



# **Ann Arbor Downtown Development Authority**

## **Presentation on Parking/Transportation Strategies FY 2011/2012**



## The Ann Arbor DDA Mission:

To undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments.

The DDA has managed the public parking system since 1992 with the goal of supporting its mission.





## **Ann Arbor DDA Parking Philosophies Include:**

- Parking is part of a larger transportation system.
- The right balance of parking availability, location, and price is essential to downtown's vitality and growth.
- The number of transportation & parking choices should be constantly expanded.
- Parking rates should be set to encourage certain behaviors including extending parking demand more broadly through the parking system (demand management).

## A2DDA's Menu of Options

- Hourly parking: on-street, lots, structures, ½ price meters
- Flat rate parking: structures & lots offer special event flat rate parking
- Permit parking: structures, lots, overnight/off peak, premium
- Transit: go!pass, express bus, Nightride
- Other: bike hoops + lockers, pedestrian improvements  
ZipCar  
motorcycle/scooter/moped parking  
car/van pool parking

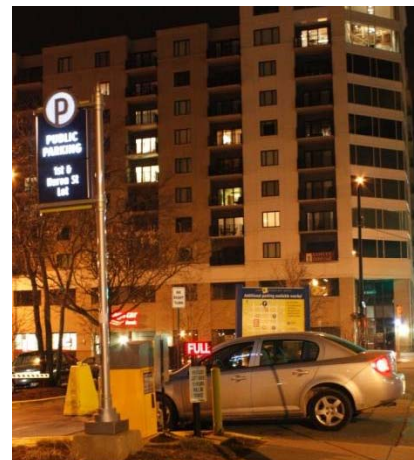


## DDA Parking System

7,200 parking spaces: 6 structures (4,300 spaces), 18 lots (1,200) parking meters (1,700)

