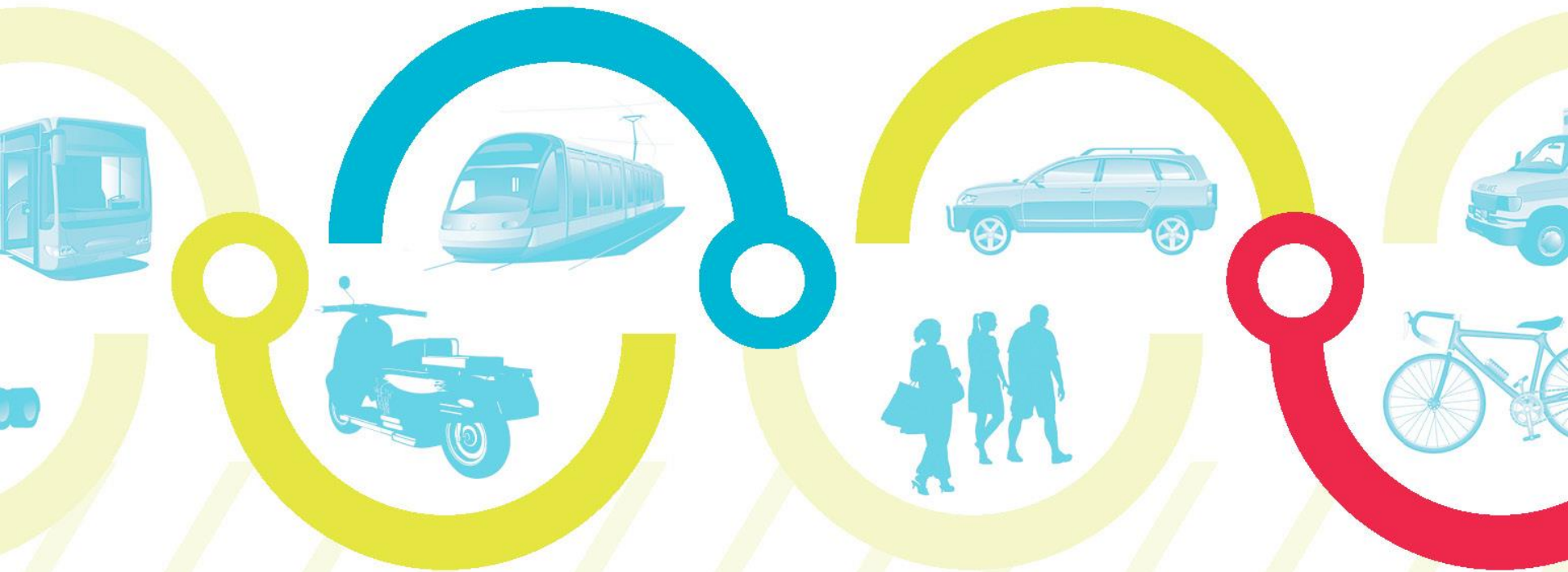




FROM PARKING TO INTEGRATED ACCESS MANAGEMENT

THE TRANSFORMATION OF AMERICAS PARKING MANAGEMENT PARADIGM





Introductions

Sam Veraldi, CAPP

Practice Builder

Kimley-Horn

333 Fayetteville Street, Suite 600

Raleigh, NC 27601

P: 919 653 6650

Sam.Veraldi@kimley-horn.com



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Presentation Overview

- Transforming the Parking Paradigm
- Parking was... Parking is...
- How the Paradigm is Shifting
 - Embracing Innovation
 - Leveraging Technology
 - Advancing Program Branding, Marketing & Communications
 - Community Partnering
 - Reinventing the Urban Environment
 - Creating Sustainable Programs
 - Enhancing the EXPERIENCE!

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What is a Paradigm Shift?

