City of Lubbock
TEXAS

City of Lubbock

Comprehensive Downtown Parking Study

Presented by

WGI

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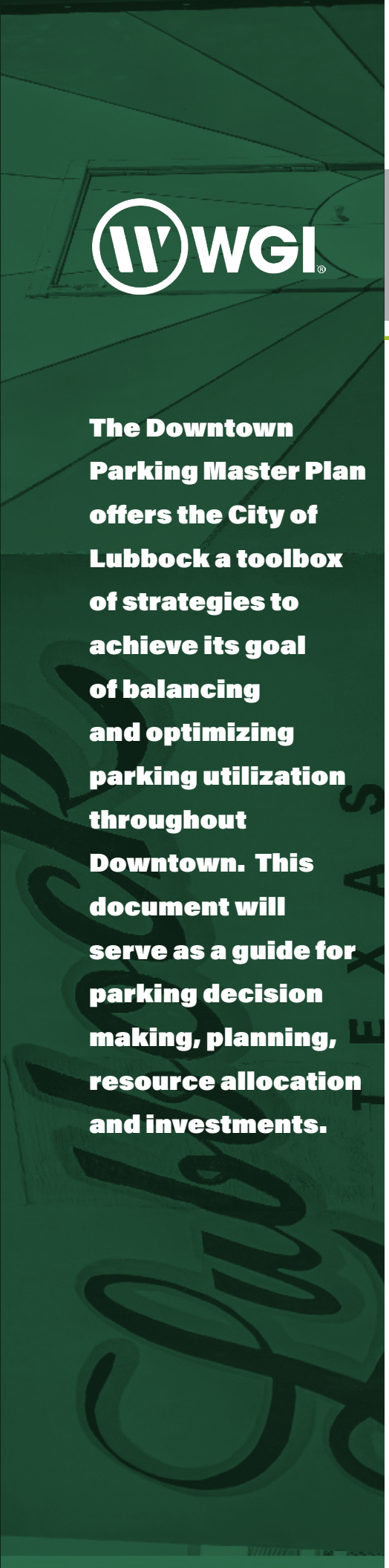
City of Lubbock TEXAS

Chapter 1
Introduction



The Downtown Parking Master Plan offers the City of Lubbock a toolbox of strategies to achieve its goal of balancing and optimizing parking utilization throughout Downtown. This document will serve as a guide for parking decision making, planning, resource allocation and investments.

INTRODUCTION

The Downtown Master Plan Update provided actionable steps to transform Downtown Lubbock. Part of those actionable steps was a recommendation to formalize a Parking Plan centered around policies, shared parking, management and operational strategies to energize the city. Based on this recommendation, the City of Lubbock embarked on developing a Downtown Parking Master Plan.

While the Downtown Parking Master Plan builds upon the concepts found within the Downtown Master Plan Update, today's plan unpacks those concepts and synthesizes them to form a parking management plan. This plan focuses on transformative parking strategies through Planning, Design, Communication and Operations to unlock and support catalytic development potential.

Parking is an expensive asset to construct, operate and maintain. The Downtown Parking Master Plan is committed to provide a toolbox of information, recommendations, strategies and concepts that galvanize Downtown around a **consolidated parking management system**. This system focuses on improving user group experience through flexible policies that are enforceable, and unlock development potential. This consolidated parking management system focus is required to build a walkable Downtown where one parking space serves multiple destinations.

PEOPLE, PLACES, PARKING

This document outlines a phased approach to implementation through an assessment of current perceptions of Downtown parking and the realities of Downtown parking. The purpose of the assessment is to develop an informed Downtown Parking Master plan for Lubbock that balances demand and availability of parking assets. Achieving this balance encourages parking turnover, decreases parking search time, and ensures convenient access.

The Implementation Matrix and Timeframe at the end of the document describe key recommendations. Along with the Key Elements and Concepts of the plan, they serve as a road map for prioritizing goals and formalizing communication and collaboration.

PROJECT APPROACH AND METHODOLOGIES

The study focused on Downtown Lubbock defined as south of Marsha Sharp Freeway, west of Interstate 27, north of 19th Street and east of Avenue Q (see Map on page 3).

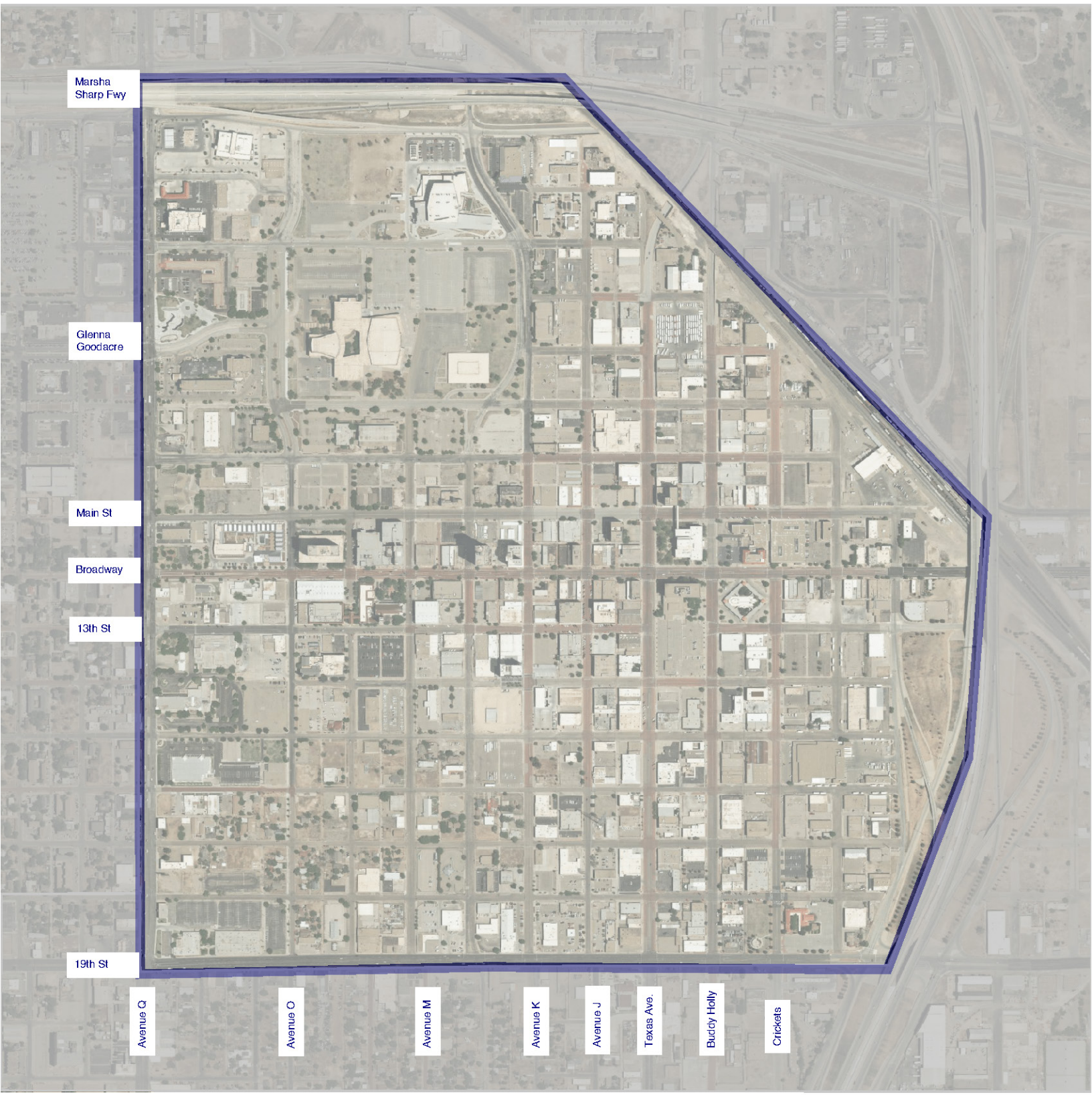
The Downtown Master Plan Update team conducted data collection, field observations and statistical analyses of existing conditions. The information gathering leveraged community outreach and direct communication with City staff and Downtown stakeholders. One-on-one meetings with City leadership, senior staff members, representatives of private sector employers and business owners were conducted. An online survey was made available to gather input on parking to gain a broader understanding of the attitudes and perceptions of the community at-large.

The study consisted of the following workflow:

- Define current perceptions of Downtown parking
- Define the current conditions of Downtown parking
- Provide impactful and actionable strategies

The study reviews existing parking conditions and parking policies, followed by a review of the City's communication of parking policy through stakeholder meetings and marketing efforts. Using the information and feedback gathered, the study provides actionable and comprehensive recommendations.

All recommendations and strategies used in this document are a result of study data, outcomes and conclusions. Further, the recommendations discussed are based on the current state of parking in Downtown, parking industry standards and best practices.


Marsha Sharp Fwy
Glenna Goodacre
Main St
Broadway
13th St
19th St
Avenue Q
Avenue O
Avenue M
Avenue K
Avenue J
Texas Ave.
Buddy Holly
Crickets

STUDY AREA

KEY CONCEPTS

This plan provides a road map for prioritizing goals and underlining the importance of collaboration. To achieve this, emphasis must be made on the following key concepts:

1 CHANGE IS DIFFICULT, BUT NECESSARY.

The Plan offers new approaches to Downtown parking and addresses parking issues that are based on parking perceptions. A paradigm shift in how patrons react and interact with parking is required.

2 STEP - BY - STEP PROCESS.

Downtown Lubbock's parking problems will not be fixed overnight. Incorporating the strategies and recommendations herein will take ongoing collaboration, dedicated resources and planning over the coming months and years.

3 EMBRACE REFORMS.

The recommendations represent a package of necessary reforms. There is no one size fits all solution. Realize that implementation of one or two items alone will not solve Downtown Lubbock's parking challenges.

4 BUILD TRUST.

Immediate successes are possible. Certain actions should be prioritized to secure "easy wins" and tangible success that will allow stakeholders to build further support. The "wins" need to be documented and leveraged to show value.

5 FOCUS ON AVAILABILITY.

Parking management that prioritizes a high parking turnover rate will create an environment of easy and convenient access.

6 LEVERAGE EXISTING ASSETS.

In general, existing private parking is underutilized. Shared parking should not be forced, but orchestrated through shared parking agreements and incentives that can improve return on investment and dramatically improve the efficiency of parking inventory.

7 DATA.

Consistent and clear data should drive parking management policies and decisions. Sharing of data between landowners regarding peak time periods and times of underutilization is essential for a successful shared parking program.

8 TASK FORCE MENTALITY.

No one organization or agency will be able to implement all recommendations. The public and private sector must actively collaborate to overcome systemic problems.

9 COMMUNICATION, COMMUNICATION, COMMUNICATION.

Communication is vital. Ongoing communication of the Plan's rationale and benefits will be crucial to securing community support. This messaging can be achieved through a dedicated City parking web page that is up-to-date and coordinated with area events.

KEY ELEMENTS

The key parking study elements listed below are the focus of the parking master plan. They form the basis of the assessment and recommendations focused on the concept of People, Places, Parking.

CUSTOMER EXPERIENCE

- Wayfinding
- Communication
- Technology tools
- Effective knowledge transfer

MANAGING DEMAND

- Event demand management
- Time demand management
- Prioritizing access
- Demand based requirements
- Encourage “park once” mentality

TECHNOLOGY

- Advanced operations
- Customer tools
- Dynamic management tools
- Data driven policies

MANAGING SUPPLY

- Parking Task Force
- Shared parking
- Leverage parking inventory
- Optimize development parking
- Wayfinding

POLICIES AND PRACTICE

- Formalize shared parking
- Time management strategies
- Enforcement
- Data driven policies
- Consolidated management
- Resource allocation

PROJECT OBJECTIVES

This plan's project objectives align with the vision of the Downtown Master Plan Update. The focal point of the project objectives is to understand that parking is more than vehicle storage, but a defining element of the daily experience Downtown.

1 LEVERAGE PARKING

Promote continued developmental growth through right-sizing parking by ensuring parking inventory meets market demand while not overbuilding.

2 CURRENT CONDITIONS

Set benchmarks for parking inventory, shared parking and wayfinding for a consistent parking experience.

3 WALKABILITY

Promote pedestrian accessibility to parking assets to encourage a walkable Downtown where one parking space serves multiple destinations.

4 TECHNOLOGY TRENDS

Understand how to leverage technology to inform user groups of parking availability and location in real time to alter perception of "no parking" in Downtown.

5 ADAPTABILITY

Develop a parking area that is reliably managed to ensure flexibility in supply and access to all areas throughout Downtown.

6 PLAN FOR FUTURE

Expand plans which include shared parking concepts and consolidated management for future parking needs as development grows and evolves.

7 COMMUNICATION

Formalize communication and collaboration with area stakeholders to provide consistent and succinct parking message.

8 BRANDING

Develop a Downtown Lubbock parking brand for wayfinding, messaging, communication and coordination.

SNAPSHOT OF CURRENT PARKING EXPERIENCE

The first task in developing a comprehensive parking plan is to assess the current parking experience within the study boundary.

For the purposes of this study, the assessment and observations focused on City managed/ controlled off-street parking only. While on-street parking provides the majority of the available parking inventory, the City currently has little to no influence on the management of these assets. The recommendations and strategies at the end of this document address this issue, but in order to gather a snapshot of today's conditions, only off-street parking was assessed on a granular level.

The off-street parking assessment defines and creates a benchmark for measurable improvements within the study area. This will provide the City with an understanding of available off-street parking supply within the Downtown area and how patrons are utilizing the supply. Most importantly, this information will serve as a decision-making tool for future parking improvements and metrics of success.

The road map to a successful parking experience includes multiple variables beyond the common complaints of parking space availability, cost and governances. It is the combination of all the components that impact a patron's decision about where to park, how to park and how they feel about it. Together, these nuanced variables build the framework for a Lubbock specific consolidated parking management system.

To define these variables, this report considers the perceptions and realities of parking within Downtown Lubbock.

Perception of Parking: How the community perceives the existing parking conditions within Downtown and their interaction with the system.

Realities of Parking: How the parking system is actually utilized based on field observations and policies.

Chapter 2
Perceptions of Parking

PERCEPTIONS OF PARKING

This chapter summarizes stakeholder, community and public engagement outreach efforts to provide a snapshot of how users perceive parking in Downtown today. This perception of issues, challenges and opportunities is important to understand and define the benchmark for parking in Downtown.

Given that parking effects multiple user groups and the community at large, the input of Downtown stakeholders and the public must be leveraged for "buy-in" and success of the Downtown Master Plan Update.

In general, the overall current perception is that parking in Downtown Lubbock is unavailable and difficult to find.

This chapter focuses on the following public engagement pieces:

- Input from Downtown stakeholders and City staff
- Public outreach
- Online survey

OUTREACH

MEETING IN ACTION: FUNDING ALLOCATION ACTIVITY

As part of the plan's outreach initiative, the study team held three outreach events / meetings. The purpose of the events was to introduce the plan's goals and objectives and, more importantly, listen to the group's concerns and perceptions of Downtown parking.

To categorize and synthesize these perceptions, the groups were asked to think about key strategies to alleviate parking issues. These parking strategies were represented by seven "buckets". They were then asked how they would allocate resources to fund these strategies. The seven "buckets" were defined as the following:

1 MORE PARKING
Additional parking spaces for Downtown area

2 TASK FORCE
Establish Downtown parking Task Force for formal collaboration

3 SHARED PARKING
Leverage existing parking inventory through shared program

4 TECHNOLOGY
Add parking technology to Downtown for management of parking

5 COMMUNICATION
Parking communication plan to inform users of parking availability

6 SIGNAGE
Establish criteria and enhance parking wayfinding and signage

7 ENFORCEMENT
Enforcement system to support and encourage compliance

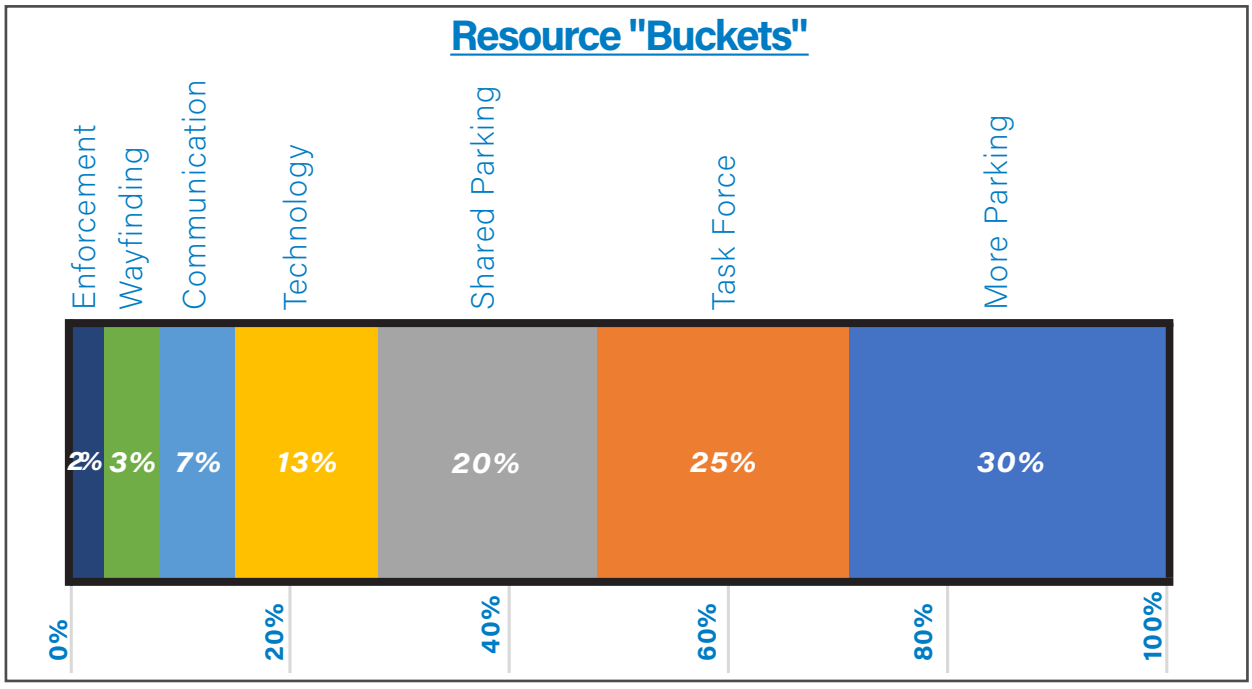
DOWNTOWN STAKEHOLDERS MEETING IN ACTION: FUNDING ALLOCATION ACTIVITY

DOWNTOWN STAKEHOLDERS & CITY STAFF OUTREACH

A group of Downtown stakeholders (business owners, landowners) and City staff from various departments were assembled to provide guidance and inform the study team. These individuals represent a varied cross section of interests and expertise of day-to-day life in Downtown.

Participants were given stickers representing available funding resources. They were then asked to allocate their funding into any combination of the seven bucket categories as they saw fit.

Rank	Category	Total
1	More Parking	$ 1,500
2	Task Force	$ 1,250
3	Shared Parking	$ 1,000
4	Technology	$ 650
5	Communication	$ 350
6	Wayfinding	$ 150
7	Enforcement	$ 100



DOWNTOWN STAKEHOLDERS MEETING IN ACTION: FUNDING ALLOCATION ACTIVITY

Key Takeaways - Downtown Stakeholders

- The perception of "no parking" Downtown exists amongst the Downtown stakeholder group. Building or adding to the current parking inventory was the most heavily invested parking strategy. **This suggests that stakeholders believe parking within the Downtown area is not sufficient to meet demand.**
- Downtown stakeholders recognized that a parking task force and shared parking program are needed to improve the parking experience.
- Through question and answer sessions and follow up conversations, the stakeholder group concluded that a general balance in investment is required to promote a successful parking environment.

Key Discussion Points - Downtown Stakeholders

The conversations amongst the stakeholder group were broad and focused on improving the parking experience in Downtown Lubbock. Below are a few focal quotes from the discussions and feedback:

"Focus on pedestrians"

"Friendly parking"

"Available when needed"

"Open collaboration needed"

"FLEXIBLE POLICIES"

"Event parking plan"

"What's the strategy for tomorrow?"

Smaller Stakeholder Groups

Smaller stakeholder group discussions were conducted to understand specific parking nuances affecting different sections of the Downtown study area. The smaller groups included:

1) Arts District Stakeholders
2) Courthouse Stakeholders
3) City Engineering Department
4) City Traffic Department

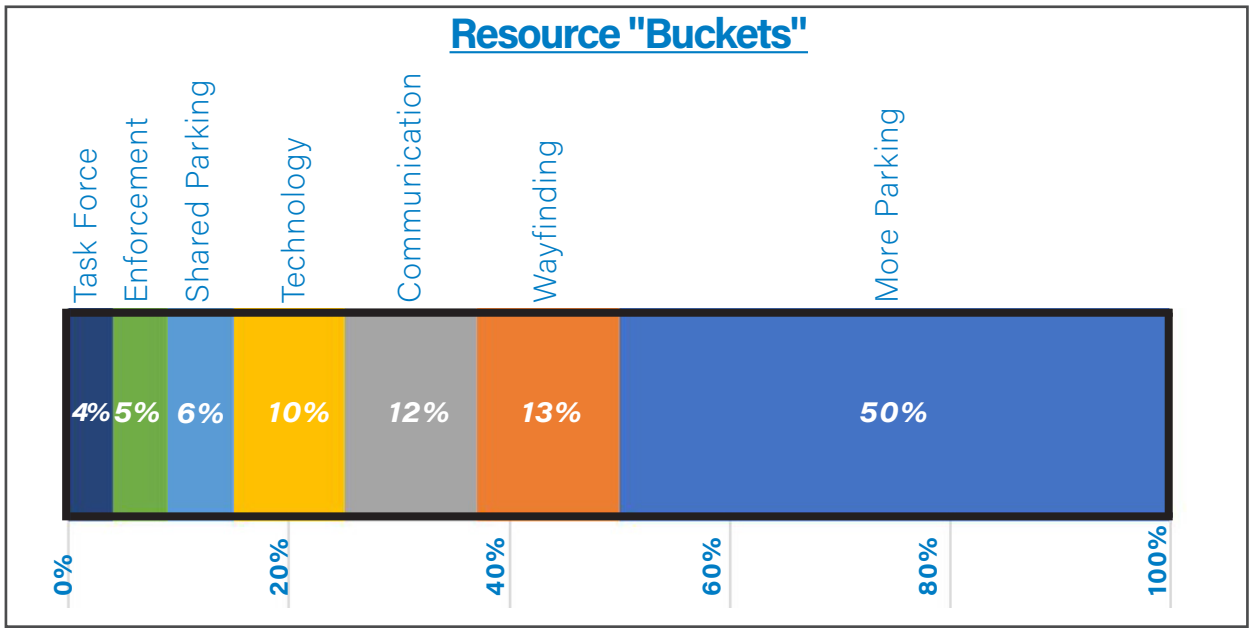
PUBLIC FORUM STAKEHOLDERS MEETING IN ACTION: FUNDING ALLOCATION ACTIVITY

PUBLIC FORUM STAKEHOLDER OUTREACH

A public forum was hosted at Citizen's Tower to gather input and information from general public to provide guidance and inform the study team. Individuals in attendance represented a varied cross section of user groups including students, employees, visitors and business owners. As with the Downtown stakeholders and City staff, the public forum attendees were asked to participate in a Funding Allocation Activity.

Participants were given stickers representing available funding resources. They were then asked to allocate their funding into any combination of the seven bucket categories as they saw fit.

Rank	Category	Total
1	More Parking	$ 2,500
2	Wayfinding	$ 650
3	Communication	$ 600
4	Technology	$ 500
5	Shared Parking	$ 300
6	Enforcement	$ 250
7	Task Force	$ 200



PUBLIC FORUM STAKEHOLDERS MEETING IN ACTION: FUNDING ALLOCATION ACTIVITY

Key Takeaways - Public Forum Stakeholders

- Half of the available funding was allocated to **adding more parking** to Downtown. This high level of fund allocation suggests the public forum stakeholders believe more parking will solve all issues Downtown.
- Perception of "no parking" in Downtown exists amongst the public stakeholder group.
- Parking strategies and how they impact parking overall was generally not understood. Communication will be required to educate the public on intent of parking reforms and their benefits to the community at large.

Key Discussion Points - Public Forum Stakeholders

The conversations amongst the public stakeholder group were broad and focused on improving the parking availability and access in Downtown Lubbock. Below are a few local quotes from discussions and feedback:

"Don't take away my parking"

"Get rid of parking time limits"

"No parking available"

"Inconvenient"

"POOR WALKING AREA"

"Confusing"

"Hard to find"

ONLINE SURVEY

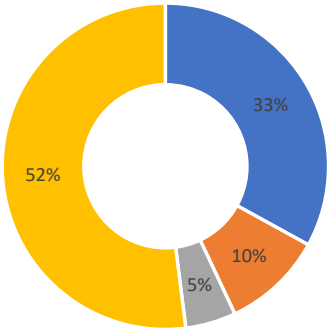
In September 2021, an online parking survey was open to the public for five weeks to serve as a sounding board and forum for those unable to attend the public outreach events in person. Further, during the same time period, a hard copy version of the survey was made available at Citizen's Tower.

The survey results provide a wealth of information in terms of parking preferences, perceptions and attitudes of the various Downtown user groups. Survey results also define Lubbock specific initiatives, strategies and recommendations.

Who took the survey?

582 **Total Respondents**

Primary reason for being Downtown?



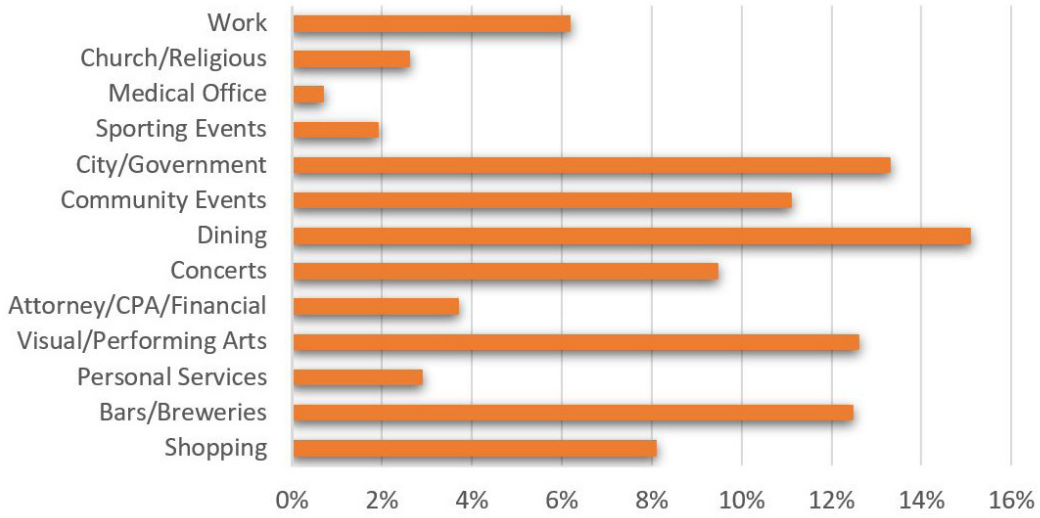
- I am a visitor/customer
- I work downtown
- I live downtown
- I own a business/property in downtown

33% **Visitor / Customer** | 52% **Work Downtown**

Survey Question Take-away

More than half of parkers surveyed identified themselves as employees within the Downtown corridor. This subgroup of parkers require **additional signage** and communication on availability and location of parking spaces. Also important to this subgroup is **walking distance** with a high level of connectivity.

Why do you visit Downtown?



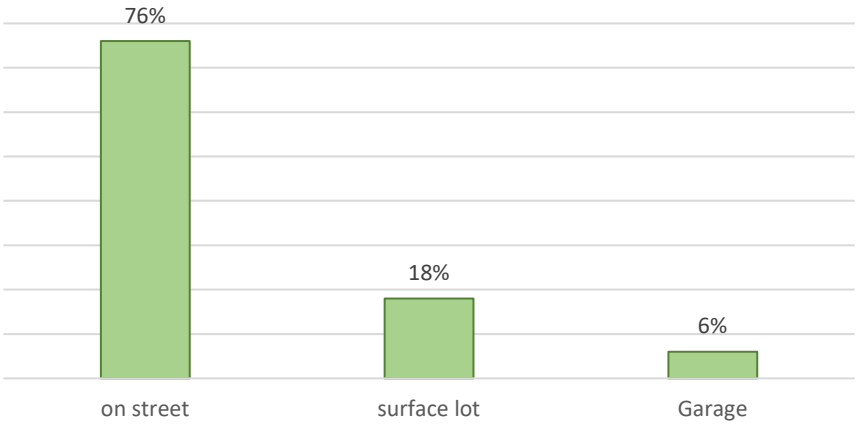
15% **Dining**

13% **Performing Arts/ City-Government**

Survey Question Take-away

The most represented user group was **Visitors** coming Downtown for dinner or performing arts events. This user group will require additional **communication and wayfinding signage**. The focus will be on convenience and availability of parking and **event parking operations**.

Where do you usually park?

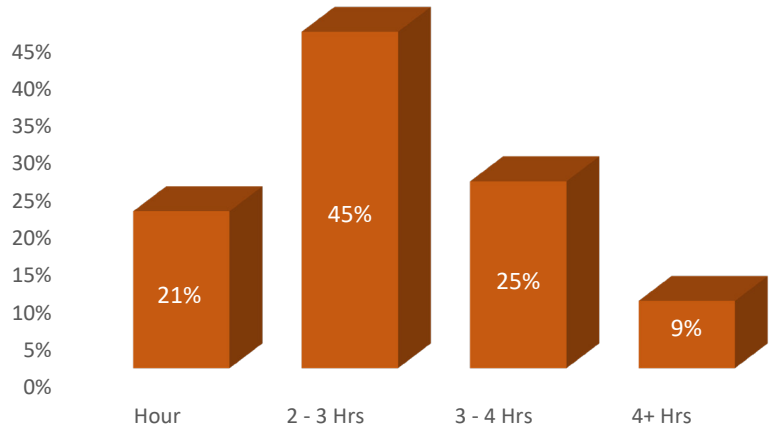


76% **Visitors Park On-Street**

Survey Question Take-away

An overwhelming number of respondents, 76%, indicated they park on-street. This equates to **off-street parking being underutilized** and high occupancy/lack of on-street parking during peak times throughout day.

