Park+

Unlimited Parking Solutions

Kimley»Horn

Expect More. Experience Better.

WHAT IS PARK+?

Park+ is an interactive parking scenario planning model, integrated with ArcGIS, that has the ability to:

- Evaluate existing parking supply and demands
- Identify and test new development and parking facilities
- Set multimodal parameters
- Apply parking management strategies

The Park+ model enables users to analyze the impacts of parking demand for an endless array of municipal, campus, and future development scenarios.

Join the Revolution

WHY WAS IT CREATED?

Kimley-Horn created the Park+ model in response to recognized redundancies inherent in traditional parking supply/demand studies. Traditional supply/demand study results vary dramatically based on the latest change to master planning efforts or committed developments. It became apparent that conducting supply/demand studies was like selling a new car – the minute a study is completed, it depreciates in value.

In an effort to counter this trend, Kimley-Horn developed Park+ to manage and evaluate parking management decisions and the ever-evolving parking environment. A more advanced and expansive tool unlike any other in the industry, the Park+ model evolved further away from supply/demand and into the realm of scenario planning — asking and answering those tough **"What If?"** questions that drive parking and transportation management decisions in our clients' communities and campuses.

THE PARKING SUPPLY/DEMAND LIFE CYCLE
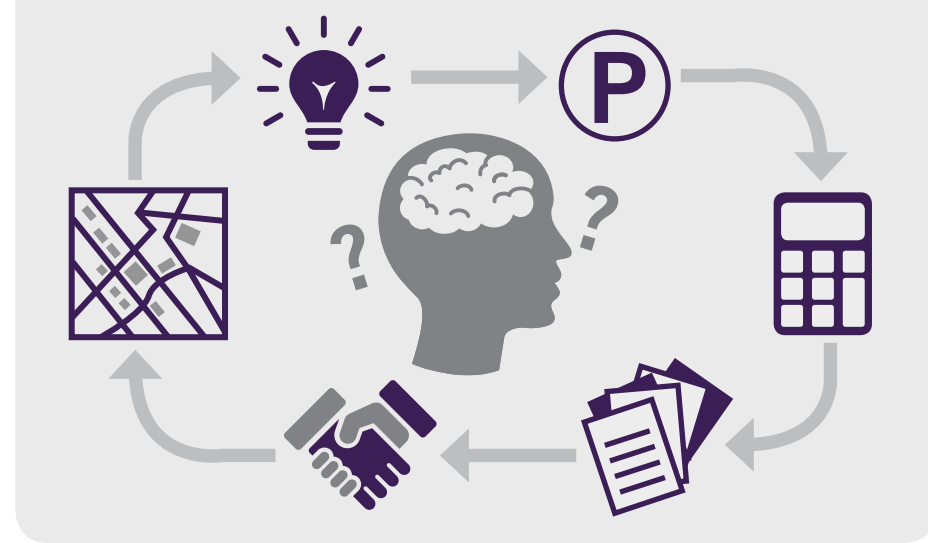
Basing the model in a geospatial environment significantly enhances its efficiency, making the model dynamic, interactive, and revolutionizing the way the industry calculates parking demand for land uses. The model's proximity parking algorithm allows for viewing and predicting parking demands in a more "Right-Sized" environment, working to balance parking supply with the demands of various users in your community.

WHAT DATA IS THE MODEL BASED ON?

Each Park+ model is uniquely customized for the community or campus it represents. The model uses local land use, parking and transportation data, and area-specific characteristics that act as the foundation for predicting parking demands specific to the community, downtown, or development. Once the Park+ model is calibrated, it allows the user to create and test an endless array of alternative management and development scenarios that reflect community plans, goals, and projections through manipulating site-specific variables. The results provide you the tools to better define parking demand specific to your community as it evolves and develop appropriate management strategies to support future parking goals and objectives.

WHO SHOULD USE PARK+?

Parking problems extend across institutional, jurisdictional, and spatial boundaries — so does the applicability of Park+. Planners, engineers, managers, campus planners and administrators, private parking operators, and developers can all benefit from introducing the Park+ model into their parking systems, as it offers the tools to identify and manage parking demand within any community and agency.