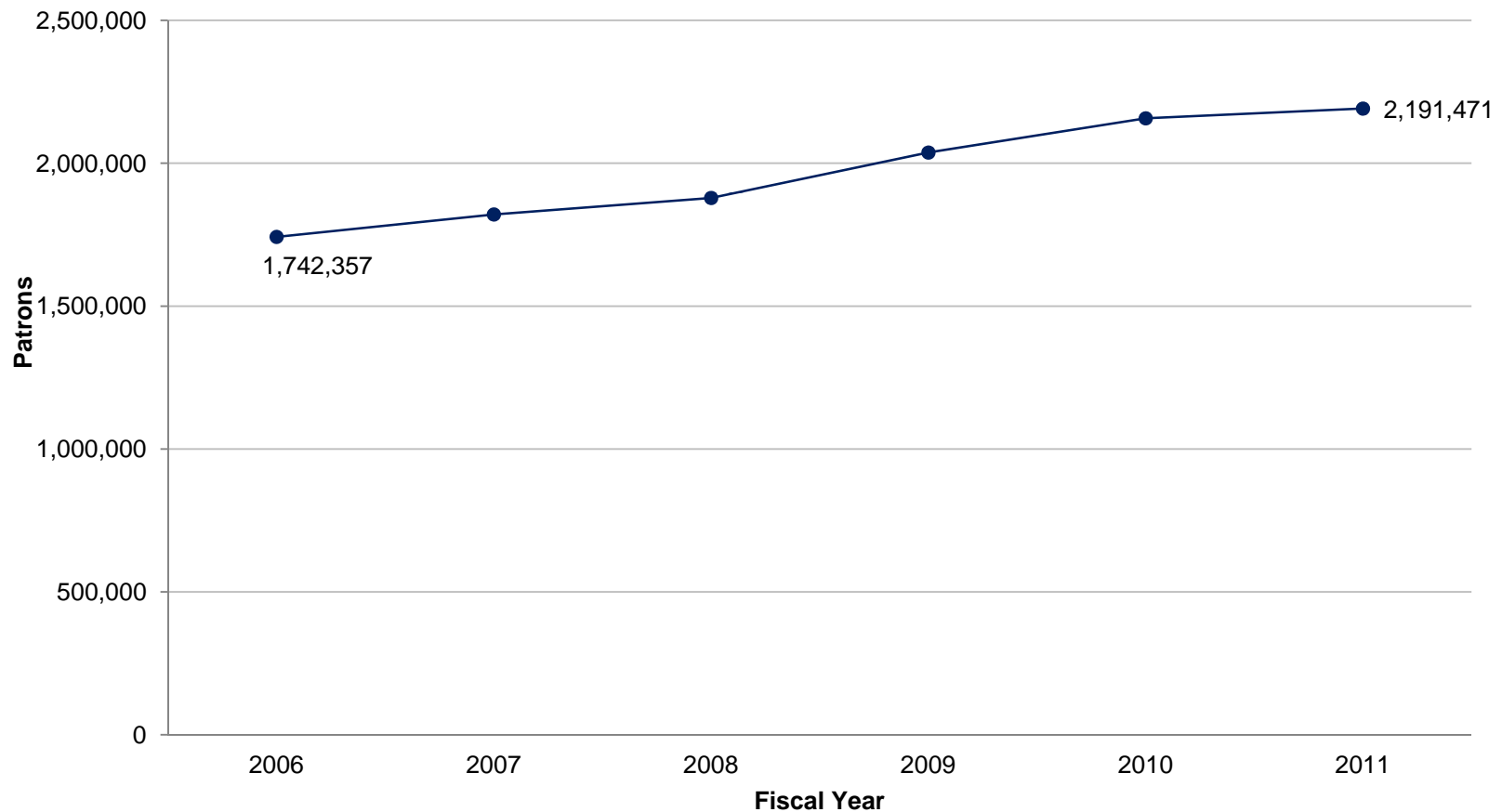
Annual revenues \$16.1 million

operations:	46%
debt service:	17%
transfers to City:	17%
maintenance:	17%
transportation:	3%



## DDA Parking System Patron Demand 2006 to 2011

Parking patron demand has grown each year over the past 5 years:  
449,114 more hourly patrons in 2010/11 than in 2005/6

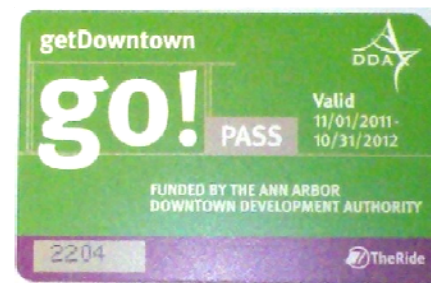


## Even as Parking Demand Keeps Increasing, Downtown Transit Use Is Also Increasing Every Year

**go!pass ridership is at an all time high, with 421,771 rides in 2010/11. 22% increase over 2009/11 (82.36% increase since 2005/6)**

More downtown employers are participating in the go!pass program (503 vs. 489 in 2010)

