

Parking Plan Scope – DRAFT

For Board of Aldermen reference – April 21, 2015

1 Summary of services contracted

The selected consulting team will be expected to perform, or otherwise assist with, tasks including, but not necessarily limited to, public and stakeholder participation; data collection; data analysis; mapping; policy analysis; one or more presentations to advisory board members, the Board of Aldermen; and preparation of a parking plan document. For more details on the expected tasks to be performed, see the Tasks section below.

2 Expected project milestones

- Consultant selection: June 2015
- Project kickoff: July 2015
- Public participation and stakeholder coordination: throughout project
- Policy analysis: fall/winter 2015-2016
- Data collection and analysis: fall 2015/spring 2016
- Mapping: as needed
- Board of Aldermen/advisory board presentations: September 2015, May or June 2016
- Completion of draft plan: summer 2016

3 Major themes

- Supply
- Demand
- Management
- Enforcement
- User experience

4 Geographic scope

A three-tiered geographic scope is proposed for the parking plan.

1. **Focus area**
 - a. Downtown
 - b. Principal trip attractor

- c. Same extent of the 2008 DCRP study area. The plan should also demarcate zones and sub-zones the same way as that study did.
 - d. Approximately two-thirds of a mile across
 - e. Most rigorous data collection and analysis
2. **Impact area**
 - a. Quarter-mile spatial buffer around the focus area
 - b. Includes neighborhoods adjacent to downtown
 - c. Could be impacted by policies and projects in the focus area
 - d. Approximately one mile across
 - e. Additional data collection as needed
 3. **Study area**
 - a. The whole town
 - b. Proposed geographic scope of the resident survey
 - c. All residents (plus interested visitors) should feel welcome to participate in the process
 - d. Land Use Ordinance parking requirements affect all areas of town

4.1 Special emphasis areas

In addition to the three-tiered scope, special emphasis areas may be studied, including:

- Commercial areas outside of downtown
- Chapel Hill Transit park-and-ride lots
- Other areas identified during contract scoping

5 Tasks

5.1 Public participation

5.1.1 Public participation plan

At the outset of the planning process, the consulting team will produce a brief memo including a plan for the approximate dates, content, and expected consultant and Town staff responsibilities in regard to the public participation activities described below. The memo will also describe how the process will reach out to traditionally underserved and non-English-speaking community members.

Consulting team tasks

- Prepare public participation plan memo
- Present the memo for review at a staff meeting
- Revise if necessary based on any review comments

5.1.2 Kickoff meeting/Public Forum

A plan kickoff meeting will be held, allowing the public and stakeholders to provide input on parking and access issues downtown. Big-picture themes and goals will be discussed at this meeting. This will be an opportunity to educate the community on parking management strategies and best practices from other communities. It will also be an opportunity for community members to identify issues and challenges related to parking in Carrboro. Any speakers at the event should represent an array of viewpoints on effective parking management.

Consulting team tasks

- Coordinate with Town staff in designing the agenda for the event
- Co-run the event with Town staff
- Give a presentation at the meeting
- Compile and summarize written and verbal comments and group reports

5.1.3 Social media and tabling

A social networking page, video channel, and other social media will be considered as tools to connect people with information about the parking plan. Use of Engage Carrboro, a public input site powered by MindMixer, is expected.

Tabling at events or locations with heavy foot traffic may also be considered to inform attendees/customers of the parking plan.

The extent to which both of these are included in the parking plan will be discussed further prior to contract signing. This task is expected to be primarily the responsibility of Town staff; however, Town staff will coordinate with the consultant and therefore the consultant should expect to have some role.

Proposers are welcome (but not required) to include social media and tabling ideas in proposals.

5.1.4 Surveys

Surveys are described further in the “Data Collection” section.

5.1.5 Draft plan public open house

The draft parking plan will be presented at a public open house, where interested residents and stakeholders can view plan goals and recommendations.

Consulting team tasks

- Print draft copies of the plan to be displayed at the open house
- Create maps, graphic boards, and electronic media, as appropriate, to display at the open house
- Attend the open house, providing a brief presentation and answering questions from the public
- Compile public comments into a document that can be presented along with the draft plan to the Board of Aldermen and advisory boards

5.2 Data collection**5.2.1 Data collection plan**

The consultant will produce a brief memo that outlines a data collection plan, including a general timeline for implementing each data collection task, and specific strategic information where necessary, e.g. expected times during the day parking utilization counts will be conducted. This will be completed early in the process, and Town staff will review the plan with the consultant to ensure that there is agreement on the strategies and tasks outlined.

