



**REGULAR BOARD MEETING**  
Downtown Development Authority  
Tuesday, November 21, 2017  
8:30 AM  
301 Clematis Street  
Suite 200  
West Palm Beach, FL 33401

**CALL TO ORDER**

Upendo Shabazz

**PUBLIC COMMENTS AND QUESTIONS**

**PRESENTATION**

- City of WPB Parking Study

Uyen Dang

**CONSENT CALENDAR**

- Minutes of Board Meeting of October 17, 2017
- Financial Statements of October 31, 2017

Upendo Shabazz

**OLD BUSINESS**

**NEW BUSINESS**

- Flagler Shore to Core Interlocal
- Incentive Grants Review

Sherryl Muriente  
Teneka James

**ANNOUNCEMENTS**

**ADJOURNMENT**

Upendo Shabazz



# MEMO

TO: **DDA Board**

Upendo Shabazz, Chair  
Robert Samuels, Vice Chair  
James Hansen  
Mary Hurley Lane  
Cynthia Nalley  
Rick Reikenis  
Bob Sanders

FROM: Raphael Clemente, Executive Director

RE: Downtown Parking Study

DATE: Tuesday, November 21, 2017

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The City is in the process of conducting a study of the parking system in the downtown area. Uyen Dang, with the City's Engineering Department, will present the findings of the study to the Board. Attached to this memo is a summary of those findings.

City staff seeks Board feedback on the study's findings and proposed changes to the parking system. A final draft of the parking study will be presented to the City Commission in December, with planned adoption of the changes in January of 2018.



# WEST PALM BEACH PARKING & TRANSPORTATION DEMAND MANAGEMENT STUDY

Draft Report

10/20/2017

*Sam Schwartz*  
*Transportation Consultants*

## 10. Key Findings

Using the data gathered above, the following is a summary of the key findings, which will be prioritized as the study goes on to develop final recommendations and implementation strategies.

- 1. The Parking Administration rates vary only slightly system-wide, while their utilization ranges widely.** The price of daily parking on the Parking Administration owned/operated surface lots is \$5, and \$10 in garages; the price for monthly parking on City surface lots is \$50, and \$80 in garages—with the exception of the Sapodilla Garage (\$45). These rates are independent of location or user groups. However, on-site surveys reveal that there is a fairly significant gap between the most and least used City parking assets, with the most-used garage (Evernia Garage) being 99% full and the least-used (Clematis) being 71% full. The surface lot with the highest demand (Post Park Lot) displayed an 84% utilization rate and the lot with the lowest demand (Howard Park Lot) displayed a 10% utilization rate. Implementing price control through demand based pricing strategies is the most effective means of evenly distributing demand and optimizing the system's existing assets. In West Palm Beach, this would consist of increasing rates in facilities displaying high utilization rates, and maintaining—or decreasing—rates in facilities displaying low utilization rates.
- 2. Revenue from monthly parking permits has increased 15% per year since 2013, while revenue from visitor parking has increased 9%.** Revenue data provided by the Parking Administration demonstrates that the number of monthly parking permit requests, and revenue gained, has increased at a higher rate in comparison to transient (visitor) parking. While this indicates continued interest in the Parking Administration's facilities, visitors should be prioritized as these parkers have a higher turnover rate compared to employees, parking between two to five hours, rather than employees who park for eight hours at a time. As the volume of development continues to increase in Downtown, the volume of employees, visitors, and residents will grow as well, making it crucial for the City and Parking Administration to develop parking management policies that prioritize short-term, visitor parking in the core area and encourage long-term users to park on the periphery.
- 3. City hourly, monthly, and citation rates have increased marginally in the past decade.** Since 2007, the City has increased the parking rate of three user groups: monthly garage parkers, residential parkers, and on-street parkers, as summarized in **Table 10**.

### Table 11 – Historic City parking rates

[illegible]



# 1. What's happening now?



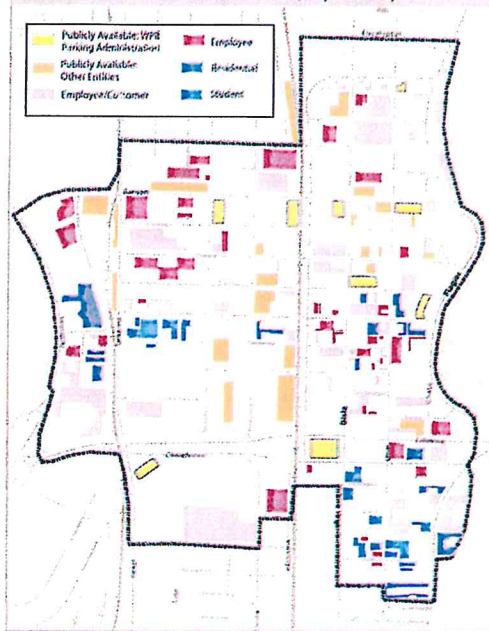
WEST PALM BEACH

In collaboration with the West Palm Beach Mobility Plan, the City began a parking study of the Downtown area to better understand their existing supply/demand, identify key parking issues, and understand future parking needs. The major goals of the study were:

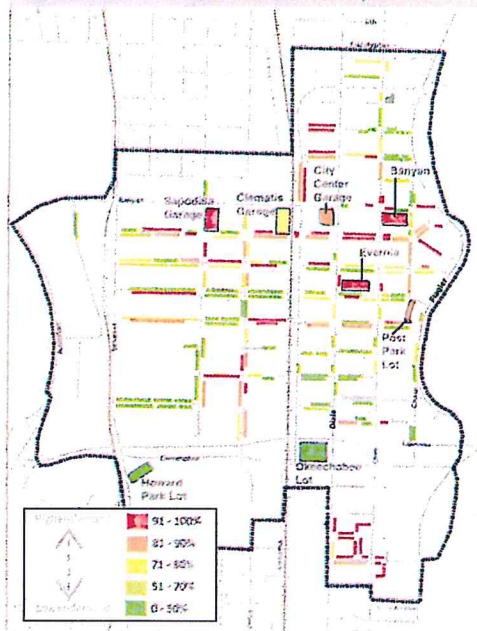
## Goals...

