



Parking Management Study & Strategic Plan

Need for Study: Flawed parking system.

- Employees/residents parking long term on-street taking customer parking from businesses.
- Free parking next to meter parking.
- Limited supply and difficult to find off-street parking.
- Parking department capacity.



Parking Management Study & Strategic Plan

Goals: Enhance the parking eco system utilizing data and best practices so public and private parking is available to our diverse customers when it is needed.

- Simplify and bring logic to the parking system.
 - Ensure that parking is working for long-term parkers (office workers/residents/employees) and short-term parkers (business customers/visitors) now and in the future.
 - Develop partnerships to increase supply of parking and parking options.
 - Make parking safe, convenient and easily understood.
 - Guide future strategic parking investments.
 - Build City parking management/enforcement capacity.
-



Parking Study Timeline

- **DMD Three Year Strategic Plan** November 2014
 - **Downtown Area Development Plan Drafted** May 2015
 - **TIRZ #3 Project Plan Adopted** August 2015
 - **Walker Parking Consultant Hired** July 2016
 - **Field work, research and plan development** Sept 2016-January 2017
 - Engagement-Focus Group meetings / Survey (409 Respondents)
 - Data collection Occupancy Studies
 - Research of best practices and peer cities.
 - **Presentation to TIRZ #3 Board** January 2017
 - Document Finalized (*Hard Copies Available*)
 - **Review Implementation Steps** February 2017
-



Adjusted Stakeholder Engagement Plan

- **Stakeholder Engagement Meeting** **April 13, 2017**
Downtown Management District Board & Stakeholders
R/UDAT Committee
Parking Advisory Committee
Tax Increment Reinvestment Zone #3 Board
Transportation Advisory Committee
- **Develop Adoptable Document (Strategic Implementation Plan)** **April 2017**
- **Request Action from Stakeholders*** **May 2017**
- **TIRZ #3 Board Consideration*** **~~June 2017~~ May 2017**

** Simultaneous or after Downtown Area Development Plan Adoption*



Downtown Parking Study Action Plan

CITY OF CORPUS CHRISTI PARKING STUDY ACTION PLAN



INTRODUCTION

This Action Plan is the implementation guide to the Parking Management Study and Strategic Plan (Parking Study) completed by Walker Parking Consultants in January 2017. It is the intent of this document to provide strategic direction to the City, Downtown Reinvestment Zone Board and Parking Advisory Committee for the next 36 months. The "Findings" section of this guide reviews the process and collected information.

STUDY GOAL & OBJECTIVES

GOAL:

To enhance the Corpus Christi parking system by utilizing data and best practices so public and private parking is available to the diverse customers when needed.

OBJECTIVES:

- Create a long-term strategy for City's parking operations.
- Engage the private sector parking supply to support the downtown residents, businesses and visitors.
- Stimulate economic development.
- Integrate best management practices.

BACKGROUND

In August 2015, the Downtown Reinvestment Zone (TRZ #3) initiated a parking analysis, per recommendation from the draft Downtown Area Development Plan (DADP). The intent of the parking study is detailed in the insert to the left.

Walker was hired in August 2016 to complete the parking analysis, finalizing recommendations in January 2017. Following completion of document, the recommendations were vetted and refined through stakeholder meetings on April 13th.

FINDINGS

Walker developed the recommendations after studying the parking system in the TRZ #3 area. The study consisted of three different fact-gathering activities, 1) perform *Stakeholder Outreach*, 2) review *Parking Occupancy* and 3)

review the *Effect of Future Growth* on the parking system.

Stakeholder Outreach included an online survey that had 409 respondents, as well as multiple stakeholder meetings. Through the stakeholder initiatives we learned the following:

- Most people believe parking is relatively affordable and are willing to pay for convenience if they can park close to their destination.
- Residents don't feel safe utilizing off-street parking lots at night due to parking lot, sidewalk and street lighting conditions.
- Residents desire a consistent distribution of parking meters throughout downtown to increase convenience.

