

Montgomery County, MD

Lake Forest, IL

Jackson, WY

Miami's Coconut Grove, FL

Beverly Hills, CA

Santa Monica, CA

Culver City, CA

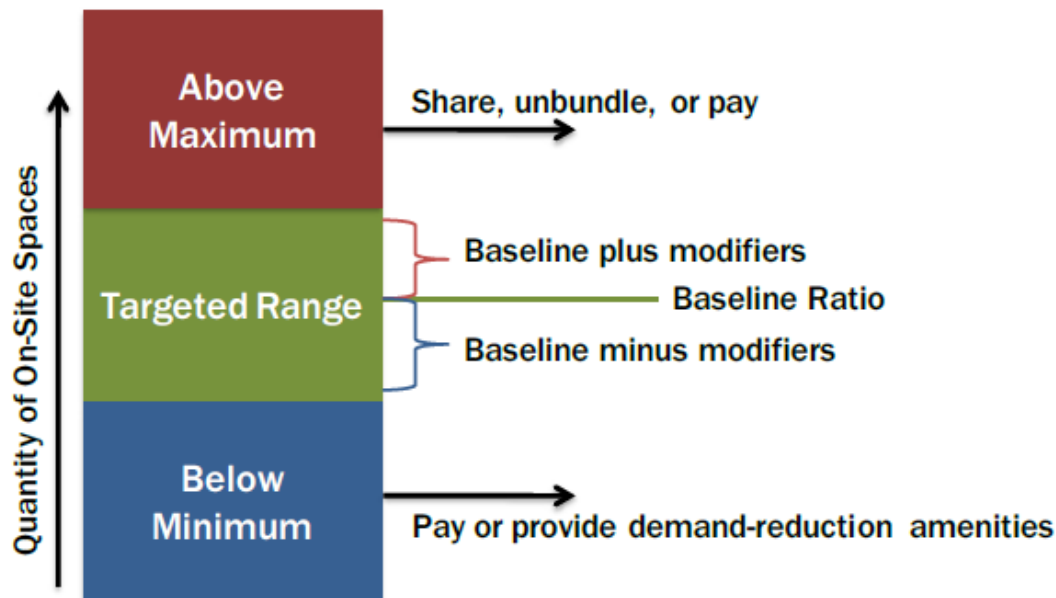
Bend, OR

Kirkland, WA

Best Practices – Parking In Lieu Fee

Case Study – Montgomery County, MD

- In-lieu fees may be used to finance the construction and management of parking spaces in centrally located public garages that serve various developments, including ones that opt for in-lieu fees instead of providing on-site parking.
- Fees allow consolidation of parking spaces and maximization of parking use. ***While Arlington County policy does not encourage the building of publicly owned or managed garages, the County may use this revenue to finance publicly accessible spaces in appropriate private garages.***



Case Study – Lake Forest, IL

- Parking in-Lieu fee policy for 15 years to preserve the historic character of downtown
 - Recently increased from \$14,000 to \$22,000 per stall
 - Parking requirement relatively high – 4 spaces/1,000 sf
 - Developers use this in-lieu option frequently



Case Study – Jackson, WY

- Implemented in 1994 to ensure consistency between land use regs and economic development goals.
- \$8,500 per space, for up to five stalls; and \$17,000 per space for six and more (adjusted over years).
- Fees fund construction of parking facilities in downtown district



Photo credit: nnecapa@flicker

Case Study – Miami's Coconut Grove, FL

- Developers or property owners have three choices for satisfying minimum parking requirements:
 - off-street parking
 - contract spaces elsewhere
 - pay in lieu fees
\$50 per space per month
or \$10,000 per stall

Collected revenue goes to:

- Provide shared, structured parking
- Improve transit service
- Maintain the sidewalks and pedestrian amenities



Case Study – Beverly Hills, CA

- An in-lieu parking fee gives developers the option to pay a fee “in-lieu” of providing a portion of the number of parking spaces ordinarily required by a city’s zoning ordinance.



In-lieu facilitates revitalization and redevelopment

- Provides an option to reduce the number of on-site parking spaces for certain uses
 - Uses $\leq 16,000$ sf that attract pedestrians or retail customers
- Fee per in-lieu space
 - Rodeo Drive: \$47,007.40
 - Beverly Drive: \$37,605.80
 - Elsewhere: \$28,284.60
 - Theaters: 50% of the above
 - Restaurant expansion: \$11,675
- Payment options
 - Up-front or 4 annual installments (owners)
 - 10 annual installments (lessees)
 - Lease option ~\$684/space in perpetuity (food sales & commercial lessees, not including fast food)



Photo credit: Kenzo Hsieh 2010

What is working?

