



PARKING MANAGEMENT STRATEGIES TECHNICAL MEMORANDUM #3

Downtown Parking Management Strategy Saint Paul, MN

April 2015



Table of Contents

	Page
Introduction	1
About this Document.....	1
1. Information and Technology	3
2. City Parking Management	10
3. On-Street Parking	14
4. Off-street Parking	20
5. Access and Transportation Demand Management	24
6. Placemaking	30
7. Parking-Related Zoning Code	32
Strategy Summary	37

INTRODUCTION

The Downtown Saint Paul Parking Management Strategy documents current parking activities, examines expected future parking, and recommends a series of strategies to incorporate parking and transportation and achieve broader, overall City goals. This section provides an overview of this document in the context of the overall study.

ABOUT THIS DOCUMENT

This document is the third of three technical memoranda that details the analysis supporting the Downtown Parking Management Strategy:

- Technical Memorandum #1: Existing Conditions
- Technical Memorandum #2: Land Use, Zoning, and Future Demand
- Technical Memorandum #3: Parking Management Strategies

This Technical Memorandum documents the recommended parking management strategies. The strategies were developed in coordination with the City, Advisory Group, and stakeholders based on the challenges and quantitative and qualitative findings identified throughout the project. The parking supply, regulations, and utilization counts provided a basis of how today's parking supply is used throughout various times of the day and days of the week; this information was particularly useful in gaining a basic understanding of supply and demand. Analysis of background data provided by the City, including on- and off-street parking management, City governance, other downtown initiatives, expected growth, and plans such as the citywide Comprehensive Plan (2010) informed the development of the strategies. Multiple meetings with the Advisory Group and other stakeholders provided continued insights and background that directly informed the strategies.

The strategies are developed to directly address the major challenges identified throughout the study. Although the parking counts indicate that there are thousands of unused parking spaces even at the busiest times, the process identified several barriers to making those spaces available and attractive places for people to park. Key challenges identified in the process are:

- Attracting tenants is challenging, in particular office tenants, as prospective tenants expect to lease large blocks of nearby parking spaces.
- Existing residents are crowded out from on-street and off-street parking spaces as more commercial, retail, and residential land uses are infilling downtown and parking demand increases.
- Developers are reluctant to invest due to neighborhood pressure, as parking is not always addressed as part of the build-out.
- Drivers seek on-street parking first, since it is cheaper and easier to access, which means that convenient on-street parking can be difficult to find and leads to short-term parking frustrations.
- It is hard for drivers to understand where (and where not) to park due to a variety of signage types.
- Parking is not managed comprehensively, meaning that on- and off-street cost, regulations, operations, and management are not coordinated, leading to user inconvenience.
- Drivers get frustrated when parking facilities are signed as "full," yet there are unused spaces in ramps and lots that are "locked up" for monthly contract parking.
- Unintuitive online parking information is scattered among multiple websites in various formats.

PARKING MANAGEMENT STRATEGIES | TASK 3
Saint Paul, MN

- Some zoning requirements do not support a livable downtown, such as the code permitting stand-alone, single-use parking structures.

This document outlines a range of parking strategies to address these challenges in a comprehensive manner. These represent a series of independent and potentially coordinated actions to achieve downtown goals. The strategy is shaped by previously-identified downtown goals and findings from Technical Memorandums #1 and #2. Strategies do not represent a parking implementation plan, which would outline applied actions and how to implement them, but instead a blueprint of short, medium, and long-term approaches to move downtown Saint Paul towards its broader goals. Many of the strategies are interrelated and should be considered in tandem. They include items that may not necessarily appear to be parking specific, such as pedestrian improvements, that have an important impact on behavior. The strategies have been categorized into seven groups intended to address challenges and opportunities within this scope of work. The seven categories are:

1. Information and technology
2. Coordination
3. On-street management
4. Off-street management
5. Access and transportation demand management (TDM)
6. Placemaking
7. Zoning code

Each category includes a brief introduction, followed by individual strategic actions listed in order of greatest impact. Each category identifies several Supporting Actions. Each Supporting Action (numbered 1.1, 1.2, etc.) is identified and explained through several subheaders:

- Intended impacts: identifies the purpose and benefits of the action
- Side effects/other impacts: identifies potential negative and other impacts
- Implementation: outlines several elements to consider, including:
 - Impact: rank of one, two, or three, with three having the highest impact
 - Time frame: short-, medium-, or long-term
 - Cost: order of magnitude cost, from one to three
 - Feasibility: categorizes the ease of implementation from easy, moderate, to difficult
 - Roles: identifies City and other stakeholder roles for participation

A complete matrix of all categories and strategies is included at the end of this memorandum.

1. INFORMATION AND TECHNOLOGY

Use Information and Technology to Create Smart Policies and Effectively Manage Parking

Downtown Saint Paul would benefit from enhanced parking information and integrated technology. The parking system is not fully utilized because information provided to parkers is deficient. Information includes web- and app-based platforms that provide parking and transportation access options, consistent downtown wayfinding signage that identifies major parking locations, readable and clear regulatory and rate signage on-street and at each off-street facility, and signage that links multiple modes of transportation (for example, connections from the skyway to Metro Transit.) Supporting strategies include technology improvements that would integrate on- and off-street facilities to help with parker convenience for both daily employees and the occasional visitor. This includes, but is not limited to a single pay-by-cell payment system, real-time information for City/HRA and private off-street facilities, widespread use of smart meters and kiosks, and integrated enforcement equipment.

1.1 Have a centralized and integrated transportation website and app.

Parking and transportation information exists on multiple websites and webpages; it is disconnected and hard to find. A single, comprehensive website and app should include:

- On- and off-street parking
- All transportation options
- Real-time information for parking, transit, bikeshare, carshare
- Users' costs
- Travel times

Intended Impacts: Having a central website and app including the above would create a single, up-to-date source for all information, allowing travelers to make choices that compare cost and time for various modes. A central information source like this could increase the opportunity for multimodal trips, thereby reducing parking demand.

Side Effects/Other Impacts: Needs on-going management and must be continuously kept up-to-date. Would replace saintpaulparking.com

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$\$ / Moderate	City / Smart Trips / MetroTransit / Nice Ride / Hour Car / car2go

BEST PRACTICE – Minneapolis, MN

Minneapolis integrates maps for all modes of transportation on one central website so visitors can make informed choices about how and where they will go when they visit.

The website text reads:

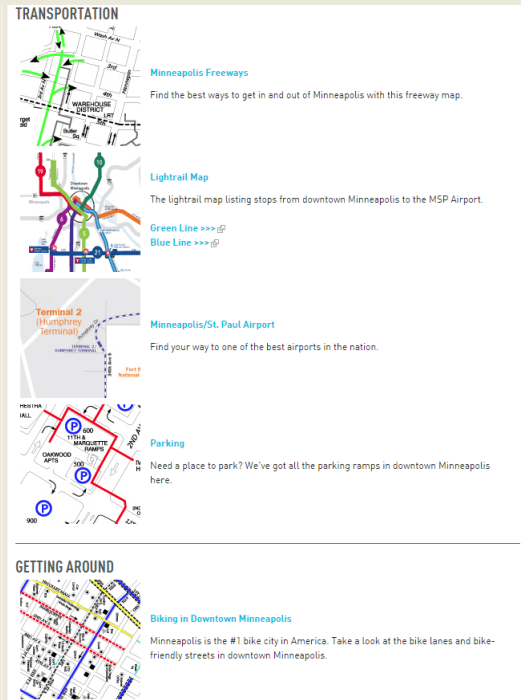
"So, you've got your trip planned to Minneapolis.

CONGRATULATIONS! That's a great choice.

To make sure you get the most out of your visit, we made this handy maps page. Here, you'll be able to find every map for any occasion you need. Biking, driving, navigating the skyways and finding parking will all be even easier thanks to this comprehensive list of maps. Navigate the maps list at your own leisure, or click on one of the topics below to see maps that deal with Places, Transportation, and Getting Around."

This type of approach is welcoming and fun, plus provides all transportation information in one place.

Source: <http://www.minneapolis.org/visitor/map-transportation/maps#Transportation>



1.2 Coordinate and contract with a single vendor for pay-by-cell for on- and off-street public and private parking facilities.

Use one vendor for pay-by-cell parking to integrate the entire parking system, public or private, to be more user-friendly.

Intended Impacts: Provides convenient payment mechanism. Brands and makes the entire system more user-friendly.

Side Effects/Other Impacts: Needs high participation in order to be effective. May want to start using one vendor for on- and off-street City and HRA parking first; offer service and integrate private parking facilities over time. The City should allow private operators to use their own pay-by-cell vendor, but encourage operators to also use City-led system.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Moderate	City / parking operators / vendors

1.3 Incentivize private ramps/lots to also use the same pay-by-cell vendor.

Using one pay-by-cell vendor simplifies the system for those who park.

