

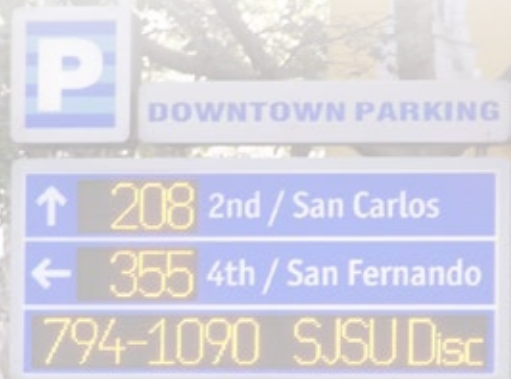


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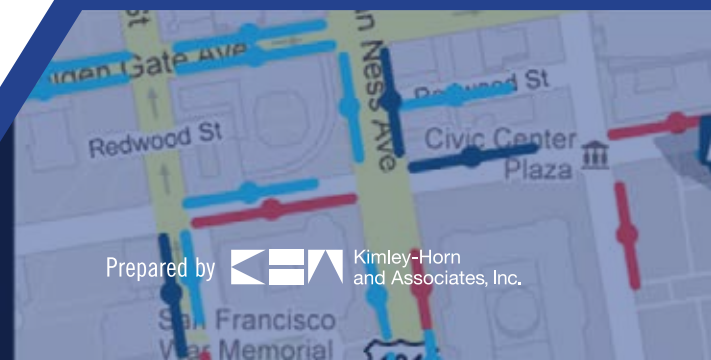
PRACTICAL APPLICATION

Downtown Atlanta Parking Assessment Pilot Design



FINAL REPORT

June 2014



Central Atlanta Progress
Atlanta Downtown Improvement District

Prepared by  Kimley-Horn and Associates, Inc.

Central Atlanta Progress – Parking Pilot Studies

This document provides a brief description of proposed pilot program for implementation of the Downtown Atlanta Parking Assessment. The intent of this document is to define the following elements related to the proposed pilot program designs:

Definition: the general scope and approach for the pilot program

Phase: the general timeframe for implementation, including:

- **Immediate** – occurring directly after the completion of this program
- **Short-term** – within the next one to two years
- **Mid-term** – within the next two to five years
- **Long-term** – within the next five to ten years

Steps for Implementation/Inclusion: precursors, requirements, or qualifying criteria to determine or define implementation and/or inclusion in the pilot program

Responsible Party: agency, organization, or groups responsible for implementing, managing, and evaluating results of proposed pilot study

Measures of Success: metrics and benchmarks to evaluate as a means of determining success of the pilot study

The above elements identify the purpose and methodology for each proposed pilot program. The estimated costs for implementation and management of the programs are provided in the implementation plan.

PILOT STUDY PROGRAM ELEMENTS

The Pilot Study Program includes a variety of elements intended to test the effectiveness of programs in improving the customer parking experience in Downtown Atlanta, including communication strategies, technology implementations, and branding efforts to improve the perception and scale of the public parking system in Downtown. The following projects have been initially defined as potential Pilot Study Program elements.

1. Parking Collaborative Pilot Study
2. Enhanced Communications
3. Wayfinding Signage
4. On-Street Sensor Technology Evaluation
5. Smartphone Application
6. Booting and Towing
7. Expanded Night and Weekend Parking
8. Real Time Parking Data Application
9. Performance or Progressive Pricing

PARKING COLLABORATIVE PILOT STUDY

DEFINITION: the Parking Collaborative Pilot Study will evaluate the effectiveness of implementing a public-private partnership to promote off-street parking facilities as a primary public parking system. The intent is to establish existing facilities as a consolidated public parking system, including standards for branding, lighting, safety, security, and access. The initial pilot is envisioned as a four to eight location test, evaluating how the changes to parking facility promotion and recognition affect the usage and occupancy of the designated facilities.

PHASING: Immediate to Short Term

STEPS FOR IMPLEMENTATION/INCLUSION: The steps for implementation of the pilot study program and the precursors for inclusion in the system are defined below:

PRECURSORS FOR INCLUSION:

The intent is to define minimum levels of acceptance for the previous elements and a facility evaluation that CAP/ADID and City staff can utilize to evaluate how well each proposed facility meets the defined standards. The standards are structured in a tiered system, allowing for specific requirements (Tier 1), preferred conditions (Tier 2), and longer-term considerations (Tier 3).

Tier 1 – Specific Requirements

- *Code Compliance* - The parking facility must meet all requirements as defined by Sec. 30-1996 - Sec.30-1205 and must maintain code requirements outlined by that code, even as those are modified in the future by the City of Atlanta.
- *Available public parking capacity* – at least 100 - 150 spaces in the facility should be made available at all times for public parking usage.
- *Proximity to Destination* – within a quarter mile of primary Downtown destinations
- *Cleanliness and Aesthetics* – parking facility should be free of trash and clutter, graffiti, and generally poor aesthetics that might affect perceptions of safety and security
- *Lighting* – facilities must be compliant with lighting standards found in the Park-for-Hire provisions set by City of Atlanta Municipal Code, Sec.30-1196 through Sec. 30-1205
- *Revenue Control Equipment* – revenue control equipment in parking facilities must be capable of taking credit/debit card transactions, as well as cash payment terminals/booths. Pay-on-foot and pay-in-lane are both acceptable for PRCS options