- Thomas Kuhn and The Structure of Scientific Revolution

Frank and Ernest



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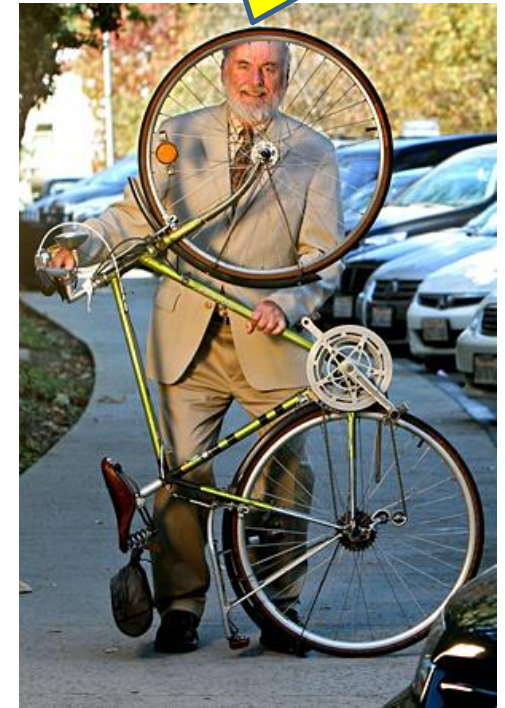
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What is a Paradigm Shift?

“Good News,
the paradigm
is shifting!”

- Think of a Paradigm Shift as a change from one way of thinking to another.
- It's a revolution, a transformation, a sort of metamorphosis.
- It just does not happen, but rather it is driven by agents of change.
(That would be you here in this room!)



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The Evolution of the Parking Professional

- Expand our vision and scope
- Think more strategically
- Broadening our perspective and expanding our roles into the wider realm of “access management”
- Involvement with other related disciplines makes our jobs more interesting, more varied, more relevant and more valuable

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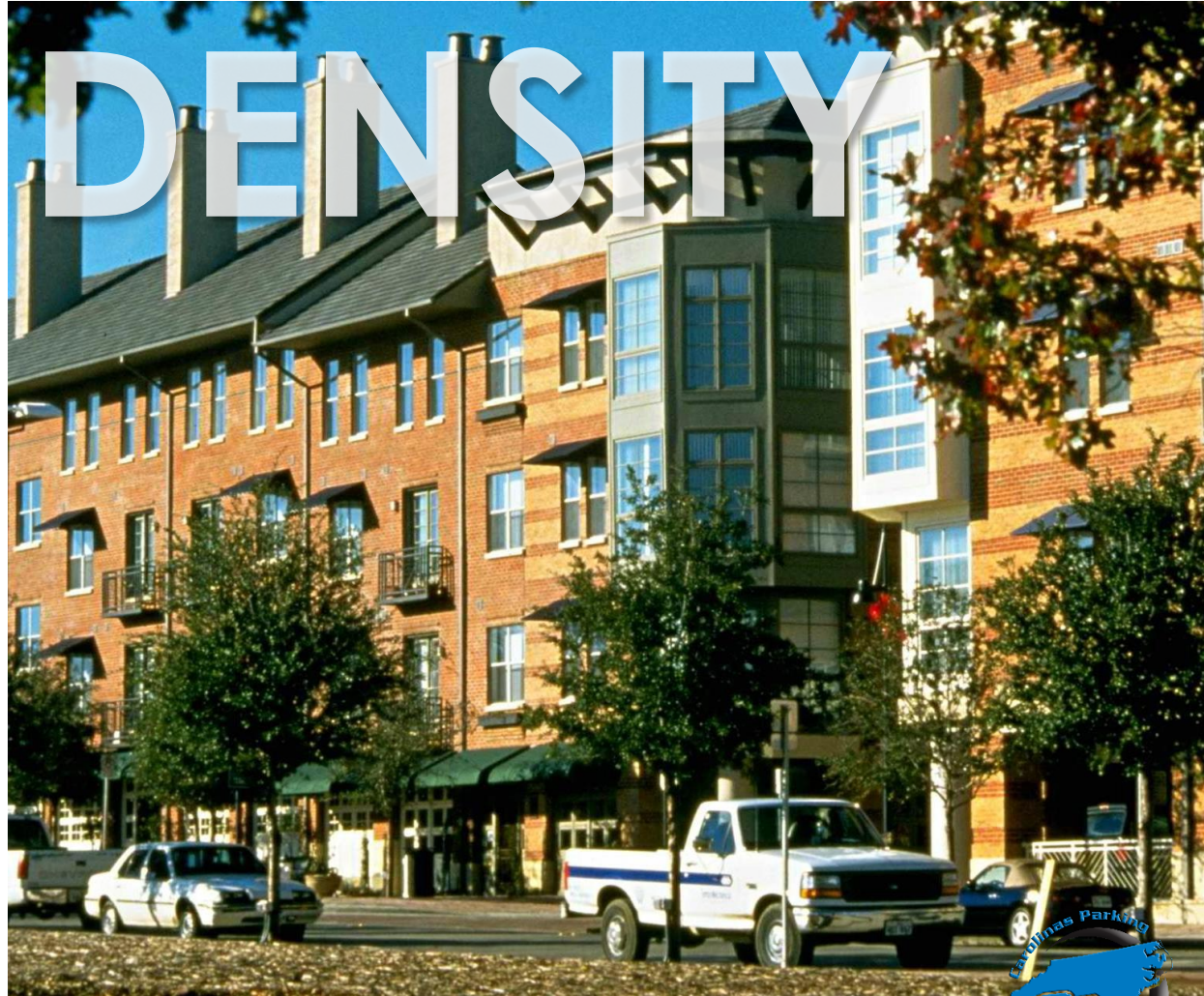