PARKING MANAGEMENT STRATEGIES | TASK 3
Saint Paul, MN

Intended Impacts: If all private ramps and lots use the same pay-by-cell vendor, convenience will be increased for parking users. Operators could “barter” using the pay-by-cell system in exchange for something like signage or real-time information.

Side Effects/Other Impacts: Needs high participation to be effective.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Moderate	City / parking operators / vendors

1.4 Coordinate real-time information.

Today's transient parker is inefficient in hunting for a place to park, which increases downtown traffic congestion generated by those looking for parking downtown, plus is frustrating for the parker. Real-time information can be used for both public and private parking facilities and be displayed via web and app. Eventually, real-time information may be displayed on signage.

Intended Impacts: The City can increase efficiency in finding a place to park, as well as decrease local traffic. Publicly-available real-time information increases competition among facilities to have availability.

Side Effects/Other Impacts: Needs high participation to be effective. Technology must be installed in all participating facilities.

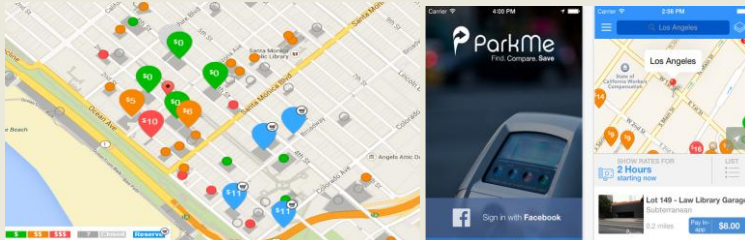
Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S-M	\$ / Easy	City / parking operators

BEST PRACTICE – Santa Monica, CA

The City uses current technology and real-time information to keep cars moving and to limit the impact of local congestion due to motorists circling for parking. This information is displayed through both live screens on site, through an interactive web app, and a free phone app.

Source: <http://www.smgov.net/departments/pcd/transportation/motorists-parking/>



1.5 Replace coin-operated meters with smart technology.

Smart technology offers easier payment options for parkers.

Intended Impacts: Makes payment easier for users. Provides consistency across on-street technology.

Side Effects/Other Impacts: Cost to purchase and install equipment.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	L	\$\$ / Moderate	City

1.6 Create branded downtown wayfinding signage program.

Today's varied system is difficult to follow; a branded downtown wayfinding signage program will enhance the clarity, usability, and appeal of the parking and transportation system.

Intended Impacts: Creates a welcoming environment and highlights parking and transportation locations, as well as major destinations.

Side Effects/Other Impacts: Need to coordinate all signage efforts. Do not want to have clutter and added confusion. Need to maintain signs.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	L	\$\$\$ / Moderate	City / others

1.7 Incentivize ramps to offer event parking, including free/cheap parking at remote facilities.

Reported shortage of parking availability when multiple events are occurring at the same time. Little incentive for parkers to use remote ramps when rates of nearby ramps are comparable.

Intended Impacts: Event venues can advertise various parking options and rates. Helps alleviate perception of parking shortages.

Side Effects/Other Impacts: Offers more parking options for event-goers. Need buy-in and advertisement from private-operators, City/HRA, and event venues.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$\$ / Moderate	City / parking operators / entertainment managers

BEST PRACTICE – Barclays Center, Brooklyn, NY

As part of the Atlantic Yards Land Use Improvement and Civic Project, the 18,000+ seat Barclays Center, which is the new home of the National Basketball Association's Brooklyn Nets, has set distinct TDM guidelines to facilitate the efficient movement of event goers and reduce arena-generated congestion in the area. The Barclays Center Transportation Demand Management Plan has two primary goals:

- 1) Minimize the number of vehicles that travel to the arena
- 2) Minimize the impact on the surrounding area from the patrons who insist on driving, regardless of the available alternatives.

The Barclays Center provides approximately 600 remote parking spaces in an effort to intercept vehicles before they reach the arena, and limit traffic congestion in the vicinity of the arena before and after events. To encourage the use of such sites, many venues, such as the Barclays Center, offer reduced pricing and free shuttles for remote parkers. In addition to five remote facilities and one on-site garage there are 20 other public parking facilities located within half a mile of the Barclays Center. Off-site facilities often have sufficient availability to accommodate arena demand during the times that most events occur. By encouraging the use off-site facilities parking activities are dispersed, limiting the likelihood that key intersections and road segments become overly congested from event-generated traffic.



1.8 Prioritize coin-operated meters to accept pay-by-cell.

Most downtown on-street meters accept credit cards; there are some coin-operated meters left in some areas. Paying for parking should be as easy for the parker as possible.

Intended Impacts: Adding pay-by-cell features is a cost-effective way to enhance existing meters. Having options also makes parking on-street easier for users.

Side Effects/Other Impacts: Can raise rates (if warranted) without converting to new meters.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$/ Easy	City

1.9 Standardize information signage on all off-street facilities.

Today's signage is ad-hoc and can be difficult to read, interpret, and compare across parking options. When information signage is consistent for both City and private ramps, users can easily “shop” for the lowest price. All ramps and lots should also identify bike parking with a consistent symbol so that those who bike don't have to fish for which ones have bike parking.

Intended Impacts: Creating consistency in the parking information system will reduce confusion and enhance the ability of parkers to search for the lowest price.

Side Effects/Other Impacts: Loss of flexibility for operators.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$ / Moderate	City / parking operators

BEST PRACTICE – Boise, ID

To create a clear and consistent brand for public parking, the City of Boise has incorporated regulatory specifications for parking signage on all parking facilities. It specifies the scale of the sign, distance from the ground, illumination standards, and coloring. All signs must be approved by the City Licensing Authority.

Image Credit: Boise Metro Chamber of Commerce



1.10 Install signage in skyway to identify multimodal access.

Today's skyway wayfinding signage directs people to parking ramps and major destinations; it does not help guide people to transit stations, bike share stations, and ground-floor level destinations. Since the skyway is a relied upon means to travel through downtown, it should better integrate with multimodal options.

Intended Impacts: Including transit and bikeshare wayfinding can help direct skywalk users to multimodal options. Can promote multimodal access and trips.

Side Effects/Other Impacts: Need to avoid signage clutter.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$ / Moderate	City / Skyway Committee

1.11 Integrate enforcement technology into payment technology.

Manual enforcement, e.g. chalking tires or writing down license plates, should be upgraded to technological methods that work with on-street payment technology.

Intended Impacts: Maximize effectiveness, efficiency, and consistency of parking enforcement.

Side Effects/Other Impacts: System compatibility.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$ / Moderate	City / outside vendors

1.12 Explore MNPass for off-street parking payment.

Monthly passes often offer the benefit of quick entry and exist in facilities. An alternative option may be to use MnPass for off-street parking payment. This is an increased convenience for regular and occasional drivers, as it speeds up the entry and exit process.

Intended Impacts: Increased parking convenience for regular drivers.

Side Effects/Other Impacts: There could be barriers to installation. Encourages auto use.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	M	\$\$ / Difficult	City / MnDOT

2. CITY PARKING MANAGEMENT

Coordinate and Integrate City Parking Management With Overall Economic Development and Transportation Goals

Parking is often managed by multiple departments and decision-making bodies. This makes parking difficult to consistently coordinate among various groups. This is true in Saint Paul, where there is no central staff person or department that spearheads or oversees parking management in the context of larger City goals. This set of strategies identifies opportunities to integrate parking functions in the short-, medium-, and long-terms. These strategies also recommend the City become more responsive to parking supply and demand changes through data reporting.

2.1 Create a mobility authority that includes parking management and transportation demand management.

De-centralized parking and transportation management and information leads to a disjointed network. A single authority will help the City meet its parking and transportation goals.

Intended Impacts: Management, information, and revenue centralized to meet City goals; flexibility in offerings based on type of demand.

Side Effects/Other Impacts: May have City, HRA, code or other regulatory barriers. May require State legislation.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M-L	\$\$\$ / Difficult	City / Smart Trips

BEST PRACTICE – SFMTA

The San Francisco Municipal Transportation Agency (SFMTA) was established in 1999 to oversee the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis for the city. The management of all modes was integrated with a mission of optimizing the use of transportation assets and the quality of the travel experience regardless of which mode or combination of modes are being used. The SFMTA organizational structure includes a Division of Sustainable Streets which acts as a focal point for the mobility management mission. This division includes long range planning and policy, livable streets, transportation engineering, transportation operations, and parking facilities management.



SFMTA
 Municipal Transportation Agency

2.2 Require utilization reporting for City, HRA, and private lots and ramps.

A lack of utilization data leads to inefficient management of parking resources.

Intended Impacts: Consistent utilization tracking, demand-based price adjustments, efficiently managed facilities. Should initially require monthly reporting; should transition to quarterly. May need to incentivize participation.

Side Effects/Other Impacts: Parking operators must submit detailed utilization information to parking manager. May be difficult to enforce.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Easy	City / Parking operators

2.3 Allow City/parking management staff to have authority to change rates and time limits without Council or HRA approval.