Consulting team tasks

- Produce a data collection plan

5.2.2 Parking space inventory

Tiers: focus area, impact area, special study areas such as CHT park-and-ride lots

The Consultant will work with Town staff to assemble a comprehensive GIS-based inventory of parking spaces, utilizing existing data (where available) and collecting new data using rudimentary on-site hand counts, viewing satellite imagery, or consulting approved site plans or other planning documents. Note that the 2008 DCRP Study collected supply data for select downtown lots, and the Town has parking space supply data for all municipal lots and CHT park-and-ride lots. The inventory should classify spaces by accessibility (ADA or non-ADA), public/private, time restriction, trip purpose restriction, and potentially other attributes.

Consulting team tasks

- Coordinate with Town staff in assembling the inventory in GIS
- Collect additional data via hand counts or satellite imagery as necessary (may also be completed by Town staff)

5.2.3 Parking utilization surveys

Tiers: focus area, impact area (on-street parking), possibly special study areas

The consulting team, working with Town staff and volunteers, will conduct parking utilization surveys of private and public lots. Town staff will request permission from private property owners for surveys on private lots. Counts will be conducted at multiple times on both weekdays and weekends. The counts will show how many vehicles use parking spaces and for how long.

Consulting team tasks

- Design the surveys
- Team up with Town staff and volunteers to organize, manage, and conduct the surveys
- Input the counts into a database and review the data to ensure quality, enabling the data to be used to report occupancy at various times in the day

5.2.4 Targeted, detailed turnover studies

Tiers: focus area

Detailed turnover studies will be conducted where their particular level of data may be useful. While parking utilization surveys count the raw number of cars in each lot, detailed turnover studies track individual space utilization, logging the times when motor vehicles park at and depart from each space. As noted above, the Town has conducted detailed turnover studies on E. Weaver St. The 2008 DCRP Study conducted a turnover survey of public lots, although instead of logging exact times of vehicle arrival and departure, the study took counts in three-hour increments, noting during each count (using tire chalking) which vehicles from the previous count were still parked in the same space.

Consulting team tasks

- As part of the data collection plan, the consultant will work with Town staff and students to identify the specific turnover study areas
- Conduct the counts
- Compile the data into a database

5.2.5 Resident survey

Tiers: study area

The resident survey is important to collect residents' perceptions and attitudes to accessing destinations and parking in Carrboro. Particularly, residents and visitors who live further away from downtown and other destinations, and/or have limited transit service available are more

likely to rely on an automobile for access. The survey is expected to be a sample of households spread throughout town and should identify how parking and access opinions positively or negatively affect residents' travel choices within Carrboro. Methods of survey delivery will be discussed with the selected consultant during contract scoping. Consulting teams are encouraged to propose a range of resident survey methodologies in their proposals.

Consulting team tasks

- Write a draft of the survey for Town staff review
- Finalize the survey
- Administer the survey
- Tabulate survey results

5.2.6 Loading zone utilization surveys

Tiers: focus area

These surveys will determine utilization of loading zones throughout the day by delivery vehicles. Collecting loading zone utilization data could be most efficiently implemented as part of a targeted turnover study, as was the case for the Town's E. Weaver St. turnover surveys. However, it is possible that a standalone loading zone survey could be conducted.

Consulting team tasks

- Collect loading zone utilization data along with a detailed turnover survey, where appropriate

5.3 Analysis

5.3.1 Future parking demand scenarios

Tiers: focus area, impact area

Using current parking supply-demand data and future land use scenarios, including build-out under current zoning, the consultant will prepare future parking demand scenarios in the central business district. In addition to land use scenarios, the analysis should take into account a range of factors – such as demographics (e.g. number of households without a vehicle); pricing; presence of car/bike-sharing, transit service, and bicycle and pedestrian amenities; and transportation demand management (TDM) measures that could be implemented by tenants – that could affect demand for residential and commercial parking. The potential for spillover parking within the impact area should also be considered in this analysis. ITE parking generation data may be considered as part of the analysis but should not be the sole or primary methodology for determining parking demand. Parking occupancy data from land uses in

similar contexts in other communities may be helpful in projecting demand. In summary, the analysis should be careful not to underestimate or overestimate future parking demand.

