



FORWARD

DOWNTOWN & RIVER ACTION PLAN >>



WHAT'S NEXT

FOR DOWNTOWN GRAND RAPIDS?

PARKING COMMISSION



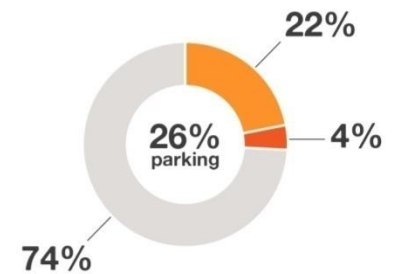


INTERFACE - STUDIO FIELD SURVEY

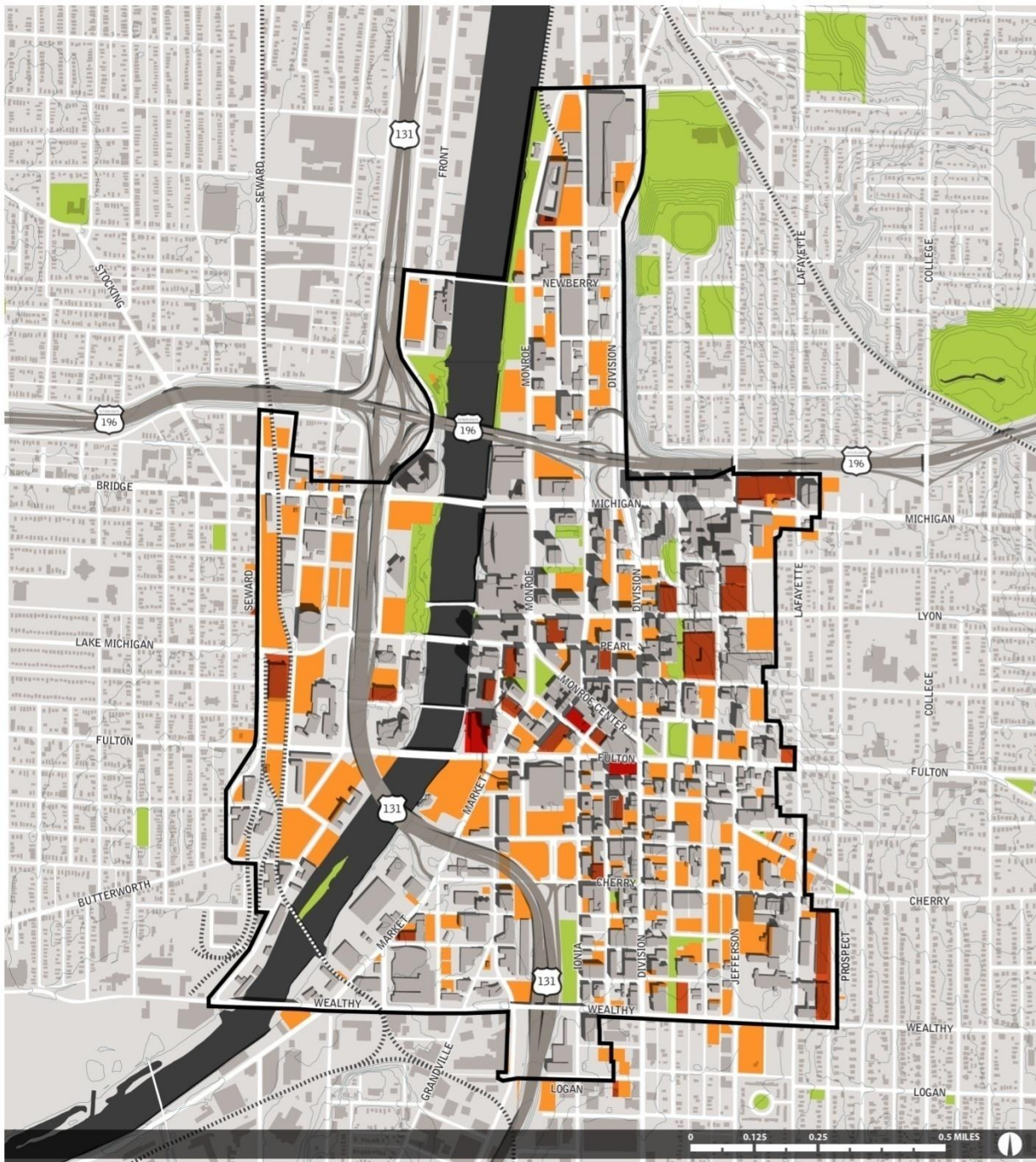


DOWNTOWN
899
ACRES

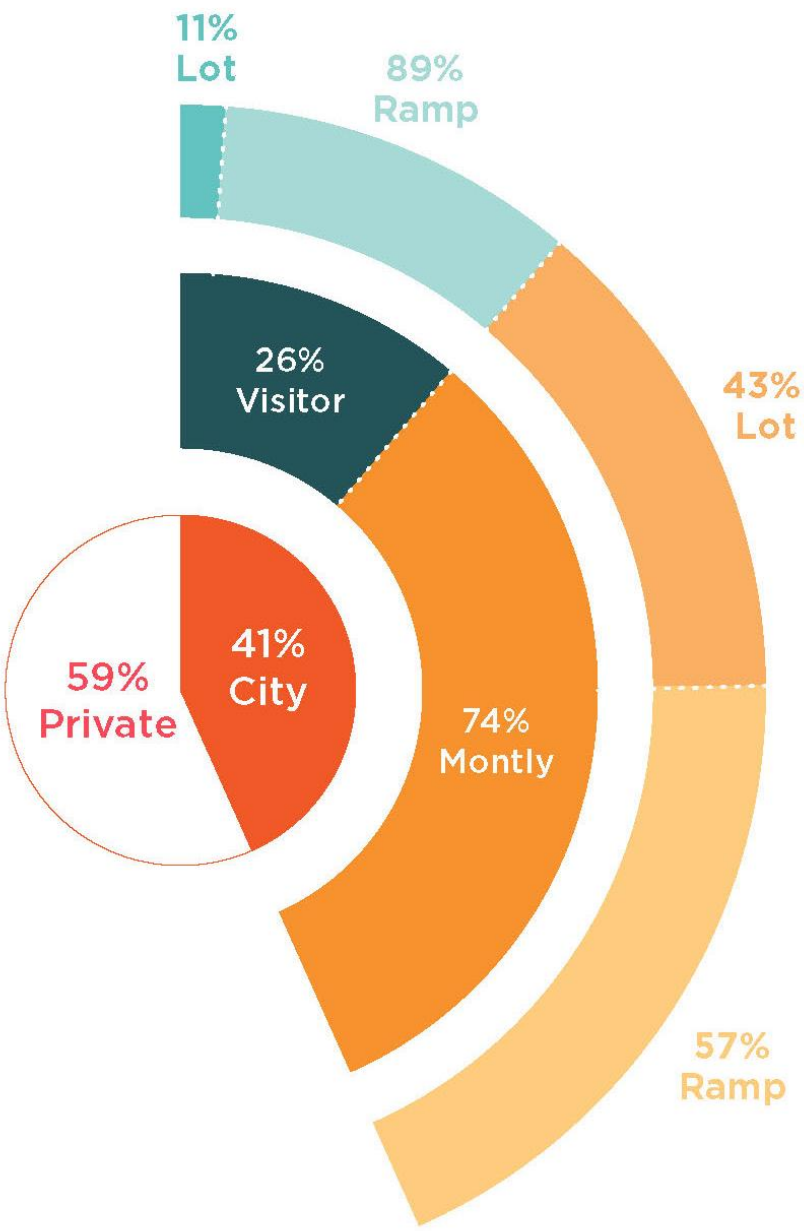
MIXED-USE PARKING RAMPS: **4 ACRES**



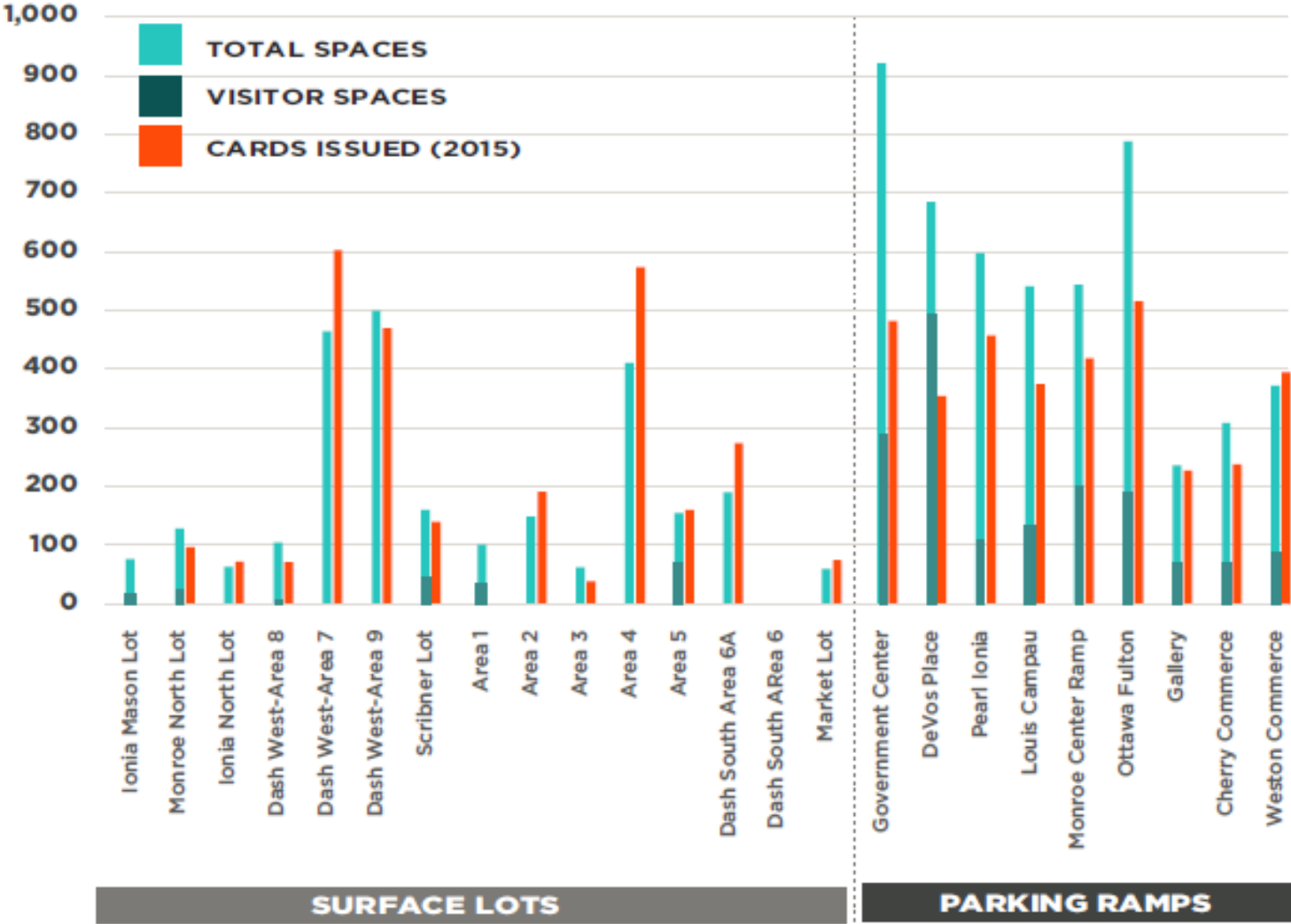
-  PARKING LOT
-  PARKING RAMP
-  MIXED-USE PARKING RAMP



CITY PARKING SYSTEM

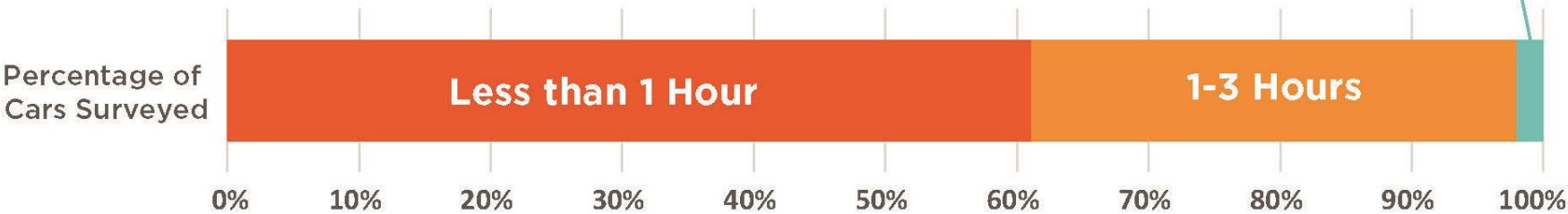


SPACE COUNT BY FACILITY