Slides X-X follow the Action Plan. This symbol provides reference to the appropriate page:

[See Page 1](#)

- DMD Board
- Transportation Advisory Commission
- Parking Advisory Committee



Stakeholder Feedback - Survey

- 29 Questions –
 - 26 Multiple Choice
 - 3 Open-ended
- Open for 5 weeks

Who Responded?

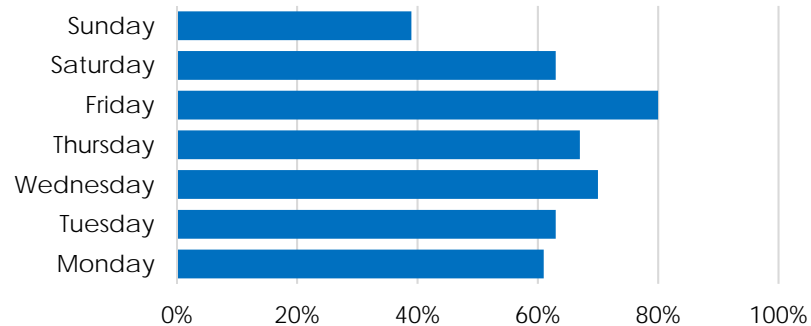
- 409 Responses
- All Ages
 - 3% Under 24
 - 24% 25-34
 - 21% 35 -44
 - 24% 45-54
 - 19% 55-64
 - 7% 65+
- 80% Live More than One Mile from Study Area

How Often Visit & Why?

- 48% In Area 5 – 7 Days Per Week
- Reasons for Visiting (Pick 2)
 - Work 53%
 - Dine 55%
 - Special Events 50%
- 86% Drive Alone

[See Page 1](#)

Days of Week Typically Visit Downtown



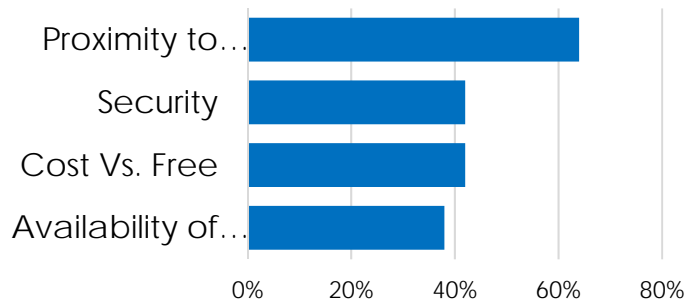


Stakeholder Feedback - Survey

Where do you Prefer to Park? (Ranked)

- 1) On Street – Commercial
- 2) Parking Lot – Public
- 3) Parking Lot – Private
- 4) Parking Garage – Public
- 5) Parking Garage – Private
- 6) On Street – Residential

Important Factors - Where to Park



When is it hardest to find parking?

[See Page 1](#)

- Special Event 72%
- Lunch Time 38%
- Tourist Season 33%

Is it reasonable to pay to park closer to destination if free parking is available further away?

- Yes 51%
- Maybe 15%
- No 31%

Safety

- 78% Feel Safe in the Day
- 23% Feel Safe at Night



Survey – Key Findings

[See Page 1](#)

Key findings of Survey Data revealed that customers:

- Believe parking a relatively affordable and are willing to pay for convenience of parking close to destination.
- Don't feel safe utilizing off-street parking lots at night due to parking lot, sidewalk and street lighting conditions.
- Desire consistent distribution of parking meters throughout downtown to increase clarity and convenience.



Parking Occupancy

SEA District

SUMMARY

On-street peak
occupancy:

