



Assessment of Downtown Parking



Summary Presentation

September 13, 2022

8:00 AM

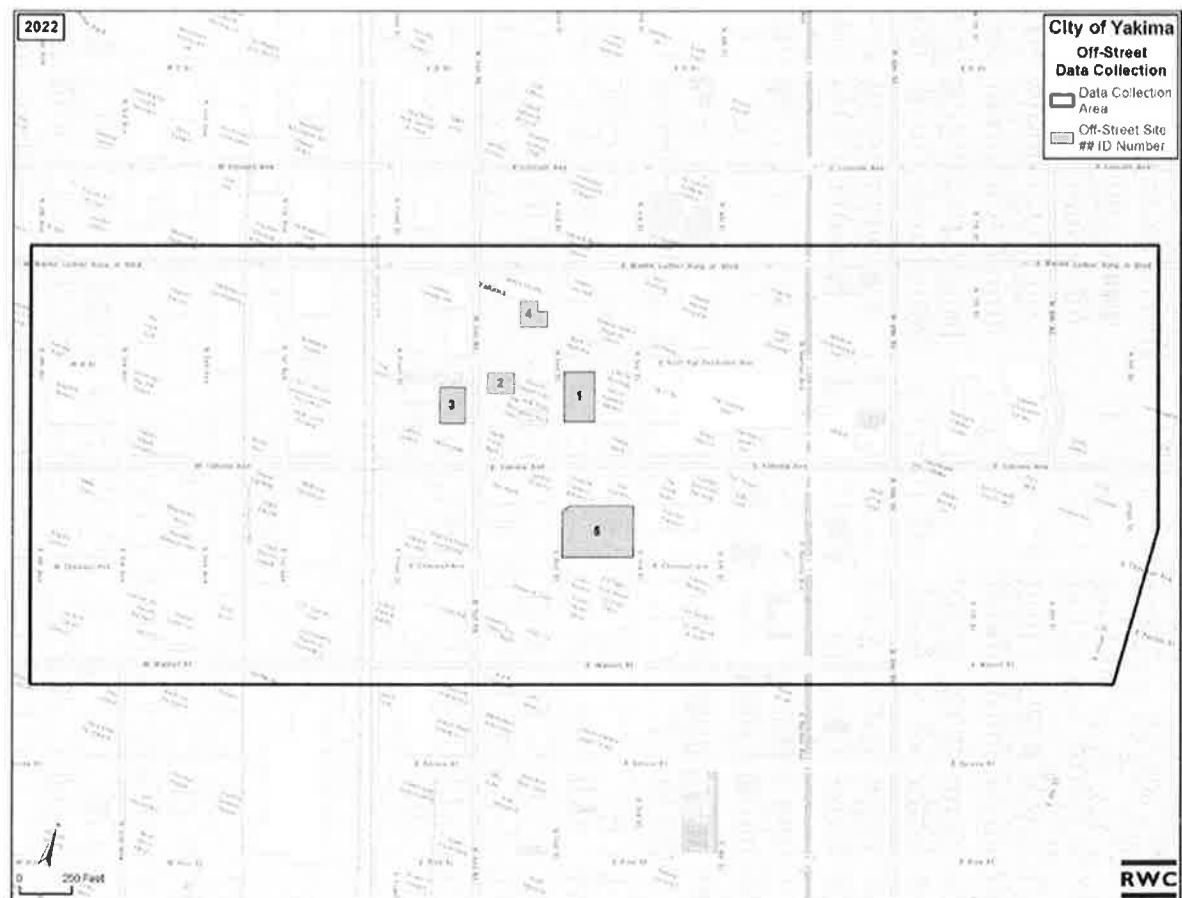
RWC



Project Objectives

- (a) Assess use of downtown parking supply
- (b) Development hypothetical revenue/expense models (assuming the outcomes of a potential paid parking environment), and
- (c) Provide a framework for more comprehensive approach to downtown parking management.