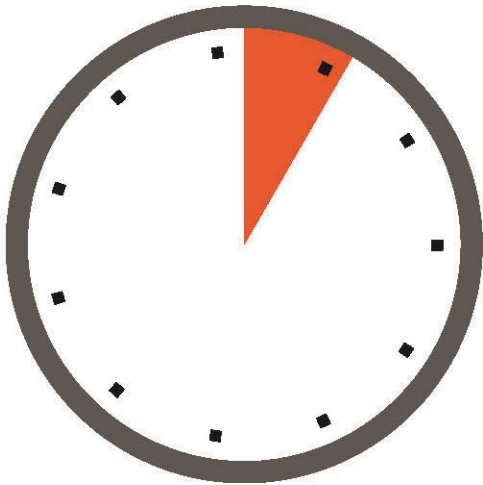
ON-STREET PARKING

DURATION OF STAY BY PERCENTAGE

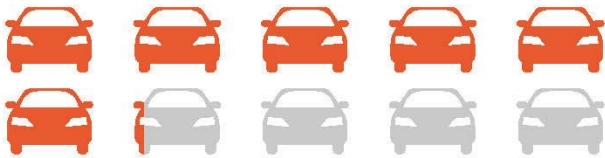


Average Stay

**1.05
Hours**



61% Stay Under 1 Hour

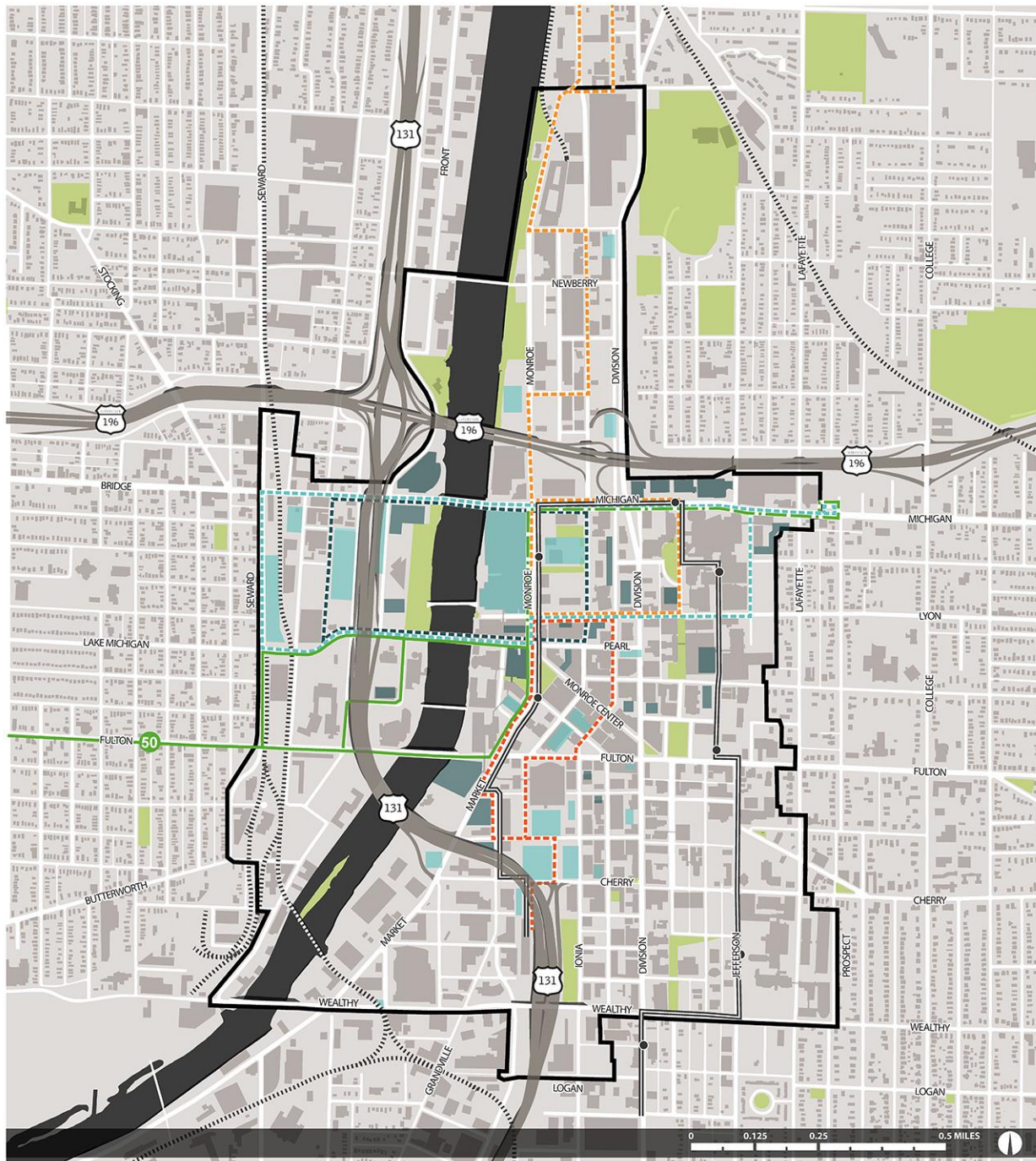


8% Stay Over 2 Hours



DASH ROUTES

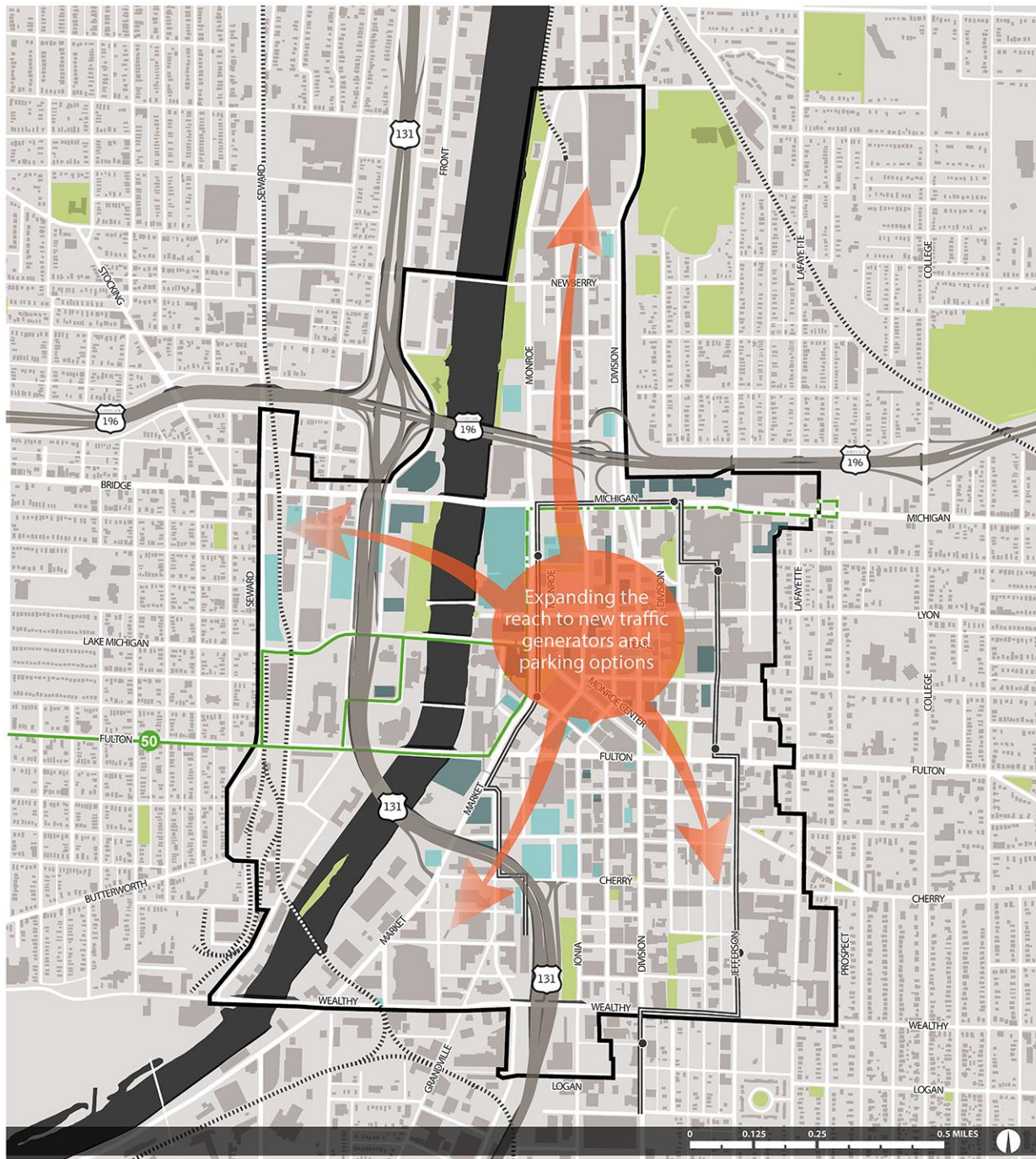
- - - - - DASH West
- - - - - DASH North
- - - - - DASH South
- - - - - DASH Hill
- ——— Silver Line Route (and stops)
- - - - - Rapid route 50 extension / Laker Line
- City Operated Parking Facilities
- Non-City Operated Parking Facilities