27%

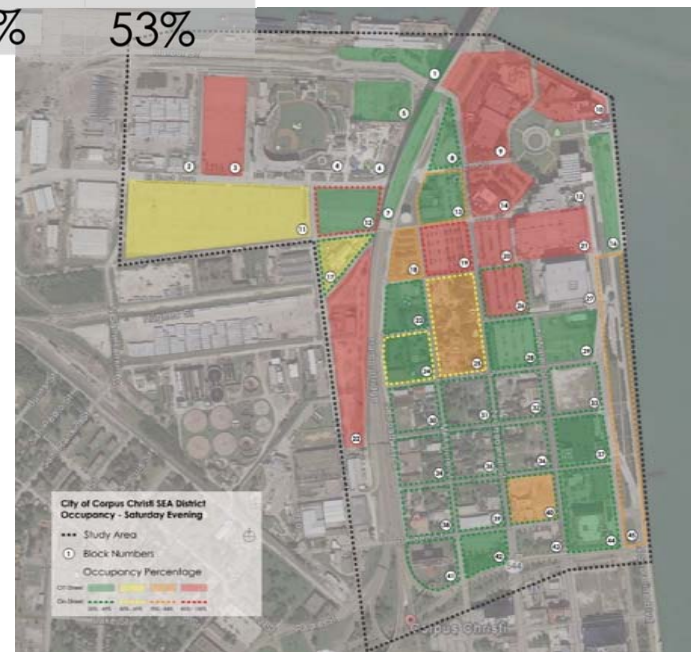
Off-street peak
occupancy:

58%

Overall peak
occupancy:

53%

[See Page 2](#)

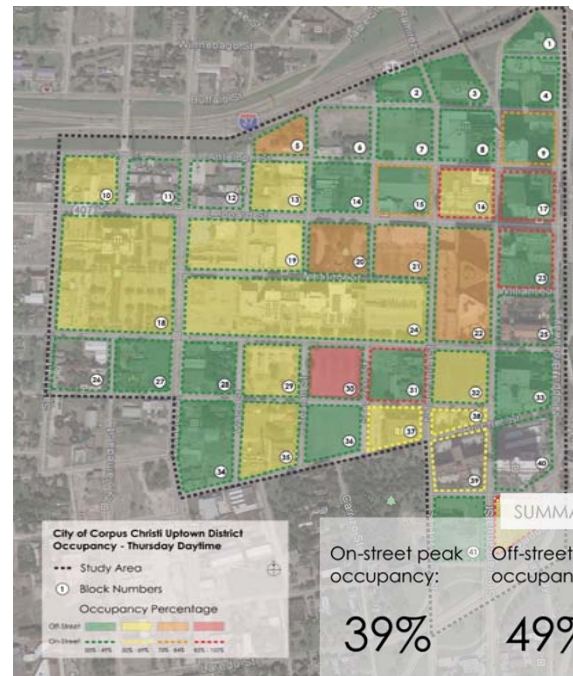
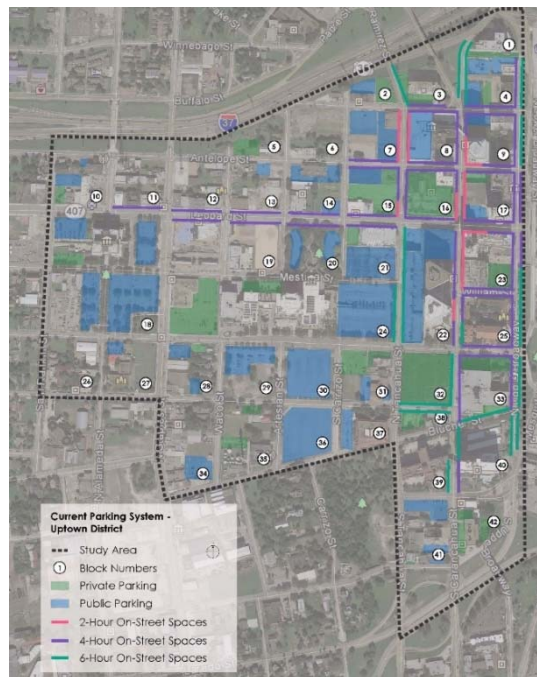




Parking Occupancy

Uptown

See Page 2



SUMMARY

| | | |
|---------------------------|----------------------------|-------------------------|
| On-street peak occupancy: | Off-street peak occupancy: | Overall peak occupancy: |
| 39% | 49% | 47% |



Parking Occupancy

Marina Arts

See Page 2





Parking Occupancy

Marina Arts

See Page 2





Parking Occupancy

Bayshore Park (Water's Edge)

