



### Strategic Plan Background and Context

- ◆ Boise is booming again! Development activity is expanding. The economy is growing and diversifying. This is good news.
- ◆ Our top priority is to plan for that success to avoid challenges with traffic/congestion and parking
- ◆ The parking programs in downtown Boise (both on and off-street) are well managed and have a strong base of infrastructure that has been well maintained.
- ◆ Recently made investments in new technology provide enhanced capabilities to offer new customer services and more flexibility in crafting creative programs to meet the new challenges ahead.
- ◆ CCDC's effective strategy of leveraging parking development as a tool to remove development barriers and create a compact, walkable urban environment, while simultaneously stimulating targeted development projects, remains a priority.
- ◆ However, change is coming. 2018 will bring the sunseting of the first of Boise's four urban renewal districts (The Central District). The pending sunseting of these districts and the tax increment funding they provide prompted how the CCDC and the City handle parking management and the development of parking infrastructure as urban renewal and economic development tools.
- ◆ The full version of the Parking Strategic Plan can be found at: [ccdcboise.com/parking/2016-downtown-parking-strategic-plan](http://ccdcboise.com/parking/2016-downtown-parking-strategic-plan)

### Strategic Plan Vision

- ◆ Parking downtown will evolve from a stand-alone function to an integral part of an "integrated access management" system.
- ◆ Embrace a wide range of mobility management options to mitigate parking demand overall while enhancing and improving transportation options for all.
- ◆ The City, CCDC and private sector partners adopt a "blended strategy" that merges management of assets and resources to better impact economic development and mobility.

### Strategic Plan Priorities

The Parking Strategic Plan recommends the following priority focus areas going forward:

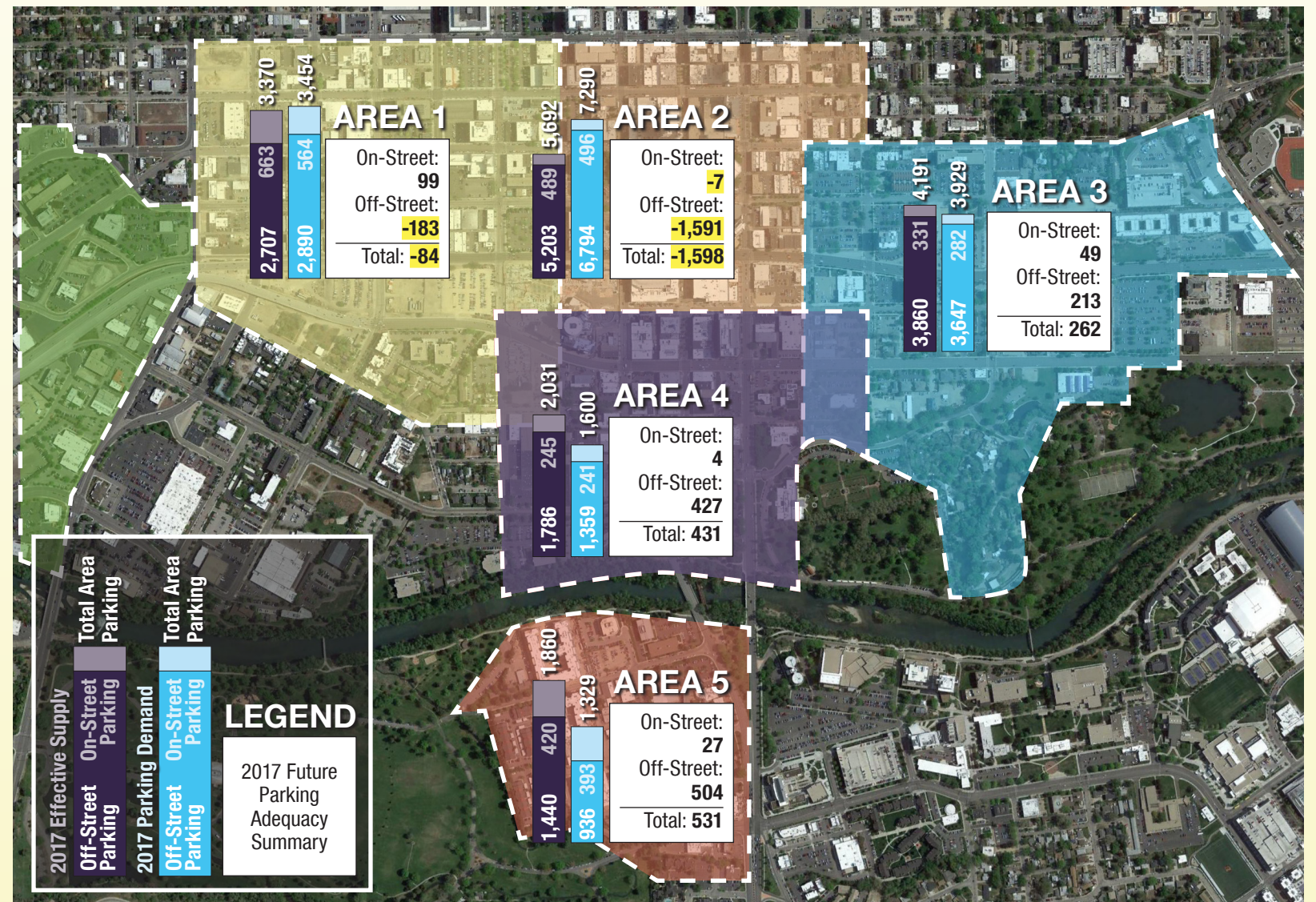
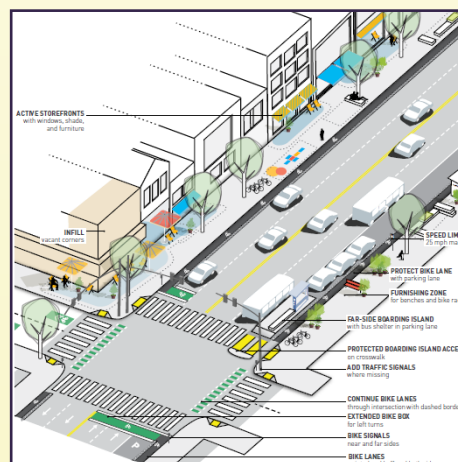
1. Review Program Organization, Management and Technology
2. Maximize Utilization of Existing Parking Resources
3. Increase Utilization of Alternative Forms of Transportation
4. Implement Demand Based Parking Pricing Strategies
5. Review Parking Development and Regulations
6. Create Additional Parking

