

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

00-179

SYNOPSIS -

AGENDA:

APRIL 24, 2000

SUBJECT:

PARKING SYSTEM
STUDY

Carl Walker, Inc., working in conjunction with City staff and the Downtown Parking Committee, has completed the parking system study. This study included a detailed Supply/Demand analysis; Transportation Demand Management evaluation, including Parking Pricing Strategies, development of Fringe Parking and Peripheral Park-and-Ride facilities, Employer-based Initiatives and City-based Initiatives; Customer Service Initiatives; Parking Management Strategies; and Parking Expansion Options.

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

FISCAL IMPACT -

Implementation of the various parking study recommendations will have varying costs, depending on the final scope of each element.

SUBMITTED BY:

FLOYD BENTZ
CITY ENGINEER

RECOMMENDATION -

Receive and file the parking study.

BACKGROUND -

On October 5, 1998, by Roll Call No. 98-3175, the City Council authorized the City Manager to proceed with a Request for Proposals (RFP) for a Parking System Study. This study was identified as a comprehensive study, similar to the 1982 "Central Business District Parking Study" that has guided the development and expansion of the parking system since 1982. The RFP was sent to a total of six consultant firms nationwide and a total of five proposals were submitted.

A subcommittee of the Downtown Parking Committee reviewed and rated all five proposals and recommended that

the team led by Carl Walker, Inc. be selected. On March 15, 1999, by Roll Call No. 99-766, the City Council approved an agreement with Carl Walker, Inc. to conduct the downtown parking system study.

Carl Walker, Inc., working in conjunction with City staff and the Downtown Parking Committee, has completed the parking system study. The supply of downtown parking was inventoried and occupancy data collected for the study area. The study area encompassed 163 blocks. The study area was divided into 12 zones, with eight separate zones in the core area surrounded by north, south, east, and west zones.

The study analyzed the parking demand in the downtown area using a detailed land use model developed by the Downtown Partnership. Based on the Supply/Demand analysis, there is an existing parking deficit in the core area and a need to build 500 additional spaces in the core. The report recommends construction of the 8th and Cherry (expansion of the 8th and Mulberry) garage to relieve this existing deficit.

The study also evaluated a number of Transportation Demand Management measures, including Parking Pricing Strategies, Fringe Parking and Peripheral Park-and-Ride facilities, Employer-based Initiatives and City-based Initiatives. The Parking Pricing Strategies are a key element of the Parking Management Strategies to create more available short-term parking spaces in the core area. A tiered rate structure, with lower rates for fringe parking and higher rates for core parking, will be a more cost-effective means of providing short-term spaces than constructing new structures. Fringe parking facilities include the 11th and Cherry lot, facilities near Sec Taylor Stadium, and an area near the State Capitol, and would include shuttle buses to deliver parking customers to their downtown destinations.

The study also recommends support for the development of several Peripheral Park-and-Ride lots in the western suburbs. Several Employer-based Initiatives are identified, including the creation of a downtown Des Moines Transportation Management Association to organize private support for carpools/vanpools and incentives to utilize public transportation. Under City-based Initiatives, the study recommends that the City provide preferential parking at City facilities for carpools and vanpools, and require that new developments financially support the Transportation

Management Association.

A comprehensive evaluation was completed for the parking facilities, and two major areas of Customer Service Initiatives were identified: customer service amenities, to be included in the operation of the facilities, and substantial improvements to the signing system for all of the facilities.

The study also looked at Parking Expansion Options, with future parking demands tied to future development, especially in the Gateway West area. Because the specific parking needs for number of spaces and locations will be determined by the actual development that occurs, no specific future parking sites were identified. Instead, prototype parking facilities, covering a half block or full block, were developed. These prototype facilities can be located and/or expanded to meet future development needs.