Consulting team tasks

- Conduct the analysis
- Include the analysis in the parking plan document

5.3.2 Parking supply, management, and enforcement recommendations

Tiers: focus area, impact area

Taking into consideration the parking demand scenarios, goals established during the process, public and stakeholder input, collected data, and professional judgment, the consultant will make recommendations on parking supply and management in Carrboro. Recommendations should address:

- Shared parking arrangements
- Need for, and potential locations of, additional lots or structures
- Pricing
- Employee parking
- Loading zone supply and locations
- Legal parking restrictions (e.g. duration, use)
- Enforcement

Consulting team tasks

- Include the recommendations in the parking plan document

5.3.3 Land Use Ordinance parking requirement review

Tiers: study area

The consultant will conduct a comprehensive review of parking requirements included in Article XVIII of the Carrboro Land Use Ordinance, with particular attention to the Table of Parking Requirements in 15-291(g). The review should make use of the data collected as described above, and recommendations should be tailored based on different land use and transportation contexts, such as downtown vs. non-downtown and whether areas are transit-accessible.

Consultant tasks

- Conduct the review
- Include the analysis in the parking plan document

5.3.4 Walkability micro-audit

Tiers: focus area

Since downtown Carrboro's street network has very limited on-street parking, public parking supply substantially depends on public parking lots and the parking deck. This means that parkers will have to walk a distance to some destinations. Whether a destination is seen as walkable and comfortable from a particular parking lot is a factor in the perception of parking availability. The consulting team will therefore conduct a walkability micro-audit in the downtown that makes recommendations for improving the safety, comfort, aesthetic quality, and accessibility for persons with disabilities, of pedestrian facilities in the vicinity of parking lots and the parking deck that are on a common walking route to destinations.

Consultant tasks

- Schedule and lead a field walk downtown, noting problem areas
- Complete maps of issues and recommended improvements to be included in the parking plan
- Complete a table of recommendations and accompanying text as necessary to include in the parking plan

5.3.5 Park-and-ride analysis

Tiers: special emphasis area

The plan should include a brief (1-2 pp.) analysis of park-and-ride provisions in Carrboro. This would inform the Town's and transit agencies' (both local and regional) planning for access to transit services.

Consulting team tasks

- Complete a park-and-ride analysis to include in the parking plan

5.3.6 Bike parking recommendations

Tiers: focus area

The consultant will prepare recommendations on where bike parking may need to be enhanced in the downtown. This is not expected to be a detailed analysis, but should provide recommendations for both short-term and long-term (including covered) parking. Sec. 2.4 (pp. 2-7 to 2-10) of the *Comprehensive Bicycle Transportation Plan (2009)* ("Bike Plan") may serve as a useful reference, though several bike parking installations have been made since the plan was adopted.

Consulting team tasks

- Develop bike parking recommendations for inclusion in the plan

5.4 Presentations**5.4.1 Board of Aldermen presentations**

The consultant will be expected to make two (2) presentations on the parking plan to the Carrboro Board of Aldermen. Timing of presentations will be determined with the selected consultant during contract scoping.

Consulting team tasks

- Develop slideshows
- Make two (2) presentations at Board of Aldermen meetings

5.4.2 Advisory board presentation

The consultant will be expected to make one (1) presentation to the Town's advisory boards during a joint advisory board review meeting. This meeting brings together several advisory boards in the same room to streamline review of development concept plans, applications, and planning topics. The consultant is expected to present the draft plan for review at the meeting.

Consulting team tasks

- Develop slideshow
- Make presentation at joint advisory board review meeting

5.5 Plan development**5.5.1 Writing of the plan**

The consultant will compile the information collected from the public, data collected as described above, and aforementioned analysis into a comprehensive, well-organized, and clear parking planning document that describes parking and access issues and opportunities and provides recommendations to inform future parking strategies in Carrboro. Goals developed early in the process should be included.

Consulting team tasks

- Develop a draft version of the parking plan for staff review
- Develop a revised draft version for presentation to the public, advisory boards, and Board of Aldermen
- Revise the plan into a final draft to be considered for adoption

5.5.2 Parking demand model

It is in the Town's interest to have use of a model to estimate the demand of parking given changes in certain variables, such as land use and density, pricing, presence of car/bike-sharing, use of TDM strategies, presence of transit service and bicycle and pedestrian infrastructure, and other variables. Consultants' proposals should include a description of how the consultant could provide, develop, or assist in the development of a parking demand model to be given or licensed to the Town for future use. Further communication on this component should occur with the selected consultant during contract scoping.