Tier 2 – Preferred Conditions

- *Hours of Operations* – the parking facility should be open for operation 24 hours a day, 7 days a week
- *Safety and Security* – parking facilities should either be staffed with security staff or equipped with closed circuit television monitoring
- *Alternative Payment Methods* – parking facilities should be open to interface with CAP/ADID’s and City’s preferred pay-by-phone vendor to ensure simple and consistent alternative payment alternatives
- *Mixture of Uses* – off-street structured parking facilities that meet the zoning requirement for first-floor street-level usage should be viewed as more favorable to the Downtown and pedestrian experience

Tier 3 – Longer Term Considerations

- *Parking Data Sharing* – parking operators shall work with CAP/ADID and the City of Atlanta to define data sharing mechanisms for real time data applications
- *Price Structure* - parking rate structures, including common time intervals or pricing

STEPS FOR IMPLEMENTATION:

1. Request proposals from parking operators who are interested in participating
2. Evaluate proposed facilities using the facility evaluation criteria defined in the precursors for inclusion
3. Select four to eight representative facilities for inclusion
4. Develop advertising and education plan, including promotion of collaborative facilities (print, radio, and/or web)
5. Identify facility aesthetic make-overs, especially in the first 30 feet from entrance and exit
6. Install Parking Program brand identification signage on exterior of garage
7. Measure parking occupancy prior to rollout
8. Ongoing parking occupancy evaluations to measure effectiveness of system
9. Establish common rate structure for use for first 3-4 hours across all facilities (long term consideration of collaborative members)

MEASURES OF SUCCESS:

1. Comparisons of before and after parking occupancy
2. Measuring customer satisfaction through user surveys (intercept and online)
3. Random but regular facility evaluations by CAP/ADID and City staff to determine whether operators are maintaining parking facility standards
4. Parking operator satisfaction surveys

Responsible Parties: CAP/ADID, City of Atlanta

Partners: Private Operators

ENHANCED COMMUNICATIONS

DEFINITION: this pilot will utilize enhanced communication efforts to provide CAP/ADID and the City a opportunity to assess how communication mediums can support navigation and utilization within the public parking system. This pilot will implement enhanced communication efforts utilizing the existing CAP/ADID website, which is a primary medium for accessing information on the Downtown parking system.

PHASING: Immediate to Mid Term

STEPS FOR IMPLEMENTATION/INCLUSION: The variable components of an Enhanced Communications Pilot are defined below:

ENHANCED COMMUNICATION PILOT STUDY ELEMENTS:

- CAP/ADID’s Downtown Atlanta website (atlantadowntown.com) would be strengthened to provide a greater depth of on and off-street parking information for patrons (availability, primary parking locations, etc.).
- Website should be altered to work on all mobile platforms.
- Real time data feed for on and off-street parking would be contingent upon private operator, ParkAtlanta, and real time data collected as part of pilots

STEPS FOR IMPLEMENTATION – WAYFINDING:

- Develop advertising and education plan, including promotion of improved wayfinding (print, radio, and/or web)
- Improve website for inclusion in all mobile platforms
- Measure parking occupancy prior to rollout
- Ongoing parking occupancy evaluations to measure effectiveness of system

MEASURES OF SUCCESS

1. Measuring customer satisfaction and utilization through user surveys

Responsible Parties: CAP/ADID and City of Atlanta
Partners: Parking Operators

WAYFINDING SIGNAGE

DEFINITION: the implementation of a Wayfinding system will provide CAP/ADID and the City a platform to evaluate how new messaging platforms will enable better navigation to parking facilities and utilization of public parking in the Downtown Atlanta area. This pilot study could have variable combined elements, or consist of smaller separated pilot studies that inform the usage of differing communication mediums. The end intent is up to CAP/ADID’s discretion.

PHASING: Immediate to Mid Term

STEPS FOR IMPLEMENTATION/INCLUSION: The variable components of a Wayfinding Signage Pilot are defined below:

WAYFINDING SIGNAGE PILOT STUDY ELEMENTS:

Static Wayfinding (Immediate)

- Utilize existing City of Atlanta wayfinding signs to identify public parking (potentially to parking collaborative locations).
- Strategically locate signage based on predominant travel patterns and preferred parking locations relative to demand generators.

Dynamic Wayfinding (Short to Mid-Term)

- Design and implement dynamic wayfinding signage guiding motorists to available parking supply.
- Areas of high intensity event demand would be an ideal test candidate, allowing for event management and normal day management to be tested during pilot.
- Georgia World Congress Center and Georgia Dome are ideal candidates
- System would require data collection mechanism (space by space detection or loop detectors at ingress/egress points) to provide accurate and consistent occupancy reporting

STEPS FOR IMPLEMENTATION

All Pilot Studies:

- Submit Grant Funding Application for Dynamic Wayfinding Pilot
- Develop advertising and education plan, including promotion of improved wayfinding (print, radio, and/or web)
- Measure parking occupancy prior to rollout
- Ongoing parking occupancy evaluations to measure effectiveness of system every one to two months depending upon availability of staff

Static Wayfinding Pilot Study

- Determine preferred destinations for inclusion in static wayfinding pilot
- Determine primary traffic patterns to be served by static wayfinding pilot
- Install new static wayfinding/trailblazer signs with public parking directions

