MOVING GREATER UNIVERSITY CIRCLE

Parking Management Plan

Executive Summary

October 2014
INTRODUCTION

Access is a key element to a successful urban district. Access is often provided through vehicle parking, but in an area like University Circle, where walking, biking, and transit all provide options in addition to driving, parking is just one element of a robust transportation system.

With the multimodal options and the significant parking supply available throughout the area, parking supply limitations are not a primary barrier to the general success and growth of businesses, institutions, housing developments, and employers in the University Circle area. Stakeholders that have indicated that limited supply is a barrier are taking steps to expand their supply through new construction (Cleveland Clinic and Cleveland Museum of Natural History (CMNH)), or add to their effective-capacity through shared-parking arrangements (Little Italy businesses and other small businesses and organizations). For the most part, those that fall into this latter category acknowledge that, even if supply constraints are an on-going issue, adding more parking is not a suitable or physically/economically feasible option.

Qualitative Supply-Demand Conditions across University Circle

This underscores the importance of optimizing the capacity of existing parking supply to support current demand, and to respond to expected changes as the area continues to attract more
employees, visitors, and residents. There are three, primary means for this optimization that are particularly relevant to existing conditions within University Circle:

- Making existing capacity more apparent, primarily through wayfinding, information, and maintaining a consistent state of availability (a modest number of empty spaces) at all locations;
- Making it easier, and more apparently easier, to get around all of University Circle without driving/re-parking; and
- Reducing driving/parking demand by tapping into both latent demand for alternate-mode travel and clear opportunities to improve alternate-mode mobility.

FOCUS ON TRANSFORMATIONAL OPPORTUNITIES

University Circle presents a distinctly challenging environment for managing the balance between parking supply and demand. Despite this challenge, there are significant opportunities to provide transformational impacts on how parking is perceived, utilized, and provided within University Circle. In order to fully realize these opportunities, we must understand the three key parking markets that largely shape the current parking environment within University Circle. They offer significant potential for transformational improvement with viable paths to success for UCI and its partners.

**Shoppers/Diners** - This market is largely shaped by visitors making quick stops at local retail, restaurant, and/or service-provider businesses. It is the fastest-growing of the three markets, and the most recent to become a major influence on area-wide parking conditions. Accommodating this market will be critical to supporting the continued expansion of sidewalk-oriented commercial activity within University Circle, most-dramatically seen in Uptown, and to maintaining the historical vitality of long-standing commercial areas, like Little Italy.

**Tourists/Daytrippers** - This market is largely shaped by visitors to one or more of the area’s regional destinations, including the many museums and cultural institutions, houses of worship, Little Italy, the Fine Arts Garden, and Wade Oval. These parking consumers tend to reside in part of the region with few non-driving option for travel to University Circle. They also tend to be relatively unfamiliar with urban parking conditions and thus are likely to require more information and guidance regarding their parking options, including cost, hours, and proximity to other points of interest. With the right information and guidance, however, these visitors may welcome opportunities to park just once and move around the greater University Circle area without their cars to a growing number of destinations.

**Residents/Commuters** - This market consists of local residents and employees, the two consumer groups who will park more frequently and for longer periods of time than any other in the study area. For this reason, reducing parking demand among these groups, by shifting some commutes to alternate modes and encouraging most households to retain one or fewer owned cars, can have a dramatic impact on area-wide supply requirements.
OFFER SHOPPERS AND DINERS CONSISTENT AVAILABILITY

- **Get the Price Right**: Performance-based pricing is critical to maintaining availability among short-term spaces, particularly at the curb. Set and adjust rates, based on occupancy patterns, to seek consistent access for shoppers/diners market.

- **Expand On-Street Metering**: Wherever possible, establish metered parking along commercial blocks of Euclid and Mayfield, and at least the first ~100 feet of the side streets.

- **Get the Timing Right**: Begin by charging from 11AM to 8PM, six or seven days. This can be adjusted as necessary, based on demand/availability conditions. Expand time limits to two hours. Use pricing to facilitate turnover and maintain availability.

- **Upgrade Technology Consistently**: Several examples of good, new meter/pay-station technologies are in-use across the area, but the meters/stations themselves are too diverse. Consistency of pay media helps communicate cohesive management and increases confidence in the overall parking environment. Seek to apply what has worked best for this market to as the new standard.