How long do you spend Downtown?

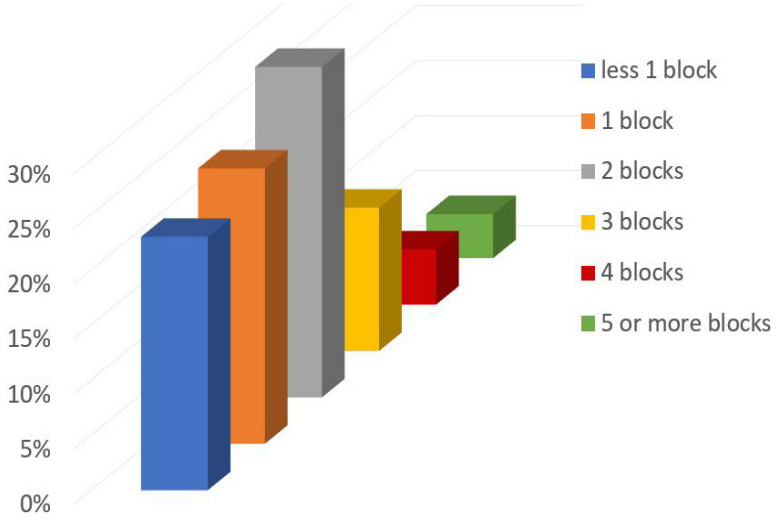


45% 2 - 3 Hours | 25% 3 - 4 Hours

Survey Question Take-away

The majority of respondents, 45%, **spend 2-3 hours within Downtown** study area. 21% spend under 2 hours within the Downtown area. Based on this data, the on-street parking limits should provide a **maximum of 2 hour duration limit** to encourage off-street parking of "long" term users. This will require **parking policy updates** or creation of parking policy to encourage and **enforce utilization** of off-street parking options.

How far are you willing to walk?



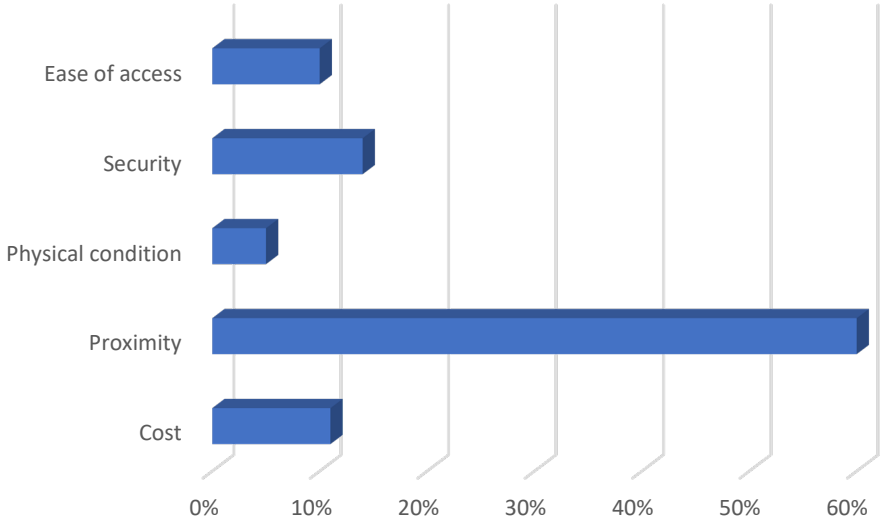
30% 2 Blocks

25% 1 Block

Survey Question Take-away

No walking distance "category" received a majority of survey responses. While it is encouraging to see that 30% are willing to walk 2 blocks from their parking space to the destination, it is equally discouraging to see that 43% are not willing to walk over one block. **Walkability will be key to success** for an effective parking plan.

What is the most important factor in Downtown parking?

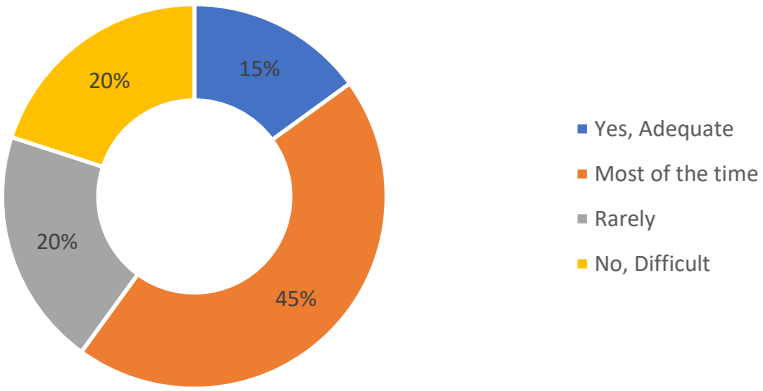


[60% **Proximity** | 14% **Security**]

Survey Question Take-away

60% of respondents feel that **proximity** to final destination is the most important factor when selecting a parking option. Effort must be made to inform users of all proximal off-street parking options through **wayfinding**.

Is parking in Downtown adequate?

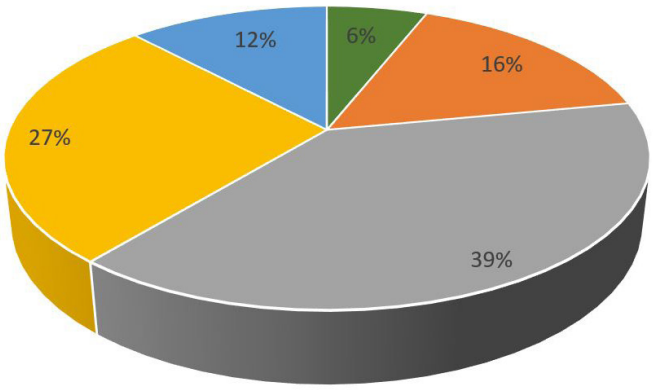


[60% **YES** | 40% **NO**]

Survey Question Take-away

Of those surveyed, 60% believe parking is adequate Downtown most of the time while 40% believe parking is inadequate and difficult to find within the study area. It should be noted that the general opinion within the online survey is **parking currently serves the needs of the majority of the respondents.**

How would you rate Downtown parking?



39% Average | 27% Poor

Survey Question Take-away

Of those surveyed, 39% believe parking experience is average in Downtown while another combined 39% believe parking is poor or terrible. City of Lubbock will need to implement a **robust parking marketing campaign** to change the perception of Downtown parking.

Other noteworthy survey responses:

- 97% Do not take public transportation
- 52% Willing to use a mobile parking app
- 45% Believe parking time limits are adequate
- 40% Believe there should be no on-street parking time limits
- 56% Have not encountered parking enforcement
- 95% Believe parking should be provided at no cost to users

City of Lubbock TEXAS

Chapter 3
Realities of Parking

REALITIES OF PARKING

This chapter summarizes existing parking field conditions and observational data to define the current realities of parking within Downtown. This includes parking inventory and utilization during occupancy observations. These parking realities are connected to the parking perception and serve as a launching point for the implementation of parking strategies. This merger will lay the groundwork for the consolidated parking management system.

The overall reality is the current parking inventory within Downtown Lubbock meets current demand, however, management practices will need to be integrated to unlock the underutilized spaces and change current perceptions.

This section will focus on the following engagement pieces:

- Parking space availability
- Downtown areas of parking demand
- Parking utilization observations

PARKING STUDY AREA DISTRICTS

These districts represent current pockets of on-street parking demand within the study area. These pockets or Districts are typically the areas where development, people and parking interact.

To organize the study area, we divided the project study into the following districts based on their programmed land uses:

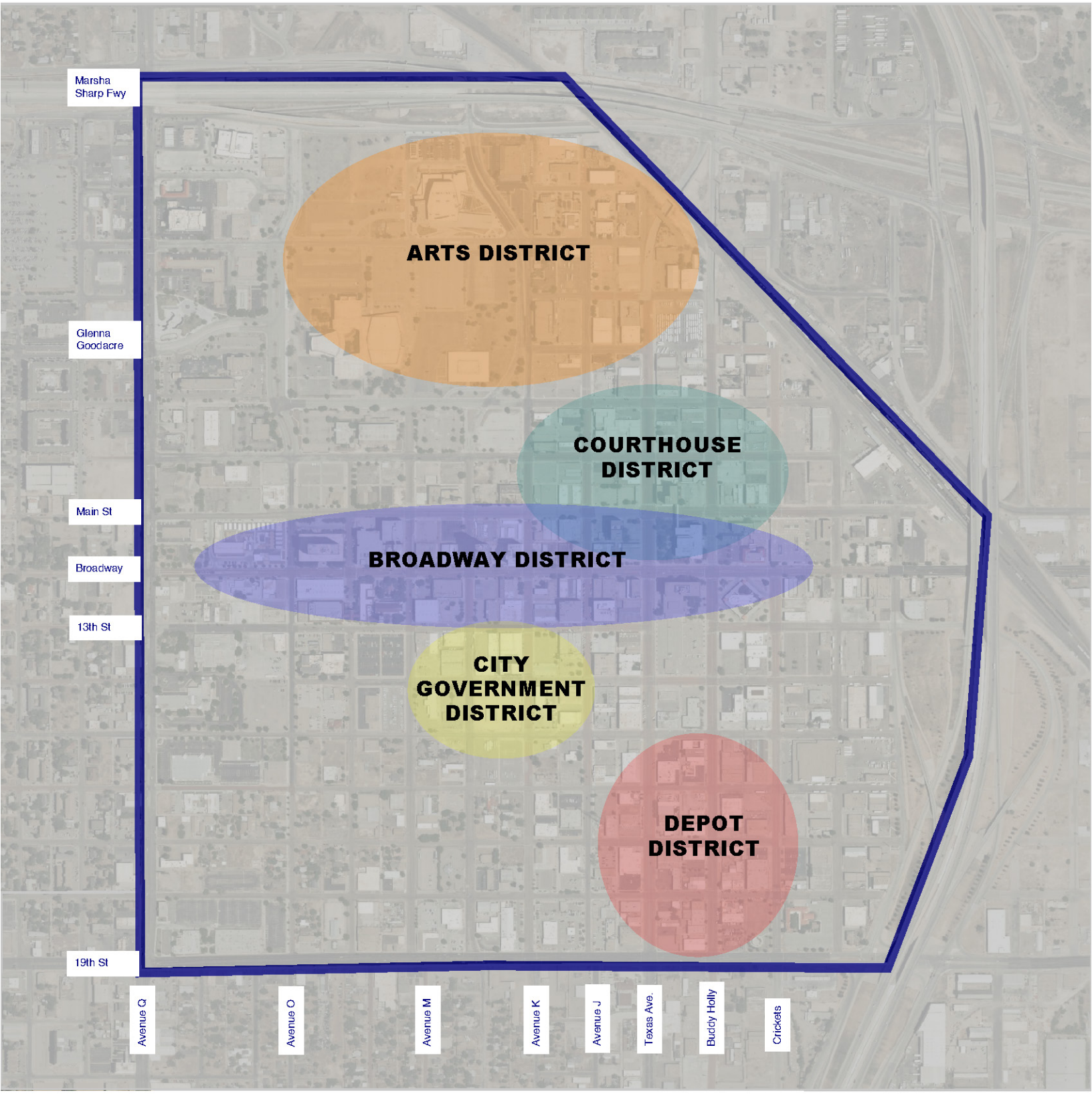
BROADWAY – general area along Broadway between Avenue Q and Avenue J. This area is mostly comprised of office buildings, hotels and restaurants. The area is defined by high daytime and medium evening peak parking demand. The Broadway District contains the McDougal Building, Pioneer Pocket Hotel and First Methodist Church.

ARTS – general area along Avenue J between Marsha Sharp Freeway and 9th Avenue. The area is home to visual and performing arts centers and is further defined by evening and event parking demand. The Arts District contains Buddy Holly Hall, Civic Center and LHUCA.

COURTHOUSE – general area of State, County and Federal Courthouses centered around Broadway and Texas Avenue. This area is defined by high daytime parking demand with high turnover rates. This area contains the Courthouse and associated support services.

DEPOT – general area along Buddy Holly Avenue between 16th Street and 19th Street. This area is defined by high evening parking demand. This area contains Triple J Chophouse Restaurant, Cactus Theater, and numerous bars/entertainment venues.

CITY GOVERNMENT – general area surrounding Citizen's Tower centered around intersection of Avenue K and 15th street. This area is defined by high daytime parking demand.



DISTRICT MAP

BY THE NUMBERS: PARKING

The first task in developing a comprehensive parking study is to assess the current parking experience within the study boundary.

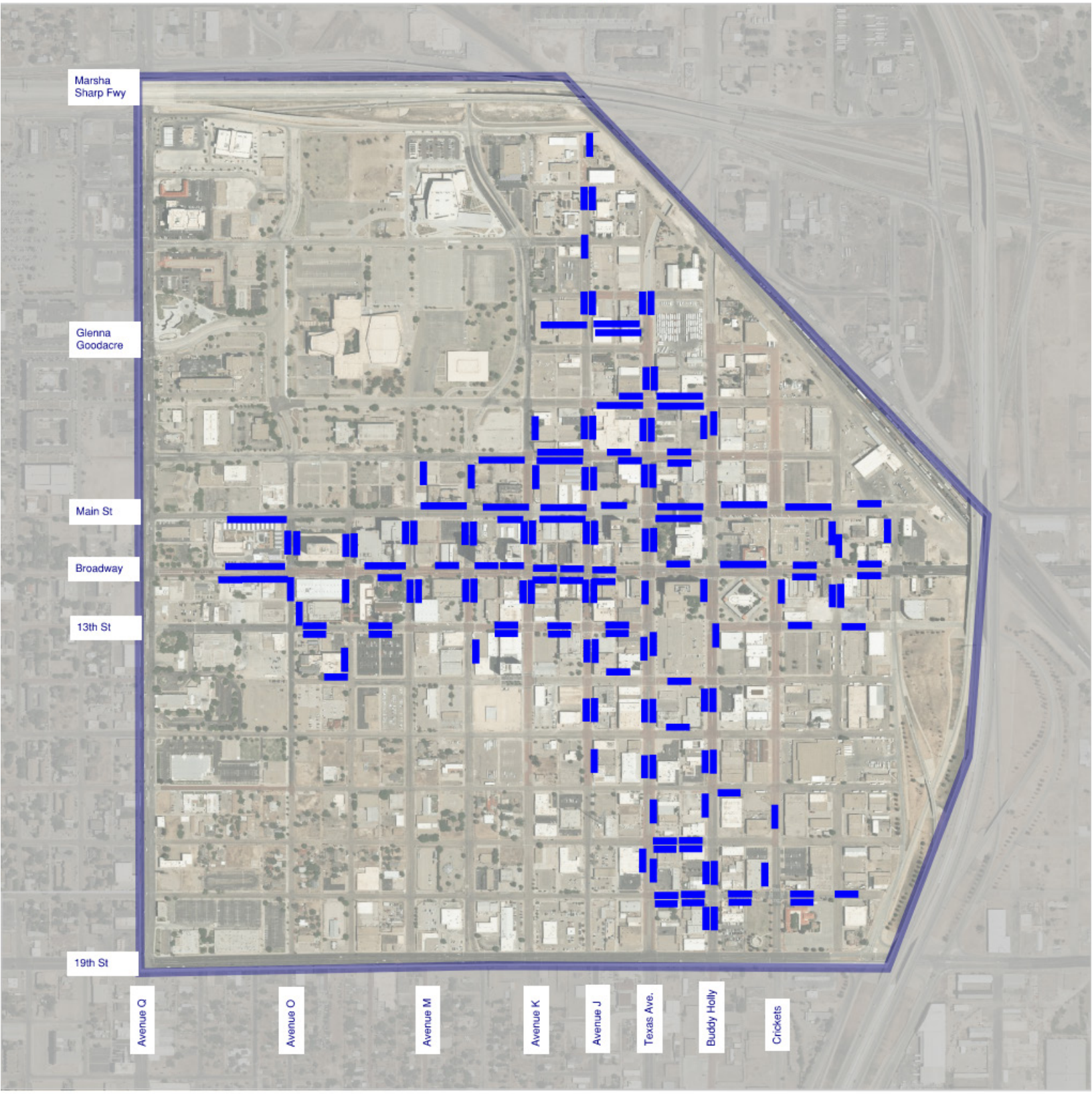
As stated in the Downtown Master Plan Update, counter to the perception that there is "not enough parking" in Downtown, our analysis of Downtown shows there are approximately 145 acres dedicated to parking in Downtown with an assumed supply of over 15,000 parking spaces located in surface lots, garages and on-street. This parking supply is roughly comparable to the parking supply of Downtown Houston for scale. From a land utilization perspective, this equates to about 30% of the current land use in Downtown dedicated to parking. Of the 15,000 Downtown parking spaces, 98% are allocated for private uses only and therefore not shared. During the observation periods, we found that much of the existing supply is underutilized. This was true during observations of both low and high parking demand events/ time periods.

Parking supply types are defined below. These do not include parking spaces associated with single-family driveways.

On-street parking – marked public parking. On-street parking spaces designated by striping or parking signs. The available number of these spaces vary daily based on some of them being unregulated and subject to patron parking capabilities. These spaces are managed by the City.

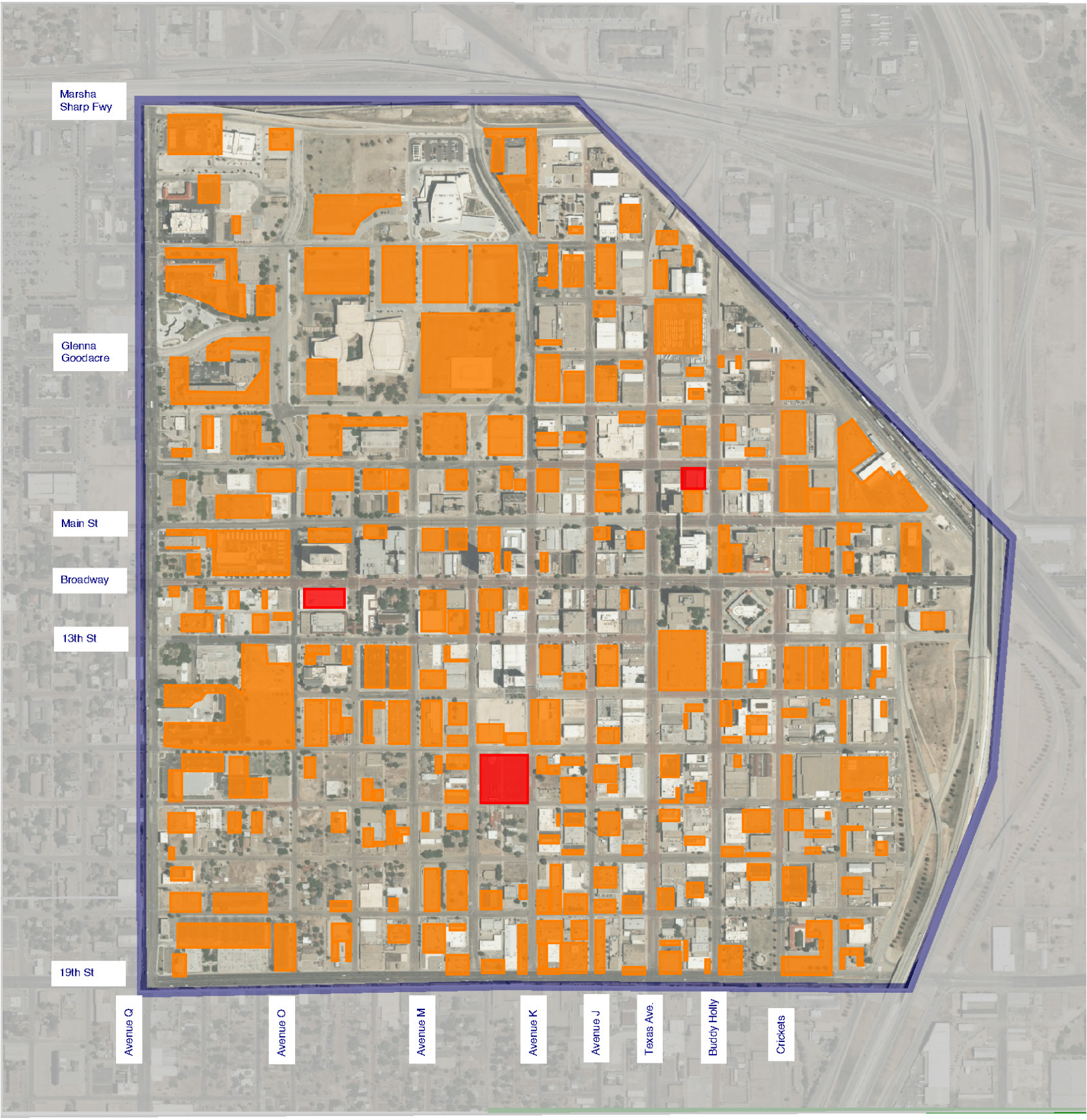
Private off-street parking – Parking spaces available off-street that are for private uses or facilities whether in a surface lot or garage. These facilities provide parking for tenants/ visitors only. Typically, these facilities do not share parking and have signage informing any user not associated with the supported building that they will be towed. Private off-street parking in Downtown is not fully managed by the City of Lubbock. These spaces are reserved for their individual land uses and available at the discretion of the individual entity. Therefore, these spaces do not contribute significantly to the overall parking inventory of the City. However, when shared they have a meaningful impact.

Public off-street parking – Parking spaces available off-street located in a lot or garage that are made available for public parking. At time of the study, no public off- street parking was available Downtown.



On-Street Parking:
Approximately 875 parking spaces

AVAILABLE ON-STREET PARKING



Surface Lot Structured Parking

Approximately 14,000 spaces

AVAILABLE OFF-STREET PARKING

PARKING OCCUPANCY

Parking occupancy data was collected in the Fall of 2021. Parking occupancy is the percentage of available spaces that are occupied or utilized at a specific time. For example, if there are four off-street spaces available and two spaces are taken, then the occupancy is 50%. The goal of collecting parking occupancy data is to evaluate the parking demand throughout the Downtown study area. The observation periods varied with the objective of evaluating parking demand during different scenarios. In general, industry standard for parking optimized occupancy is 85%. However, patrons will generally perceive parking facilities as full at around 80%. (see Appendix for corresponding mapping):

Parking Observations

1. Average Workday Occupancy - November 2021
2. First Friday Event - October 2021
3. Texas Tech Football Game - September 2021
4. Evening Event Parking - November 2021

To quantify and organize the occupancy observation data, the following parameters were used:

OCCUPANCY PARAMETERS

The following pages provide detailed parking occupancy by focus area and by collection period.

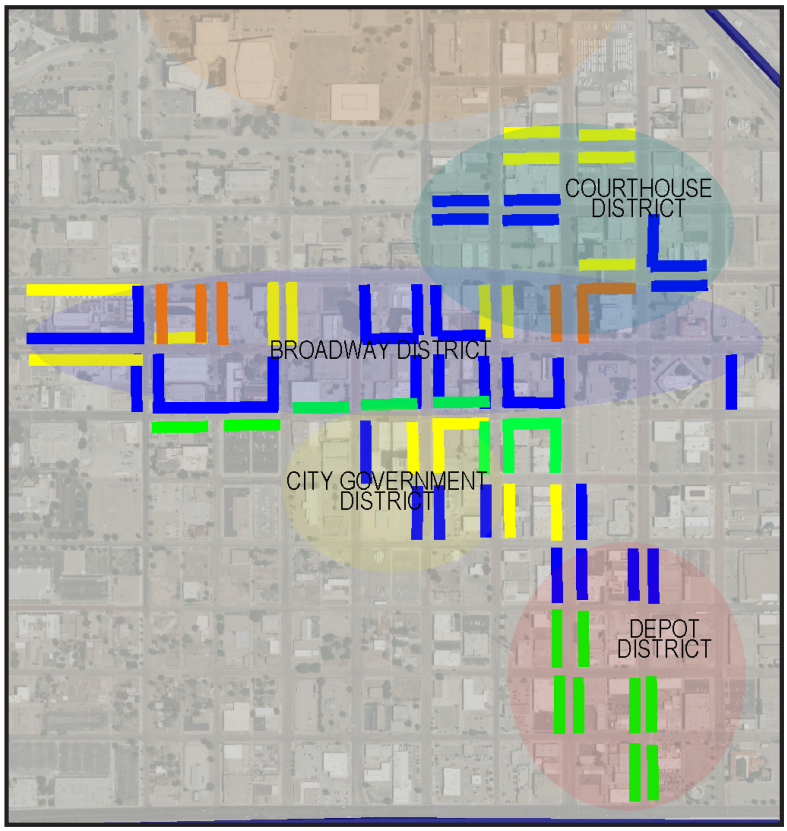
TYPICAL WEEKDAY PARKING
On-Street – Parking Observation #1 (November 2021)

Typical weekday parking operations and parking demand with no known or advertised events occurring. The goal of this observation is to determine how the existing Downtown parking system reacts to typical weekday parking demand. Areas highlighted below contained vehicles occupying on-street spaces. The colors displayed represent the average occupancy in the indentified districts. **See Appendix for larger scale operations/observations maps.**

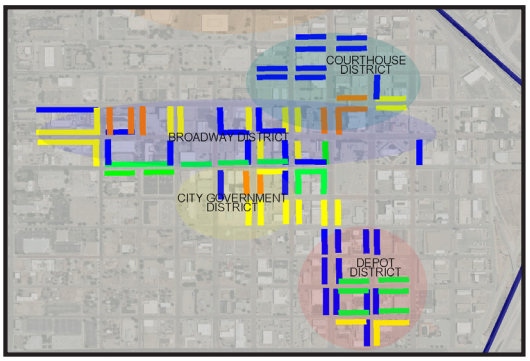
9:00 AM Hour	2:00 PM Hour	5:00 PM Hour
DEPOT DISTRICT	DEPOT DISTRICT	DEPOT DISTRICT
BROADWAY DISTRICT	BROADWAY DISTRICT	BROADWAY DISTRICT
ARTS DISTRICT	ARTS DISTRICT	ARTS DISTRICT
COURTHOUSE DISTRICT	COURTHOUSE DISTRICT	COURTHOUSE DISTRICT
CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT

KEY

0% Demand | 1%-24% Demand | 25%-49% Demand | 50%-74% Demand | 75%-100% Demand



9 AM



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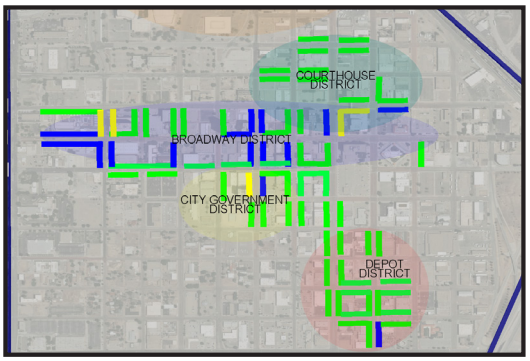

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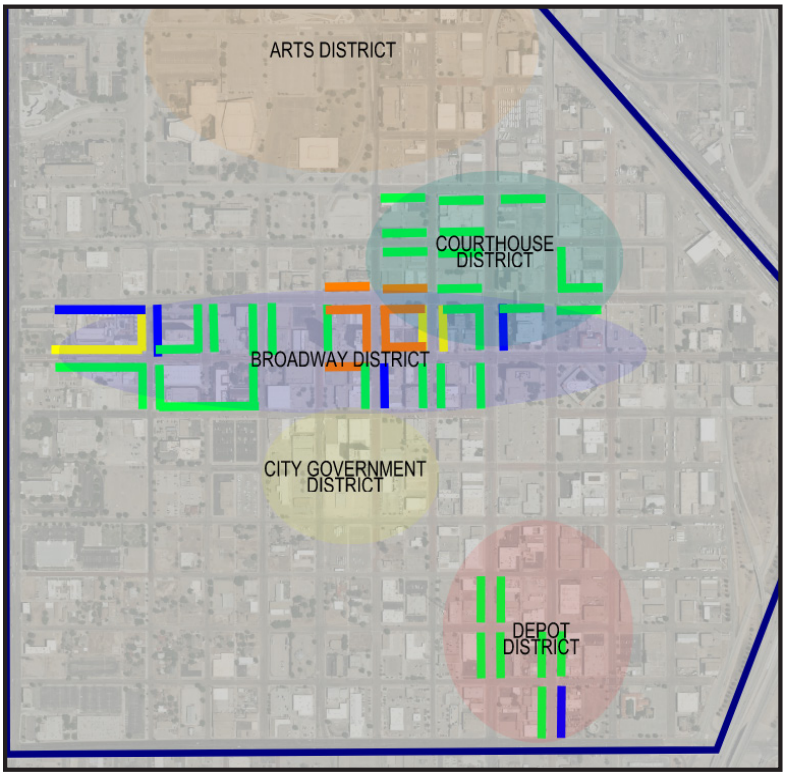
FIRST FRIDAY ART TRAIL EVENT
On-Street – Parking Observation #2 (October 2021)

Monthly event with numerous street closures and increased pedestrian traffic. The goal of this observation is to determine how the Downtown parking system reacts to a monthly parking event scenario. Areas highlighted below contained vehicles occupying on-street spaces. Areas highlighted below contained vehicles occupying on-street spaces. The colors displayed represent the average occupancy in the indentified districts. **See Appendix for larger scale operations/observations maps.**

5:00 PM Hour	6:00 PM Hour	7:00 PM Hour
DEPOT DISTRICT	DEPOT DISTRICT	DEPOT DISTRICT
BROADWAY DISTRICT	BROADWAY DISTRICT	BROADWAY DISTRICT
ARTS DISTRICT	ARTS DISTRICT	ARTS DISTRICT
COURTHOUSE DISTRICT	COURTHOUSE DISTRICT	COURTHOUSE DISTRICT
CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT

KEY

0% Demand | 1%-24% Demand | 25%-49% Demand | 50%-74% Demand | 75%-100% Demand



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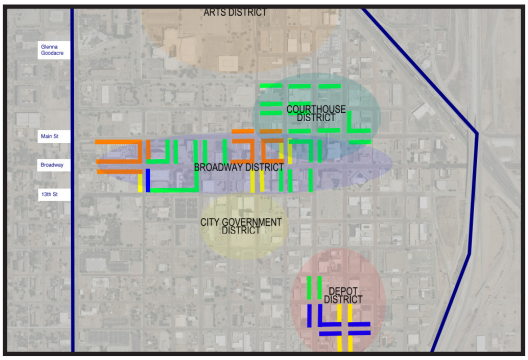

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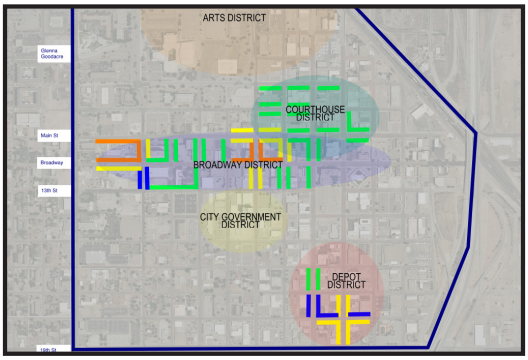

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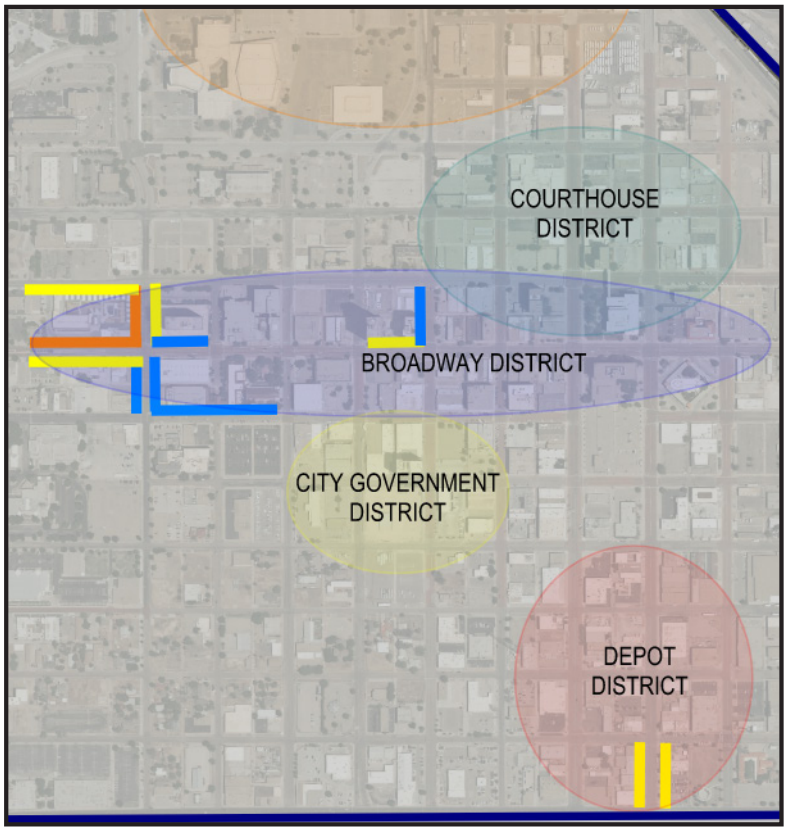
TEXAS TECH FOOTBALL GAME EVENT
On-Street – Parking Observation #3 (September 2021)

Football weekend with increased hotel visitors and associated pedestrian traffic. The goal of this observation is to determine how the Downtown parking system reacts to a Texas Tech Football event scenario. Areas highlighted below contained vehicles occupying on-street spaces. Areas highlighted below contained vehicles occupying on-street spaces. The colors displayed represent the average occupancy in the indentified districts. **See Appendix for larger scale operations/observations maps.**

1:00 PM Hour	3:00 PM Hour	5:00 PM Hour
DEPOT DISTRICT	DEPOT DISTRICT	DEPOT DISTRICT
BROADWAY DISTRICT	BROADWAY DISTRICT	BROADWAY DISTRICT
ARTS DISTRICT	ARTS DISTRICT	ARTS DISTRICT
COURTHOUSE DISTRICT	COURTHOUSE DISTRICT	COURTHOUSE DISTRICT
CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT

KEY

0% Demand | 1%-24% Demand | 25%-49% Demand | 50%-74% Demand | 75%-100% Demand



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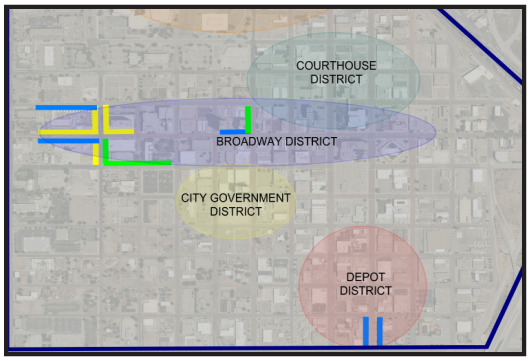

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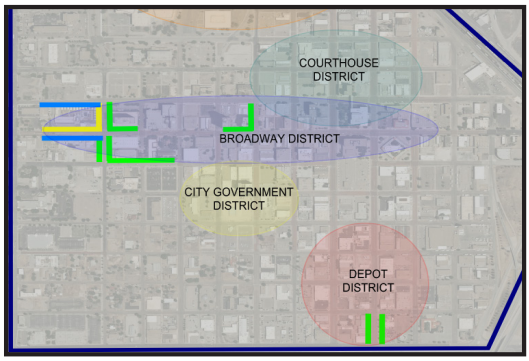

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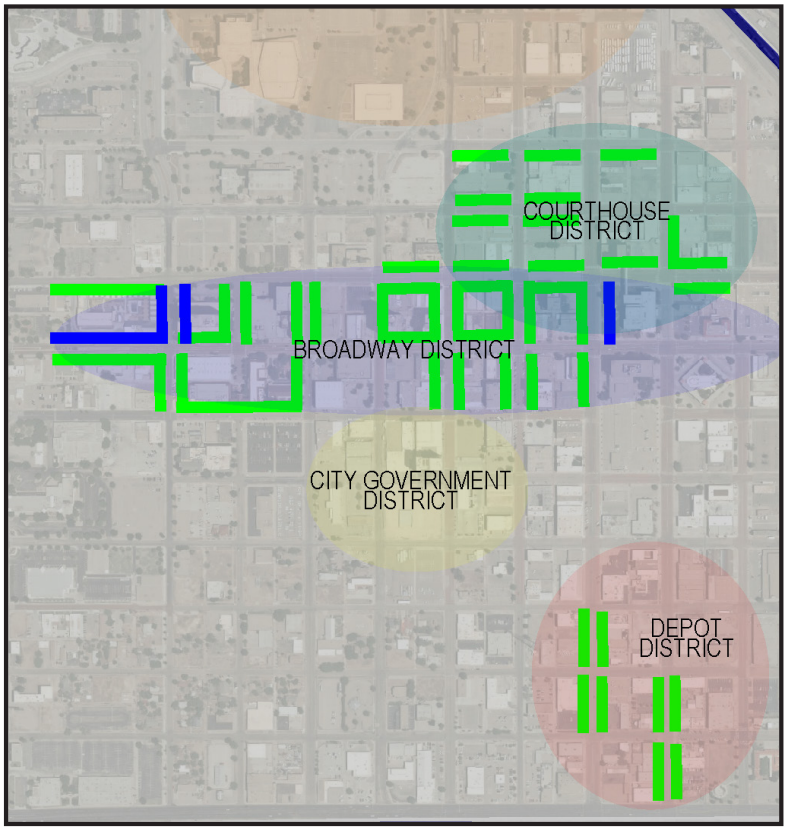
ARTS DISTRICT MULTI-EVENT
On-Street – Parking Observation #4 (November 2021)

Time period of events occurring at the Civic Center, Buddy Holly Hall and LHUCA involving numerous street closures and increased pedestrian traffic. The goal of this observation is to determine how the Downtown parking system reacts to an event scenario with multiple activities occurring and expected high parking demand. Areas highlighted below contained vehicles occupying on-street spaces. Areas highlighted below contained vehicles occupying on-street spaces. The colors displayed represent the average occupancy in the indentified districts. **See Appendix for larger scale operations/observations maps.**

5:00 PM Hour	6:00 PM Hour	7:00 PM Hour
DEPOT DISTRICT	DEPOT DISTRICT	DEPOT DISTRICT
BROADWAY DISTRICT	BROADWAY DISTRICT	BROADWAY DISTRICT
ARTS DISTRICT	ARTS DISTRICT	ARTS DISTRICT
COURTHOUSE DISTRICT	COURTHOUSE DISTRICT	COURTHOUSE DISTRICT
CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT	CITY GOVERNMENT DISTRICT

KEY

0% Demand | 1%-24% Demand | 25%-49% Demand | 50%-74% Demand | 75%-100% Demand



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7 PM

Summary of Parking Occupancy

Four days of occupancy observations and data were collected and cataloged to measure parking demand and determine if the current parking supply is adequate.

During the occupancy counts and observations performed in Fall 2021, at no time did overall parking demand exceed parking supply.

Therefore, it can be concluded that from an occupancy operational standpoint, there is not a parking supply issue within the study area.

During peak use, the most convenient on-street parking was occupied, but the surrounding off-street facilities and adjacent on-street parking had available capacity. In general, there were blocks where all or most of the parking was occupied however, one block away there was availability.

The City of Lubbock should explore enhancing parking focused wayfinding throughout the Downtown study area to direct patrons to available parking facilities and destinations.

City of Lubbock TEXAS

Chapter 4
Benchmarks

KEY FINDINGS

Based on our data collection efforts, community outreach, data analysis and field observations, the following key findings serve as a benchmark, defining the necessary parking program and operational changes Lubbock will need to implement. Most importantly, these key findings will act as measurable metrics during the implementation phase of this plan. Each key finding includes specific opportunities and challenges. Many of these key findings can also be found in the Recommendations section of this report.

Snapshot of current parking challenges facing Lubbock:

No Parking Task Force or organized parking management. An organization to implement parking solutions across multiple stakeholder groups. Parking Task Force will be a forum for regular and active communication with stakeholders to discuss parking needs throughout Downtown.

No shared parking plan or ordinance. Formal shared parking program for Downtown which would encourage a wider range of participation rather than the individual agreements that occur today. Shared parking benefits all; patrons have easy access to multiple parking options and landowners can recognize more return on investment of developed space.

Parking branding. Downtown does not have a universal parking branding program. This will help guide patrons to parking locations and make parking part of the Downtown experience. A parking branding program will encourage consistent signage and messaging.

KEY FINDINGS

Parking marketing plan. There is no formal parking marketing plan to provide real time information on parking availability and location. Accurate and up-to-date information is key to establishing and maintaining a quality parking system that informs patrons about parking availability before they depart for Downtown.

Parking technology. Currently there are no parking meters or other parking technology utilized to manage parking Downtown. While parking meters may not make sense now for Lubbock, technology should be leveraged to make data driven decisions. Explore integration with Lubbock's GIS system to help track and monitor supply and demand.

Parking policies. Flexible policies regarding time constraints, parking ratios, shared parking, etc. should be considered. Parking policies must evolve to meet the nuances and distinct demands of the Downtown study area.

Connectivity. Downtown is working on improving connectivity through mobility options and pedestrian access. Current community preference is for patrons to drive to and park at the front door of their destination. Investment in a walkable downtown environment will allow the parking system to be successful long-term.

PRIMARY TAKEAWAYS

Perception of "no parking" Downtown does not align with the volume of parking spaces available at any given time. Whether those available spaces are in the correct location is a different story, but patrons/visitors need better, concise information on availability. This information should inform patrons of available parking before they head out to their destination.

Development potential is high and will increase demand for not just parking, but overall mobility options and overall access in Downtown. Connectivity will be vital to build on the momentum of Downtown growth and development.

Given the sheer amount of new growth projected, new parking is likely needed in Downtown in the mid-term. Location will be key and a main driver of "right sized" parking.

Adding more parking alone will not solve the current challenges or change perception. To make its future growth plans a reality, Downtown must balance the provision of new parking with an emphasis on improved management of existing inventory.

Shared parking approaches are the only way to cost-effectively unlock Downtown's growth potential and untapped parking resources. It promotes connectivity and maximizes the use of parking supply to lessen City expenditures.

While not all parking will be shared, a shared parking management system is more efficient and maximizes parking utilization while optimizing parking operations. For example, if there is only a 10% shared parking adoption rate, that would free up approximately 1,400 of the currently estimated 14,000 off-street parking spaces without any capital expenditures.

PRIMARY TAKEAWAYS

Centralized parking is the best way to increase supply while maximizing land use for development but will require infrastructure improvements and upgrades to the pedestrian corridors.

Parking management can improve system efficiency and reduce the amount of capital and land invested in parking.

Any investment in new parking supply by the City should meet the following criteria:

- Be shared and made public to the greatest degree possible.
- Be leveraged as part of new development, as public dollars are limited and private investment in parking is vital.
- Be managed as part of the larger system to reduce driver confusion through wayfinding and branding.
- Include high-quality and coordinated technology, robust parking marketing campaign and wayfinding systems to facilitate coordinated parking management.
- Contribute to Downtown's active, vibrant, and pedestrian friendly environment.
- Intercept vehicle traffic before it reaches the core by prioritizing connections with remote facilities through wayfinding and technology.

There will not be a simple solution that meets or satisfies all stakeholders. Parking is personal and there will be users that are not happy with all solutions. Change is difficult. To create universally accepted and effective solutions, the parking management will need to define priorities and measures of success.

Chapter 5
Recommendations

RECOMMENDATIONS

Takeaways:

- **Maximize Use of Existing Parking Supply**
- **Strategically Invest in Information and Technology**
- **Improve Walkable Options to Reduce Parking Demand**
- **Simplify and Leverage the Parking Code**
- **Enhance Parking Administration and Operations**
- **Provide Additional Public Parking as Needed**

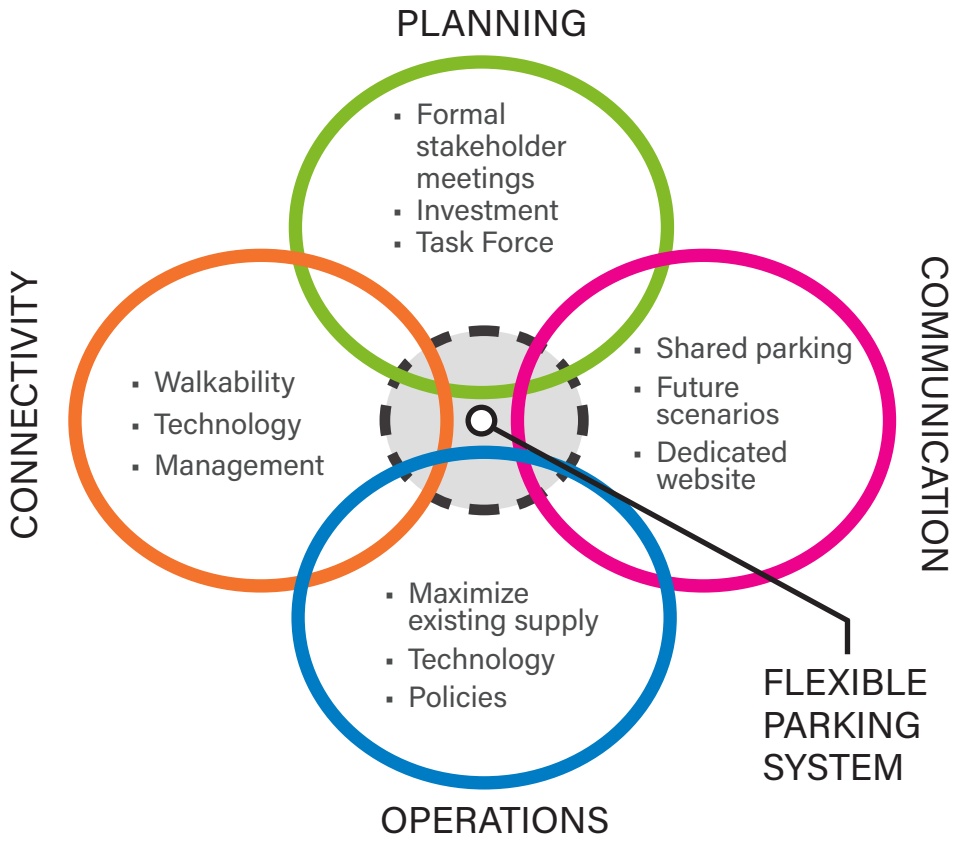
This chapter provides an overview of the recommendations Downtown Lubbock should implement based on our knowledge of the study area, discussion with stakeholders and physical observations. The recommendations provided within this study support Downtown Lubbock's goals and objective of providing a walkable, pedestrian friendly environment while managing and monitoring parking demand. Further, the recommendations align with the Downtown Master Plan Update.

Some of these recommendations will be easier to implement than others.

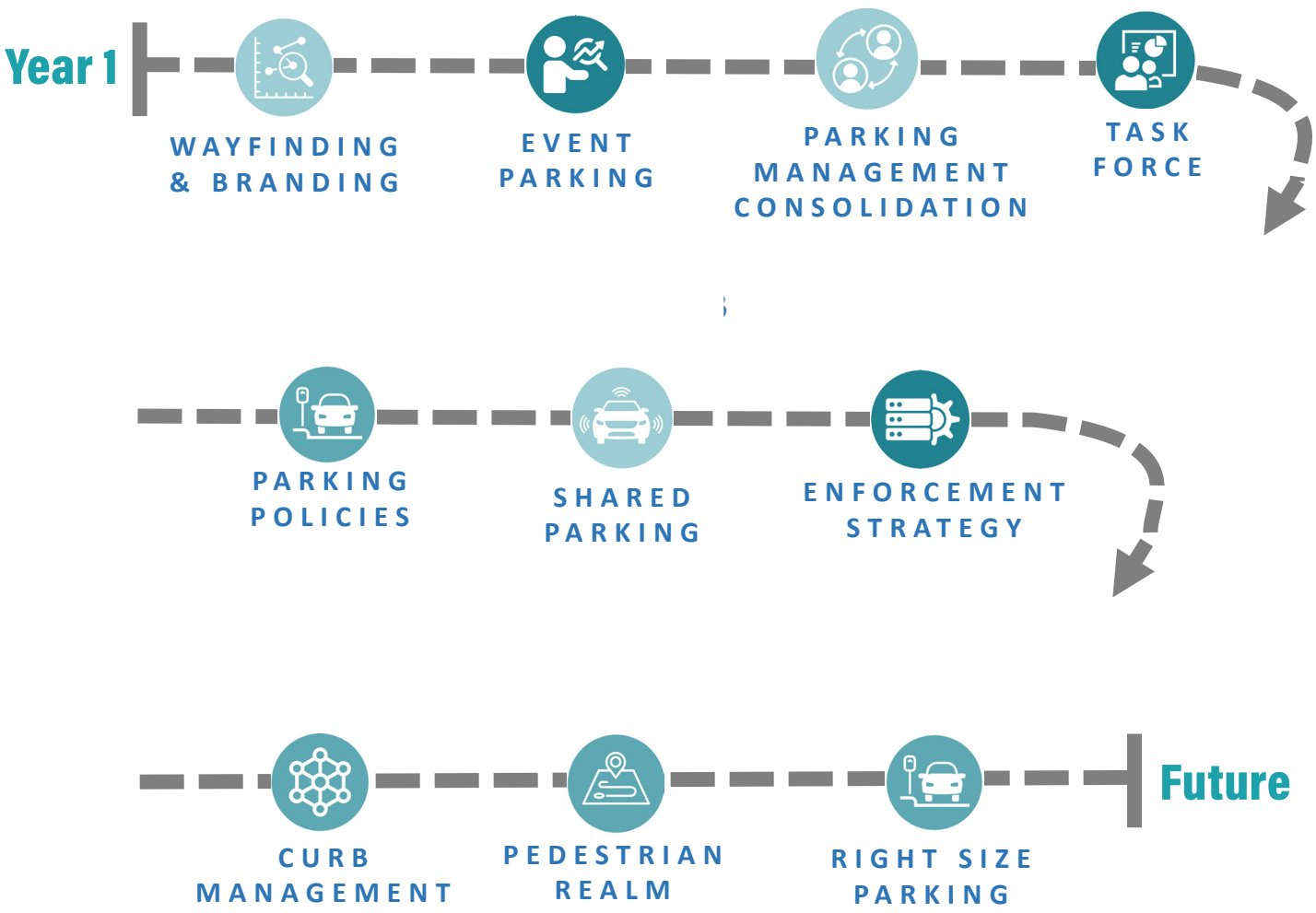
These recommendations will build and define the benchmark for Downtown moving forward. The recommendations are broken up into key parking industry related strategies listed below. Each recommendation summary includes discussion points, challenges and opportunities. Also included is a matrix on the impact, cost, priority and difficulty of implementation.

At the end of the Recommendations section, an implementation time frame and framework matrix summarizes each recommendation provided.

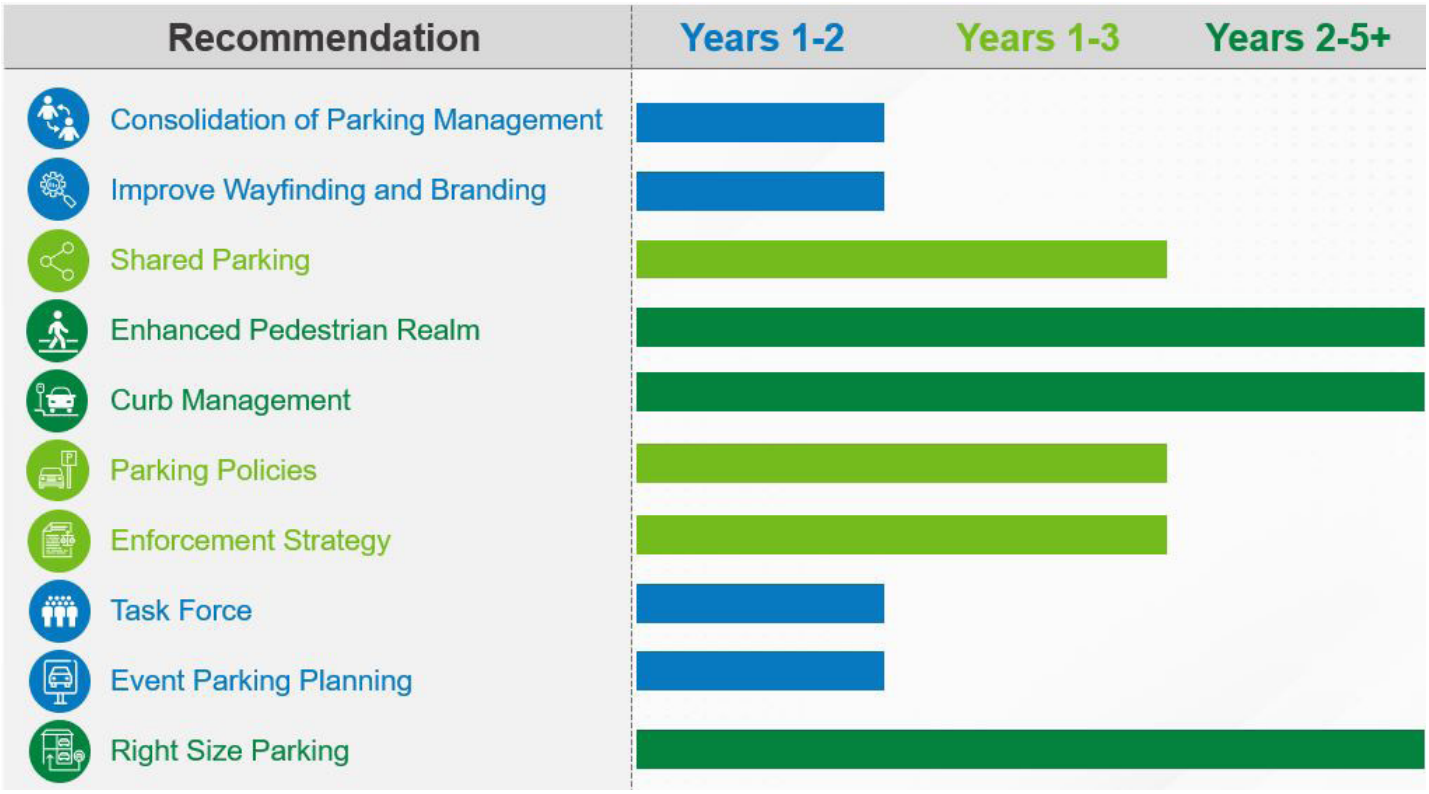
RECOMMENDATION FRAMEWORK



IMPLEMENTATION FLOW DIAGRAM



IMPLEMENTATION TIMEFRAME



CONSOLIDATED PARKING MANAGEMENT

Recommendation

1

Recommendation Headline:

Parking Needs a Home and Leader

Impact: ●●● Priority: ●●● Level of Difficulty: ●●● Cost: $ $ $

Currently, the management of parking functions (off-street, policies, enforcement) are spread across various divisions within the City government and organizations. Efforts should be made between internal City groups and outside organizations to **consolidate parking functions into a singular source** or department.

Why?

Progressive and flexible management can optimize parking efficiency and reduce the amount of required parking inventory. This recommendation explores how monitoring parking inventory, development trends and technology impacts parking demand. When entering into a parking endeavor such as this, a **dedicated staff member or third-party entity is required** as the associated tasks are vast and involved.

Implementation Steps

- Stakeholder and internal partner approval of parking management consolidation under one City department or staff member.
- Define a parking organizational structure.
- Hire in-source or out-source parking and operations manager or assign to existing staff.
- As organization grows, consider supportive parking staff like marketing/communications and data integrator.
- Establish formal and consistent communication plan between internal partners and community stakeholders.

Importance

- Capacity to align policies to support common vision.
- Capability to leverage management tools and future technologies to proactively balance parking access and demand.
- Investment support through utilization of programs and policies.
- Capability to modify management approaches as demand fluctuates in a timely fashion.
- Provide City with effective means to manage parking.

Intended Benefits

- Shared information and partnerships form to create a system where challenges are met in a communitive environment.
- Decisions are streamlined through consolidated policy, programs, technology management and vision.
- Management can be leveraged to improve Downtown experience and change negative parking perceptions.

CONSOLIDATED PARKING MANAGEMENT

Recommendation

Near-Term Implementation Strategy

- **Consolidate all on-street management functions** including management, communications and enforcement.

Mid-Term Implementation Strategy

- Evaluate outcome of consolidation and determine the optimal location for parking management functions (whether within an existing department, a new department or a parking authority).
- **Define parking organizational chart and roles to include at a minimum:**
  - **Parking Director**
  - **Parking Business Manager/ Communications**
  - **On-Street Parking Manager**
  - **Parking Technology Manager**
- Should initial phase be outsourced, evaluate decision to convert to in-sourcing staff.
- Develop a 5-year policy plan for parking.

DISCUSSION POINTS

- The City will need to reorganize departments into one consolidated parking management system.
- Costs will vary depending on in-source or out-source parking management.
- Solidifying partnerships with Downtown organizations and internal partners is paramount.

CHALLENGES

- Garnering support amongst the Downtown stakeholders and City departments to consolidate parking services.
- Decision to in-source or out-source.
- Consolidated management under one person/department.
- Cost.

KEY TAKEAWAY

Progressive and active parking management can maximize parking efficiency and reduce the amount of parking inventory required.

IMPROVE WAYFINDING & BRANDING

Recommendation

2

Recommendation Headline:

Better Signage, Better Communication

Impact: ●●● Priority: ●●● Level of Difficulty: ●●○ Cost: $ $ $

Consistent and branded wayfinding and messaging signage will help **communicate information** about parking resources and options. Signage should be clear, consistent and on brand with other wayfinding that directs users to destinations throughout Downtown.

Why?

The City can manage parking demand by providing signage that directs patrons to available parking options. This would help alleviate traffic circulation and reduce search times for parking. This wayfinding should be implemented throughout the study area and applied to both on-street and off-street parking (when allowed).

Signage should also be clear, recognizable, consistent and coordinated.

Intended Benefits

- Consistent and informative communication improves ability to reach destination and find parking.
- Better access and balancing of parking demand.
- Directing users to parking assets and decreasing traffic congestion.

Importance

- Consistent wayfinding information, branding and communications about where and how to park will enhance the user experience and improve access.
- Improve business volumes and sales.

Implementation Steps

- Identify and develop plan for wayfinding needs.
- Coordination with the major downtown stakeholders and private facilities will be necessary to develop a **cohesive wayfinding signage program**. Without private facility buy-in, an impactful wayfinding program cannot be achieved as the majority of parking supply is controlled by the private sector. Signage should be dynamic in nature providing information on parking availability and Downtown destinations.
- **Develop a wayfinding brand.** This brand should be coordinated with marketing campaign to introduce wayfinding to users.

IMPROVE WAYFINDING & BRANDING

Recommendation

Implementation Steps (cont.)

- Integrate handheld based application such as Smartphone technology with branding to provide real-time parking information. This could be integrated with an established City GIS system.
- Coordinate with parking providers and develop signage standards. Set as requirement for new parking facilities or shared parking areas.
- Working with a GIS system, create an interactive map of available parking facilities (location and number of spaces) and post on City website or parking application.
- Communicate information and a wayfinding brand with users by leveraging social media and other media modes.

Develop Full Program Downtown Branding

- Under a consolidated parking management system, a branded wayfinding area will ensure a more efficient messaging and information distribution regarding parking availability and location. The branding should be simple, memorable and distinct. The goal is to clearly and consistently convey the intention of the parking system, aid in parking operations and build trust amongst users.
- Coordination with Downtown wide community, business organizations and private parking providers will be necessary to develop a parking system branding strategy.
- Partner with the Arts District to collaborate distribution of information.

