

Revised Destination in Parking Management

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Project Introduction

Purpose

Examine parking in downtown East Lansing

Analyze free parking

- Effect to Business
- How and When



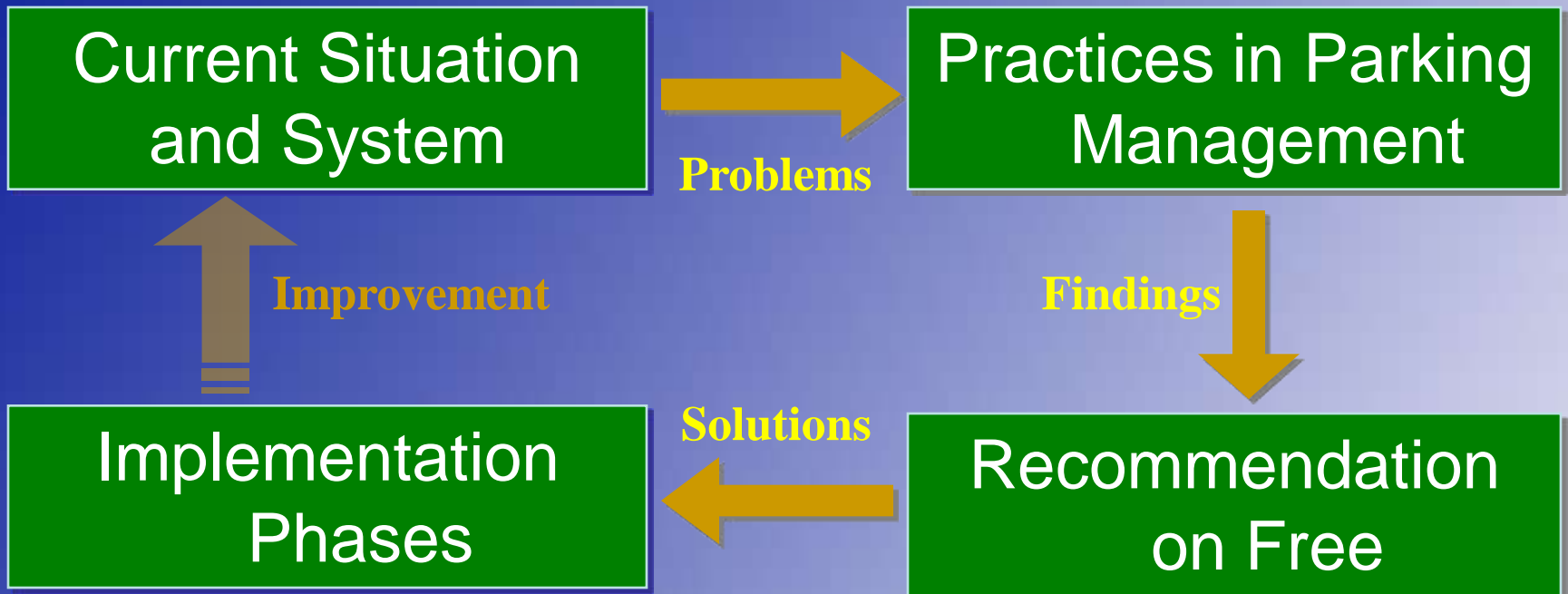
Project Clients

City of East Lansing, Michigan

- Daniel O'Connor, *Parking Department*
- Timothy H. Dempsey, *Department of Planning & Community Development*