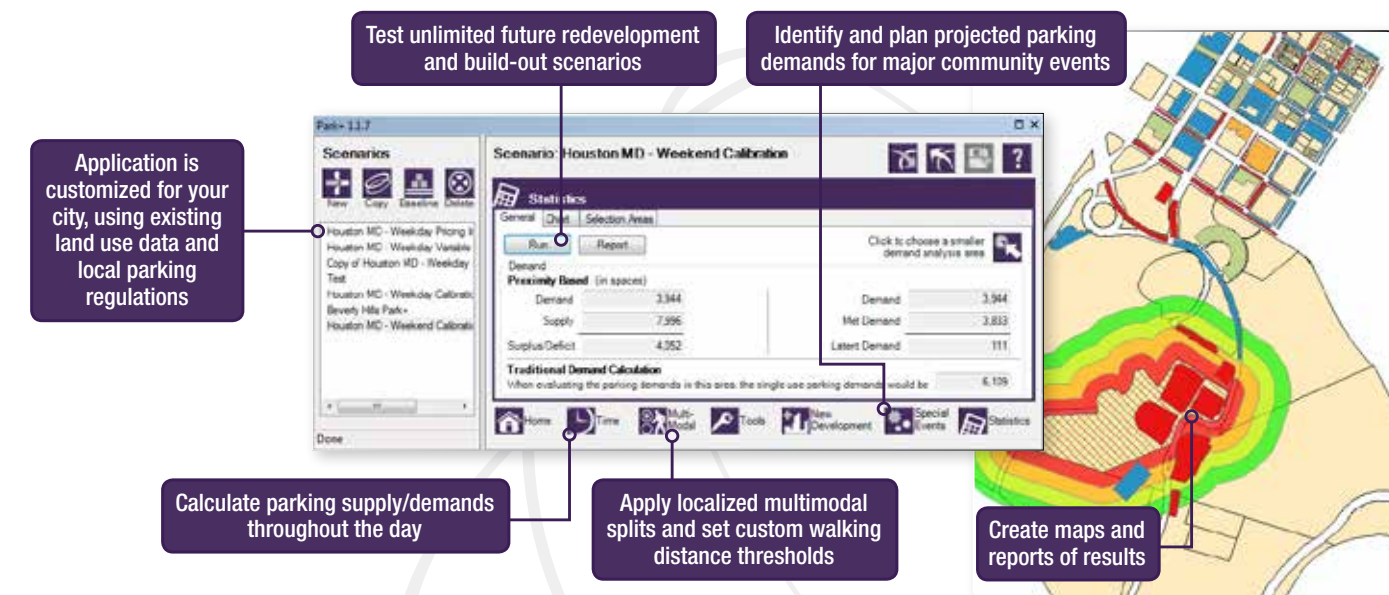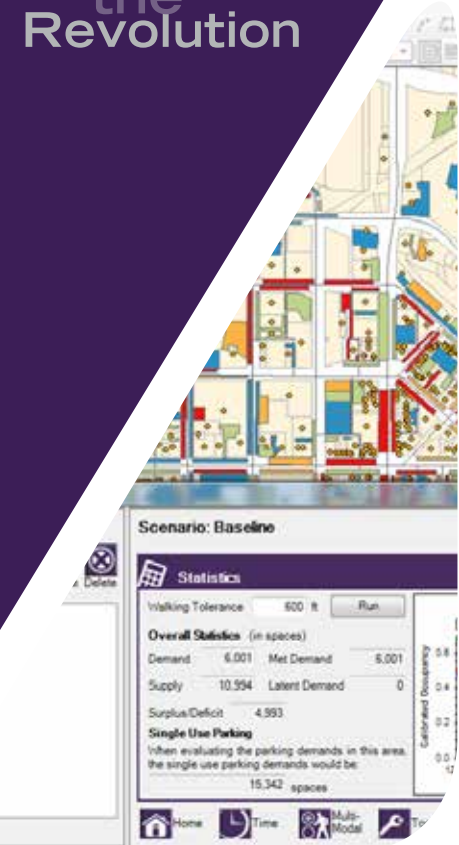*Isn't it time you took control of your parking demand?*

PARK+ SCENARIO PLANNING

The Park+ model allows the user to consolidate gathered data and define assumptions and characteristics through a user-friendly interface. The user can then create and run unlimited scenarios using the model's predictive proximity parking algorithm and evaluate the results on multiple levels. Park+ provides selection settings that drill down from the study area level to a specific block, node, or intersection. Scenarios can be evaluated at a large-scale, multiphase development approach or at a small-scale, parcel-by-parcel level.