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The Big Picture



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3RD PLACES



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STREET LIFE



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MULTI-USE

The Big Picture



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MIXED-USE



The Big Picture

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ADAPTIVE



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SUSTAINABLE



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ACCESSIBLE



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MULTI-MODAL



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The Evolution of the Parking Industry

How Has Parking Been Changing?

(Parking was... Parking is...)

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Parking Was...



Strictly utilitarian

Parking Is...



Technologically advance, efficient & customer friendly





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Parking Was...



Single occupant vehicle focused

Parking Is...



Beginning to embrace more sustainable practices





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Parking Was...



Often ignored and under valued.
An afterthought.

Parking Is...



A primary focus for forward thinking companies.
A potential market advantage.



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Parking Was...



Statistically a "high crime area"

Parking Is...



Designed for better security and well monitored for customer safety





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Parking Was...



At best, dull, grey and utilitarian

Parking Is...



Designed for openness, visibility and safety





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Parking Was...



Often confusing and frustrating

Parking Is...



Improving user interfaces and enhancing customer friendliness





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Parking Was...



Seas of asphalt pavement contributing to the “heat island effect”

Parking Is...



Adopting a “greener” approach





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Parking Was...



Block deadening urban structures

Parking Is...



Integrated mixed-use facilities with active street level uses

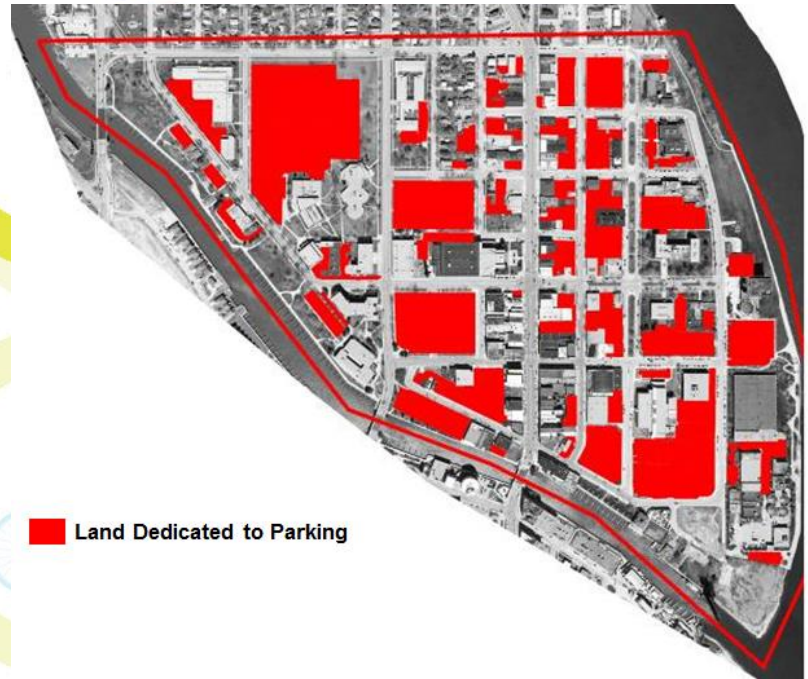




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Parking Was...