- Evenly distribute system-wide parking demand
- Increase the availability/convenience of visitor parking
- Improve the communication and interface of parking information to the public
- Strengthen connections between parking and public/active transportation modes

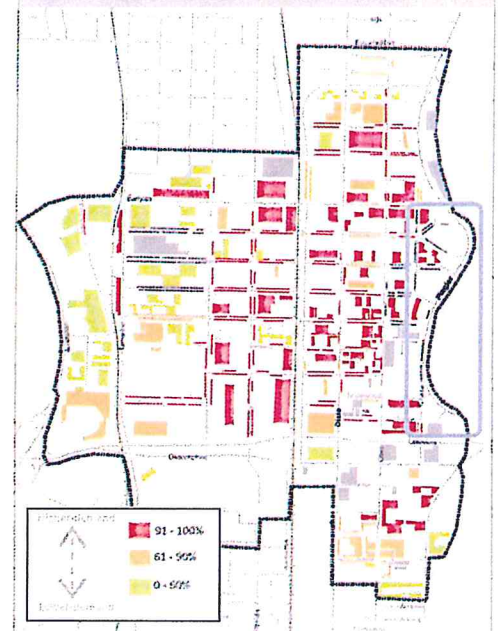
OFF-STREET PARKING TYPE, by facility



WEEKDAY PARKING DEMAND, City facilities



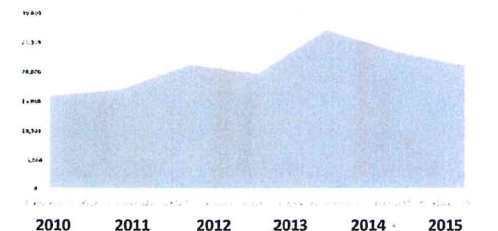
EVENT PARKING DEMAND, all facilities



WEEKDAY PARKING DEMAND, by City parking



EVENT PARKING DEMAND, # of vehicles recorded

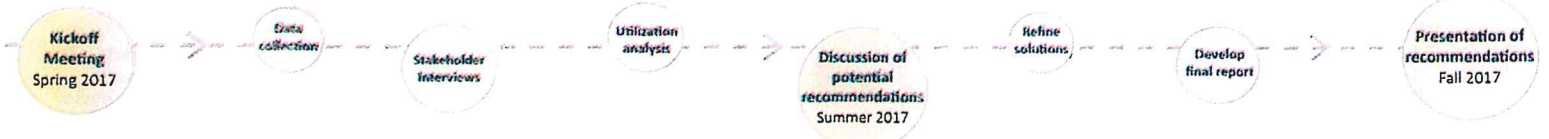


18% of total off-street supply is owned and operated by the Parking Administration, of which 373 spaces are reserved for residential or reserved parking

83% average utilization rate system-wide

Total # of cars parked for events has decreased since 2014

## Our Process...

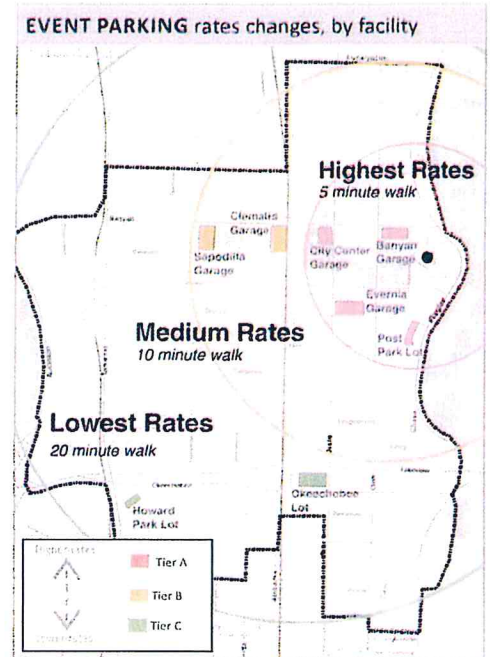


## WEST PALM BEACH

3-tiers of rates...

**B** Mid-demand  
Mid-rates

**C** Low-demand  
Low-rates



**Standard Monthly Rate**

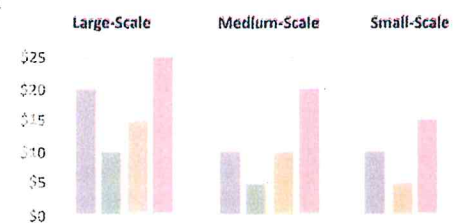
**Roof Monthly Rate**

**MONTHLY RATE**

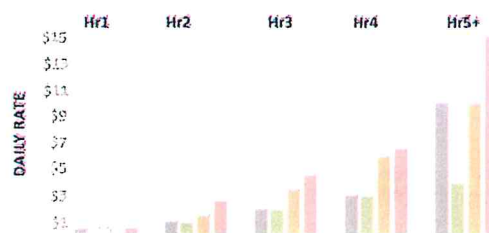
**NA**

**NEW RATE!**

Category	Standard Monthly Rate	Roof Monthly Rate
Purple	\$80	\$80
Green	\$40	NA
Orange	\$100	\$70
Pink	\$120	\$80



	Expired Meter	Non- moving violation
1st Offense	\$15	\$20
2nd Offense	\$30	\$40
3rd Offense	\$60	\$80
4th Offense +	Tow	Tow



Other solution topics include...