- The program has likely facilitated substantial **development** that may not have otherwise occurred
- The City has maintained high urban **design** standards with streetscapes uninterrupted by unsightly parking lots
- The City has **innovative** parking provisions with subterranean facilities, retail-wrapped garages, smart meters
- Installment options provide **financial flexibility** for developers and more consistent revenues for the City
- The lease option makes it easier to change uses, but there is a tradeoff for the City in terms of recovering parking costs

Case Study – Culver City, CA

Parking In-Lieu Program

- Case-by-case basis
- To date, hasn't approve any in-lieu application
- Business has a 10-year lease for public garage spaces at a cost of \$80/space per month



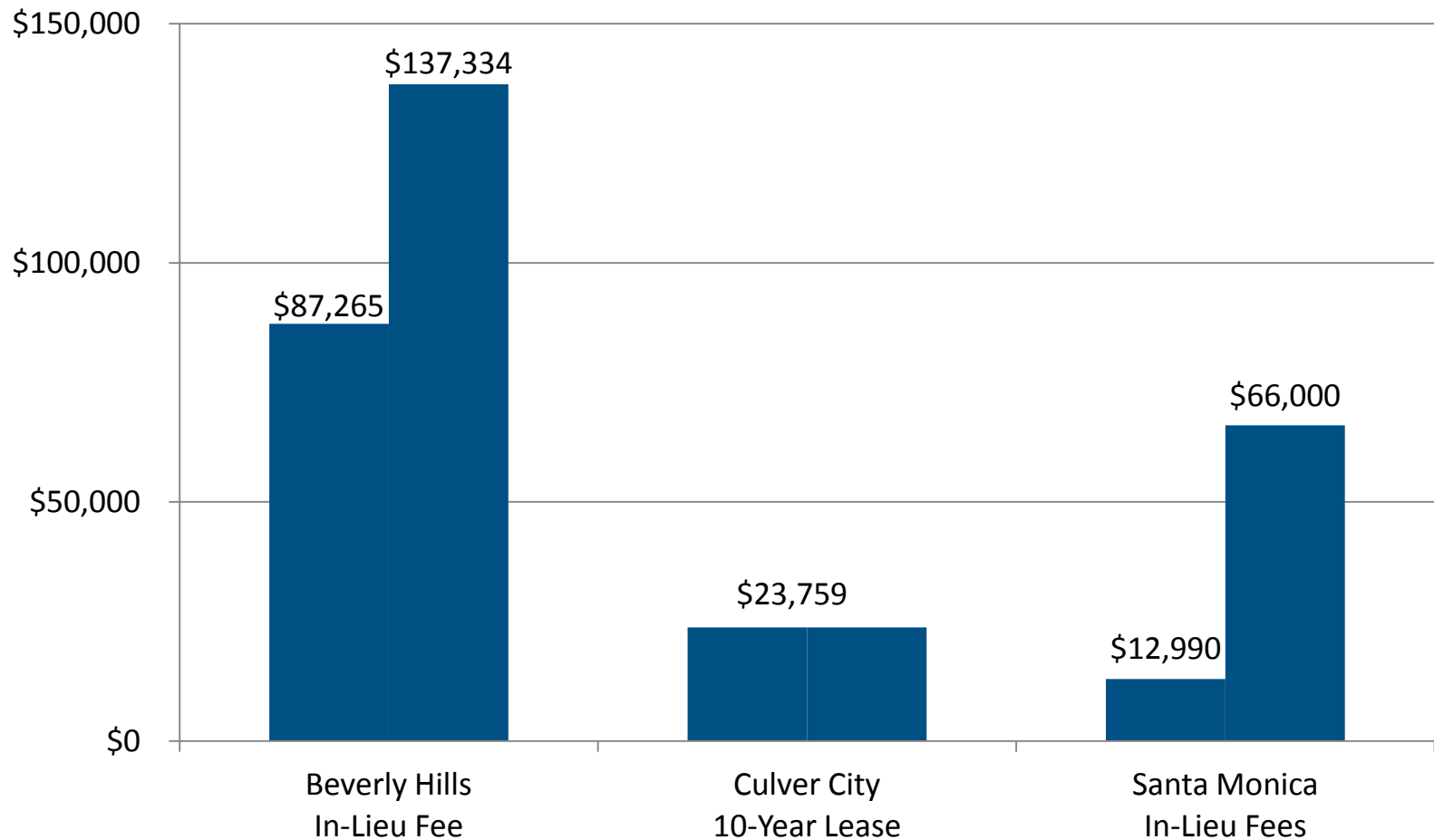
Downtown In-Lieu Fee Program

- One-time fee of \$20k per space
- Fee restructure based on local pro formas, stakeholder consultation & industry best practice
- Flexible use: new structures, leasing private space, restriping to increase capacity, trip-reduction strategies, TMA contribution
- Better use of shared and public spaces



Costs to business in California cities

In-lieu payment per 1,000 sf



Case Study – Bend, OR

- Parking in-lieu policy adopted since 1992
- Developers have the option of building, leasing off-site, or paying the in-lieu fee.
 - Low in-lieu fee: \$510 per stall
 - Fees go into the Parking Fund (but pay for parking only)
 - Currently have their policy considered for increased fee



Case Study – Kirkland, WA

- In-lieu policy adopted in late 1970s for downtown core
 - \$6,000 per stall
 - ~\$300,000 revenue contributed to:
 - Parking studies
 - Parking structure
- Primarily used for change of use that requires more parking
- Has not been used for new development or redevelopment projects, therefore, revenues have been limited.



How cities set the fees?

- Case-by-case basis
 - Require a land-value appraisal to estimate the cost
 - Uncertainty in development project planning for developers