Go!passes are swipe-able and provide usage information

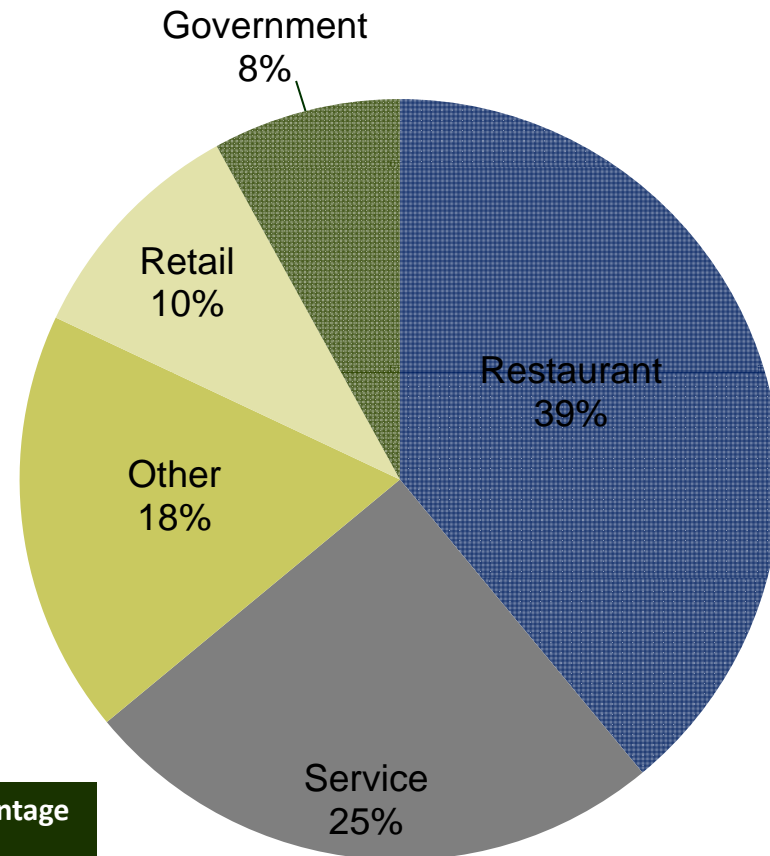


## Go!pass Users by Industry (Nov 2010 - Apr 2011)

### What this chart shows:

There were 3,502 different go!passes used from Nov. 2010 - April 2011.

This chart also shows the industries associated with different users.



Industry	Percentage
Restaurant	39%
Service (educational, salons, fitness, website, marketing)	25%
Other (professional office, arts & entertainment, financial)	18%
Retail	10%
Government	8%



## What's Coming Up in 2011/12

- Off Street Parking Facilities Opening Or Closing
  - S. Fifth Avenue/Library Lane structure opens
  - City Hall parking lot opens
  - First and Washington lot closes
  - Fifth/William lot (Old YMCA Lot) possible temporary closure



## What's Coming Up in 2011/12

- Parking Operations Improvements
  - Continue to explore uses of technology to improve customer service (e.g. credit cards, website updates)
  - Continue to pursue strategies to support area activities (e.g. event flat rate, Farmers Market lot for special events)
  - Continue to explore ideas to spread parking demand (e.g. ½ price 10-hour parking meters “Park & Walk” meters)
  - 22 new electric car charging stations throughout the system





## What's Coming Up in 2011/12

### Enhance Communications

Greater coordination between DDA & getDowntown staff

Identical commuting option info on DDA, getDowntown, & AATA websites

Downtown employee & employer “toolbox” presentations

Presentations to downtown associations

Social media communications and outreach

On-street communication, including signage

Email – e.g. monthly getDowntown newsletter



## What's Coming Up in 2011/12

### Enhance Communications

Targeted brochures & web content by downtown district  
Low cost parking & transportation options for **evening** employees

Off peak parking permit (\$30/month 3:30pm-9am M-F, all day Sat & Sun. Pays for itself with just 4 evening shifts)

Go!Pass (many buses run until 10:45pm M-F & 6pm on Sat)

Night Ride (door-to-door, \$3/trip w/go!pass to Golfside, soon to Ypsi)

Carpool, free bike parking, free motorcycle parking, free assist with transportation planning

Plus localized content e.g. \$3 after hours entry at Ann Ashley, Liberty Square, flat rate entry at 415 W. Washington, free lot at 1<sup>st</sup> & William after 6pm, etc.



## What's Coming Up in 2011/12

### Enhance Communications

Targeted brochures & web content by downtown district  
Low cost parking & transportation options for daytime employees

Go!pass (\$10/year, good on all AATA routes. Recent expansion of Ypsilanti/Ann Arbor service funded in part by DDA)

Park & Ride (5 Park & Ride lots with free parking)

A2 Express (Canton/A2 & Chelsea/A2. DDA subsidizes ½ cost)

Carpool/Vanpool (split the cost of parking – prime locations)

Zipcar (8 downtown vehicles, \$8/hr includes gas, insurance, etc.)

Bike (more than 1,000 bike parking spaces)

Moped/Motorcycle (free. 210+ spaces downtown & central campus)

Plus localized content e.g. ½ price 10 hour parking meters, 415 W. Washington lot, coordination with UM Blue Buses, etc.