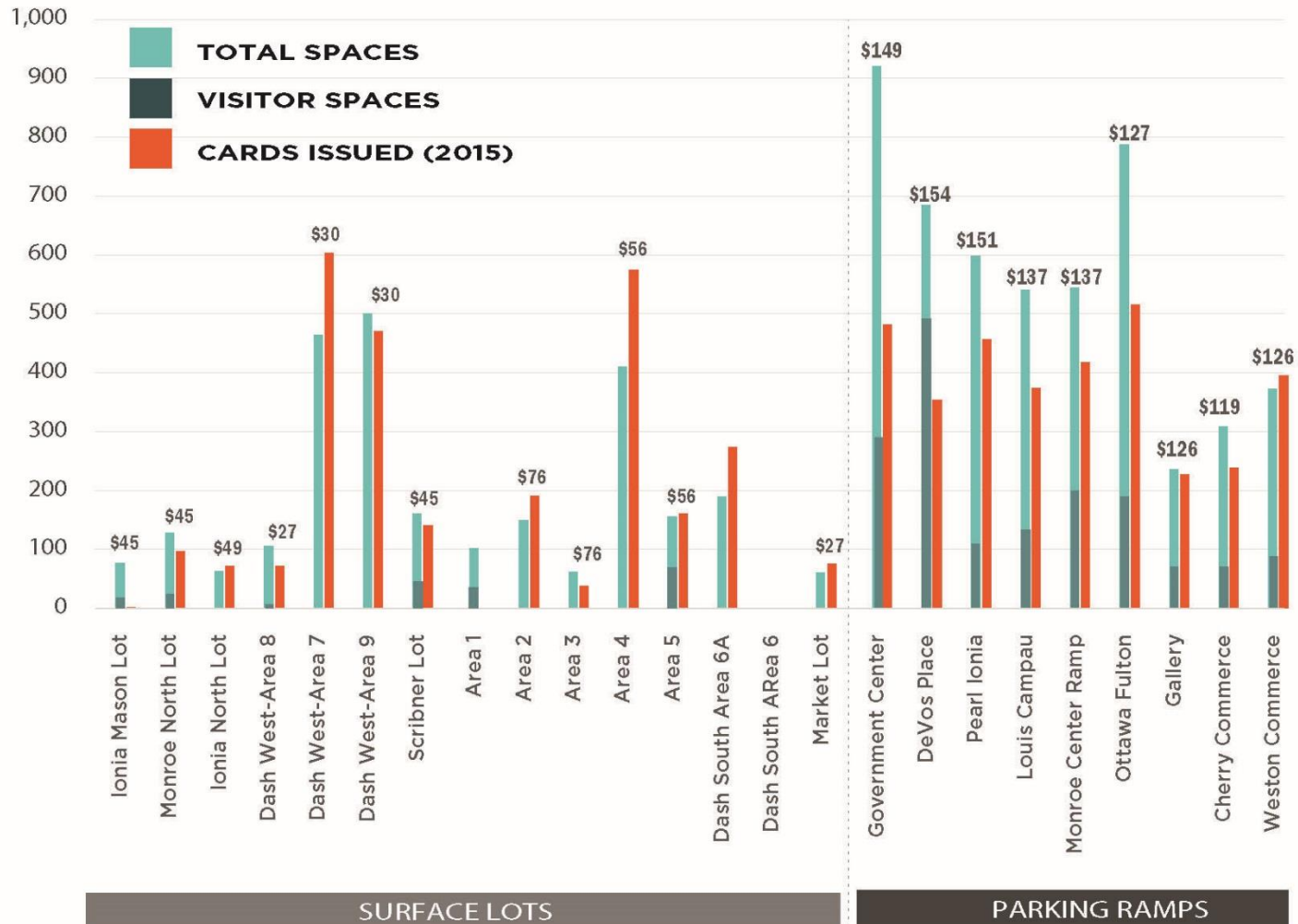
DASH NETWORK

DASH Route Alternatives

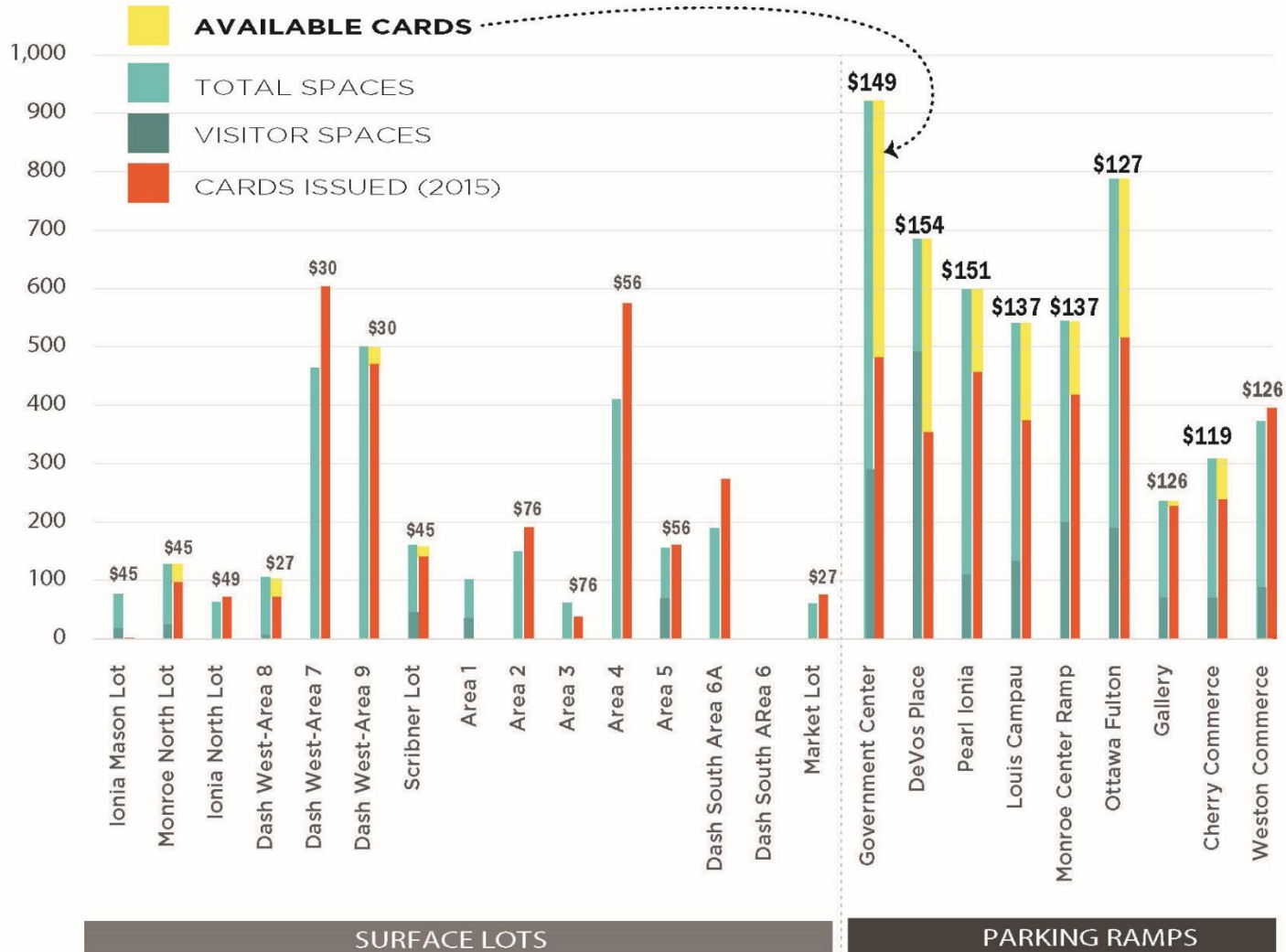
-  Silver Line Route (and stops)
-  Rapid route 50 extension / Laker Line
-  City Operated Parking Facilities
-  Non-City Operated Parking Facilities



Space Count by Facility



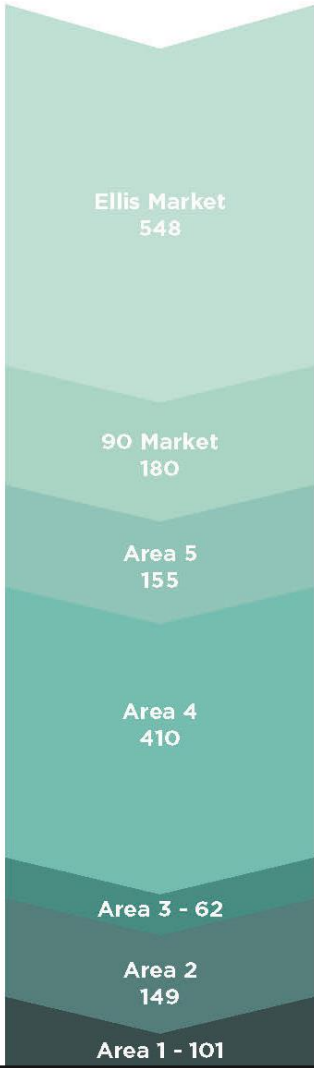
Space Count by Facility



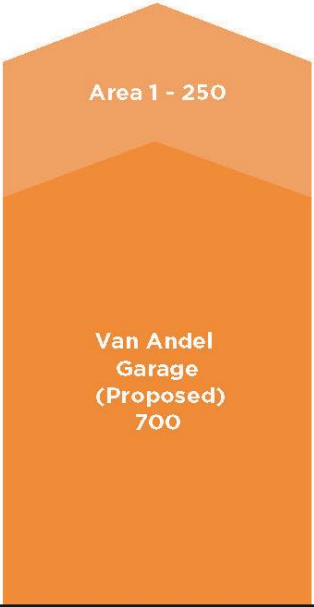
ARENA SOUTH



ARENA SOUTH: GAIN AND LOSS OF PARKING



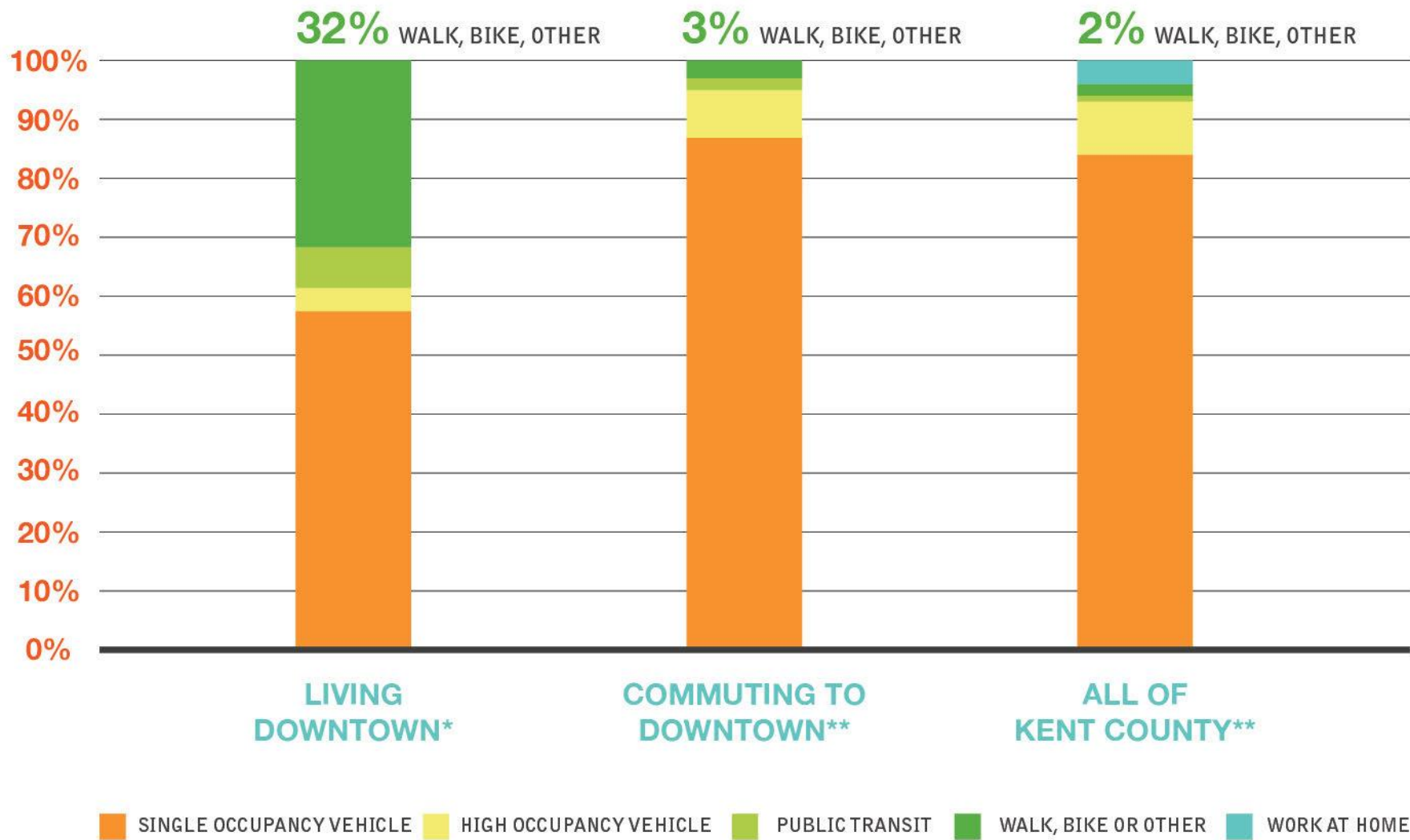
Total Spaces
Lost to Redevelopment



Total Spaces
Added

GRAND RAPIDS – MODE OF TRANSPORTATION SPLIT

* 2012 ACS, ** 2006-2010 CTPP



Employed In CBD

City

Grand Rapids	48,272
Madison	23,111
Norfolk	31,003
Richmond	50,818
Salt Lake City	48,167
St. Paul	36,555