Develop a Wayfinding Strategy

- Aligning with Downtown branding, a wayfinding signage package should be developed. These branded wayfinding signs should communicate: **presence of parking assets, directions to parking assets and destinations associated with specific parking assets**.
- This wayfinding strategy should start with directional signage that navigates users to specific destinations. From there, layer on wayfinding signage that defines where to park relative to said destination. Signage should be simple and direct, leaving no room for interpretation.
- With large events special signage should be developed and deployed appropriately. This deployment should be part of an overall event plan for Downtown.
- Wayfinding signage should be brought down to pedestrian realm and provide walking times to various destinations from parking assets. This will encourage a “park once” mentality.
- As the parking system evolves, so should the wayfinding system to include parking rates, updated time limits, new attractions, etc., all while staying true to branding standards.

IMPROVE WAYFINDING & BRANDING

Recommendation

Marketing Campaign

Once branding and wayfinding have been established, the City should invest in a marketing campaign to educate and inform users. The same branding developed for the wayfinding signage should be used on the marketing campaign for consistency and recognition. This consistency will allow users to recognize that they have "arrived" in Downtown.

DISCUSSION POINTS

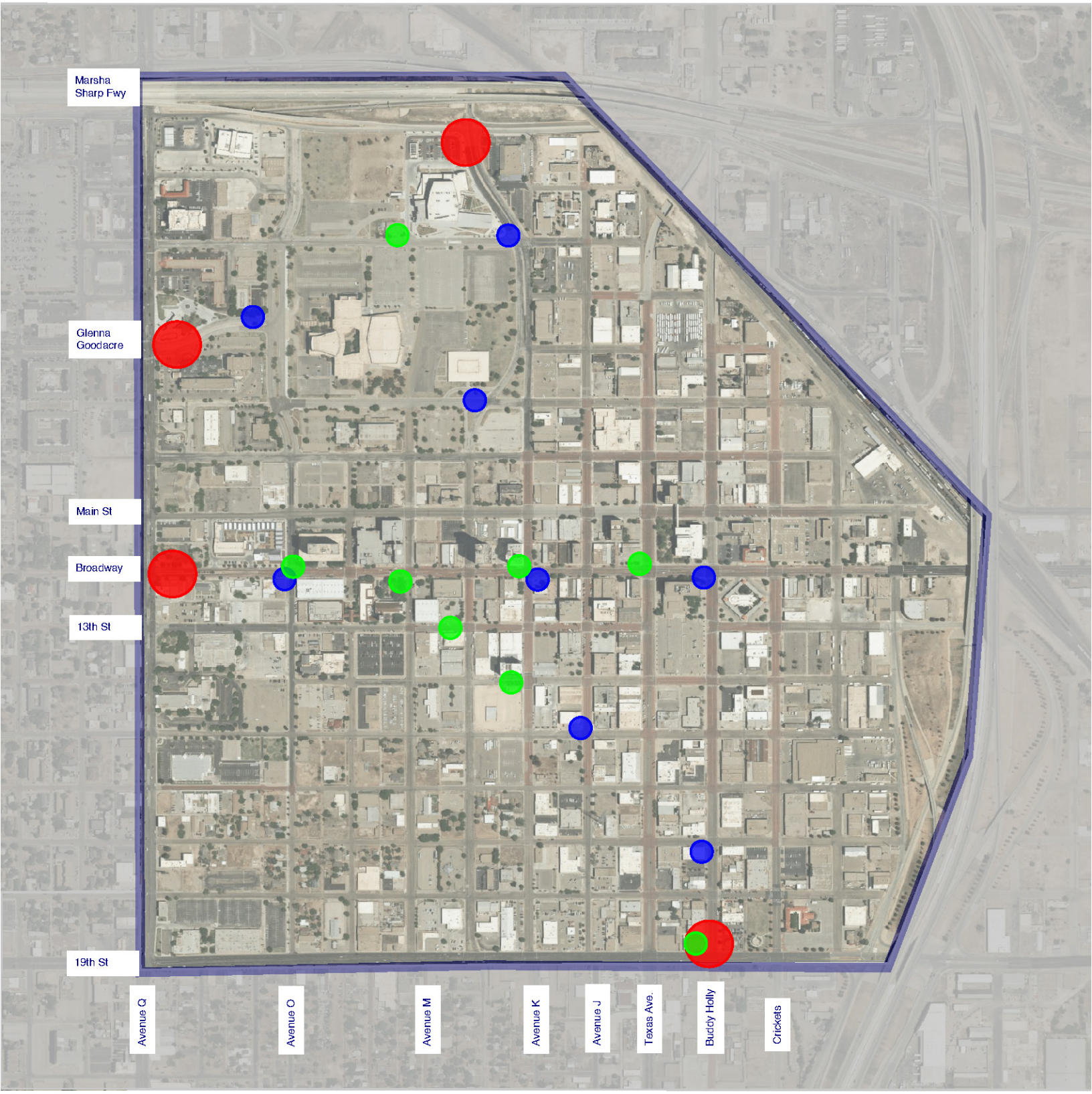
- Leveraging wayfinding should show users how to find parking.
- Inconsistent messaging can undermine communication and create further confusion.
- Lack of coordination in wayfinding can create visual clutter and reduce curb appeal/ attractiveness.
- Create standardized branding plan that is distinct and identifiable.
- Coordination with major parking providers such as Citizen's Tower, Federal Court, McDougal Building should be a priority to ensure the initial acceptance and successful precedence of functionality.

CHALLENGES

- Messaging must be consistent and correct. Any deviation from this and public trust will be lost.
- Will require multiple touch points including signage, social media, etc.
- Communication between multiple stakeholders.
- With majority of Downtown's off-street parking spaces in the control of private sector, the full impact of a program can be limited without private sector participation.

KEY TAKEAWAY

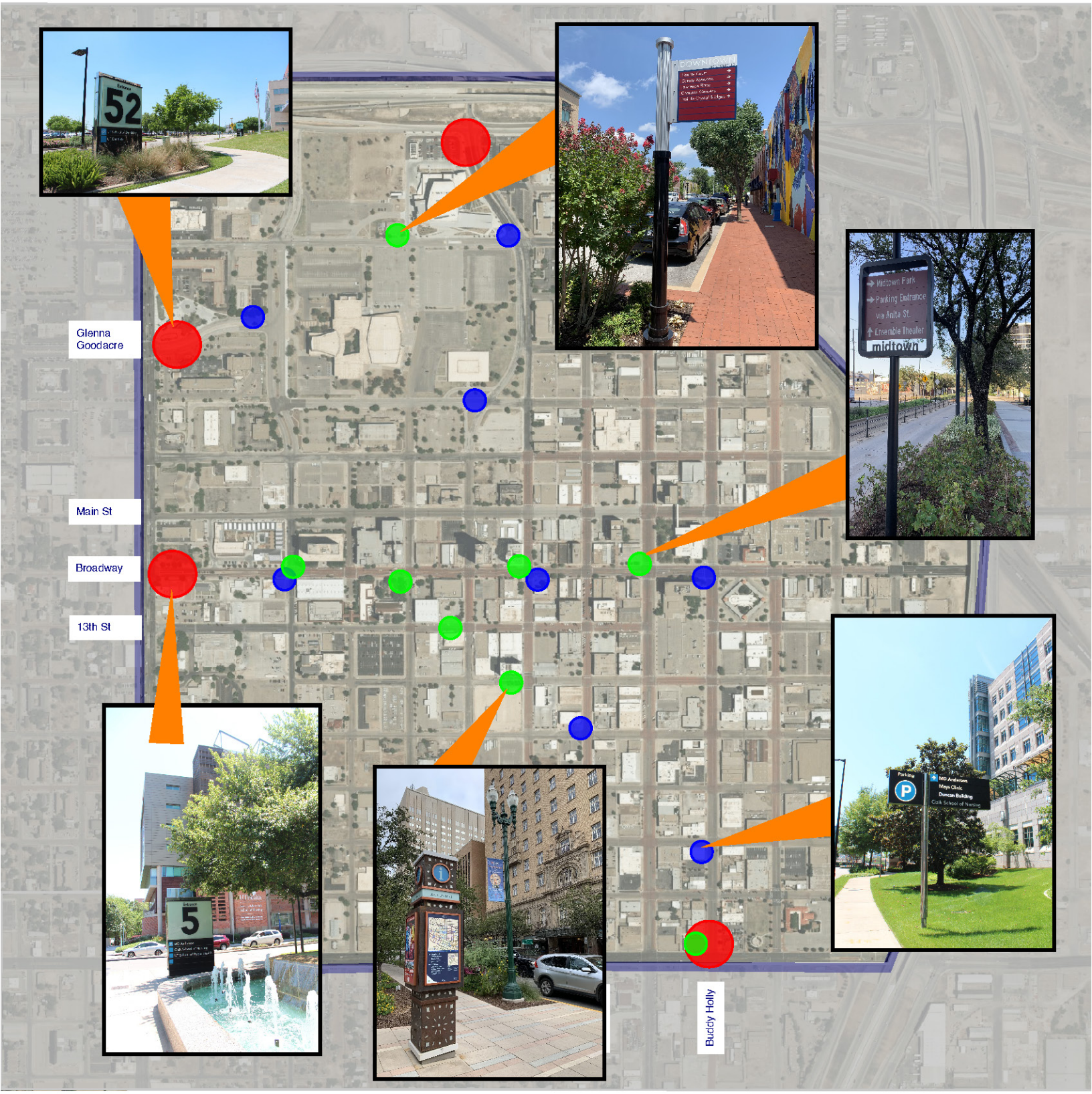
Connected driver tools with accurate up-to-date information is key to managing parking and creating a system that informs patrons on parking before they arrive in Downtown.



Pedestrian Focused Signage Street Level Parking Signage Monument Signage

PLAN IN ACTION

Recommended Wayfinding Signage Placement



Pedestrian Focused Signage Street Level Parking Signage Monument Signage

PLAN IN ACTION

Sample Signage

see appendix for full images

SHARED PARKING

Recommendation

3

Recommendation Headline:

Share Parking, Optimize Inventory

Impact: ●●● Priority: ●●● Level of Difficulty: ●○○ Cost: $ $ $

Off-street private parking assets can provide an important overflow inventory of parking to serve various programmed uses Downtown. The City can **leverage private parking assets** with availability to serve Downtown throughout the day. This is especially true if the time of peak parking demand varies from the peak parking demand of the off-street parking facility.

Why?

Shared parking will better **enable growth without exacerbating congestion problems** and is crucial to creating a vibrant, multi-modal downtown. Different land uses have different peak parking demands. Allowing a daytime office building, for example, to share its parking at night with the nearby restaurant allows less parking to be built than if the restaurant had to construct its own parking. The outcome is less land dedicated to parking.

Shared parking benefits multiple user groups. First, allowing less parking to be built saves up to $25,000 per space in construction costs which promotes development overall. Cheaper development costs then translates into lower sale or lease costs.

Second, well-crafted shared parking agreements can allow property owners to recognize significantly more return per space on their investment.

Third, shared parking is the only way to make most small downtown parcels viable for development.

Downtown's economic potential will only be unlocked when it can provide an easily accessible pool of shared, public parking. If only 10% of the regulated spaces could be converted to unregulated spaces for a fixed amount of time, that would add over 1,400 spaces to the parking system without municipal funds being spent on construction.

Intended Benefits

- Balance parking demand.
- Balance access to Downtown.
- Build parking only when necessary.
- Better manage need for future parking facilities.

Importance

Better sharing of parking supply will simplify the development of smaller parcels, where building new parking can be financially or physically impossible.

SHARED PARKING

Recommendation

Implementation Plan

- Provide public access to Citizen's Tower garage and advertise on City website.
- Serve as catalyst for implementation and encourage landowners to enter into shared parking agreements to optimize utilization of off-street parking resources.
- Identify areas of high parking demand where a shared parking program would be beneficial throughout study area. Within these areas take inventory of off-street parking assets that could be utilized for shared parking arrangements.
- **Establish baseline shared parking agreements and incentives** for landowners and operators to participate in shared parking system including addressing liability, enforcement, management and marketing. Incentives could include: tax incentives, parking requirement variances, available private parking advertised on City website, liaison between City staff and user groups.
- In high parking demand areas, connect business owners in need of parking to landowners with excess parking supply.

Shared Parking Program

Shared parking program should have the following characteristics:

1. The City or other entity would directly lease parking from a private facility for use as public parking.
2. The entire facility, or portion of the facility, would be open for public use. Public use could be restricted to certain hours/days, depending on tenant needs.
3. To incentivize participation, the City or other entity would collect revenue during the “public” hours. Any net revenue could also be shared as part of the agreement, along with maintenance and cleaning costs.
4. Ongoing data collection should be required to facilitate performance-based management of the Downtown system.

Technical Support

Some private property owners may wish to share all or a portion of their parking, but would prefer to share with other private entities, such as a specific employer or business, and have a third-party operator manage their parking.

To support private-to-private agreements, the City could proactively offer ongoing technical assistance to both parties. Potential elements include:

- Parking database, connecting parties to each other.
- Educational materials about benefits of shared parking.
- Sample language and agreements.
- Cost and revenue sharing information.
- Facility infrastructure, including baseline technology/receipt requirements.
- Payment technology options.
- Wayfinding and signage standards.
- Insurance and liability information.
- Zoning/property rights retainage.

SHARED PARKING

Recommendation

DISCUSSION POINTS

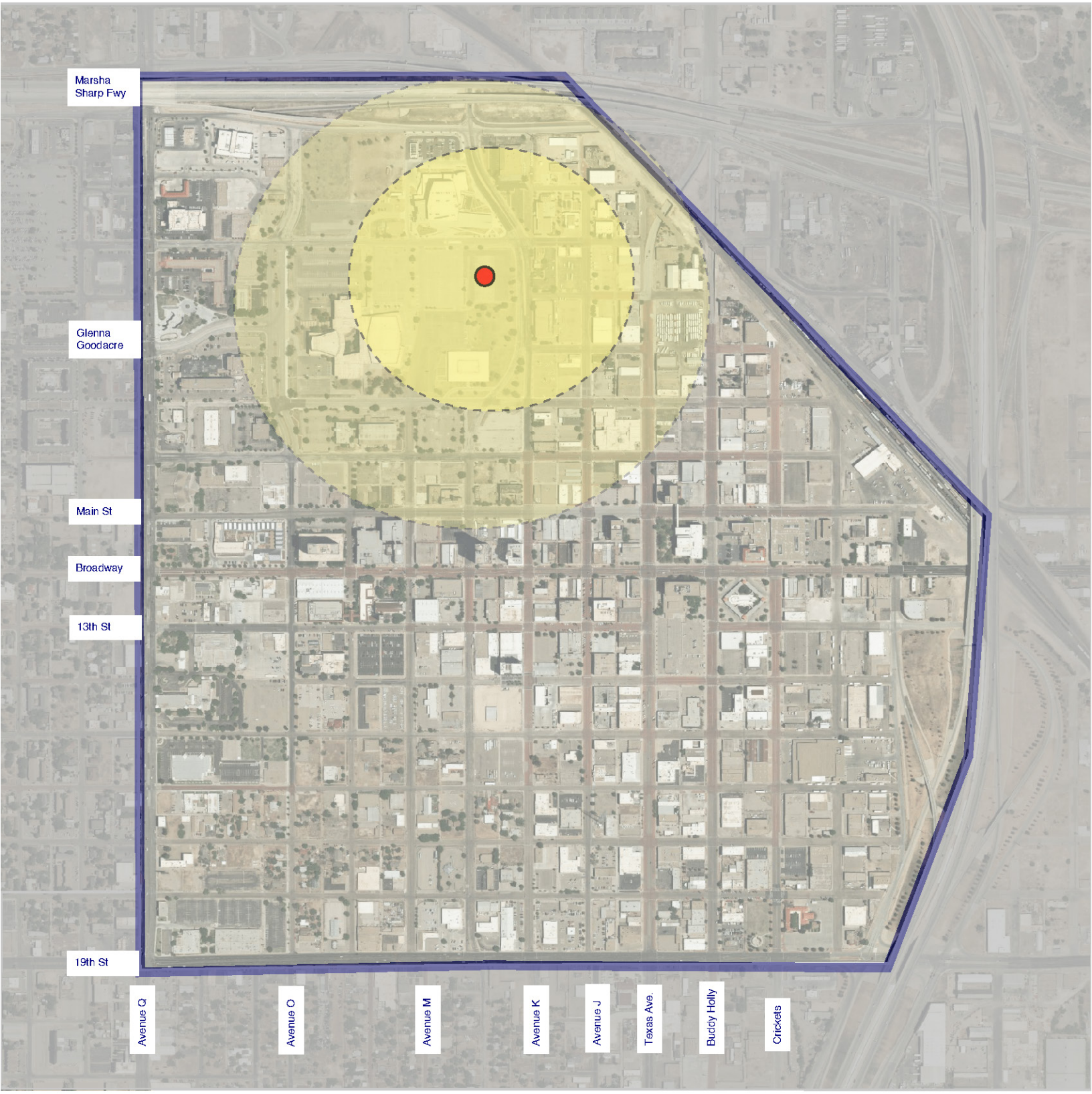
- Encourage different land uses to share parking during non-peak use hours. Results in less parking built, less resources and land dedicated to parking.
- Partner with developers to encourage shared parking or access to parking.
- Reliable & timely parking data is critical for shared program success.
- Parking applications, coordinated management and wayfinding are key tools to support shared parking.
- Intention is to manage parking occupancy by encouraging single parking use and increasing turnover rate.
- Parking guidance systems coupled with enforcement can offer additional opportunities for shared parking.

CHALLENGES

- Private sector may not work with parking management.
- Private sector may be leery because of liability concerns.
- Private sector parking may not be available during peak conditions.

KEY TAKEAWAY

Shared parking benefits all; patrons have easy access to multiple parking options and landowners can recognize larger return on investment of developed space.

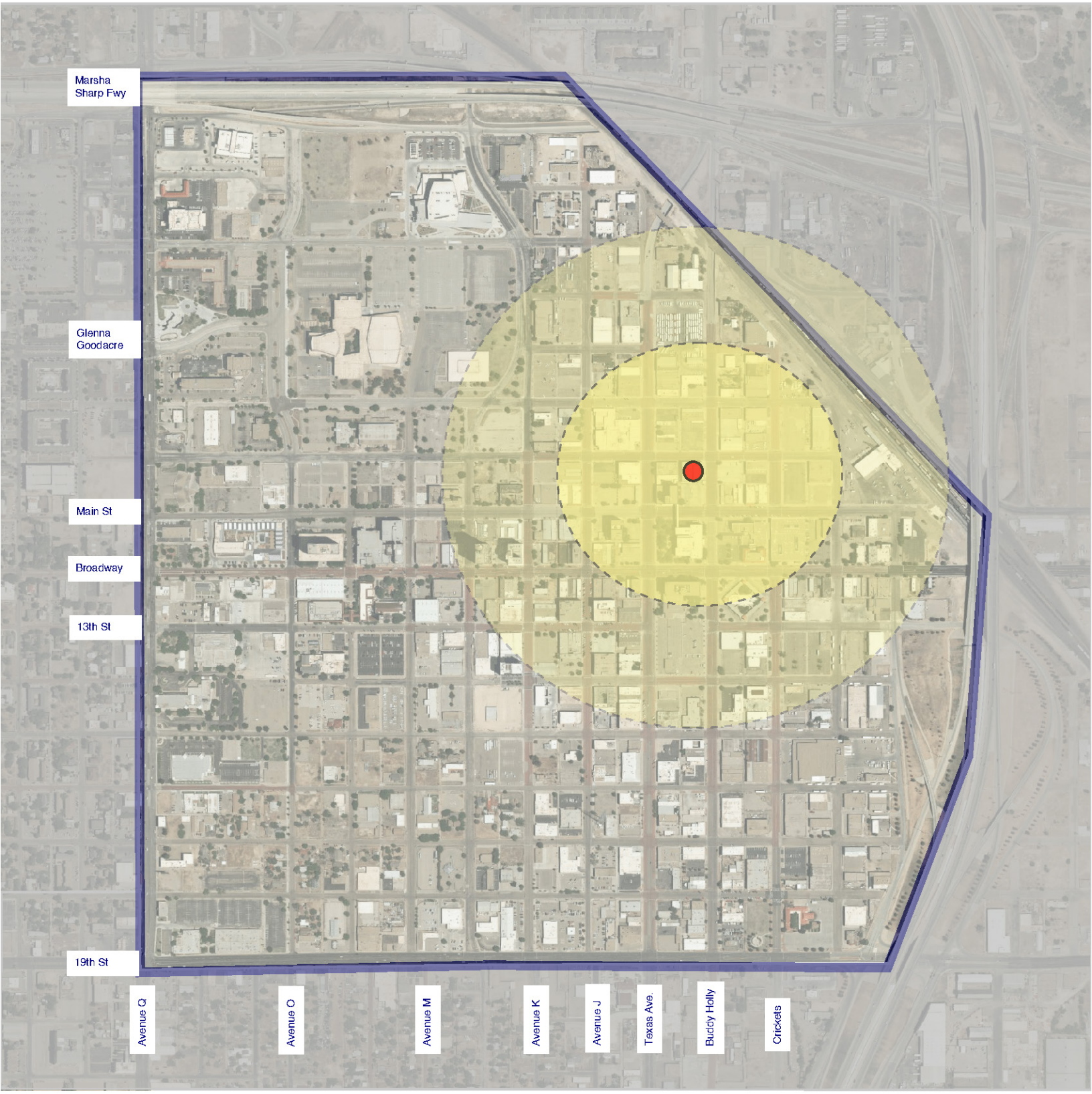


LEGEND:

- Central / Shared Parking Location
- 1/4 mile Pedestrian Walking Shed
- 1/2 mile Pedestrian Walking Shed

PLAN IN ACTION

Centralized/Shared Parking
Civic Center Parking Walking Shed

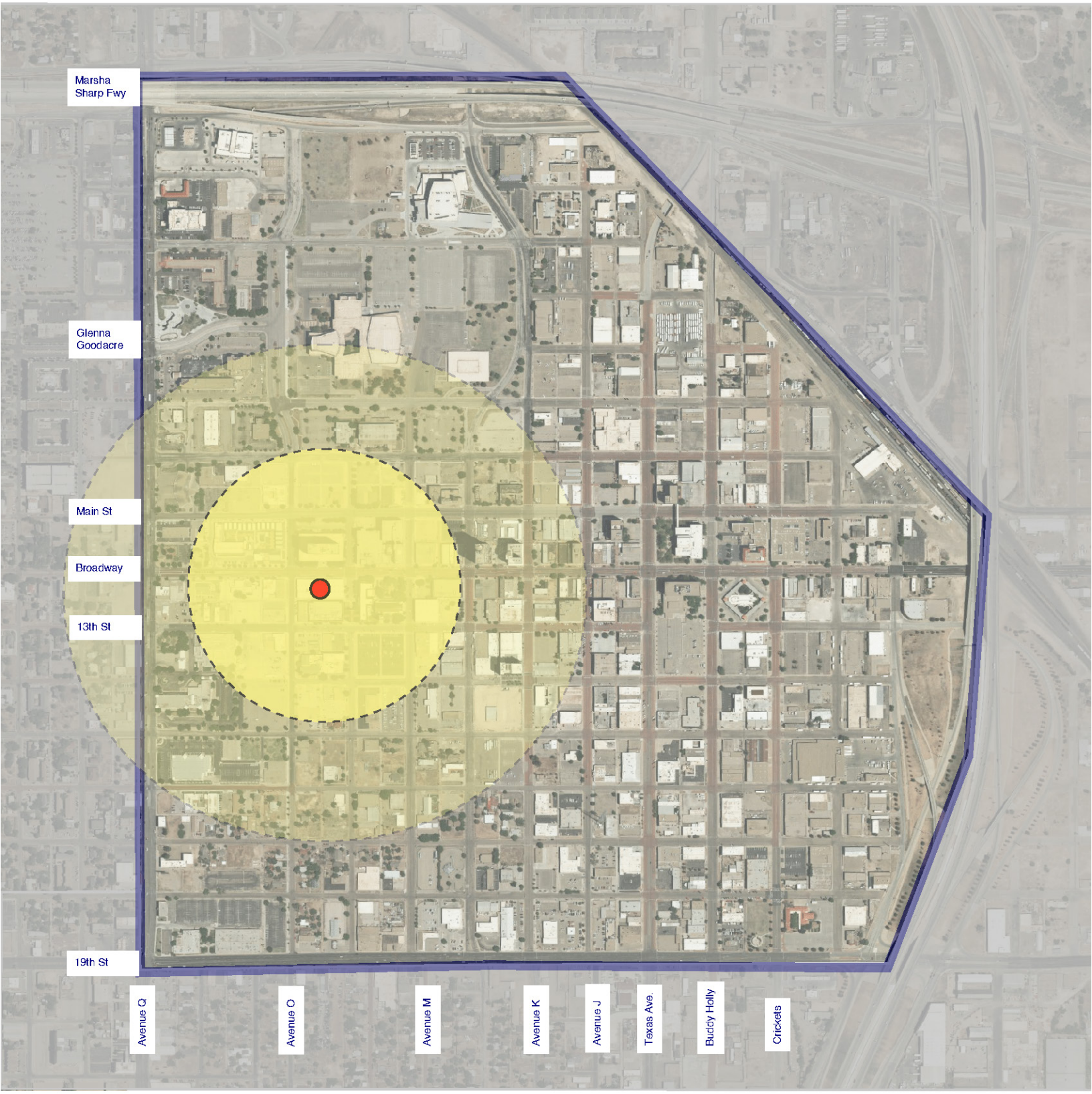


LEGEND:

- Central / Shared Parking Location
- 1/4 mile Pedestrian Walking Shed
- 1/2 mile Pedestrian Walking Shed

PLAN IN ACTION

Centralized/Shared Parking
Courthouse District Parking Walking Shed

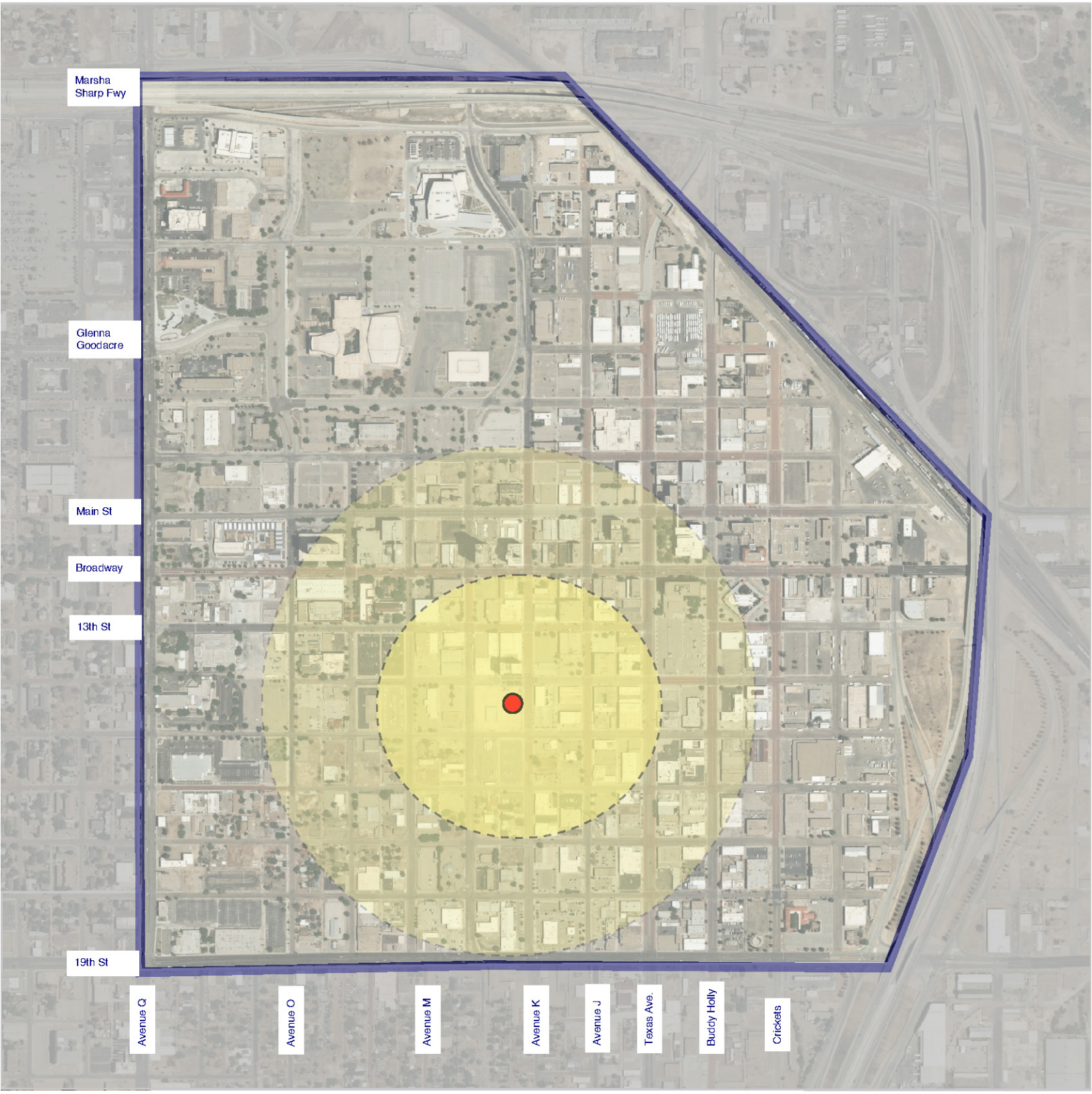


LEGEND:

- Central / Shared Parking Location
- 1/4 mile Pedestrian Walking Shed
- 1/2 mile Pedestrian Walking Shed

PLAN IN ACTION

Centralized/Shared Parking
McDougal Building Garage Walking Shed

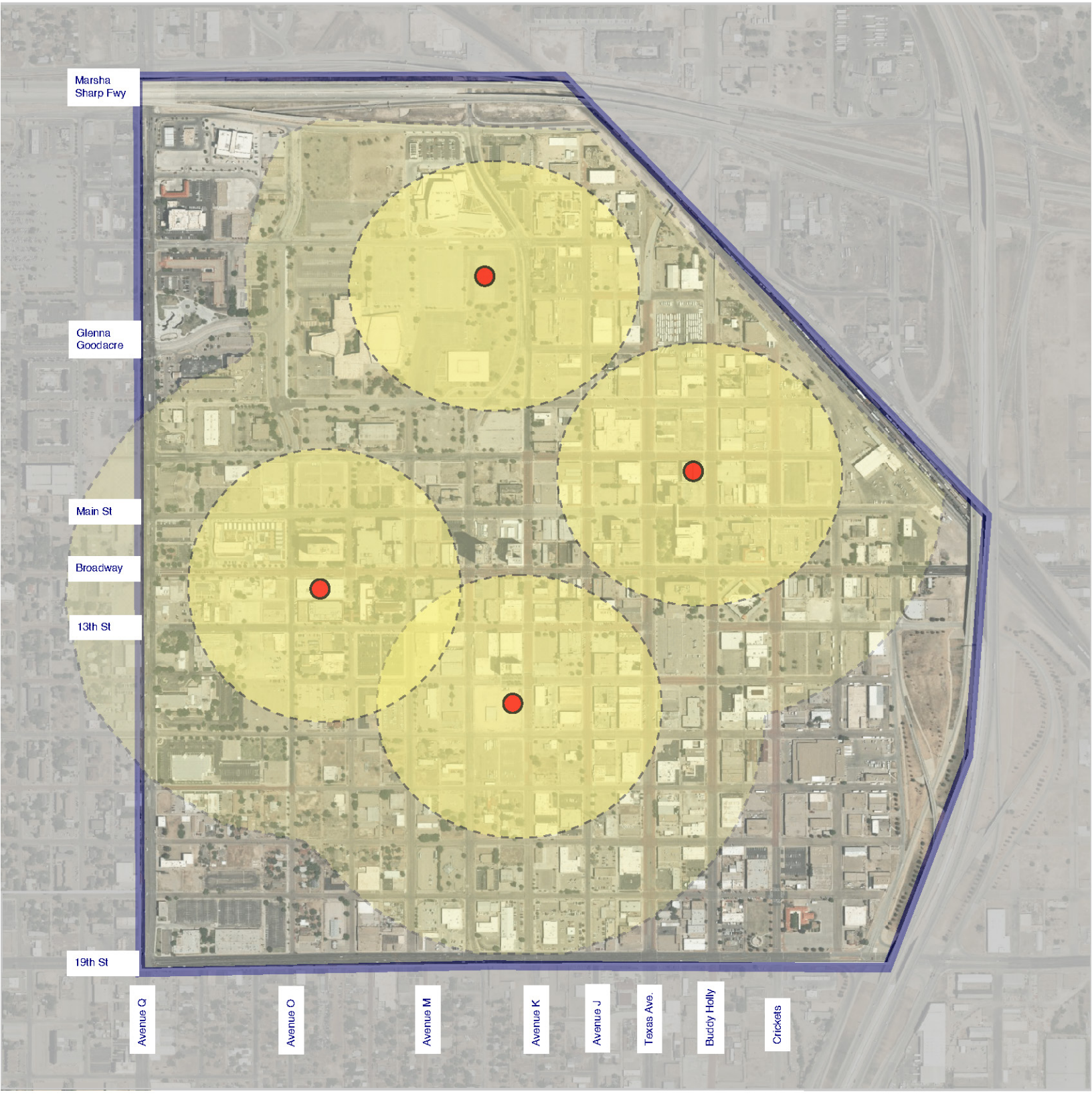


LEGEND:

- Central / Shared Parking Location
- 1/4 mile Pedestrian Walking Shed
- 1/2 mile Pedestrian Walking Shed

PLAN IN ACTION

Centralized/Shared Parking
Citizen's Towers Garage Walking Shed



LEGEND:

- Central / Shared Parking Location
- 1/4 mile Pedestrian Walking Shed
- 1/2 mile Pedestrian Walking Shed

PLAN IN ACTION

Centralized/Shared Parking System
Full Build-Out Walking Shed

ENHANCE PEDESTRIAN REALM

Recommendation

4

Recommendation Headline:

Walkability Maximizes Parking Use

Impact: ●●○ Priority: ●●○ Level of Difficulty: ●●● Cost: $ $ $

Enhance the **pedestrian access** corridor to parking facilities to increase walkability and encourage single space use for multiple venues.

