The parking study area encompasses an area almost identical to the Downtown Development Tier. The Downtown Development Tier is comprised of the historic downtown core and support areas where intense development and pedestrian activity is encouraged.

The area covers the extent of the Downtown Master Plan within which development is intended to be transit and pedestrian-oriented in order to enhance the street level experience and provide a mixture of goods and services near transit.

While the study area is intended to encompass all business activity near downtown, a small number of primarily residential areas are found within the perimeter. These small pockets of residential use should show how any supply limitations impact adjacent neighborhoods.
PROJECT SCHEDULE AND SCOPE

PROJECT INITIATION
- Kickoff Meeting

EXISTING PARKING CONDITIONS
- Inventory/Utilization Data Collection
- User Surveys
- Stakeholder Interviews

FUTURE NEEDS/RECOMMENDATIONS
- Analysis Existing Conditions Report
- Analysis of Future Demand
- Identify New Services/Infrastructure

IDENTIFY POTENTIAL NEW FACILITY LOCATIONS
- Future Conditions and Demand Report

RECOMMENDED FUTURE REQUIREMENTS
- Public Open House
- Future Requirements Report

FUTURE REQUIREMENTS
- Report

PUBLIC OPEN HOUSE

MARCH 2018

FEBRUARY 2018

DECEMBER 2017

JANUARY 2018

NOVEMBER 2017

OCTOBER 2017

DOWNTOWN DURHAM PARKING STUDY
Restrictions: Review current parking restrictions to determine whether restrictions are having the desired effect related to turnover and/or creating confusion among visitors. Evaluate parking policy for spaces in front of churches and governmental facilities.

Supply and Demand: Quantitatively assess the supply and demand of downtown public and private parking, identifying peak and low-demand periods of the day. Determine the need for additional parking or whether there is excess parking capacity.

Ownership and Public Access: Identify all non-city owned parking in Downtown Durham, its management company, prices, and availability of day or night parking.

Multimodal Access and Wayfinding: Evaluate pedestrian patterns from parking facilities to destinations. Consider public parking facilities for bike-share station locations. Review the current wayfinding system regarding the location and identification of public parking lots.

User Satisfaction: Provide and distribute a survey to Downtown Durham businesses and employees to explore their concerns relative to the current parking conditions. Conduct a series of interviews with stakeholders and community groups on parking issues.

Operations: Develop strategies for improved visitor and employee parking options. Evaluate current management/staffing and pricing strategies for parking structures.

Future Impacts: Assess the impact of future development on parking through a combination of forecasting future demand and future development.

Supply Expansion: If excess supply does not exist, cite suitable locations, the feasibility of construction, and any land acquisition required to add new facilities to the parking system.
PUBLICLY ACCESSIBLE OFF-STREET PARKING FACILITIES

LEGEND
- Study Area Boundary
- City Owned Publicly Accessible Off-Street Parking
- County Owned Publicly Accessible Off-Street Parking
- Privately Owned Publicly Accessible Off-Street Parking

DOWNTOWN DURHAM PARKING STUDY
WEEKDAY PARKING UTILIZATION

8 a.m. to 12 p.m.

4 p.m. to 8 p.m.

12 p.m. to 4 p.m.

0% to 30% Occupancy
30% to 60% Occupancy
60% to 80% Occupancy
80% to 90% Occupancy
90% to 100% Occupancy
Greater than 100% Occupancy
Restricted/No Data
Publicly Accessible Facilities

Feet 400 800 1200

DOWNTOWN DURHAM PARKING STUDY
WEEKDAY PARKING UTILIZATION

All Surveyed Spaces

Publicly Available Spaces

Restricted Spaces

DOWNTOWN DURHAM PARKING STUDY
### Weekday Parking Utilization

#### On-Street Spaces

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8AM-12PM</td>
<td>1369</td>
<td>655</td>
</tr>
<tr>
<td>12PM-4PM</td>
<td>1046</td>
<td>978</td>
</tr>
<tr>
<td>4PM-8PM</td>
<td>1315</td>
<td>709</td>
</tr>
</tbody>
</table>

#### Off-Street Spaces

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8AM-12PM</td>
<td>6174</td>
<td>6093</td>
</tr>
<tr>
<td>12PM-4PM</td>
<td>3612</td>
<td>7020</td>
</tr>
<tr>
<td>4PM-8PM</td>
<td>6979</td>
<td>5288</td>
</tr>
</tbody>
</table>

#### On-Street Metered Spaces

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8AM-12PM</td>
<td>595</td>
<td>227</td>
</tr>
<tr>
<td>12PM-4PM</td>
<td>387</td>
<td>435</td>
</tr>
<tr>
<td>4PM-8PM</td>
<td>494</td>
<td>328</td>
</tr>
</tbody>
</table>
SATURDAY PARKING UTILIZATION

8 a.m. to 12 p.m.

12 p.m. to 4 p.m.

4 p.m. to 8 p.m.