See Page 2



SUMMARY

On-street peak
occupancy:

6%

Off-street peak
occupancy:

17%

Overall peak
occupancy:

14%



Parking Occupancy

Marina Arts Chaparral Street

[See Page 3](#)

| Block | Supply | Friday Evening Occ | Friday % | Wednesday Occupancy | Wednesday % |
|-------|--------|--------------------|----------|---------------------|-------------|
| 13 | 11 | 11 | 100% | 9 | 82% |
| 14 | 4 | 4 | 100% | 4 | 100% |
| 17 | 5 | 3 | 60% | 4 | 80% |
| 18 | 10 | 8 | 80% | 8 | 80% |
| 20 | 5 | 3 | 60% | 4 | 80% |
| 21 | 8 | 8 | 100% | 7 | 88% |
| 24 | 11 | 9 | 82% | 8 | 73% |
| 25 | 13 | 13 | 100% | 13 | 100% |
| 28 | 10 | 10 | 100% | 10 | 100% |
| 29 | 11 | 11 | 100% | 11 | 100% |
| 31 | 12 | 9 | 75% | 10 | 83% |
| 32 | 17 | 15 | 88% | 14 | 82% |



Friday Evening



Wednesday



Future Demand

Model Includes a 4 Step Calculation:

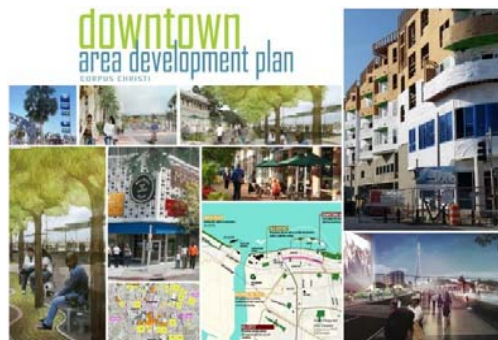
See Page 3

2016 Inventory X 85% = 2016 Effective Supply

2016 Utilization X 2.4% Growth Inflator X 10 Years = 2.4% Growth

2016 Utilization + Growth + Development Program = 2026 Demand

2016 Effective Supply – 2026 Demand = 10 Year Adequacy



2015 Downtown Area Development Plan

| UPTOWN | MARIANA ARTS |
|-------------------------------|-------------------------------|
| 500-1,000 residential units | 1,500-2,000 residential units |
| 25,000-75,000 SF office | 150,000 - 200,000 SF office |
| 50-150 hotel rooms | 100-250 hotel rooms |
| SEA | BAYSHORE |
| 2,500-3,000 residential units | 1,000-1,500 residential units |
| 50,000-100,000 SF office | No office |
| 100-250 hotel rooms | 50-150 hotel rooms |



Future Demand

10-Year District Parking Model (2.4% Growth Per Year)

[See Page 3](#)

| | | | | | | | |
|------------------------------|----------------|------------------|------------------|--------------|---------------------|-------------|------------------|
| Uptown District Weekday | 2016 Inventory | Effective Supply | 2016 Utilization | 2.40% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 7,146 | 6,548 | 3,090 | 742 | 223 | 4,055 | 2,493 |
| Marina Arts District Weekday | 2016 Inventory | Effective Supply | 2016 Utilization | 2.40% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 6,923 | 6,334 | 2,848 | 684 | 594 | 4,126 | 2,208 |
| Marina Arts District Evening | 2016 Inventory | Effective Supply | 2016 Utilization | 2.40% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 6,923 | 6,334 | 1,453 | 349 | 594 | 2,396 | 3,938 |
| SEA District Evening | 2016 Inventory | Effective Supply | 2016 Utilization | 2.40% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 5,955 | 5,508 | 3,169 | 761 | 297 | 4,227 | 1,281 |
| Bayshore District Weekend | 2016 Inventory | Effective Supply | 2016 Utilization | 2.40% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 3,131 | 2,869 | 434 | 104 | 0 | 538 | 2,331 |