Employed in CBD, but Live Outside of CBD

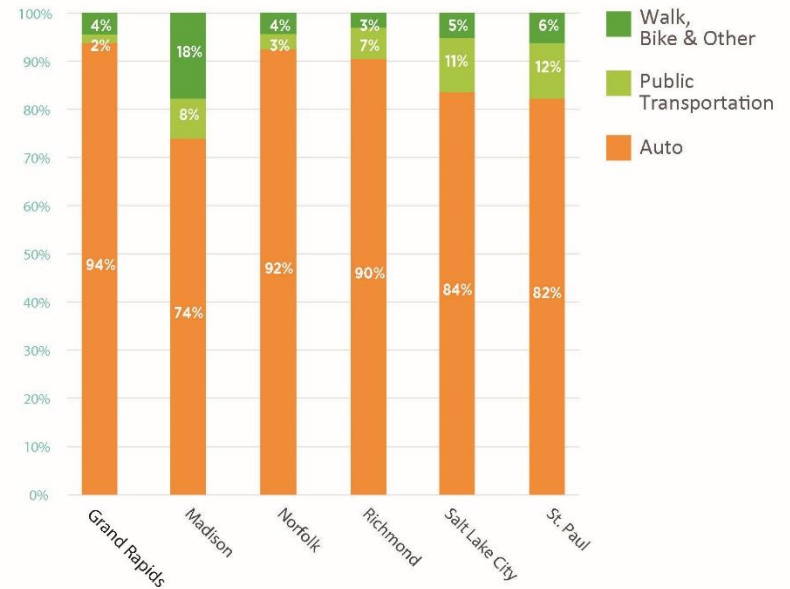
Grand Rapids	47,836
Madison	22,441
Norfolk	30,743
Richmond	50,424
Salt Lake City	47,366
St. Paul	36,081

Live in CBD, but Employed Outside of CBD

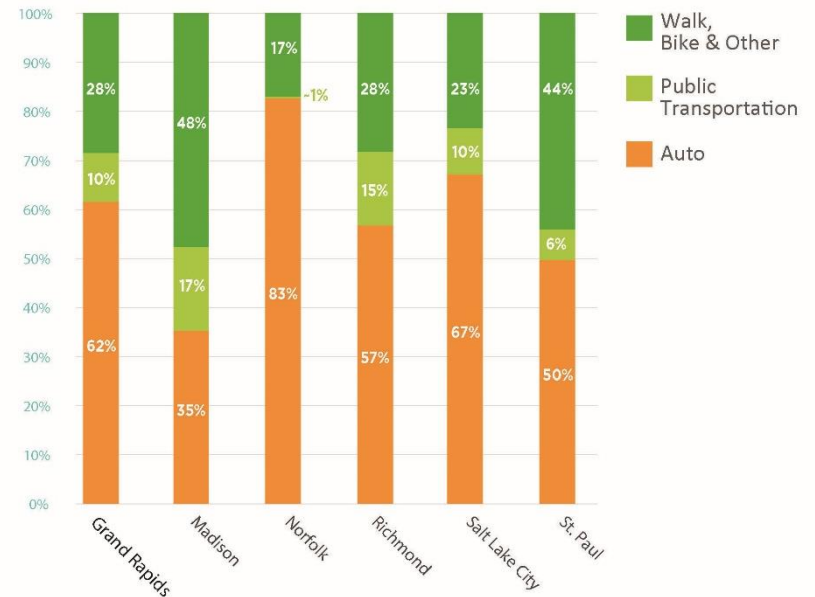
Grand Rapids	1,155
Madison	3,167
Norfolk	641
Richmond	2,311
Salt Lake City	2,840
St. Paul	2,316

U.S. Census Bureau, American Community Survey 2006-2010 Five-year estimates. Special Tabulation: Census Transportation Planning

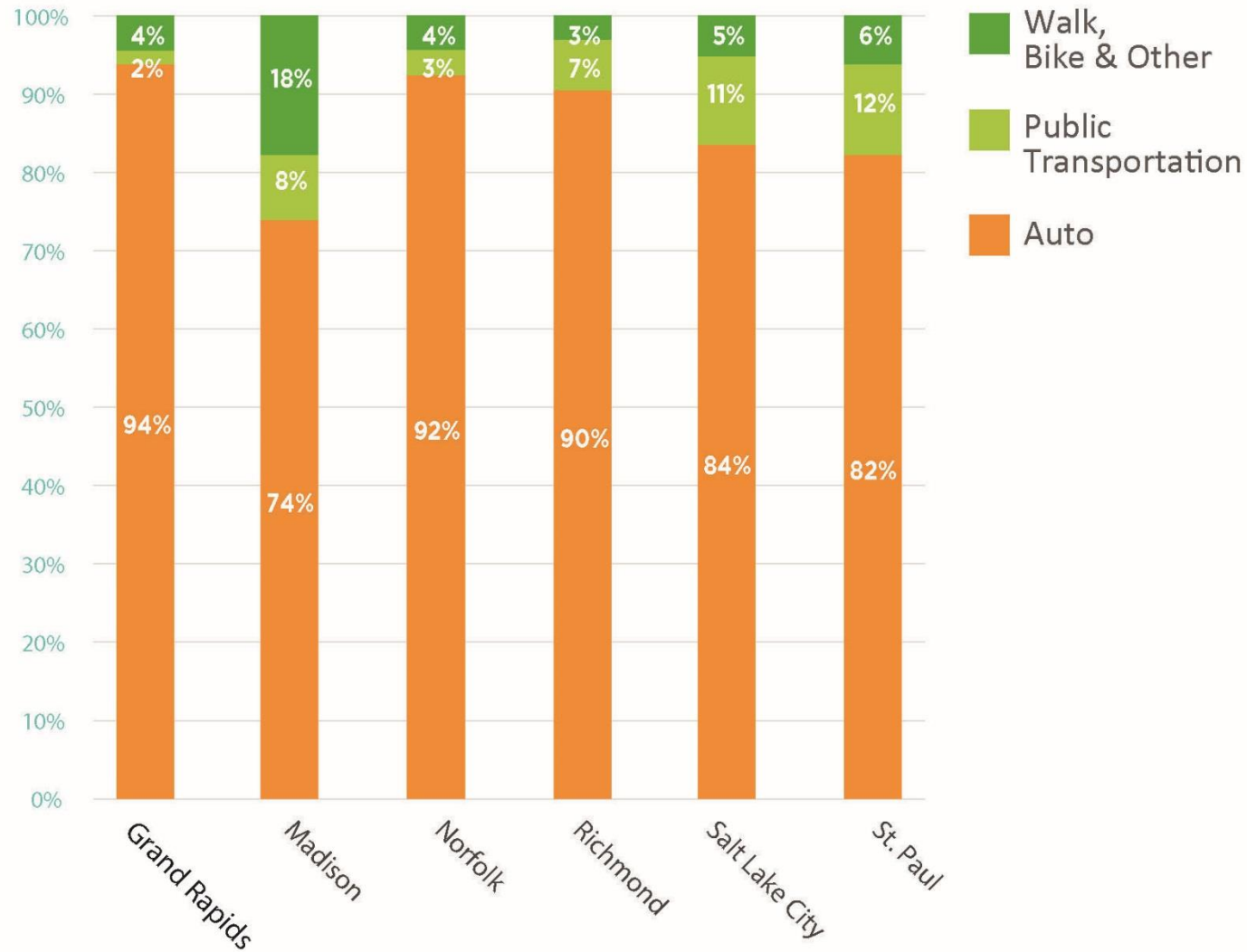
Mode Split - Workers in CBD (Live both in and outside)