Dynamic Wayfinding Pilot Study

- Design dynamic wayfinding signage
- Determine preferred destinations for inclusion in static and/or dynamic wayfinding pilot
- Determine primary traffic patterns to be served by static and/or dynamic wayfinding pilot
- Install new static wayfinding/trailblazer signs with public parking directions

MEASURES OF SUCCESS

1. Comparisons of before and after parking occupancy
2. Measuring customer satisfaction through user surveys
3. Measure changes in ingress/egress time for major events associated with the Dynamic Wayfinding Pilot

Responsible Parties: CAP/ADID & City of Atlanta

Partners: Georgia World Congress Center, Atlanta Regional Commission, & Georgia Department of Transportation

ON-STREET SENSOR TECHNOLOGY EVALUATION

DEFINITION: this pilot, performed in conjunction with ParkAtlanta, will utilize enhanced sensor technology to evaluate parking behavioral characteristics in various areas within the Downtown Atlanta district. The enhanced sensor technology, provided by Duncan Solutions through ParkAtlanta, will be pole mounted on single space parking meters and will use wireless technology to communicate various metrics related to vehicular occupancy, duration, and patterns.

PHASING: Immediate

STEPS FOR IMPLEMENTATION/INCLUSION: The components of an On-Street Sensor Technology Evaluation Pilot are defined below:

PILOT STUDY ELEMENTS:

- Install 30-60 pole mounted wireless sensors* in various activity areas throughout the Downtown:
 - Entertainment/restaurant
 - Business/government
 - School/university
 - Mixed use
- Monitor various transaction and vehicular occupancy metrics:
 - Average transaction time (from meter)
 - Average transaction value (from meter)
 - Average duration (from sensor)
 - Parking occupancy by time of day (from sensor)
- Use these metrics to develop area parking profiles, which can be utilized to develop specific policies and practices for future parking system improvements:
 - User education and information tools
 - Pricing policy information
 - Enforcement, regulation, and duration information

STEPS FOR IMPLEMENTATION:

- Define locations for installation
- Install pole mounted parking sensors
- Monitor transaction and sensor data on a daily basis
- Use output metrics to define specific parking profiles for various areas
 - Education/Information
 - Pricing
 - Regulations

MEASURES OF SUCCESS:

1. Identification of distinct parking behavioral patterns for various user groups
2. Comparison of surveyed data (Schapiro and CAP/ADID) with parking behavioral metrics – (See *Public Perceptions: A 2007 and 2013 Comparison* in the Existing Conditions Report)

*Dependent on budget availability

Responsible Parties: ParkAtlanta & CAP/ADID
Partners: City of Atlanta

SMARTPHONE APPLICATION

DEFINITION: this pilot will evaluate the introduction of a smartphone application as a secondary navigation and information tool within the Downtown Atlanta parking system. Navigation and dissemination of information are the critical outcomes of this pilot. The smartphone application will need to contain static information about parking location, capacity, price, and use. Additionally, the provision of real-time usage data can strengthen the application, allowing users to navigate to available parking. This pilot may also include multiple phases, including initial phases with static data and longer term phases with real-time dynamic data.

PHASING: Short , Mid, & Long Term

STEPS FOR IMPLEMENTATION/INCLUSION: The components of a Smartphone Application Pilot are defined below:

PILOT STUDY ELEMENTS:

- Phase 1 Static Information and Navigation:
 - ✓ Use CAP/ADID website data to populate application
 - Highlight collaborative facilities (pilot and post-pilot) as priority facilities
 - ✓ Provide access to name, location, capacity, and price information
 - ✓ Use mapping elements for navigation, with Downtown destinations as basis for navigation
- Phase 2 Real-Time Information:
 - Work with on-street management and off-street operators to integrate real-time occupancy information
 - This may be available only at certain locations, creating a mixed static/dynamic application
 - Create data management procedures that ensure manageable levels of accuracy
- Phase 3 Payment Application:
 - Add overlays that allow for payment of parking transaction through application
 - May be most viable on-street, although some off-street operators may opt to use platform
- Marketing and Education
 - Market the application through CAP/ADID and/or parking program website, radio, and media
 - Consider print advertising on transit, and within Downtown area
 - Update marketing and education as phasing evolves, ensuring that motorists are aware of new application features.

STEPS FOR IMPLEMENTATION:

- Define pilot study locations (on-street and off-street)
- Work with ParkAtlanta to document on-street static conditions
- Select third party application vendor and define scope of work
- Provide static data from CAP/ADID website for inclusion in application
- Launch education and marketing campaign
- Launch Phase 1 application
- Define framework for managing data for real-time phasing of application – use lessons learned and framework of real-time pilot as a basis
- Launch Phase 2 application
- Work with vendor to evaluate overlay payment platform – ensure Payment Card Industry compliance and secure payment channels
- Launch Phase 3 application
- Evaluate occupancy every one to two months depending upon availability of staff
- Evaluate enforcement metrics

MEASURES OF SUCCESS:

1. Comparisons of before and after parking occupancy
2. Measuring customer satisfaction through user surveys
3. Smartphone application accuracy

Responsible Parties: CAP/ADID and City of Atlanta

Partners: ParkAtlanta and Private Operators

BOOTING & TOWING

DEFINITION: this pilot will evaluate the ability to allow parking operators to boot and tow vehicles within their facilities without contracting to a third party company. The purpose of this pilot is to use booting and towing as a means of necessary enforcement rather than a means of revenue generation. As part of this pilot, the City and participating parking operators will need to sign an agreement to allow private operators to boot and tow in their lots, set a booting and towing fee between \$25 and \$50, and the City will need to create a process for collecting booting and towing fees.

