

### 3. What are the benefits?



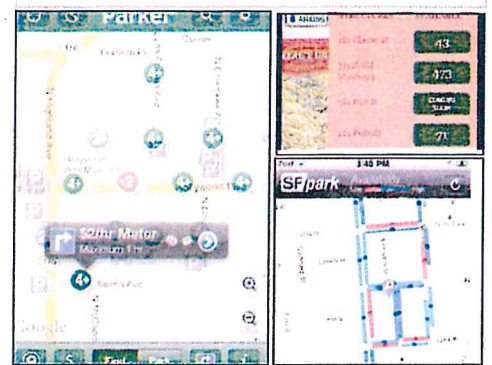
WEST PALM BEACH

One of the key recommendations of the WPB parking plan is to use additional revenues gained from rate increases for beautification efforts within the Downtown area. Under this model, the public is able to see immediate, tangible benefits that enhance the infrastructure and encourage them to stay longer. Some of the primary projects proposed can be seen below.

#### IMPROVE PEDESTRIAN ENVIRONMENT



#### PARKING AVAILABILITY COMMUNICATION



#### SIGNAGE & WAYFINDING



#### MAINTAIN & ENHANCE TROLLEY SERVICE



#### INCREASE & IMPROVE BIKE PARKING



#### IMPROVE LANDSCAPING/LIGHTING OF SURFACE LOTS



#### UPGRADE PARKING TECHNOLOGY



#### IMPROVE GARAGE LIGHTING / SECURITY



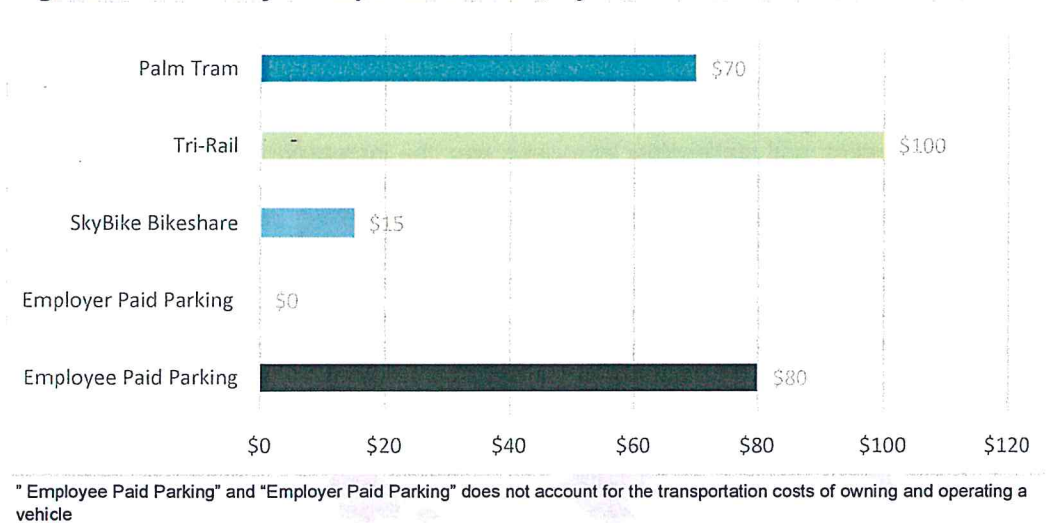


<sup>1</sup>Garage monthly rates include the Banyan, Evernia, Clematis, and City Center Garages

<sup>2</sup>Residential Parking is available in the Banyan, Evernia, and Clematis Garage

While it can be politically unpopular to increase parking rates, it is an essential element of managing demand and maintaining a balanced mobility network. When rates do not change, but the price of other goods do, the price of parking becomes artificially low, inflating its demand, incentivizing more people to purchase parking, and creating congestion within parking facilities and their surrounding streets.

4. **The total number of cars associated with individual events has declined, while the number of events taking place at one time has increased.** One of the major concerns voiced during the kickoff meeting and stakeholder interviews was the increased traffic, congestion, and frustration among drivers attending events in Downtown WPB. While the volume of cars entering City garages during events has declined, the number of events taking place at one time has increased significantly. For many visitors, attending an event is their first interaction with Downtown WPB, making it crucial that they have a convenient parking experience that will encourage them to return. This pattern of demand indicates that efforts to improve the internal coordination of multiple smaller events, the signage/wayfinding system, and the marketing of available facilities should be prioritized.
5. **There is a negative perception of the Parking Administration related to poor customer service, inconsistent parking rates, and unkempt garages.** Businesses and event promoters reported that they were not aware, nor did they expect that the Parking Administration was increasing event parking rates at their event, confusing and frustrating attendants. Additionally, several stakeholders reported that parking enforcement officers make an effort to ticket vehicles that have extended their stay by five to ten minutes. Several comments from stakeholders indicate that there is a concern about cleanliness and safety in City garages. And although the Parking Administration has paid to paint and landscape the Police department complex and landscaped the Evernia Garage, these improvements have not been fully recognized by the public, indicating that more aggressive communication and marketing of the Parking Administration's initiatives should also be pursued.
6. **Segmented parking operations technology prevents the Parking Administration from accurately and efficiently tracking data.** As previously discussed, the City's on-street parking system is managed by two separate Parking Access and Revenue Control Systems (PARCS). The off-street parking system is managed by three separate PARCS providers. While the City is transitioning to more advanced technologies that provide more accurate, real-time data, having segmented technologies makes it more difficult to receive, track, and record parking demand patterns system-wide. Data is an integral aspect of parking management, and it is essential to be able to readily and easily access data to develop the appropriate policies and regulations. And when data is coming from a variety of different sources, it becomes difficult to understand and evaluate the system as a whole.
7. **Driving and parking is the least expensive travel option for the majority of Downtown WPB employees.** Although there are a variety of alternative transportation modes available in the study area, driving and parking is still the least expensive transportation mode for the majority of employees, as illustrated in **Figure 21**.