Why?

Pedestrian safety and comfort levels are critical to create a "park once" Downtown environment with active streetscapes and all parking facilities optimally utilized. There are many parking facilities that are a short walk away but are underutilized because users do not want to walk due to lack of shade, inconvenience or safety concerns.

Intended Benefits

- Increase walkability.
- Optimizes and distributes parking demand.
- Fosters an environment of a "park-once" mentality.
- Better the existing sidewalks and comply with ADA standards.

Importance

Encouraging people to get out of their vehicles and walk to destinations will reduce parking demand and encourage shared parking. User groups will not be encouraged to utilize parking spaces far from destination without a walkable, defined, safe and friendly pedestrian realm.

Implementation Plan

- Identify areas where minimal infrastructure will improve walkability and make necessary repairs.
- Identify areas of key destinations and future development and focus on improving the pedestrian realm.
- Assess existing streets and investigate design enhancements that will increase pedestrian safety and encourage foot traffic.
- Overlay shared parking areas with pedestrian infrastructure improvement plan to ensure optimizing resources and maximizing return on investment.
- Leverage the Downtown Master Plan Update as that document has detailed cross sections and areas identified for pedestrian infrastructure improvements.

ENHANCE PEDESTRIAN REALM

Recommendation

DISCUSSION POINTS

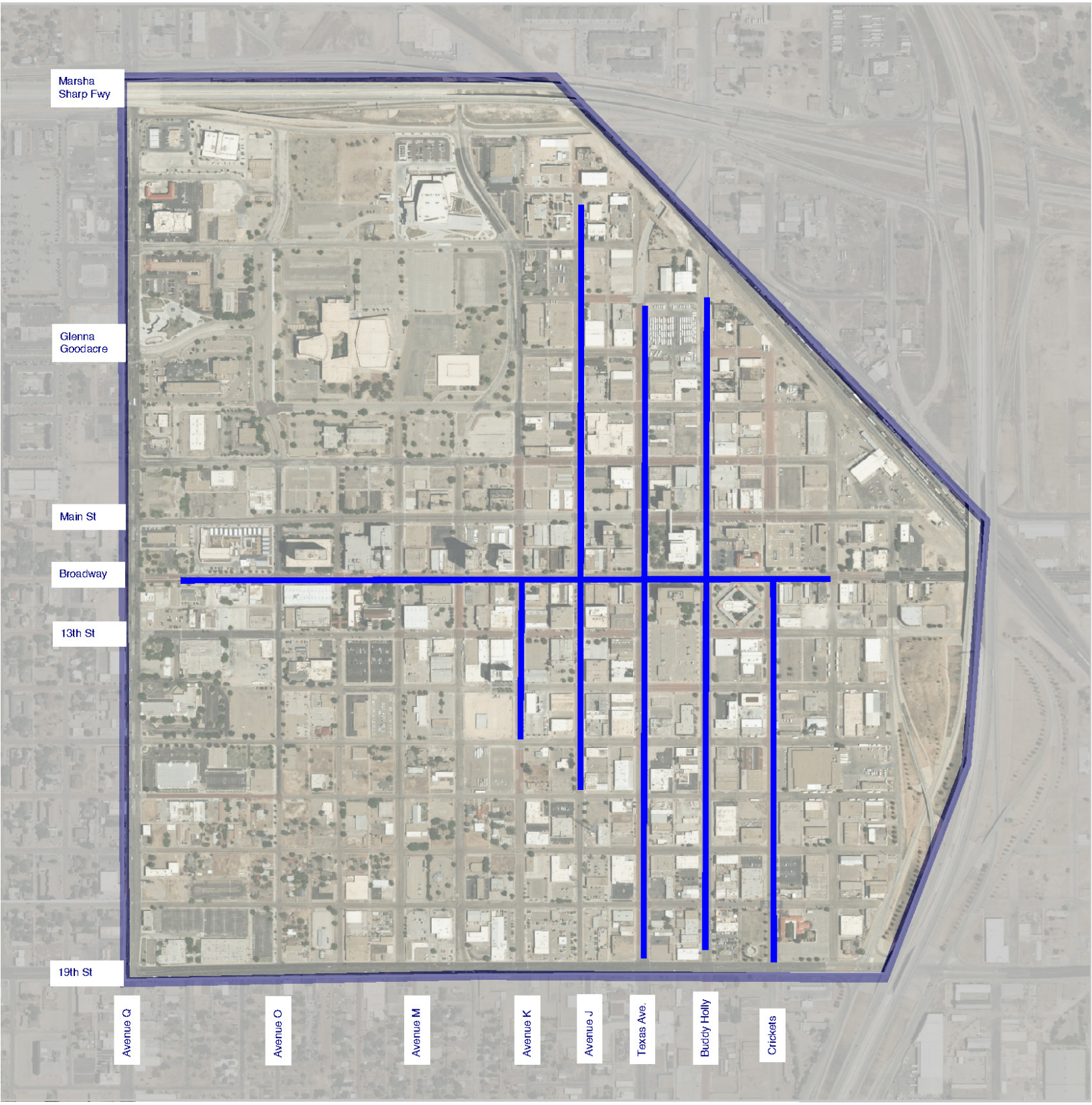
- Continue to invest in walkable pedestrian access to parking facilities.
- Reduce pedestrian and vehicular conflicts.
- Walkability is a tool to manage and allocate parking demand.
- Pedestrian realm must be part of infrastructure initiatives for sidewalks and roadway improvements.
- Integral part of curb management and ultimately parking plan.

CHALLENGES

- Potentially large infrastructure investment.
- Current condition of area with broken sidewalks, uneven brick and lack of greenspace does not encourage walking.
- Addressing the connectivity of the entire District will be difficult. With physical and developmental barriers, Lubbock will need to continue to actively plan walkable corridors.

KEY TAKEAWAY

Continued investment in a walkable Lubbock environment will allow the parking system to be connected and successful.

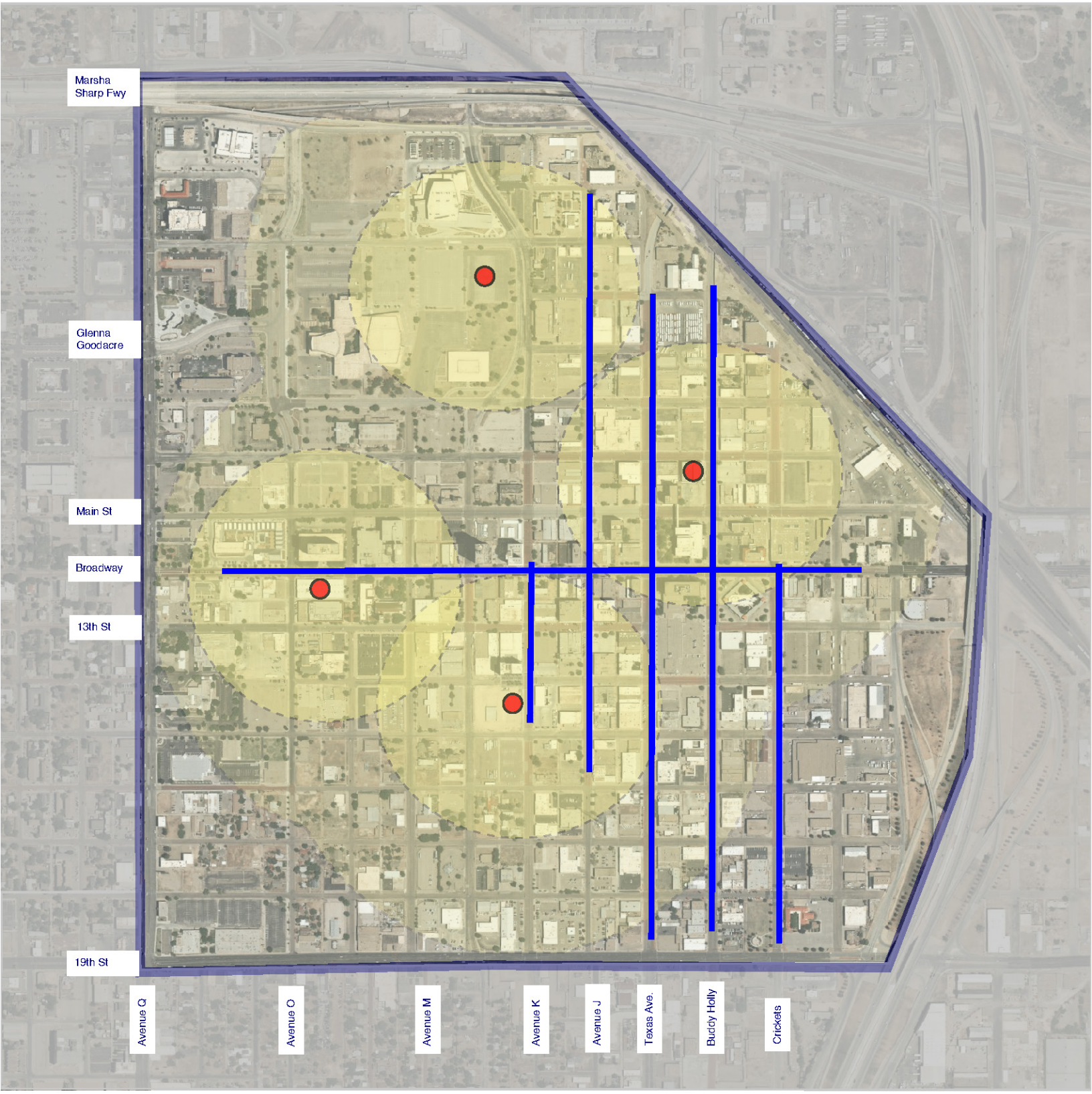


LEGEND:

Recommended Pedestrian Improvement Corridors

PLAN IN ACTION

Pedestrian realm improvements from parking perspective

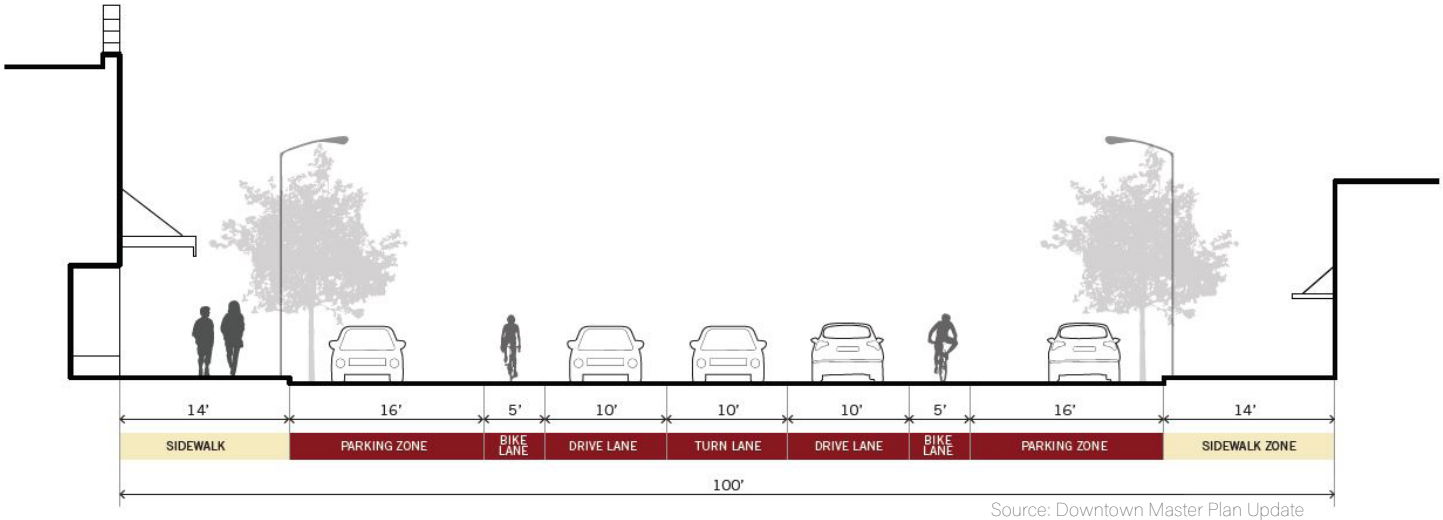


LEGEND:

- Central Parking Location
- 1/4 mile Pedestrian Walking Shed
- Recommended Pedestrian Improvement Corridors

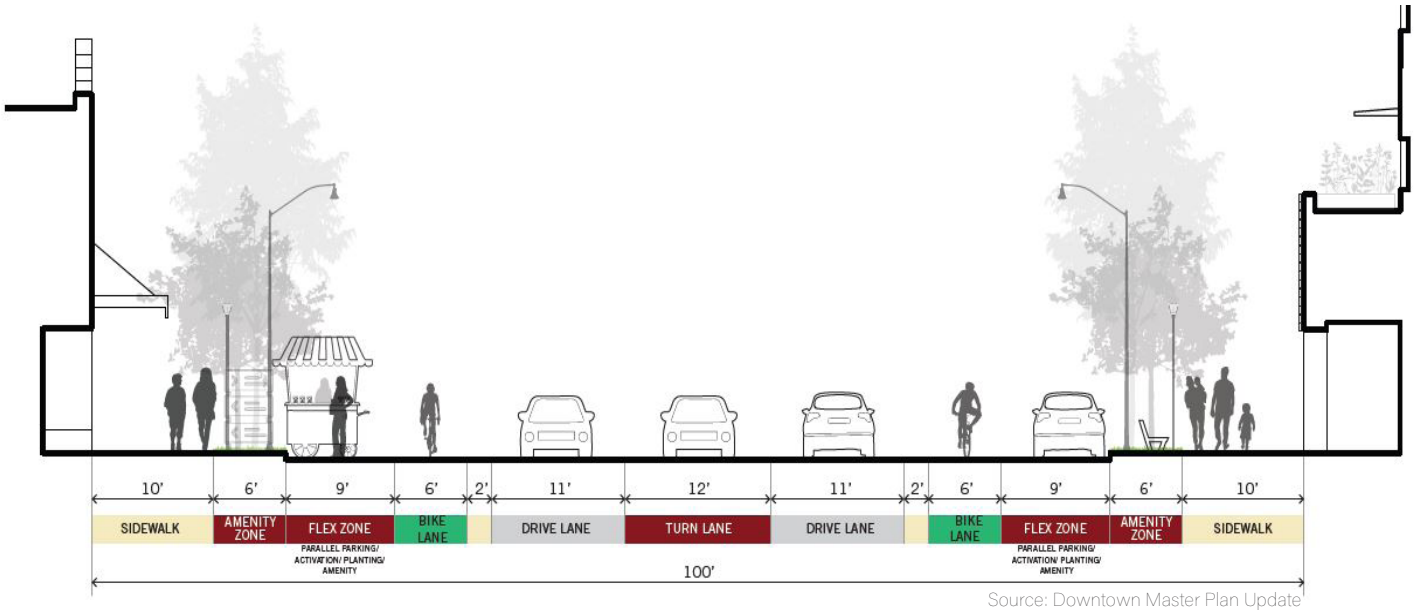
PLAN IN ACTION

Centralized/Shared Parking System Overlaid with Pedestrian Realm Improvements



Source: Downtown Master Plan Update

BROADWAY EXISTING SECTION

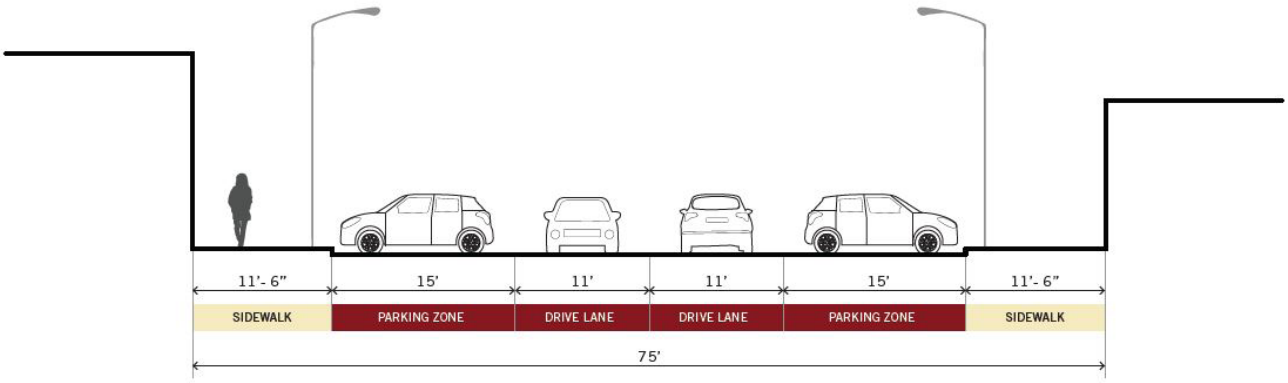


Source: Downtown Master Plan Update

BROADWAY PROPOSED SECTION

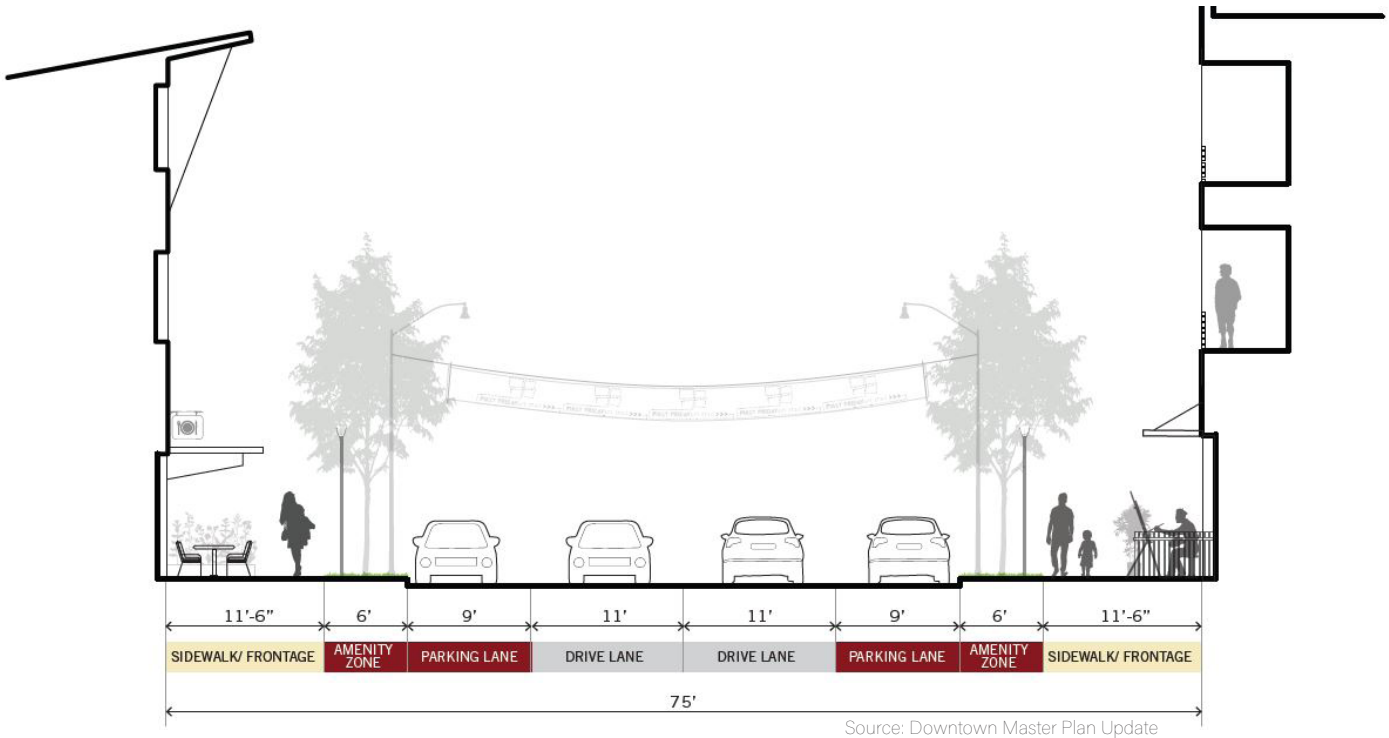
PLAN IN ACTION

Proposed Broadway Street Improvements
Downtown Master Plan Update



Source: Downtown Master Plan Update

AVENUE J EXISTING SECTION

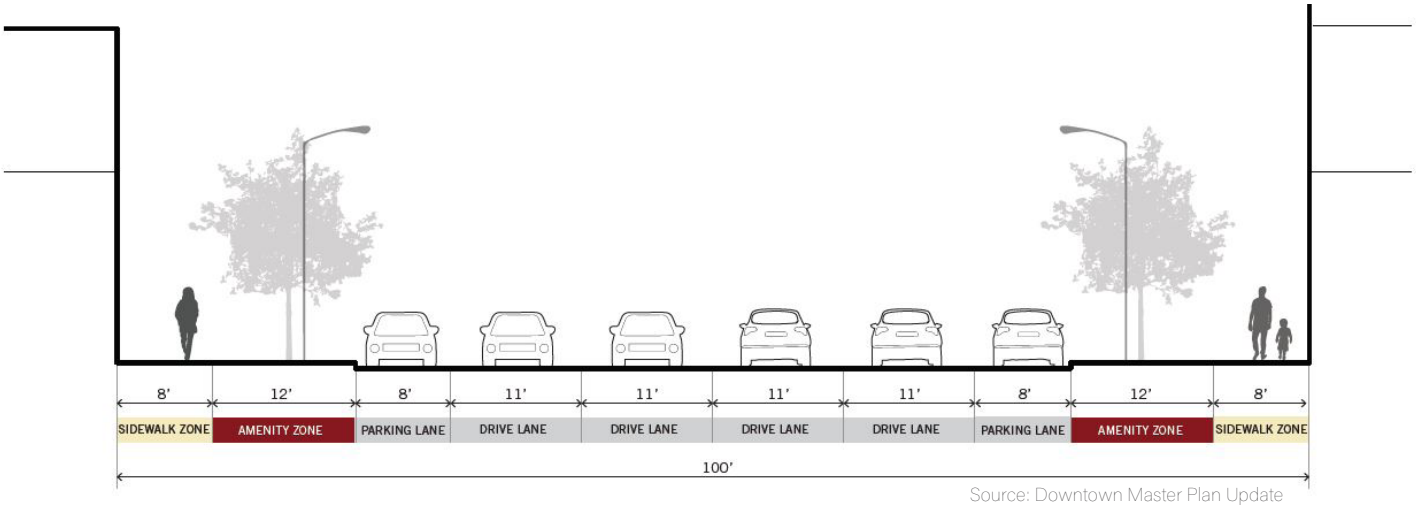


Source: Downtown Master Plan Update

AVENUE J PROPOSED SECTION

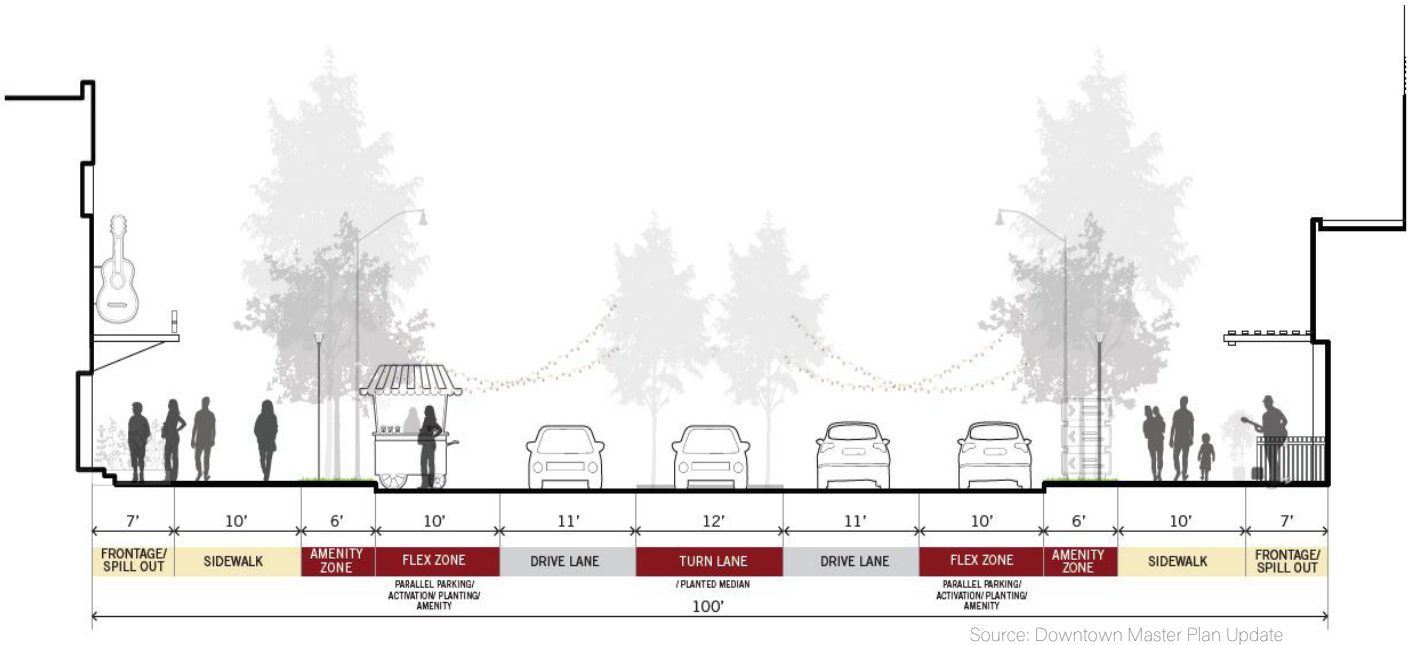
PLAN IN ACTION

Proposed Avenue J Improvements
Downtown Master Plan Update



Source: Downtown Master Plan Update

BUDDY HOLLY AVENUE EXISTING SECTION



Source: Downtown Master Plan Update

BUDDY HOLLY AVENUE PROPOSED SECTION

PLAN IN ACTION

Proposed Buddy Holly Ave Improvements
Downtown Master Plan Update

CURB MANAGEMENT

Recommendation

5

Recommendation Headline:

Dynamic Curbs, Flexible Parking

Impact: ●●● Priority: ●●○ Level of Difficulty: ●●● Cost: $ $ $

Curb Management provides the framework for **organizing and prioritizing competing curb lane uses**. A holistic curb management plan provides consistent rationale for informed decisions regarding curb uses and prioritization.