Today's system is not nimble to adjust and respond to land use and demand changes; parking management should be able to directly adjust rates using available data to meet agreed upon goals.

Intended Impacts: City staff should be able to be flexible in changing rates and regulations, using available data to meet documented goals.

Side Effects/Other Impacts: City Council and HRA must be willing to let staff lead in these decisions.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$ / Moderate	City / Chamber

BEST PRACTICE – Seattle, WA

In 2010, the City Council approved criteria to allow SDOT to manage on-street parking with a goal of maintaining each block face at 75-88% occupied. The SDOT Director has authority to adjust rates within zones:

- Within \$1-\$4
- By location
- By time of day

Data collected in 2011 indicates that price increases created availability and price decreases had little impact.



2.4 Agree on and document a single set of parking goals.

With decentralized management, each department or authority manages parking to achieve its own goals. Working together and establishing consolidated and documented parking goals will make the system work as a whole, instead of entities or agencies competing against one another.

Intended Impacts: City departments should have consensus on goals for the parking system in order to have the ability to manage the system to meet those goals.

Side Effects/Other Impacts: Goals may require on-going updates to keep abreast of changes to parking system.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Moderate	City

2.5 Hold quarterly management meetings with key departments.

Various departments are involved in managing parking with separate agendas; a regular meeting will help to communicate, coordinate, and align on-going and future efforts.

Intended Impacts: Bring together Public Works, Traffic/Engineering, HRA, PED, and SPPD in quarterly management meetings to coordinate and to keep all equally informed of updates, changes, and on-going efforts.

Side Effects/Other Impacts: Takes dedicated staff time to coordinate. Will need a staff lead/single point of contact.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$ / Easy	City

2.6 Train enforcement officers as downtown ambassadors.

Utilize enforcement officers to create a positive, visitor-centric downtown environment. As visible, "boots-on-the-ground" personnel, parking enforcement officers can serve as a friendly face on the street.

Intended Impacts: Distinguish Saint Paul as a place that welcomes visitors.

Side Effects/Other Impacts: Need to train officers. Keep them up to date on area events and changes.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City / Chamber / BOMA

BEST PRACTICE – Raleigh, NC

Downtown Raleigh has trained parking enforcement officers to also be ambassadors for the safety, cleanliness, and directions to businesses in downtown.

Credit: <http://www.godowntownraleigh.com/about/about-dra/ambassadors>



2.7 Provide educational parking information and resources on parking citations.

Instead of merely a "slap on the wrist," parking citations should contain information about how to avoid getting a ticket next time.

Intended Impacts: Educate the violator about where to park, instead of just giving a ticket.

Side Effects/Other Impacts: Must be defined efficiently and be kept up to date.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	S	\$ / Easy	City

BEST PRACTICE – Redwood City, CA

Tickets in Redwood City include educational information about where to park on the backside of the citation

3. ON-STREET PARKING

Manage On-Street Parking Using a Market-Based Approach to Better Utilize Parking Supply

Curbside parking is a highly-coveted resource in downtown Saint Paul, and parking utilization counts show little availability on-street. In support of City goals of promoting local business and fostering a strong economic climate downtown, the City should adopt several strategies to open up more supply in the areas that have the highest demand. The City can make a big impact in the perception - and realities - of the most congested parking areas by updating its approach to managing parking on-street. The opportunities range from setting goals and adjusting pricing and time limits to achieve availability goals, phasing out placards, feasibility analysis to add more on-street parking supply, and creating a circulation and curbside management policy.

3.1 Phase out placards.

Eventually eliminating the placard system will open up prime parking spaces for customers. The City may work on phasing out placards through several steps:

- Use parking smart cards or debit cards in-lieu of placards to track and evaluate usage.
- Tie parking smart cards or debit cards to departmental budgets to have departments pay for meter time.
- Designate certain blocks for placard use only.
- Phase out placard program.

Intended Impacts: Track placard use/impact; have City get compensation for on-street spaces used; open up on-street spaces for customers.

Side Effects/Other Impacts: Politically challenging as some departments need easy, front-door access (e.g. inspectional services). Will have impact on departmental budgets.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S-M-L	\$\$ / Difficult	City

3.2 Tie on-street pricing to first hour off-street rates.

Short-term parkers will hunt for an on-street space since first-hour rates in most lots and ramps are prohibitively expensive. On-street rates and first hour off-street rates should be better coordinated.

Intended Impacts: Making off-street facilities more attractive than feeding meters for long-term parking.

Side Effects/Other Impacts: Difficult to regulate private lots and ramps.

Implementation:

PARKING MANAGEMENT STRATEGIES | TASK 3
Saint Paul, MN

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M-L	\$\$ / Difficult	City / private operators

BEST PRACTICE – Berkeley, CA

Berkeley, California coordinates their on-and off-street parking prices to both simplify information for drivers and to set rates for off-street facilities that are lower than nearby on-street rates.

Source: <http://www.goberkeley.info/>

goBerkeley
Changes for Center Street, Oxford and Telegraph Channing Garages
December 2nd, 2013

New Rates at Center Street and Oxford Garage

0-4 hours	\$2.00/hr
4+ hours	\$17/day
Early bird	\$9/day*
Monthly	\$170/month

*Early bird rate not offered at Oxford Garage

New Rates at Telegraph Channing Garage

First Hour	Free
0-4 hours	\$1.00/hr
4+ hours	\$15/day
Early bird	\$9/day
Monthly	\$150/month

Discontinue validation program

No changes to the following rates at City garages

Evening flat rates
Special event flat rates
Disabled
Motorcycle
Bicycle
Carpool monthly rate

On December 2nd, the City of Berkeley will adjust parking rates at three City garages, to:

- Simplify information for drivers
- Set lower rates than nearby on-street meters
- Set rates lower than the current average hourly rate

goBerkeley is a three-year pilot program that aims to improve the ease of traveling within key areas of the City of Berkeley. It will test methods of reducing local traffic congestion, improving parking options, and promoting alternatives to driving one's personal vehicle.

Call 311 or go to www.goberkeley.info for more information.

3.3 Create City “optimum occupancy” or availability goal for on-street parking.

Today's on-street parking zones are not managed for availability, and some areas are consistently busier than others. Establishing an availability goal will guide pricing and time limits.

Intended Impacts: Creates a goal that City can manage parking to.

Side Effects/Other Impacts: Can get complicated; availability goals may vary in different neighborhoods or at different times of the day/week.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Easy	City

3.4 Adjust parking meter rates, time limits, and spans to achieve optimum occupancy.

Today's rates, time limits, and spans must be approved by the City Council before they are adjusted. Instead, these factors should be adjusted regularly to create an appropriate amount of availability on-street.

Intended Impacts: Extending time span to match demand, charging higher prices in busy areas, and having longer time limits on outskirt areas all make it easier for customers and visitors to find on-street parking.

Side Effects/Other Impacts: Need to avoid making zones too complicated; must ensure information is up to date on meter displays and online.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S-M	\$ / Moderate	City

3.5 Create a circulation plan and curbside management policy.

With many competing demands for curbside space (e.g. bike lanes, cycletracks, transit lanes, outdoor seating, etc.), streets can be prioritized based on City goals, context, and need.

Intended Impacts: Prioritize modes by type of street; helps to make decisions based on a framework. Makes efficient use of space and promotes multimodal access.

Side Effects/Other Impacts: Need to balance competing curbside demands, including loading, bike lanes, bus stops and transit priority lanes, disabled parking, etc.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$ / Difficult	City / others

3.6 Explore the feasibility of adding off-peak on-street parking.

On-street parking has high visibility and should be explored for the potential to add additional supply within the existing right-of-way. This would require engineering and traffic feasibility studies and analysis.

Intended Impacts: Potential to add easily-accessible and visible parking supply. Relieves ramps and lots of short-term parking.

Side Effects/Other Impacts: Would require reallocation of right-of-way as on-street parking. Requires feasibility study. Other competition for curbside space. Many business front doors are not sidewalk level.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S-M	\$ / Easy	City

3.7 Establish event rates for on-street parking

On-street parking is currently free after 5 p.m. Monday-Saturday and all day Sunday; event-goers flock to on-street parking first, and it fills for blocks around event venues. Special event rates will help equalize on-street parking to off-street rates, ideally creating some availability on-street.

Intended Impacts: Increase parking rates in event-areas during event times to create availability and to make off-street parking more attractive.

Side Effects/Other Impacts: Need to balance other competing parking demands in event areas (residents, restaurants, other activities).

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Easy	City

BEST PRACTICE – Brookline, MA

In order to manage parking demand during Red Sox games, the Town of Brookline increases meter prices starting two hours before each game event. The typical rate, at around \$22 for 4 hours, is competitive with what nearby lots charge during games. The Town also ups its enforcement during such games, and will ticket and tow depending on the violation. The Town also advises on alternate modes of going to the park and on strategies for finding parking in alternate locations during games.



