

Long Beach Transportation and Parking Solutions Parking Management



Study Area



Existing Parking Supply???



Existing Parking Occupancy???

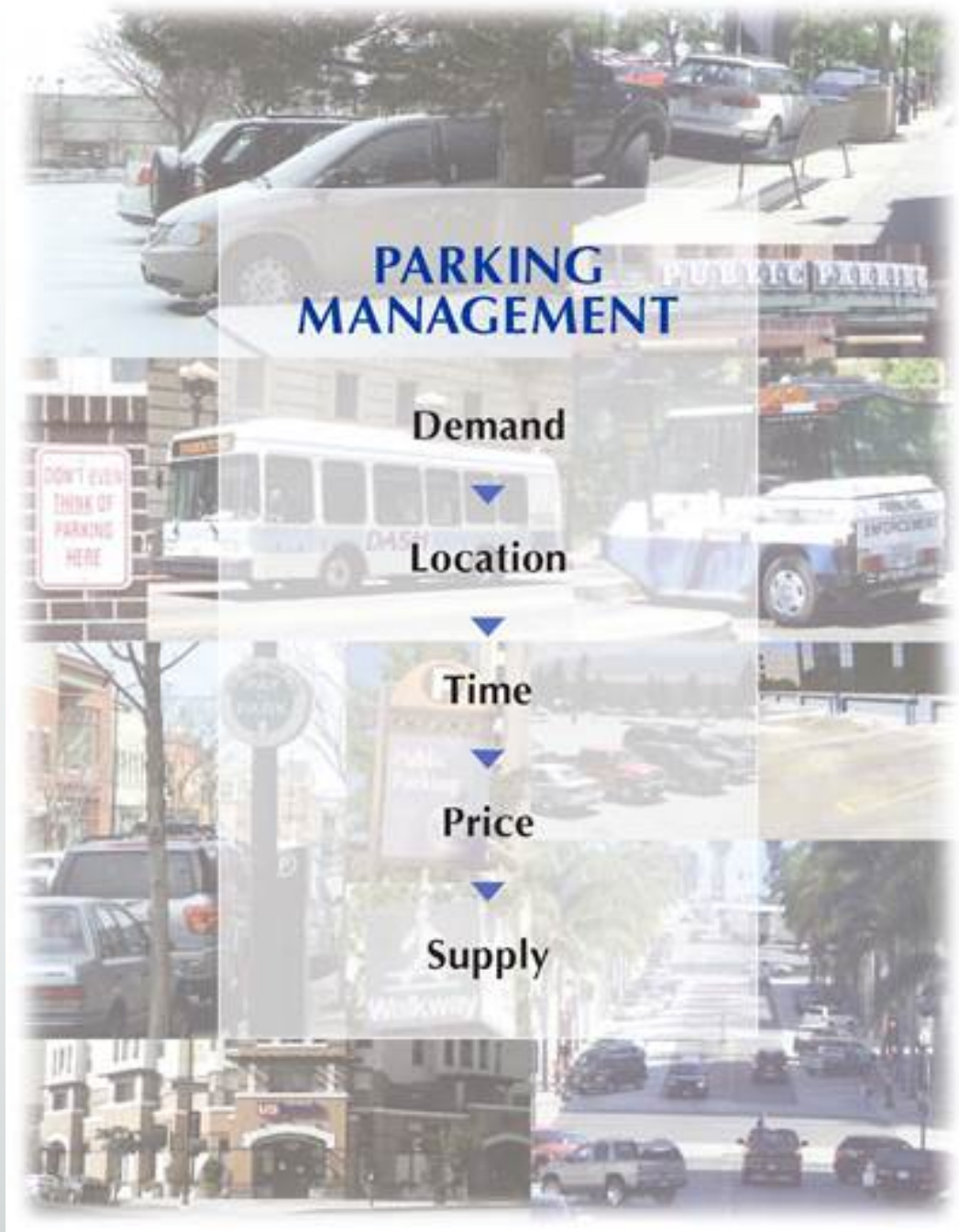


Discussion Questions

- What are the parking challenges?
- What are the parking needs?
- Parking supply? Parking demand?
- Who should be the priority parker?
- Are the Parking Management Principles the right priorities for residents in Long Beach?