Why?

The curb is a finite resource that should be managed by the City. Competition for curb space is high. Pedestrians, parking, loading zones, greenspace, Transportation Network Companies (TNCs), signage, utilities, transit, and outdoor dining are all competing for space. The City will need to manage and track these uses to evaluate and prioritize uses that benefit the public realm. Some uses interact better with others and some do better within specific areas. Management, prioritization and evaluation of all the curb uses requested is required for a successful parking program.

Intended Benefits

- Create guidelines for curbside assets regarding parking, loading zones, pedestrian zones and interaction with Downtown businesses.
- Planning tool to define how, where and why curbside strategies are implemented.
- Prioritization of uses/users by area to support intended visions.

Importance

Dynamic curb management will free up parking spaces, enhance the pedestrian realm and improve user parking experience.

Implementation Plan

- Develop a **curb management plan** that: prioritizes curb uses, defines the curb lane uses, is flexible by design, and can smoothly transition from one curb use to another (i.e. delivery loading zone in the day and TNC zone in the evening).
- Work with loading vendors to define strategies. Define proximity conditions for loading activities and define policies based on time of day and use.

CURB MANAGEMENT

Recommendation

Develop Curb Management Plan

Like any other public resource, Downtown must operate and manage the curb effectively to provide access for a variety of users, while optimizing overall public benefit. Core elements of an effective, flexible and dynamic curb management plan are:

- Program prioritizes and manages competing curb uses by location, day of the week, type of use and time of day compared to the relative value each of them brings.
- Program defines objectives for different curb uses and different parts of the Downtown area.
- Program includes a **comprehensive inventory of curb uses across the Downtown area**.
- Program clearly outlines when, where, and how to implement changes to curb uses.

Conduct Curb Inventory

Identify what is occurring at the curb. Inventory of all curb uses block by block , which includes but is not limited to: number of parking spaces, loading zones, time limits, and restricted spaces. The City should move this data over to their GIS portal for better access and monitoring. Further, the City should collect inventory about signage, markings and other variations on the curb. This information becomes a valuable resource for communication, decision making and management of the curb.

Develop Curb Lane Priorities

The City will need to establish a priority method for curb lanes based on context and user needs. Further, there will need to be different priorities based on programmed use or land use. See table below for typical land uses and associated curb lane priorities.

	Residential	Commercial & Mixed Use	Industrial
1	Support for Modal Plan Priorities	Support for Modal Plan Priorities	Support for Modal Plan Priorities
2	Access for People	Access for Commerce	Access for Commerce
3	Access for Commerce	Access for People	Access for People
4	Greening	Activation	Storage
5	Storage	Greening	Activation
6	Activation	Storage	Greening

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CURB MANAGEMENT

Recommendation

Identify Optimal Usage of Curb

Once curb priorities have been established, those priorities should be used to guide decisions about how to implement changes to the curb space.

Monitor Curb Inventory

As curb changes are implemented, it will be important to monitor how changes along the curb impact not only the curb, but also the adjacent street space, pedestrian access and business success.

Time Limits on Parking

Parking time limits can be implemented to require more frequent turnover of parking spaces where desirable. Providing short-term parking spaces — typically allowing 15 minutes of occupancy or less — can increase availability and access for short duration needs. This strategy can be implemented alongside less restrictive parking zones to serve the needs of multiple users. See mapping on page 77 and 78 for more detailed information.

CURB MANAGEMENT

Recommendation

DISCUSSION POINTS

- Partnerships with delivery vendors, TNCs and business community will be instrumental in curb management success.
- Technology and wayfinding signage should be leveraged to let users know which curb areas are being utilized by non-parking uses.
- Curb management is directly related to on-street parking inventory. In other words, the more non-parking uses, the less amount of usable parking spaces available.
- Time limits need to be regulated, reviewed frequently and most importantly, enforced to manage current and future supply.

CHALLENGES

- Varying areas throughout Downtown study area will have very nuanced needs.
- As development continues to evolve, flexible policies will be required to meet the challenge.
- Community buy-in on what is important to parking versus what is current trend.

KEY TAKEAWAY

Effectively managing the finite area of the curb will be key to a successful parking program and will be a major variable in changing the perception of parking Downtown.

PARKING POLICIES

Recommendation

6

Recommendation Headline:

Flexible Policies, Optimized Parking

Impact: ●●○ Priority: ●●● Level of Difficulty: ●○○ Cost: $ $ $

This recommendation offers high level parking policy concepts to enhance the parking experience.

Why?

There is no one solution to solve all parking problems. Parking solutions are a combination of specific operational changes and high level concepts such as those listed below. While these are admittedly conceptual in nature, their implementation in a specific area or time of day can have meaningful impacts.

Monitor Parking Ratios

- Monitor parking ratios within Downtown study area. Where and when appropriate make necessary adjustments to meet developmental and parking demands. Understanding that there are ebbs and flows in parking and having a flexible development plan which includes parking ratios is key.
- **Eliminating minimums does not mean that new parking will never be built.** Instead, it provides developers flexibility to build according to market demand.
- The parking code could establish a size threshold below which development would be exempt, such as 10,000 square feet.
- Incorporate policy thresholds to improve development and tenant flexibility to produce project specific design.

PARKING POLICIES

Recommendation

Design Concepts

Moving forward, the City should be flexible in parking requirements, requesting the following of new developments:

- Incorporate design requirements that support a walkable environment.
- Provide adequate setbacks from the building envelope, particularly on pedestrian-oriented street frontages. Enhance streetscape requirements to make appealing to pedestrians.
- Limit driveways and driveway width along walkable corridors.
- Provide high-visibility pedestrian accommodations across curb cuts.
- Encourage joint access to multiple lots from the street.
- Encourage use of or contribution to shared parking inventory.
- Plan for a changing mobility environment.
- Incorporate TNC drop-off areas at the curb. Minimize conflict with transit, pedestrian, and/or bicycle activity.
- Incentivize the design and construction of parking that can be converted to other active uses.

CHALLENGE

Downtown Lubbock is bustling with new and proposed development. Large, undeveloped parcels are available with associated parking. Flexible and innovative management of parking in the zoning code will be crucial to support and manage development. Creating, implementing, and managing a parking code within this type of bustling development environment is going to be a challenge.

KEY TAKEAWAY

Flexible, nimble parking policies will be leveraged repeatedly by an effective parking management program.

ENFORCEMENT STRATEGY

Recommendation

7

Recommendation Headline:

Compliance Through Visibility

Impact: ●●○ Priority: ●●○ Level of Difficulty: ●○○ Cost: $ $ $

Recommendation focuses on enforcement of parking polices to understand how enforcement supports overall parking access.

Why?

Parking policies and regulations must be enforced if the parking system is to function. No one wants a parking ticket. If enforcement is managed consistently, fairly, and focused on customer service, complaints can be minimized and compliance will be encouraged. The City is currently enforcing parking time limits through license plate recognition (LPR). As the program grows and parking system is further taxed, evolutionary changes will need to occur.

Intended Benefits

- Encourage compliance to parking policies.
- Management tool of parking supply through improved turnover rates.
- Maximize utilization of existing parking supply.
- Monitor parking policy to determine if policy change is required.

Importance

Enforcement is part of an effective parking system. Without enforcement of policies, Downtown area will not realize a consistent parking experience for user groups.

ENFORCEMENT STRATEGY

Recommendation

Enforcement Strategy

Define and implement enforcement strategies to support parking system with the following specific actions:

- Adopt specific guidelines for Downtown parking enforcement, articulating that the primary goal is to ensure compliance and balanced parking availability.
- Evaluate enforcement zone boundaries.
- Implement a "grace" period in which warnings are issued.
- Update guidelines for enforcement officers that formally prioritize an "Ambassador" approach in which officers also provide Downtown information to the public.
- Review citation data and identify key trends. Define new metrics and benchmarks for enforcement, including:
    - Total citations issued
    - Citations by type/block/zone/facility
    - Complaints and appeals requested and won by block/zone/facility/issuing officer
- Create **structured routes** to ensure consistent enforcement, allowing the City to monitor performance-based analytics.
- Increase parking fines to ensure compliance.
- Ensure the City has legal authority to tow and/or boot vehicles. This is a measure of last resort but should be an option available to the City.
- Clearly communicate enforcement goals and policies on the City website.
- Make enforcement visible and part of the community, portraying more of an Ambassador than enforcer.

Enforcement Resources

The City should conduct a workforce management review to ensure there are enough officers to enforce parking Downtown. A structured plan should be developed to ensure adequate coverage seven days a week (including evenings) and for special events. In addition, the City should implement an ongoing training program to reinforce parking enforcement policies, including compliance priorities, such as when to issue a warning notice versus a citation.

ENFORCEMENT STRATEGY

Recommendation

CHALLENGE

Parking enforcement staff are dedicated to their jobs and do admirable, often thankless work, under tough conditions. Enforcement is inconsistently applied throughout the Downtown area. Staffing could become a challenge, which can lead to a lack of coverage and ongoing issues with compliance. Current citation rates and lack of presence are doing little to discourage illegal parking. Finally, there appear to be no adopted goals, objectives, or metrics to evaluate and guide enforcement practices. Occupancy observations at five locations confirmed clear violations of time limits.

KEY TAKEAWAY

Parking enforcement is arguably the most contentious part of parking management that is integral to a successful parking management plan.

TASK FORCE

Recommendation

8

Recommendation Headline:

Structured Parking Collaboration

Impact: ●●● Priority: ●●● Level of Difficulty: ●○○ Cost: $ $ $

Create a parking task force whose goal is to **share information and resources** to support the parking system.

Why?

Building consensus and trust within the community is paramount to a successful parking system. There should be a collaboration of ideas from a variety of organizations, groups and City departments; with each group reflecting parking through their lens, requirements and needs. A formal Parking Task Force (PTF) is recommended to facilitate and implement parking reforms and to meet challenges as they arise.

Parking Task Force (PTF)

- Establish a formal collaboration between the City and parking stakeholders. The City, Downtown stakeholders and residents are likely candidates to initiate the PTF, formalize its membership, and lead the group. Specific PTF initiatives could include:
    - Support performance-based management program by guiding integration of private facilities and act as link between businesses and employers. Equally as important, members of the PTF should distribute parking reform information within their given networks.
    - Support shared parking programs and policies.
    - Educate and market shared parking efforts including distribution of shared parking agreements and utilization information. Work with City partners to help identify willing parties and negotiate shared arrangements.
    - Incentivize private owners to improve and coordinate signage and information. Users are often unaware of which parking facility is publicly available and which limits public access. Creating a system that is comprehensible to the general public, will quickly and inexpensively open new parking capacity.

TASK FORCE

Recommendation

PTF Formal Responsibilities

- The efforts of the PTF should include:
  - Monthly meetings to discuss policies and practices.
  - Collaborative management decisions aimed to balance the parking system.
  - Data analytics to review trends within the parking system.
  - Evaluate the need to update or amend parking policies.
  - Marketing, education and branding discussions.
  - Consideration of additional parking system consolidation.
  - Evaluate shared parking and compare to available parking inventory.
  - Discuss upcoming events that will require special parking needs.
  - Discuss the need to implement parking technology or parking rates to improve the parking system.
  - Liaison with District stakeholders to communicate events.
  - Allocate parking revenue (when available) to support Downtown parking and infrastructure.

CHALLENGE

The number of people and organizations that contribute to parking management is substantial, ranging from major state and regional institutions to private residences and businesses. A key to unlocking Downtown's parking system is better access to existing off-street parking. This will require the participation, coordination and involvement of a wide variety of Downtown stakeholders. The PTF will always need to remain active and meet on a regular basis.

KEY TAKEAWAY

Task Force should have a diverse membership from multiple user groups to make informed decisions.

EVENT PARKING PLANNING

Recommendation

9

Recommendation Headline:

Strategic Event Parking Operations

Impact: ●●○ Priority: ●●○ Level of Difficulty: ●●○ Cost: $ $ $

Event parking management recommendation focused on maximizing parking system flexibility, friendliness and predictability during times of enhanced and increased parking demand.

Why?

Event parking is often the only experience users have with the Downtown parking system. Most times these users are heading to a specific venue with a set time table (i.e. show start time, dinner reservation). These users are also typically not familiar with Downtown parking or changes that occur Downtown during events. Further complicating matters, street closures and detours are utilized to manage traffic flow during events. These efforts need to be coordinated with a framework implementation plan.

Event Parking

- **When appropriate, parking rates based on proximity to a venue should be used to balance parking demand.** Value, discount, or remote parking should be priced at a lower rate to incentivize use of those areas and to balance demand.
- Through marketing/communication plan, provide users with as much advance information as possible. Providing information before a driver arrives in Downtown limits searching, traffic, and frustration. Suggested approaches could include:
    - Online information, including prices and location of parking, as well as real-time utilization. Coordinate information via a centralized parking database of parking with pricing and availability. Link parking information to event organizers, hotels, ticket sites, and other key stakeholders.
    - GPS compatible information, so that drivers do not begin their search for parking right at their destination. For example, *"Buddy Holly Hall Parking"* versus *"Buddy Holly Hall"* when inputting into GPS.
    - Temporary signage directing drivers to multiple parking options. **Incorporate and require coordinated signage and its placement into event permitting processes.**

EVENT PARKING PLANNING

Recommendation

Advanced Parking Purchase

- Advanced purchases can be advantageous to both users and operators as it makes parking needs more predictable. Advance purchase prices should be slightly lower than day-of rates to encourage the practice, yet should support a 10-15% availability target, so that parking facilities can still provide capacity for short-term, spontaneous parking.

Leverage Parking System

Parking management systems can be improved to create administrative efficiencies. This may include:

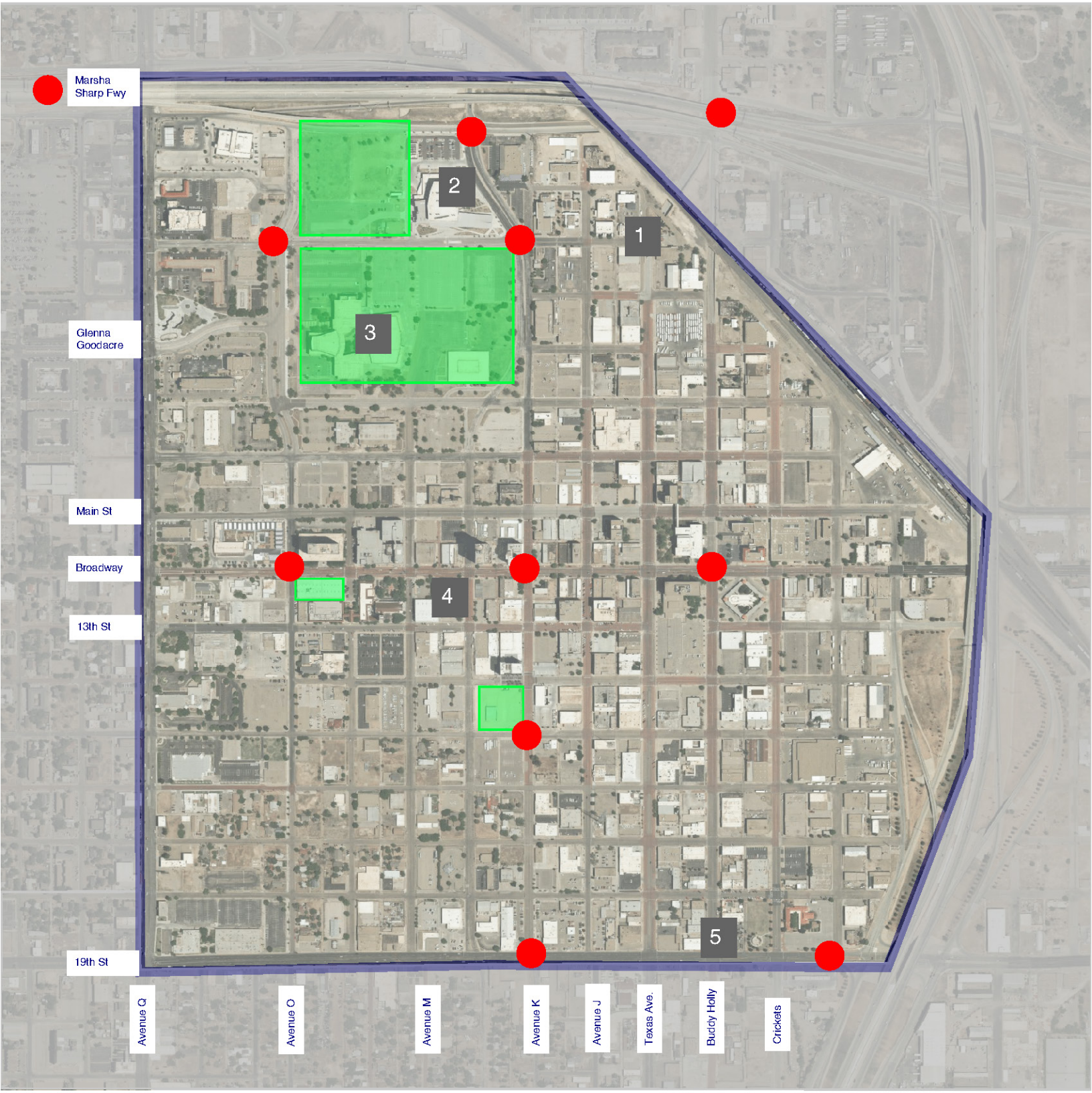
- Collect parking inventory. Real-time inventory data will allow the City to quickly understand where and how to address event hot spots. This can be managed initially through the City GIS.
- Require event planners to support event management. This could include financial and/or on-the-ground support with signage, and/or traffic control related to parking.

CHALLENGES

- Lubbock's vibrant Downtown is home to a substantial number of events. These events spur economic growth Downtown and are a fundamental part of Lubbock's culture. Events also place a heavy burden on the parking system and often disrupt Downtown access with street closures and deliveries.
- There are also limited systems in place to ensure consistency between signage or clear communication of event parking policies. Together, these issues can create a system that is disconnected from the user and creates parking pinch points, while easily accessible parking is underutilized.

KEY TAKEAWAY

Attending events is one of the primary reasons users frequent Downtown. Having a concise, consistent event plan will make parking part of a great experience.



1. Arts District Event
2. Buddy Holly Hall
3. Civic Center
4. Future Civic Park
5. Depot District

Event Parking Signage

Potential Event Parking Location

PLAN IN ACTION

Event Planning Operations Plan

RIGHT SIZE PARKING

Recommendation

10

Recommendation Headline:

Optimal Balance of Supply & Demand

Impact: ●●○ Priority: ●○○ Level of Difficulty: ●●● Cost: $ $ $

This recommendation focuses on creating the balance between parking supply and demand through parking management strategies while leveraging existing parking inventory.

Why?

Right size parking means developing codes and regulations that are designed to capture the intent and character of an area, rather than applying blanket policies to an entire area. Parking adds cost to developments and takes up valuable real estate. Balancing the ebbs and flows of parking demand is always a challenge. The goal is to maintain a parking system that is balanced, flexible and nimble to meet parking peaks. Having the right number of parking spaces available, at the right cost and in the right location is part of smart future planning. Consistent availability is the goal.

Leverage Existing Inventory

- Alignment with a shared parking program, leveraging existing inventory is an important step. Understand the existing parking inventory and adjust when necessary. Monitor supply fluctuations by setting specific availability targets for on-street and off-street parking, such as 85% occupancy for off-street and 100% for on-street.
- Understand how walkability plays into parking utilization by overlaying parking hubs with walking distance maps. This will allow the City to understand which venues can be served by existing assets.

RIGHT SIZE PARKING

Recommendation

Implement Paid Parking

- Currently Downtown does not charge for parking. However, as development continues and parking demand surges, charging for on-street parking will become a necessary reality. Implementing this policy change will not be easy and will require a coordinated effort in communication and PTF campaigning. A successful implementation plan should include the following:
    - Inform community of parking rate policy update. Develop communication campaign on how charging for parking benefits the community at large and funds improvements (sidewalks, greenspace, lighting, security, etc.)
    - Develop and maintain an active up-to-date parking website.
- Pilot Areas
    - Focus on areas with high on-street parking demand. The goal is not to implement parking rates throughout Downtown, but to focus on areas of high utilization to encourage turnover. Examples include areas like the Depot District, around Cotton Court Hotel and Federal Courthouse. Reiterate to community, the focus is not to generate revenue (or a "money grab") but to manage parking, encourage use of off-street parking and increase turnover.
- Incremental Parking Rates
    - Start with a small incidental parking rate. As users get used to the process and are acclimated, increase accordingly; typically every 1-3 years based on parking policy.
    - The "right price" is always the lowest price that will achieve an availability target (85%). Adjusting rates appropriately over time, up where demand is high and down where demand is low, will allow Lubbock to better distribute parking demand across Downtown. In general, off-street parking should provide a cheaper, long-term option.
    - Establish minimum and maximum per rate adjustment (i.e. $.25 or $.50).
    - Ensure parking areas and associated rates are advertised on parking website.
- Zones
    - One option is to define "zones" or specific blocks and facilities corresponding to convenience and demand: "Premium," "Value," and "Discount" tiers of price.
- Leverage existing parking
    - Proactively engage willing private property owners to incentivize their participation in the shared program to provide as many off-street parking options for users as possible.

Recommendation

Implement Paid Parking (cont.)

- Leverage appropriate technology
  - Introducing parking rates inevitably equates to introducing parking technology for payment such as parking meters.
    - Ensure City is investing in correct parking technology.
    - Focus on technology that can grow as the needs of the City increase.
    - Be cautious when first purchasing or committing to parking technologies. There is no need to purchase luxury brand/technology when simple technology with options will suffice. At time of the study, we would recommend the use of a parking payment application or parking meter technology system. See Appendix for the specifications of the long-term recommended technologies.

Reinvestment in Downtown

The City should increase and diversify allocation of parking revenue to investments that will improve overall pedestrian experience in downtown, such as:

- Allowing PTF to allocate parking revenue to support Downtown parking.
- Shared parking initiatives to improve access to parking for the general public.
- Further evaluation of new public parking, as feasible and needed.
- Coordinating parking investments that capitalize on mobility options.
- Improving pedestrian access.
- Fully fund and implement Downtown wayfinding plan.
- Enhanced enforcement and event management.
- Other streetscape and safety improvements, such as additional policing, ambassador programs, or street cleaning.

RIGHT SIZE PARKING

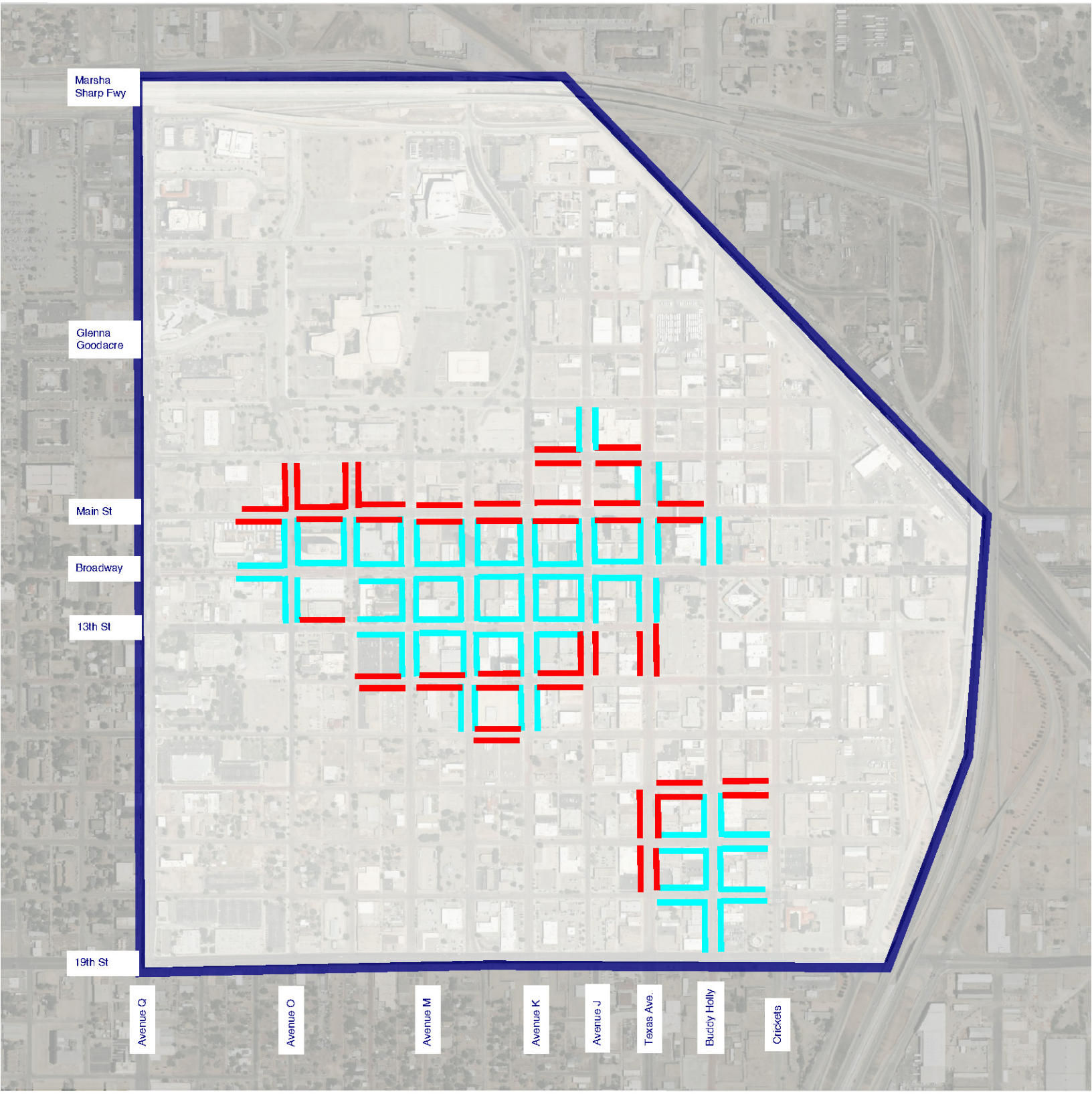
Recommendation

CHALLENGE

There will be initial push-back and charging for parking is not going to be popular. However, the reality is the amount of available parking spaces in Downtown Lubbock rivals that of Downtown Houston. There are spaces consistently available both on- and off-street, yet parking availability challenges persist. The most popular on-street spaces are always taken, while others go underutilized. Long-term parkers use prime on-street spaces all day, limiting access for customers and visitors.

KEY TAKEAWAY

Right size parking is the art of having the correct number of spaces in the correct place at the right price.