Source:

http://www.boston.com/news/local/massachusetts/articles/2011/04/08/brookline_ends_150_parking_on_red_sox_game_days/ and <http://brookline.com/living-here/parking/>

3.8 Monitor utilization data.

To most effectively manage on-street parking, the City should regularly monitor utilization data (every month for the first two years; quarterly thereafter) to adjust rates by parking demand.

Intended Impacts: Use available meter revenue data to adjust policies/rates by time of day, location, and day of week.

Side Effects/Other Impacts: Data can be detailed and cumbersome to process.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$\$ / Moderate	City

3.9 Pilot and evaluate progressive pricing.

Flat on-street rates may not be aggressive enough to achieve desired availability goals. Progressive pricing provides incentives to park off-street for longer-term stays.

Intended Impacts: Incentivize longer-term parking off-street while allowing for longer on-street stays, if you pay.

Side Effects/Other Impacts: Can be complicated for user.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City

3.10 Work with the state to update disabled parking laws.

Since the City has no control over how disabled parking is regulated, the City should consider collaborating with peer MN cities to update State regulations.

Intended Impacts: Minimize abuse of disabled parking spaces.

Side Effects/Other Impacts: May be challenging to have enough data/support to change the system.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$ / Difficult	City / other municipalities

BEST PRACTICE – State of Illinois

The Illinois General Assembly established new criteria for those that are eligible for free metered parking, based on level of disability. To prevent abuse of disabled parking permits, this system sets up a tier of those that are exempt for payment versus those that must pay to park even though they have a disability. The hangtag placard has a different set of coloring from disabled placards for those that must pay for parking. Additionally, out of state placards are not valid for meter exemptions in the State of Illinois.

Image Credit: chicagopolice.org



3.11 Explore valet in select areas

When multiple venues are hosting events on the same night, they may consider working together to establish a valet program. The venues in the Rice Park Entertainment District may be prime to pilot a valet program.

Intended Impacts: Use remote or underutilized parking to support heavy demand.

Side Effects/Other Impacts: Coordinate with event venues, restaurants, etc. to use one system.

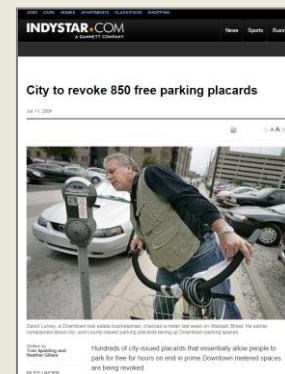
Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	S	\$\$\$ / Moderate	City / event venues / business owners

BEST PRACTICE – Indianapolis, IN

In 2009, Indianapolis revoked their city-issued sticker placard system that allowed people with the stickers to park for free for hours in prime Downtown metered spaces.

The new system is paid by a card that tracks parking activity on cards and charges fees to their respective departments.



4. OFF-STREET PARKING

Create Off-street Parking Policies in the Context of a Multimodal System

Some municipalities try to build their way out of a parking supply problem; others work to more efficiently manage the supply that they have. As Saint Paul strives to be a more multimodal downtown while attracting new employers, residents, and destinations, the City should create strong off-street parking policies that support its larger goals. One of the most challenging, but highest impact strategies is to require that monthly contract parking permit rates not have volume discounts, bringing the rate structure closer to hourly rates.

4.1 Require monthly rates to be closer to daily, and, eventually, hourly rates.

If monthly rates more closely match the daily/hourly rates, people are incentivized to not just rely on driving downtown. Commuters are more likely to choose other modes some days of the month and opt for daily/hourly parking options on days when they drive.

Intended Impacts: Incentivize parkers to not buy a monthly permit, to be transient and to use other modes.

Side Effects/Other Impacts: Will introduce competition in the market using a different operating mode.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M-L	\$\$ / Difficult	City

BEST PRACTICE – San Francisco, CA

The City of San Francisco prohibits all day and monthly parking rate discounts in downtown (Section 155(g) of the Planning Code) in order to discourage excessive car commuting, to incentivize alternative options for travelling to the city, and to prioritize parking space availability for merchants and quick trip shoppers. The law has been in effect since 1985 and the majority of garages have been complying, but the policy has been difficult to enforce since the Planning Department does not have an effective enforcement wing. The enforcement may, thus, come under the purview of SFMTA, since they already enforce many other parking rules in the city and because they have a financial incentive to enforce the code. Because of its effectiveness, the city is also considering expanding the code to the whole city.

Source: <http://sf.streetsblog.org/2010/03/31/mta-could-boost-revenue-by-enforcing-downtown-commuter-parking-law/>



4.2 Increase parking availability in key areas in the evenings and weekends.

Because thousands of off-street parking spaces are unused during the evenings and weekends, some facilities close down during off-peak times. If these facilities stayed open, evening, weekend, and event parking demand increases may be able to utilize the "new" supply.

Intended Impacts: Incent lots/ramps to stay open during off-peak times to accommodate event parkers, residents, snow emergency parking.

Side Effects/Other Impacts: City or event venues may need to subsidize private ramps/lots to stay open.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$\$ / Moderate	City / parking operators / others

BEST PRACTICE – Haverhill, MA

To open up prime parking spots near restaurants and other businesses, the Central Business District of Haverhill has started charging for parking from 3pm to 8pm on weekdays. The program hired a local contractor to manage their smart meters and money from the program is used to sweep and clean the municipal garage and to install improved lighting and signage throughout downtown.

Revenues generated from the on-street meters are invested in downtown maintenance and beautification, including sweeping and cleaning the municipal garage, and improved lighting and wayfinding signage throughout downtown. In 2013, local councilor and business owner Michael McGonagle said, "I'm in downtown daily and it seems to be working based on what I see and the comments I hear. I'll resist changes based on making more money because this was never supposed to be about revenue."¹

4.3 Create city "optimum occupancy" or availability goal for off-street parking.

Establishing an availability goal will guide standards for management, rather than revenue driving the rates. The industry standard is considered to be 90%-95%.

Intended Impacts: Creates a goal that City can manage parking facilities to.

Side Effects/Other Impacts: Availability goals may vary for different facilities or at different times of the day/week.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Easy	City

¹ Eagletribune.com, January 16th, 2013

4.4 Mandate rate structure closer to per hour rates.

If off-street rate structures move towards a per hour rate system, people are more informed of the true cost of parking, competition for on-street spaces would decrease, and parkers would be more incentivized to not just rely on driving downtown. This approach includes lowering evening and weekend rates, particularly in areas where demand is low, to reduce on-street pressure and provide attractive options.

Intended Impacts: Lower the cost of short-term parking; raise the cost of long-term parking; City could force private operators to adhere to a specific rate structure.

Side Effects/Other Impacts: May be politically infeasible; would reduce natural market competition.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	L	\$\$ / Difficult	City / parking operators

4.5 Work with all lot and parking operators to disclose actual monthly lease rates.

There is an underground system of negotiated monthly lease rates; this undercuts the advertised rates and distorts the actual market rate for parking.

Intended Impacts: Understand the real value of parking.

Side Effects/Other Impacts: May be difficult to enforce.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$\$ / Moderate-Difficult	City / parking managers

4.6 Prioritize short-term parking on ground or skyway floor of ramps.

Encourage convenient, short-term customer parking in easy-to-access locations near street and skyway entries. Relieves on-street of some parking pressure.

Intended Impacts: Reserve convenient spaces for short-term, customer parking in ramps.

Side Effects/Other Impacts: May not be using all spaces as efficiently as possible; may be difficult to manage and advertise.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S	\$\$ / Moderate	City / Chamber

4.7 Introduce a ramp rating system to incentivize green, improved lighting, and cosmetic facility improvements.

Incentivize parking managers to maintain and improve facilities to enhance customer satisfaction, safety, and increase competition between facilities.

Intended Impacts: Have well-maintained, attractive, safe, and energy-efficient parking facilities.

Side Effects/Other Impacts: May not catch on with private operators.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	M-L	\$\$ / Difficult	City / parking operators

5. ACCESS AND TRANSPORTATION DEMAND MANAGEMENT

Integrate Access and Transportation Demand Management to Become a Downtown with Attractive Travel Options

Parking is not just about parking: it is about getting from your car to your destination, about not driving when there are other transportation options, and about which parking lots are used based on easy and safe access. The City should use this detailed review of its parking supply and demand as a resource to impact travel to and from St. Paul, particularly through transportation demand management (TDM) measures. Incentives and programs, for example free downtown transit and parking cash out, can have an impact on employee mode share and overall cost and parking implications for major employers and developers. Even changing the behaviors of 5-10% of employees can have a profound impact on parking demand.

5.1 Introduce a commute management benefit to downtown employers/ employees.

New commute management programs (e.g. LUUM at Seattle Children’s Hospital) provide a savvy platform and benefits to commuters, including financial rewards. This type of program is an added bonus for companies locate downtown; it celebrates and promotes Saint Paul’s transportation options and choices.