### Integration with the City's Transportation Action Plan

The Parking Strategic Plan and the City of Boise's Transportation Action Plan will align and support one another. Even at this early stage, the two plans are well matched in terms of philosophical approach and initial recommendations.

### Parking Supply/ Demand Update

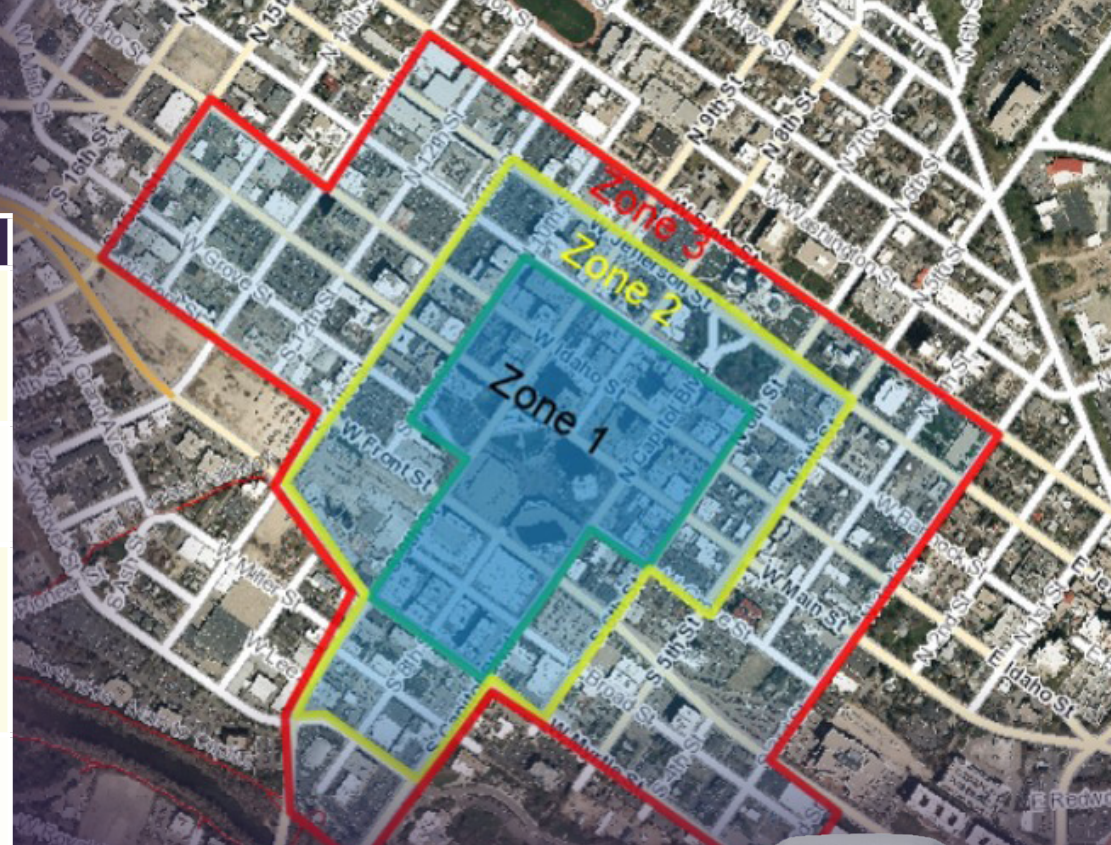
With the significant increase in development activity, a new assessment of parking supply/ demand conditions was undertaken to inform the formulation of this plan. As seen in the map at right, parking surpluses exist in Downtown's outlying areas, while a deficit exists in the central urban core. To address this imbalance in the short term, the City and CCDC are coordinating a demand-based strategy between structured and on-street parking assets, while planning for the creation of new facilities in the future.



# The Path Forward

The table below contrasts CCDC's economic development approach with a more focused mobility management approach and advocates a blending of these two important strategic concepts.

Characteristic	Economic Development Focused	Mobility Focused	Blended Strategy
Garage Locations	Centrally located near main business areas to support policies of no parking requirements in downtown core and urban design goals (walkable mixed-use environment).	Located on periphery to facilitate mode transition, reduce traffic in DT core, promotion of alternative modes and support increase in garage size.	Combination of core and peripheral locations and support for multiple modes. Long-term focus to include development of TOD corridors.
Rate Level	Low, to attract customers to district businesses.	High, to encourage people to use alternate means of transportation.	Performance-based pricing approach – higher rates in high-demand areas, support for TDM programs, support for “Park Once” strategies including DT circulator and other alternative modes.
Use of Parking Revenue Proceeds	Garage operation, maintenance, capital improvements and replacing worn infrastructure. Then for other agency economic development related initiatives like streetscapes, development agreements, etc. Support DBA programs.	Facilitate TDM initiatives in garages; partial funder of circulator between garages.	Needs to support increased revenue streams to support transportation system growth and development. As TIF districts sunset, parking development responsibility shifts more to private sector with a gradual escalation of parking rates over time and an increase in alt modes funding.
Garage Design	Single occupant vehicle focus. Mixed-use facility design.	Multi-modal focused: areas for transfers between modes; bike storage; car & van pool priority parking.	Combination of mixed-use design, maximizing shared use potential, supports condominiumization/public-private investment.
Garage Ownership	Publicly owned for general public use.	Mix of public and private. Some public facilities could be sold to finance future TDM programs and new public/private parking facilities.	A noted increase in the use of public-private partnerships, designed for maximizing shared use.
Financing	Primarily TIF for development. Direct parking revenues for operational needs.	Increase in private sector financing. Leverage parking operational revenues to support investment in alternative modes.	Potential for public asset divestment for reinvestment purposes. Increase in private sector financing, including potential reintroduction of parking requirements, LIDs or other creative financing options.



