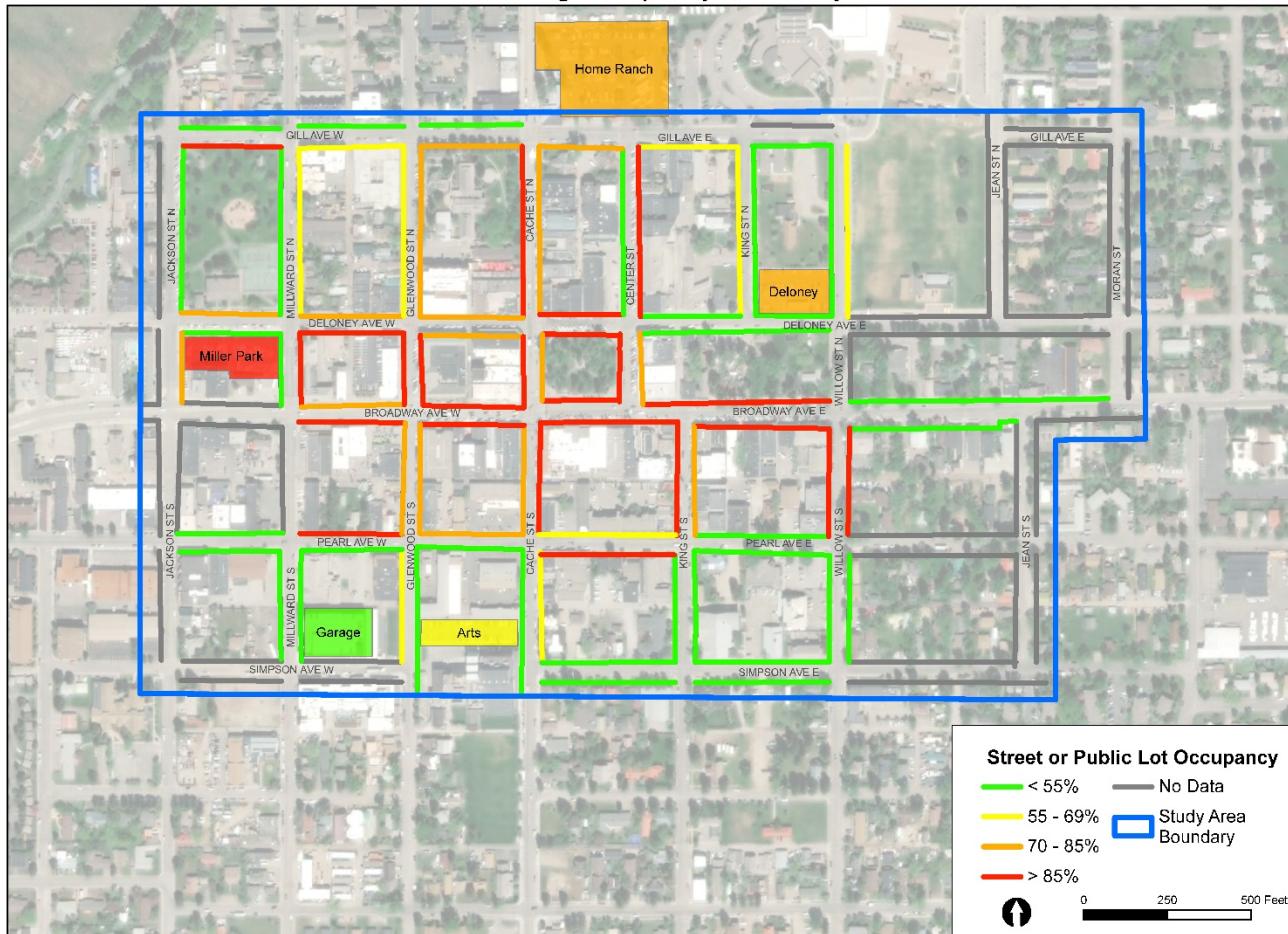
Jackson Parking Occupancy - Saturday 10:00 AM