Intended Impacts: Inspire major employers to offer transportation benefits to employees. Manage parking demand and change mode split.

Side Effects/Other Impacts: Would need buy-in from major employers and Smart Trips.

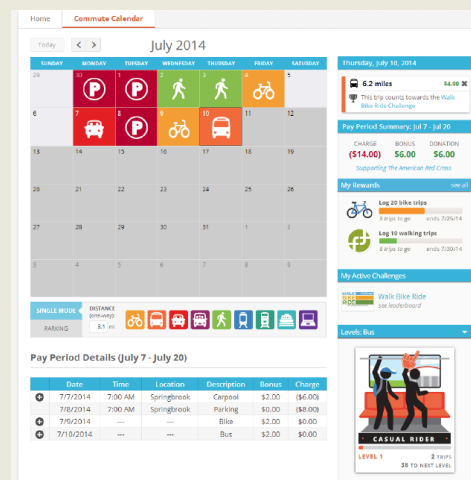
Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$\$\$ / Moderate-Difficult	City / Smart Trips / employers

BEST PRACTICE – Commute Management at Seattle Children’s Hospital

Seattle Children’s Museum utilizes an online system provided by an internet web app to organize and track commuter benefit information. Employees can track and plan trips through an interactive calendar and they can compete with coworkers for commuter status. The web app also collects parking information and provides a live tracker for shuttles and vanpools.

Image Credit: Luum



5.2 Explore conversion of one-way streets to two-way by conducting a downtown circulation analysis.

Wide, one-way streets through downtown create a highway-like environment, which is unfriendly to people walking and biking, as well as create poor visibility for ground-floor businesses. One-way streets prioritize vehicular throughput at high speeds; a two-way street network supports people going to and around (instead of through) downtown.

Intended Impacts: Creates a friendlier and safer pedestrian environment; better for business/economic development.

Side Effects/Other Impacts: Would likely lose vehicular travel lanes and would require traffic engineering work.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	L	\$\$\$ / Difficult	City

BEST PRACTICE – Lafayette, IN

Lafayette, Indiana, instigated the change as a result of major transportation infrastructure projects. Relocation of rail lines and a new bridge across the Wabash River made the previous one-way pairs of streets illogical. The resulting traffic system had three major one-way pairs -- two in one direction, one in the other. Downtown business owners were concerned about loss of visibility and access as a consequence of the new bridge.

After the conversion, business traffic has picked up and the Director of Development Sherry McLauchlan comments that "Downtown is easier to get around. Because it is our historic downtown and we are trying to build our tourism market, it is easier for out-of-towners to find their way around."



5.3 Require employers to provide parking cash-out as an employee benefit.

Many choose to drive and park downtown because their employer pays for parking; parking cash out would require employers that pay for employee parking to "cash out" employees who don't drive and park, equalizing the transportation benefit for all.

Intended Impacts: Equalizes parking subsidy for all employees; encourages non-SOV travel.

Side Effects/Other Impacts: Difficult to enforce.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	L	\$ / Moderate	City / employers

BEST PRACTICE – Rhode Island



State law requires employers within ¼ mile of a bus line that have 50+ employees offer a free RIPTA transit pass in lieu of a parking space if they provide subsidized parking for their employees.

5.4 Partner with City, County, and State to equalize commuter benefits for public employees.

Municipal employers and employees can set the standard for offering and taking advantage of transit, carpooling, walking, and biking to work programs, including financial incentives.

Intended Impacts: Equalizes subsidy for all employees; impact on parking demand.

Side Effects/Other Impacts: Political process in City, County, and State.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$\$ / Moderate-Difficult	City / County / State

5.5 Offer a free/subsidized transit pass for downtown employees.

Downtown is a little too big for most people to walk from end to end; many get in their cars to move within downtown. A free transit pass will offer an incentive to take transit instead of driving.

Intended Impacts: Incentivizes multimodal travel and more trips on transit (particularly within downtown). Uses fewer parking spaces.

Side Effects/Other Impacts: Need to find a funding source; could be parking revenues.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	L	\$\$\$ / Moderate-Difficult	City / MetroTransit

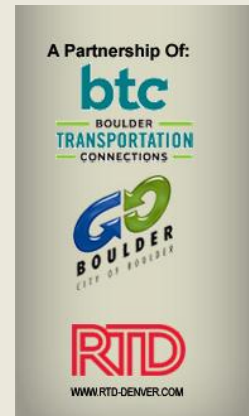
BEST PRACTICE – Boulder, CO

City parking revenues used to subsidize costs of public transit in CBD

- Free ECO Pass to downtown employees

Commercial development that exceeds 100 vehicle trips/hour or residential development that exceeds 20 trips/hour must provide one of the following:

- Package A:** 100% transit pass subsidy if within service area
- Package B:** If outside transit service area, parking cashout and unbundled parking for tenants
- Package C:** A customized TDM Plan (requires City approval)



5.6 Incentivize remote vehicular and bike parking and shuttles with existing Metro Transit service.

Instead of using valuable land to provide more parking in the downtown core, the City and partners should explore opportunities for commuters to park outside of the core and use existing transit service to travel downtown.

Intended Impacts: Reduce parking demand in the core. Can lead to long-term mode shift.

Side Effects/Other Impacts: Requires coordination with Metro Transit, private landowners, and Smart Trips. Would need advertising.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$ / Moderate-Difficult	City / MetroTransit / Smart Trips / others

5.7 Open up skyways at nights and on weekends.

Many depend on the skyway system to connect through the core of downtown; however, some skyway sections close and are unavailable during certain times. For Saint Paul to continue to grow to be an 18-hour city, the skyways and as many access points as possible should remain open.

Intended Impacts: Increases access through downtown and may make underutilized ramps more attractive places to park.

Side Effects/Other Impacts: Would need to provide additional security and enforcement. Requires coordination with building owners.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$\$\$ / Moderate	City / Skyway committee / BOMA

5.8 Support a “park-once” district; use fewer parking spaces.

Particularly during cold winter months, short-trips downtown are taken by car. To decrease parking demand, working towards increasing the number of downtown trips made by transit, biking, or walking will help alleviate the areas where there is a parking crunch.

Intended Impacts: Increase the attractiveness of short trips in downtown via transit.

Side Effects/Other Impacts: Need sufficient transit frequencies and user understanding of the system.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	L	\$\$ / Moderate	City / MetroTransit / Smart Trips

5.9 Create mobility hubs at Union Depot and Central Station.

Building off existing multimodal nodes, the creation of mobility hubs has the potential to make these areas more than just transit stations.

Intended Impacts: Promote and offer all modes at key hubs to encourage multimodal trips.

Side Effects/Other Impacts: Need to invest in nodes to make them visible.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M-L	\$\$\$ / Difficult	City / others

BEST PRACTICE – Mobility Hub, Boston Complete Streets

Mobility hub concept for the City of Boston incorporates alternative transportation, virtual trip-planning and place-making to create intermodal hub at transit stations.

Credit:
http://bostoncompletestreets.org/pdf/2013/5_3_MobilityHubs.pdf



5.10 Promote Metro Transit real-time information.

Many do not use transit because of reliability; however, with real-time information, the rider can know when the bus is (or isn't) going to come. The City, Smart Trips, and others should promote real-time transit information to promote ridership.

Intended Impacts: Make taking transit a more attractive choice.

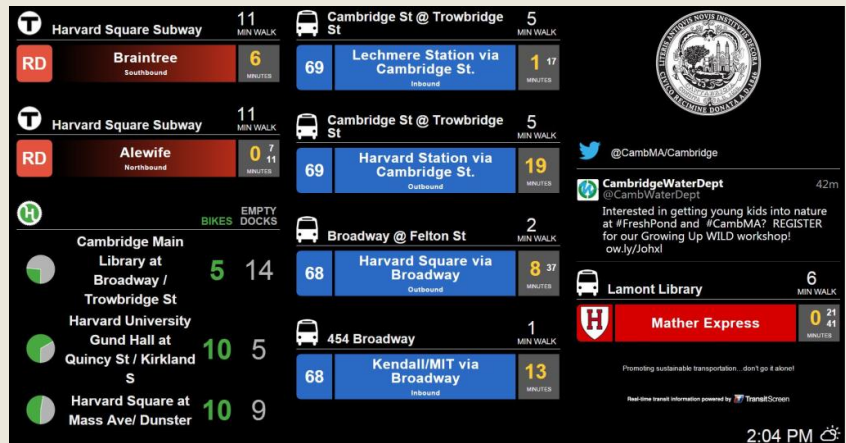
Side Effects/Other Impacts: Must find venues and mediums to reach intended audiences.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	S	\$\$ / Moderate	City / MetroTransit / Smart Trips

BEST PRACTICE – Transit Screen, Cambridge, MA

The Transit Screen provides a live display of all transportation options at a given location. Credit: <http://www.cambridgema.gov/citynewsandpublications/news/2015/02/cityofcambridgeinstallstransitscreensatthreepublicbuildings.aspx>



5.11 Monitor bike parking demand and identify where rack location changes are needed.

Bike parking must be convenient and secure, with needs considered (and met) for both short- and long-term parkers. If bike parking is located in inconvenient places, it won't be used.