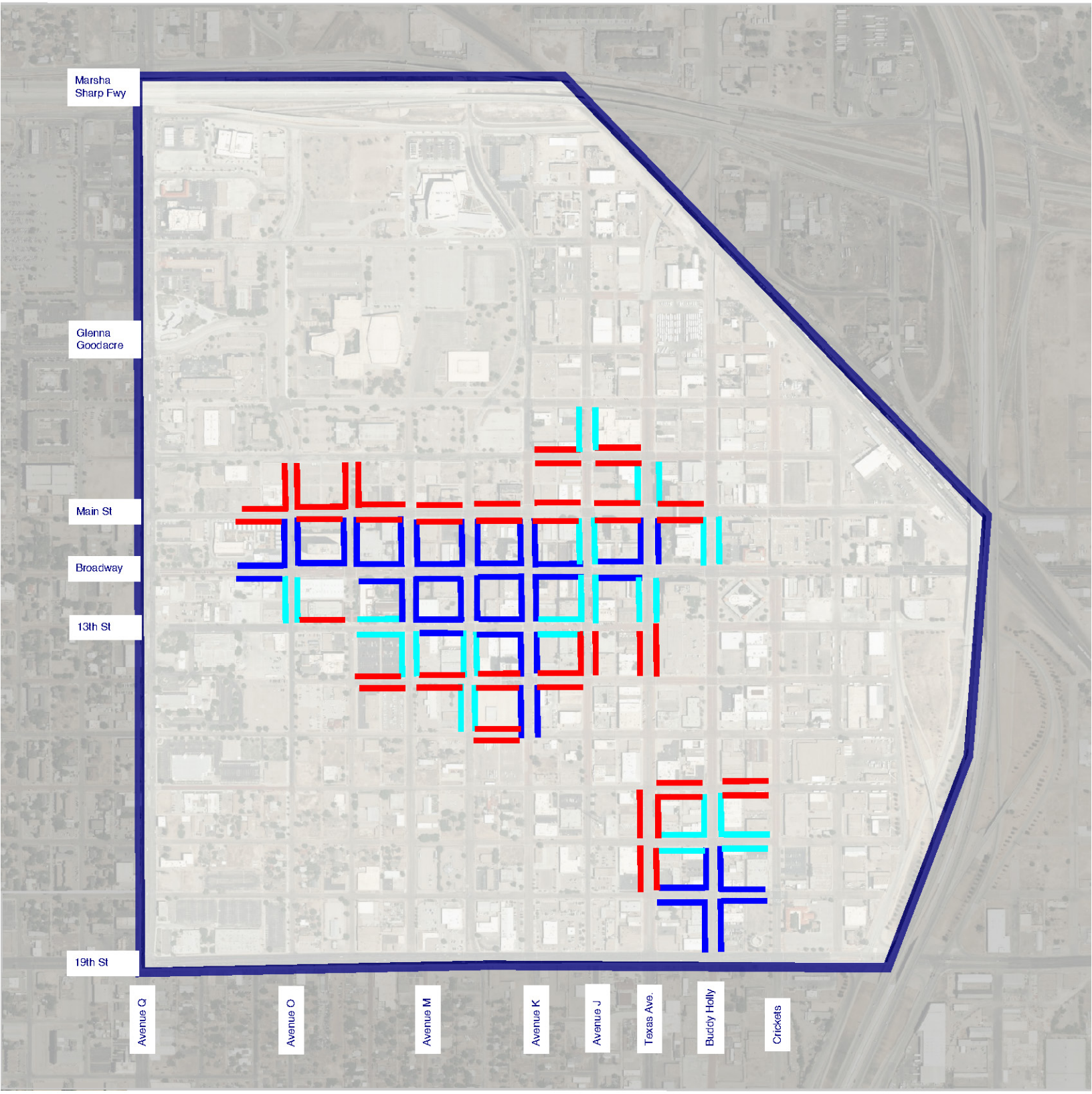


LEGEND:

- Short- Term Parking (Free 1-2 hours)
- Long Term Parking (Free 2-4 hours)

PLAN IN ACTION

Right-Sized Parking Short Term: 0-1 Years



LEGEND:

- Parking Meters (2-3 hours)
- Short- Term Parking (Free 1-2 hours)
- Long Term Parking (Free 2-4 hours)

PLAN IN ACTION

Right-Sized Parking Mid Term: 3-5 Years

IMPLEMENTATION TIME FRAME

This section outlines the general timeline for implementing and prioritizing the recommendations. Each recommendation is broken down into key elements and is given an implementation timeframe. These timeframes will guide the City through future parking and investment decisions. The four time frames are listed below:

Immediate Year 1	Near-Term Years 1 - 2	Mid-Term Years 2 - 5	Long-Term 5 Years +

Consolidated Parking Management

Recommendation	*Implementation Time Frame*
Develop a detailed 5-year policy and budget plan for on-street parking management	**Immediate**
Determine the optimal City department for parking management	**Immediate**
Consolidate all on-street management functions within one City department	**Near-Term**
Define parking program organizational chart and roles	**Mid - Term**
Evaluate outsourcing parking system versus insourcing staff and support	**Mid - Term**

Parking Policies

Recommendation	*Implementation Time Frame*
Reevaluate minimum parking requirements	**Immediate**
Implement and reevaluate on-street parking time limits	**Immediate**
Set dynamic, context sensitive parking requirements	**Near-Term**
Consider parking district specific parking requirements	**Mid-Term**

IMPLEMENTATION TIME FRAME

Immediate Year 1	Near-Term Years 1 - 2	Mid-Term Years 2 - 5	Long-Term 5 Years +

Wayfinding & Branding

Recommendation	Implementation Time Frame
Develop and maintain interactive webpage dedicated to parking	Immediate
Marketing and messaging campaigns	Immediate
Develop a branded wayfinding strategy	Near-Term
Develop integration plan between wayfinding and smartphone applications	Near-Term
Full program branding efforts	Mid-Term

Shared Parking

Recommendation	Implementation Time Frame
Provide public access to Citizen's Tower Garage	Immediate
Serve as catalyst between landowners and developers to leverage underutilized existing parking inventory	Immediate
Establish baseline shared agreements and incentives	Near-Term

Pedestrian Realm

Recommendation	Implementation Time Frame
Identify key pedestrian walking sheds to major destinations	Immediate
Identify areas with minimal infrastructure improvements required	Near-Term
Leverage Downtown Master Plan Update	Mid-Term
Overlay shared parking areas with pedestrian walking sheds to optimize resource allocation	Long-Term

IMPLEMENTATION TIME FRAME

Immediate Year 1	Near-Term Years 1 - 2	Mid-Term Years 2 - 5	Long-Term 5 Years +

Curb Management

Recommendation	Implementation Time Frame
Define curb lane uses throughout study area	Immediate
Develop curb lane priorities based on land or program use	Immediate
Define proximity conditions for loading activities	Near-Term
Define policies based on time of day and curb use	Near-Term
Develop and enforce on-street time limits	Near-Term
Coordinate with landowners and vendors to define curb management strategies	Mid-Term

Enforcement Strategy

Recommendation	Implementation Time Frame
Adopt specific guidelines for enforcement	Immediate
Clearly communicate enforcement goals and policies on the City website	Immediate
Implement enforcement "grace" period	Immediate
Create parking Ambassadors approach	Near-Term
Increase parking fines to ensure compliance	Near-Term
Define enforcement zone boundaries	Near-Term
Review citation data to identify key trends, make adjustments as necessary	Long-Term

IMPLEMENTATION TIME FRAME

Immediate Year 1	Near-Term Years 1 - 2	Mid-Term Years 2 - 5	Long-Term 5 Years +

Task Force

Recommendation	*Implementation Time Frame*
Identify potential Task Force membership, ensuring diverse range of opinions	**Immediate**
Establish formal Task Force along with key performance metrics	**Immediate**
Establish formal by-laws and standard operating procedures	**Near-Term**
Establish and formalize regular meeting occurrences	**Near-Term**

Event Parking

Recommendation	*Implementation Time Frame*
Establish communication with Downtown stakeholders to coordinate events	**Immediate**
Update parking website to inform on Downtown events and available parking options	**Immediate**
Collect event inventory data to make data driven decisions regarding on-street parking	**Immediate**
Establish temporary event signage operations plan	**Near-Term**
Incorporate paid event parking for most convenient parking options	**Mid-Term**
Work with stakeholders to encourage advance parking purchase	**Long-Term**

IMPLEMENTATION TIME FRAME

Immediate Year 1	Near-Term Years 1 - 2	Mid-Term Years 2 - 5	Long-Term 5 Years +

Right-Size Parking

Recommendation	*Implementation Time Frame*
Leverage existing parking inventory	**Immediate**
Leverage shared parking programs and agreements	**Immediate**
Make all City available parking spaces public	**Near-Term**
Implement paid on-street parking program	**Mid-Term**
Invest and leverage parking technology for paid parking and managing inventory	**Mid-Term**
Reinvest parking revenue in Downtown parking	**Mid-Term**
Reinvest parking revenue into Downtown infrastructure improvements	**Long-Term**

RECOMMENDATIONS FRAMEWORK MATRIX

This section outlines how each recommendation aligns with the City of Lubbock's parking objectives and goals. It should be noted that each recommendation is directly connected to the **Downtown Master Plan Update**. The four main objectives are tied to:

- **Planning** - recommendations involving planning/design concepts
- **Communication** - recommendations involving communicating with user groups
- **Operation** - recommendations involving how parking functions
- **Connectivity** - recommendations involving the connection of pedestrians and parking

RECOMMENDATION	ALIGNMENT WITH PARKING OBJECTIVE / GOAL			
STRATEGY	PLANNING	COMMUNICATION	OPERATION	CONNECTIVITY
CONSOLIDATED PARKING MANAGEMENT	✓	✓	✓	✓
IMPROVE WAYFINDING & BRANDING	✓	✓		✓
SHARED PARKING			✓	✓
ENHANCE PEDESTRIAN REALM	✓		✓	✓
CURB MANAGEMENT	✓	✓	✓	✓
PARKING POLICIES	✓		✓	
ENFORCEMENT STRATEGY		✓	✓	
TASK FORCE	✓	✓	✓	✓
EVENT PARKING PLANNING	✓	✓	✓	
RIGHT SIZE PARKING	✓		✓	

RECOMMENDATIONS FRAMEWORK MATRIX

RECOMMENDATION		IMPLEMENTATION					
	STRATEGY	STATUS	COST	IMPACT	LEVEL OF DIFFICULTY	PRIORITY	COORDINATE WITH RECOMMENDATION
1	CONSOLIDATED PARKING MANAGEMENT	New	$ $ $	●●●	●●●	●●●	All
2	IMPROVE WAYFINDING & BRANDING	New	$ $ $	●●●	●●○	●●●	1, 5, 9, 10
3	SHARED PARKING	Enhance Existing	$	●●●	●○○	●●●	1, 6, 10
4	ENHANCE PEDESTRIAN REALM	Enhance Existing	$ $ $	●●○	●●●	●●○	1, 5, 10
5	CURB MANAGEMENT	New	$ $	●●●	●●●	●●○	1, 4, 6, 8, 9, 10
6	PARKING POLICIES	Enhance Existing	$	●●○	●○○	●●●	1, 3, 5, 7, 8, 10
7	ENFORCEMENT STRATEGY	Enhance Existing	$ $	●●○	●○○	●●○	1, 5, 6, 9, 10
8	TASK FORCE	New	$	●●●	●○○	●●●	All
9	EVENT PARKING PLANNING	New	$ $	●●○	●●○	●●○	1, 2, 5, 7, 8, 10
10	RIGHT SIZE PARKING	New	$ $	●●○	●●●	●○○	All

City of Lubbock TEXAS

Chapter 6
Appendix

APPENDIX: WAYFINDING SIGNAGE IMAGES

Pedestrian Focused Wayfinding
El Paso, TX

Pedestrian Focused Wayfinding
Bentonville, AK

Vehicular Focused Wayfinding
Bentonville, AK

Pedestrian Focused Branding
Bentonville, AK

APPENDIX: WAYFINDING SIGNAGE IMAGES

Vehicular Focused Wayfinding
Midtown Houston

Vehicular Focused Wayfinding
Midtown Houston

Pedestrian Focused Wayfinding
El Paso, TX

Vehicular Focused Branding
El Paso, TX

APPENDIX: WAYFINDING SIGNAGE IMAGES

Vehicular Focused Wayfinding
Texas Medical Center Houston

Vehicular Focused Wayfinding
Texas Medical Center Houston

Vehicular Monumental Wayfinding
Texas Medical Center Houston

Vehicular Monumental Wayfinding
Texas Medical Center Houston

APPENDIX: PARKING TECHNOLOGY

City of Lubbock should implement and integrate Recommendations 1 - 9 of this report prior to investigating/ procuring parking meter technology. Based on this study, parking technology will be required in 3-5 years as parking demand continues to increase and newly established on-street time limits and parking policies are no longer effective.

If the City would be procuring technology today, the following would be recommended:

Multi-Space Parking Meters: Multi-space parking meters are similar to parking kiosks. Multi-space parking technology has the ability to manage multiple spaces at the same time. Generally, these meters are recommended to manage 8-10 parking spaces per meter.

There are generally four types of management techniques available when using a multi-space meter:

T2 Payment Kiosk
Midtown Houston

- Pay and Display: This method requires a customer to visit the kiosk, pay the meter, obtain a receipt, then display the receipt in the vehicle's windshield for proof of payment.
- Pay by Space: This method requires a customer to visit the kiosk, enter the designated and pre-marked space number, then pay the meter. Typically, a receipt is not required to be displayed.
- Pay by Plate: This method requires a customer to visit the kiosk, enter their license plate number, then pay the meter. Typically, a receipt is not required to be displayed.
- Pay by Phone: This technology is newer to meter technology and may require an integration with parking meters, if present. Pay by Phone technology is provided through a mobile app that allows customer to register and pay for parking using their smart phone. Note: mobile parking payment applications are rapidly replacing physical meters in many urban markets.

APPENDIX: PARKING TECHNOLOGY

At time of this study, the following vendors are great resources for the recommended type of parking technology:

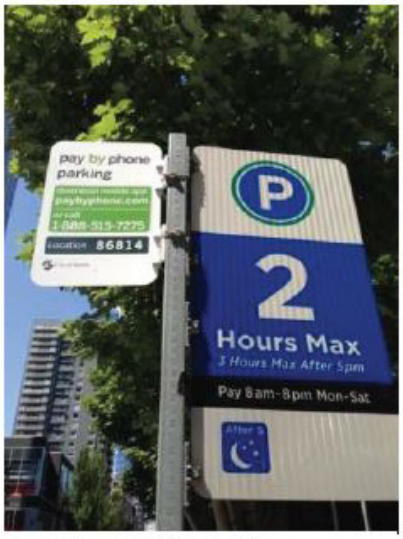
Passport	T2
Pay-by-Phone	Flowbird
ParkMobile	Cale
FlashParking	Frog Parking

Also at time of this study, the following are a small segment of municipalities that have integrated this parking technology into their parking management system:

Houston, TX	Atlanta, GA
Galveston, TX	Miami, FL
El Paso, TX	Cedar Rapids, IA
San Antonio, TX	Cleveland, OH

Pay-by-Phone Meter

Mobile payment & multi-space meter integration



Pay-by-Phone Signage

APPENDIX
PARKING TECHNOLOGY

How Parking Meter / Pay-by-Phone Technology works:

Utilizing the Vendor Phone Application - this method can be integrated with Parking kiosks

Utilizing the Vendor Website

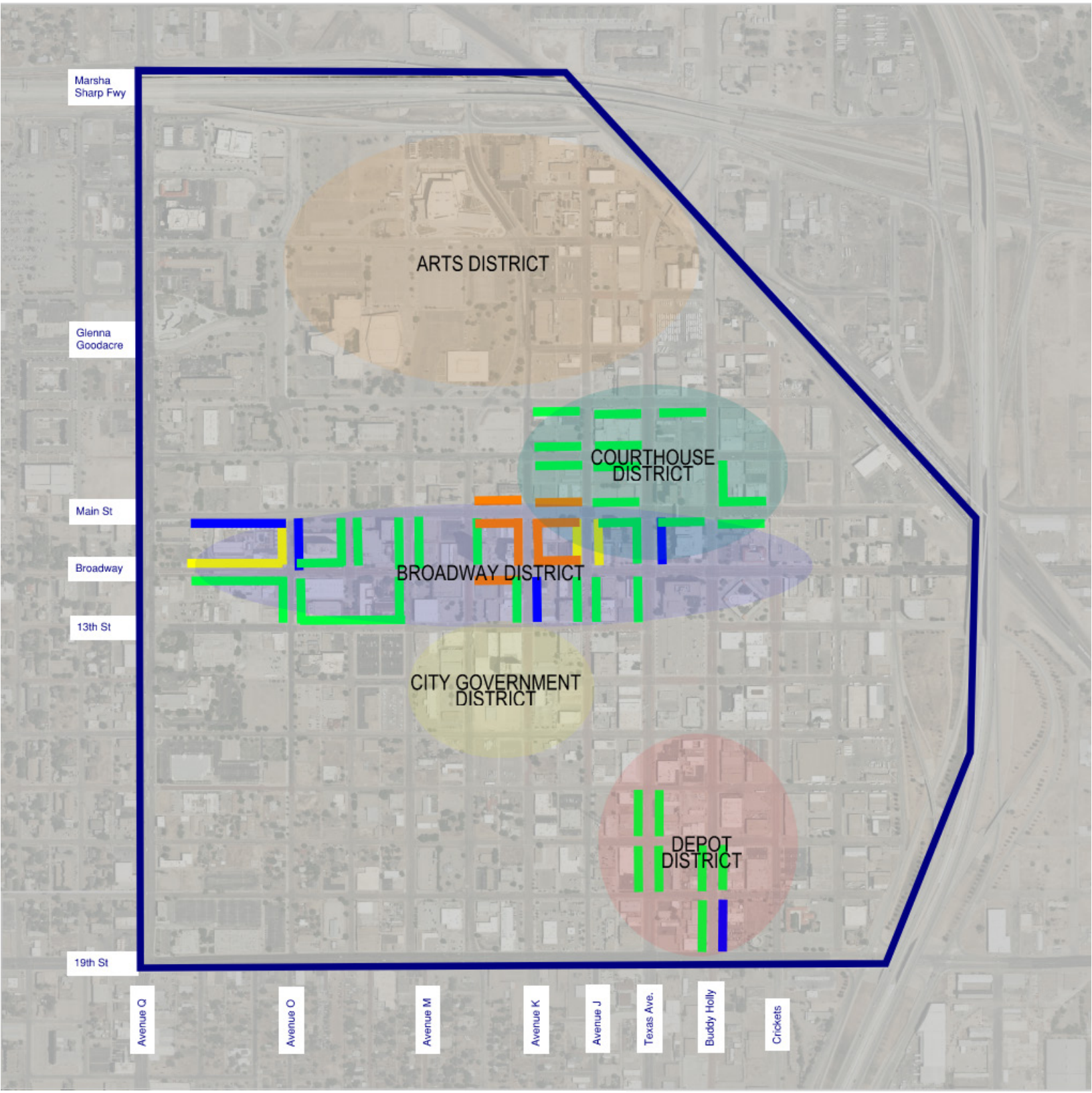
Utilizing the Vendor Call Center

APPENDIX
PARKING TECHNOLOGY

At time of this study, an AI powered camera software is being applied to existing cameras to analyze parking occupancy, traffic, pedestrian movements, etc. This is a potential solution for automating some parking enforcement processes and developing occupancy/ availability data.

Phone based parking availability, payment and reservations: Fort Collins, CO

Individual space parking guidance systems maximize parking utilization by directing users to specific location.



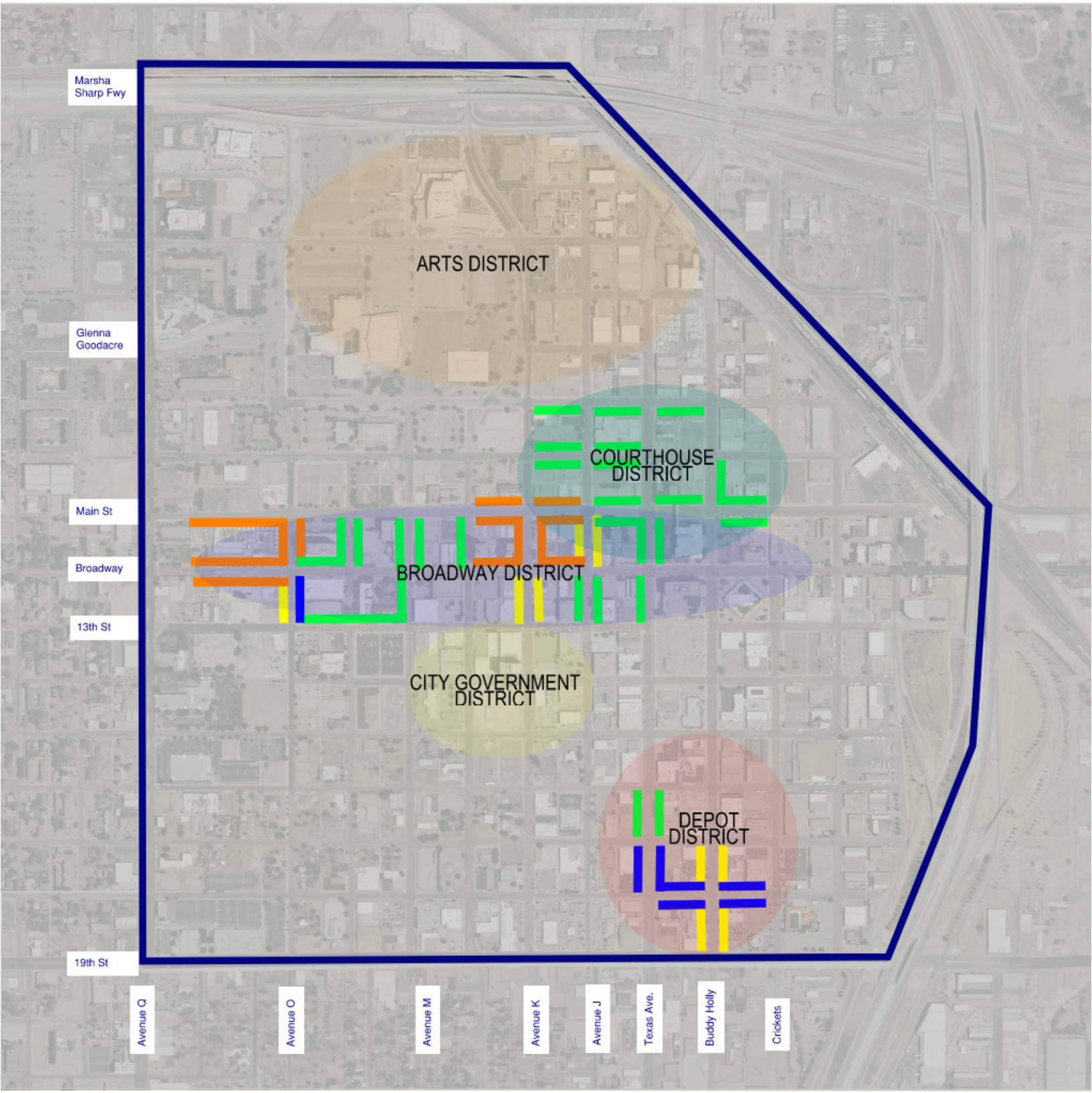
KEY

0% Demand | 1%-24% Demand | 25%-49% Demand | 50%-74% Demand | 75%-100% Demand

PARKING OCCUPANCY OBSERVATION

First Friday Art Trail Event OCCUPANCY OBSERVATION #1

6pm



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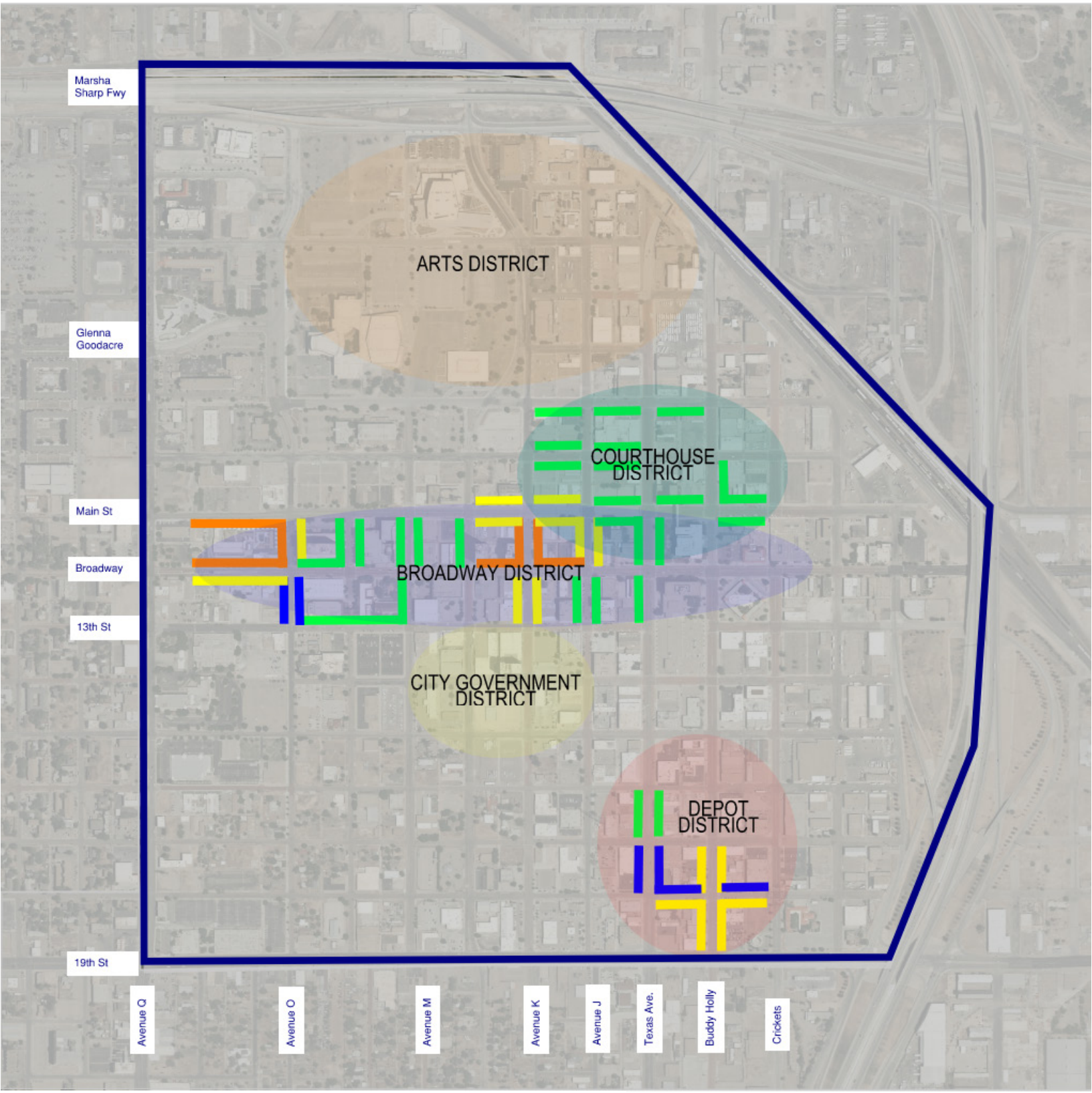
PARKING OCCUPANCY OBSERVATION

First Friday Art Trail Event OCCUPANCY OBSERVATION #2

7pm



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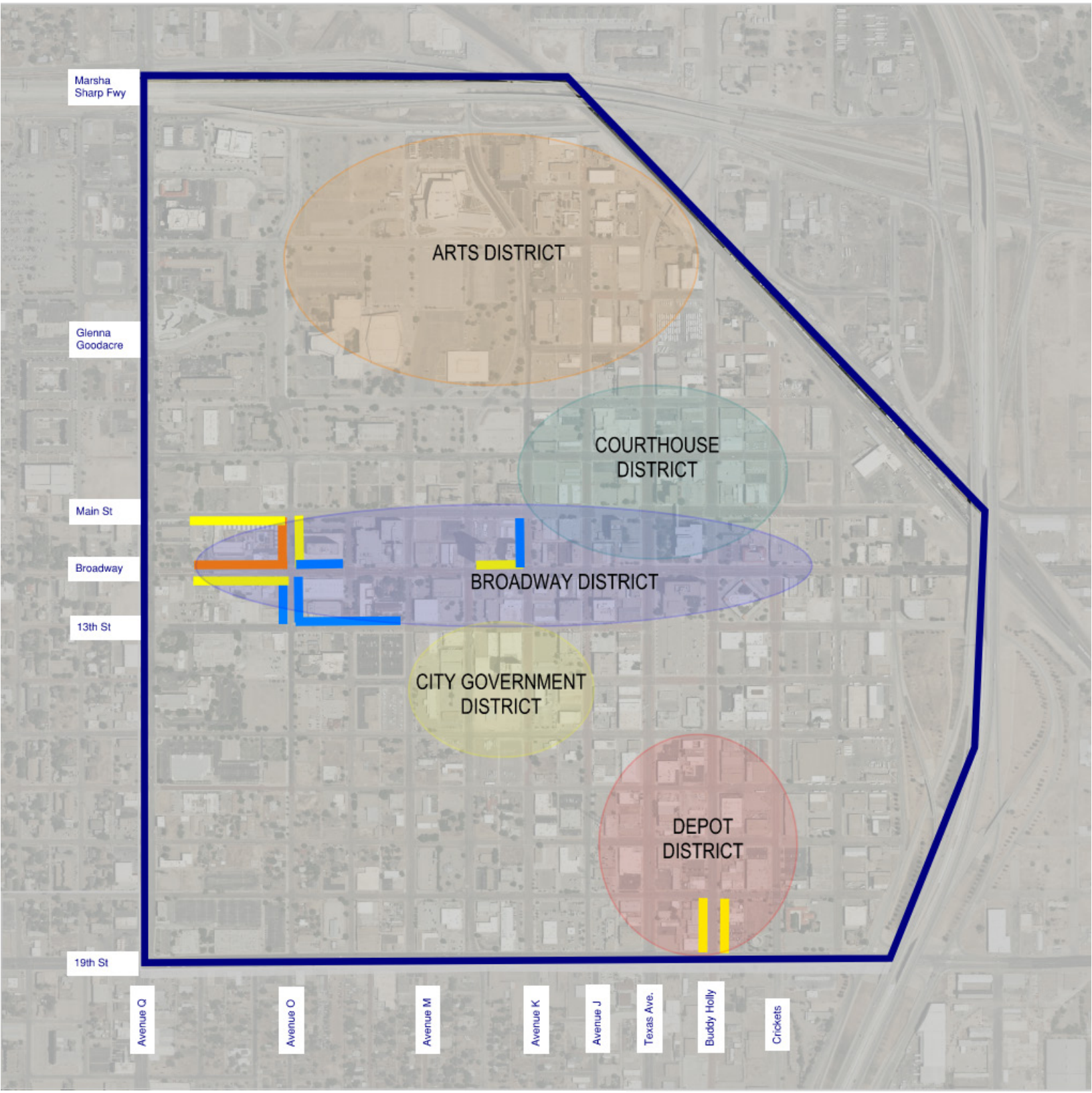
PARKING OCCUPANCY OBSERVATION