Park+ contains similar components of a traditional parking supply/demand study; however, it goes far beyond what is currently provided by overall modeling efforts of the parking industry, resulting in greater flexibility and dynamic applications. Additional tools that Park+ can apply include:

- Multi-modal components
- Special event analyses
- Pricing components
- Parking management overlays
- Public/private parking allocation
- Interpretive statistical analyses

Test unlimited future redevelopment and build-out scenarios

Identify and plan projected parking demands for major community events

Application is customized for your city, using existing land use data and local parking regulations

Calculate parking supply/demands throughout the day

Apply localized multimodal splits and set custom walking distance thresholds

Create maps and reports of results

BENEFITS OF PARK+

Park+
® Unlimited **Parking** Solutions

The Park+ model can help you in the following areas:

MASTER PLANNING – The Park+ model provides the user the ability to evaluate and modify master planned scenarios on the fly, creating quick analysis scenarios that measure the parking demand impacts associated with land use, parking, multimodal, and management decisions. What used to be a static process now becomes a dynamic evaluation tool that allows community and campus planners the ability to modify and analyze scenarios as they are envisioned, keeping the creative planning process flowing and allowing for more realistic, accessible, and robust results.

DOWNTOWNS – The Park+ model provides a unique tool for high-density downtowns to evaluate the push-pull relationship between public and private parking demands, resulting in "Right-Sized" parking evaluations that aim to reduce the overall footprint of parking while complementing the dynamic nature of development in the area. By combining the evaluation modules in Park+ including multimodal, pricing, private parking allocation, and special events, downtown managers and planners can uniquely evaluate how an urban parking system truly impacts the vitality of a community.

LOCALIZED GENERATION RATES – The Park+ model allows users to develop and record unique and localized parking generation rates for each specific land use within the study area. This differs greatly from previous methodologies that would derive the parking generation rate for a land use category based on blanket national standards, rather than a particular land use. Park+ provides a more accurate and appropriate land use parking generation rate calculation specific to the community, development, or campus at hand.

UNIVERSITIES – Park+ has proven to be increasingly valuable in the campus environment, easily replicating parking characteristics that are unique to university settings. Using User Type allocations, Park+ uniquely defines demands for students, faculty, visitors, and countless other users in an academic setting. Park+ is especially helpful in the master planning setting, helping universities better plan, manage, and prepare their parking system for future campus growth.

SPECIAL EVENTS – Park+ includes a special event module capable of evaluating large-scale arena and stadium- style event demands, as well as user-created localized events. This tool allows you to understand event conditions from the big football game to the one-off music festival. Users can define locations and demand characteristics, including street closures, temporary parking, and events occurring across multiple locations.

REDEVELOPMENT – Park+ provides an excellent tool for evaluating redevelopment scenarios. The model has the flexibility to adapt new development patterns while applying area-specific characteristics. The flexibility of Park+ allows the user to add land uses; modify the shape, use, and size of land uses; and define analysis for specific study areas — all while evaluating the impacts of the development within the entire context of the community.

SMALL COMMUNITIES – The Park+ model can be implemented in lower density "Main Street" communities to evaluate how mixtures of uses affect a shared parking supply or even how the introduction of a centralized system can impact overall parking demands. The versatility of the Park+ model allows any community, large or small, to analyze its parking system, manage growth wisely, and prepare for the future.

EVALUATING PRICING – The Pricing Module in the Park+ application allows users to evaluate the impacts of parking pricing changes on parking behaviors within their community. The model utilizes price as a component of the driver decision tree, meaning that a user can evaluate how changing prices in one section of a community will impact demands on adjacent streets, facilities, or neighborhoods.

