

Enhancing Parking in the Nashville Area

Trends, Opportunities, and
Evolving Mobility



How we currently find parking



DRAFT

Why Parking Matters

- Uses scarce space, public and private
- Links mobility, land use, quality of life
- Impacts development, property values
- Operates at suboptimal efficiency
- Requires trade-offs
- Faces disruption via tech
- Functions as a system



Human Behavior and the Built Environment

- Rock star parking and free ice cream
- Free parking and cruising
- Perception drives reality
- Induced demand

“By making it cheaper and more convenient to drive to downtowns with abundant and inexpensive parking for cars, many American cities have turned their urban cores into places almost impossible to reach without one.”

*-Janette Sadik-Khan
A Playbook on the Politics of Better Streets,
City Lab, March 10, 2016*



Overview of Studies

Downtown Mobility Study	Nashville Next
Establish Parking Authority	Business Improvement Districts to manage parking districts
Travel Demand Management (TDM) and active transit	Parking management program for developing centers
Smart metering	Multimodal DOT
Unbundling of parking requirements	Enhanced park and ride
Dynamic pricing	Road diets
Shared use parking	Shared use parking
Mobile apps	Carshare
Credit card enabled system	Redevelopment of strip center parking lot
Reduce number of single occupancy vehicle trips downtown (transit)	Downtown parking for lower wage workers
Improve reliability and expand service of circulator (transit)	Smart Cities Council to link technology with mobility

