



City of Fort Pierce

Parking Consulting Services

Parking Committee Workshop

June 29, 20



WALKER
PARKING CONSULTANTS



Report Highlights

1. Introduction
2. Evaluation of Paid Parking
3. Employee Parking and Transit Opportunities
4. Essentials of Implementing Paid Parking
5. On-Street Paid Parking Considerations
6. Implementation and Communication
7. Analysis for Beach Parking
8. Executive Summary



Introduction



Need

- Improve the availability of downtown parking
- Improve the availability of beach parking

Options

- Install two-hour parking signs on several downtown core streets to improve business accessibility
- Implement a paid parking system in desirable on-street areas to better manage and offset the cost to increase and maintain parking inventory

Walker

- Walker Parking Consultants hired to provide an evaluation of parking in downtown and
- Perform an alternatives analysis for beach parking inventory

Evaluation of Paid Parking

Primary Purpose

Why charge a fee for parking?
Should never be perceived as a money grab...

But rather...an effort to allocate a limited resource efficiently
and demonstrate fiduciary responsibility

Goal

Promote parking turnover through value-pricing options
Generate funds to develop and sustain a municipal parking system

Ideally

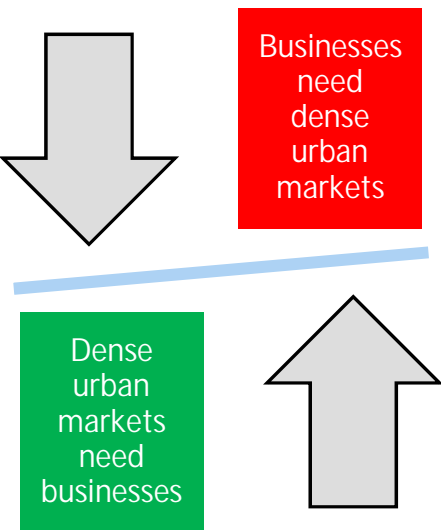
Public parking should be user-fee based
Not a burden to the collective community