SEA District has lowest future parking adequacy - 1,281 spaces



Future Demand

10-Year District Parking Model (5% Growth Per Year)

[See Page 3](#)

| | | | | | | | |
|------------------------------|----------------|------------------|------------------|--------------|---------------------|-------------|------------------|
| Uptown District Weekday | 2016 Inventory | Effective Supply | 2016 Utilization | 5.00% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 7,146 | 6,548 | 3,090 | 1,545 | 223 | 4,858 | 1,690 |
| Marina Arts District Weekday | 2016 Inventory | Effective Supply | 2016 Utilization | 5.00% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 6,923 | 6,334 | 2,848 | 1,424 | 594 | 4,866 | 1,468 |
| Marina Arts District Evening | 2016 Inventory | Effective Supply | 2016 Utilization | 5.00% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 6,923 | 6,334 | 1,453 | 727 | 594 | 2,774 | 3,561 |
| SEA District Evening | 2016 Inventory | Effective Supply | 2016 Utilization | 5.00% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 5,955 | 5,508 | 3,169 | 1,585 | 297 | 5,051 | 458 |
| Bayshore District Weekend | 2016 Inventory | Effective Supply | 2016 Utilization | 5.00% Growth | Development Program | 2026 Demand | 10-Year Adequacy |
| | 3,131 | 2,869 | 434 | 217 | 0 | 651 | 2,218 |

SEA District has lowest future parking adequacy – 458 spaces



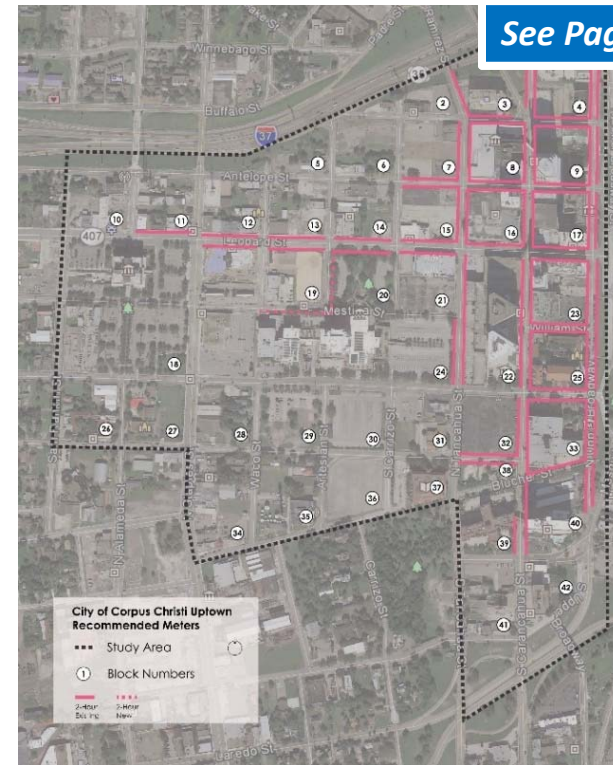
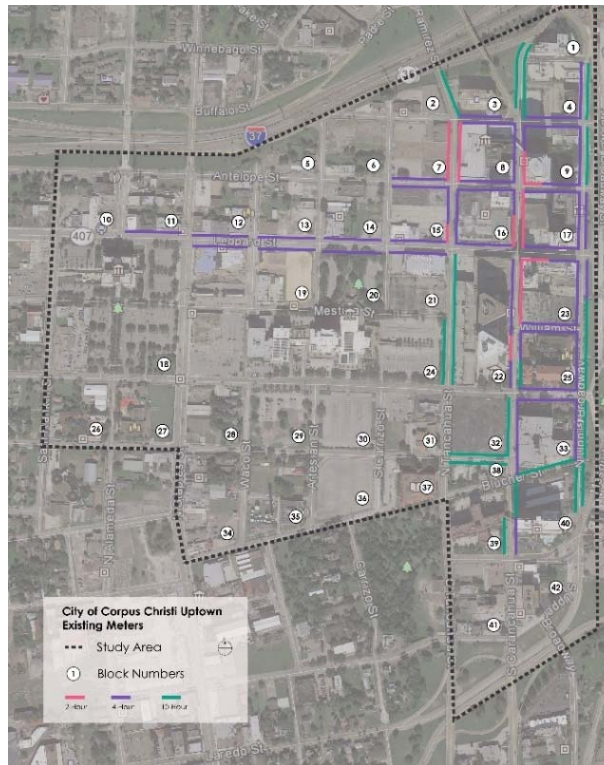
Action Plan Organization