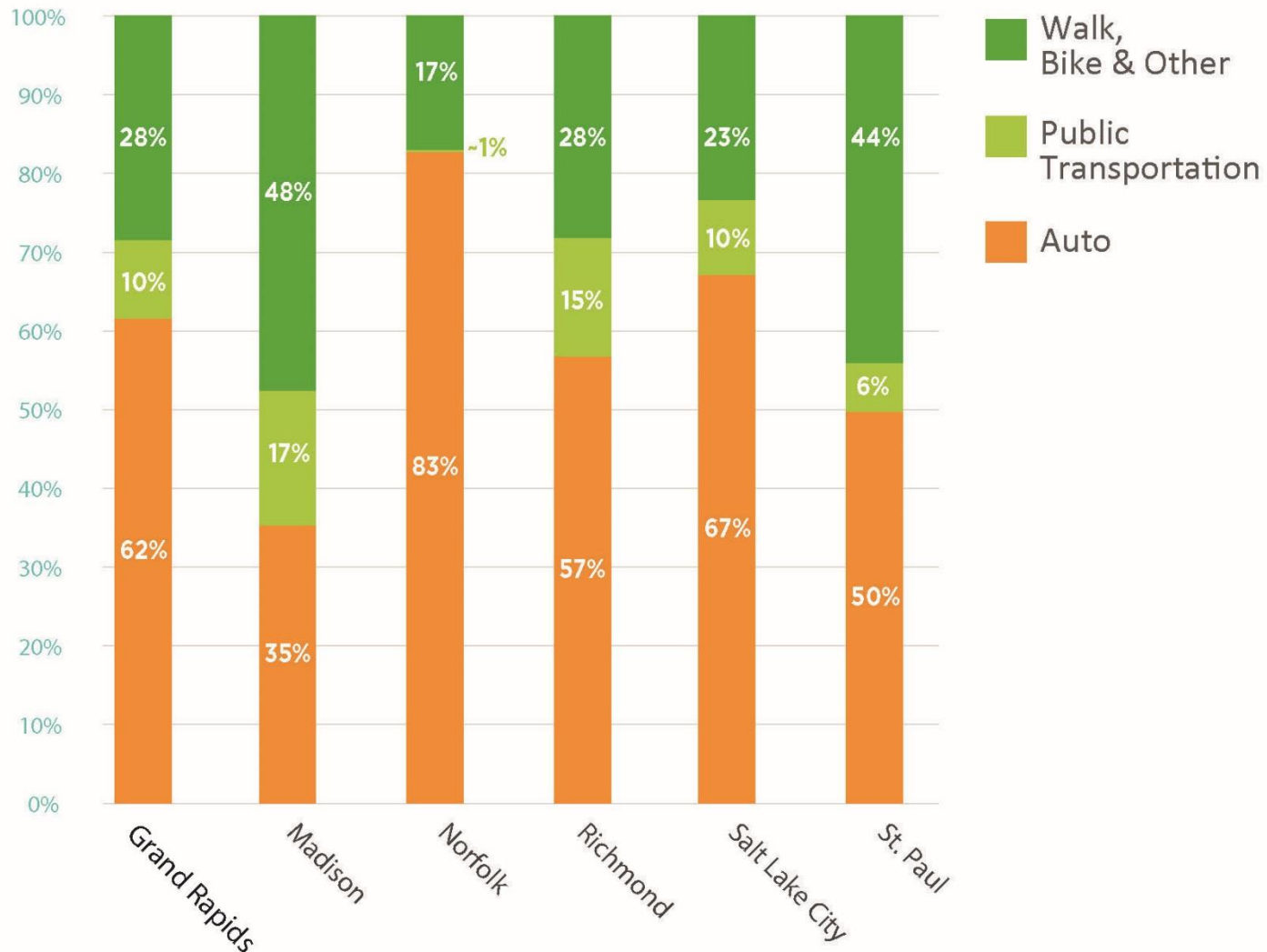
Mode Split - Residents in CBD (Work both in and outside)



Mode Split - Workers in CBD (Live both in and outside)



Mode Split - Residents in CBD (Work both in and outside)





Bike SHARE

ipad 4:28 PM 100%

capital bikeshare		BIKES	DOCKS
	25th St & Pennsylvania Ave NW	12	3
	24th & N St NW	9	6

WB Circulator			
	Georgetown - Union Station (Westbound)	3 MINUTES	3 19
	Dupont-Rosslyn (Westbound)	4 MINUTES	6 31

WB Penn & L			
38B	Westbound to: Ballston Station	3 MINUTES	6
D5	Westbound to: Sangamore Rd	8 MINUTES	
31	Northbound to: Friendship Heights Station	14 MINUTES	

M Dupont Circle			
RD	Grosvenor-Strathmore	1 MINUTE	
RD	Glenmont	3 MINUTES	
RD	Shady Grove	5 MINUTES	
RD	Silver Spring	6 MINUTES	
RD	Glenmont	10 MINUTES	

EB Circulator			
	Georgetown - Union Station (Eastbound)	7 MINUTES	13 16

EB Penn & L			
36	Eastbound to: Naylor Rd Station	1 MINUTE	
32	Eastbound to: Southern Ave Station	17 MINUTES	
31	Southbound to: Foggy Bottom Station	17 MINUTES	
38B	Eastbound to: Farragut Square	24 MINUTES	

M Foggy Bottom			
OR	Largo Town Center	0 MINUTES	
OR	Vienna	3 MINUTES	
OR	New Carrollton	4 MINUTES	
OR	Vienna	5 MINUTES	
BL			

Technology



Bicycle infrastructure / events



Car SHARE



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

GTR FORWARD
DOWNTOWN GRAND RAPIDS RESIDENT SURVEY

Grand Rapids Forward is a comprehensive planning initiative that invites the public to join Downtown Grand Rapids Inc. (DGRi), the Grand Rapids Area Chamber of Commerce, and their partners in envisioning the many ways in which we can leverage this momentum to make progress towards a holistic vision of downtown and the Grand River. As part of ongoing public outreach efforts, we would very much appreciate your time in filling out this survey if you live in the block of the boundary shown in the map at right.

YOUR INFO:
 NAME [OPTIONAL] _____
 ADDRESS OR NEAREST INTERSECTION [REQUIRED] _____

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

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?
 (Leave blank if not applicable)

5. WHICH OF THESE WERE THE THREE MAJOR REASONS YOU DECIDED TO LIVE IN THIS COMMUNITY?
☐ To live near family or friends
☐ To be close to work
☐ Easy access to places that I like to go to
☐ Proximity to public transportation
☐ Ease of getting around (aside from public transportation)
☐ Proximity to schools and other resources

6. HOW LONG HAVE YOU LIVED IN THIS COMMUNITY?
☐ 11-20 years
☐ 21-30 years
☐ More than 30 years

7. WHAT IS THE LOCATION OF YOUR WORKPLACE?
☐ Access to parks, recreation, and public spaces
☐ Access to job opportunities
☐ Safety in the community
☐ Affordability of housing
☐ Born here
☐ No choice
☐ Some other reason