# Data Collection Results

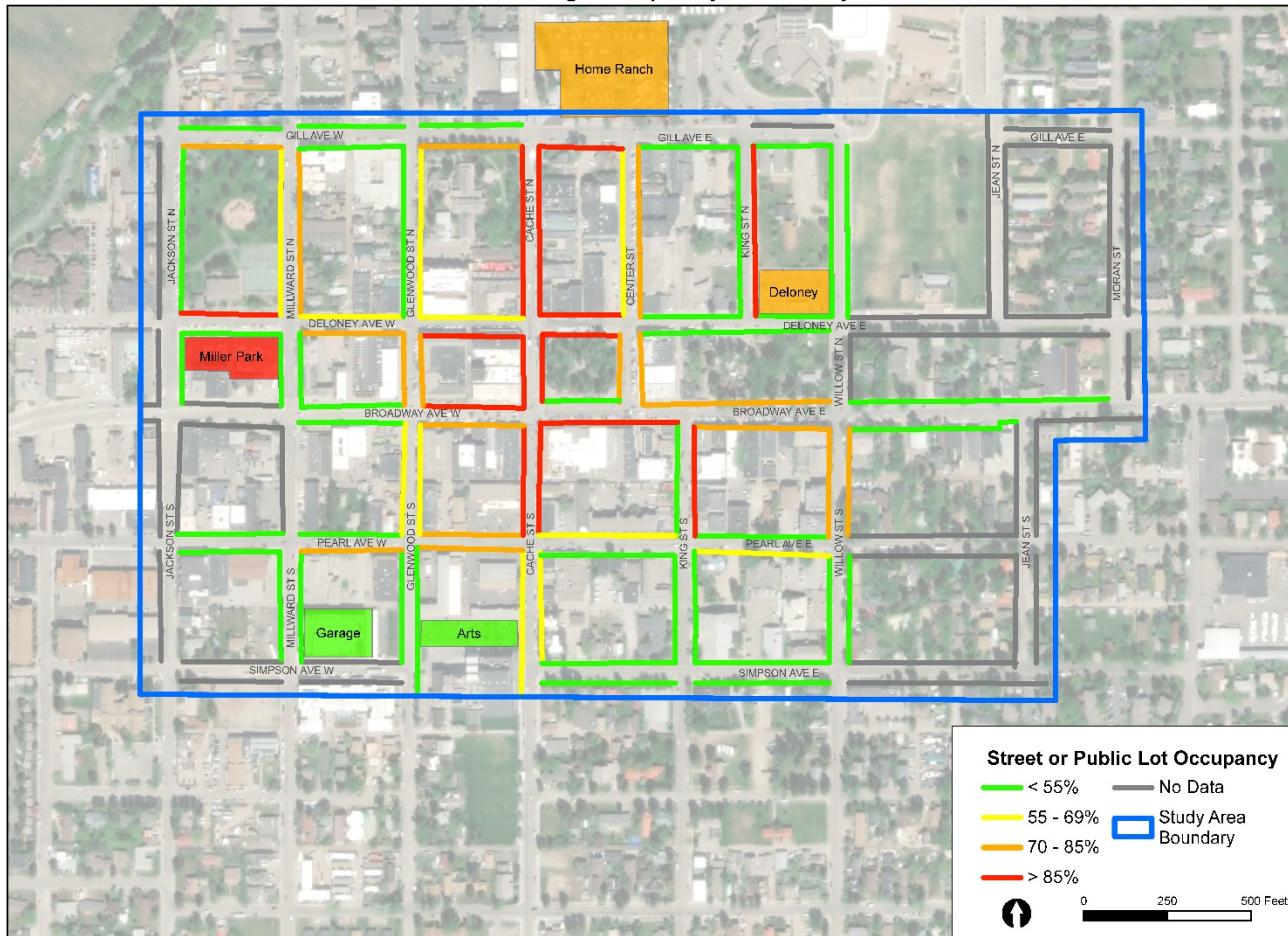
Jackson Parking Occupancy - Saturday 12:00 PM