First Friday Art Trail Event OCCUPANCY OBSERVATION #3

8pm



KEY

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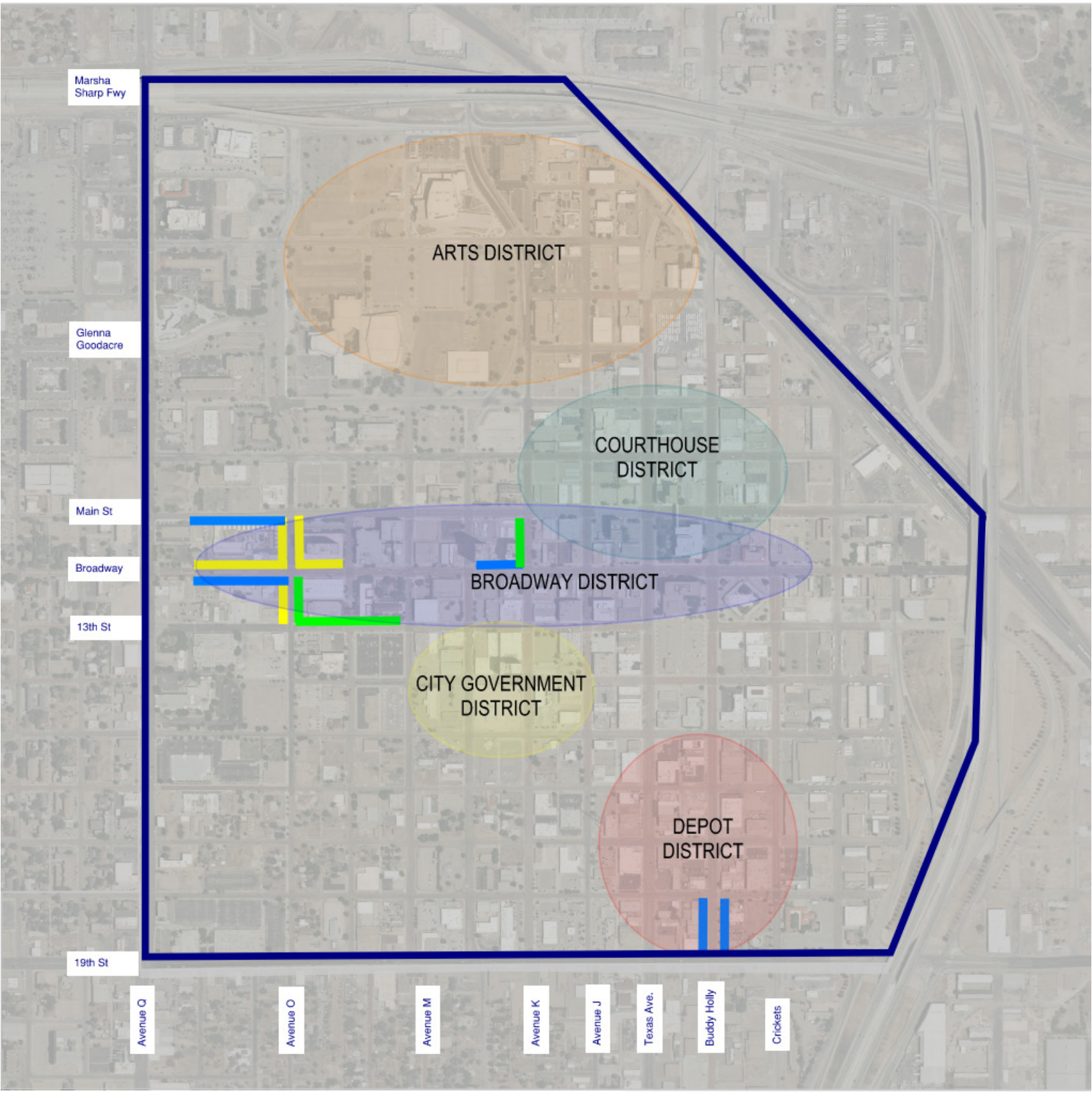
PARKING OCCUPANCY OBSERVATION

Texas Tech Football Game OCCUPANCY OBSERVATION #1

3pm



KEY

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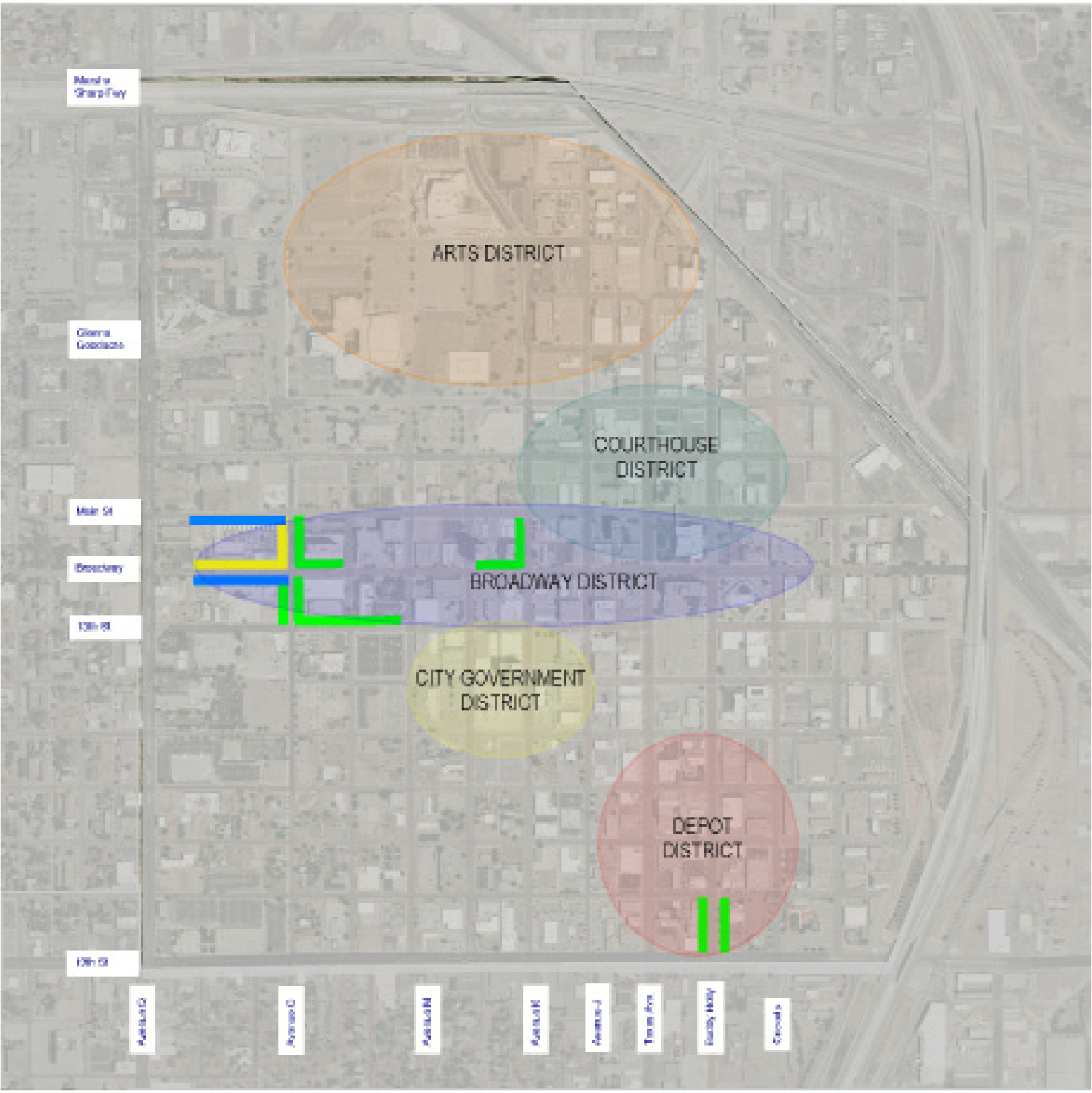
PARKING OCCUPANCY OBSERVATION

Texas Tech Football Game OCCUPANCY OBSERVATION #2

4pm



KEY

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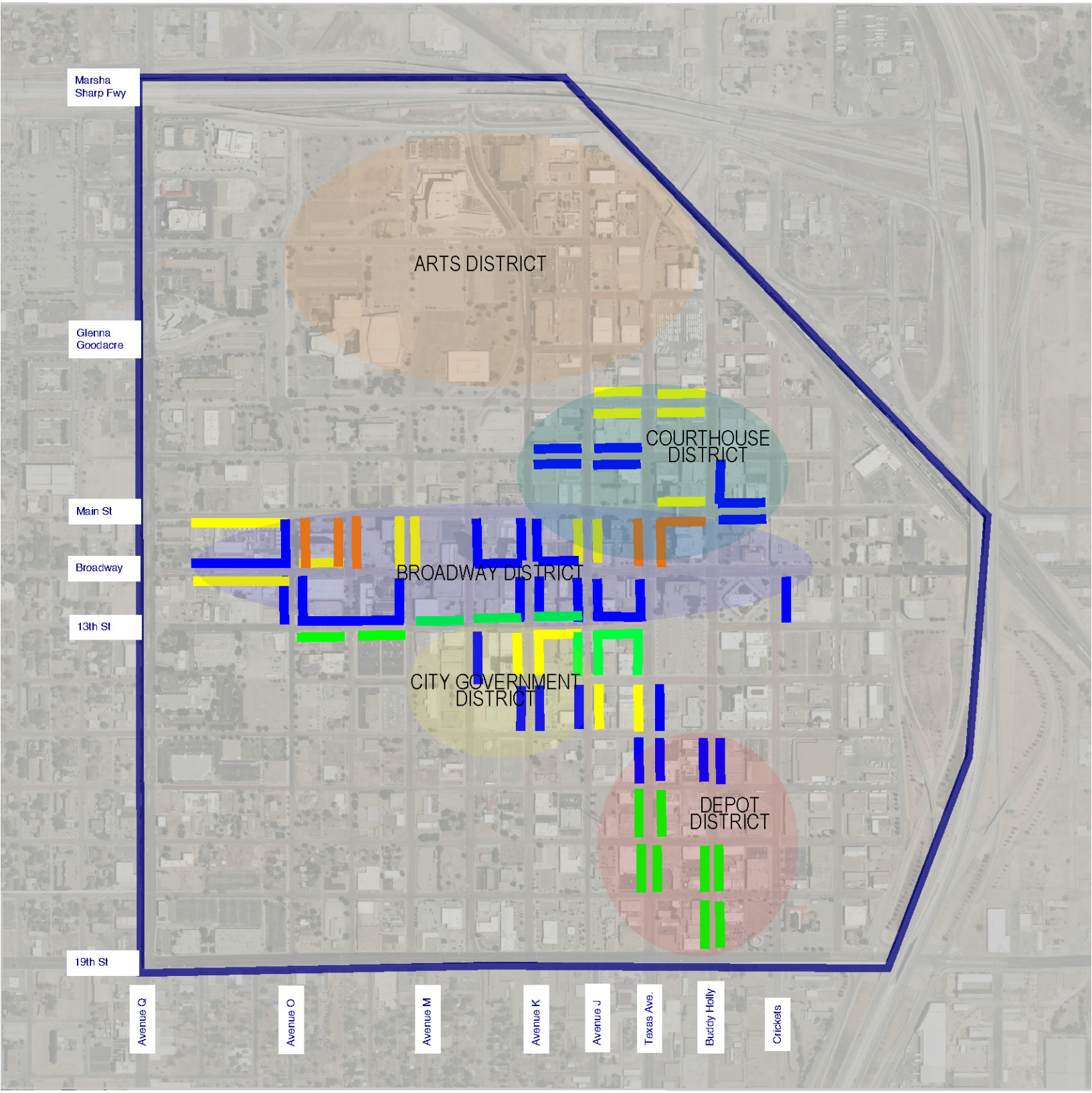
PARKING OCCUPANCY OBSERVATION

Texas Tech Football Game OCCUPANCY OBSERVATION #3

5pm



KEY

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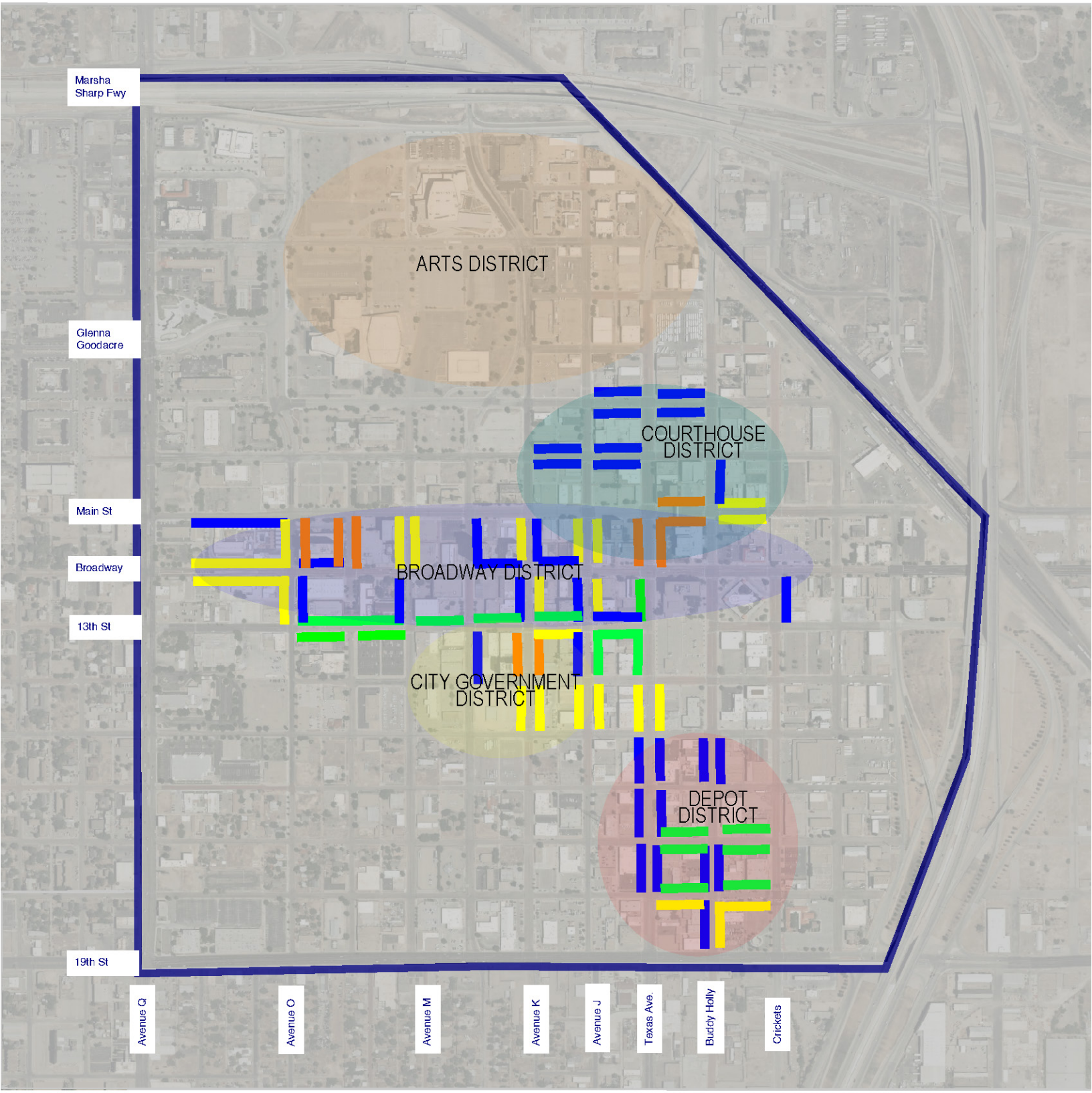
PARKING OCCUPANCY OBSERVATION

Typical Parking Weekday Demand OCCUPANCY OBSERVATION #1

9am



KEY

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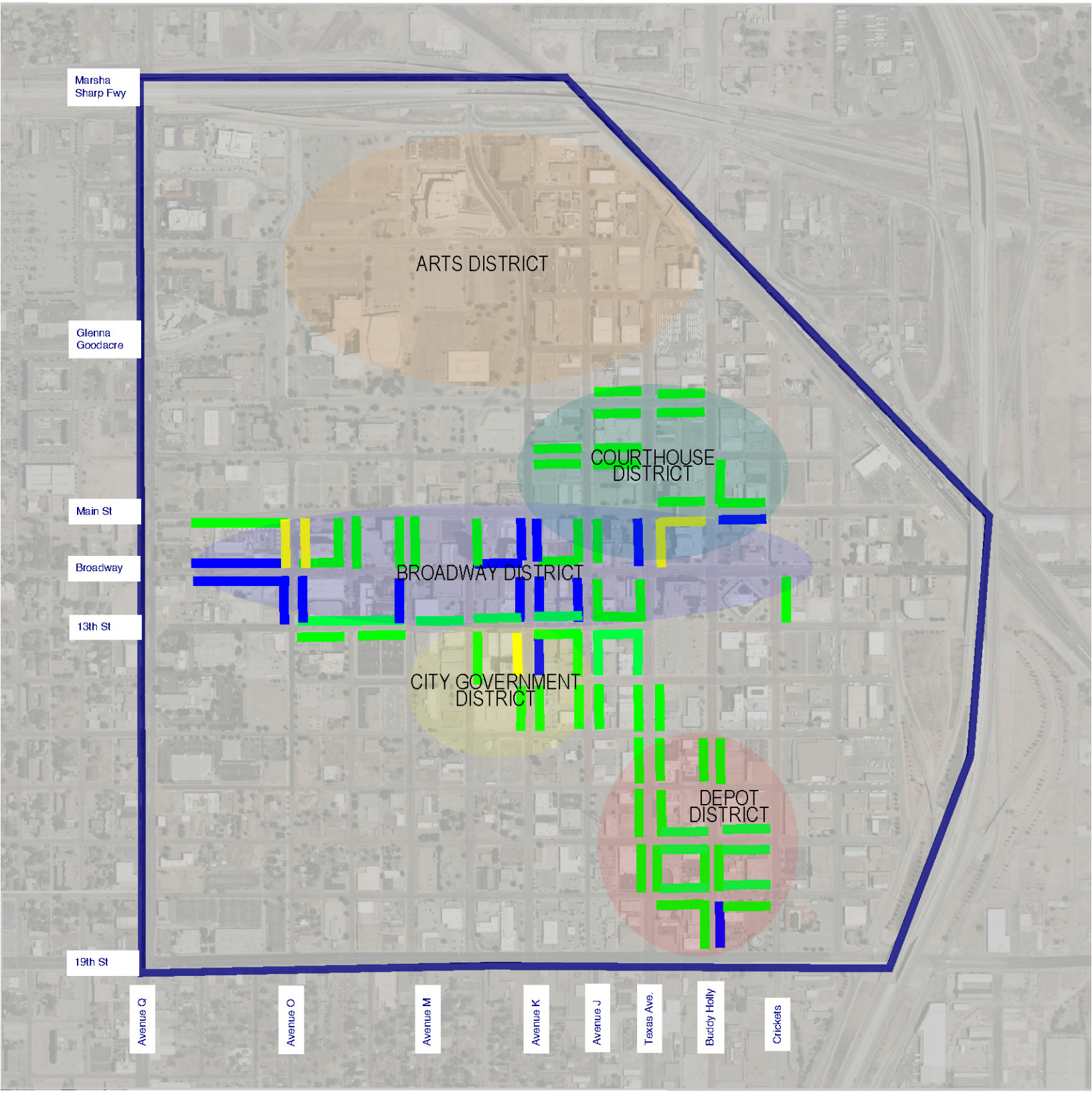
PARKING OCCUPANCY OBSERVATION

Typical Parking Weekday Demand OCCUPANCY OBSERVATION #2

2pm



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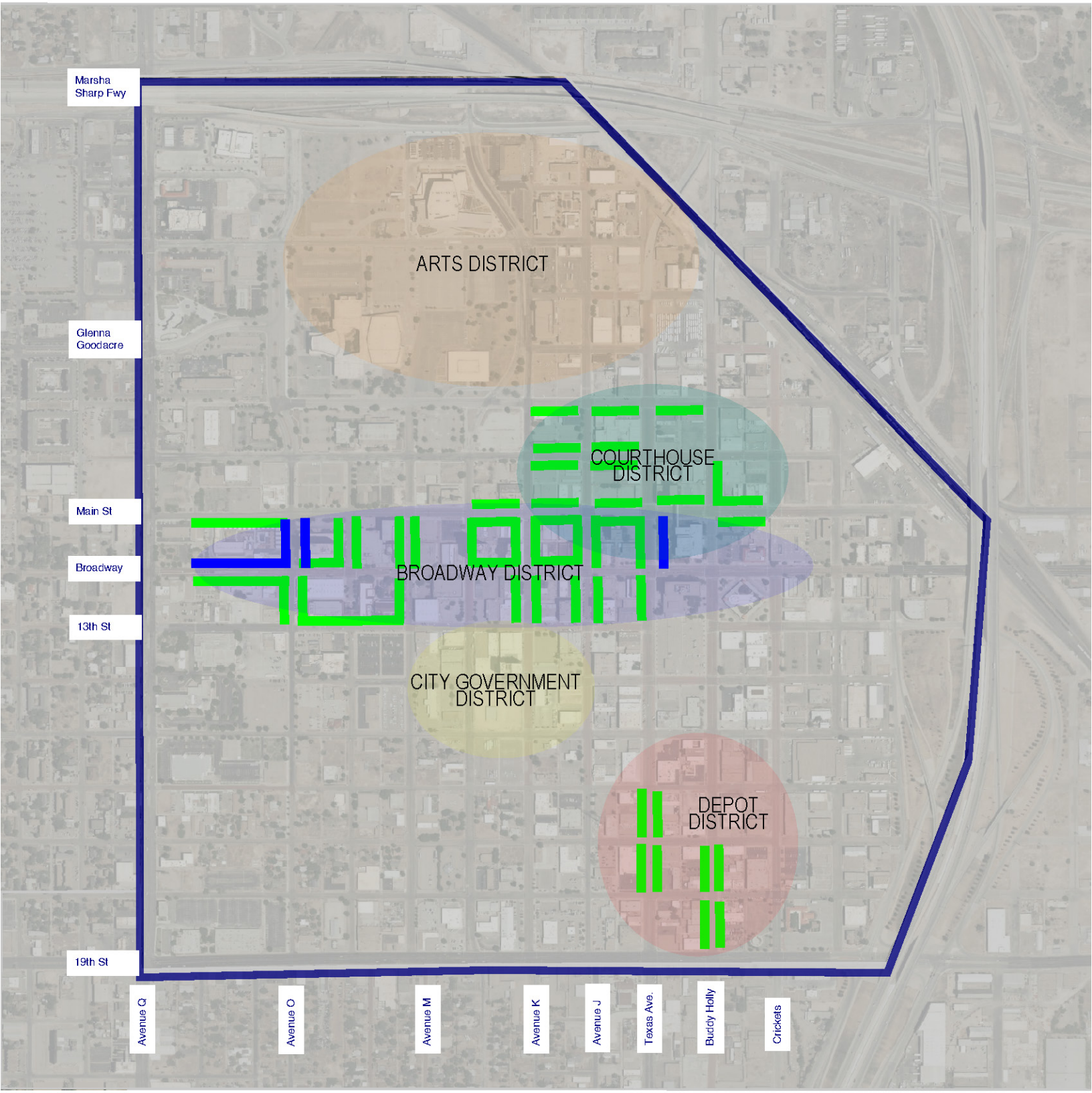
PARKING OCCUPANCY OBSERVATION

Typical Parking Weekday Demand OCCUPANCY OBSERVATION #3

5pm



KEY

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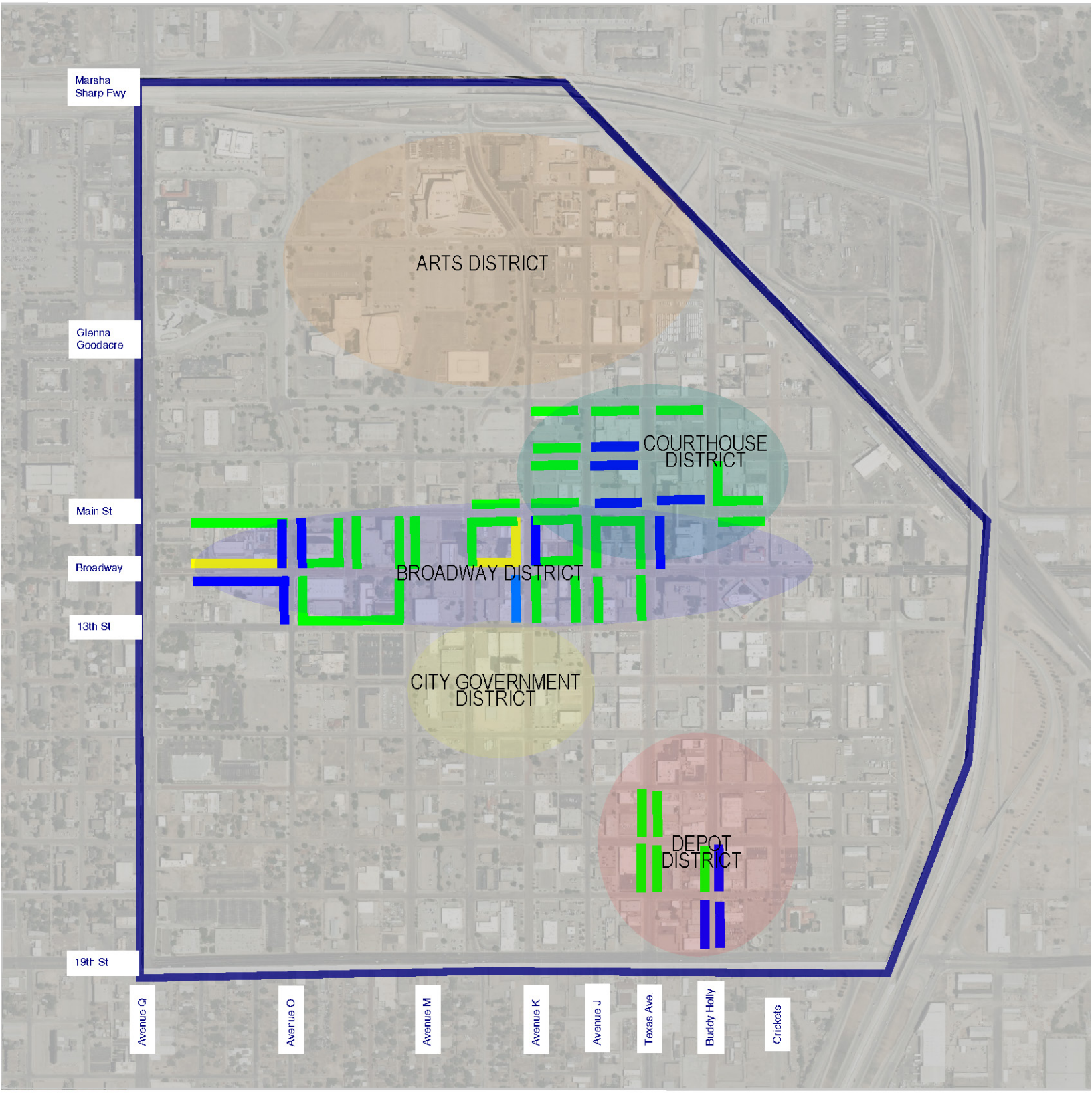
PARKING OCCUPANCY OBSERVATION

November Event OCCUPANCY OBSERVATION #1

6pm



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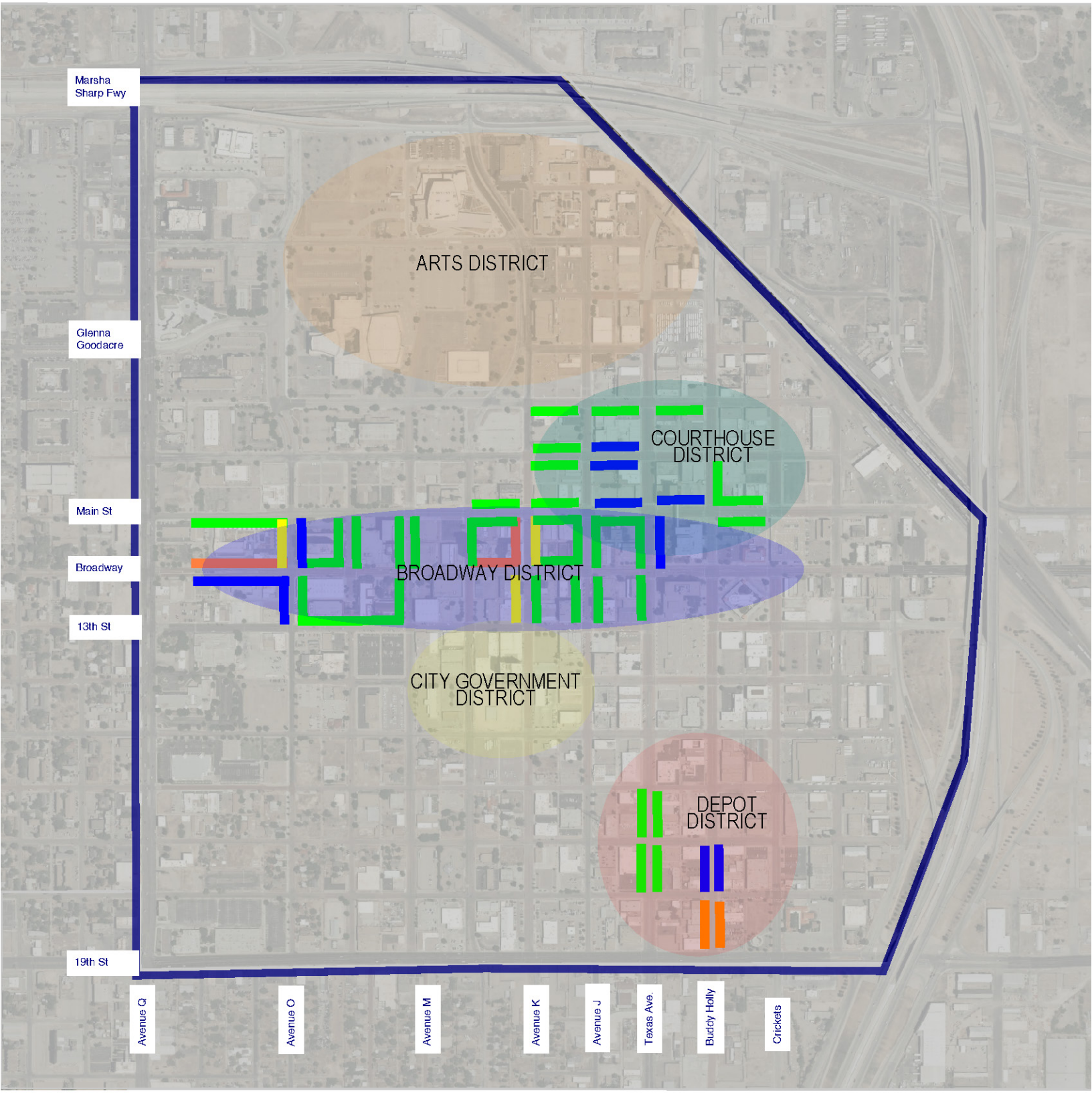
PARKING OCCUPANCY OBSERVATION

November Event OCCUPANCY OBSERVATION #2

7pm



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PARKING OCCUPANCY OBSERVATION

November Event OCCUPANCY OBSERVATION #3

8pm

City of Lubbock
TEXAS

City of Lubbock

Comprehensive Downtown Parking Study

Presented by

WGI

April 2022