Intended Impacts: Reduce parking demand and make bike parking more convenient/attractive.

Side Effects/Other Impacts: Competition for curbside and sidewalk space. Front-door and visible locations of bike parking matter.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	S-M	\$\$ / Easy	City

6. PLACEMAKING

Invest in Placemaking to Support Downtown Growth

Placemaking is about creating a public realm to maximize downtown's activity, economy, and vibrancy. Placemaking works to connect activities and spaces that connect to all types of people. This is inherently related to parking supply and demand: creating great places to walk may reduce overall parking demand because drivers may be more likely to park a little farther than they would have otherwise. Placemaking not only supports better utilization of the existing parking supply but also supports downtown's economy and activity.

6.1 Encourage an 18/7 downtown by incentivizing a mix of daytime and evening uses.

With thousands of unused spaces in the evenings and weekends in the office core, more complementary land uses can be added without adding any more parking spaces.

Intended Impacts: Use already built parking to support off-peak activities.

Side Effects/Other Impacts: Difficult to attract certain types of development in downtown environment.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S-M	\$ / Moderate-Difficult	City / Chamber / BOMA

6.2 Invest in an inviting walking environment (explore feasibility of adding on-street parking, minimize curb cuts, add activity on sidewalk level, re-time traffic signals, add pedestrian-scale signage, etc).

All people who park also walk downtown. It matters that they have a quality pedestrian environment.

Intended Impacts: Reduce parking demand by promoting a "park-once" environment; capitalize on pedestrian exposure to businesses at street level.

Side Effects/Other Impacts: Identify key corridors; could pull business away from skyway.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M-L	\$\$\$ / Moderate	City / Chamber / BOMA

6.3 Prioritize investment at street-level along corridors such as 4th Street and at Central Station.

Targeted emphasis and investments in key corridors can help attract and encourage street-level activity. More inviting places to walk help to connect activity areas with more remote parking, making the walk more enjoyable, and provide opportunity to support area business.

Intended Impacts: Making improvements in key corridors incentivizes more walking; this boosts economic development. This may be particularly strategic in using unused parking on the evenings and weekends in the Office Core for activities to the west and east.

Side Effects/Other Impacts: Requires collaboration with private landowners and businesses to invest in street-level amenities.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S-M-L	\$\$ / Moderate	City / Chamber / BOMA / business owners

6.4 Introduce parklets in select areas to boost street-level activity.

Parklets effectively extend the sidewalk for seating and other activities. Parklets are often seasonal/temporary, allowing for the area to be used for other purposes in the off-season.

Intended Impacts: Use seasonal and temporary structures to add sidewalk seating and street-level interest.

Side Effects/Other Impacts: Need to coordinate with business owners; may ask for private funding. Less expensive than sidewalk expansion.

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	S-M	\$\$ / Easy	City / Chamber / BOMA / business owners

7. PARKING-RELATED ZONING CODE AMENDMENTS

Update the Parking Portions of the Zoning Code to Support Responsible Economic Development

The City can strategically use the Zoning Code to help shape a modern parking system that matches the City's increasingly dynamic downtown. The City has the authority, through the Zoning Code, to shape new development in downtown. These zoning recommendations would impact both design and policy; they build off the already progressive approach to parking requirements that exists today.

7.1 Strengthen the Travel Demand Management (TDM) ordinance by applying a simple, annual regulation to employers (not developers).

Stronger Transportation Demand Management can increase non-driving modeshare and thereby balance parking demand.

Intended Impacts: Reduce parking demand and promote other modes.

Side Effects/Other Impacts: Can be difficult to enforce.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$ / Moderate	City / Smart Trips

BEST PRACTICE – San Francisco, CA

San Francisco's TDM ordinance is simple: it requires employers with more than 20 employees to provide one of these three benefits:

- A pre-tax transit/vanpool election
- An employer-paid transportation benefit
- Employer-provided transit: can be a vanpool or a shuttle



7.2 Prohibit new free-standing single-use parking structures (ramps must be wrapped with active uses and/or have active ground floor uses.

Combining garages with ground floor uses and/or numerous urban design enhancements can sustain the quality of the downtown Saint Paul streetscape by creating a contiguously safe, vibrant and beautiful walking environment.

Intended Impacts: Supports better walking environment and use of downtown land.

Side Effects/Other Impacts: Blocks may be too short for wrapped garages.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	S	\$ / Moderate	City

7.3 Prohibit surface lots, or charge a surcharge/tax for providing surface parking.

Surface parking lots are “dead spaces” in a vibrant downtown.

Intended Impacts: Supports better walking environment and use of downtown land.

Side Effects/Other Impacts: May discourage development.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$ / Moderate	City

7.4 Introduce a progressive in-lieu fee.

Developers can pay into a municipal parking fund if they do not provide parking as part of their development. Parking is not currently required in downtown.

Intended Impacts: Generate revenue to invest into the City's parking system from new projects.

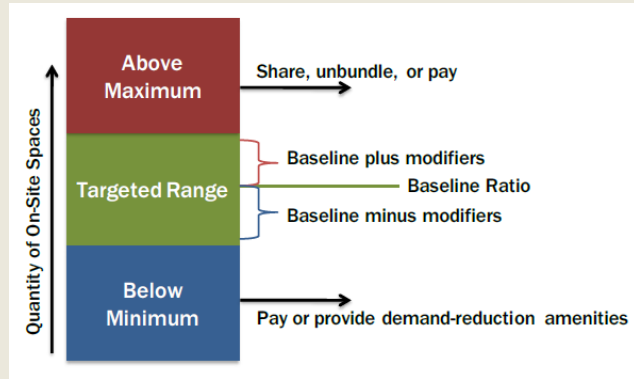
Side Effects/Other Impacts: A progressive schedule may be prohibitive to developers; requires a minimum parking requirement.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●●	M	\$ / Moderate	City

BEST PRACTICE – Montgomery County

In-lieu fees may be used to finance the construction and management of parking spaces in centrally located public garages that serve various developments, including ones that opt for in-lieu fees instead of providing on-site parking. While Montgomery County policy does not encourage the building of publicly owned or managed garages, the County may use this revenue to finance publicly accessible spaces in appropriate private garages.



7.5 Introduce parking maximums (and lower maximums within 1/4 mile of transit stations).

Parking maximums protect the city from having too much parking that could degrade the urban character of the city.

Intended Impacts: Prohibits developers from overbuilding parking.

Side Effects/Other Impacts: Maximums may be interpreted as a suggestion of what to build.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City

7.6 Require unbundling of residential parking from units.

Renting or selling parking spaces separately from residential units is not only more equitable but it also can reduce the total amount of parking required for a building.

Intended Impacts: Downtown residents understand cost of parking; promotes multimodal environment. Reduces housing cost.

Side Effects/Other Impacts: Potential for residential on-street spillover (if meter span ends early).

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City

7.7 Require shared use parking.

If complementary uses share parking, less parking will be required, opening up space that would otherwise be needed for parking, to be used for other uses.

Intended Impacts: Efficiently uses parking facilities and allows for public access.

Side Effects/Other Impacts: If minimal parking is built, may not be that many public spaces.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City

7.8 Establish design standards that encourage better ramp design, tailored to neighborhood context.

Design standards are needed to encourage garage designs that are sensitive to streetscape issues.

Intended Impacts: Creates a more aesthetically-pleasing environment.

Side Effects/Other Impacts: May make parking more expensive to build; design standards would need to be developed.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	M	\$ / Moderate	City

7.9 Monitor parking impacts of new development projects.

Quantification of parking supply, demand, and related land use is important to evaluate new development projects and help plan for new ones.

Intended Impacts: Evaluate parking supply and demand to understand parking needs.

Side Effects/Other Impacts: Requires active follow up and monitoring.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●●	S-L	\$ / Moderate	City / property management companies

7.10 Require car share and bike share stations, based on size of development.

Having the nearby option to borrow a car or bike can reduce the need to permanently store one at a given development.

Intended Impacts: Reduce parking demand; provide other options.

Side Effects/Other Impacts: City needs to enforce.

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	M	\$ / Moderate	City

7.11 Require bicycle parking tied to size of development.

Available bike parking can reduce overall parking demand.

Intended Impacts: Provide on-site bicycle amenities to users.

Side Effects/Other Impacts: Determine how specific to be in ordinance (i.e. short-term vs. long-term, uncovered vs. covered, etc.)

