

# Parking plan scope – DRAFT

For Board of Aldermen reference – Feb. 11, 2014

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## 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-or other community organizations; and preparation of a parking plan document. For more details on the expected tasks to be performed, see the Tasks section below.

## Expected project milestones

- Consultant selection: spring/summer 2014
- Project kickoff: August 2014
- Public participation and stakeholder coordination: throughout project
- Policy analysis: fall 2014
- Data collection and analysis: fall 2014/spring 2015
- Mapping: as needed
- Board of Aldermen/advisory board presentations: September 2014, January 2015, May or June 2015
- Completion of draft plan: spring/summer 2015

## Major themes

- Supply
- Demand
- Management
- Enforcement
- User experience

## Geographic scope

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

1. **Focus area**
  - a. Central business district
  - 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

See Appendix [\[1\]](#) for more information.

## 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

## Tasks

### Public participation

#### 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.

#### *Consultant tasks*

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

## 2. Kickoff meeting

A plan kickoff meeting will be held that will allow the public and stakeholders to provide input on parking and access issues downtown. Big-picture themes and goals will be discussed at this meeting.

### *Consultant tasks*

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

## 3. Parking and access charrette

This event will allow participants to propose solutions to particular parking management problems.

### *Consultant tasks*

- Plan the charrette agenda and review with Town staff
- Prepare maps and public comment forms for the charrette
- Attend and co-facilitate the charrette with Town staff
- Compile and summarize all comments, group reports, and proposed solutions from charrette participants
- Include summarized information in the parking plan

## 4. Stakeholder interviews

Stakeholder interviews allow those most affected by parking issues and strategies to report specific parking issues/concerns and suggest remedies.

Interviews may include representatives from the business community, nonprofit organizations, advisory boards, Chapel Hill Transit, the Carrboro Farmers' Market, Town staff, citizens, and others.

### *Consultant tasks*

- Coordinate with Town staff to recruit interviewees and schedule interviews
- Conduct interviews (in person, email, or phone)
- Compile and summarize interview notes
- Include summarized information in the parking plan

## 5. Public forum

One or more public forums will be held to educate the community on parking management strategies and best practices from other communities. This could take the form of one forum including a panel discussion, or multiple forums with individual speakers, depending on scheduling availability.

Possible forum topics include: downtown parking strategies for smaller communities; how the price of parking affects travel mode choices; parking supply needs and financial analysis; and how carsharing, ridesharing, and transit connections relate to parking.

The forum or forums should represent an array of viewpoints on effective parking management. Emphasis should be given, as much as possible, to speakers who have expertise in, or familiarity with, parking policies and strategies in communities of a similar size and economic profile as Carrboro.

### *Consultant tasks*

- Coordinate with Town staff on the scheduling of, and speakers for, the forum or forums
- Attend the forum or forums
- Write a summary of the forum or forums to be included in the parking plan

## 6. Parking scavenger hunt

A parking scavenger hunt will provide participants with the opportunity to experience accessing multiple destinations in Carrboro using different modes. Starting from various points, and using various modes, participants will visit multiple businesses and other locations in order to find a list of items. They will be asked to keep track of length of time spent searching for a parking spot (if in a car or bike), the distance and time walking from the parking space to the front door of the destination, route taken, and other important information. The results will serve as examples of the decisions residents make when they need to access destinations in Carrboro, especially downtown, and find a place to park.

### *Consultant tasks*

- Coordinate with Town staff and businesses to organize the scavenger hunt
- Compile and summarize information from participant logs
- Include information in the parking plan

## 7. 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 an online community engagement site may also be considered.

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.

## **8. Surveys**

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

## **9. 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.

### *Consultant tasks*

- Print draft copies of the plan to be displayed at the open house
- Create maps and graphic boards, 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

## **Data collection**

### **10. 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.

### *Consultant tasks*

- Produce a data collection plan

### **11. 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 CBD 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.

*Consultant 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)

## 12. 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. At this time, there is expected to be two count sets: one in fall 2014 and one in early 2015. Each set would involve counts on select weekdays plus weekend days. However, this could change during the contract scoping process.

*Consultant tasks*

- Coordinate with Town staff in designing and organizing 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

## 13. 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.

*Consultant tasks*

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

#### 14. 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. The survey's purpose is to identify how parking and access opinions positively or negatively affect residents' travel choices within Carrboro. The type(s) of survey delivery (online, mail, phone) will be discussed with the selected consultant during contract scoping. Consulting teams may propose a range of resident survey methodologies in their proposals.