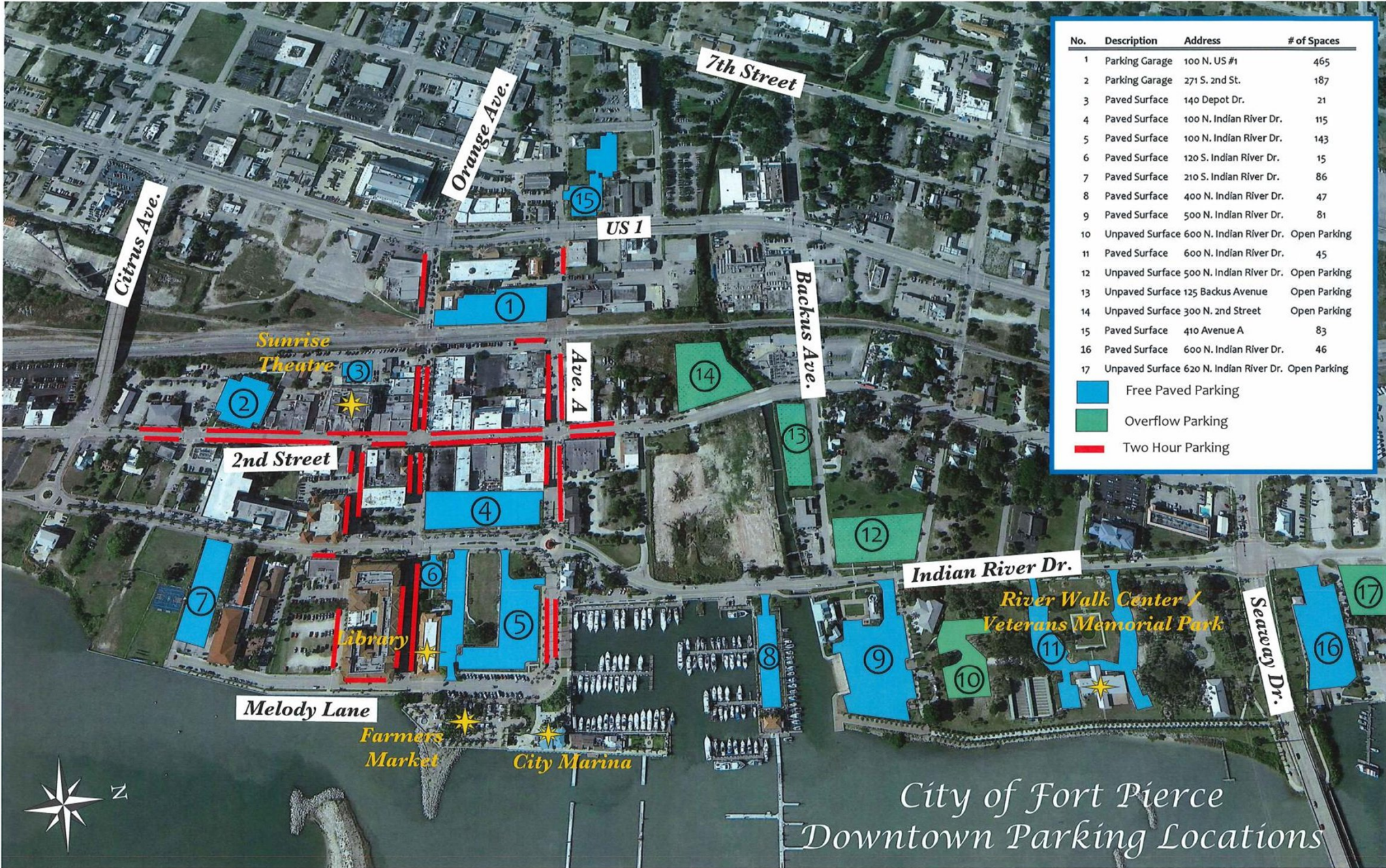




Employee Parking and Transit Opportunities

- Need to maintain reasonably priced employee parking
- Support the use of the City Hall garage and the overflow parking lots for the use of employee parking
- Suggest the City partner with the County and Community Transit to explore opportunities for a “Looper” or “In-Towner” trolley system
- Downtown employers could fund the trolley system in lieu of employees having to pay for parking
- Trolley system would serve the employee parking needs during the week and the visitor parking needs on the weekend





No.	Description	Address	# of Spaces
1	Parking Garage	100 N. US #1	465
2	Parking Garage	271 S. 2nd St.	187
3	Paved Surface	140 Depot Dr.	21
4	Paved Surface	100 N. Indian River Dr.	115
5	Paved Surface	100 N. Indian River Dr.	143
6	Paved Surface	120 S. Indian River Dr.	15
7	Paved Surface	210 S. Indian River Dr.	86
8	Paved Surface	400 N. Indian River Dr.	47
9	Paved Surface	500 N. Indian River Dr.	81
10	Unpaved Surface	600 N. Indian River Dr.	Open Parking
11	Paved Surface	600 N. Indian River Dr.	45
12	Unpaved Surface	500 N. Indian River Dr.	Open Parking
13	Unpaved Surface	125 Backus Avenue	Open Parking
14	Unpaved Surface	300 N. 2nd Street	Open Parking
15	Paved Surface	410 Avenue A	83
16	Paved Surface	600 N. Indian River Dr.	46
17	Unpaved Surface	620 N. Indian River Dr.	Open Parking

- Free Paved Parking
- Overflow Parking
- Two Hour Parking

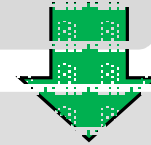


City of Fort Pierce
Downtown Parking Locations

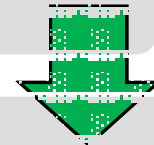
Essentials of Implementing Paid Parking



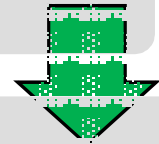
Solicit frequent input from: downtown businesses, community stakeholders and local residents



Amend the City Charter and establish a parking code with local ordinances for paid parking – should include regulations, permits and penalties



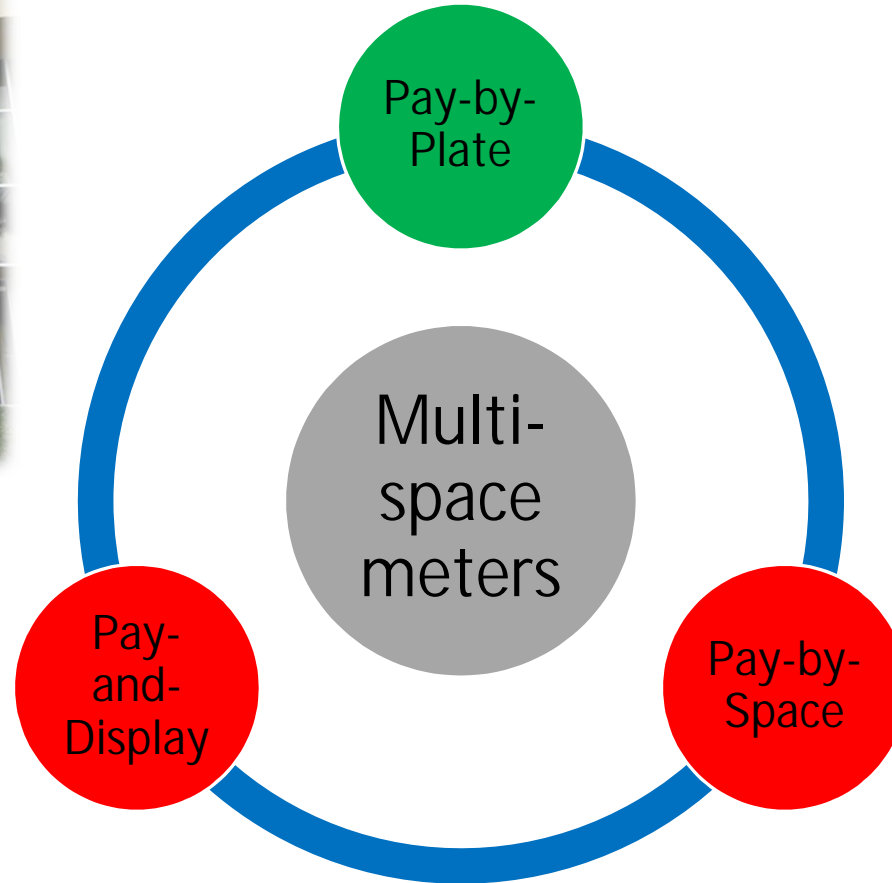
Adopt a “parking ambassador” approach versus an “enforcement mentality” approach



