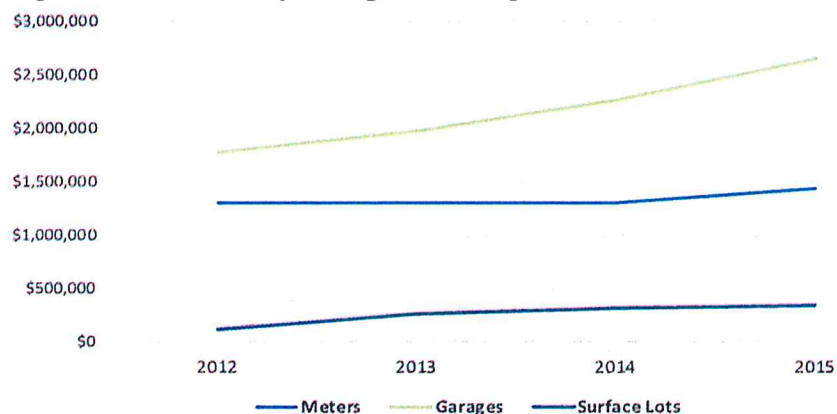
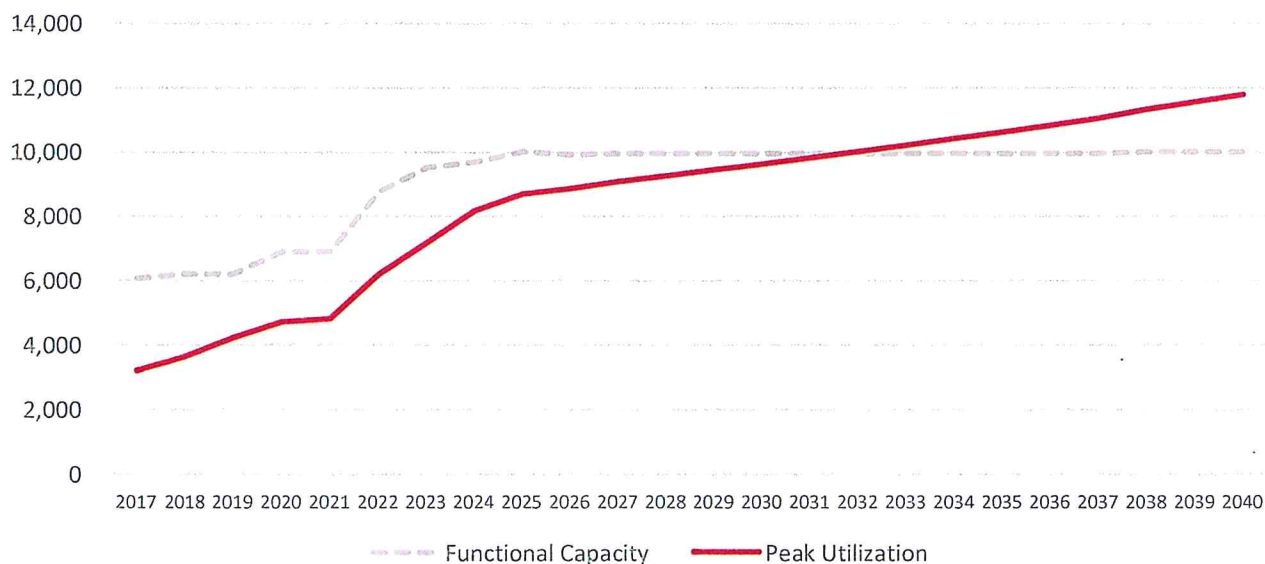


Figure 22 – Historic parking revenue growth

11. Future Parking Conditions & Parking Projection Scenarios

Based on growth projections provided by the City of West Palm Beach, upcoming development plans, and current parking utilization, a parking projection through 2040 was completed and is presented in **Figure 23**.

Figure 23: Projection model, existing conditions

The red line in **Figure 23** represents the estimated parking demand growth assuming the City does not make any changes to its parking policies, emerging transportation technologies are not accounted for, and no additional effort is made to address mode split. Institutions would continue to prioritize free parking for their employees, and the majority of facilities would remain unshared. This would result in an overall parking deficit of 2,059 spaces by the year 2040. This model assumes the existing parking supply is not reduced through the development of existing privately owned/operated parking lots. Other assumptions for the model produced above can be seen in the *Appendix C*.