Parking Management Plan Schedule

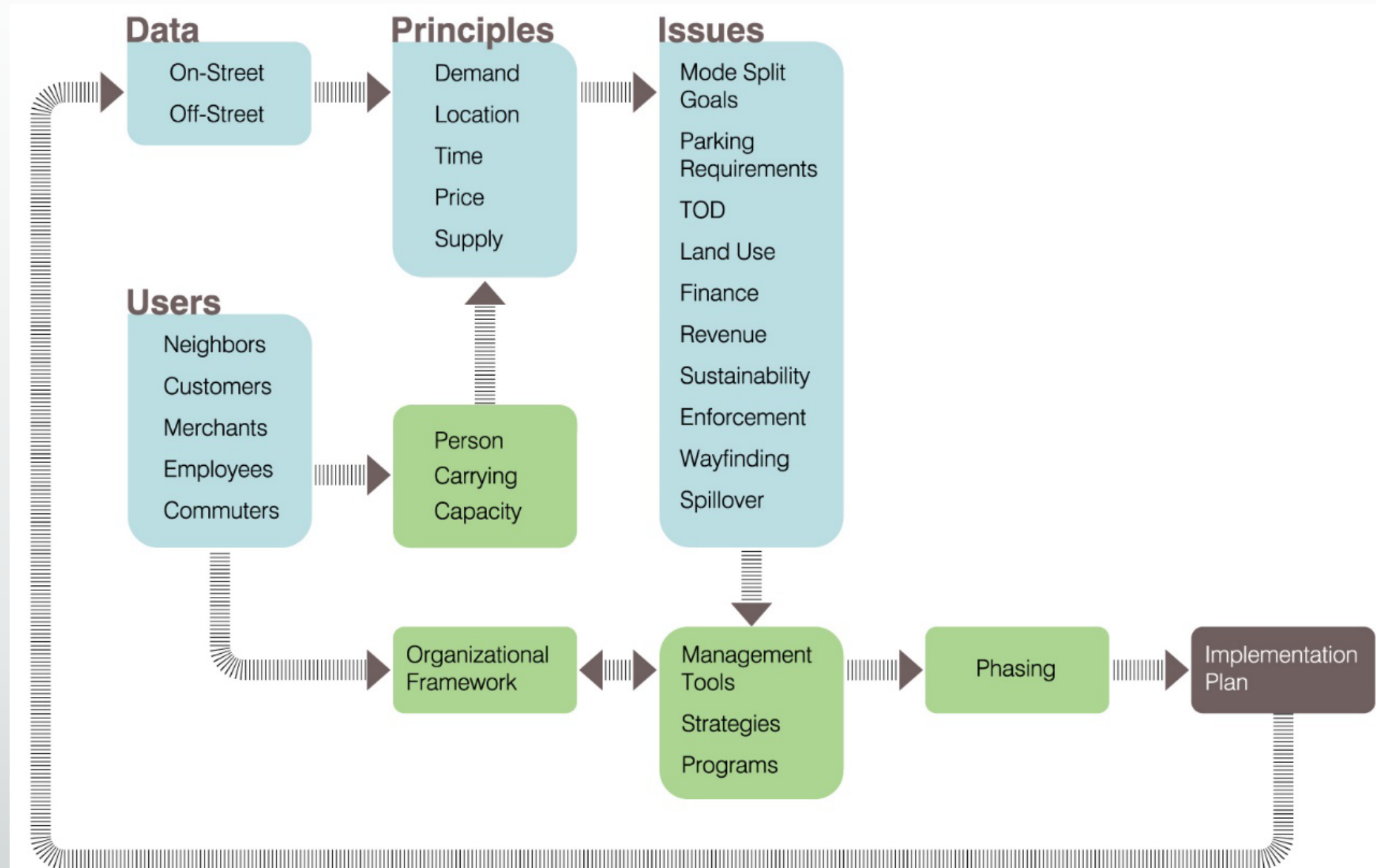
Task	
Assess Parking Demand/Supply	
Parking Management Recommendations	
Parking Management Plan	



Michael R Kodama Planning Consultants



What is a Parking Management Plan?



What is a Parking Management Plan?

Toolbox of strategies to manage parking in Long Beach:

- Prioritize target parking markets
- Parking capacity
- Parking utilization
- Identify and develop recommendations



Parking Attitude

Barriers to Parking Management





Barriers to Parking Management

- Parking perceptions and attitudes
- Land use policies
- Parking pricing
- Lack of transportation alternatives

Parking Economics

- Parking Development Cost
- Parking Pricing
- Market Value of Parking



Parking Enforcement



- No one likes enforcement
- No enforcement = no rules



Parking Priorities

Who is #1?

Parking Principles

- Work together to make the City of Long Beach great – partner
- Parking is a valuable community asset
- Make Long Beach accessible to all users through multiple modes
- Parking system should support businesses and prioritize residential parking for residents



Proposed Long Beach Parking Program I

- Develop a parking program that is integrated into the Downtown plan and transportation program.
- Support economic vitality, reduce traffic impact, enhance retail opportunities while supporting uses by the local residential community
- Comprehensive on-street and off-street system (public and private)
- Establish demand based parking requirements based on real data
- Require regular inventory, occupancy, price and turnover on-street/off-street public and private parking study
- Set 85% parking occupancy goal
- Demand – location – time- price – supply strategies
- Develop alternative modes to allow for reduction of vehicle miles travelled and to create a more walkable, livable neighborhood.
- Recognize the importance of residents inclusion into the downtown plan, parking and transportation program.

Proposed Long Beach Parking Program II – Protect Residential Community

- Recognize importance of residents as the key to developing a vibrant 24/7 downtown – live, work & play
- Prioritize residential parking areas for residents
- Require development of parking management plan that protects existing neighborhoods
- Create plan and program to share parking resources in the project area; Seek use of underutilized parking lots for use by residents
- Move towards residential parking program to reduce utilization to meet 85% occupancy goal.
- Create opportunities for residents to share and utilize on-street parking resources in the project area.
- Implement Residential Parking Permit Program – share with employees and/or short term users
- Reinvest parking revenues into residential parking and transportation program
- Require regular inventory, occupancy, price and turnover on-street/off-street public and private parking study