8. HOW SATISFIED WOULD YOU BE WITH THE FOLLOWING?
☐ Very dissatisfied
☐ Dissatisfied
☐ Satisfied
☐ Very satisfied

9. IS THERE ANYTHING ELSE AS A GOOD PLACE TO LIVE?

10. HOW SATISFIED WOULD YOU BE WITH THE FOLLOWING?
☐ Very dissatisfied
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11. HOW SATISFIED WOULD YOU BE WITH THE FOLLOWING?
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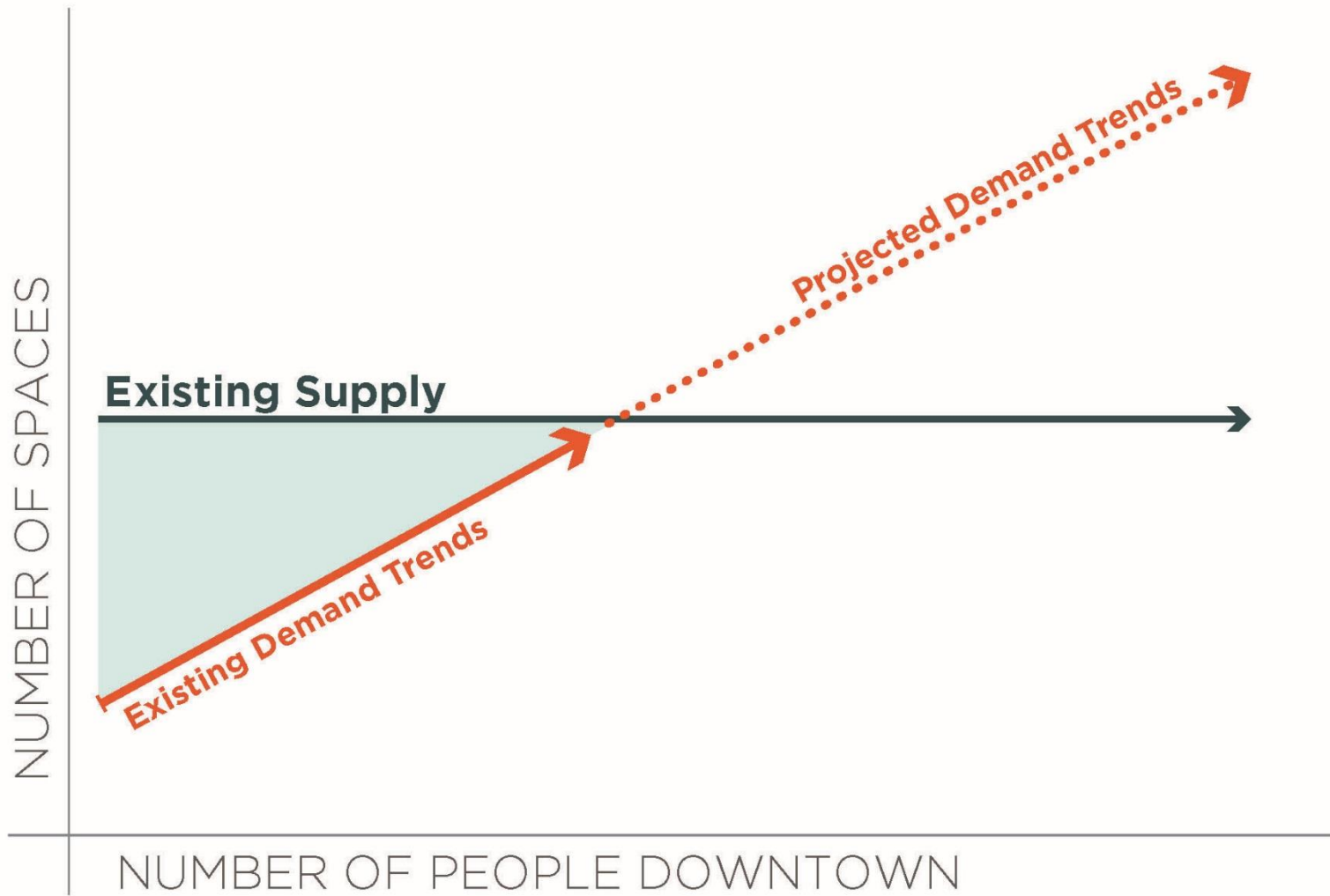
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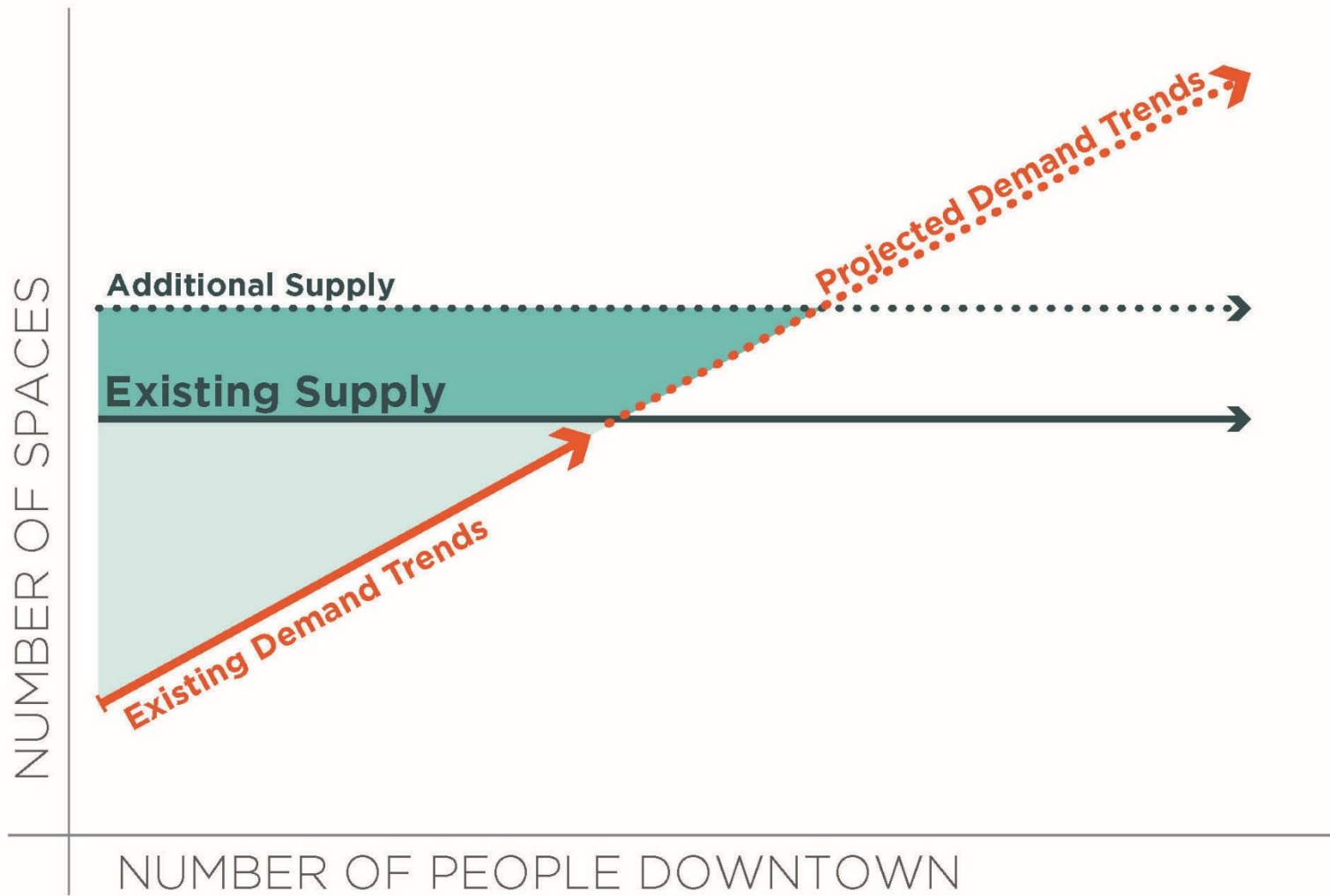