 - Procedure complicated, time-consuming, and expensive
- Uniform fees
 - Developer can easily incorporate the fee in a financial analysis
 - High enough to pay for public parking, yet low enough to attract development
 - Range from \$2,000 to \$27,520 per space
 - Cities adjust fees by:
 - Development scale – tiered fee structure
 - Construction cost index
 - Inflation
 - Distance to the downtown core
 - ...

Plymouth, MI
Naperville, IL
Charleston, SC

Best Practices – Valet Parking

Precedent: Plymouth, MI- Shared Valet Operations



- DDA subsidizes \$1,000 monthly cost with \$200 contribution

- **Administrator:** Plymouth DDA
- Merchant-driven pilot program in 2013 by one merchant (seasonal)
- Expanded for 2014 holiday season to include total of eight (8) businesses sharing costs
- Cost to customer \$5
- DDA negotiated agreement with PNC Bank to use private bank; DDA provides insurance and marketing/promotions
- Expanded retail hours for 2014 season to include daytime Saturdays

Precedent: Naperville, IL- Valet Operations



- **Administrator:** City of Naperville: Ordinance in Place Since 2003
- City regulates zones:
 - City permit required
 - Requires shared valet zones
 - Limits of one Valet zone per block face
 - City issues signs
 - City monitors for compliance
 - Requires Valet vendors to provide proof of insurance
- Valet operators can use designated areas in City garages for free; or must provide valid documentation of a lease if using private parking lot



Charleston, SC –
Valet Operations

- **Administrator:** City of Charleston partnered with a private operator
- Valet operations in the past, but they had been unregulated, non-strategic, and focused on serving individual businesses
- Station locations are set by the City, as are rates, uniform and signage guidelines, and locations for parking valet-served vehicles.

Case Study – Go!Pass in Ann Arbor

GetDowntown Program

COLUMBUS
SHORT NORTH
PARKING STUDY

getDowntown
Your Downtown Commuting Resource

Bus Bike Carpool Vanpool Walk Zipcar

golpass



Get Your Go!Pass

How Can We Help?

