



**MICHIGAN
PARKING
ASSOCIATION**

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SPRING 2015

Quarterly Newsletter of the Michigan Parking Association

President's Parking Space

by Bob Dietz



Bob Dietz
MPA President

Hello all. By way of introduction I am Bob Dietz the current sitting president of the MPA. It is my distinct pleasure to be a part of the current Board of Directors and holder of the scepter of power (just checking to see who is paying attention out there).

I would be remiss if I did not start with a huge well done and a tip O' the hat to my predecessor, Dr. Shawny DeBerry, who created a legacy of progress and forward thinking over the last few years. She kept us moving ahead when the future looked bleak and Timmy had yet again fallen into the well.

She put a personal spin on Parking Wars and dazzled us all with her infectious smile akin to the sparkling lights of her town, Detroit. She took us to historic Mackinac Island and brought us cultural lessons via tours of the DIA and the Hitsville USA-Motown museum among other locales.

While several years my junior she shared her wisdom with me and taught me much. A mere written thank you cannot be enough. I will always have a place in my heart and a hug at the

ready for you my dear friend.

And so to the business at hand. We are looking to alter things a bit by changing our annual multi-day fall conference to a one day conference/business meeting the day after our golf outing in July. Our subject for the meeting will deal with the changing landscape of parking technology as we know it today. Joint ventures between public and private factions are creating a need for a renewed look by manufacturers.

Possible requirements for new credit card design and function are causing additional reasons to look at current equipment. Another less obvious impact may be the difference in our work forces with hiring older workers or some employees staying longer on the job while everyone in the mix is trying to keep abreast of rapidly changing technology.

Continuous ripples upon the waters of the parking industry will never stop so we need to talk continually to

each other just to keep up in our ever changing world.

Please note that we will be moving the golf outing this year to Mt. Pleasant's Pohlcat golf course.

As our conference is now being tied in with the outing our headquarters and meeting place will be close by at the Soaring Eagle Casino and Resort center. This will all take place in late July with more details to come via e-blasts.

A reminder that our awards committee is always looking for nominations in any, or all, of the four categories of Public Parking Program of the Year, Legislator of the Year, Parking Professional (non-management employee) of the year or Parking Professional Merit award. Help us to recognize those shining stars in your organization by contacting any of the committee members, Catherine Burch, Barb Singleton or Julie Parisian with nominee names.



For the latest happenings in the Michigan Parking Association, visit www.mpatoday.org

Planning For Shared Use Facilities

One of the MPA's own favorite sons, Gary Cudney, President and CEO of Carl Walker Inc., had the article below published in the December issue of *Parking Today*. He has graciously allowed us to reprint the article in our newsletter. As parking space is a limited commodity sharing parking areas can aid all of us in becoming more efficient in providing for our customers.

Mom Always Taught Us to Share... That Includes Parking Too!

By Gary Cudney, P.E.

I had the privilege of working on a downtown parking study for one of my favorite places, Chandler, AZ, a few years ago. This downtown had wonderful shops, great restaurants, fun night spots, and popular special events.

However, it also had a glaring problem – at least from a parking perspective.

The land uses were developed in a very segregated fashion. Shops, restaurants, and pubs were on one side of Main Street. Offices, government buildings and the library were on the other.

At night, parking facilities on one side of the downtown were bursting at the seams. At the same time, large parking facilities on the other side went almost unused.

It seemed a shame to consider constructing more parking when so much space was available right across the street.

One of the best opportunities to reduce expenses, improve commercial areas and neighborhoods, and reduce the environmental impact of parking is to encourage shared parking.

For example, parking for an office building can also support theaters and nightclubs because the peak parking demands are different.

Office parking demands peak during daytime hours on weekdays and parking demand for theaters and nightclubs peaks during evenings and weekends. This means that less parking needs to be constructed, lowering expenses and limiting the amount of land dedicated to parking.

This concept is often applied to new developments with a mix of land uses.

This would typically involve a review of development land uses, a projection of shared parking demands, and a review of zoning code requirements. The assessment would also include two primary shared parking model adjustments:

- Mode Adjustments – The percentage of people driving to the development alone instead of using another form of transportation such as walking, bicycling, carpooling or transit.

- Captive Market Adjustments – The percentage of vehicles that are already counted in the demands associated with another land use. For example, residents who visit an on-site sandwich shop would not generate any additional parking demand.

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FEATURED ARTICLE

Shared parking can reduce the amount of parking needed by 15

percent or more depending on the land uses, modal splits, and captive market synergies. Given the average cost of constructing structured parking spaces (approximately \$17,500 per space), every little bit helps.

A shared parking model should be required for every new mixed-use development to determine if the appropriate amount of parking is provided. However, shared parking can also apply to existing developments and larger areas such as zones within a downtown.

For example, church parking that is only used during evenings and weekends could be used to support office or medical buildings during weekdays.

This may seem like a difficult challenge. How much under utilized parking is available? Will private property owners cooperate? However, there are ways to encourage shared parking:

- Know the Numbers – Conduct an assessment of existing parking supply and demand in the area that is being considered for additional parking. Both public and private parking supplies should be included in the analysis. If under utilized supplies are found, investigate alternatives for improving the utilization of all available parking.

Continued on back page

Multi-Use Monitoring in Grand Rapids

By Aaron Terpstra

Grand Rapids Parking Services Department (GRPSD) engages a shared-space concept by providing multiple parking options for its customers, closely monitoring the multiple facility usage, and adjusting accordingly to accommodate customers.