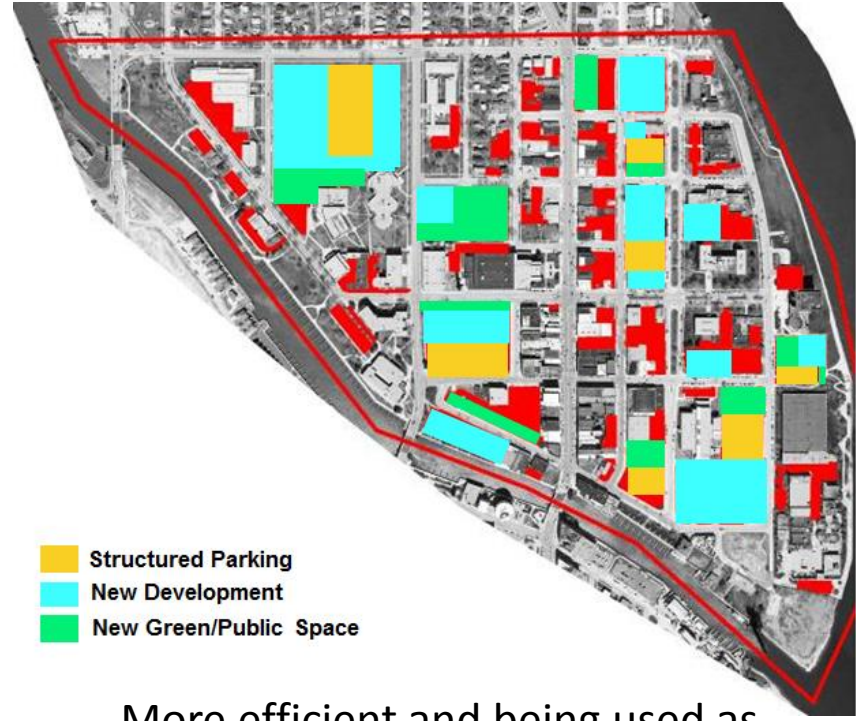


Often the largest single land-use in a downtown area



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Parking Is...



More efficient and being used as an economic development strategy





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Parking Was...



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Often poorly or simplistically (even inaccurately) signed

Parking Is...



The front door for hundreds of businesses





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Parking Was...



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Reactive to the demand for SOV usage

Parking Is...



Promoting shared parking and less reliance on individual motorized transportation





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Parking Is...



Parking Was...



“Let us guide you to your space”

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Often a frustrating game of “find it if you can”



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Parking Is...

Parking Was...



Satisfying the parking demand despite the costs

Creating a more balanced approach to parking and transportation





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Parking Is...

Parking Was...



Built to accommodate peak demand



Built to satisfy access needs as one element in a larger transportation equation and too serve multiple purposes (such as energy creation)



Parking Is...

Parking Was...



Architecturally,
an after thought



Designed (or retrofitted) to be a positive
element in the community



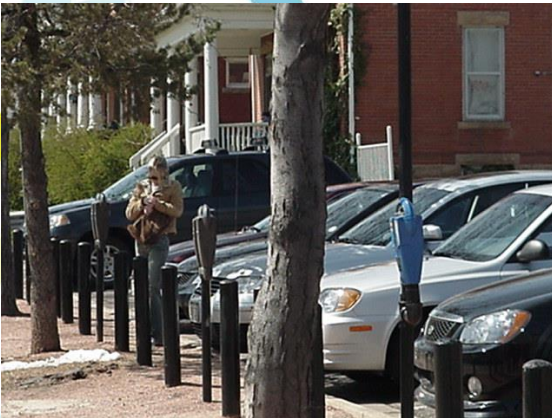


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Parking Is...

