In 2017 the City completed a downtown parking study which recommended several changes to parking management in order to improve the parking experience for visitors, customers, employees, and residents. An action plan to implement these recommendations is being developed and reviewed by the City and a parking advisory committee.

The following slides provide an overview of the planning process and downtown parking management proposal. The recommendations in this proposal are not yet adopted and are subject to change.

Created January 11, 2018.
A well managed parking system is a key component to the health and vibrancy of downtown. Parking options should be diverse enough to meet all types of parking needs.
There are multiple planning documents and studies that call for better parking management in service to a stronger downtown.

- Comprehensive Plan 2014
- Downtown Master Plan 2016
- 2017 Parking Study and Strategic Plan
Map of Rapid City’s Current Downtown Parking System.
2017 Parking Study Overview

• Completed by Walker Consultants

• Emphasis on community input
  ▫ Focus groups
  ▫ Online survey
  ▫ Open houses

• 3 days of data collection

• Complete inventory and analysis of private and public parking in the downtown area

• Resulted in recommendations for improvement

<table>
<thead>
<tr>
<th>Stall Type</th>
<th>Inventory</th>
<th>10 AM</th>
<th>1 PM</th>
<th>6 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>2,666</td>
<td>1,425 (53%)</td>
<td>1,417 (53%)</td>
<td>596 (22%)</td>
</tr>
<tr>
<td>Public On-Street</td>
<td>1,573</td>
<td>979 (62%)</td>
<td>942 (60%)</td>
<td>735 (27%)</td>
</tr>
<tr>
<td>Public Off-Street</td>
<td>1,027</td>
<td>568 (55%)</td>
<td>586 (55%)</td>
<td>464 (45%)</td>
</tr>
<tr>
<td>Grand Total</td>
<td>5,266</td>
<td>2,972 (56%)</td>
<td>2,926 (56%)</td>
<td>1,795 (34%)</td>
</tr>
</tbody>
</table>
Key Parking Study Findings

There is a sufficient supply of parking in the system *overall*, with localized shortages.

The 3 hour time limit and the “employee shuffle” puts added strain on the highest demand areas. However, there are few alternatives in place for employees and residents to park.

Free parking on-street parking disincentives use of leased parking permits.

Strong consumer preferences for more convenient payment methods such as credit card and mobile apps.
Parking Study Recommendations

- Remove coin-only parking meters in downtown’s periphery areas.
- Install credit card enabled meters in areas that experience the greatest localized shortages.
- Implement an employee/resident parking program in peripheral time limited on street areas.
Parking Pilot Program

60 day trial period during the summer of 2018 to:

- Test performance of options for new technology in two locations.
- Gauge customer service offered by multiple vendors.
- Scope issues to inform future implementation of new meters.
- Obtain public input on user friendliness and other issues.
The parking pilot project tested several types of technologies:

- Credit Card + Coin Enabled
- PCI Compliance for consumer security
- Validation/
- short term (15 mins) free parking options
- Mobile App/digital wallet options

These parking meters and Pay Stations are proposed for downtown.
New parking meters are proposed in the blue areas.

Pay Stations are proposed in the first floor of the City Parking Ramp (green area).

In the red areas, the existing coin-only meters would be removed and replaced with free parking limited to 2 hours.

In these free 2 hour areas, a restricted number of on-street employee/resident parking permits will also be available for purchase.

**The details of parking management and this proposal are still being developed and are subject to change.**
Employee/Resident Parking Permits

• A key finding of the downtown parking study was a shortage of dedicated long term employee/resident parking.

• With online permitting software, the City will be able to create and manage a new on-street parking permit system for downtown employees and residents.

• Details are still being developed. A pilot project is anticipated to determine locations and quantities of on-street parking permits that can be made available while ensuring sufficient availability and turnover of customer parking. (See red areas on previous slide).

• Stay tuned for more information as this new program develops.
## Enforcement Hours and Rates

### PARKING SYSTEM HOURS OF ENFORCEMENT

<table>
<thead>
<tr>
<th>Type</th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metered</td>
<td>Mon – Sat, 9 - 5</td>
<td>Mon – Fri, 7 – 6 Sat, 9 - 5</td>
</tr>
<tr>
<td>Hourly</td>
<td>Mon – Sat, 7:30 - 6</td>
<td>Mon – Fri, 7-5</td>
</tr>
<tr>
<td>Leased:</td>
<td>Mon – Fri, 6 – 4</td>
<td>Mon – Fri, 7-5</td>
</tr>
<tr>
<td>Meters in leased zones:</td>
<td>Mon – Fri, 9 - 4</td>
<td>Not Applicable. Meters in the City owned surface lots will be removed, creating more leased spaces.</td>
</tr>
</tbody>
</table>

### METER PARKING RATES

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Accepts Coin only)</td>
<td>(Will accept Credit, Coin, App, digital wallet)</td>
</tr>
<tr>
<td>$0.25-0.50/hour</td>
<td>$0.25/15 mins. If using a credit card, there will be a $1 minimum purchase.</td>
</tr>
</tbody>
</table>

**Quick Trips:** Meters will have a free parking button for 15 minutes.

**Validation:** Options for businesses to validate customer parking through a coin, digital code, etc. that the business purchases from the City will be available.

**The details of parking management and this proposal are still being developed and are subject to change.**
What’s Next?

- City staff and the Parking Advisory Committee are continuing to evaluate the many details and logistics of upgrading to new parking meters and creating an on-street permit program for employees and residents.

- The transition is anticipated to occur prior to the 2019 summer season.

- Community information meetings, educational materials, and opportunities for public input will be offered prior to installation of new meters and policy changes so that downtown businesses and community members can be informed and prepared for new technology and policies. Stay tuned!

- Questions, comments, and concerns can be directed to the Community Development Department by calling 394-4120.