# Data Collection Results

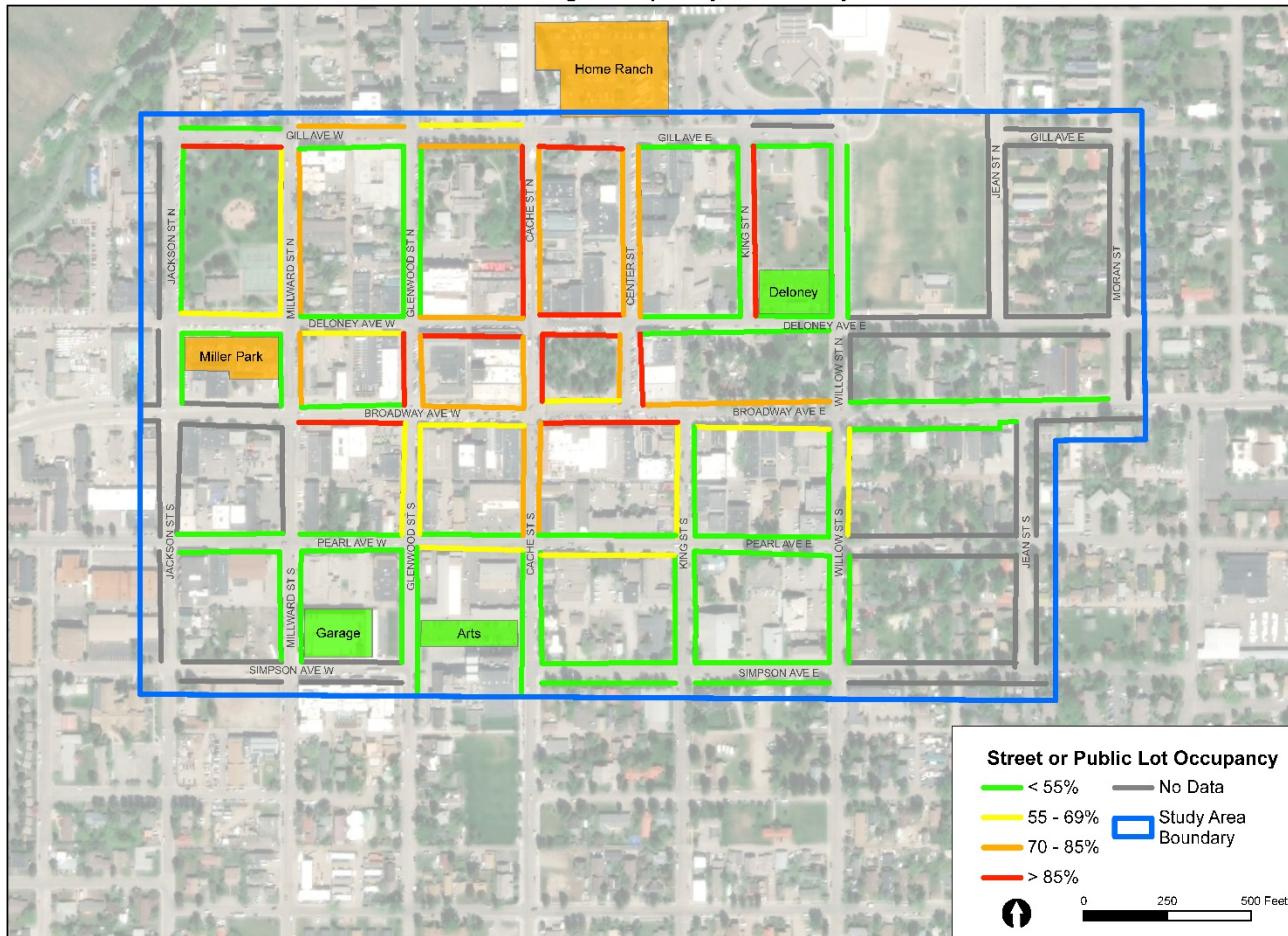
Jackson Parking Occupancy - Saturday 2:00 PM