# Main Street Area Parking Options Map



**LOW COST  
COMMUTING  
OPTIONS**

FOR EVENING EMPLOYEES  
IN THE MAIN STREET AREA

SEPTEMBER 2011



**ANN ARBOR**  
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

**getDowntown**  
getDowntown.org

## Walk + Bike

[getdowntown.org/bike](http://getdowntown.org/bike) or [/walk](http://getdowntown.org/walk)



## Park

[a2dda.org](http://a2dda.org)



## Bus

[getdowntown.org/bus](http://getdowntown.org/bus)



Walking is a good option if you live 0-2 miles from work. Biking is a good option if you live 2-5 miles from work.

Parking is FREE for bikes downtown!

### SUGGESTED BIKE ROUTES:

From the North: Plymouth Rd., to Beakes St. to Main/Fourth/First.

From the South: State St., to William to Fourth/Main/Ashley

From the East: Packard Rd. to Fourth Ave or Main.

From the West: Take Liberty or Miller to First/Main/Fourth.

Washtenaw Shared Use Path: Take this great new bike path from Glenwood all the way to South U, State Street and Liberty.

### Off-Peak Parking Permit (\$30/month)

These permits provide parking in the Ann/Ashley, Liberty Square, 4th and William and Forest parking structures from 3:30pm-9:00am weekdays and all day Saturday and Sunday. Working just 3 weekend evening shifts would cover the cost of this permit.

### Flat Rate Parking

\$2 Flat rate parking at Ann/Ashley Parking Structure after 4pm and all day Saturday

\$3 Flat rate entry fee at the 415 W. Washington Parking lot as available, all day M-Sat

### Free Evening Lots

There is free parking at the First and William Lot after 5pm

### Discounted Meters

There is 1/2 price (\$.60/hr) 10 hour parking at the meters on 200 & 400 N. Ashley, 400 S. Ashley, and 200 & 400 N. First.

Parking is FREE for Mopeds and Motorcycles at most parking structures downtown.



### go!pass

Your go!pass gives you unlimited rides to all Park & Ride lots and on all AATA fixed-route buses. You also get othe great discounts! Just swipe your pass when you get on the bus. For more on go!passes and discounts, visit [getdowntown.org/bus/gopass](http://getdowntown.org/bus/gopass)

### AATA (TheRide) Buses

Many TheRide buses run until 10:45pm at night M-F and until 6pm on Saturday. An evening employee could take the bus to work or take the bus from a Park & Ride Lot for free (with a go!pass) and then take Night Ride or carpool back home again.

### Night Ride

Need to be at work late or very early? Night Ride might be your answer. Night Ride is a shared-ride taxi service that runs after the buses stop running in Ann Arbor. With a go!pass rides are just \$3.

Night Ride runs from 11pm-6am M-F; 7pm-7:30am Sat & Sun.

Call 734-528-5432 to schedule a ride. Cabs generally arrive 15-40 minutes after you call. You can take Night Ride to a Park & Ride Lot or take it home if you live in Ann Arbor or Pittsfield to Golfside.

## Share a Ride

### Carpool

The getDowntown Program (in partnership with the DDA) offers preferential parking for carpools of 2 or more at most downtown parking structures. The cost of these spaces is the same as a monthly parking pass, but you get to split the price among the carpool.



## Questions?

Email [info@getdowntown.org](mailto:info@getdowntown.org).

## What's Coming Up in 2011/12

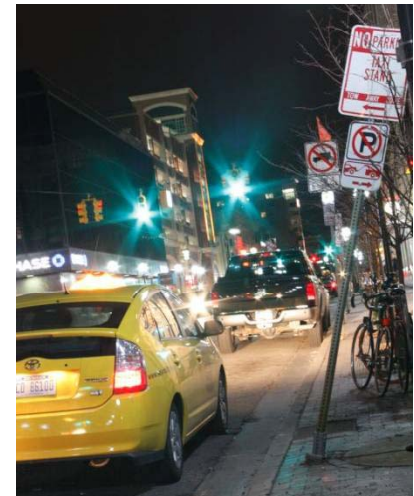
### Enhancing Parking & Transportation Choices

New parking operations/enforcement staff committee - meeting monthly

Loading zones – changes as needed

Taxis – explore taxi stand locations & more communications about hailing cabs

Blake Transit Center - partner with AATA to redesign S. Fourth as a transportation hub, including build out of 4<sup>th</sup> & William, etc.