Implementation:

IMPACT (●-●●●)	Time frame (S-M-L)	Cost (\$-\$\$\$) / Feasibility	Roles
●	M	\$ / Moderate	City

STRATEGY SUMMARY

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
1.	Use Information and Technology to Create Smart Policies and Effectively Manage Parking						
1.1	●●●	S	Have a centralized and integrated transportation website and app <ul style="list-style-type: none"> ▪ Includes on- and off-street parking ▪ Includes all transportation options ▪ Real-time information for parking, transit, bikeshare, carshare ▪ Reveals user costs ▪ Compares travel times 	Increases information across all modes and opportunity for users to choose alternate modes to driving. Provides a single, up-to-date source of all information. Allows travelers to compare cost and time for various modes.	Needs on-going management and continuously keep up to date. Would replace saintpaulparking.com.	\$\$ / Moderate	City / Smart Trips / MetroTransit / Nice Ride / Hour Car / car2go
1.2	●●●	S	Coordinate and contract with a single vendor for pay-by-cell for on- and off-street public parking facilities	Provides convenient payment mechanism. Brands and makes the entire system more user-friendly.	Need high participation to be effective.	\$ / Moderate	City / parking operators / vendors
1.3	●●●	S	Incentivize private ramps/lots to also use the same pay by cell vendor	Provides consistency for the user. Can be "bartered" as a benefit to ramp operators; may be offered in exchange for something else (e.g. signage or RTI).	Need high participation to be effective.	\$ / Moderate	City / parking operators / vendors
1.4	●●●	S-M	Coordinate real-time information for off-street public and private parking facilities and display via web and app. Consider bulk purchase of real-time information signage for facilities.	Promotes efficient parking search. Decreases circling and congestion. Increases competition among facilities.	Need high participation to be effective. Technology installation in as many facilities as possible.	\$ / Easy	City / parking operators
1.5	●●●	L	Replace coin-operated meters with smart technology	Makes payment easier for users. Provides consistency across on-street technology.	Cost to purchase and install equipment.	\$\$ / Moderate	City

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
1.6	●●●	L	Create branded downtown wayfinding signage program	Create welcoming environment and highlight parking and transportation locations, as well as major destinations.	Need to coordinate all signage efforts; do not want to have clutter and added confusion. Need to maintain signs.	\$\$\$ / Moderate	City / others
1.7	●●	S	Incentivize ramps to offer event parking, including free/cheap at remote facilities	Event venues can advertise various parking options and rates; helps alleviate perception of parking shortage. Offers more parking options for event-goers.	Requires coordination with private ramp operators.	\$\$ / Moderate	City / parking operators / entertainment managers
1.8	●●	S	Prioritize coin-operated meters to accept pay-by-cell	Makes payment easier for users. Can raise rates (if warranted) without converting to new meters.	Can raise rates (if warranted) without converting to new meters.	\$ / Easy	City
1.9	●●	M	Standardize information signage on all public and private off-street facilities <ul style="list-style-type: none"> ▪ City and private ramps - abide by signage standards ▪ All ramps and lots - identify bicycle parking with symbol 	Reduces confusion over price information. Allows for parkers to "shop" for lowest price.	Loss of flexibility for operators.	\$\$ / Moderate	City / parking operators
1.10	●●	M	Install signage in skyway to identify multimodal access (e.g. transit stations, bike share)	Improve and connect transit and bikeshare stations to skyway. Promotes multimodal access and trips.	Need to avoid signage clutter.	\$\$ / Moderate	City / Skyway Committee
1.11	●●	M	Integrate enforcement technology into payment technology (e.g. license-plate recognition)	Maximize effectiveness and consistency of parking enforcement.	System compatibility.	\$\$ / Moderate	City / outside vendors
1.12	●	M	Explore MnPass for off-street parking payment	Convenient payment system for regular drivers.	Promotes auto use. May be barriers for installation.	\$\$ / Difficult	City / MnDOT
2.	Coordinate and Integrate City Parking Management with Overall Economic Development and Transportation Goals						

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
2.1	●●●	M-L	Create a Mobility Authority that includes parking management and transportation demand management.	Management, information, and revenue centralized to meet City goals; flexibility in offerings based on type of demand	May have City, HRA, code or other regulatory barriers. May require State legislation.	\$\$\$ / Difficult	City / Smart Trips
2.2	●●●	S	Require utilization reporting for City, HRA, and private lots and ramps every month (eventually every quarter).	Track utilization, adjust prices, and manage facilities efficiently. May need to incentivize participation.	Parking operators must submit detailed utilization information to Parking Manager. May be difficult to enforce.	\$ / Easy	City / Parking operators
2.3	●●●	M	Allow City/parking management staff to have authority to change rates and time limits without Council or HRA approval.	City staff should be able to be flexible in changing rates and regulations, using available data to meet documented goals.	City Council and HRA must be willing to let staff lead in these decisions.	\$ / Moderate	City / Chamber
2.4	●●●	S	Agree on and document a single set of parking goals across all City departments.	City departments should have consensus on goals for the parking system, and manage the system to meet those goals.	Goals may require on-going updates to keep abreast of changes to parking system.	\$ / Moderate	City
2.5	●●	S	Hold quarterly management meetings: <ul style="list-style-type: none"> ▪ Public Works; HRA; PED; SPPD 	Bring all departments that touch parking together to coordinate and be informed of updates, changes, on-going efforts, etc.	Takes dedicated staff time to coordinate. Need a staff lead/ single-point of contact.	\$ / Easy	City
2.6	●●	M	Train enforcement officers as downtown ambassadors.	Helps distinguish St. Paul as a place that welcomes visitors.	Need to train officers and keep them up to date on area events and changes.	\$\$ / Moderate	City / Chamber / BOMA
2.7	●	S	Provide educational parking information and resources on parking citations.	Educates the violator about where to park rather than just getting a ticket.	Must be designed efficiently and kept up to date.	\$ / Easy	City
3.	Manage On-Street Parking Using a Market-Based Approach to Better Utilize Parking Supply						

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
3.1	●●●	S-M-L	Phase out placard program: <ul style="list-style-type: none"> ▪ Dedicate certain areas for placard use only. ▪ Use parking smart cards instead of placards. ▪ Use smart cards, debit/credit, or pay-by-phone for payment. 	Track placard use/impact. Have City get compensation for on-street spaces used. Open up on-street spaces for customers.	Politically challenging; some departments need easy, front-door access (e.g. inspectional services). Will have impact on departmental budgets.	\$\$ / Difficult	City
3.2	●●●	M-L	Tie on-street pricing to first hour off-street rates.	Make off-street facilities more attractive than feeding meters for long-term parking.	Difficult to regulate private lots and ramps.	\$\$ / Difficult	City / private operators
3.3	●●●	S	Create City "optimum occupancy" or availability goal for on-street parking.	Creates a goal that City can manage parking to.	Can get complicated; availability goals may vary in different neighborhoods or at different times of the day/week.	\$ / Easy	City
3.4	●●●	S-M	Adjust parking meter rates, time limits, and spans to achieve optimum occupancy <ul style="list-style-type: none"> ▪ Extend time span to match demand ▪ Higher prices in busy areas ▪ Longer time limits on outskirts 	Makes it easier for customers and visitors to find on-street parking.	Need to avoid making zones too complicated; must ensure information is up to date on meter displays and online.	\$\$ / Moderate	City
3.5	●●●	M	Create a circulation plan and curbside management policy.	Prioritize modes by type of street; helps to make decisions based on a framework. Makes efficient use of space and promotes multimodal access.	Need to balance competing curbside demands, including loading, bike lanes, bus stops and transit priority lanes, disabled parking, outdoor seating, etc.	\$ / Difficult	City / others

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
3.6	●●●	S-M	Explore the feasibility of adding off-peak on-street parking.	Potential to add easily-accessible and visible parking supply. Relieves ramps and lots of short-term parking.	Would require reallocation of right-of-way as on-street parking. Requires feasibility study. Other competition for curbside space. Many business front doors are not sidewalk level.	\$ / Easy	City
3.7	●●●	S	Establish event rates for on-street parking.	Increase parking rates in event-areas during event times to create some availability and make off-street parking more attractive.	Need to balance other competing parking demands in event areas (residents, restaurants, other activities).	\$ / Easy	City
3.8	●●	S	Monitor utilization data every month for first two years; then every quarter.	Use available meter revenue data to adjust policies/rates by time of day, location, and day of week.	Data can be detailed and cumbersome to process.	\$\$ / Moderate	City
3.9	●●	M	Pilot and evaluate progressive pricing.	Incentivize longer-term parking off-street while allowing for longer on-street stays, if you pay.	Can be complicated for user.	\$ / Moderate	City
3.10	●●	M	Work with the State to update disabled parking laws.	Minimize abuse of disabled parking spaces.	May be challenging to have enough data/support to change the system.	\$\$ / Difficult	City / other municipalities
3.11	●	S	Explore valet in select areas.	Use remote or underutilized parking to support heavy demand.	Coordinate with event venues, restaurants, etc. to use one system.	\$\$\$ / Moderate	City / event venues / business owners
4.	Create Off-Street Parking Policies in the Context of a Multimodal System						
4.1	●●●	M-L	Require monthly rates to be closer to daily, and eventually per hour rates.	Incentivize parkers to not buy a monthly permit, and instead be transient and use other modes.	Will introduce competition in the market using a different operating mode.	\$\$ / Difficult	City