# Data Collection Results

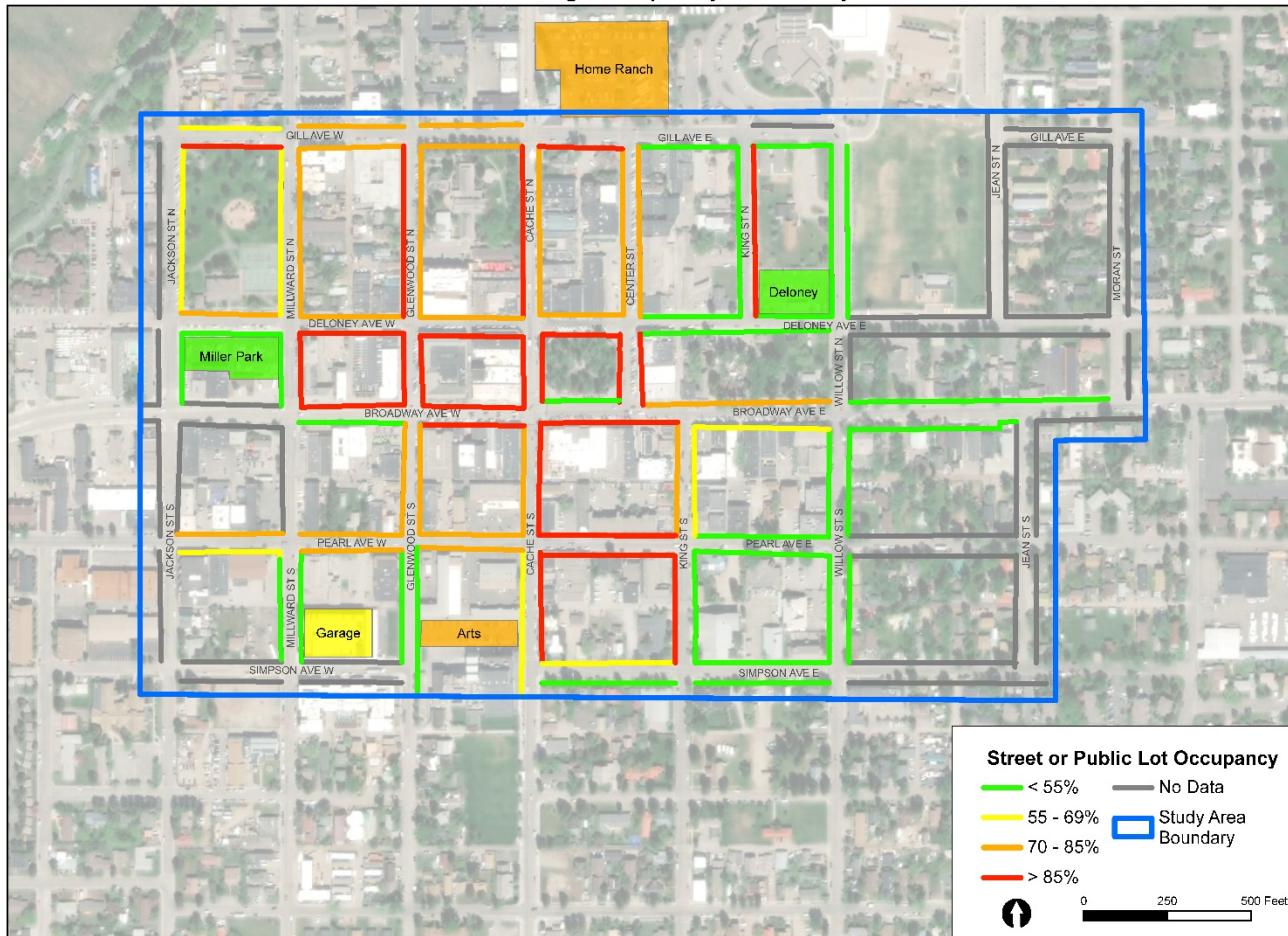
Jackson Parking Occupancy - Saturday 4:00 PM