Consider outsourcing the parking system to a professional municipal parking operator – operator reports to a department head or development authority



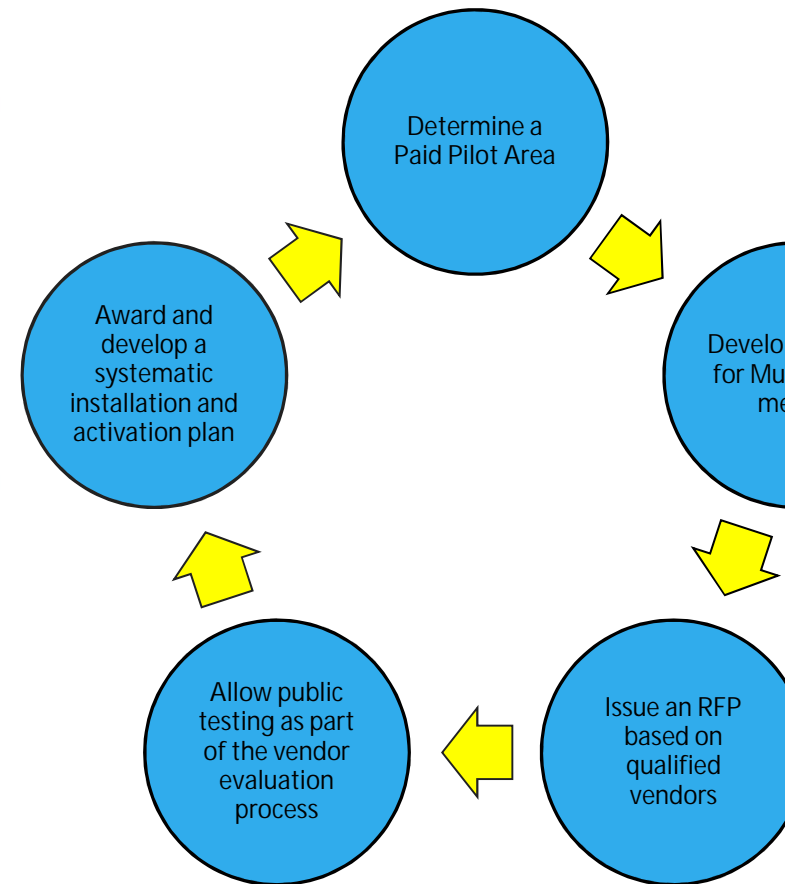
On-Street Paid Parking Considerations



Sample Multi-space Meter



Implementation



Communication



- Six to three months prior to installing the new equipment, issue a press release announcing plans for new system, with a focus on the added customer convenience.
- Conduct community outreach meetings with stakeholders in advance of the meter change.
- Deploy a website with project updates and meter directions.
- Display sample meters in a public area for people to see, touch and feel prior to beginning the installation.
- Develop and provide informational and instructional handouts (card and/or fliers) throughout the downtown and on the website, illustrating how to use the new meters.
- Develop a directional video for municipal television and/or YouTube.
- Issue a progress press release a few weeks prior to the initial installation.
- Install meters and signage with covers featuring the words “Coming Soon” so that patrons can see where the new equipment is installed.
- Position trained parking ambassadors around the new meters to assist patrons with their use.
- Issue a press release regarding the deployment of the new meters and areas scheduled for deployment.
- Provide citation warnings, rather than fines, for a short period of time following meter deployment.