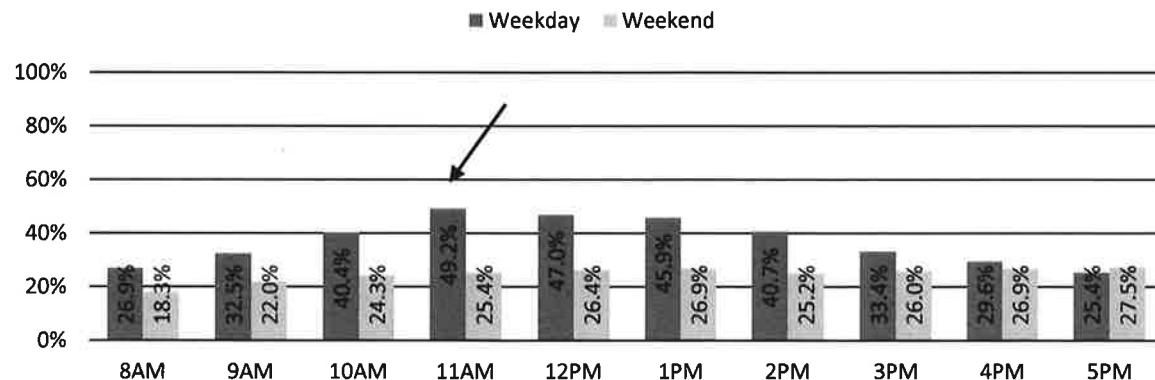
Data Collection Process

- Data was recorded once per hour from 8:00 AM to 6:00 PM (enforcement hours).
- Data collected by City staff in different time frames on multiple weekdays.
 - April 18, 19, 20, 21 and 22, 2022.
- Data was collected on two Saturdays to help inform weekend parking trends
 - April 23 and April 30, 2022.
- Summarized by block face and by off-street site.



Data Findings - Hourly

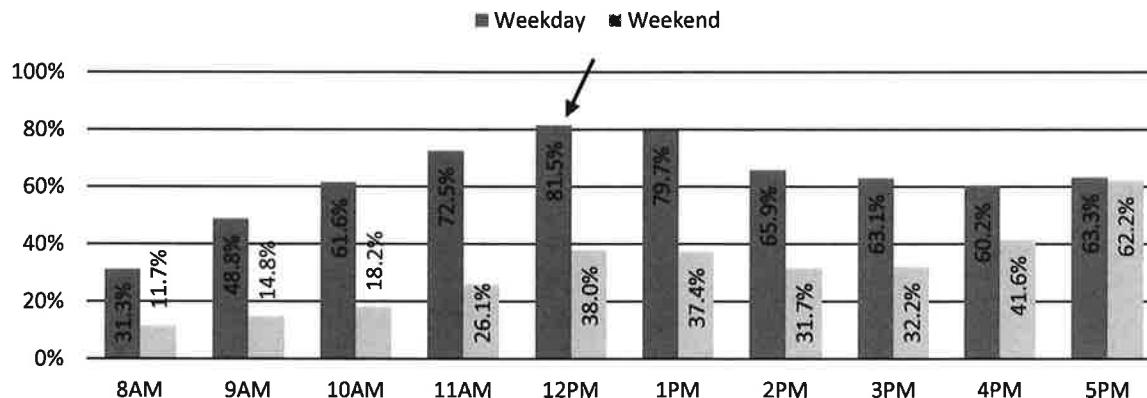
City of Yakima - Occupancy by Hour
Weekday vs. Weekend: On-Street occupancies (1,926 stalls)



On-street

- Low Use
- 11AM Peak Hour (49%)