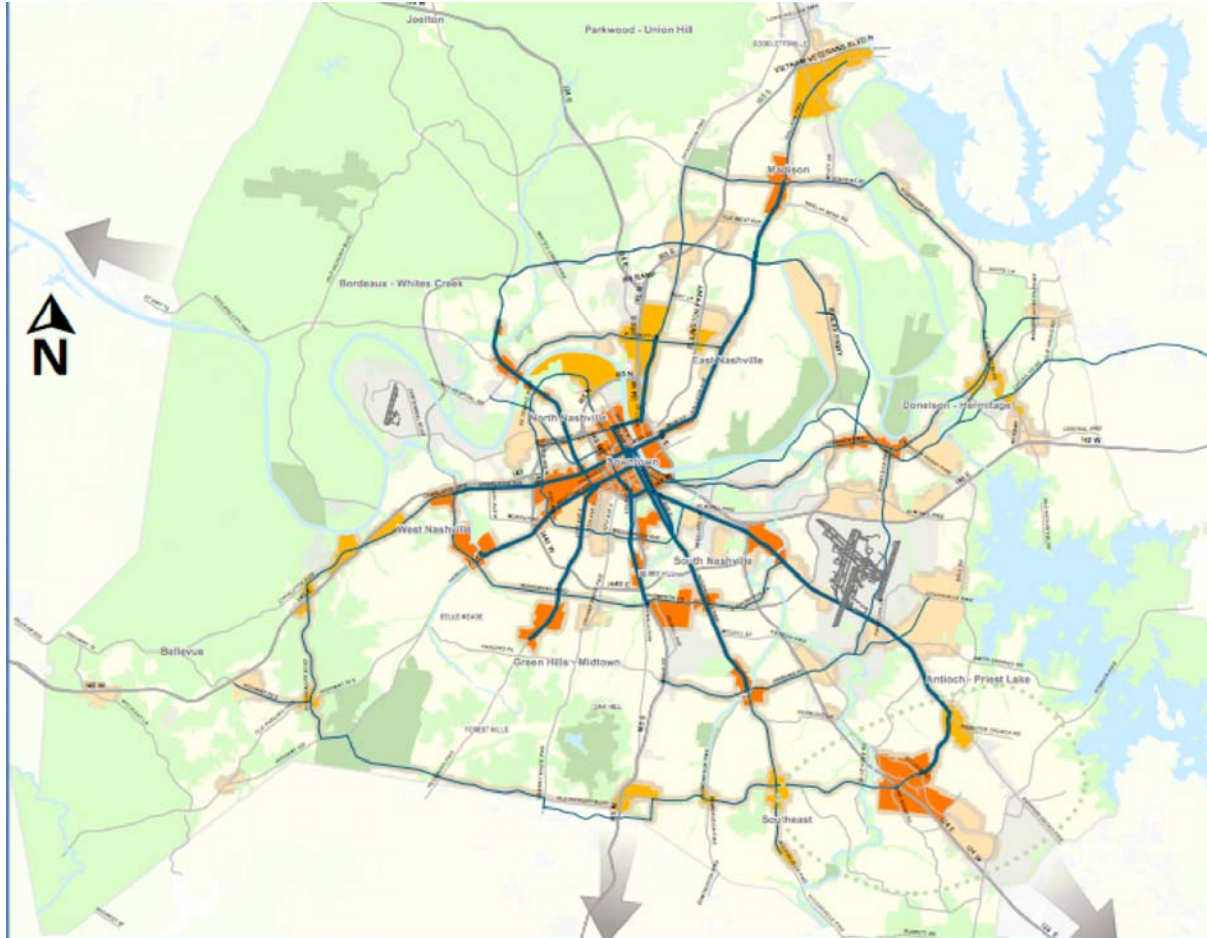


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Targeted Areas for Growth



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Map from Nashville Next.



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Parking in Growth Areas

	Acres of Land in Study Area	Parking Spaces	Percent of Land used for Parking
Salemtown	12	218	10.9%
Germantown	86	2,781	19.1%
Downtown	1,315	51,373	20.6%
Buena Vista	275	9,442	22.0%
Midtown/West End	1,033	52,478	25.5%
St. Thomas	101	7,530	28.3%
Hillsboro Village	45	2,112	29.5%
East Nashville	680	31,738	29.9%
8 th Ave S	187	9,583	32.8%
12 th Ave S	25	1,498	36.7%
Green Hills	207	14,156	40.5%
Donelson	227	14,565	41.1%
South Nashville	456	30,519	42.9%
Madison	697	49,721	45.7%
Antioch	377	28,764	48.9%
Lion's Head	45	4,362	59.9%



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Peer Cities

	Meters	Total Spaces	Tech/pay Features	Oversight	Employees	Residents
Nashville	1,950	32,600	Card-limited	Commission	57,000	8,300
Atlanta	2,500	93,000	Card, phone	Parkatlanta, Pub Works	118,000	23,200
Austin	7,200	21,200	Real-time	DOT	82,000	13,500
Charlotte	1,100	46,300	Card	DOT	115,000	20,000
Indianapolis	3,500	73,000	Card	ParkIndy partnership	65,900	24,400
Louisville	5,000	16,000	Phone and card	Parking Authority	70,000	95,000
Memphis	1,500	40,000	Card	Traffic Office	25,000	50,200
Portland	9,700	26,000+	Stations card pay	DOT	91,500	25,700

