



DOWNTOWN BOISE

# Parking Strategic Plan

Kimley»Horn  
Expect More. Experience Better.

## THE DOWNTOWN BOISE PARKING STRATEGIC PLAN

### Introduction and Overview

## REASONS TO HAVE A STRATEGIC PLAN

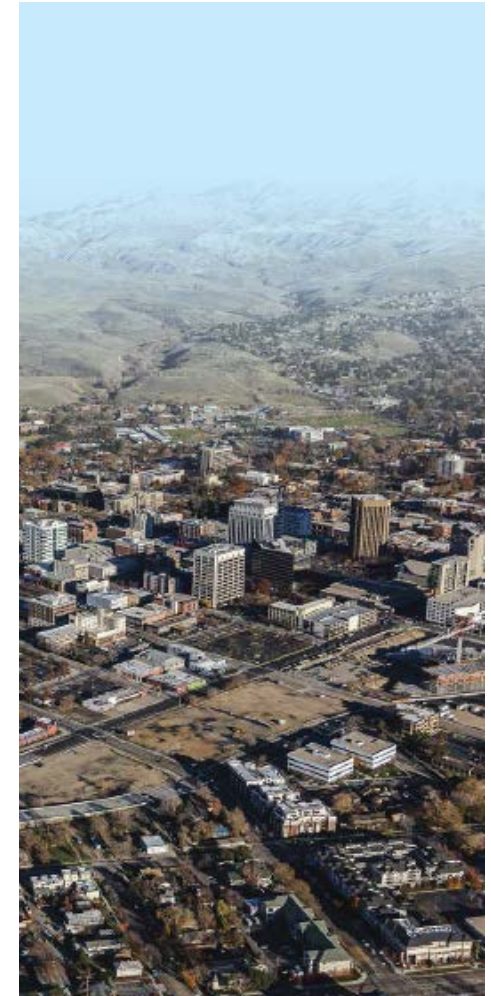
1. **Having a Plan is Important** - We must plan for foreseeable changes to district funding landscapes and changing community parking needs.
2. **Creating a Comprehensive and Coordinated Parking and Transportation Strategy** - Enhanced transportation and parking planning is critical to improved mobility management coordination and implementation strategies related to new strategic plan vision.
3. **Building On Our Strengths** - The new and integrated transportation and parking vision builds on existing program strengths, new program development initiatives and enhanced program coordination and collaboration.
4. **Adopt Industry Best Practices** - Leveraging industry best practices in parking management, technology applications, data driven analytics and advances in sustainable parking design.
5. **Linking New Program Vision and Action Plans to Funding Strategies**- Having defined new strategies and program priorities it is critical to allocate existing funds appropriately and also to develop realistic and sustainable funding strategies going forward.



### Project Overview

#### Key Project Goals:

- The parking strategic plan will update the mission of the CCDC relative to parking as a key urban development strategy and also address the relationship of the City managed on-street parking program.
- CCDC and the City of Boise view the development and management of parking as a critical element of public infrastructure and as an effective tool to promote and sustain downtown economic development.
- As the community plans for the “sunsetting” of the Central Urban Renewal District and begins mapping out its future strategic direction, it is important to also develop a strategic approach to parking and transportation planning.
- This parking strategic plan will link parking management and parking infrastructure planning to larger community development and transportation planning processes.
- The parking strategic plan will provide significant benefits to the community by ensuring that parking and transportation policies, programs, and infrastructure are coordinated, integrated, and supportive of larger downtown strategic goals.



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### Specific Strategies & Recommendation Categories

- Program Management, Organization and Technology Review

- Parking Program Organizational Structure
- Parking Management Best Practice Assessment
- Maintenance Reserves for Capital Expenditures
- Wait-list Management/Carpool Preference
- Parking Program Branding
- On-Street Parking Program Development and Assessment Tools

- Maximize Utilization of Existing Parking Resources

- Parking Program Marketing and Signage
- Parking Resource Allocation Policies
- Event Coordination
- Strategies to Better Utilize Public and Private Parking Resources
- Temporary Remote Surface Parking Lots with Shuttle Services

- Increase Utilization of Alternative Forms of Transportation

- Larger Transportation Vision and Program Alignment
- TDM and Demand Management Program Integration
- Leveraging New Communications Technologies and “The Sharing Economy” to Reduce Parking Needs and Improve Overall Mobility
- Adopt TDM Supportive Guidelines for Development Approvals

- Implement Demand-Based Parking Pricing Strategies

- On and Off-Street Parking Rate Coordination
- Long-term Parking Rate Adjustment Strategies
- On-Street Parking Permit

- Parking Development and Regulatory Policy Review

- Redefine Public/Private Partnership Models re: Parking
- Evaluate Parking In-Lieu-Fee Options
- Evaluate Modified Parking Minimum Requirements

- Create Additional Parking

- Future Parking Garage and TDM Initiative Financing Strategies

## Current Program Assessment

### Parking Program 20 Characteristics Assessment

Kimley-Horn has developed a comprehensive process for the review and evaluation of parking systems. This assessment methodology includes 20 categories. A detailed description of these categories is provided in Appendix K2; however a summary of our observations and rankings of the CCDC and City of Boise's parking program is summarized in the ratings that follow.

This assessment ranks the CCDC/ City Parking Programs very highly, reflecting strong program performance in most categories. It should be noted that two categories which were less highly rated (TDM and program branding) are both major focus areas for this study.

#### 20 Characteristics Criteria

1. Clear Vision and Mission
2. Parking Philosophy
3. Strong Planning
4. Community Involvement
5. Organization
6. Staff Development
7. Safety, Security and Risk Management
8. Effective Communications
9. Consolidated Parking Programs
10. Strong Financial Planning
11. Creative, Flexible & Accountable Parking Management
12. Operational Efficiency
13. Comprehensive Facilities Maintenance Programs
14. Effective Use of Technology
15. Parking System Marketing and Promotion
16. Positive Customer Service Programs
17. Special Events Parking Programs
18. Effective Enforcement
19. Parking and Transportation Demand Management
20. Awareness of Competitive Environment

#### Program Evaluation Criteria

##### Parking Program Operational Assessment Summary

Rating Scale: 1 = Poor – 10 Excellent

###### 1. Vision and Mission



###### 2. Parking Philosophy/Guiding Principles



###### 3. Parking Planning



###### 4. Community Involvement



###### 5. Appropriate Organization



###### 6. Staff Development and Training



###### 7. Safety, Security, and Risk Management



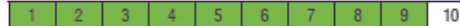
###### 8. Effective Communications



###### 9. Consolidated Parking Program



###### 10. Financial Management and Parking Revenue Control Systems



###### 11. Financial Management and Parking Revenue Control Systems



###### 12. Operational Efficiency and Effectiveness



###### 13. Facilities Maintenance Programs



###### 14. Effective Use of Technology



###### 15. Parking System Branding, Marketing, and Promotion



###### 16. Positive Customer Service Programs



###### 17. Special Event Parking Programs



###### 18. Parking Enforcement



###### 19. Parking and Transportation Demand Management



###### 20. Awareness of Competitive Environment



Demand Reduction Strategies

Creating a Balanced Parking & Transportation Program  
*Parking Reduction Strategies*





## NEXT STEPS..... (THERE IS NO DEADLINE)

- By February 10th: Plan & Appendices to be posted on CCDC Website.
- February-March: Familiarize yourself with the document, including appendices.
- March 14th: Discuss Plan evaluation, stakeholder outreach, etc.
- May-July: incorporate some projects into 2017 Budget.