# Data Collection Results

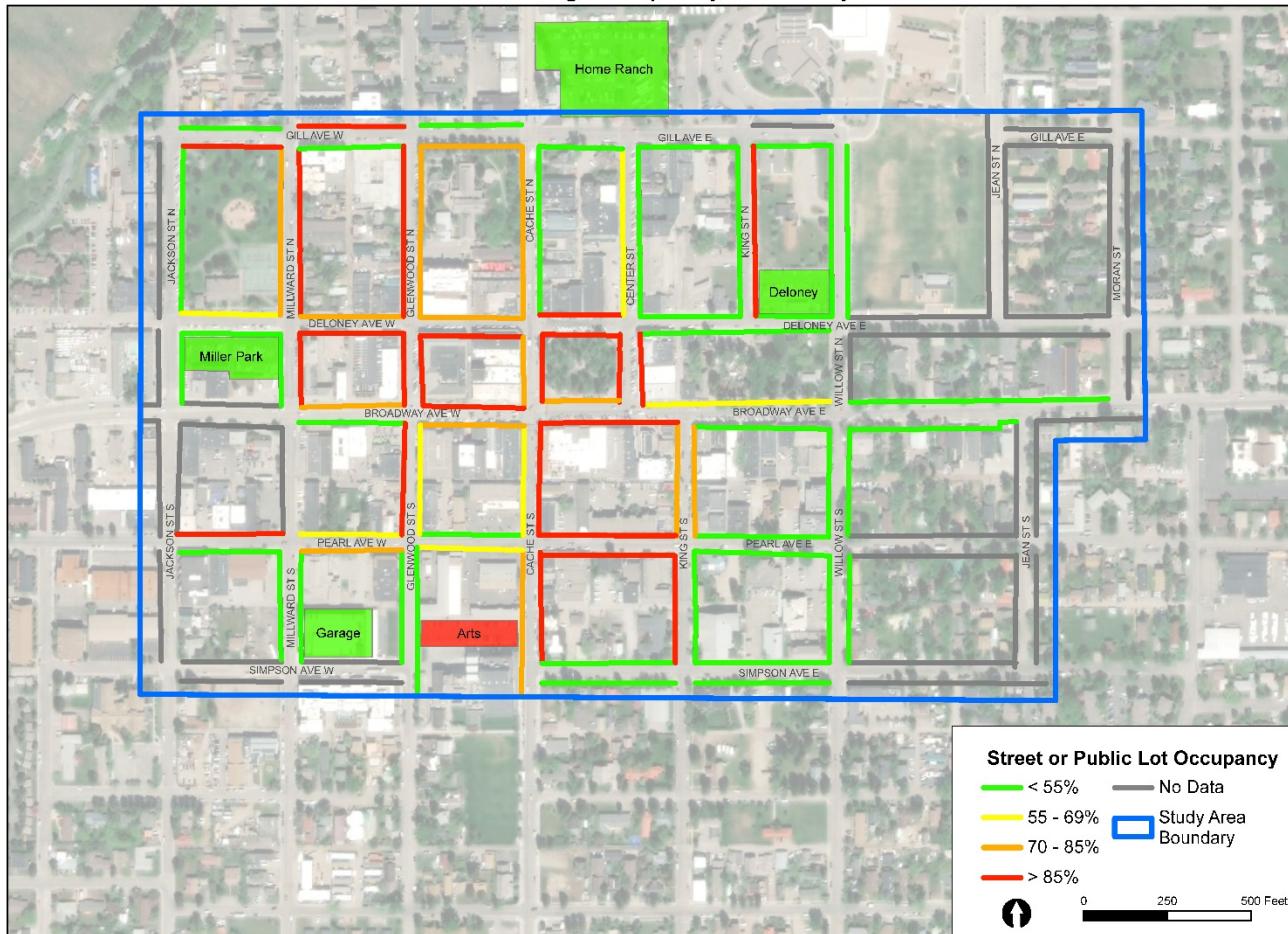
Jackson Parking Occupancy - Saturday 6:00 PM





# Data Collection Results

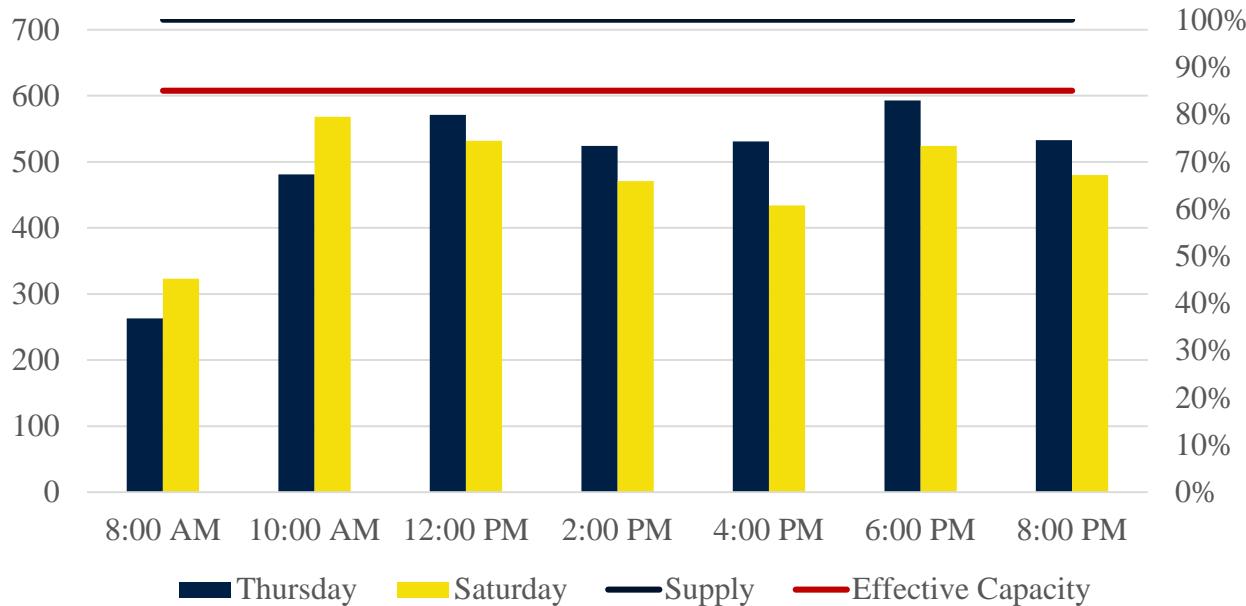
Jackson Parking Occupancy - Saturday 8:00 PM



