Parking Study Scope of Work

- Confirm Existing Parking Inventory
- Observe and Document Existing Parking Occupancies & Turnover:
  - Holiday Season Saturday (December 20th)
  - Typical Weekday Daytime (February 4th, 5th)
  - First Friday (February 6th)
  - Red Poppy Festival (April 24th, 25th)
- Review Existing Parking Policies and Management Practices
- **Conduct Online Survey and Stakeholder Outreach**
- Provide Recommendations on Short Term Management Solutions
- Develop Preliminary Design Concepts for Structured Parking
Today’s Workshop Agenda

• Still in Information Gathering and Field Observation Mode

• Inform Public About Purpose of Study and Scope of Work

• Review Results of Online Survey

• Solicit Additional Public Comment and Input

• Develop Preliminary Report and Present Primary Findings and Recommendations by May 30, 2015

• Proceed to Preliminary Design Concepts After Study is Completed
Downtown Overlay District
Core Study Area
Georgetown Travel Mode Statistics

Compared to national averages.

Drove Alone

- Georgetown: 81.2%
- National AVG: 76.1%

Public Transit

- Georgetown: 0.2%
- National AVG: 5.0%

Biked to Work

- Georgetown: 0.1%
- National AVG: 0.8%

Carpooled

- Georgetown: 7.9%
- National AVG: 10.3%
Georgetown Travel Mode Statistics

Compared to national averages.

**Walked to Work**

- Georgetown: 2.7%
- National AVG: 2.8%

**Worked from Home**

- Georgetown: 5.6%
- National AVG: 4.3%
Online Survey Results

What is your interest in downtown?

- I am a Visitor/Customer: 351 (63%)
- I live Downtown: 29 (5%)
- I own a Business/Property: 50 (9%)
- I work Downtown: 86 (15%)
- Other (explain): 45 (8%)

561 Completed Surveys
Online Survey Results

What age group best describes you??

Customers

Employees

Residents

Business Owners
Online Survey Results

What zip code is your residence??

Employees

- 78626: 37%
- 78628: 28%
- 78633: 23%
- Other: 21%

Customers

- 78626: 19%
- 78628: 29%
- 78633: 49%
- Other: 3%

Business Owners

- 78626: 61%
- 78628: 25%
- 78633: 8%
- Other: 6%
Online Survey Results

What is the primary purpose of your visits to downtown?

- Shopping: 74%
- Personal Services (Salon/Spa): 22%
- Attorney/CPA/Insurance: 8%
- Restaurants: 23%
- City/Government: 36%
- Doctor/Dentist: 23%
- Parks/Recreation Facilities: 42%
- Bars/Entertainment: 55%

Other = 38%
Online Survey Results

What is the primary purpose of your visits to downtown?
Answers to “Other” Category:

Art  Banking  Business  Center  Downtown  Events  Live
Palace Theater  Palace Theatre  Square
Volunteer
Online Survey Results

General response to: “How often do you come downtown?

- Daily (5 times per week): 27%
- Infrequently (a few times per month): 27%
- Frequently (1-4 times per week): 43%
- Not often (a few times per year): 3%

70% of Respondents Frequent/Daily
Online Survey Results

How important is parking as it relates to your decision to come downtown?

**Customers**
- Not Important: 20%
- Somewhat Important: 40%
- Very Important: 35%
- Avoid Downtown Because of Parking: 5%

**Employees**
- Not Important: 26%
- Somewhat Important: 26%
- Very Important: 44%
- Avoid Downtown Because of Parking: 5%

**Business Owners**
- Not Important: 16%
- Somewhat Important: 32%
- Very Important: 46%
- Avoid Downtown Because of Parking: 6%
Online Survey Results

When you drive downtown, where do you prefer to park?

Customers

- On-Street: 63%
- Off-Street Public Lot: 32%
- Private Lot: 0.9%
- Other (please explain): 4%
Online Survey Results

When you drive downtown, where do you prefer to park?