Conquer the Cold

CONQUER THE COLD



- OWN WINTER with Conquer the Cold!
- Discounts, Events, Resources and More
- [Click here for details.](#)

UPDATES FROM OUR BLOG



VIDEO: Navigating Winter Weather Conditions on Your Bike [📺](#)



Check Out This List of Top Selling Gear from Bivouac Ann Arbor [📺](#)

The **getDowntown** Program provides commuting programs and services to employees and employers in downtown Ann Arbor. Programs and services include the **golpass**, **Commuter Challenge**, **bike locker rentals**, **Zipcars**, **free commuting assistance**, **commuting materials**, and **more!**



Contact getDowntown
[Email us](#)



Mailing List Signup

Email Address

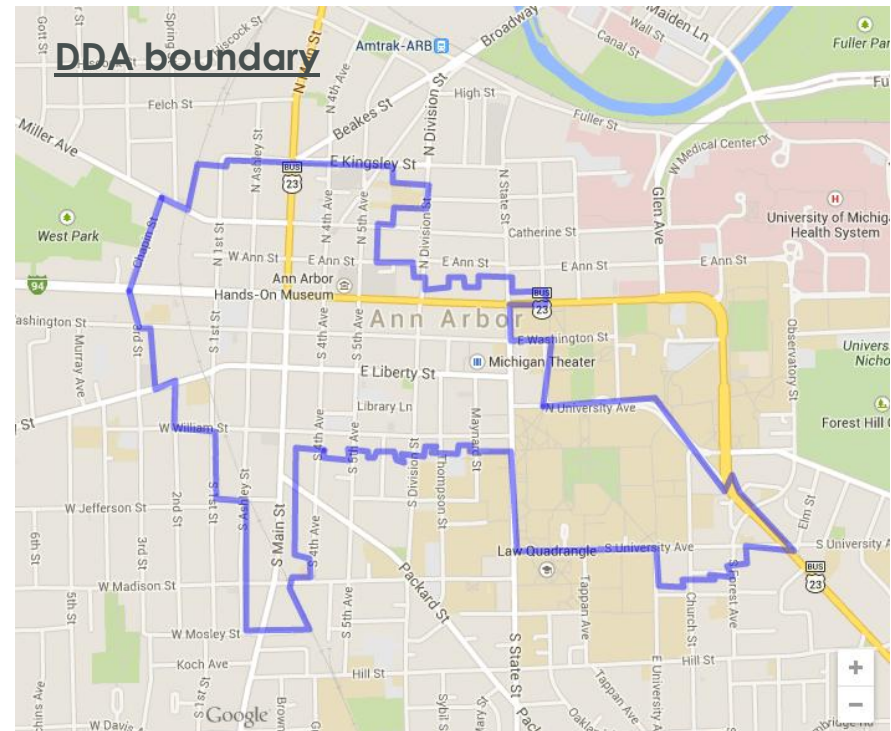


Go!Pass – Employer-sponsored Pass

- Benefits include:
 - Unlimited rides on all TheRide buses
 - Discounts on other commuter services
 - Discounts to downtown stores

- Eligibility

- Employer located within DDA boundary
- \$10 per FT employee
- Go!Pass Coordinator with free training and promotional materials



Go!Pass – Employee Benefit

Pay a little



Get a lot!

What you pay

\$10

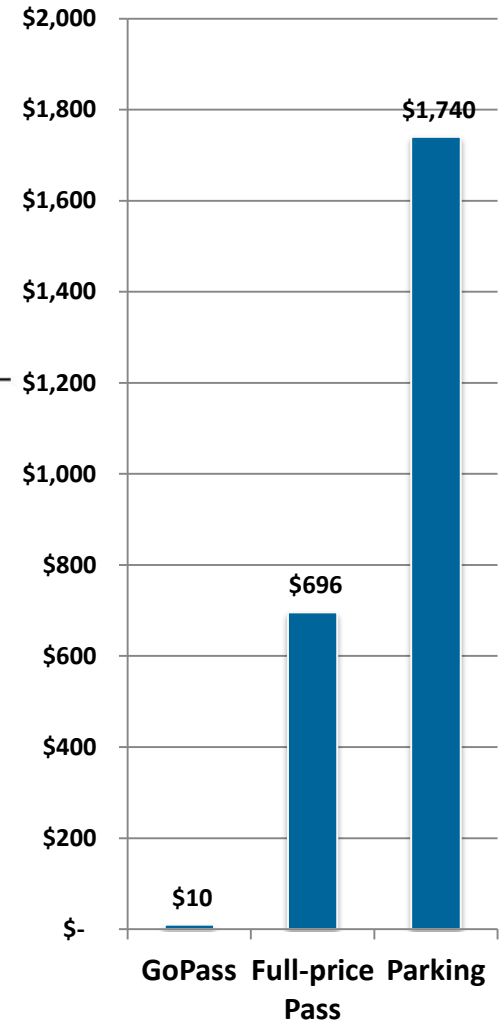
per full time employee.
(optional, \$10 per part-time employee)

What your employees get

- Free commuting assistance
- Unlimited commute trips on all TheRide buses, including to Ypsi and Park & Ride Lots.
- 50% off ExpressRide Commuter Bus Service from Canton and Chelsea.
- \$3 commute trips on NightRide late-night service.
- Discounts to dozens of downtown stores.
- Emergency Ride Home in case of emergency or unexpected overtime.
- Commuter Club rewards program
- Don't have to pay for parking any more.