MULTIMODAL PLANNING – The Park+ multimodal tool allows the user to input the various transportation mode choices for users in a community, ultimately evaluating the associated impacts on parking demand related to transportation choice. This tool is highly beneficial when planning for parking in an area that is anticipated to be impacted by transportation system changes, such as the development of a light rail system, expansion of bus services, or improvements in bicycle infrastructure.

INFRASTRUCTURE PLANNING – The Park+ model provides an ideal tool for infrastructure planning, especially when combined with development and master planning efforts. The prediction and reporting tools within Park+ allow the user to measure and evaluate when and where off-street infrastructure investments are most appropriate. Park+ allows the user to place and size potential parking facilities, as well as modify capacity, price, and location, to better fit the needs of the area surrounding the parking facility and the community at large.
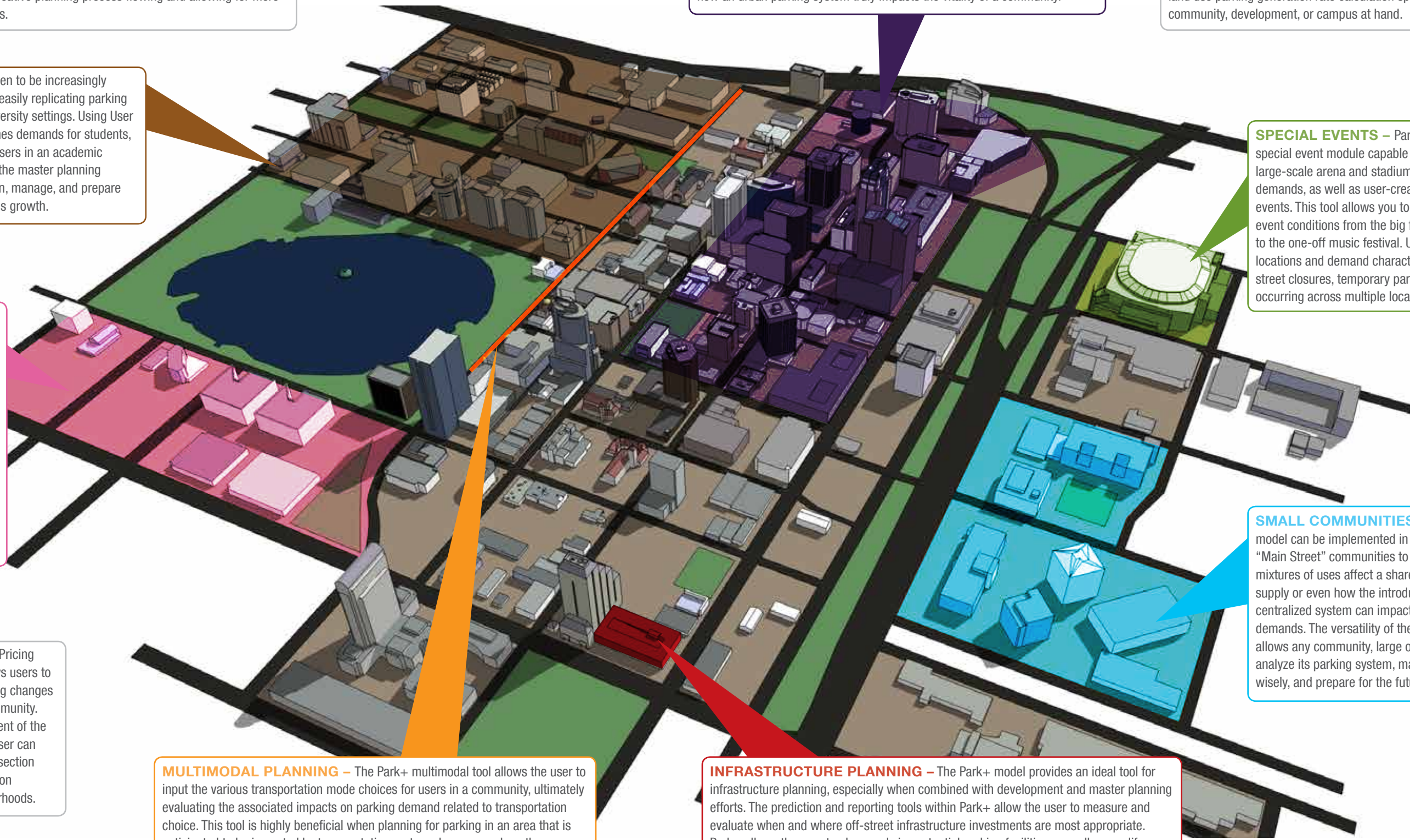
PARK+ EVALUATING OUTPUTS