**Employees**
- On-Street: 52%
- Off-Street Public Lot: 40%
- Private Lot: 5%
- Other (please explain): 3%

**Business Owners**
- On-Street: 60%
- Off-Street Public Lot: 23%
- Private Lot: 10%
- Other (please explain): 8%
Online Survey Results

What is the length of stay during your typical trip downtown?

Customers

- Less than one hour: 5%
- Four to six hours: 2%
- One to two hours: 46%
- Six to eight hours: 0.3%
- Two to four hours: 47%
- Greater than eight hours: 0.3%
Online Survey Results

What is the length of stay during your typical trip downtown?

**Employees**
- Less than one hour: 1%
- Four to six hours: 15%
- One to two hours: 6%
- Six to eight hours: 35%
- Two to four hours: 18%
- Greater than eight hours: 25%

**Business Owners**
- Less than one hour: 4%
- Four to six hours: 14%
- One to two hours: 14%
- Six to eight hours: 29%
- Two to four hours: 25%
- Greater than eight hours: 14%
Online Survey Results

What distance is acceptable to you for walking from your car to your destination?

Customers

- Less Than One Block: 14%
- One to Two Blocks: 45%
- Two to Three Blocks: 29%
- More Than Three Blocks: 12%

Employees

- Less Than One Block: 17%
- One to Two Blocks: 53%
- Two to Three Blocks: 17%
- More Than Three Blocks: 14%

Business Owners

- Less Than One Block: 14%
- One to Two Blocks: 29%
- Two to Three Blocks: 14%
- More Than Three Blocks: 6%
Online Survey Results

Are you aware there are posted time limits for on-street parking in the Town Square area?

Customers

- Yes: 83%
- No: 17%

Employees

- Yes: 97%
- No: 3%

Business Owners

- Yes: 90%
- No: 10%
Online Survey Results

Do you believe time limits should be more strictly enforced?

- **Customers**
  - Yes: 42%
  - No: 45%
  - Other: 13%

- **Employees**
  - Yes: 26%
  - No: 62%
  - Other: 12%

- **Business Owners**
  - Yes: 29%
  - No: 59%
  - Other: 12%
Do you believe time limits should be more strictly enforced?

• “Shop owners should not park in customer parking on the Square.”
• “The City won’t enforce it anyway! Never have.”
• “During busy times – yes.”
• “Not after 5:00pm.”
• “Yes, during government business hours, not evening entertainment hours.”
• “I don't know how strict it is now, but it should be monitored to keep parking moving.”
• “Shop downtown often because parking is easy.”
• “I do not see that there is a parking problem to begin with.”
• “Not sure how strictly they are enforced at this time. would be in favor of some monitoring and issuing of warnings for those staying between 3 and 5 hours - fines for those over 5 hours in same spot.”
Online Survey Results

Are you aware there is free parking available in City Lots with no time limits?

Customers

Employees

Business Owners

Yes

No

98%

94%

78%

22%

2%
Online Survey Results

Who should pay the cost to build and maintain parking facilities?

Employees

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers/Users</td>
<td>29%</td>
</tr>
<tr>
<td>City/Tax Dollars</td>
<td>80%</td>
</tr>
<tr>
<td>Business/Property Owners</td>
<td>32%</td>
</tr>
<tr>
<td>Other</td>
<td>79%</td>
</tr>
</tbody>
</table>

Business Owners

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers/Users</td>
<td>10%</td>
</tr>
<tr>
<td>City/Tax Dollars</td>
<td>10%</td>
</tr>
<tr>
<td>Business/Property Owners</td>
<td>88%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
Who should pay the cost to build and maintain parking facilities?

• “A collaborative effort from everyone mentioned would be fair.”
• “Combination of Parking Users/Customers and City Tax Dollars.”
• “To achieve desired density & walkability costs should be shared equitably.”
• “This can be a plan that involves all three groups....all three benefit.”
• “Meters would help pay costs.”
• “ALL OF THE ABOVE.”
• “Combination of tax dollars and business owners.”
• “Business owners, not home owners. Businesses reap the benefits of having parking that suits prospective customer needs, and therefore are likely to invest in it.”
Characterize your ability to find a parking space during a typical weekday?