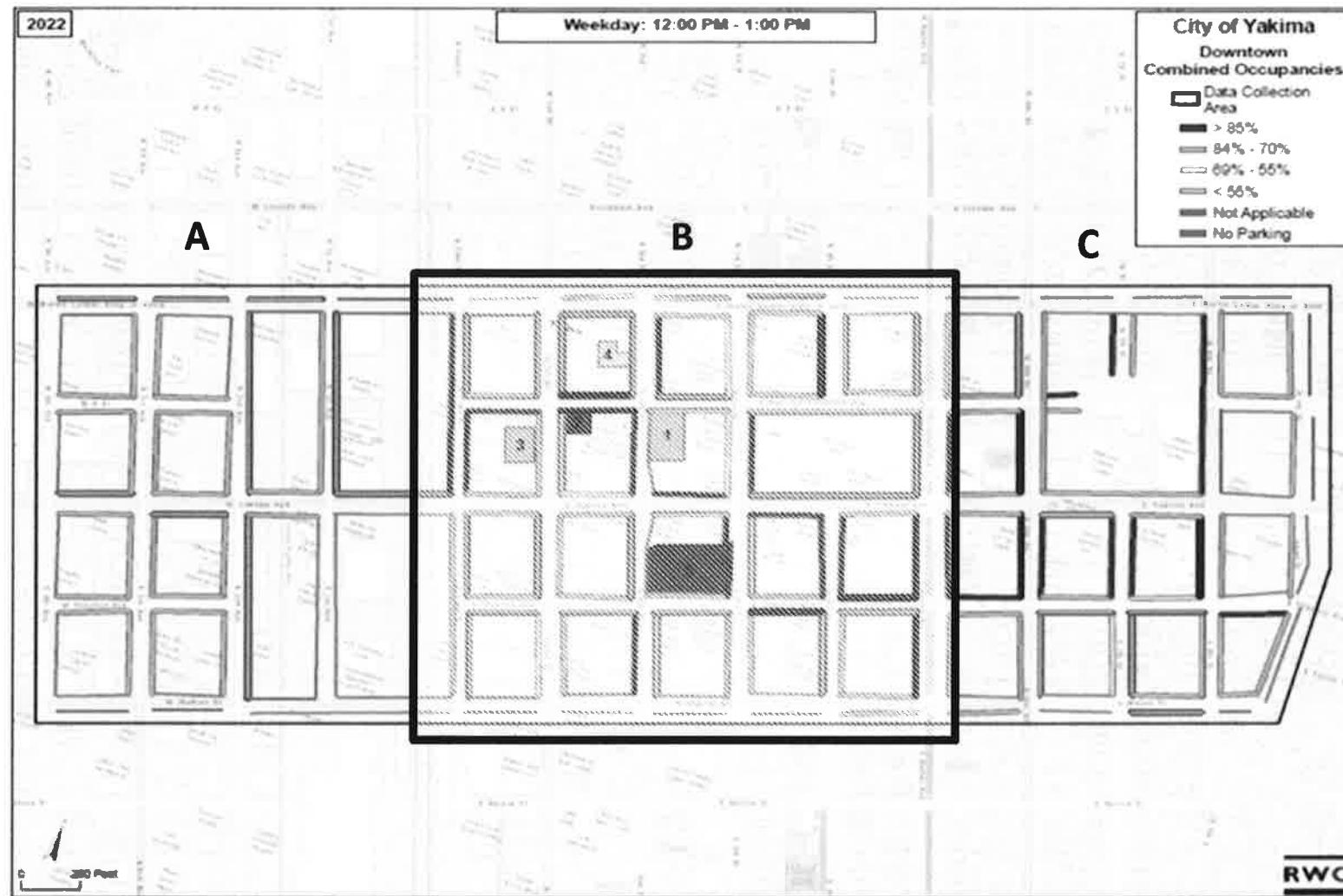
City of Yakima - Occupancy by Hour
Weekday vs. Weekend: Off-Street occupancies (429 stalls)



