



**RICH & ASSOCIATES**  
PARKING CONSULTANTS

March 28 2019

Mr. James Flottmeyer  
Parking Utility Coordinator  
City of La Crosse Parking Utility  
400 La Crosse Street  
La Crosse, WI 54601

RE: 2014 Downtown Parking Study Update and Extension Proposal (RA#7619p)

Dear Jim:

Per our recent discussions, we are pleased to provide you with this proposal to update the 2014 Downtown Parking Study extended to include the Northside, UW La Crosse / WTC, and Gund-Mayo districts.

### **Scope of Work**

The purpose of this study work is to update the downtown parking analysis completed by our firm in 2014 and make recommendations to the City regarding parking management strategies, including potential on-street paid parking strategies. In addition, the study scope is expanded to include a similar analysis and recommendations of the Northside, UW La Crosse / WTC and Gund-Mayo districts. Maps of the study areas are attached to this letter proposal.

Rich & Associates proposes a number of tasks to be undertaken in order to complete this analysis. Two critical aspects of this work will be an initial project kick-off meeting as well as involvement of the public and key stakeholders.

### **Project Kick-Off Meeting**

The first step is a brief project kick-off meeting. During this meeting, the goals and objectives of the study will be reviewed, and the day and time frame for the utilization analysis will be determined for each study area. We will discuss key stakeholders to be involved, public outreach, project schedule and deliverables. We will also review the boundaries of the study areas to ensure that all major parking influencers, demand generators and supply providers are accounted for in the analysis.

Prior to the kick-off meeting our team will request specific information and documentation. This information could include, but would not be limited to:

- past planning, parking, and/or traffic studies & counts, transportation plans, etc.
- existing parking counts,
- land use square footage by block,

Mr. James Flottmeyer  
March 28, 2019  
Page 2

- documentation related to parking policies, residential parking, etc.
- current/future development and expansion plans,
- list of key stakeholders that should be interviewed during the study, such as area land owners, Hospital and college representatives, developers, business owners, other City officials, individuals or community organizations, etc.

#### **TASK 1 Evaluate Current Parking Supply and Demand**

In these tasks various inventories and counts will be completed. The data Rich & Associates will be collecting is vital for properly quantifying and qualifying available parking and establishing parking characteristics to accurately project demand. Activities include:

##### **A. Parking Space Inventory**

Update inventories of all public and private off-street and on-street parking in the study areas. The data will establish location of existing parking supply, what type of parking is available along with any use restrictions.

##### **B. Land Use Review**

All of the land use in each study area will be analyzed. The City is to provide square footage data for each building not including buildings associated with the UW-La Crosse campus and the Gund-Mayo campuses. While the parking demand associated with these facilities is not being calculated although Rich & Associates will analyze the impact on the surrounding neighborhoods due to overflow demand. This will be accomplished by quantifying the apparent parking need based on the utilization counts (conducted by the City and Rich) in the neighborhoods and correlate this to the non-hospital or university building square footage. Significantly higher parking utilization in the neighborhoods compared to the expected demand suggests the impact from either the University or Hospital facilities.

##### **C. On-line Surveys**

Rich & Associates will prepare a series of on-line surveys to be completed by customers/visitors, employees and owner businesses in each study district, as well as residents. A draft copy of each survey will be provided to the City for review prior to actual implementation of the on-line service. The City will be responsible for marketing the survey to each of the various groups. Rich will update the City periodically on the number of surveys completed so that any additional outreach to increase participation can be undertaken by the City.

Mr. James Flottmeyer

March 28, 2019

Page 3

#### **D. Parking Utilization Analysis**

We will perform one weekday utilization study of on-street and off-street public and private parking spaces within each study area from 9:00 am to 8:00 pm. This task provides the average occupancy data which will support the demand projections. The utilization data will also identify which, if any, parking areas are currently underutilized, at peak utilization and where parking allocation may need to be changed.

Rich will rely upon the City and their LPR equipped enforcement vehicles for conducting the on-street utilization analysis in, at a minimum, the UW-La Crosse and Gund-Mayo study areas. Rich will seek to coordinate with the City for the days and hours that these surveys are to be completed so that the Rich & Associates team can record occupancy data in any non-Hospital or University private lots and any public lots on these same dates. Rich & Associates will work with the City to determine the hours and frequency of the counts to be conducted in each district. It is expected that upon completion, the data collected from the LPR system will be made available to Rich in a tabular format that can be exported to Microsoft Excel®.