## What's Coming Up in 2011/12

### Parking Rate Increases

#### February 2012 proposed rate increases

- 415 W. Washington: \$1/entry and \$10/month (permits)
- Afterhours & Saturdays @ Ann Ashley/Liberty Square: \$1/entry
- Meter bag rental: \$5/day
- Meter bag administrative fee: at cost
- Art Fair entry: \$2/entry
- Premium parking permit: \$5/month
- Hourly structures: charging by the hour
- 1<sup>st</sup> & William lot: \$10/month

#### September 2012 proposed rate increases

- Hourly lots: \$0.10/hour
- Hourly meter: \$0.10/hour
- Hourly structures: \$0.10/hour
- Monthly permit: \$5/month structure



## Comparing Downtown Parking Rates

Hourly structures (will be raised in September 2012):

<b>Ann Arbor</b>	<b>\$1.20/hour (in 2012)</b>
Lansing	\$2.00-\$2.50/hour current
Grand Rapids:	\$2.00-\$4.00/hour current
Kalamazoo:	\$1.25-\$2.00/hour current

Hourly lots (will be raised in September 2012):

<b>Ann Arbor</b>	<b>\$1.40-\$1.60/hour (in 2012)</b>
E. Lansing	\$1.30-\$1.60/hour current
Kalamazoo	\$1.25-1.50/hour current

Hourly meters (will be raised in September 2012):

<b>Ann Arbor</b>	<b>\$1.50/hour (in 2012)</b>
Grand Rapids	\$1.50/hour current



## Comparing Downtown Parking Rates

### Hourly structures:

<b>Ann Arbor</b>	<b>\$1.20/hr (in 2012)</b>
Madison, WI	\$1.40-\$1.50/hr (current)
Boulder, CO	\$1.25/hr & \$2.50/hr after 4 hours (current)
Austin, TX	\$1.80-3.00/hr (current)

### Hourly lots:

<b>Ann Arbor</b>	<b>\$1.40-\$1.60/hour (in 2012)</b>
Madison, WI	\$0.75-\$1.45/hour (current)

### Hourly meters:

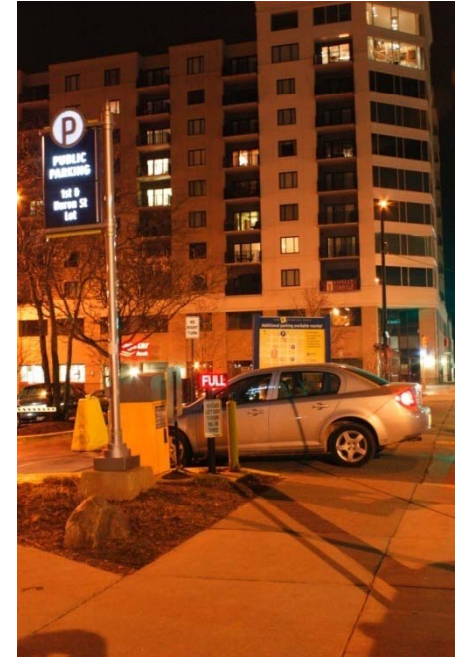
<b>Ann Arbor</b>	<b>\$1.50/hour (in 2012)</b>
Madison, WI	\$1.70/hour (current)

## What's NOT Coming Up in 2011/12

**DDA is not seeking to extend parking meter enforcement past 6pm at this time**

The DDA/City parking operations/enforcement committee has just begun meeting, and more time is needed to understand the impact of extending meter enforcement later into the evening.





Questions?