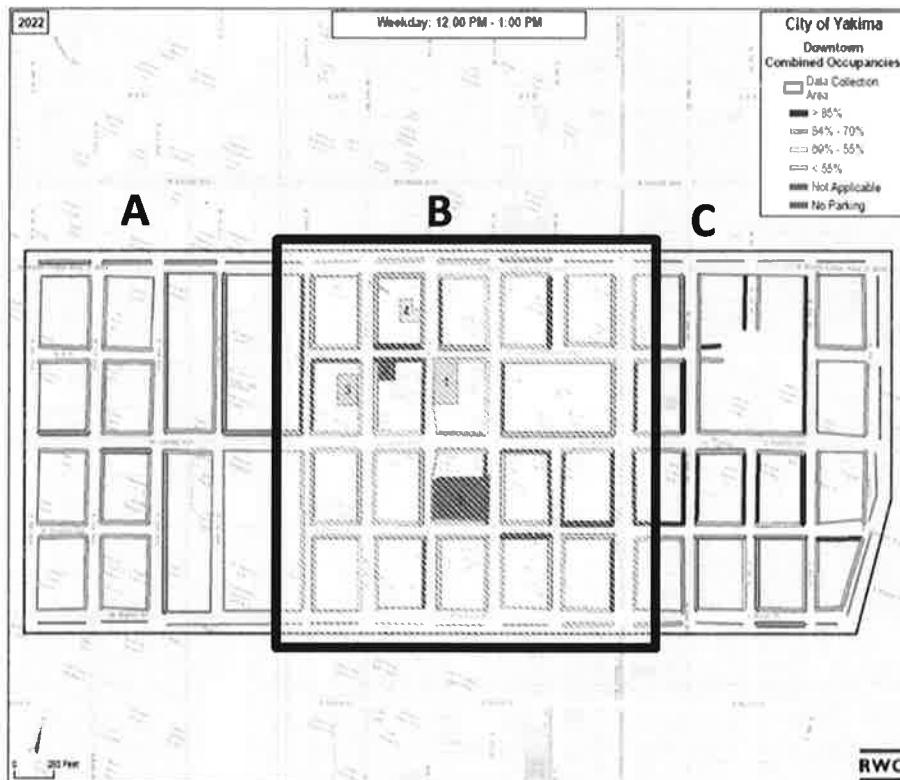
Off-street

- Robust use
- Noon Peak Hour (82%)

Data Findings – Peak Hour



Data Summary



- Heat maps indicate there are pockets of higher demand (particularly on the weekday) when the downtown is viewed at a more granular level.
- The parking system is much more robust in the sub-area B of downtown
 - N/S Front Street (west), N/S Naches Avenue (east), E. Walnut Street (south), and E. Martin Luther King, Jr., Blvd (north).
- On the weekday, 77% of all constrained block faces in the larger study area clustered in sub-area B.
 - Sub-area C has higher concentrated activity.
 - Sub-area A very low use.

Cost/Revenue Analysis – Pay-to-Park

Period	Rate	Estimated Annual <u>Gross</u> Revenue	Estimated Monthly <u>Gross</u> Per Stall	Estimated Annual <u>Net</u> Revenue	Average Monthly <u>Net</u> Per Stall
1- 5 YRS	\$0.50	\$968,258	\$36	(\$265,988)	(\$10)
1- 5 YRS	\$0.75	\$1,429,347	\$53	\$195,101	\$7
1- 5 YRS	\$1.00	\$1,890,436	\$70	\$656,190	\$24
1- 5 YRS	\$1.25	\$2,363,659	\$88	\$1,013,534	\$38
6 -20 YRS	\$0.50	\$968,258	\$36	\$399,985	\$15
6 -20 YRS	\$0.75	\$1,429,347	\$53	\$861,074	\$32
6 -20 YRS	\$1.00	\$1,890,436	\$70	\$1,322,163	\$49
6 -20 YRS	\$1.25	\$2,363,659	\$88	\$1,679,507	\$62



- Model is conservative and includes 20% leakage factor.
- Rates of \$0.75, \$1.00, and \$1.25 per hour yield positive annual net revenue in the first five years of operation, but a rate of \$0.50 per hour would yield negative revenue.
- Expanding the study area east to 9th Avenue reduces net revenue by more than \$100,000 per year (at a rate of \$1 per hour) compared to the model iteration bounded by S. 8th Ave (east).

Parking Management Strategies for Consideration



- a. **Eliminate no-limit on-street parking stalls on commercial streets within the study area boundary. Replace with time limited stalls.**
 - 978/1,926 on-street stalls are currently No Limit (51%)
- b. Establish time limit standards based on demand in “Parking Management Sub-Areas.”
 - 3 hours (Sub-Area A)
 - 2 Hours (Sub-Area B)
 - 3 Hours (Sub-Area C)
- c. Establish monthly parking permit rates to actual demand by off-street site.

Parking Management Strategies for Consideration

- d. Consider implementing **pay-to-park on-street in sub-areas B (Core) and C (west)**
- e. With Strategy d, **implement pay-to-park off-street in Lots 1 – 5**, to allow visitor payment for use.
- f. Establish Parking Services as an **Enterprise Fund**
- g. Operate parking associated with the **Convention Center as a separate business center** within Convention Center operations.



Questions and Discussion