#### **E. Stakeholder Interviews**

As part of the data collection process and based on the provided list of key stakeholders to be interviewed, Rich & Associates will meet either in person or via telephone (as schedules permit) with the stakeholders during the time our team is in La Crosse to conduct the field data collection. These interviews, which generally last 30 – 45 minutes, will allow Rich to understand any particular issues or concerns regarding their parking situation.

### **Task 2 Zoning**

We will review the code requirements for parking and compare these to the results of the parking utilization analysis. The parking utilization information when related to land use data will allow for an assessment of the calculated parking demand based on land-use values (x spaces per 1,000 gsf of retail for example). From this we will have information on actual parking generation factors by land use and then compare these results to the City code requirements, ITE or ULI parking generation rates. The analysis will help to determine appropriate parking generation rates for La Crosse considering changes in mobility, demographics, etc.

### **Task 3 Evaluate Current Parking System**

An important part of a viable long-term sustainable parking plan is to make improvements to the existing parking system or provide a plan to implement a more formal parking system.

Mr. James Flottmeyer  
March 28, 2019  
Page 4

**A. Review of Existing Parking Management**

Our scope of work includes an examination of the current parking operations, management process, costs, space allocation, time durations, and enforcement. We will also review existing special event parking management policies and procedures.

**B. Signage and Wayfinding**

We will review the signage and wayfinding around the study areas. The purpose is to assess the effectiveness of the signage at directing visitors to available parking, to the appropriate parking space, communication of policies and other pertinent information.

**C. Added Public Parking Capacity by Lot**

Each of the public parking areas will be reviewed to determine if there is the potential of adding additional spaces in surface lots by redesign.

**D. Special Use Policies**

In order to function effectively, the system should be able to consistently apply policies regarding special needs by businesses. One manifestation of this type of consideration is short-term, loading access spaces that a business may need. Consistently providing short-term or loading spaces, such as one or two on the ends of blocks, can limit the need to place them in front of every such type of business. We will help the City develop the necessary policies for consistent application to accommodate special needs.

**E. Residential Parking Policy**

We will review with the City the current residential parking permit program and examine the policy including; terms, fees, restrictions, exclusions and enforcement. We will review how the setting of the boundaries of the program is or was done to determine if the included area is sufficient. We will also discuss how other similar communities address this issue from our past experiences in other similar communities.

**TASK 4 Parking Demand Determination**

We will compile and analyze the parking data (parking inventory, land use data, survey results) collected as part of the fieldwork. The unique characteristics of the different user groups in each area will be defined and charted for comparison. Parking needs for the Hospitals and UWL will have to be provided to us by those institutions.

Mr. James Flottmeyer  
March 28, 2019  
Page 5

**A. Project CURRENT Parking Conditions**

We will compare the parking demand calculated from these values against the observed conditions as determined from the parking utilization analysis. A computer analysis will be used at this point to review existing parking demand and supply within each study area. The results include a computer model of the current parking conditions. This assessment will be used as a base to project future conditions.

1. Summarize parking characteristics by land use and needs by block.
2. Project short term (ST), long term (LT) and any residential parking needs for both day and night.
3. Compare results of current demand projections to utilization study results for those corresponding times to calibrate analysis.
4. Identify shared use parking impacts and opportunities.
5. In tabular and graphic form, show current parking supply and demand by block in each area
6. Identify areas of vacant parking spaces and how that surplus availability may benefit surrounding blocks.
7. Identify surplus or deficit conditions by block and zone.

**B. Project FUTURE Parking Conditions**

Future parking demand within each study area will be based on re-occupancy and infill of vacant space, changes in land use and in traffic patterns, alternative development scenarios and changes in parking operations. We will project future supply and demand by block for each area.

It is important to understand that parking can be used as an economic development tool and that the location, timing and amount of additional parking may increase redevelopment or positively affect the rate of redevelopment. Rich & Associates will consider this when preparing the analysis for future parking needs.

Next, we will analyze different development/re-occupancy scenarios and forecast changes in parking demand on near term, mid-term and long-term basis. The results will compare and contrast the demand by block as compared to the available supply for the same blocks. Parking needs will be separated into short-term or customer/visitor based, long-term or employee based and residential, using each of the various generation factors.