What you get

- A great low-cost employee benefit.
- Don't have to pay for employee parking.
- Assistance with your employees' commuting needs.
- Monthly e-news.
- Information on current street closures and construction that impacts downtown traffic.
- Advocates for your organization who can share your commuting concerns with the DDA, the City of Ann Arbor and the Ann Arbor Transportation Authority.



How it is worked

AAATA estimates the cost per ride

AAATA and DDA negotiate a discounted price

Employers purchase the passes at \$10/employee

Provide monthly newsletter

Provide monthly ridership report

DDA pays for the rest to AAATA

Parking Revenue

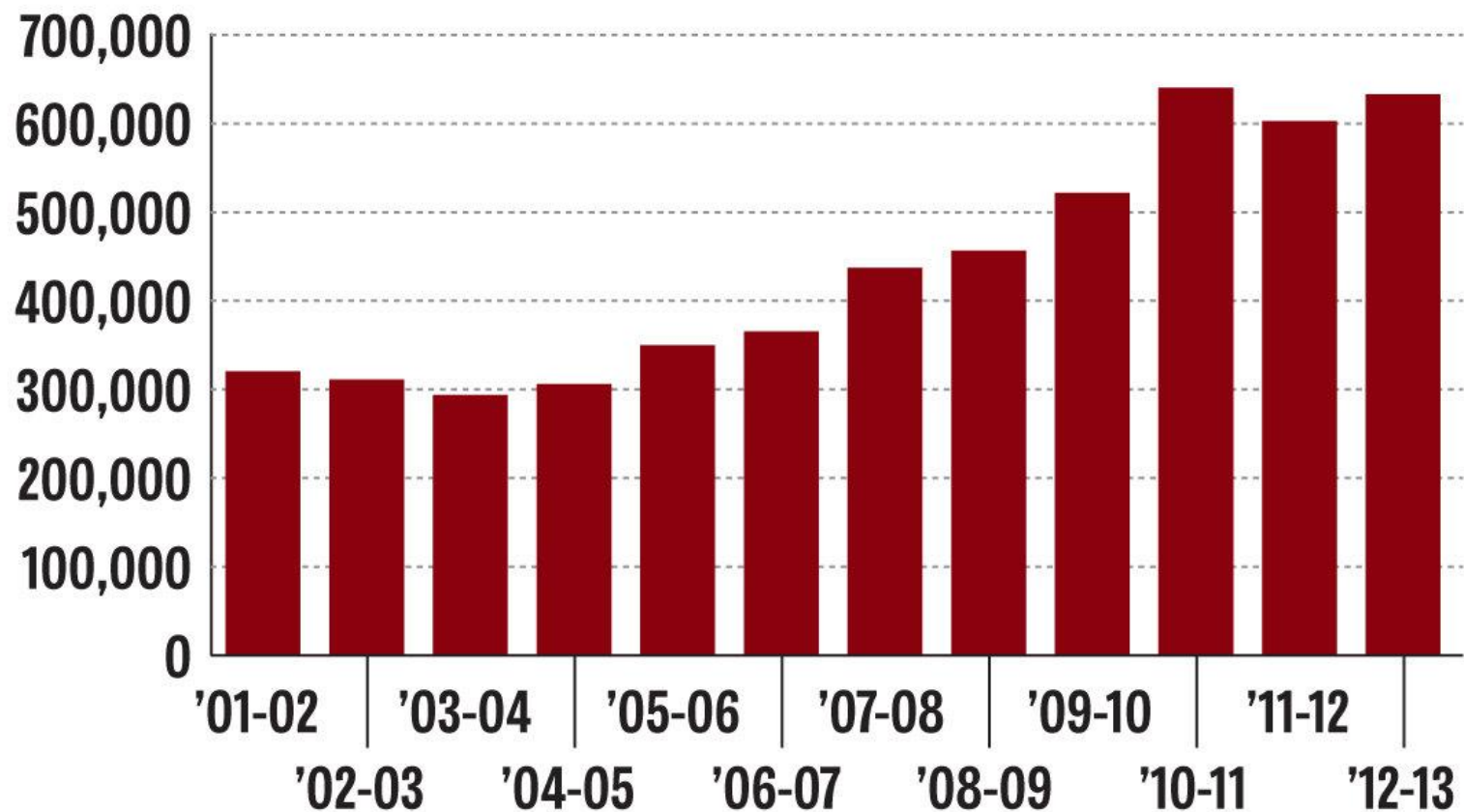
AAATA - Ann Arbor Area Transit Agency

DDA - Ann Arbor Downtown Development Authority

How it was implemented and managed

- Launched in 1999
- Go!Pass first was offered for free
- Marketing
 - Small brochures
 - Press campaign
 - Collaborated with merchant association
 - Personal visits to stores and organizations
- Management
 - Administration
 - Sales
 - Outreach efforts
 - Invoice and billing
 - etc