| | | |
|-------------------|---|------------|
| District Specific | Simplify Rates/Hours | See Page 4 |
| | Increase Turnover - Meter Installation | |
| | Better Identify Supply | |
| | Improve Loading Zone Function | |
| Downtown Wide | Create Parking Alliance | |
| | Communication Strategy | |
| | Off-Street Parking Requirements | |
| | Event Plan | |
| Organizational | Establish Parking Enterprise Fund | |
| | Adjust Parking Enforcement Officer Salary | |
| | Monitor and Implement Paid Parking | |
| | Coordinate Future Supply Planning | |



Recommendations – District Specific

1) Simplify Rates & Hours: Uptown District



See Page 5



Recommendations – District Specific

1) Simplify Rates & Hours: Marina Arts District



See Page 5

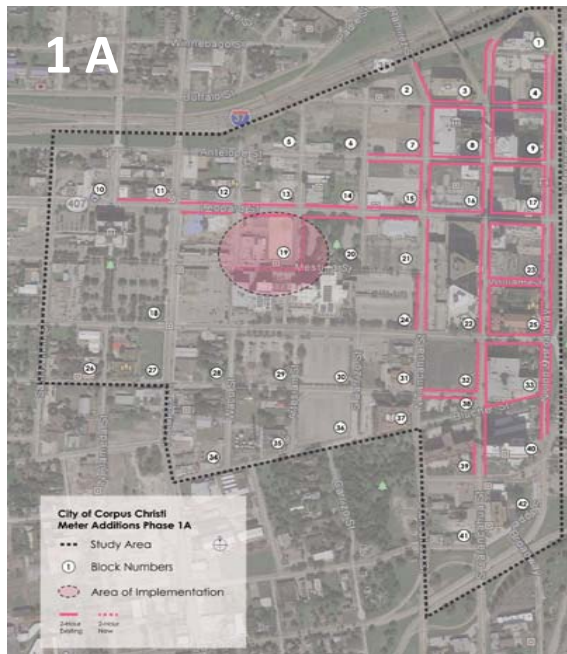


Recommendations – District Specific

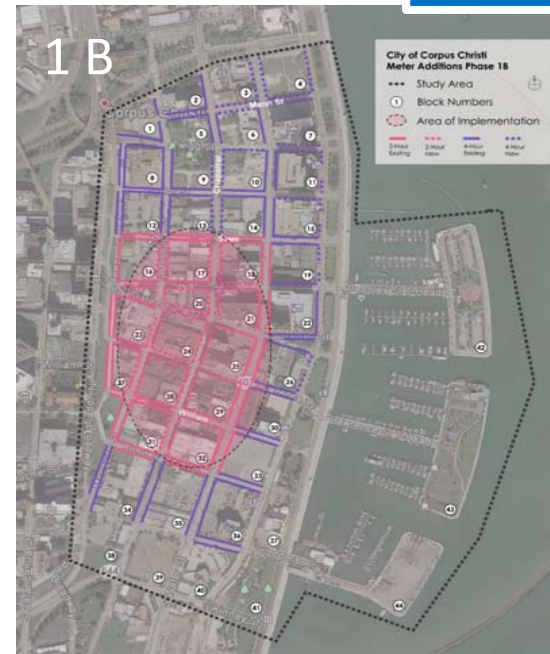
2) Increase Turnover

Pay Station Installation – Phase IA and IB

[See Pages 6-8](#)