2. Rebrand the Parking Administration to be more customer-oriented

As referenced in the Existing Conditions section, there is currently a negative perception of the Parking Administration related to customer service, inconsistent parking rates, and unkempt garages. While the Parking Administration currently enforces a 5-minute grace period before issuing a citation and has paid for murals and landscaping in several of the garages, there are several additional initiatives that can enhance the perception of the Parking Administration.

Establish training program for parking enforcement staff to be more customer service-oriented.

Parking is the first and last thing visitors must deal with when traveling to a new community, making the role of parking enforcement staff vital in ensuring they have a positive experience. Enforcement staff are the face of the community and should be friendly and approachable to the public. To accomplish this, we recommend the following actions:

- Create a program for parking enforcement staff to better understand parking equipment and the most constructive ways to interact with the public as ambassadors
- Improve or update parking enforcement uniforms to indicate a clean and friendly appearance
- Consider working with the DDA to develop a “positive parking ticket” program in vehicles parked correctly in which they would receive discounts at local restaurants or other services
- Launch a marketing campaign that highlights improvements to the garages and surface lots including lighting, painting, and updated technology (*see recommendation 6*)

Improve loading logistics and congestion. One of the issues heard most frequently throughout the stakeholder interview process was regarding the congestion caused by trucks making large deliveries along retail corridors in the middle of the day. We recommend addressing this by working with restaurant and business owners to coordinate and improve the time, locations, and duration of loading activities, looking closely at loading opportunities on nearby streets.

If the issue persists, we recommend the City establish hourly loading rates for vehicles making deliveries on metered spaces along retail corridors during peak hours of demand to encourage deliveries at non-peak times. An example of this can be seen in New York, NY in which the City has designated specific areas with separate rates and regulations for loading vehicles, specifying that some roads do not allow loading vehicles whatsoever between the hours of 7am and 7pm, while others charge hourly rates of \$15 for loading vehicles.

A more comprehensive freight study of Downtown West Palm Beach could also help optimize truck loading and routing.

Establish consistent enforcement procedures between public and private entities. Several of the privately-owned, publicly available parking facilities boot vehicles, causing confusion and frustration among visitors. To address this issue, we recommend changing the City's ordinance to allow the Parking Administration to oversee all off-street enforcement efforts. A similar example of this can be seen in Breckenridge, CO in which the City outsourced all parking enforcement operations to Interstate Parking, giving the enforcement continuity system-wide and ensuring that the latest enforcement technologies are pursued.

Implement a tiered enforcement rate structure. To improve the public's perception of the Parking Administration, we recommend implementing a tiered rate structure for parking citations, in which the first citation is slightly lower than the current rate, followed by a typical parking fine rate, an increased rate, and ultimately getting towed, with the clock starting over each year, as seen in **Table 17** below. As part of this improved perception of the Parking Administration, we recommend extending the on-street grace period to 10 to 15 minutes.

Table 17 – Proposed enforcement parking rates

	Expired Meter	% difference	Late Fee
1st Offense	\$15	-40%	\$25
2nd Offense	\$25	0%	\$25
3rd Offense	\$35	40%	\$25
4th Offense +	Tow	-	-

We also recommend increasing parking fines to be more aligned with the region. Currently, the fine for parking in a fire lane and parking in front of a fire hydrant are each \$50 and has not been altered in over 10 years. The typical rate for these fines range between \$80 and \$150 throughout the country. We recommend implementing a rate of \$90 for each of these violations.

3. Develop strategies to increase the density and walkability of Downtown West Palm Beach and decrease the parking demand

Although employees, students, residents, and visitors traveling to West Palm Beach have access to a variety of transportation modes besides the private automobile, existing policies and parking rates make driving alone the most convenient means of transportation, which has led to the high parking demand seen today. As WPB continues to expand and develop, the parking demand will do so as well, creating the potential need for new or expanded parking facilities. However, if WPB is able to successfully develop programs and policies that alter commuting behavior and decrease single occupancy vehicle (SOV) trips, parking demand will be reduced and land will become available for more productive uses. The following actions address this goal:

Use additional revenues from rate increases to create a Parking Benefits District (PBD). Under the PBD model, any of the additional revenue gained from rate increase is dedicated to beautification efforts within the downtown. A Parking Benefit District ties the economic benefits of performance parking directly to improving the quality of life in the immediate area. Potential projects that could include improving parking payment technologies, improving the parking signage and wayfinding, or discount active transportation modes (Skybike, Palm Tran, SunRail, etc.).