*Consultant tasks*

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

#### 15. Customer/visitor survey

Tiers: focus area

This survey will be an intercept survey with people visiting businesses and other destinations in downtown Carrboro. Surveyors will stand near the entrance and ask customers if they would like to participate. The survey will be in-person and ask questions about what mode the respondents used, where they parked (if car or bike), if they searched for parking, and related questions.

*Consultant tasks*

- Write a draft of the survey for Town staff review
- Finalize the survey
- Administer the survey, coordinating with Town staff and potential volunteers, who may assist with administering it
- Tabulate survey results

## 16. Business owner survey

### Tiers: focus area

A business owner survey was conducted as part of the 2008 DCRP study. A survey specifically with respect to employee parking was conducted by the Town in fall 2013. This survey would be similar to the 2008 DCRP survey, intending to provide quantitative and qualitative data which would be supplemented by the stakeholder interviews. Town staff can assist in recruiting businesses to take the survey.

### *Consultant tasks*

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

## 17. Cruising for parking survey

### Tiers: focus area

This could be a separate survey or combined with the customer/visitor survey, which is designed to estimate the extent to which motorists cruise for parking in the CBD. The exact design of this survey will be discussed during contract scoping. Consultants are encouraged but not required to propose specific cruising study methodologies (or strategies for incorporating cruising questions into the customer/visitor survey).

### *Consultant tasks*

- Develop the cruising survey, or survey questions, coordinating with Town staff
- Administer the survey
- Tabulate survey results

## 18. 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.

### *Consultant tasks*



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

## Data analysis

### 19. Projection of future parking demand

*Tiers: focus area, impact area*

Using current parking supply and demand data, and future land use scenarios – including buildout under current zoning – the consultant will prepare an analysis of future parking demand 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-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.

*Consultant tasks*

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

### 20. 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 CBD vs. non-CBD and whether areas are transit-accessible.

*Consultant tasks*

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

## 21. 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 CBD 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

## 22. Park-and-ride analysis

### *Tiers: special emphasis area*

The plan should include a brief analysis of park-and-ride provisions in Carrboro. This would inform the Town's and transit agencies' planning for access to transit services.

### *Consultant tasks*

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

## 23. Bike parking recommendations

### *Tiers: focus area*

The consultant will prepare recommendations on where bike parking may need to be enhanced in the CBD. This is not expected to be a detailed analysis, but should provide recommendations for both short-term and long-term (including covered) parking.

### *Consultant tasks*

- Develop bike parking recommendations for inclusion in the plan

## **Presentations**

### **24. Carrboro Board of Aldermen presentations**

The consultant will be expected to make three (3) presentations on the parking plan to the Board of Aldermen. Timing of presentations will be determined with the selected consultant during contract scoping.

#### *Consultant tasks*

- Develop slideshows
- Make three (3) presentations at Board of Aldermen meetings

### **25. Carrboro advisory board review presentations**

The consultant will be expected to make two (2) presentations to the Town's advisory boards during joint advisory board review meetings. These meetings bring together several advisory boards in the same room to streamline review of development concept plans, applications, and planning topics. The expected timeframe is one introductory presentation near the beginning of the planning process and one that presents the draft plan for review.

#### *Consultant tasks*

- Develop slideshows
- Make three (2) presentations at joint advisory board review meetings

### **26. Presentations to other organizations**

The consultant will be expected to make two (2) presentations to other organizations who have an interest in learning about the planning process. This could include an organization such as the Chapel Hill-Carrboro Chamber of Commerce or the Chapel Hill and Orange County Visitors' Bureau. These presentations will be scheduled at appropriate times during the planning process.

#### *Consultant tasks*

- Develop slideshows
- Make three (2) presentations to organizations

## **Plan development**

### **27. 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.

*Consultant 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

***Topics and strategies that should be analyzed for potential inclusion in the plan***

- Comprehensive, coordinated management of public parking spaces
- Enforcement of public parking space restrictions
- Employee parking
- Joint use
- Unbundling
- Car sharing
- Transportation demand management
- Pricing
- Enhancing supply of parking
- Bike parking
- Signage and marketing
- Parking ambassadors

**28. (Optional) 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 carsharing, 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.

**Staff meetings, coordination, and contract management**

**29. Bi-weekly plan update calls**

It is expected that, bi-weekly, the consultant and Town staff will have conference calls to check in on the progress of the plan, address issues that arise, and plan for upcoming tasks. A meeting could be in-person if that would be the most effective or convenient. Call/meeting frequency could increase or decrease depending on the number of issues to address or upcoming tasks for which to plan.