Uptown District



Marina Arts District



Recommendations – District Specific

- 2) Increase Turnover
- 3) Identify Supply



See Pages 6-9





Recommendations – District Specific

4) Improve Loading Zone Function

See Page 9

- Review current loading zones in Uptown and Marina Arts
- Coordinate delivery services to avoid peak hours
- Encourage deliveries between 10am – Noon and 2pm – 4:30pm
- Implement loading zones on secondary streets



Leopard Street

600 Building –
Uptown District



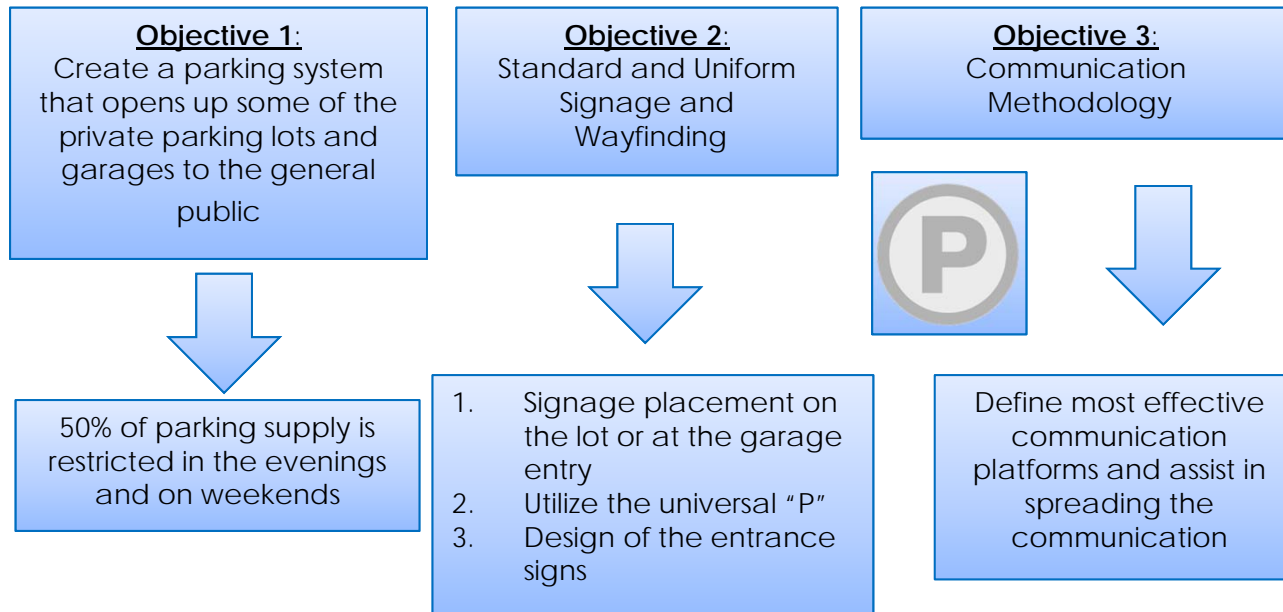


Recommendations – District Specific

5) Create Parking Alliance

[See Page 10](#)

Formation of a Parking Alliance





Recommendations – District Specific

6) Communication Strategy

See Page 10

1. Implementation of a sign package and wayfinding system
2. Creation of a public relations and communication program
3. Expansion of the ParkCC mobile app



Recommendations – District Specific

6) Communication Strategy

Signage and Wayfinding Package

[See Page 11](#)

Objective : Develop and implement a consistent sign package that identifies and communicates the presence of parking lots available for public parking

Design Rules

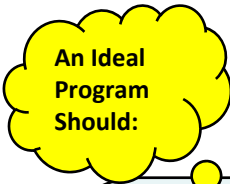
- General organizing principle consistently evident in the system
- Continuous directional signage for both pedestrians and vehicles
- Place in consistent and predictable locations
- Easy to understand
- Placed perpendicular to the traffic





Recommendations – District Specific

6) Communication Strategy



An Ideal
Program
Should:

Public Relations and Communications Program

See Page 11

- Include a **comprehensive “Downtown Parking” website**. This website can share data and links with the current City site in order to reduce duplication and overall cost and effort;
- Respond to questions and requests from the general public for **locations of parking facilities, pricing, and availability**;
- Maintain the integrity of downtown **parking promotional materials**, and provide **parking maps**, business development packets, and **fact sheets**;
- Provide **day-to-day media relations**, and generate **press releases** as needed;
- Provide public relations **assistance to other district events** as needed.