# Data Analysis



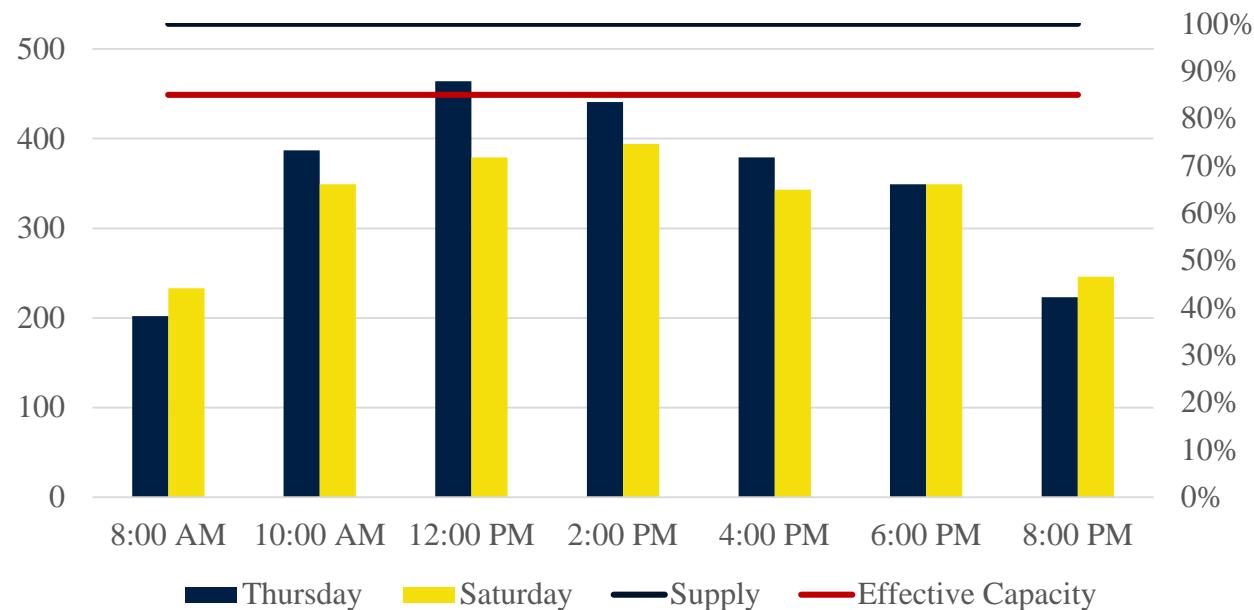
# Occupancy (On-Street)



- Parking around **Town Square** is **very constrained** (>85% occupied all day).
- On **Weekdays from 6:00 PM to 8:00 PM**, the entire 715-stall 3-hour zone is approaching the effective capacity threshold of 85%.
- **Parking is readily available within the 15-minute zones**, indicating these stalls are functioning as intended. A review of the total supply of 15-minute stalls may be warranted.



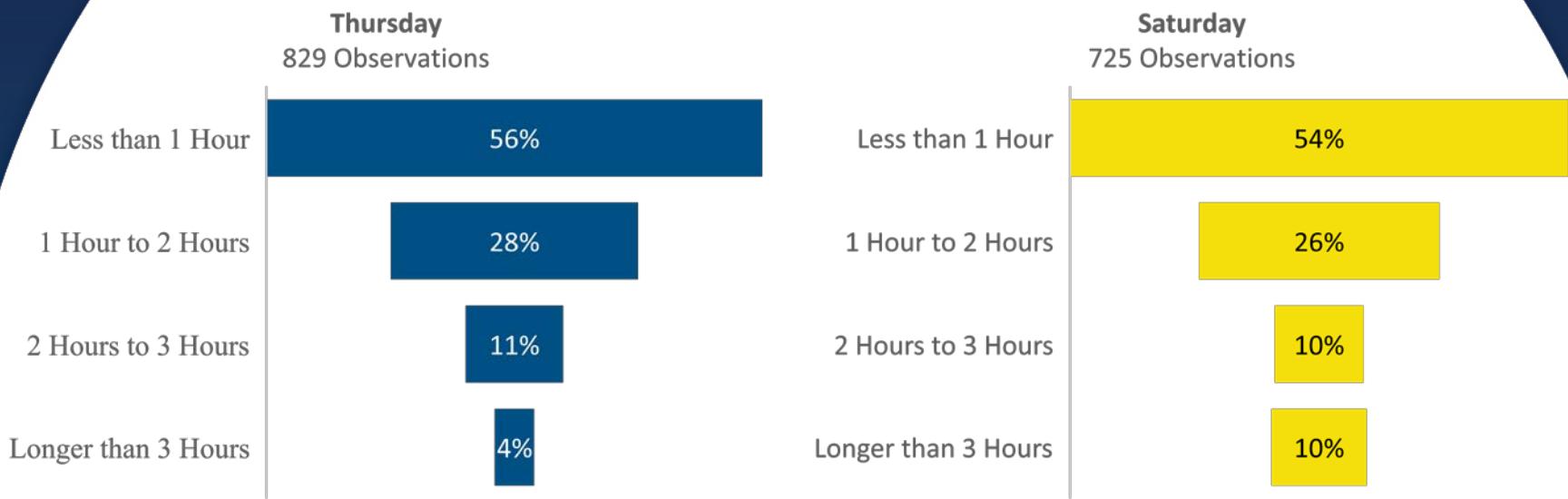
# Occupancy (Off-Street)