PHASING: Mid Term

STEPS FOR IMPLEMENTATION/INCLUSION: The components of a Booting & Towing Pilot are defined below:

PILOT STUDY ELEMENTS:

- Identify parking facilities to participate in the pilot
- Enter into an agreement between the City and participating operators to allow booting and towing by operators
- Set a maximum booting and towing fee between \$25-\$50
- Define a process for collecting booting and towing fees
- Evaluate booting and towing operations

STEPS FOR IMPLEMENTATION:

- Identify a handful of parking facilities to participate in the pilot
- Enter into an agreement between the City and participating operators to allow booting and towing by operators
- Evaluate booting and towing operations based on 12 month historic booting and towing data and customer complaints

MEASURES OF SUCCESS:

1. Measuring customer satisfaction through surveys
2. Comparisons of before and after booting and towing rates

Responsible Parties: City of Atlanta & Parking Operators

Partners: CAP/ADID

EXPANDED NIGHT AND WEEKEND PARKING

DEFINITION: this pilot will evaluate the ability to allow off peak parking on-street in traditional travel lanes, creating additional parking capacity to support night-time, weekend, and event conditions. As part of this pilot, the City and CAP/ADID will need to develop policies, signage, and enforcement practices to ensure that parking is available during non-peak hours and travel capacity is available during peak hours.

PHASING: Short to Mid Term

STEPS FOR IMPLEMENTATION/INCLUSION: The components of an Expanded On-Street Parking Capacity Pilot are defined below:

PILOT STUDY ELEMENTS:

- Define locations for implementation of pilot study:
 - Review traffic volume data for Downtown roadways
 - Review event and night-time/weekend activity generators
 - Cross tabulate available roadway capacity and demand generators as primary and secondary options
- Define policies for implementation of non-peak parking capacity:
 - Time of day restrictions (peak traffic capacity, taxi and passenger loading, valet)
 - Pricing and/or time limit restrictions
 - Overnight parking limitations
 - Ticketing/towing/booting policies
- Define signage:
 - Static signage
 - Dynamic signage
 - Smartphone/GPS communication
- Implement off-peak parking locations
- Evaluate occupancy and enforcement metrics
 - Occupancy data should be collected within initial use (first few months) and final pilot use (six months to one year)
 - Enforcement data should be compared to initial use (first few months) and final pilot use (six months to one year)

STEPS FOR IMPLEMENTATION:

- Define pilot study locations
- Define enforcement regulations and policies
- Define pricing and time-of-day regulations for metered locations
- Design and implement signage (static or dynamic)
- Launch education and marketing campaign
- Implement off-peak parking locations
- Evaluate occupancy every one to two months depending upon availability of staff
- Evaluate enforcement metrics

MEASURES OF SUCCESS:

1. Initial and conclusion occupancy metrics
2. Initial and conclusion enforcement metrics
3. Customer and business satisfaction surveys, defining how well the off-peak parking hours have impacted their operations and perception

Responsible Parties: CAP/ADID and City of Atlanta

Partners: ParkAtlanta, Atlanta Police Department and Business Owners

REAL TIME PARKING DATA APPLICATION DEVELOPMENT

DEFINITION: this pilot study involves utilizing collected data from a combination of sources to provide real time parking availability to motorists, through either smartphone applications or in vehicle navigation systems. While smartphone applications are the more prevalent source of the personal parking navigation system today, many of the vendors and providers of these applications will be utilizing in vehicle systems in the very near future. This pilot will test the potential for implementing such a system applicable to the Downtown Atlanta Parking Program.

PHASING: Immediate to Short Term

STEPS FOR IMPLEMENTATION/INCLUSION: The various components of a Real Time Parking Data Application Pilot are defined below:

PILOT STUDY ELEMENTS:

- Define real time parking availability data sources, including:
 - ParkAtlanta parking meters
 - Parking collaborative revenue control systems
 - Real time data collection equipment associated with dynamic wayfinding systems
 - Additional private operator revenue control systems, as negotiated by application vendor
- Create framework for managing data, with two options:
 - City managed data repository, compiling all data from above sources into one single site available for open source application development
 - Vendor managed data repository, compiling data from various sources to implement into a single application
- Implement and test smartphone application platform, including:
 - Test before and after occupancy for public and collaborative facilities
 - Test accuracy of smartphone application platform
 - Test user acceptance

STEPS FOR IMPLEMENTATION:

- Define sources of real time data availability, including participating partners
- Define framework for managing data
- Provide data to vendors in one of two fashions:
 - Open source, allowing for application development from multiple sources
 - Through an RFQ process, allowing for one application provider for Downtown Atlanta Parking
- Implement smartphone application platform(s)
- Evaluate occupancy every one to two months depending upon availability of staff
- Evaluate system acceptance

MEASURES OF SUCCESS:

1. Comparisons of before and after parking occupancy
2. Measuring customer satisfaction through user surveys
3. Smartphone application accuracy

Responsible Parties: CAP/ADID

Partners: ParkAtlanta, City of Atlanta and Private Operators

PERFORMANCE OR PROGRESSIVE PRICING

DEFINITION: this pilot will utilize data from previous pilots or implementation of recommendations to evaluate the use of performance based pricing to better manage both day-to-day and event demand conditions. Realistically, this pilot will occur at the on-street level, but could occur in off-street facilities with the collaboration of the private parking operators (e.g. those that have bought in to the public-private collaborative initiative). The purpose will be to define area specific parking rates to account for specific parking behaviors and demand conditions.