GO!PASS RIDERSHIP IN ANN ARBOR



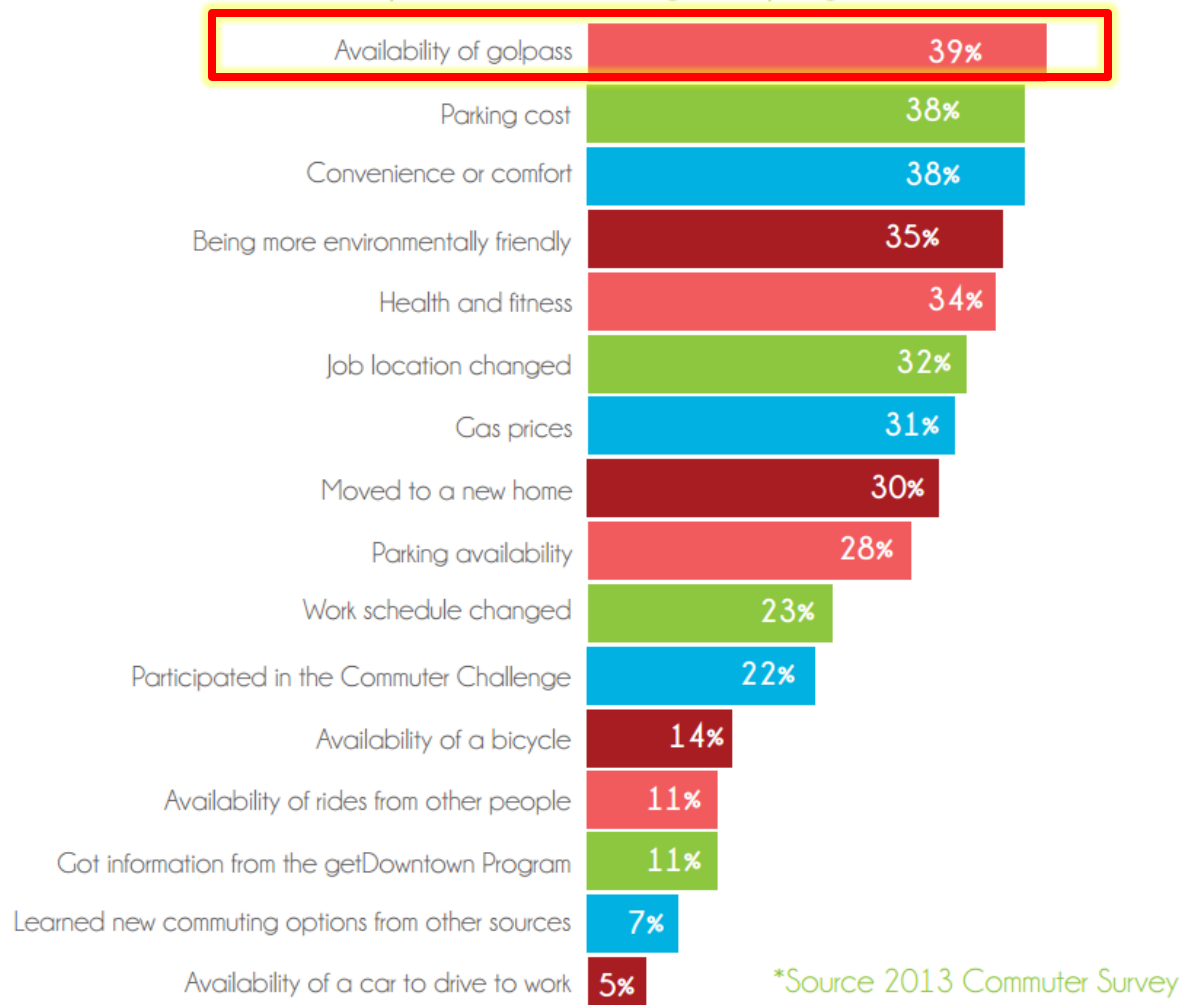
Source: getDowntown

(MLive.com)

Go!Pass changed commuting modes