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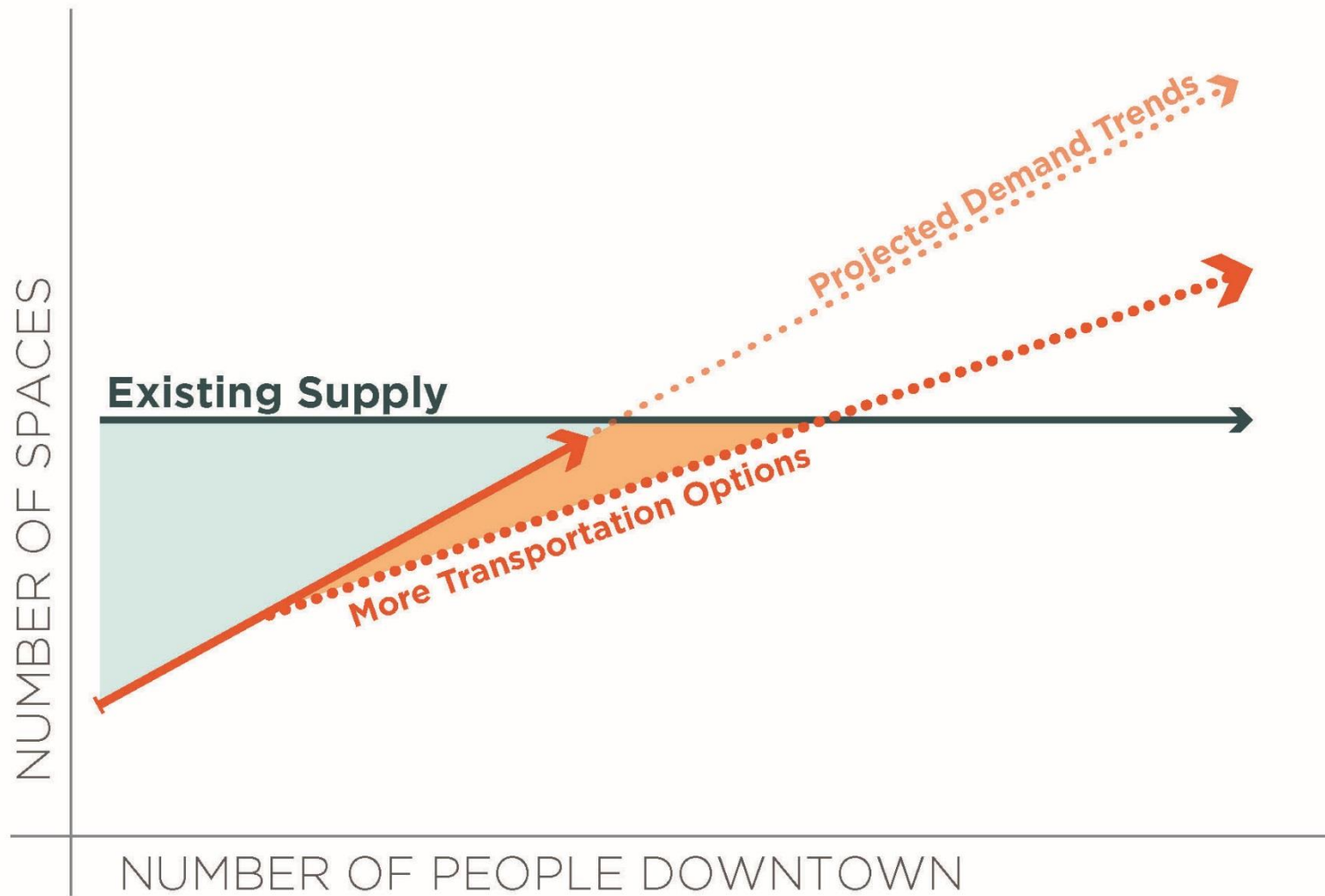
99. HOW SATISFIED WOULD YOU BE WITH THE FOLLOWING?
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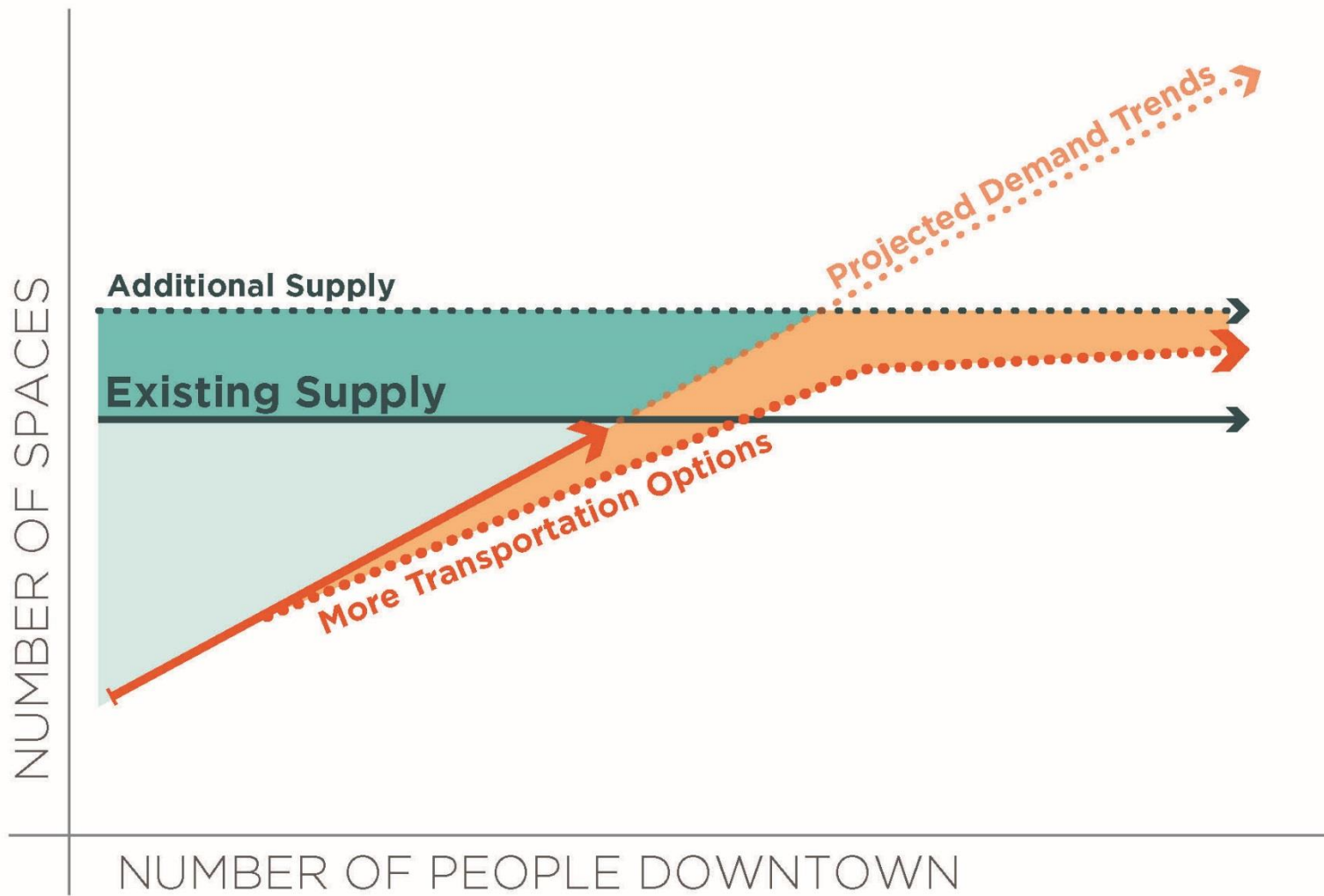
100. HOW SATISFIED WOULD YOU BE WITH THE FOLLOWING?
☐ Very dissatisfied
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☐ Satisfied
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x 374 surveys