**Figure 21 – Monthly transportation cost, by mode**

Comments from stakeholder interviews and subsequent research indicate that the vast majority of public and private employers pay for their employees' parking either through parking bundled into an offices lease agreement and offered to tenants free of charge, or employee contracts that include free parking. Many employees are also able to easily find free parking in alternative locations. While actions to support mobility options and encourage alternative transportation modes (like the additional Green Line Trolley route, the newly added bikeshare system, the upcoming Brightline station, and the TMI's various programs) have been taken, these alternatives will not be used if parking continues to be the cheapest option available.

8. **The majority of publicly available parking is privately owned and operated.** Although a large portion of the study area includes City-owned/operated parking facilities, the majority of publicly available spaces are owned and managed by private operators including One Parking, United Parking Systems, and the County Convention Center managed by Spectra Venue Management and Hospitality. While these private operators are not guided by City commissioners as the Parking Administration is, they are revenue- driven and it is in their best interest to maximize the use of their assets by pursuing shared parking agreements or partnerships.
9. **Parking revenues for metered, transient, and monthly parking has progressively increased since 2012.** Parking revenue data provided by the Parking Administration demonstrates that the parking revenue gained for each parking type has increased since 2012, as seen in **Figure 22**. Parking revenue in general provides the opportunity for the Parking Administration and the City to use these funds to pursue beautification efforts, improve technology, or increase their marketing and communication programs.



Although the overall demand does not exceed supply until 2030, there are specific facilities and areas within the study area that will experience a parking deficit much sooner, including facilities surrounding the County's Government Center and Judicial Center, as well as facilities surrounding PBAU.

enhancing the built environment.

## 12. Recommendations

The analysis completed thus far will serve as a guide in developing the final recommendations for WPB's long-term vision of parking and its relationship to mobility within the Downtown. The goal of the parking study is to (1) increase the walkability by creating a "Park Once" environment, and (2) optimize the use of the Study Area's existing parking facilities by formulating a set of solutions that provide choices for all users (visitors, employees, students, commuters, and residents).

The following recommendation and objectives discuss specific action items to implement demand-based pricing; enhance the quality and convenience of non-SOV trips; and improve parking technologies to better understand parking behaviors and plan for the future.

### 1. Increase the convenience and accessibility of visitor parking in Downtown West Palm Beach.

There are different parking user groups with distinct motivations and priorities. With the variety of parking options currently available in Downtown West Palm Beach, it is possible to satisfy all user groups through policies and regulations that distribute them throughout the system as a whole. The core area should prioritize active land uses and high-turnover visitor parking. Accordingly, the construction of additional supply should be prevented or limited. Adjacent to and surrounding the core area, mid- and long-term employees or visitors should be prioritized, with investments made in shared parking or constructing additional parking supply. Parking on the periphery provides an opportunity for remote parking for employees and event goers. The following recommendations aim to accomplish these goals.

**Create opportunities for short-term parking along high demand corridors.** The combination of the high parking demand and rapid turnover induced by several of the restaurants and coffee shops along Clematis Street leads to congestion as many patrons are being dropped off or are quickly picking up an item. One solution to this issue is to designate a short-term parking space in proximity to high-turnover land uses to accommodate short term users. One (1) 15-minute parking space is recommended along the 500 block of Clematis Street. This should be implemented as a pilot project and evaluated after six months to determine the utilization, enforcement, and overall success of this recommendation.

**Extend meter hours of enforcement to increase accessibility.** Currently, on-street meters are enforced between the hours of 7am and 7pm in Downtown West Palm Beach, and between 7am and 12am in CityPlace. While this allows bar- and restaurant-goers to park on-street without being concerned about feeding the meters, there is a tendency for employees and other long-term parkers to remain in spaces along these core retail corridors overnight, preventing incoming evening visitors from accessing them. We recommend extending the hours of enforcement to 12am Sunday through Wednesday and 24/7 Thursday through Saturday to ensure that spaces are available for restaurant patrons. If drivers wish to remain parked long-term, they have access to off-street surface lots or garages that are no longer being used by employees.

**Eliminate residential parking permit program in City Garages.** Currently, the Evernia, Clematis, and Banyan garages offer residents a discount of \$40 per month with unlimited access to their facilities.