What’s the Problem?

Downtown Rapid City is a bustling community with growth and development in its future. To accommodate and encourage this growth, the City needs to understand its current parking system and identify future improvements to supply, access, and efficiency.

What will the Study accomplish?

The study will leverage usage data and community input to understand current conditions, identify future supply needs, and develop recommendations on parking management. This could include opportunities for new parking supply, management of public spaces, and new technologies that will make downtown Rapid City a better place to park.

How does the Study implement goals from the Downtown Master Plan and other planning efforts?

- Effectively managing the downtown parking supply to serve all user groups
- Encouraging growth in the East of 5th study area
- Ensuring the financial health of the parking system
- Identifying growth opportunities for the 6th and St. Joseph St. site
How full is the downtown parking system?

*Conditions at peak weekday occupancy (10 AM)
Data also collected for 1 PM and 6 PM.
How is public parking utilized downtown?

There are 1,645 public visitor spaces in the Historic Core.

Free, time-limited parking, located in high-demand areas along Main and St. Joseph, is the most used type of visitor parking.

Metered on-street parking, located along peripheral streets, is the least used type of visitor parking.

The City manages 713 spaces available for public monthly lease. At peak, these spaces are 60% full.

*Data collected on Wednesday, July 19, 2017.*
How is the downtown parking system utilized?

There are 8,905 parking spaces in the full study area.

There are 5,266 parking spaces in the popular Historic Core.

There are 3,639 parking spaces in East of 5th.

*Data collected on Wednesday, July 19, 2017.*
How long do people park in downtown on-street spaces?

Data was collected for on-street spaces along the above route using LPR (License Plate Recognition) technology, which records license plates and measures length of stay in one location.

6% of the unique vehicles recorded in the 3-hour zones were in violation (length of stay > 4 hours). 6% violations = up to 101 parking stalls unavailable for other visitors to use during this time.

*Data collected on Thursday, July 20, 2017 between 9 AM and 3:30 PM.
What parking technologies might be a good fit for Rapid City?

- Technology-enabled meters
  - Accept credit cards
  - Single-space or multi-space
  - Real-time communications
  - Integration with other systems (e.g. pay-by-cell phone)
  - Pricing options based on demand, seasonality, etc.

- Parking information systems
  - Dynamic signage for lots and garages
  - Online information
  - Cell phone applications
  - Pre-reservation systems
  - Trip planning tools for special events