**Customers**

- Convenient & Easy: 13%
- Somewhat Easy: 49%
- Somewhat Difficult: 29%
- Difficult & Inconvenient: 8%
- I usually do not drive downtown: 2%

**Employees**

- Convenient & Easy: 39%
- Somewhat Easy: 27%
- Somewhat Difficult: 19%
- Difficult & Inconvenient: 15%
- I usually do not drive downtown: 13%

**Business Owners**

- Convenient & Easy: 16%
- Somewhat Easy: 20%
- Somewhat Difficult: 22%
- Difficult & Inconvenient: 41%
- I usually do not drive downtown: 19%
Online Survey Results

Characterize your ability to find a parking space during a typical lunchtime?

Customers

Employes

Business Owners
Online Survey Results

Characterize your ability to find a parking space during a typical evening/weekend?

Customers

- Convenient & Easy: 12%
- Somewhat Easy: 37%
- Somewhat Difficult: 34%
- Difficult & Inconvenient: 14%
- I usually do not drive downtown: 3%

Employees

- Convenient & Easy: 29%
- Somewhat Easy: 39%
- Somewhat Difficult: 15%
- Difficult & Inconvenient: 12%
- I usually do not drive downtown: 5%

Business Owners

- Convenient & Easy: 11%
- Somewhat Easy: 19%
- Somewhat Difficult: 32%
- Difficult & Inconvenient: 38%
Online Survey Results

Characterize your ability to find a parking space during a special event (Red Poppy/Downtown Stroll)?

Customers
- Convenient & Easy: .6%
- Somewhat Easy: 5%
- Somewhat Difficult: 23%
- Difficult & Inconvenient: 68%
- I usually do not drive downtown: 4%

Employees
- Difficult & Inconvenient: 80%
- I usually do not drive downtown: 16%
- Convenient & Easy: 1%
- Somewhat Easy: 5%
- Somewhat Difficult: 23%

Business Owners
- Difficult & Inconvenient: 77%
- I usually do not drive downtown: 19%
Online Survey Results

Does the availability of parking influence your decision to visit downtown Georgetown?

- **Customers**
  - Yes: 52%
  - No: 48%

- **Employees**
  - Yes: 60%
  - No: 40%

- **Business Owners**
  - Yes: 58%
  - No: 42%
Online Survey Results

Open-ended question key word results: Customers

Angled Parking  Austin  Bank Parking  City of Georgetown  Community  Downtown Area  Employees  Enjoy Events  Excellent  Going  Good Job  Instead  Lights  Main and 9th Nearby  Parking Garage Parking Lots Parking Meters Parking Spot Public Parking Shuttle Signs  Square  Stop  Street  Vehicle
Online Survey Results

Open-ended question key word results: Employees
Online Survey Results

Open-ended question key word results: Business Owners
Lack of Surface Parking East of Austin Avenue
Austin Avenue Pedestrian Issues
Austin Avenue Pedestrian Issues
Summary of Observations So Far

• Customers do not Perceive Parking as a Problem as Much as Employees and Business Owners Do

• Three Hour On-Street Parking Areas Abused by Employees and Shop Owners

• Lack of Dedicated Parking Enforcement

• Functional Design Issues With Existing Public Lots

• Opportunities for Short-term Management Solutions
  • Short-term drop off/pick up spaces on each blockface
  • Valet parking on Friday evenings and special events
  • Possible trolley or shuttle during events and peak periods

• Need to Analyze Red Poppy Festival to Develop Possible Solutions

• Need to Brand and Market Free Lots

• Consolidation of City Employees Into City Center Should Improve Parking on the Square
Next Steps

• Observe Red Poppy Festival Special Event

• Draft Preliminary Report With Primary Findings & Recommendations by May 30th

• Present Final Findings and Recommendations at Public Meeting in June: Include Short-Term, Mid-Term; Long-Term Solutions

• Parking Structure Site Selection Analysis

• Move Forward With Preliminary Concept Design Concepts