PARKING

INTERFACE - STUDIO FIELD SURVEY

DOWNTOWN
899 ACRES

PARCELS / DEVELOPABLE LAND: 649 ACRES

PARKING LOTS: 141 ACRES

PARKING RAMPS: 26 ACRES

MIXED-USE PARKING RAMPS: 4 ACRES

22% parking
26% parking
4% parking
74% parking

- PARKING LOT
- PARKING RAMP
- MIXED-USE PARKING RAMP
SPACE COUNT BY FACILITY

- TOTAL SPACES
- VISITOR SPACES
- CARDS ISSUED (2015)

Surface Lots:
- Ionia Mason Lot
- Monroe North Lot
- Ionia North Lot
- Dash West-Area 8
- Dash West-Area 7
- Scriber Lot
- Area 1
- Area 2
- Area 3
- Area 4
- Area 5
- Dash South Area 6A
- Dash South Area 6
- Market Lot

Parking Ramps:
- Government Center
- DeVos Place
- Pearl Ionia
- Louis Campau
- Monroe Center Ramp
- Ottawa Fulton
- Gallery
- Cherry Commerce
- Weston Commerce
ON-STREET PARKING

DURATION OF STAY BY PERCENTAGE

Percentage of Cars Surveyed

- 0% - 10%
- 10% - 20%
- 20% - 30%
- 30% - 40%
- 40% - 50%
- 50% - 60%
- 60% - 70%
- 70% - 80%
- 80% - 90%
- 90% - 100%

- Less than 1 Hour
- 1-3 Hours
- 3 or More Hours

Average Stay

1.05 Hours

61% Stay Under 1 Hour
8% Stay Over 2 Hours
Expanding the reach to new traffic generators and parking options.
## Space Count by Facility

<table>
<thead>
<tr>
<th>Facility</th>
<th>TOTAL SPACES</th>
<th>VISITOR SPACES</th>
<th>CARDS ISSUED (2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ionia Mason Lot</td>
<td>$45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe North Lot</td>
<td>$45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ionia North Lot</td>
<td>$49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dash West-Area 8</td>
<td>$30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dash West-Area 7</td>
<td>$30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dash West-Area 9</td>
<td>$30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scribner Lot</td>
<td>$45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 1</td>
<td>$76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 2</td>
<td>$76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 3</td>
<td>$56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 4</td>
<td>$56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area 5</td>
<td>$56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dash South Area 6A</td>
<td>$76</td>
<td>$154</td>
<td>$151</td>
</tr>
<tr>
<td>Dash South Area 6</td>
<td>$76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Lot</td>
<td>$149</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government Center</td>
<td>$154</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DeVos Place</td>
<td>$151</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearl Ionia</td>
<td>$137</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louis Campau</td>
<td>$137</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe Center Ramp</td>
<td>$126</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ottawa Fulton</td>
<td>$119</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery</td>
<td>$126</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherry Commerce</td>
<td>$126</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weston Commerce</td>
<td>$126</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SURFACE LOTS**

**PARKING RAMPS**
GRAND RAPIDS – MODE OF TRANSPORTATION SPLIT

* 2012 ACS, ** 2006-2010 CTPP

**Living Downtown**
- 32% Walk, Bike, Other

**Commuting to Downtown**
- 3% Walk, Bike, Other

**All of Kent County**
- 2% Walk, Bike, Other

Legend:
- Orange: Single Occupancy Vehicle
- Yellow: High Occupancy Vehicle
- Green: Public Transit
- Teal: Work at Home
- Other: Walk, Bike, or Other
### Employed In CBD

<table>
<thead>
<tr>
<th>City</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Rapids</td>
<td>48,272</td>
</tr>
<tr>
<td>Madison</td>
<td>23,111</td>
</tr>
<tr>
<td>Norfolk</td>
<td>31,003</td>
</tr>
<tr>
<td>Richmond</td>
<td>50,818</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>48,167</td>
</tr>
<tr>
<td>St. Paul</td>
<td>36,555</td>
</tr>
</tbody>
</table>

### Employed in CBD, but Live Outside of CBD

<table>
<thead>
<tr>
<th>City</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Rapids</td>
<td>47,836</td>
</tr>
<tr>
<td>Madison</td>
<td>22,441</td>
</tr>
<tr>
<td>Norfolk</td>
<td>30,743</td>
</tr>
<tr>
<td>Richmond</td>
<td>50,424</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>47,366</td>
</tr>
<tr>
<td>St. Paul</td>
<td>36,081</td>
</tr>
</tbody>
</table>