- The off-street parking lots are well-used during the midday, peaking in usage on **Weekdays from 12:00 PM to 2:00 PM**.
- Daily off-street parking reaches **88% occupancy** on **Weekdays from 12:00 PM to 2:00 PM**. Only the Parking Garage has additional capacity during this time for general users (60 available stalls).



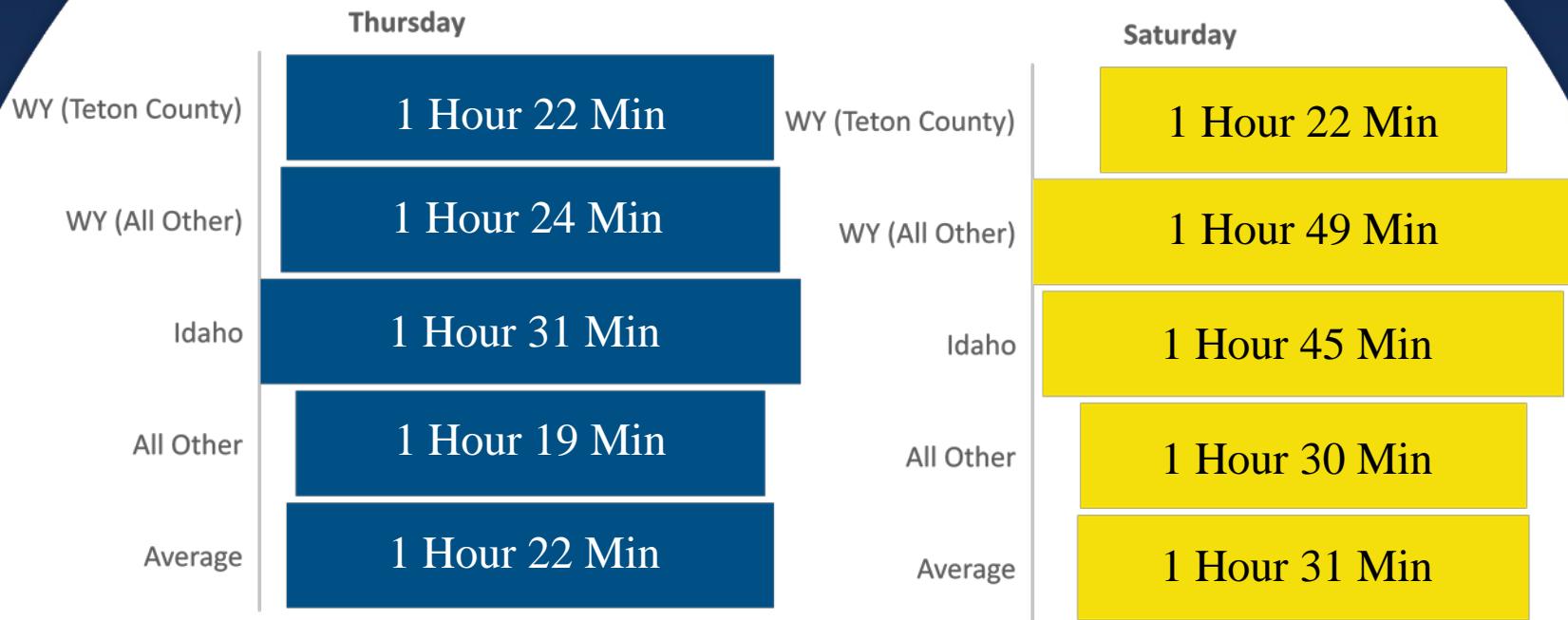
# Duration of Stay (Town Square)



- **More than half** of vehicles parking on the Town Square park for less than an hour.
- **Approximately 1 in every 3 vehicles** parks on the Town Square for less than 30 minutes.
- **Longer stays** are more common on Saturdays.
- **The violation rate** is higher on Saturdays (8.4%) compared to weekdays (3.2%).