Outputs from Park+ can be evaluated for the entire study area or for a smaller subset, defining localized demands at the zone, block, node, or intersection level. The benefit of this analysis tool is that it frees the Park+ model from zonal boundaries, allowing the user to define analysis areas as various development plans or master planned scenarios are evaluated. Park+ outputs can be evaluated for whichever scenario and study area you choose, which include the components shown in the interface below.

Create simple reports that provide information about input characteristics and output results for each modeled scenario

Define selection areas within results to evaluate parking demands at the zone, block, or node level

The parking demand generated by the land uses and specific characteristics of your study area

The amount of parking spaces available in your study area

The general surplus or deficit within the study (or selection area)

The amount of parking demand that is actually accommodated using the proximity parking methodology

The amount of parking demand that is not met within the model, which is either met outside of the area or not met at all

The amount of parking that would be needed to meet projected parking demands based on parking requirements from traditional national parking standards (or local code)

PROXIMITY PARKING ALGORITHM

The Park+ model is built on the principle of proximity parking, which assumes that parking demands are generally handled within a specific walking radius of a demand generator. This methodology is founded on the relationship between walking distance, price, attractiveness of facility, and general user decision making. The result of this methodology is localized parking generation rates that are predictive of actual demand conditions, which are representative of realistic parking generation characteristics for individual land uses throughout the specified study area.

USER GROUP FEATURES

The Park+ User Group

The Park+ user group provides users the opportunity to collaborate, learn, and share best management practices and results of your Park+ experience with other users around the country. The user group is open to anyone who has purchased the Park+ model license as part of their development process. The communication avenues offered through the user group allow you to better utilize your Park+ investment by growing your understanding and application of the model through networking and learning from your peers and the dedicated Kimley-Horn support group. As the Park+ user group continues to provide input and guidance, the application will continue to evolve, allowing the model's uses and outcomes to increase in sophistication and benefit. Multiple opportunities to connect with Park+ users and core development team members are offered, which include:

User-Group Webinars

Throughout the year, Park+ users and the Kimley-Horn support group get together via webinar to share insights and experiences, ask questions, introduce improvements to the program, and provide feedback, creating a dialogue between users and the project team, accessible all within the comfort of your office.

Park+ Quarterly Newsletter

The Park+ Quarterly Newsletter provides an update on what's going on in the Park+ community, highlighting recent achievements and development, reporting updates to Park+ projects, welcoming new additions to the Park+ user group, providing user tips and tricks, disclosing upcoming improvements to the program, and acknowledging user spotlights and testimonials.

Annual User-Group Meetings

The annual user-group meeting provides an opportunity for Park+ users to meet face-to-face and participate in a variety of activities aimed at generating a more in-depth and interactive discussion of Park+, its applications, and its results. The user group meetings provide valuable insight into how Park+ can be utilized and how the program can be enhanced to support the evolving needs of its users.

User-Group Website

The Park+ User Group website is an easily accessible opportunity for sharing and accessing documentation on Park+ including quick tips, training documents, testimonials, documentation of results, and discussion boards.

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WHO'S USING PARK+?

Isn't it time you took control of your parking demand?

PARK+ DEPLOYMENTS

M Municipality

U University

B Municipality/ University

D Development

Arizona
Arizona State University, Tempe

Tempe

California
Beverly Hills

Salinas

Colorado
Colorado State University, Fort Collins

Fort Collins

Boulder

Florida
Venice

Georgia
Sandy Springs

Illinois
Orland Park

Nebraska
Lincoln

North Carolina
Asheville

Durham

Oklahoma
Oklahoma City

Texas
Houston

Tarleton State University, Stephensville

Texas A&M University, College Station

Virginia
Reston Executive Center, Reston

Washington
University of Washington, Seattle

Washington State University, Pullman

Wisconsin
Western Technical College, La Crosse

Put your community on the map

Kimley»Horn