*Consultant tasks*

- Participate in bi-weekly (on average) check-in calls (or in-person meetings)
- Email a summary and list of action items after each call/meeting

### **30. General coordination and contract management**

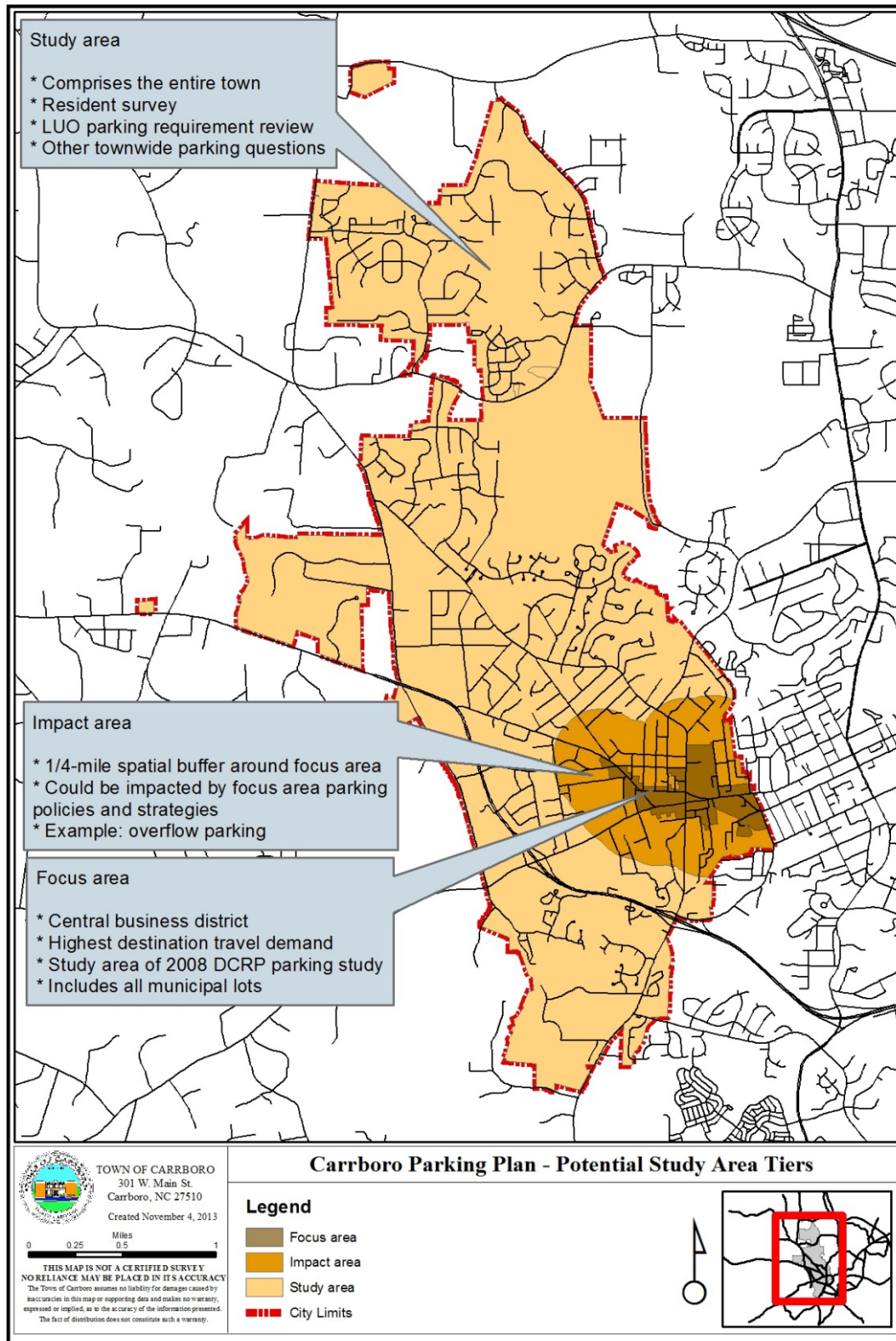
The consultant will maintain a project schedule, to be coordinated with Town staff. In addition to the aforementioned check-in calls, it is expected the consultant and Town staff will occasionally need to have additional phone and email conversations as the need arises.

The consultant will be responsible for submitting timely invoices with a list of items completed for the invoicing period. The consultant will also be required to submit, along with each invoice, documentation required for federal grants.

*Consultant tasks*

- Generate a project schedule
- Communicate with Town staff as needed
- Submit timely invoices along with a list of tasks completed during the invoicing period and any necessary accompanying documentation

## Appendix [J]. Proposed parking plan scope and tiers



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