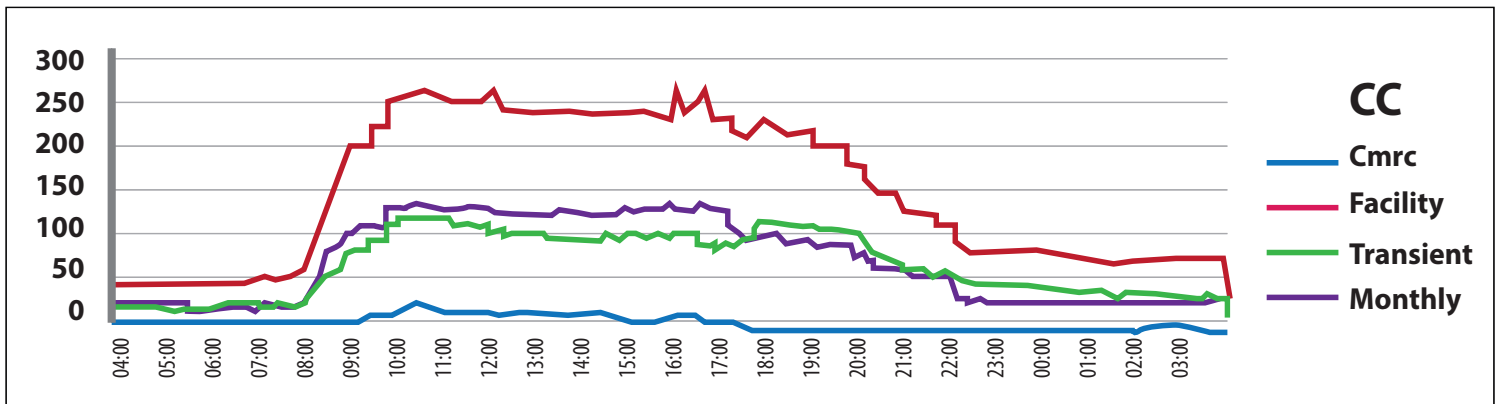
The VIP Parking Program allows customers to purchase a reduced rate parking card providing them access to a ramp parking space from 4:30pm to 6:00 am. The cards are often purchased by Grand Rapids Griffins season ticket holders (hockey fans); local college students for night classes; and bartenders and waitresses.

Realized benefits include the ability to maximize capacity during the daytime when demand is highest, and to provide additional spaces for other customers as daytime parkers leave in the evening. In other words, space utilization is maximized and revenues are increased when the same spaces are sold for both

Another method GRPSD utilizes the concept of space-sharing is to monitor residential parkers that park overnight. Some facilities will have as many as 80 cars parked overnight that typically belong to downtown residents. During the day, a portion of those residents leave, freeing up parking spaces. Constant monitoring and adjusting available space counts, provides staff the flexibility to provide maximum transient parking access. Available space counts are readjusted in the evening for residential demand.

Space sharing also occurs by having monthly parkers that stay all day for work, park above a certain level. Access cards are required to be swiped at an upper level to get access to leave the ramp. This provides a greater number of spaces on the lower level for short term visitor parking.

Downtown Grand Rapids continues to see growth



daytime and evening demands. To manage this, GRPSD optimizes space usage between access card and visitor parking customers.

Grand Rapids also maximizes space availability by reviewing real-time and monthly parking trends per facility by transient and monthly card holders.

The data allows adjustment of the number of spaces made available for transient parkers based on actual monthly card holder usage. Parking demand changes daily based on downtown events, weather, and other conditions that provide challenges for obtaining optimal utilization and customer accommodation.

The ability to adjust "on the fly" is required and using data as a guide enables flexibility. Therefore, based on the assumption all monthly card purchasers do not park every day, the availability of transient spaces is flexible. For example, the following graph shows daily parking in the Cherry Commerce (CC) Ramp.

The graph illustrates general trends, spikes in utilization, access card usage and peak times.

with expanding businesses, new buildings, and more residential units. As this growth occurs, parking professionals will need to manage facilities at or near capacity 24/7. Constant flow of information and flexibility will be critical to provide parking options that meet customer needs. Done well, this monitoring and adjusting can maximize limited space and increase total revenue without additional ramp infrastructure.

	Peak Occupancy	Percent	Date
Cmrc	12	40%	2/18/2015 10:15 AM
Facility	265	94%	2/18/2015 10:50 AM
Transient	124	100%	2/18/2015 10:10 AM
Monthly	145	92%	2/18/2015 4:35 PM

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• Talk with Private Parking Owners – Create lines of communication to determine what can be done to encourage more shared parking. Discussions should include the potential benefits of shared parking, including potential revenues related to increased parking utilization. Also, incentives could be offered such as assisting with facility maintenance (e.g., sweeping), signage, security, insurance and parking enforcement.

• Adjust Zoning Codes to Encourage Shared Parking – Development code requirements that specify a set amount of parking per square foot almost always result in too much parking. Requirements should be based on realistic demand ratios specific to the community, as well as provide reasonable reductions for shared off-street parking, available on-street parking, and the utilization of alternative forms of Transportation

• Manage for Efficiency – Manage

parking as a system – both public and private. This could include improved signage and wayfinding, better marketing and communications, real-time parking availability information, demand-based pricing strategies, encouraging private parking facilities to provide public parking, circulator shuttles, etc. As parking professionals, we need to do all we can to maximize the utilization of all parking resources, both public and private. Properly managing and utilizing existing parking and transportation resources, as well as adequately planning for future needs, can be one of the most inexpensive and efficient ways to provide parking.

Gary Cudney, P. E. is President and CEO of Carl Walker, Inc. He can be reached at gcudney@carlwalker.com.

Article Abstract from December, 2014

Thanks a bunch Gary for letting us follow your lead in this area. This is a prime example of the need for technology to provide our industry with assistance in problem solving. For a local take on multi-use areas and managing them check out the next article about how Grand Rapids is monitoring its Cherry Commerce ramp.



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