Presentation Overview



Current Situation and System



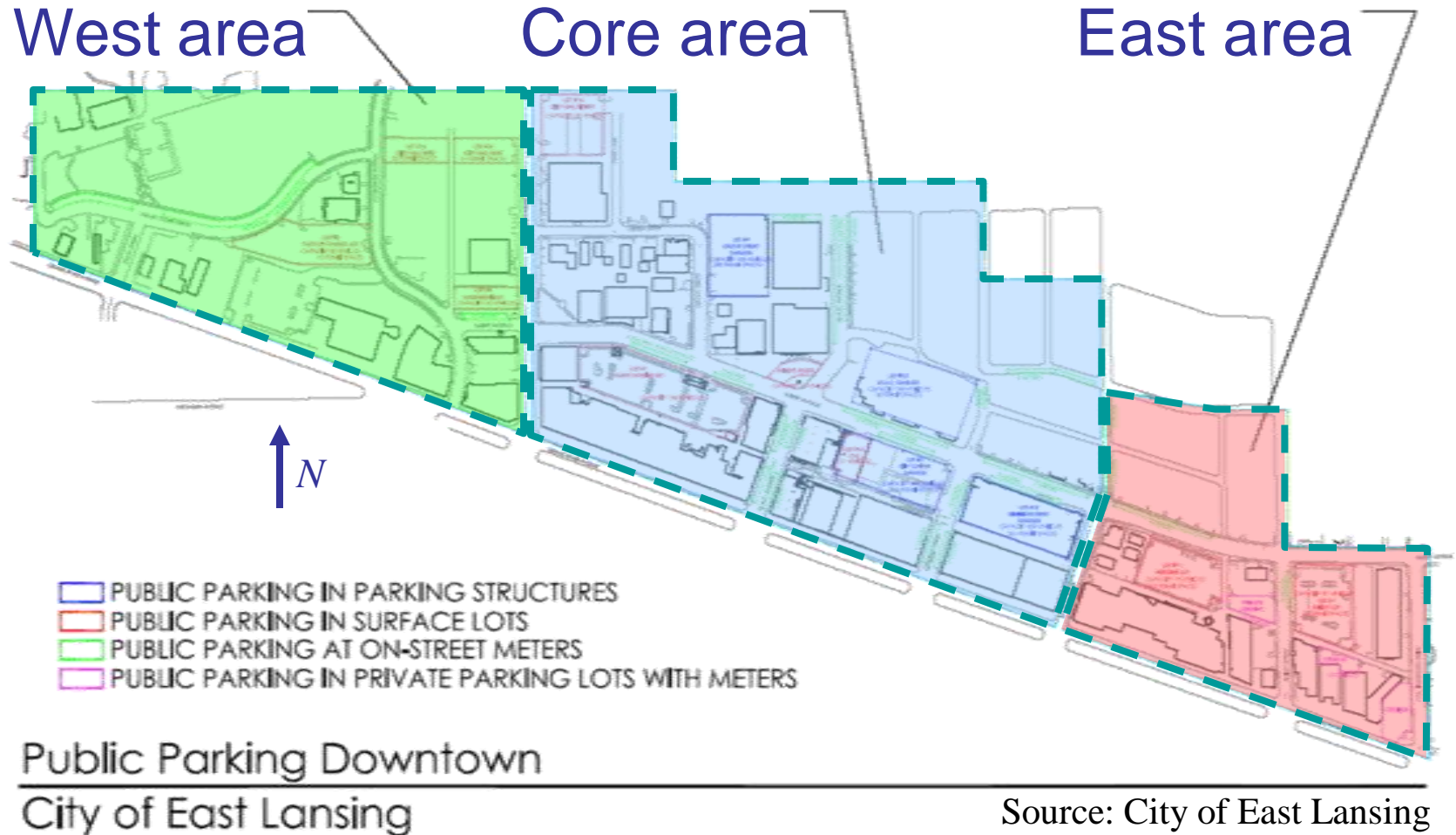
Who parks downtown



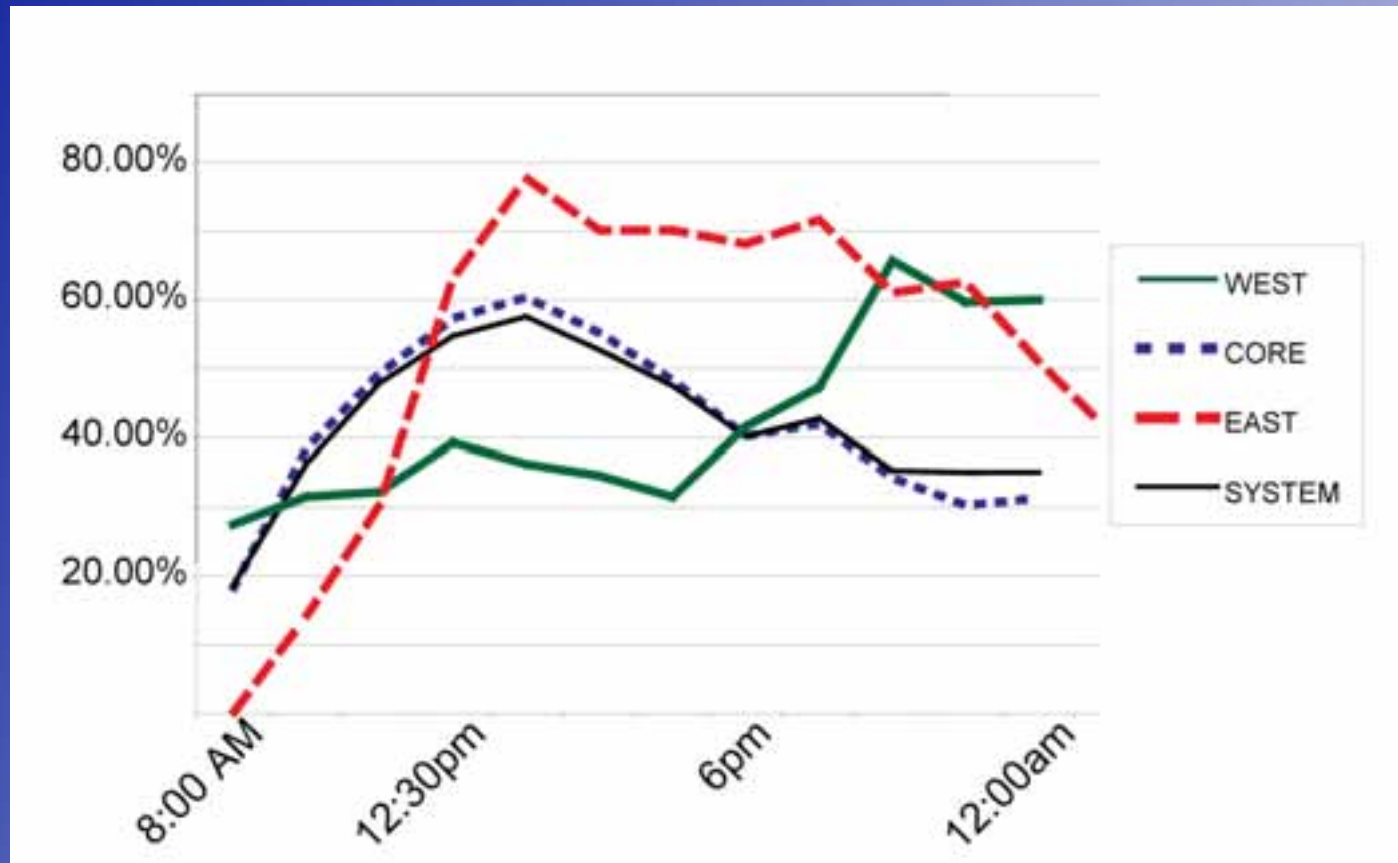
How users think of downtown parking



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Utilization throughout day



Fees and enforcement



Signage and Way-finding



Practices in Parking Management



Free parking findings

Incentivize parking in certain locations



Free period varies by cities

Innovations

- Cash key
- Pay by cell
- Vehicle detection technology



Innovations

- Signage and Way-finding
- Marketing and branding
- Customer service



Recommendation on Free



“Free” parking, free?

Free parking needs proper implementation



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“Free” parking is viable for East Lansing



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Implementation Phases



Phase one: Groundwork

Improve user awareness

Increase parking turn over

New parking payment options



Phase two: Implement free parking

Minimize direct user expense

Free parking in ramps after 4 p.m.