**C. Review of CURRENT and FUTURE Parking Conditions**

Parking demand will be projected for periods covering the near-term (six months to 12 months), mid-term (12 – 30 months) and the long-term (30 months to five years). We will review this information with the City identifying blocks of current and future deficits or surpluses, as well as issues such as the need for additional parking, the related timing and costs, and how underutilized supply may be used more efficiently. The data will also be used in analyzing management and allocation strategies that may be implemented with or without new parking.



Mr. James Flottmeyer  
March 28, 2019  
Page 6

#### **TASK 5 Preliminary Report Meeting**

A written preliminary report of Tasks 1 through 4 will be completed and submitted to the City for review. This report will contain data compiled from the counts, analysis of the parking system, current and future demand projections, and an assessment of future downtown parking system needs. We will meet with the City to review the preliminary report. The intent of this meeting is to be a working session to review all aspects of the preliminary findings and begin discussing preliminary recommendations including means to satisfy project parking demand (if any), policy changes, zoning requirements, benefit districts, communications and marketing, etc.

#### **TASK 6 Recommendations**

Taking input from the preliminary report, the project team will begin to develop recommendations. Taking information that identifies blocks of current and future parking deficits or surpluses, the team will analyze the need for additional parking, the related timing and costs, how underutilized parking supply may be used more efficiently, shared-use strategies with private parking lots, park once strategies and operational and management strategies to maximize utilization of existing parking resources. The recommendations will be phased for how and when they need to be implemented. Recommendations will address:

- A.** Potential changes to parking system management such as changes to hours of operation or enforcement, residential parking permit program, benefit district, etc.
- B.** Zoning requirements. Recommendations will be based on our review of existing zoning regulations. This will include how minimum parking requirements may be updated or modified to ensure that parking is both encouraging new development and investment downtown with a goal to “right-size” the amount of parking being developed. Recommendations will be made relative to:
  - Parking minimums and maximums
  - Shared-use or mixed-use parking regulations
  - Development review standards
  - Parking stall design requirements / standards
  - Bicycle parking standards
- C.** On-Street parking management strategies, including paid on-street program, location of long-term and short-term spaces, pricing strategies, hours of operation, technology options and enforcement.
- D.** Identify areas within downtown where additional parking should be considered based on projected needs assessment and related costs.
- E.** Identify demand management strategies including park once strategies, dynamic pricing strategies, etc.



Mr. James Flottmeyer  
March 28, 2019  
Page 7

- F. Signage and wayfinding to improve access to available parking and communicate policies.
- G. Off-site parking options for long-term parkers and special event parking.
- H. Public / private arrangements to increase shared-use potential and maximize parking availability.

#### **TASK 7 Final Report**

A draft final report will be submitted for review. This document will detail the methodology, results and recommendations supported by data collected in tables and maps. We will submit this report to the City for review and comment to ensure that all relevant questions and issues have been addressed. Based on this review we will make any necessary changes and issue the final report. Should the City desire, Rich & Associates can make a presentation of the final report to the City.

The final report will include an Implementation Plan. The plan will include an implementation schedule broken down by immediate, short-term, mid-term and long-term actions, and a capital program budget by recommended action by year.

#### **Cost of Services**

The cost of the proposed parking study described above is **One Hundred Thousand Dollars (\$100,000)**. This includes the cost of professional fees and expenses. Project expenses include travel related costs, printing, shipping, etc. We have included in the cost above anticipated expenses for eleven (11) person trips to La Crosse for our team to complete the fieldwork and data collection and attend meetings.

Thank you again for the opportunity and for your consideration. If you have any questions, please call either myself or Dave Burr at 248.353.5080.

Sincerely,

**RICH & ASSOCIATES, INC.**  
PARKING CONSULTANTS

David N. Rich  
Project Development Director



Untitled Map

Write a description for your map.

Legend

- La Crosse

Downtown

La Crosse

$W\ 91^{\circ}15'23.04''$

$N43^{\circ}48'56.16''$

$W\ 91^{\circ}14'57.12''$

$W\ 91^{\circ}14'31.2''$

$N43^{\circ}48'30.24''$

Google Earth

© 2018 Google



1000 ft