Analysis of Beach Parking



Seaway/Ocean

- 2nd rank for surface lot and garage
- Closest to Jetty Park

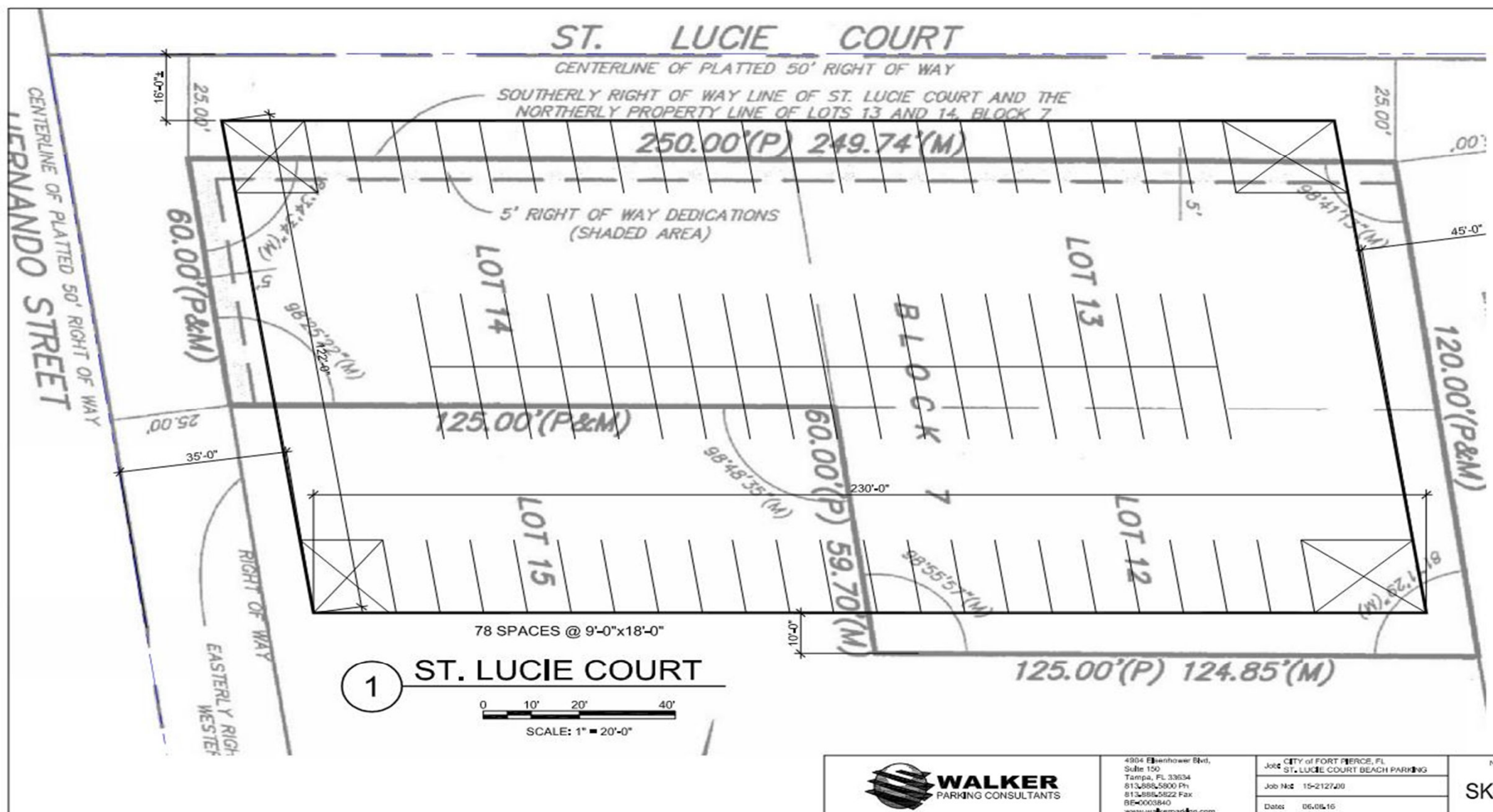
Binney/Ocean

- Most useful for a small parking lot
- Projected lowest cost to implement generating the least amount of parking

St. Lucie Court/Ocean

- Highest rank for surface lot and garage
- Most direct access to the beach





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Job: CITY of FORT PIERCE, FL
 ST. LUCIE COURT BEACH PARKING

Job No: 15-212740

Date: 06.08.16

No. SK-

Executive Summary



1. Ensure the most convenient spaces are available to more users by creating turnover
2. Without convenient and accessible public parking, downtown development will continue to face many challenges
3. Improve the public perception of parking
4. Provide options to local residents, visitors and employees for parking
5. When evolving from a free parking system to a paid parking system – a component must remain free
6. Visitors and residents may not be excited about having to pay for parking, however the tradeoff will come in the form of available parking during peak times
7. Recognize the need for convenient parking but most importantly a user-friendly system for locals and visitors