Cost for free parking **\$288,000 Annually**



Two funding mechanisms

Special Assessment, Indirect

Requires \$0.25 per square

foot Raise user fees, Semi-Direct

Requires \$0.05 per half hour
increase

Summary

Current system has opportunity

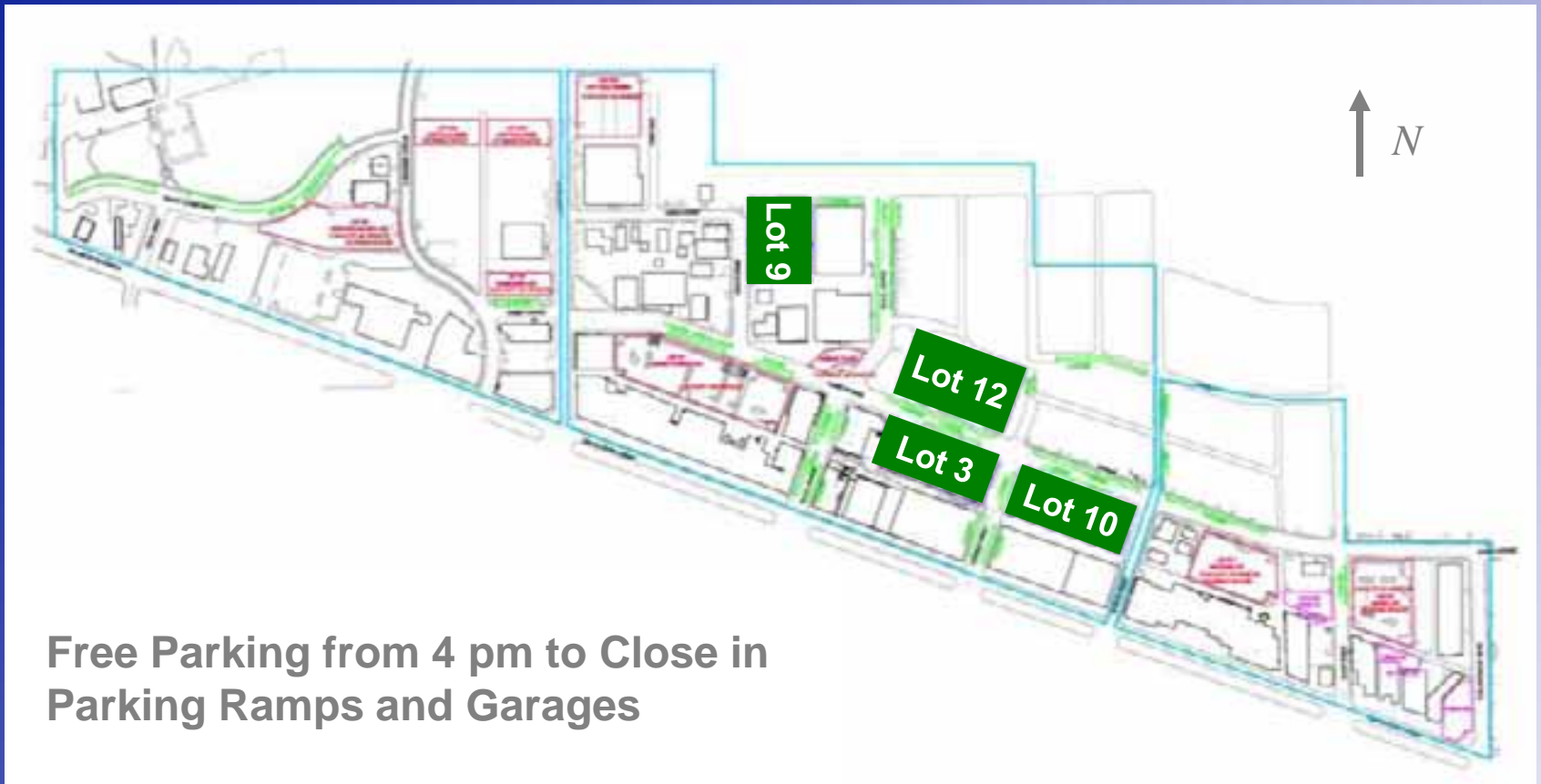
Practices can be enhanced

Free parking—feasible and wise

Must occur after system changes



Free parking locations



**Free Parking from 4 pm to Close in
Parking Ramps and Garages**