Parking Was...



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Singularly focused on parking



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Transit Village Area Plan



Multi-dimensional and interconnected



Urban Cycling Workshops free





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How is the Paradigm Shifting?



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How is the Parking Paradigm Shifting?

Eight Key Areas

1. Embracing Innovation
2. Leveraging Technology
3. Improved Planning
4. Advancing Program Branding, Marketing & Communications
5. Community Partnering
6. Reinventing the Urban Environment
7. Creating Sustainable Programs
8. Enhancing the EXPERIENCE!





Embracing the new world of TDM Innovations

Improved Transport Options	Incentives to Shift Mode	Land Use Management	Policies and Programs
Alternative Work Schedules	Bicycle and Pedestrian Encouragement	Car-Free Districts	Access Management
Bicycle Improvements	Congestion Pricing	Compact Land Use	Campus Transport Management
Bike/Transit Integration	Distance-Based Pricing	Location Efficient Development	Data Collection and Surveys
Carsharing	Commuter Financial Incentives	New Urbanism	Commute Trip Reduction
Guaranteed Ride Home	Fuel Tax Increases	Smart Growth	Freight Transport Management
Security Improvements	High Occupant Vehicle (HOV) Priority	Transit Oriented Development (TOD)	Marketing Programs
Park & Ride	Pay-As-You-Drive Insurance	Street Reclaiming	School Trip Management
Pedestrian Improvements	Parking Pricing		Special Event Management
Ridesharing	Road Pricing		Tourist Transport Management
Shuttle Services	Vehicle Use Restrictions		Transport Market Reforms
Improved Taxi Service			
Telework			
Traffic Calming			
Transit Improvements			



Embracing the new world of **TDM** Innovations

- Do you know about the TRANSP-TDM listserv ?
 - TRANSP-TDM listserv is provided as a service to the TDM community by the National TDM and Telework Clearinghouse (www.nctr.usf.edu/clearinghouse). The Clearinghouse is part of the National Center for Transit Research located at the Center for Urban Transportation Research at the University of South Florida.
- To subscribe, go to:
www.nctr.usf.edu/clearinghouse/connections.htm





Leveraging Technology

- Technology is changing everything!
- But it is primarily affecting four key areas in the parking arena:
 - **Payment Options**
 - **Management Information**
 - **Communications**
 - **Planning**

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Technology & Payment Options

- Increased flexibility and customer options
 - Cash/Coins
 - Credit/Debit
 - Cell Phone
 - Toll Tags
 - Internet Payment
 - E-Coupons





Technology & Management Information

- Real-time, wireless parking availability data
 - Predictive Algorithms
 - GPS / Location Information
 - GIS Integration
 - The “Connected Traveler”
 - Improved Planning Data and Tools



A Parking Assistant in the palm of your hand. Parker is the new iPhone App from iADOT that shows you where to find on-street and garage parking.



Find Public Parking Lot locations, hours and rates citywide



Downtown Los Angeles Intelligent Parking Management System





Technology & Communications

- Where can I find parking?
- How much will it cost?
- What if I need more time?
- Performance-Based Pricing?
- Eliminate time limits?



Before



After

Enhanced Planning and Planning Tools

- New Urbanism
- BIM
- New Modeling Tools
- 3-D Computer Modeling



Advancing Program Branding, Marketing & Communications

- Improved Signage and Graphics
 - Enhanced Professional Image
- Better consumer information and customer engagement
- The “Brand” is the “Experience”



Marketing & Communications

- “Everything I need to know I learned in Kindergarten”



Community Partnering

- Parking Programs Are Becoming Vital Community Partners
 - **Funding Partnerships**
 - Downtown Master Plans
 - Community Bike Programs
 - Collaborative Car Share Programs
 - Enhanced Pedestrian Amenities
 - **Community Program Support**
 - Farmer's Markets
 - Downtown Festivals
 - Campus Events



Community Partnering

- Parking & Downtown or Campus Management





Our Role in the **New Urban Environment**

- Integrated Parking in Mixed-Use Developments
- Architectural Integration
- Promoting Walkability
- Balanced Parking and Transportation Programs
 - “Friendly – Not Free”