PHASING: Mid to Long Term

STEPS FOR IMPLEMENTATION/INCLUSION: The components of a Performance or Progressive Pricing Pilot are defined below:

PILOT STUDY ELEMENTS:

- Define specific small-area parking policies and parking conditions:
 - Use on-street technology pilot data to define duration and occupancy data for various user types
 - Use results of dynamic parking guidance system pilot to define event parking ingress/egress patterns and temporal demand conditions
 - Use data collected from collaborative and smart-phone application pilots to define seasonal and peak/non-peak demand conditions
- Define varied parking pricing policies for the various parking behaviors:
 - For event demand conditions, define staggered rate increases to account for ingress/egress patterns
 - For areas with longer parking durations, define progressive pricing policies to manage short-term demand and properly disincentivize long term parking
 - For areas of increasing demand (due to area development), develop performance based pricing policies to incentivize parking in fringe or border areas
- Implement draft policies for evaluation:
 - Parking policies should be evaluated for at least one year
 - Data should be collected throughout the life of the evaluation to determine effectiveness of managing and balancing occupancy
 - Compare before and after parking occupancy and adjust policies to account for localized conditions

STEPS FOR IMPLEMENTATION:

- Review data from previous pilot studies to define parking behaviors for small areas within Downtown Atlanta
- Define parking policies for testing in various areas, to include performance based pricing, progressive pricing, and event pricing policies
- Collect occupancy data before application of policies
- Develop communication elements to define pricing changes
 - Static signage
 - Website and smartphone sites
 - Dynamic message signs
- Implement draft policies for various Downtown sub areas
- Collect occupancy data throughout the life of the pilot study to evaluate effectiveness of policies every one to two months depending upon availability of staff
 - Use data collection mechanisms devised throughout other pilot programs as leverage
- Compare before and after data to evaluate the effectiveness of the programs

MEASURES OF SUCCESS:

1. Occupancy data (before, during, and after) showing the balancing of demand throughout the life of the policy implementation
2. Customer satisfaction surveys evaluating the balance between satisfaction with parking environment (ease of finding a space) and frustration (changes to pricing)
3. Revenue data vs. citations – comparing the ability to manage parking demands with price without reducing compliance of parking regulations

Responsible Parties: City of Atlanta & CAP/ADID

Partners: ParkAtlanta & Private Operators

EXAMPLE OF A PARKING COLLABORATIVE

More than any other pilot program, the parking collaborative pilot represents the true forward push that should help to ignite change in the Downtown Atlanta parking system. As such, the proposed pilot warrants a deeper look to help CAP/ADID and the City understand exactly how it should be implemented, managed, and evaluated. This section provides an example of the pilot, from beginning to end. While the exact locations and implementation may change, this section is intended to be a roadmap for the beginning stages of the parking collaborative.

The intent of the pilot is to establish existing facilities as a consolidated public parking system, including standards for branding, lighting, safety, security, and access. The initial pilot is envisioned as a small scale test (four to eight locations), evaluating how the changes to parking facility promotion and public navigation and recognition affect the usage and occupancy of the designated facilities. The following sections summarize an example framework of the parking collaborative which is comprised of the steps of its development and potential applications.

IDENTIFYING FACILITIES - REQUEST FOR PROPOSALS

The first step in implementing the parking collaborative pilot is to select representative facilities for initial implementation and evaluation. CAP/ADID and the City should submit a Request for Proposals (RFP) to operators within the stakeholder group who interested in participating. Ideally, operators would submit one or two facilities they would like to include in the program, yielding approximately 10-15 facilities to choose from. The RFP response should include information identifying the proposed facility, as well as how each facility meets or exceeds the precursors for inclusion defined in the previous chapter. An example RFP is provided on the following page. The final RFP should be structured in a way that is easy for operators or building managers to provide direct and concise responses.

SELECTION OF FACILITIES

After receiving the proposals, CAP/ADID and the City should analyze the proposed facilities based on the previously identified criteria for inclusion to determine four to eight of the most appropriate facilities to include in the parking collaborative pilot. Although precedence should be given to facilities that either meet (or are willing to meet) Tier 1 and 2 criteria, other factors should be reviewed including location, existing parking occupancy, and potential user groups. These selected facilities would represent the private sector as part of the pilot.

Applications for inclusion in the parking collaborative will be evaluated in two ways. The precursors for inclusion are the initial determination for defining whether or not a potential facility fits the intended efforts of the pilot collaborative,

other factors including their proximity to other potential facilities and their distance to Downtown destinations must be considered during the evaluation process.

COMPLETION OF THE PRECURSORS FOR INCLUSION

All potential facilities must meet the Tier 1 requirements for inclusion. These requirements ensure that facilities are compliant and meet the founding elements for the parking collaborative to function (i.e., available public parking, located near key Downtown destinations). Any facilities that do not meet Tier 1 requirements should not be considered.