## City of Boise Parking Meter Rate Zones

The new parking meter zones are designed to maximize the use of public parking resources by providing increased short term parking in core locations, longer term parking in garages and surface lots and creating more economical on-street parking in perimeter areas.



## Recommended Action Plan/Timeline

The following graphic summarizes the primary strategic plan action items in a high-level timeline to identify logical sequencing of report recommendations and program development initiatives going forward.

2016				2017				2018			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> <li>Review Study Draft</li> <li>CCDC Board Approval</li> <li>Present to City Council</li> <li>Finalize Study</li> <li>Finalize New Parking Brand</li> </ul>	<ul style="list-style-type: none"> <li>Review On-Street Program Tools (Page 35 and Appendix B1 and B2)</li> <li>Review Off-Street Best Practices (Appendix K1)</li> <li>Implement Off-Street Parking Reallocation (CCDC Agenda Bill 2/8/2016)</li> <li>Implement Pedestrian Safety Recommendations (Page 23)</li> <li>Review Peer Cities Research for Potential Strategies (Pages 19 – 22)</li> </ul>	<ul style="list-style-type: none"> <li>Finalize New Parking Signage Design</li> <li>Finalize Parking Garage Design Standards Update (Page 18)</li> <li>Complete Parking Rate Analysis</li> <li>Develop “Prioritization Framework” (Page 28)</li> <li>Develop Mode Share Baseline Metrics (Page 30)</li> <li>Develop Remote Parking Options (Page 36)</li> </ul>	<ul style="list-style-type: none"> <li>Integrate TAP with Parking Plan (Page 26)</li> <li>Create “Travel Options Consortium” (Page 37)</li> <li>Develop Overall Mobility Management Action Plan (Pages 37 and 38)</li> <li>Plan for Next Parking Garage (Page 41)</li> <li>Identify TDM Program Funding Strategies (Page 41)</li> </ul>	<ul style="list-style-type: none"> <li>Annual Review of Parking Rate Coordination (Page 39)</li> <li>Complete Detailed Parking Regulatory Policy Review (Page 40)</li> <li>Install New Signage (Page 35)</li> </ul>	<ul style="list-style-type: none"> <li>IPI Program Accreditation (Page 18)</li> <li>Strategies to Improve Private Parking Utilization (Page 36)</li> <li>Create Car Sharing Policies (Page 28)</li> <li>Create Emergency Preparedness Manual (Page 34)</li> <li>Advance Locally Preferred Transit Alternatives (Page 28)</li> </ul>	<ul style="list-style-type: none"> <li>Finalize Central District Sunset Plan (Page 40)</li> <li>Finalize Future Garage Financing Strategies (Page 41)</li> <li>Develop Comprehensive TDM Program Scope including defined “First &amp; Last Mile” Strategies (Page 37)</li> </ul>	<ul style="list-style-type: none"> <li>Introduce New TDM Program (Page 37)</li> <li>Begin Development of Access Management Public Education Campaign (Page 37)</li> </ul>	<ul style="list-style-type: none"> <li>Annual Review of Parking Rate Coordination (Page 39)</li> <li>Develop Alleyway Enhancement Plan (Page 28)</li> <li>Develop Enhanced Shared Mobility Strategies (Page 29)</li> </ul>	<ul style="list-style-type: none"> <li>Street Quality Enhancements (Page 28)</li> <li>Enhance Downtown Bike Network and Connectivity (Pages 28 and 30)</li> </ul>	<ul style="list-style-type: none"> <li>Roll Out Community-Wide Access Management Education/Research Website (Mobility Lab Model) (Pages 30 and 31)</li> </ul>	<ul style="list-style-type: none"> <li>Promote “Park Once” Strategies (Pages 28 and 30)</li> <li>Plan and Fund Next Parking Garage (Page 41)</li> </ul>

**Primary Responsibility:**  
**Blue** = CCDC | **Green** = Boise City | **Purple** = Shared\*

Page numbers refer to the Downtown Boise Parking Strategic Plan located at:  
[ccdcboise.com/parking/2016-downtown-parking-strategic-plan/](http://ccdcboise.com/parking/2016-downtown-parking-strategic-plan/)

\*Could also involve VRT, ACHD, BSU, and other partners.