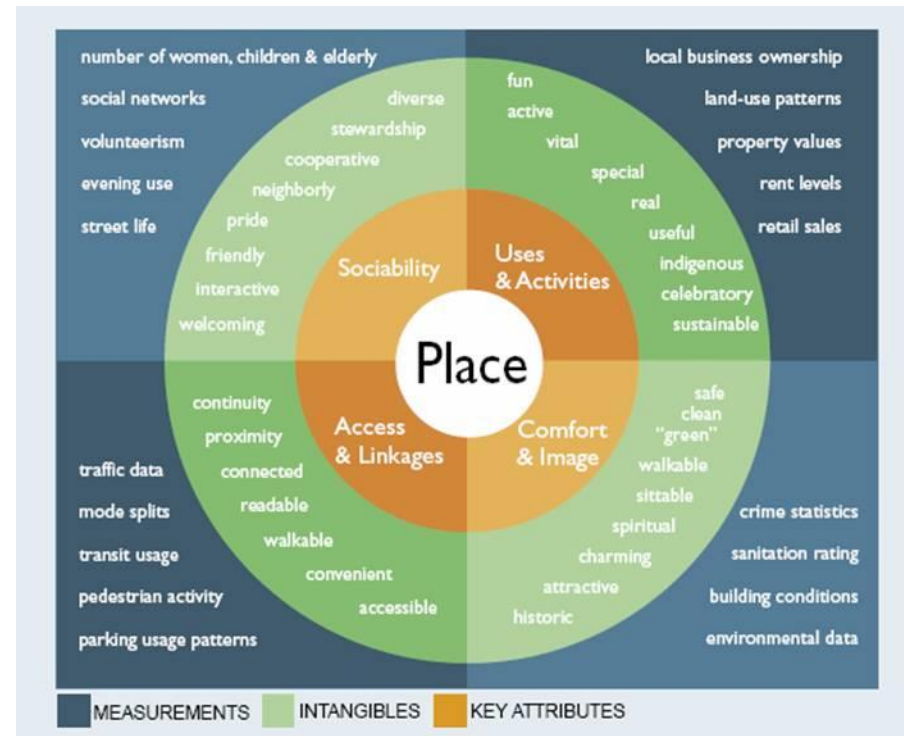
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Our Role in the New Urban Environment

- Prioritizing Placemaking
- Embracing New Urbanism
- Form-Based Code
- Transit Oriented Development
- “Mobility Oriented Design”

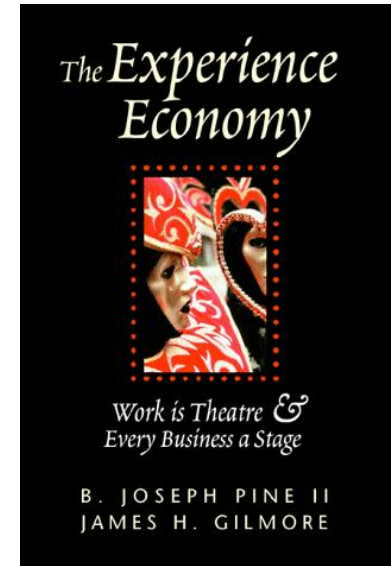


“Data-Driven Management”













Enhancing the **EXPERIENCE!**

- The Experience Economy
- First & Last Impressions
- Investment in Good Design
- Parking Interior Environment Enhancements
- Parking as a tool to “create competitive advantage”



Enhancing the EXPERIENCE!