- **Add Pay by Phone**: Typically the cheapest tech option, and one of the most popular payment options wherever it is available. It offers remote, cashless payment and alerts to avoid expired-meter violations. This can be a vital customer service improvement that reduces frustration with higher parking rates and enforcement.

- **Return the Revenue**: Use collected revenues to improve what surrounds parking meters, and you will have an easier route to buy-in from merchants and the public. Work with the City to develop a pilot Parking Benefits District (PBD) within Uptown, Little Italy, and/or all of University Circle.

- **Promote High-Capacity Curbside Uses**: When possible, shift on-street parking to other uses that provide a positive message of the area, such as parklets, bike parking, and public valet stations.

- **Make On-Street Options Evident**: Use signage that emphasizes where people can park, over signs that focus on regulations and limitations.

- **Develop Customer-Focused Enforcement Approach**: Parking enforcement should emphasize the management of the parking over the need to generate revenue. When violations occur, minimize the financial penalty for the drivers who are trying to do the right thing, but may have inadvertently made a mistake. To do this, introduce a system of incremental fines that starts at $0, and focus enforcement on demand peaks when the spaces are most needed.
OPTIMIZE PARK-ONCE FOR TOURISTS/DAYTRIPPERS

- **Continue University Circle's Park Once Successes:** Meet most to all Tourist/Daytripper parking demand within shared, public parking facilities. This market is least familiar with urban/shared-parking environments, so spend extra time communicating that there is much more to do and see and that re-parking is unnecessary. Also, create wayfinding that goes beyond serving pedestrian seeking directions, but creates pedestrian trips by announcing proximate opportunity.

- **Explore Real-Time Availability Options:** Implement a real-time information system that would incorporate all facilities primarily targeting daily visitor parking markets.

- **Develop Branding For Park Once Facilities:** Branding Park Once is primarily a matter of creating consistency of experience for daily parking customers. This includes consistency of pricing, facility look and condition, and signage among all facilities primarily targeting daily visitor parking markets.

- **Expand/Coordinate Public Valet:** Coordinate with Little Italy stakeholders to facilitate the multi-station expansion being considered for their successful, public valet program. Public Valet, in contrast to conventional valet options, allows customers to park once and visit multiple destinations. Public Valet that includes multiple stations, including Little Italy, Uptown, and beyond, can be uniquely accommodating of trips that begin in one part of a district, and end in another.

- **Improve Pedestrian, Bike, and Transit Access:** One's willingness to move between parking and area destinations without a car is greatly dependent upon the quality of available modes, and the travel experience en route.

- **Make Use of Drop-Off Bays:** Drop-off bays can reduce the inconvenience of off-site parking options, particularly for large groups and multiple adults travelling with children, the elderly, and/or visitors with other mobility challenges.

- **Target Longer Parking Stays:** Establish longer parking durations as a performance target indicating more visitors are staying longer, seeing more of the area, and visiting more local destinations, without consuming more parking capacity.

- **Provide Circulator for the Tourist/Daytripper Market:** Re-imagine the CircleLink (or alternative circulator route) as a Tourist/Daytripper shuttle that varies as little as possible from a simple shuttle between the Wade Oval area and the retail centers in Uptown and Little Italy. Such a route could also connect to the new Mayfield Road Red Line station and HealthLine stations on Euclid Avenue.

- **Promote Driving Alternatives:**
  - Park Once/ Transit Promotions: Admission ticket to one of the cultural institutions; Parking ticket from a Clinic or UH facility; and/or Transit receipt/bus transfer.
  - Bike-share - This can be a very effective means of addressing gaps between rapid transit stations and primary destinations.
  - Multi-modal gateway at Opportunity Corridor junction with University Circle. To be fully multimodal, this gateway should address transit connections and grade challenges for non-motorized modes.
  - New Red Line Stations - The new/newly-renovated Red Line stations serving University Circle provide a prime opportunity to promote transit access for day trips.
INCREASE NON-DRIVING MOBILITY AMONG RESIDENTS AND COMMUTERS

- **Explore Parking Cash-Out/Daily Parking Charge Options:** Work with institutional administrators/operators to better understand existing cash-out programs and cost/benefit projections that influence decisions on permit options for commuters.