WHY DID SOME COMMUTERS CHANGE MODE?*

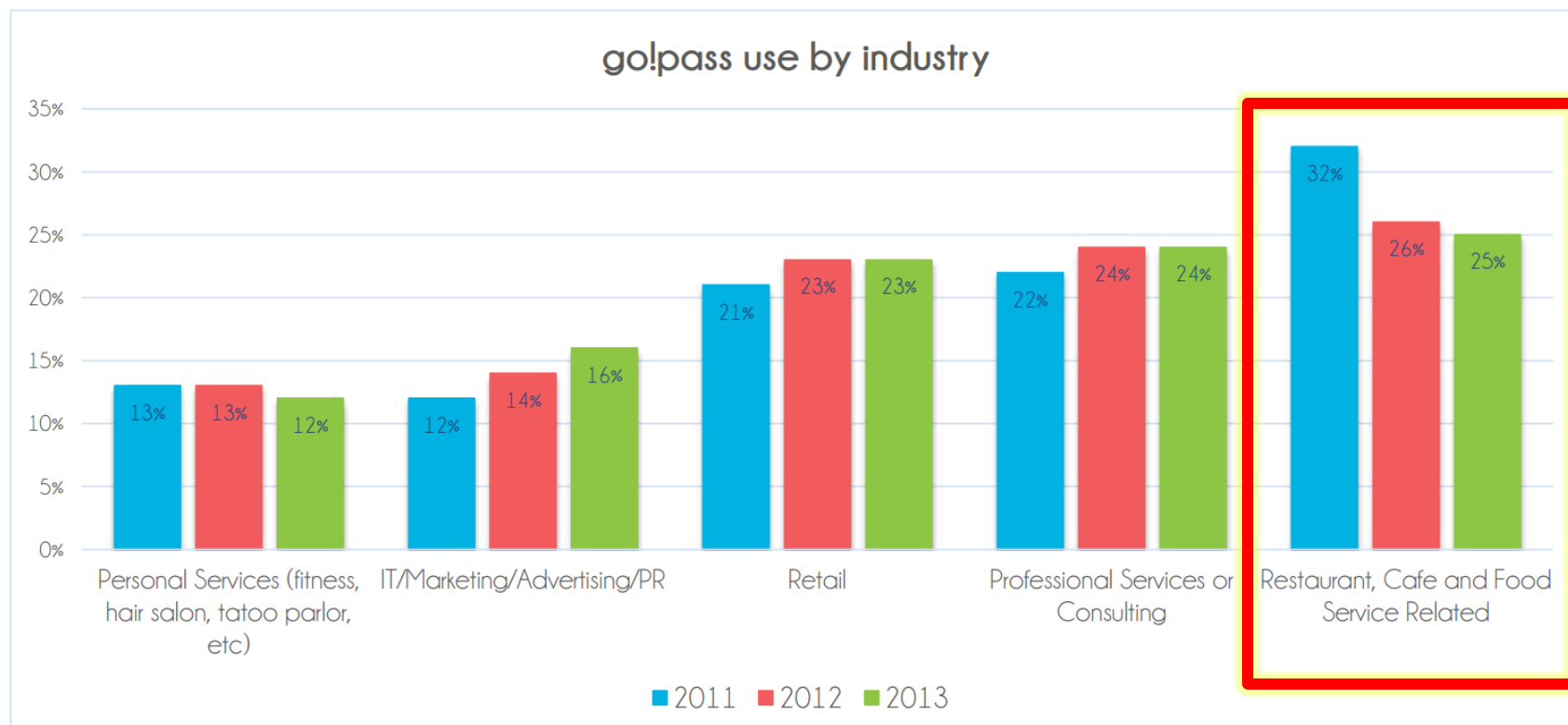
What factors influenced your decision to change how you get to and from work?