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
4.2	●●●	M	Increase parking availability in key areas in the evenings and weekends.	Incent lots/ramps to stay open during off-peak times to accommodate event parkers, residents, snow emergency parking.	City or event venues may need to subsidize private ramps/lots to stay open.	\$\$ / Moderate	City / parking operators / others
4.3	●●●	S	Create City "optimum occupancy" or availability goal for off-street parking. Industry standard is considered to be 90%-95%.	Creates a goal that City can manage parking facilities to.	Availability goals may vary for different facilities or at different times of the day/week.	\$ / Easy	City
4.4	●●●	L	Mandate rate structures closer to per hour rates	Lower the cost of short-term parking; raise the cost of long-term parking; City could force private operators to adhere to a specific rate structure.	May be politically infeasible; would reduce natural market competition.	\$\$ / Difficult	City / parking operators
4.5	●●	S	Partner with City, County and State to equalize commuter benefits for public employees.	Understand the real value of parking.	May be difficult to enforce.	\$\$ / Moderate-Difficult	City / parking managers
4.6	●●	S	Prioritize short-term parking on ground or skyway floor of ramps.	Reserve convenient spaces for short-term, customer parking in ramps.	May not be using all spaces as efficiently as possible; may be difficult to manage and advertise.	\$\$ / Moderate	City / Chamber
4.7	●	M-L	Introduce a ramp rating system to incentivize green, improved lighting, and cosmetic facility improvements.	Have well-maintained, attractive, safe, and energy-efficient parking facilities.	May not catch on with private operators.	\$\$ / Difficult	City / parking operators
5.	Integrate Access and Transportation Demand Management to Become a Downtown with Attractive Travel Options						
5.1	●●●	M	Introduce a commute management benefit to downtown employers/ employees (e.g. LUUM).	Inspire major employers to offer transportation benefits to employees. Manage parking demand and change mode split.	Would need buy-in from major employers and Smart Trips.	\$\$\$ / Moderate-Difficult	City / Smart Trips / employers

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
5.2	●●●	L	Explore conversion of one-way streets to two-way by conducting a downtown circulation analysis.	Creates a friendlier and safer pedestrian environment; better for business/economic development.	Would likely lose vehicular travel lanes and would require traffic engineering work.	\$\$\$ / Difficult	City
5.3	●●●	L	Require employers to provide parking cash-out as an employee benefit.	Equalizes parking subsidy for all employees.	Difficult to enforce.	\$ / Moderate	City / employers
5.4	●●●	M	Partner with City, County, and State to equalize commuter benefits for public employees.	Equalizes subsidy for all employees; impact on parking demand.	Political process in City, County, and State.	\$\$ / Moderate-Difficult	City / County / State
5.5	●●	L	Offer a free or subsidized transit pass for downtown employees.	Incentivizes multimodal travel and more trips on transit (particularly within downtown).	Need to find a funding source; could be parking revenues.	\$\$\$ / Moderate-Difficult	City / MetroTransit
5.6	●●	M	Incentivize remote vehicular and bike parking and shuttle with existing MetroTransit service.	Reduce parking demand in the core. Can lead to long-term mode shift.	Requires coordination with MetroTransit, private landowners, and Smart Trips. Would need advertising.	\$\$ / Moderate-Difficult	City / MetroTransit / Smart Trips / others
5.7	●●	M	Open up skyways at nights and on weekends.	Increases access through downtown and may make underutilized ramps more attractive places to park.	Would need to provide additional security and enforcement. Requires coordination with building owners.	\$\$\$ / Moderate	City / Skyway committee / BOMA
5.8	●●	L	Support a "park-once" district; use fewer parking spaces.	Increase the attractiveness of short trips in downtown via transit/walking/biking.	Need sufficient transit frequencies and user understanding of the system.	\$\$ / Moderate	City / MetroTransit / Smart Trips
5.9	●●	M-L	Create Mobility Hubs at Union Depot and Central Station.	Promote and offer all modes at key hubs to encourage multimodal trips.	Need to invest in nodes to make them visible.	\$\$\$ / Difficult	City / others
5.10	●	S	Promote MetroTransit real-time information.	Make taking transit a more attractive choice.	Must find venues and mediums to reach intended audiences.	\$\$ / Moderate	City / MetroTransit / Smart Trips

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
5.11	●	S-M	Monitor bike parking demand and identify where bike rack improvements are needed.	Reduce parking demand and make bike parking more convenient/attractive.	Competition for curbside and sidewalk space. Front-door and visible locations of bike parking matter.	\$\$ / Easy	City
6.	Invest in Placemaking to Support Downtown Growth						
6.1	●●●	S-M	Encourage an 18/7 Downtown by incenting a mix of daytime and nighttime uses.	Use already built parking to support off-peak activities.	Difficult to attract certain types of development in downtown environment.	\$ / Moderate-Difficult	City / Chamber / BOMA
6.2	●●●	M-L	Invest in an inviting walking environment (explore feasibility of adding on-street parking, minimize curb cuts, add activity on sidewalk level, re-time traffic signals, add pedestrian-scale signage, etc.).	Reduce parking demand by promoting a "park-once" environment; capitalize on pedestrian exposure to businesses at street level.	Identify key corridors; could pull business away from skyway.	\$\$\$ / Moderate	City / Chamber / BOMA
6.3	●●	S-M-L	Prioritize investment at street-level along corridors such as 4th Street and at Central Station.	Making improvements in key corridors incentivizes more walking; this boosts economic development and encourages remote parking.	Requires collaboration with private landowners and businesses to invest in street-level amenities.	\$\$ / Moderate	City / Chamber / BOMA / business owners
6.4	●	S-M	Introduce parklets in select areas to boost street-level activity.	Use seasonal and temporary structures to add sidewalk seating and street-level interest.	Need to coordinate with business owners; may ask for private funding. Less expensive than sidewalk expansion.	\$\$ / Easy	City / Chamber / BOMA / business owners
7.	Update the Parking-related Zoning Code to Support Responsible Economic Development						
7.1	●●●	M	Strengthen the Travel Demand Management ordinance by applying a simple, annual regulation to employers, not developers.	Reduce parking demand and promote other modes.	Can be difficult to enforce.	\$ / Moderate	City / Smart Trips

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
7.2	●●●	S	Prohibit new free-standing single-use parking structures (ramps must be wrapped with active uses and/or have active ground floor use).	Supports better walking environment and use of downtown land.	Blocks may be too short for wrapped garages.	\$ / Moderate	City
7.3	●●●	M	Prohibit surface lots, or charge a surcharge/tax for providing surface parking.	Supports better walking environment and use of downtown land.	May discourage downtown development.	\$ / Moderate	City
7.4	●●●	M	Introduce a progressive in-lieu parking fee.	Generate revenue to invest in the City's parking system from new projects.	A progressive schedule may be cost prohibitive to developers; requires a minimum parking requirement	\$ / Moderate	City
7.5	●●	M	Introduce parking maximums (and lower maximums within 1/4 mile of transit stations).	Prohibits developers from overbuilding parking.	Maximums may be interpreted as a suggestion of what to build.	\$ / Moderate	City
7.6	●●	M	Require unbundling of residential parking from units.	Downtown residents understand cost of parking; promotes multimodal environment. Reduces housing cost.	Potential for residential on-street spillover (if meter span ends early).	\$ / Moderate	City
7.7	●●	M	Require shared use parking.	Efficiently uses parking facilities and allows for public access.	If minimal parking is built, may not be that many public spaces.	\$ / Moderate	City
7.8	●●	M	Establish design standards that encourage better ramp design, tailored to neighborhood context.	Creates more aesthetically pleasing environment.	Can make parking more expensive to build; design standards would need to be developed.	\$ / Moderate	City
7.9	●●	S-L	Monitor parking impacts of new development projects	Evaluate parking supply and demand to understand parking needs.	Requires active follow up and monitoring.	\$ / Moderate	City / property management companies
7.10	●	M	Require car share and bike share stations, based on size of development.	Reduce parking demand; provide other options.	City needs to enforce.	\$ / Moderate	City

PARKING MANAGEMENT STRATEGIES | TASK 3

Saint Paul, MN

KEY	IMPACT (●-●●●)	Time frame (S-M-L)	Supporting Actions	Benefits	Considerations	Cost (\$-\$\$\$) / Feasibility	Roles
7.11	●	M	Require bicycle parking tied to size of development.	Provide on-site bicycle amenities to users.	Determine how specific to be in ordinance (i.e. short-term vs. long-term, uncovered vs. covered, etc.)	\$ / Moderate	City