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

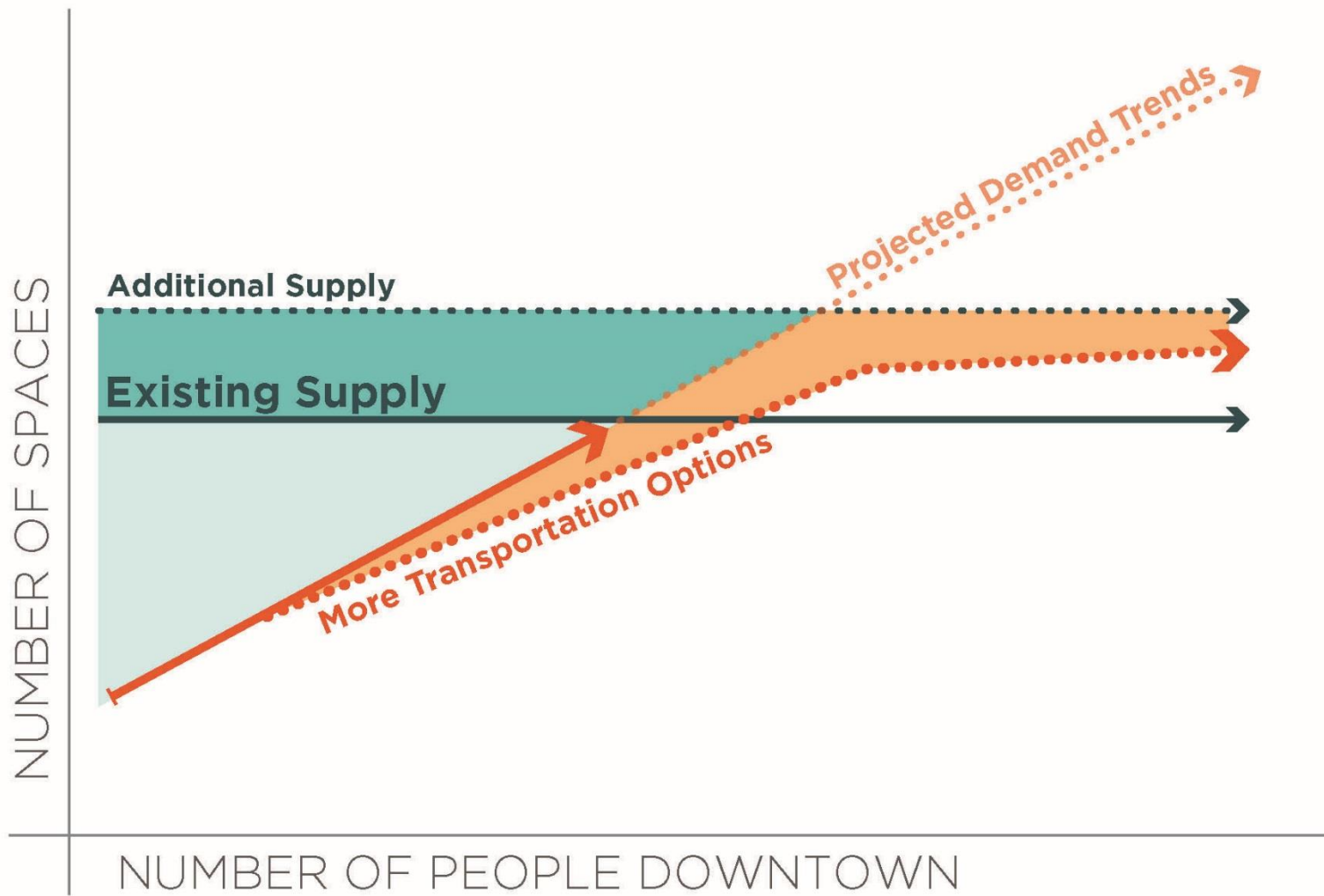
- **Conservative Approach:** 10-25% increase in rates where monthly cards are sold out and a 5% decrease in rates where less than 80% of monthly cards are sold
- **Aggressive Approach:** 40-65% increase in rates where monthly cards are sold out and a 15-20% decrease in rates where less than 80% of monthly 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**