# Average Length of Stay (Town Square)



- On weekdays, each stall on Town Square (96 stalls) serves approximately **8.6 vehicles per day**.
- On Saturdays, each stall on Town Square (96 stalls) serves approximately **7.6 vehicles per day**.
- **The number of vehicles served per stall on the Town Square is high**, indicating that time restrictions and enforcement are achieving desirable levels of turnover on weekdays.
- In general, **vehicles from Idaho and Wyoming (outside of Teton County)** have a slightly higher average duration of stay (primarily on Saturdays).



# **Priorities for Parking Management**



# Parking Management Priorities

1. **Focus on Parking Availability (Occupancy):** Ensure at least one or two spaces are available on each block.
2. **Focus on Turnover:** Ensure the on-street system is managed and enforced to serve a large number of vehicles per day.
3. **Focus on Supply:** Prioritize investments that add parking supply in Downtown
4. **Focus on Alternative Transportation:** Invest in pedestrian and bicycle facilities and transit to make it easier to get Downtown by alternative modes.



# Key Performance Metrics

1. **Turnover:** Number of Vehicles Served per Day
2. **Violation Rate:** Amount of Overstay Parking
3. **Demand:** Peak Occupancy Levels
4. **Size of Constrained Area:** Blocks with Constrained Parking
5. **Existing Management:** Time Limits, etc.
6. **Surplus Supply:** Available Public Parking at Peak



# Potential Parking Management Strategies



# Potential Parking Management Strategies

- Time Limit Modifications
- Employee Parking Permit Zones
- Residential Parking Permit Zones).
- Coordinate On- and Off-Street Parking Regulations
- Increase Parking Supply through Off-Street Shared Parking
  - (Using Underutilized Private Supply)
- Investments in Additional Public Parking
  - (Parking Lots / Garages)



# Potential Parking Management Strategies

- Explore the Concept of “Edge Parking” as Potential Commuter Parking Strategy
- Paid Parking
  - “First XX Minutes Free”
  - 10-Hour Time Limits
  - Permit Zones)
  - Parking Meters
- Strategic Communications and Marketing Plan
- Enhanced Parking Wayfinding



# Potential Parking Management Strategies

- Additional Enforcement (Seasonal?)
- Escalating Parking Fine Structures
- Loading Zone Management
- Accessible (ADA) Parking Management
- Electric Vehicle Parking Management
- Transportation Demand Management Strategies
  - (Transit, Biking, Walking programs)
- Repurpose On-Street Parking Spaces



# Community Parking and Mobility Survey



# Community Parking & Mobility Survey

- Survey Goals
- The goal of the study is to develop forward-thinking management strategies that:
  - Maximize the efficiency of the existing parking system
  - Improve parking and mobility options for visitors, employees, and residents
  - Identify solutions that balances town character, land use, transit, and parking operations given physical and financial constraints.



# Community Parking & Mobility Survey

- Survey Purpose:

- The purpose of this brief survey is to provide the community with an opportunity to share experiences, perceptions, ideas and concerns related to accessing businesses and residential areas located within Downtown Jackson.
- The survey should take less than 10 minutes to complete, and all information collected will be kept confidential and reported only in aggregate.
- Questions about the Downtown Parking Management Study can be directed to [Insert name, organization and email here].



# QUESTIONS?

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# DISCUSSION

# Breakout Session

Interview Questions



# Stakeholder Feedback

Question # 1:

What is your vision for Downtown Jackson? What improvements to the transportation system are needed to support this vision?



# Stakeholder Feedback

Question # 2:

Please tell us a little about your organization and how it is impacted by parking and access issues.



# Stakeholder Feedback

## Question # 3:

What is your organization's perception of the current state of parking in downtown? Are there significant/growing challenges that need to be addressed?



# Stakeholder Feedback

## Question # 4:

When thinking of the various user groups that use the downtown parking system (customers/visitors, employees, residents, etc.), how would you prioritize system improvements and investments?



# Stakeholder Feedback

Question # 5:

When the Town implements changes to parking management in downtown, what key objectives should drive these decisions?