

Arena South

Parking and Development Transition Strategy



Background

- DASH lots
 - Ownership and management
 - Downtown core shift
 - Future development intent
- Area 1 disposition and Arena Place development



New Parking Supply and Development

- Areas 4 & 5
 - Development status
 - Net parking supply increase
- Potential for additional parking supply in Arena South
- Goals:
 - Create plans for potential or impending displacement
 - Ensure plans support current business and business expansion



Outreach and Engagement

- On-going engagement with Arena South parking customers
- What we've heard:
 - Priorities and concerns:
 - Convenience
 - Safety/Security
 - Cost
 - Predictability and certainty (for companies and employees)
 - This is time sensitive!



The Lay of the Land

- Current monthly cards on Areas 4 and 5:
 - 731
 - Diverse range of customers
 - Advantage Sales and Marketing: 103 cards
 - Rockford Development: 91 cards
 - 100 Grandville LLC: 76 cards
 - Friend of the Court: 63 cards
 - ProCare Systems: 54 cards
 - DDM Marketing and Communications: 38 cards
 - Bank of Holland: 29 cards
 - United Way: 27 cards
 - Grand Rapids Community Foundation: 25 cards
 - Broadway Systems: 24 cards
 - 100+ accounts with 1 or 2 cards
- Current monthly cards available in all City owned parking assets Downtown:
 - 810
 - Currently, supply exists within the system to accommodate all Area 4 & 5 customers
 - New approaches and solutions are necessary
- Demand will continue to grow, and new investment is required



Proposed Transition Strategy

- Economic incentives:
 - Transitional relocation pricing structure
 - Close proximity and remote parking
 - First Right of Refusal for relocated customers upon construction of new supply
 - Parking Cash-Out programs for employees



Parking Cash-Out

- Employer paid parking encourages solo driving
- Parking Cash-Out has been shown to decrease parking demand via economic incentive
- Employees make their own commuting choice
- High-quality transit helps decrease demand, but is not a determining factor



Case Studies

- 1993 – Los Angeles Central Business District

TABLE 1

**Employer-Paid
Parking Stimulates
Solo Driving to Work**

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CASE STUDY LOCATION	SOLO DRIVER MODE SHARE			CARS DRIVEN TO WORK PER 100 EMPLOYEES			
	<i>DRIVER</i> Pays for Parking	<i>EMPLOYER</i> Pays for Parking	Stimulated Increase in Solo Share	<i>DRIVER</i> Pays for Parking	<i>EMPLOYER</i> Pays for Parking	Stimulated Increase in Auto Trips	Price Elasticity of Demand
Mid-Wilshire, Los Angeles	8%	42%	+34%	30	48	+18	-0.23
Warner Center, Los Angeles	46%	90%	+44%	64	92	+28	-0.18
Century City, Los Angeles	75%	92%	+17%	80	94	+14	-0.08
Civic Center, Los Angeles	40%	72%	+32%	50	78	+28	-0.22
Downtown Ottawa, Canada	28%	35%	+7%	32	39	+7	-0.10

Case Studies

- 1993 – Los Angeles Central Business District

TRAVEL BEHAVIOR	Driver Pays for Parking	Employer Pays for Parking		Effect of Cash Option
		WITH Cash Option	WITHOUT Cash Option	
Solo Driver Share	48%	55%	69%	-14%
Vehicle Miles Traveled (per Employee per Day)	18.1	20.2	24.1	-3.9
Vehicle Miles Traveled (per Employee per Year)	3,919	4,383	5,230	-847
Gasoline Consumed (Gallons per Employee per Year)	231	258	308	-50

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TABLE 2

**Commuters' Responses to the
Cash Option for Travel to the
Los Angeles Central Business District**

Case Studies

- 1995 – Case Study (Patrick Siegman – Stanford Transportation Analyst)

Study Location	Scope of Study	Assumed No. of Employees	Financial Incentive per mo. (1995 \$'s)	Decrease in Parking Demand
Group A: Areas with little or no public transportation				
Century City District, West Los Angeles	3500 employees surveyed at 100+ firms	3500	81	0.15
Cornell University Ithaca, NY	9000 faculty & staff	9000	34	0.26
San Fernando Valley, Los Angeles	1 large employer (850 employees)	850	37	0.30
Bellevue, WA	1 medium-sized firm (430 employees)	430	54	0.39
Weighted Average of Group		13780	46.75	0.24
Group B: Areas with fair public transportation				
Los Angeles Civic Center	10000+ employees at several organizations	10000	125	0.36
Mid-Wilshire Blvd., Los Angeles	1 mid-size firm	430	89	0.38
Washington DC Suburbs	5500 employees at 3 worksites	5500	68	0.26
Downtown Los Angeles	5000 employees surveyed at 118 firms	5000	126	0.25
Weighted Average of Group		20930	109.52	0.31
Group C: Areas with good public transportation				
University of Washington, Seattle Wa.	50,000 faculty, staff & students	50000	18	0.24
Downtown Ottawa, Canada	3500+ government staff	3500	72	0.18
Weighted Average of Group		53500	21.53	0.24
Weighted Average Over 3 Groups		88210	46.35	0.26

Proposed Transition Strategy

- Supply-Side solutions
 - On-Street V.I.P. permit program
 - Specialized business loading zones
 - Conversion of visitor spaces to monthly permits
 - Temporary surface parking options
 - Construction of replacement and new supply in conjunction with new development to drive cost effective solutions
- Critical compliment
 - DASH reconfiguration



Proposed Transition Strategy

- Demand-Side solutions
 - Downtown Employee Transit Pass Program
 - Expanded Park-and-Ride options
- Supplemental services
 - CarShare
 - Car and Van pool programs
 - Uber Business service
 - Private “Parket-place”



Proposed Transition Strategy

- DGRI Mobility Management services
 - Consultation, education, training, surveying, custom plan development
- Parking Services & Downtown Ambassadors
 - Safety escorts
 - Free off-hours shuttling service



Parking Services & DGRI



- On-demand rides
- Safety escorts



Next Steps

- Continue transition plan development with stakeholders
- Maintain consistent and regular communication with stakeholders and customers to monitor progress
- Continue to qualify supply investment opportunities and proceed with viable projects
- Continue to implement mobility options and solutions
- Development and Transition Plan approvals
 - Parking Commission
 - Downtown Development Authority Board
- Questions, comments, suggestions...