Preference should be given to facilities that meet Tier 2 requirements which provide programmatic benefits to the collaborative, but are not necessarily requirements for inclusion. Consideration may also be given to a facility that is willing to implement strategies to meet Tier 2 requirements over time.

DISTANCE TO DOWNTOWN DESTINATIONS AND PROXIMITY TO OTHER POTENTIAL FACILITIES

This step will require a bit more thought, as some facilities that meet all Tier 1 and 2 requirements may be located on the outskirts of Downtown, far from any other facility or popular destination. In this case, it may not be prudent to include that facility in the pilot. To help in this effort, it may be beneficial to plot potential facilities (that have at least met the Tier 1 requirements) on a map to determine which Downtown destinations they serve and which other facilities they are located near.

Further, it may be beneficial to select facilities that are located within close proximity of other collaborative facilities to better evaluate and compare results. Grouping potential collaborative facilities around similar Downtown destinations could strengthen the proposed program pilots by providing opportunities for comparison, as it is likely that the facilities service the same destinations and patrons, so survey efforts can provide distinctions between the variations in signage, wayfinding, and facility appearance. For example, the effect of vehicular navigation elements on parking occupancy can be compared between facilities that use different types of signage. Their similarities reduce the potential for outliers in analysis and support an even comparison and evaluation of the effects of pilot program strategies.

The map on the following page shows how clustering of potential pilot facilities might serve multiple destinations within and the greater goals of the parking collaborative. The facilities identified on pages are illustrative only, and no selections have been made (or even prioritized) by the Assessment project; facility selection will occur through a formal RFP process.

Downtown Atlanta Parking Collaborative Pilot Request for Proposal

Operator: _____

Facility Name: _____

Facility Location: _____

Please provide a statement as to why this facility should be chosen for inclusion in the parking collaborative pilot:

Tier 1

1. Please provide your Park-for-Hire permit number for the proposed facility.
2. How many spaces will be dedicated for public parking (transient/hourly) within the proposed facility?
3. Please provide recent photographs of the following elements for the proposed facility

<u>Garage</u>	<u>Surface Lot</u>
Entrance(s)	Entrance(s)
Lighting	Payment Location(s)
Stairwells	Signage
Signage	

4. Please provide a summary of the strategies implemented to ensure the proposed facility is kept free of trash, clutter, and graffiti.
5. Please provide a statement of how the facility meets the lighting standards found in the Park-for-Hire ordinance Sec.30-1196 through Sec. 30-1205 of the City of Atlanta Municipal Code.
6. Please provide a statement regarding the types of PRCS technologies utilized within the proposed facility. Does the system allow for credit/debit transactions? Define the basic customer transaction experience.