Establish parking maximums. Excessive parking requirements make market-rate housing more expensive, reduce the amount of space for non-parking uses, and incent people to own more cars and drive more frequently. The regulation and management of parking in Downtown West Palm Beach should safeguard against parking oversupply and work towards reducing the parking footprint within the core area. Incoming, large developments are likely to create a more dense, walkable environment. This type of growth supports the concept of eliminating parking minimums within the Downtown, particularly in mixed-use, transit-oriented development (TOD) areas such as in the development surrounding the Brightline High Speed Rail Station or the TriRail Station. Mobility services like Uber and Lyft, and – eventually – widespread adoption of driverless vehicles, are likewise contributing to a trend toward needing less parking and more pick-up/drop-off space. Even if traffic volumes and driving mode split were to stay the same, parking demand will decline, making the implementation of parking maximums a powerful tool to prepare for emerging transportation trends. Accordingly, we recommend the City be more aggressive with its parking maximums, lowering them to national standards as seen in **Table 18**. To develop a more comprehensive set of parking minimums and maximums, we recommend completing a parking study in which surveys would be performed for each of the Downtown's major land uses which could be incorporated into the zoning ordinance based on the unique demand patterns in WPB.

Table 18 – Proposed parking maximums

	WPB Minimum	Proposed Minimum	WPB Maximum	Proposed Maximum	National Standard	Unit
Retail	2.0	0.0	4.0	3.6	3.6	/K sqft
Office	2.5	0.0	4.0	3.7	3.7	/K sqft
Residential	1.0	0.0	2.0	1.50	1.5	/K sqft

*National Standards are derived from ITE Parking Generation manual, Volume 4

Execute parking cash-out program for all employees in Downtown WPB. Parking Cash Out refers to a program in which commuters are offered the (approximate) cash equivalent of what the business or private entity would pay for the construction and upkeep of a parking space in exchange for the employee's agreement not to drive themselves alone when traveling to and from work. Forms of compensation vary between yearly, monthly, or daily payments, depending on the parking system and pricing structure. Implementing a parking Cash Out program in WPB could reduce parking demand in overutilized facilities, ensure parking availability for incoming visitors, and create space for future expansions and developments within Downtown.

Unbundle parking from residential and office lease agreements. Unbundling parking allows owners to rent or sell parking spaces separately, rather than automatically including them with building space. By separating the cost of parking from the cost of building or leasing, it decreases the construction cost or lease, making this a more equitable policy for non-car owners. We recommend working with the Planning Division to include provisions in the zoning code to unbundle parking from commercial and residential units. We also recommend that the City work with the TMI to educate employers, developers, and the general public about the benefits of this policy. This would include pursuing any of the following action items:

- List parking as a separate line item in lease agreements to demonstrate the cost of parking and enable residents or developers to negotiate reductions.
- Rent parking separately when a new office space or residential space is bought/ leased; or offer leasers or renters a discount for not using the associated parking spaces.
- Create a market for available parking spaces in which building managers can keep a list of tenants or owners with excess spaces available for rent.
- Offer long-term parking at reduced rates in remote/underutilized locations.

Require new developments to subsidize alternative transportation modes. In the summer of 2017, the City Commission approved an amendment to the zoning code which required that all micro-unit developments provide on-site car-share stations at a ratio of one per every 13 units, provide 0.5 bicycle parking spaces per every unit, provide one bike sharing station on-site, and contribute a \$10 fee per unit per month to support the operation of the City's trolley system. Since all developments located in the study area benefit from these and other alternative transportation services, it is reasonable for developers and tenants to contribute to ensure high-quality services and amenities are provided to their residents, patrons, and staff.

Require shared parking study to be completed for each new development in Downtown WPB. One of the primary benefits of downtowns is the mix of services and land uses in proximity to one another. This also allows the same parking facility to serve multiple user types due to the differing demand patterns of these land uses. To leverage the shared use of these facilities and ensure that parking is not being overbuilt, we recommend that the City require incoming developments to complete a shared parking study prior to constructing additional parking supply.