- 0% to 30% Occupancy
- 30% to 60% Occupancy
- 60% to 80% Occupancy
- 80% to 90% Occupancy
- 90% to 100% Occupancy
- Greater than 100% Occupancy
- Restricted/No Data
- Publicly Accessible Facilities

DOWNTOWN DURHAM PARKING STUDY
SATURDAY PARKING UTILIZATION

All Surveyed Spaces

Publicly Available Spaces

Restricted Spaces

YOUR COMMENTS

DOWNTOWN DURHAM PARKING STUDY
SATURDAY PARKING UTILIZATION

On-Street Spaces

- On-Street Spaces
  - 8AM-12PM: 695
  - 12PM-4PM: 965
  - 4PM-8PM: 892

Off-Street Spaces

- Off-Street Spaces
  - 8AM-12PM: 2097
  - 12PM-4PM: 2540
  - 4PM-8PM: 2508

On-Street Metered Spaces

- On-Street Metered Spaces
  - 8AM-12PM: 378
  - 12PM-4PM: 579
  - 4PM-8PM: 522

DOWNTOWN DURHAM PARKING STUDY
STAKEHOLDER CONCERNS

- Comprehensive transportation solutions
- There is a shortage of short-term parking
- Private parking is underutilized
- Safety issues surrounding garage facilities
- Shared parking should be encouraged
- Most employees do not live in the City
- Parking Policy should consider both short-term and long-term needs
- Parking program and planning should be inclusive
- Special Events have a major impact on City parking and need better overall management
- Bus parking is extremely limited
When choosing where to park in the downtown area, what are your most important considerations?

**Employees/Students**
- Location/convenient to destination
- Ease of finding a space
- Ability to leave car in one place
- Security/Safety
- Cost/Price
- Physical condition of parking facility
- Type of parking (street/lot/garage)

**Visitors (Events, Dining, Personal Business)**
- Location/convenient to destination
- Ease of finding a space
- Ability to leave car in one place
- Cost/Price
- Security/Safety
- Physical condition of parking facility
- Type of parking (street/lot/garage)
How far from your final destination did you park the last time you parked in Downtown Durham?

- My destination's parking lot: 30%
- The same block: 20%
- 1 block away: 10%
- 2 blocks away: 15%
- 3 or more blocks away: 25%

\( n = 185 \), \( n = 378 \)

How long does it take you to find a parking spot?

- Less than a minute: 20%
- 1 to 3 minutes: 15%
- 3 to 5 minutes: 15%
- 5 to 10 minutes: 20%
- More than 10 minutes: 20%

\( n = 935 \), \( n = 895 \), \( n = 889 \)

If you typically pay for parking, how do you pay?

- I pay on the spot with a credit card: 45%
- I pay beforehand through the City of Durham's Monthly Permit Application: 20%
- I pay on the spot or beforehand through Pay-by-Phone or mobile app: 10%
- I pay on the spot with cash, and I usually need change: 10%
- I pay beforehand through a payroll deduction from work: 5%
- I pay on the spot with exact change in cash: 10%

\( n = 180 \), \( n = 277 \)

For how long do you typically park?

- Less than 15 minutes: 30%
- 15 to 30 minutes: 20%
- 30 minutes to 1 hour: 15%
- 1 to 2 hours: 10%
- 2 to 3 hours: 10%
- 3 to 4 hours: 5%
- 4 to 8 hours: 5%
- More than 8 hours: 5%

\( n = 450 \), \( n = 378 \)
PUBLIC SURVEY RESPONSES

What is Downtown Durham’s biggest challenge in terms of transportation and parking?

Are you interested in using any of the following transportation options?

How effective is current wayfinding signage in directing you to parking?

Parking enforcement in Downtown Durham is:

DOWNTOWN DURHAM PARKING STUDY
INITIAL NEEDS ASSESSMENT AND PRIORITY

Performance-Based Pricing: Adjusting parking rates to achieve availability level based on supply and demand.

Event Parking Management: Clarify rules for visitors and event managers.

Permit Parking: Consolidate & simplify permit system. Consider replacing permit-only spaces with discount long-term priced spaces.

Effective Information: Standardize signage and striping, including for private lots that are open to the public. Display real-time availability.

Multimodal Improvements: Improve pedestrian access to underutilized parking facilities.

On-Street Parking: Add spaces where possible while considering associated circulation changes. Add spaces for drop-off/pick-up activity.

Payment Options: Expand pay-by-phone and other payment options citywide.

Zoning: Support compact “park once” development downtown. Incorporate Transportation Demand Management (TDM) elements.

Employee Parking: Consider the operation of an employee shuttle to more remote parking locations.

Management: Review the potential for creation of a Durham Parking District to incorporate public and private parking facilities under a single comprehensive system.
NEXT STEPS

FUTURE PARKING NEEDS AND RECOMMENDATIONS
WINTER 2018

Future Demand for Public Parking Resources: Account for potential parking demand from new developments expected in downtown Durham. Existing land use and projections will be based on information provided from the City, Downtown Durham Inc, major institutions, and other stakeholders in the study, plus potential development scenarios based on vacant sites, sites identified for redevelopment, and development permitted through existing zoning.

Identify New or Additional Required Services and Infrastructure: Make recommendations that will address ways to make parking more convenient and attractive to the users of Durham’s parking system. This analysis will result in sets of complementary strategies that include both supply and demand strategies.

RECOMMENDED FUTURE PARKING REQUIREMENTS
SPRING 2018

Parking Forecasts: Identify viable future development scenarios. These scenarios will be identified with each corresponding expected impact on parking and the transportation system.

Cost and Schedule for Proposed Improvements: Evaluate the financial and structural feasibility of upgrading existing facilities compared to developing new facilities. This evaluation will address both the current conditions and anticipated future scenarios. Document several potential strategies and make recommendations on the most effective and efficient options for the short- and long-term.

Mobility Considerations: Utilize existing information gathered from the City’s Transportation Department, Go Durham Transit improvements and other City mobility efforts to create realistic projections of the impact of transportation changes, including upcoming mobility shifts associated with shared transportation and autonomy. Detailed mobility improvements will be suggested throughout the downtown area including potential bike share station locations and pedestrian enhancements.