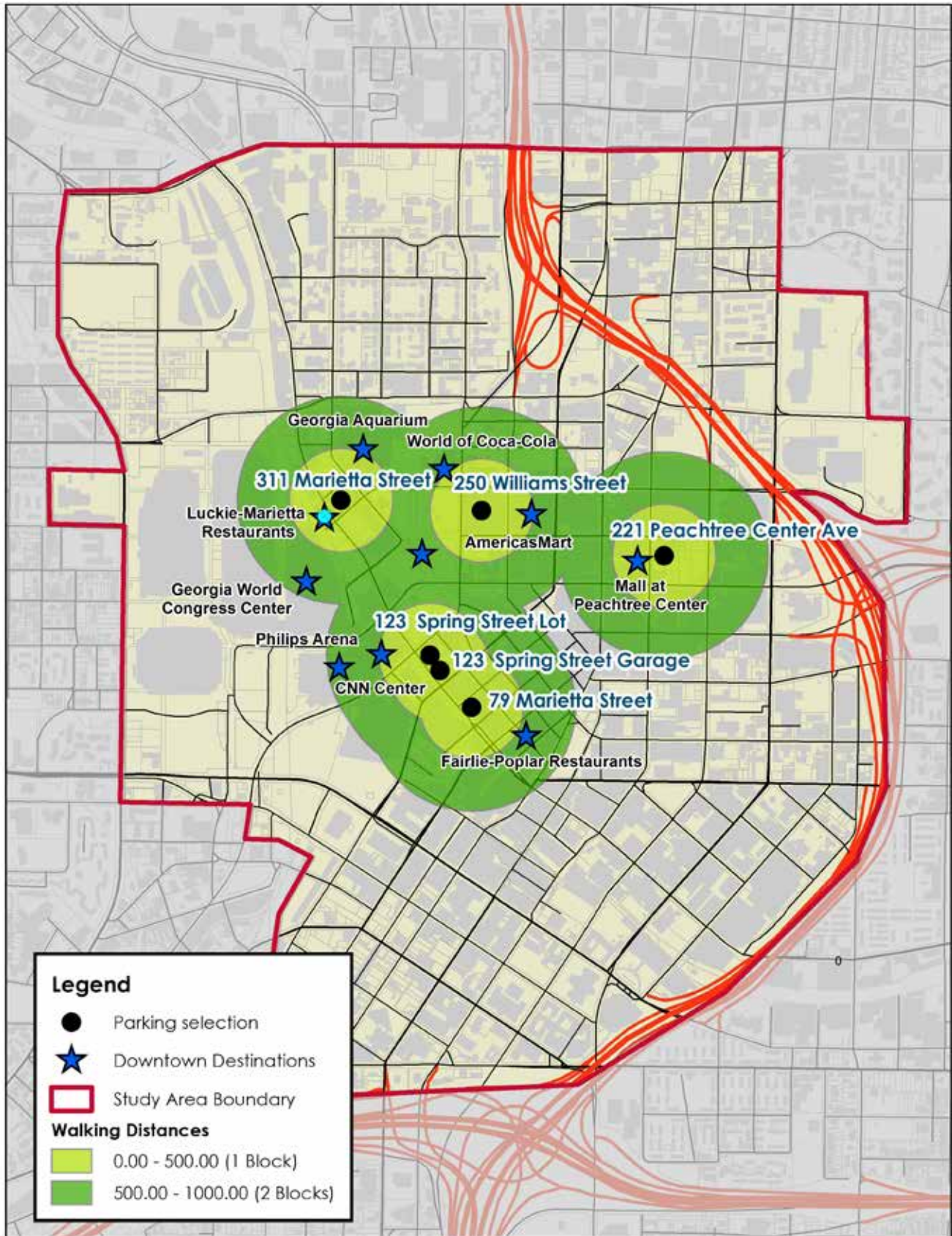
Tier 2

1. Please provide a statement of the facility's current hours of operation. If the facility is not open 24 hours per day/7 days per week, state whether or not the parking operators are open to extending hours of operation.

2. Please provide a description of the current and/or proposed security strategies implemented within the proposed facility, including lighting, security staffing, etc.

3. Please provide a statement regarding alternative payment options provided within the proposed facility, including pay-by-phone or smartphone applications.

4. Does the facility meet the zoning requirements for first-floor street-level garage usage?



PRACTICAL APPLICATION

Downtown Atlanta Parking Assessment Pilot Design

Facility Name	123 Spring Street Lot	123 Spring Street Garage	221 Peachtree Ctr Avenue	79 Marietta Street	250 Wil-liams Street	311 Marietta Street
Number of Spaces	198	168	755	212	950	259
Philips Arena	✓	✓		✓		
CNN Center	✓	✓		✓		
Centennial Olympic Park	✓	✓		✓	✓	✓
Fairlie-Poplar Restaurants	✓	✓		✓		
Mall at Peachtree Center			✓			
World of Coca-Cola					✓	✓
Georgia Aquarium					✓	✓
Americas Mart					✓	
Luckie-Marietta Restaurants						✓
GWCC						✓

CAP/ADID website, and strategic educational outreach efforts. All of these efforts are based on available resources, but should be given the highest priority prior to launch. An uninformed public will not be likely to use collaborative facilities.

IDENTIFY FACILITY MAKEOVERS

As a requirement for inclusion in the pilot, parking operators will need to ensure that their facilities are consistently clean and free from garbage, debris, and graffiti, especially near the vehicular entrances and main pedestrian access points. In addition to these ongoing efforts by the operators, the entrances of each pilot facility should be evaluated for physical makeovers to introduce the perception of cleanliness and safety. Typically, the most beneficial makeover strategies apply to the first 30ft of a facility, which acts as the motorist’s first and last impression of a parking facility. Such aesthetic improvements include:

INITIAL PILOT IMPLEMENTATION

Once collaborative facilities are chosen to participate in the pilot, CAP/ADID and the City should begin initial implementation of the program, including advertising and education; aesthetic improvements, where available; and installation of program branding signage.

DEVELOP AN ADVERTISING AND EDUCATION PLAN

Immediately after selection of facilities, if not before, advertising, education, and marketing efforts should be employed to help Downtown patrons understand the new Public Parking system. This includes developing a web-presence, creating an electronic information packet, and initiating public outreach efforts. While some of the recommended marketing and education strategies may not be best suited for the collaborative pilot due to funding and resource limitations, such as the development of the stand-alone website, others can provide the needed exposure to promote the use of collaborative facilities during the pilot process. An advertising and education plan should be developed that includes pilot focused marketing strategies like modifications to the existing CAP/ADID interactive map, promoting the pilot via

- Installing lighting fixtures at facility entrances
- Repainting entrances
- Installing new entrance signage
- Installing new programmatic signage (rate boards, rules and regulations, welcome and thank you messaging)

INSTALL PARKING PROGRAM BRAND IDENTIFICATION

Branded “Public Parking” signage should be installed on all pilot collaborative facilities. This signage, which should have been reinforced through the initial marketing and education campaigns, will act as a final beacon for drivers looking for available public parking within the collaborative system. Signs should be placed in a position that is viewable from the street as a vehicle approaches the facility (such as in the image to the right), as well as at facility entrances and





exits. Placing brand signage in these strategic locations allows motorists to associate these parking facilities with the new public parking system (branded “Public Parking”) as they approach, as they enter, and as they leave the facility, supporting exposure and recognition of the “Public Parking” brand within the participating facilities, as well as facilitating guidance to appropriate public parking options.

The types of facility signage to be installed— either temporary, non-illuminated, or illuminated signage — is depended upon available funding. Initially, it may be most beneficial to install the less expensive, temporary or non-illuminated signage. Once the benefits of the parking collaborative are realized and it is apparent that the “Public Parking” program will remain or expand (including collection or investment of additional funding), investing in illuminated signage may be more appropriate.

CONDUCTING PILOTS WITHIN A PILOT

The implementation of the parking collaborative pilot provides a good platform for strengthened evaluation of other proposed pilot programs. The following section presents recommended pilots to implement within the parking collaborative pilot (each of these pilots are defined in greater detail within this chapter).

