

Parking Studies

Questions to you may want to ask yourself and your board before sending out that RFP/RFQ for a downtown parking study:

What is it you really want to know? E.g., are you undertaking this study to support a pre-determined outcome?

Are you all on the same page about your expectations for this study? What will it help you accomplish?

Who will use this study when it is completed? Are there others in your community beyond your downtown organization that could benefit from this study?

Will your study be qualitative, quantitative, or both?

What is your study area and how are you defining it?

What data and other information do you have available to provide the study team?

Would it be helpful to establish a Project Advisory Committee to lend insight during the study process? If so, who needs to be on this committee?

Is your staff able to help with project elements, e.g., distributing patron surveys, arranging focus group meetings with key stakeholders, providing mailing labels, etc.? How much staff time do you have available for this project?

Are you ready to hear the results – even if they contradict common perception? Are you ready to utilize the information you will receive?

A sampling of downtown parking studies available on the net:

Ann Arbor, MI:	http://www.a2dda.org/index.php?page=datareports
Austin, TX:	http://www.ci.austin.tx.us/downtown/0701/pkgstudy0701.htm
Benicia, CA:	http://www.ci.benicia.ca.us/pdf/downtownparking1.pdf
Chapel-Hill, NC:	http://townhall.townofchapelhill.org/agendas/ca041122/4e-attach1-Chapel%20Hill%20Parking%20Study.pdf
Chattanooga, TN:	http://www.rivercitycompany.com/pdfs/media/Parking_Study_2004.pdf
Chico, CA:	http://www.chico.ca.us/common/_mod_resource.asp?f=404
Lincoln, Neb:	http://lancaster.ne.gov/city/mayor/media/2001/080901.htm
Philadelphia, PA:	http://www.philaplanning.org/plans/pkwymparking.pdf
Salem, OR:	http://www.cityofsalem.net/export/departments/admserv/DowntownParking.pdf
Santa Cruz, CA:	http://www.ci.santa-cruz.ca.us/pw/trafeng/trafeng.html
Santa Clarita, CA:	http://www.santa-clarita.com/community/thebigpicture/The%20Big%20Picture%20Action%20Plan.pdf
Seattle, WA:	http://www.seattle.gov/transportation/parking/sluonstreetparking.htm
Spokane, WA:	http://www.downtownspokane.net/downtownspokane/sub.aspx?id=1349
Walnut Creek, CA:	http://www.walnut-creek.org/pdf/parking_study.pdf
Winston-Salem:	http://www.mabtrans.com/view-project.asp?id=803&catId=11