### Live in CBD, but Employed Outside of CBD

<table>
<thead>
<tr>
<th>City</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Rapids</td>
<td>1,155</td>
</tr>
<tr>
<td>Madison</td>
<td>3,167</td>
</tr>
<tr>
<td>Norfolk</td>
<td>641</td>
</tr>
<tr>
<td>Richmond</td>
<td>2,311</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>2,840</td>
</tr>
<tr>
<td>St. Paul</td>
<td>2,316</td>
</tr>
</tbody>
</table>

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**U.S. Census Bureau, American Community Survey 2005-2010 Five-year estimates. Special Tabulation: Census Transportation Planning**
Mode Split - Residents in CBD (Work both in and outside)

<table>
<thead>
<tr>
<th>City</th>
<th>Walk, Bike &amp; Other</th>
<th>Public Transportation</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Rapids</td>
<td>10%</td>
<td>62%</td>
<td>28%</td>
</tr>
<tr>
<td>Madison</td>
<td>17%</td>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td>Norfolk</td>
<td>-1%</td>
<td>83%</td>
<td>10%</td>
</tr>
<tr>
<td>Richmond</td>
<td>28%</td>
<td>57%</td>
<td>15%</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>23%</td>
<td>67%</td>
<td>10%</td>
</tr>
<tr>
<td>St. Paul</td>
<td>44%</td>
<td>50%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Bike SHARE

Technology

Bicycle infrastructure / events

Car SHARE
GR FORWARD
PUBLIC OPEN HOUSE

x 450+ attendees
GR FORWARD PUBLIC FORUM
KENDALL COLLEGE

x 200 attendees
MINI-SERIES NEIGHBORHOOD MEETINGS: THREE ROUNDS

x 18 complete, 2 to go

x 266 attendees
+ ADDITIONAL ENGAGEMENT
LOCAL GROUP PRESENTATIONS

x 66 presentations
Grand Rapids Forward is a comprehensive planning initiative to engage the public and its partners in envisioning the many ways in which Grand Rapids and the Grand River can contribute to the growth and development of the city. We encourage all residents and businesses to participate in this survey as part of engaging public outreach efforts.

Your Info:
Name (Optional)
Address or Nearest Intersection (Required)
Address or Nearest Intersection (Optional)

Please provide your email address if you'd like to be added to the GR Forward email list:

Email Address (Optional)

Tell us about your experience as a Downtown Grand Rapids Resident:

1. What neighborhood name do you normally use for the area where you live?

2. How long have you lived in this community?
- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- 21-30 years
- More than 30 years

3. What is the zip code of the place you moved here from?

4. What is the zip code of the location of your workplace?
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau

5. Which of these were the three major reasons you decided to live in this community?

- Live near family or friends
- To be close to work
- Easy access to public transportation
- Proximity to public transportation

6. How satisfied would you be if...
- The park was clean
- The park had restrooms
- The park had trash cans
- The park had benches
- The park had playgrounds

7. If you were to recommend...
- A new park
- A new trail
- A new park
- A new trail
- A new park

8. Would you consider...
- A new park
- A new trail
- A new park
- A new trail
- A new park

9. Overall, you are most satisfied with...
- The park
- The trail
- The park
- The trail
- The park

10. If you had to choose...
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau
- GR Forward plateau

x 374 surveys
21st Century Mobility Plan

- Parking pricing changes
  - Encourage better distribution of demand throughout existing facilities

- Ten year financial plan
  - Understand how changes will impact revenue
  - Future decisions on supply

- Adding mobility choices
  - More people in Downtown, but reduced rate of demand relative to now
PARKING PRICING METHODOLOGY

- **Conservative Approach:** 10-25% increase in rates where monthly cards are sold out and a 5% decrease in rates where less than 80% of monthly cards are sold
- **Aggressive Approach:** 40-65% increase in rates where monthly cards are sold out and a 15-20% decrease in rates where less than 80% of monthly cards are sold
- **Moderate Approach:** 20-40% increase in rates where monthly cards are sold out and a 10% decrease in rates where less than 80% of monthly cards are sold
- Analyze impacts using different elasticities
TEN YEAR PLAN

• Financial
  • Revenues – how will they change with pricing as well as future reductions to supply

• Strategic
  • How should City make decisions on future supply?
  • How does City support multi-modal mobility efforts?
MOBILITY STRATEGIES

- Dash routing changes
- Work with employers on alternative options to paying for parking with a focus on parking cash out
- Conduct analysis of employee origins to determine transit mode shift potential
- Initial survey of Downtown employees
- Revamp current carpool matching service
- Get car share up and running (and bike share too)
- Information improvements to Dash and Parking System
- Develop Transportation Demand Management Ordinance for Downtown, in lieu of parking requirements.
NEXT STEPS

- Complete revenue sensitivity analysis for parking pricing scenarios
- Develop the ten year plan
- Develop mobility strategies and costs
- Identify potential sustainable revenue streams