SIGNAGE PILOT

As defined in the Dynamic Wayfinding Signage/Enhanced Communications Pilot description, a vehicle navigation signage pilot should be employed to evaluate various signage types, configurations, and placement. A pilot implemented within the framework of the Parking Collaborative pilot could be used to evaluate the best opportunities for guiding motorists to Public Parking facilities.

Prior to implementing vehicle navigation pilots, it is important to recognize and understand the popular freeway and surface street routes that motorists take to get into Downtown. Understanding where these routes are located provides a framework of where signage may be placed in order to be the most effective at reaching the maximum amount of drivers. It is strongly recommended to analyze these patterns to support pilot efforts.

Existing Destination Based Signage

As stated previously, existing destination based signage provides an option to include public parking signage by simply adding a public parking panel. Once collaborative facilities are chosen, surrounding destination based signage should be assessed to identify whether or not they will adequately guide motorists to those parking facilities. Assessments of existing Downtown signage should include:

- The distance from sign to facility (generally 2 – 3 blocks is a preferred distance to guide motorists)
- The position of the sign in relation to probable and dominant travel routes
- The position of the sign in relation to potential vehicle movements (i.e., if a sign is placed ahead of an intersection, it would not be a viable option to place a public parking panel if a motorists should turn right prior to entering the intersection to reach the public parking facility)
- Cautions should be made not to over clutter signage, which could have the adverse effect of confusing motorists and not efficiently guiding them to collaborative facilities.
- The location and placement of the sign is dependent right-of-way availability and utility conflicts

Trailblazer Signage

Trailblazer signage differs from destination signage, in that it is singular signage used like breadcrumbs to lead motorists to public parking facilities. Trailblazer signage should be tested for two outcomes: a comparison of trailblazer signage and existing Downtown signage and the ability to navigate motorists, as well as the effectiveness of trailblazer signs in relation to their distance from collaborative facilities.

For a test of the first outcome, trailblazer signs and existing wayfinding signage should be utilized in relation to two facilities each serving the same Downtown destination. Parking occupancies and patron surveys should be compared between facilities serviced by trailblazer signage to facilities serviced by existing destination based signage. If the results show increased parking occupancies and patron satisfaction in one facility over the other, the results could indicate a preference for one specific signage type.

For a test of the second outcome, trailblazer signage would be placed 1-2 blocks from one facility and 3-5 blocks from another (each within the same area). Parking occupancies and patron surveys should be collected among the facilities for comparison. Again, the results of these efforts could help to determine the optimum distance for placement of signage in advance of a facility.

SMARTPHONE APPLICATION PILOT

As defined in the Smartphone Application Pilot, CAP/ADID and the City should evaluate the use of a smartphone application as a viable means of information dissemination and personal navigation. This pilot works whether the information provided is static or dynamic, helping to evaluate the provision of strengthened information as an alternative to static or dynamic signage. As part of the collaborative pilot, CAP/ADID and the City should implement a smartphone application that provides facility location, rates, capacity, and navigation. Much of this information is already housed on the existing CAP/ADID website and could be provided for inclusion in the pilot. This pilot will likely require collaboration with a third party application developer. As with the static signage pilots, CAP/ADID and the City should evaluate parking occupancy and patron satisfaction throughout the pilot to understand the viability of the application in improving operations and customer experience.

REAL-TIME PARKING DATA APPLICATION

The potential exists to implement a real-time parking data application pilot study which involves utilizing collected data from a combination of sources to provide real time parking availability to motorists, through smartphone applications. This pilot would primarily be an extension of the smartphone application pilot, assuming real time data was available for collaborative facilities – a step that would require additional data provision and sharing from the private operators. Much like the smartphone application pilot, this effort would be best served through collaboration with a third party vendor. Evaluations should include before and after occupancy for parking collaborative facilities and non-parking collaborative facilities, tests for accuracy, and surveys that assess customer experiences as well as the experiences of entities providing the real-time data.

MEASURING SUCCESS

Success in the parking collaborative pilot will be determined by positive gains in customer satisfaction, parking occupancy, and revenue generation. A number of strategies should be carried out before and after the implementation of the parking collaborative pilot to measure successes and possible pitfalls to understand how the implemented changes have affected parking behaviors.

- CAP/ADID and the City should conduct baseline measurements (occupancy, customer perception, etc.) of each facility prior to beginning the pilot, and then compare those results to similar surveying efforts after completion of the pilot, to identify trends and evaluate the success of the program. Depending upon the results, this data could be used to market and promote further inclusion in the program.
- Parking occupancy measurements should be made throughout the life of the study to evaluate how changes in the program influence the customer behaviors within the collaborative facilities.

- Patron surveys should be conducted throughout the life of the study to evaluate how motorists are responding to changes within the collaborative program. Questions should focus on how patrons accessed and navigated to facilities, perceptions of facilities, and improvements to strengthen the collaborative. In addition to measuring occupancy and customer satisfaction, CAP/ADID and the City should conduct parking operator satisfaction surveys to measure the success of the pilot program on the private side of the relationship. This provides an easy and informal opportunity for operators to identify their feelings towards the program, successes, and possible negatives of the collaborative. The surveys can be utilized to modify program elements and management strategies to support a positive and strong relationship between parking operators and CAP/ADID.