- 10  ELECTRIC
- 9  SUV
- 8  CROSSLAND
- 7  MINI BUG
- 6 
- 5  Caddy
- 4  GP
"LIKE A BAT OUT OF HELL"
- 3  SILVER ARROW
- 2  A Big Hey from CAROLINA
- 1  MODEL T



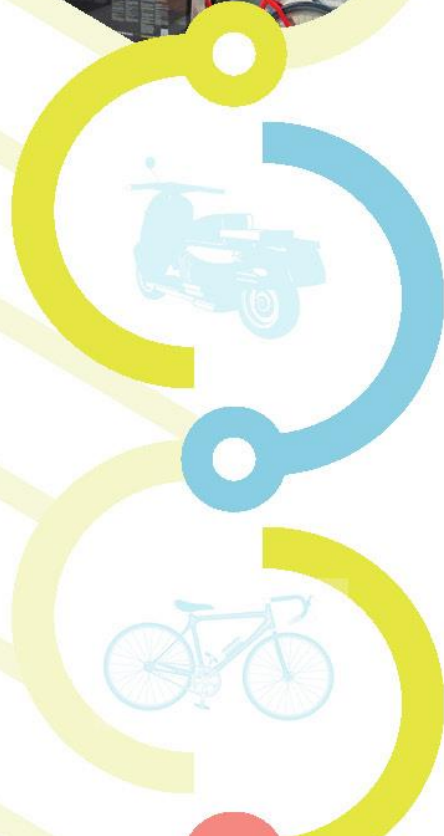
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Enhancing the **EXPERIENCE!**

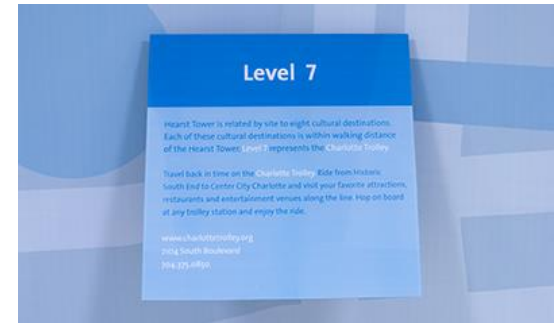


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Enhancing the EXPERIENCE!



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Enhancing the **EXPERIENCE!**



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In Summary...

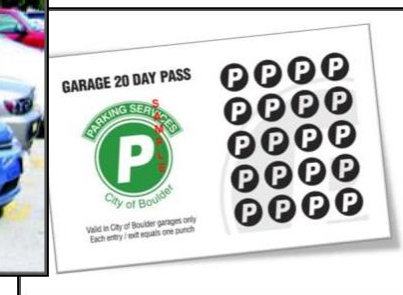


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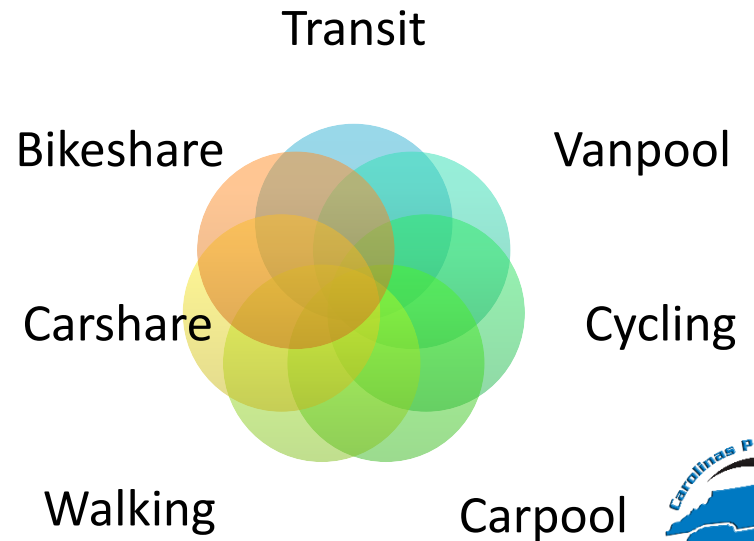
The New Paradigm: Integrated Access Management

Expanding our vision to encompass a variety of integrated access strategies



Integrated Access Management

- A single program with benefits for multiple modes makes individual elements stronger.
- Respecting the needs of participants to occasionally vary their modes helps overcome initial reluctance.