- **Tap Into Rideshare and Ride Matching Potential:** Assist ongoing efforts to establish a closed-network rideshare matching service, which employee surveys indicate would attract more commuters to ridesharing. Pursue supportive strategies for increasing rideshare commuting, including ride-matching, discounted rideshare parking, and preferential rideshare parking.

- **Pursue Car Sharing and Shared Fleet Options:** Work with area car-share companies to identify and address barriers to expanding into or within University Circle. Also include discussions of opportunities to include shared-fleet strategies.

- **Promote/Expand Universal Transit Pass Options:** Help promote the existing RTA Student U-Pass Program, while working with RTA on options for developing a commuter-focused universal pass program. Work with area employers to promote the wider adoption of direct-subsidy benefits, perhaps similar to current UH benefit.

- **Expand Commuter Bus Operations:** Parking and riding a bus into Cleveland is a well-known pattern. Build upon this trend with improved transit connections to Cleveland Heights and Shaker Square, ODOT and RTA park and ride lots, and existing suburban campus locations of existing University Circle stakeholders.

- **Pilot Residential Parking Benefit District (RPBD):** The current Residential Parking Permit (RPP) program is said to ill serve areas where it is widely deployed, such as Little Italy. An RPBD program could make use of observed daytime capacity to expand parking options for local employees. Charging a modest fee for these permits could raise revenue that could be used to make the program more convenient for residents.

- **Pursue a Model for District-Level Transportation Demand Management (TDM):** Take advantage all the best practices currently offered by individual employers to create a suite of benefits to be offered to all. This will improve the suite of options provided, the effectiveness of their marketing and promotion, and their reach across all employers in the district. This last improvement is key, as it will provide better access to non-driving commute benefits and incentives for lower-wage service workers, a population consistently more likely to shift modes in response to new opportunities.

- **Provide Innovative TDM Parking Options:** Provide card-controlled access to prime, visitor parking facilities for “flex” commuters who utilize various modes throughout the year and forego other, more standard parking permit options provided by their employer.
ADDITIONAL KEY MANAGEMENT OPPORTUNITIES

Events

While accommodating the elevated levels of parking demand during these times is obviously critical to event success, the unique demands created by these events cannot form the basis of everyday parking solutions. Strategies likely to be broadly effective during events include:

- Cross-Marketing with Local Businesses - Cross-marketing with area cultural institutions and businesses can encourage event attendees to arrive early and/or stay longer, which can help flatten and spread arrival/departure traffic peaks.
- Transit Marketing Plan - The HealthLine and the new Red Line stations should be integrated into all event promotions.
- Remote and Off-Site Parking - Support with altered shuttle routes.
- Pre-Assigned Parking - Reduce search traffic and distribute demand more evenly.
- High Occupancy Vehicle Parking - Charge them less, give them the best spaces.
- VIP Parking - Can be viewed as "gouging", but increased rates for the most convenient spaces reduces congestion at these locations.
- Valet - Much more widely accepted during events.
- Bicycle Valet - All the convenience and capacity benefits of car valet, for cyclists.

Situational Sharing

Develop a centralized shared-parking brokerage to help make and promote off-setting peak matches among proximate property owners.

School/Tour Bus Parking

Explore options for formalizing off-street locations to accommodate school and tour buses, including the CIA Gund lot and revolving opportunities in the West Campus area. Options further afield may be found along Euclid Avenue, west of University Circle, where there are several, large lots and undeveloped parcels that appear to offer sufficient capacity for staging several buses.

ORGANIZATIONAL OPPORTUNITIES

Explore options for establishing a Transportation Management Association (TMA) or similar organization for University Circle, to offer the following services to all constituent stakeholders:

- Parking Management, including facilities, supply, and demand management;
- Access strategies for events and other beyond-peak circumstances;
- TDM and commuter benefit programs;
- Marketing and promotions of the area’s full, multimodal resources for access and mobility needs; and
- Advocacy to public agencies for mobility and access improvements that support both individual property needs and overall growth objectives and district vision.