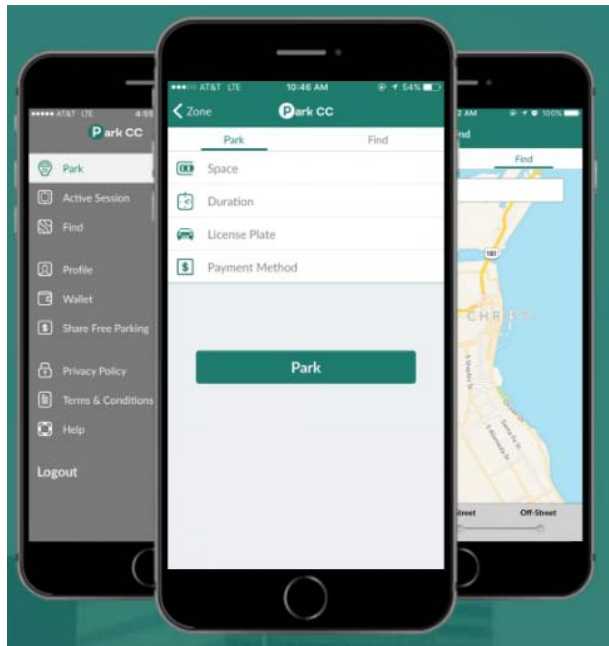


Recommendations – District Specific

6) Communication Strategy

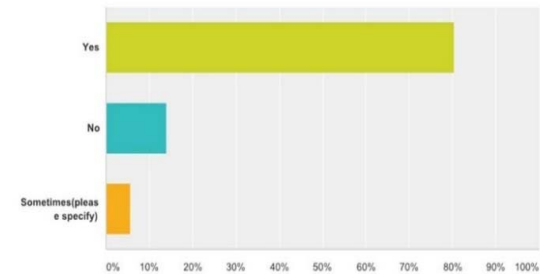
Expand ParkCC App

[See Page 11](#)



Q25 Do you feel it would be helpful if parking information were made available online or via mobile phone? (i.e. location of public parking lots and garages, rates, posted time limits for on-street parking, special event parking)

Answered: 403 Skipped: 6



- Parking Location
- Rates
- Special Events Info



Recommendations – District Specific

7) Off-Street Parking Requirements

See Pages 11-12

1

Enforce the Current
Off-street Parking
Regulation Ordinance

1. Section 22-1 & 2 – Development of parking spaces in conjunction with different types of development
2. Section 22-3 – Joint use and off-site facilities
3. Section 22-4 – Design standards

2

Expand the Current
Ordinance

1. Signage requirements and uniformity
2. Lighting
3. Parking lot and garage maintenance
4. Private lot signs

3

Create Uniformity and
Standardization
Requirements

1. Size of the sign
2. Inclusion of a parking symbol
3. Rate amount
4. Font size
5. Operator phone number
6. Sign material



Example of Surface Lot Lighting



Recommendations – District Specific

8) Event Plan

See Pages 12-13

1. Utilize **private parking lots** and garage to **shuttle** patrons
2. Increase **wayfinding** throughout the event areas
3. Create a **communication campaign**
4. Develop a **monthly special events planning meeting** with use of the City Event Coordinator position.

EVENT PARKING PLAN





Other Recommendations

See Pages 13-15

- 9) Establish Parking Enterprise Fund
- 10) Adjust Parking Enforcement Officer Salary
- 11) Monitor & Implement Paid Parking
- 12) Coordinate Future Supply Planning





Downtown Parking Study Action Plan

Questions?

- Motion to Adopt and Initiate Implementation
- Recommend Adoption to City Council