*Downtowns vary by acreage



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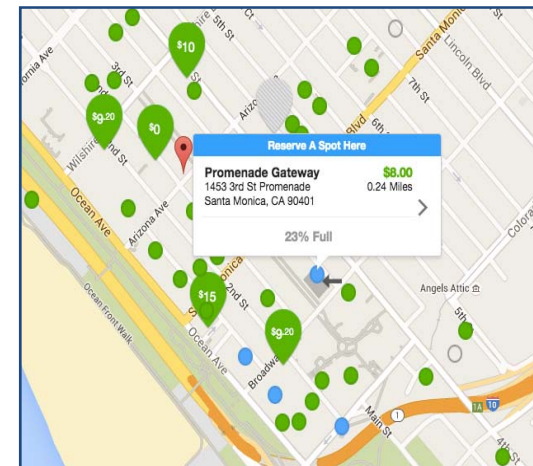
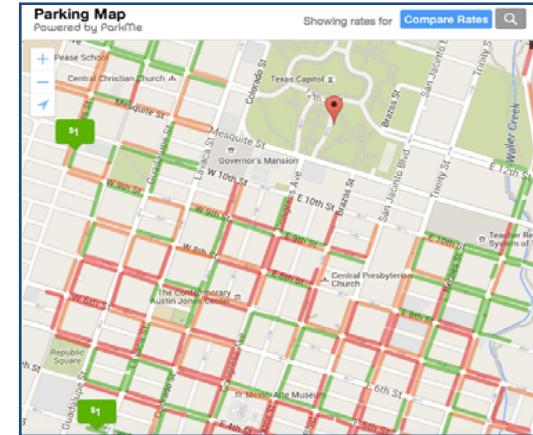
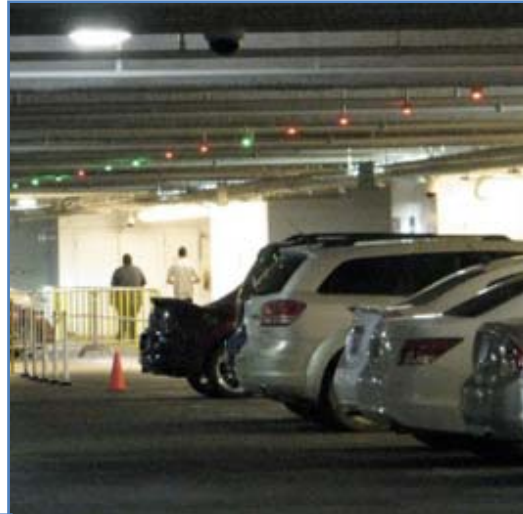


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Technology Available Today

“It’s always cheaper to use technology to help customers and visitors find parking than it is to build new parking.”

-Jeffrey Tumlin, 2013



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Recommended Parking Strategies

- Step 1: Smart Meters and Garages
 - Demand-based pricing, nights and weekends
 - Connected to sensors, parking apps
- Step 2: Communicate availability
 - Real-time occupancy for visitors, enforcement
- Step 3: Link, increase mobility options
 - Seamless payment across platform via app

*draft



Parking Performance

Source	Number	Revenue	Per Unit/Y	Per Unit/D	Utility	Occupancy
Meters	2,000	\$1.2 m	\$600	\$2	2 hours	22%
Garage	2,083	\$4.3 m	\$2,064	\$5.65		
Violation	36,000	\$396,000	\$198	\$0.66		
Scenario 1	2,000	\$3.6 m	\$1,800	\$6	6 hours	66%
Scenario 2	2,000	\$5.6 m	\$2,800	\$8 (350)	8 hours (14)	60%



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Technology Costs

	Meters	Cost at \$1k	Hours of Use	Revenue at \$1 hr 350 days/yr
Existing	2,000	\$2,000,000	8	\$5,600,000
Five Points	300	\$300,000	6	\$630,000
Hillsboro Village	420	\$420,000	6	\$882,000
12 South	170	\$170,000	6	\$357,000
Germantown	200	\$200,000	6	\$420,000
	3,090	\$3,090,000		\$7,889,000



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Recommended Parking Improvements

- Remove parking minimums from growth areas
- Update residential parking permit program
- Reduce incentive to drive for employees
- Consolidate parking management
- Establish micro transit hubs
- Activate surface parking for TOD, park and ride

*draft

“Cities thrive when they offer more rather than fewer choices; cities that remove parking requirements will create more diverse and inclusive housing markets, and become more diverse and inclusive places.”

Michael Manville “Parking Requirements and Housing Development: Regulation and Reform in Los Angeles” Access Magazine, Spring 2014



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Parking the Suburbs

- Promote TOD around significant transit stops
- Incentivize population clusters around TOD
- Partner with rideshare for first mile
- Retrofit excess parking capacity
- Identify where parking management works
 - Traditional Town Centers
 - Village Centers
 - Employment Centers
 - Activity Centers



Future of Parking and Mobility

- Parking faces disruption
- Mobility, parking connected to everything else
- Move from asset-based to on-demand
- Demographics, expectations shifting
- What still matters: interactions, place



Questions?

Thank you!

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