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**We've
Earned a
Seat at the
Big Table**

**Example:
Dallas Downtown
360 Plan**

The Vision for Downtown Dallas

Fuel the 21st Century Economy

A Downtown of Districts



The Big Picture

Transformative Strategies

Expand
Transit and
Realize TOD
Potential

Create
Vibrant Streets
and Public
Spaces

Ensure
Great Urban
Design

Diversify
and Grow
Housing

Reform the
Approach to
Parking



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Downtown 360 Plan

TRANSFORMATIVE STRATEGIES:

1. *Expand Transit and Realize TOD Potential*
2. *Create Vibrant Streets and Public Spaces*
3. *Ensure Great Urban Design*
4. *Diversify and Grow Housing*
5. *Reform the Approach to Parking*

1.



2.



5.



3.



4.



A Parking Strategic Plan became an Integral Element of the Overall "Dallas Downtown 360 Plan"

Recommended Reading List for Parking Professionals - 2015

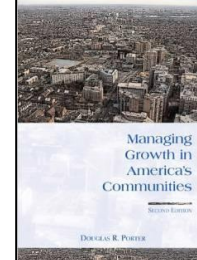
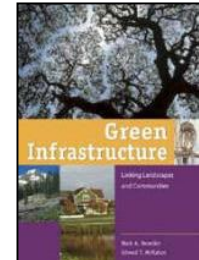
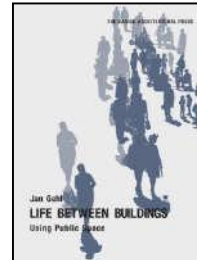
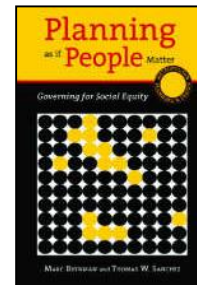
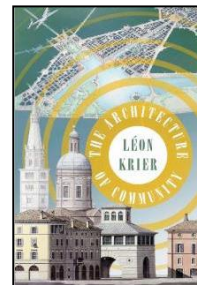
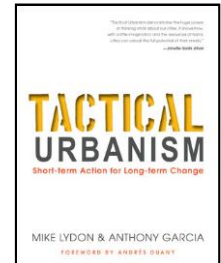
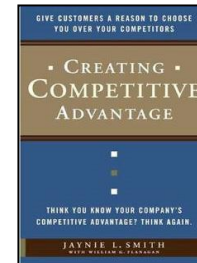
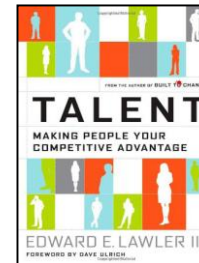
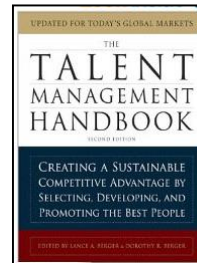
- New for 2015



2015 RECOMMENDED READING LIST FOR PARKING PROFESSIONALS

Each year Kimley-Horn updates its recommended reading list for parking professionals. This year's update includes several new additions in the areas of urban planning and sustainability. Be sure to look out for the new additions highlighted in yellow.

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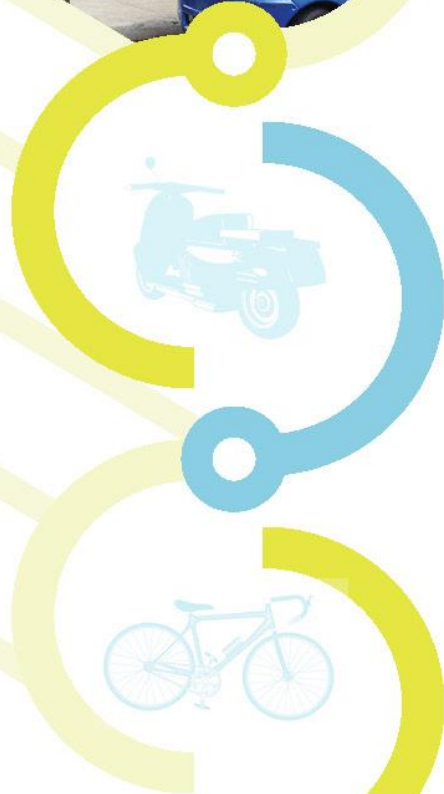


PARKING MATTERS!



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Thank You!

Discussion