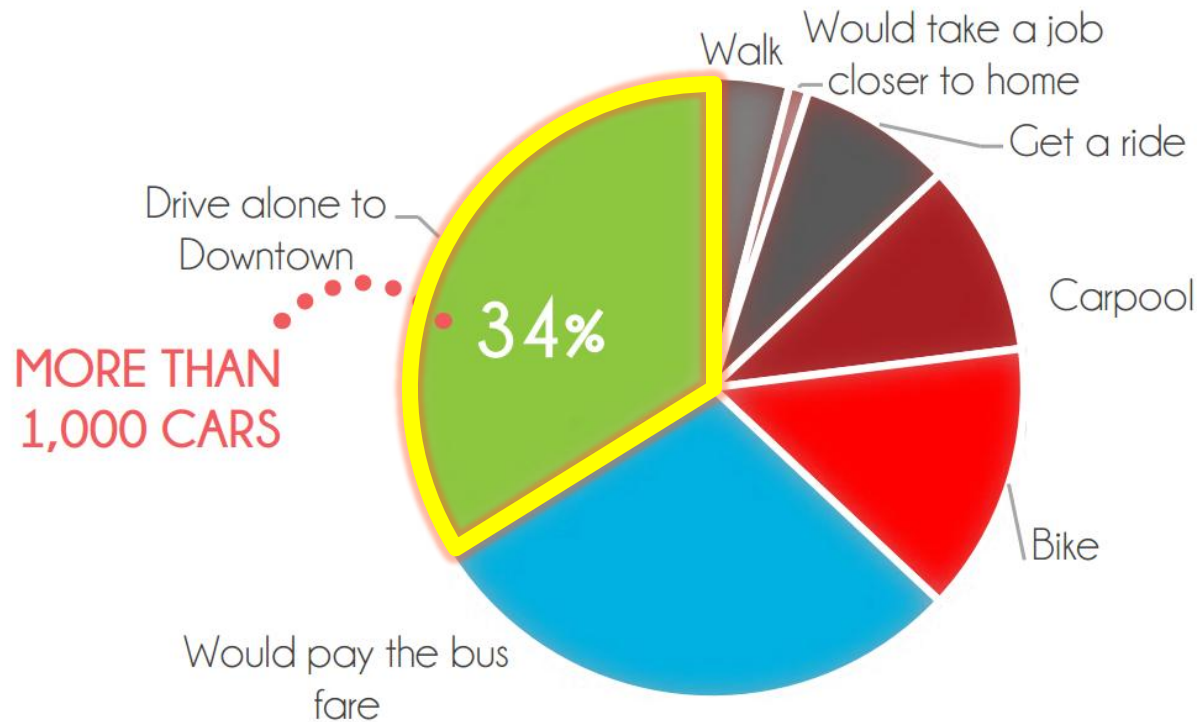
*Source 2013 Commuter Survey

Restaurants benefit most

- Higher employee turn-over frequency
- Younger employee who tend not to drive
- Lower-income employee
- Less benefits: on-site parking provision, healthcare, pension, etc



HOW WOULD EMPLOYEES COMMUTE WITHOUT A GO!PASS?*



*Source 2013 Commuter Survey

ENVIRONMENTAL SAVINGS AND THE GO!PASS | 2013

1,346,488
LBS OF CO₂

CO₂ EMISSIONS SAVED IS EQUAL TO:



68,470 GALLONS OF GAS



229 TONS OF WASTE



501 ACRES OF FOREST PLANTED



\$78,501

Estimated Health Care Savings for those that bike, walk and bus to work.

- Employees who choose to walk, bike and bus reduce the overall carbon footprint of downtown.
- Employees who walk, bike and bus also result in healthcare savings to employers downtown.

- Price and eligibility was confusing
- Ridership declined with raised fares but came back up

Ongoing efforts

- Free “GoPass Coordinator” training classes and policy handbooks
- Piloting a smart card that can tie Go!Pass with parking payment, and bikeshare facility etc.
- Considering a more flexible pricing structure, such as a 3-month pass for high turn-over employers and maybe two-tiered passes based on the employer type.