

Waterloo Parking Study

Iowa Initiative for Sustainable Communities

URP:4262 Transportation Demand Analysis



Background – Study Area Demographics

- 1,556 residents
- Older and more diverse than Waterloo as a whole
- Significantly lower median income than Waterloo as a whole
- Majority of households are below the federal poverty level
- 88.5% of units are renter occupied
- \$83,600 median home value
- 7.3% of residents have a bachelor's degree or higher
- Variety of transportation modes
- Longer commute times

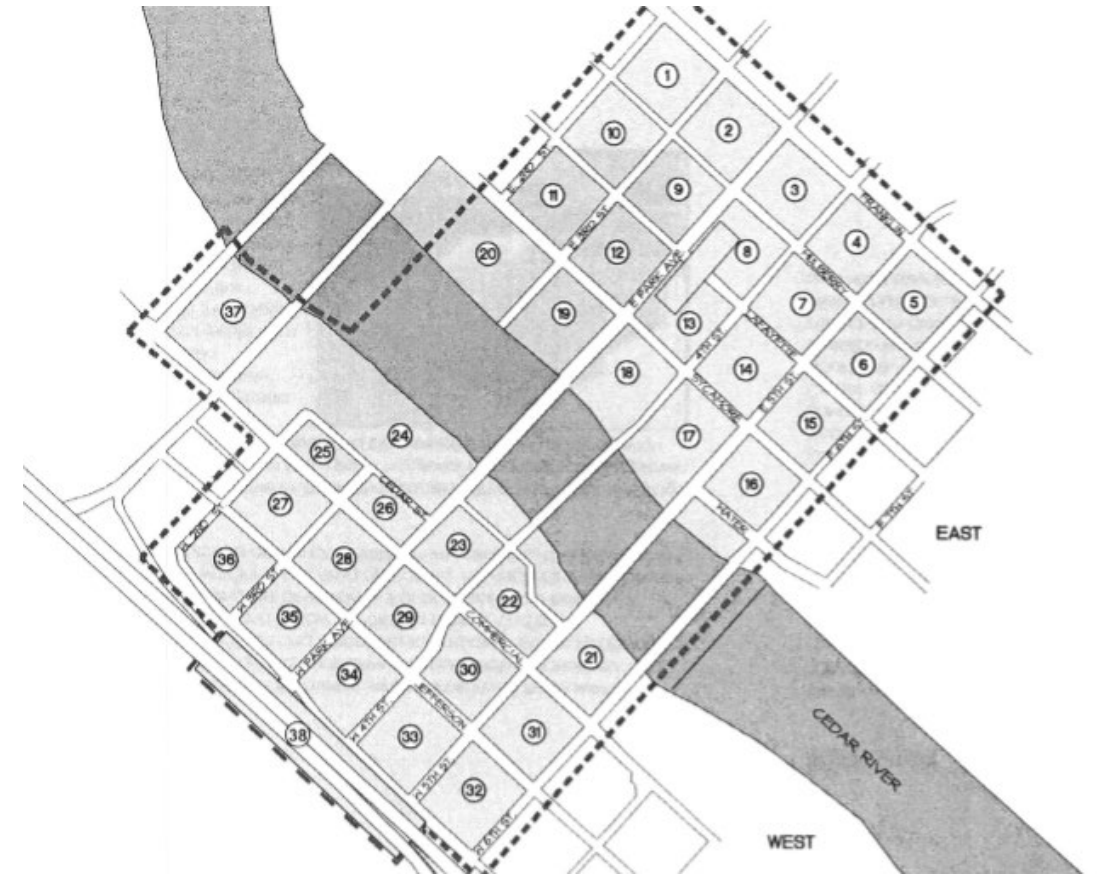


Land use categories	Number of Parcels	Percent of total	Number of Acres	Percent of total
Residential	41	9%	5.19	3%
Commercial	104	24%	36.32	23%
Civic/Education	144	33%	60.41	39%
Parks/Open Space/Conservation	26	6%	15.13	10%
Office	59	14%	25.44	16%
Industrial/Utilities	22	5%	9.81	6%
Other	39	9%	4.51	3%
Total	435	100%	156.81	100%

Background – Land Use

Previous Studies

- Downtown Waterloo 2008 Parking Study
 - Findings
 - Overall parking downtown was underutilized
 - Occupancy was under 85% except for peak hours
 - Abundance of long-term parking options
 - Limited short-term parking options
 - Recommendation
 - All on-street parking near businesses should be short-term



Case Studies

Harrisonburg, Virginia

- Existing Conditions

Although public parking accounts for less than 30 percent of the total, the occupancy rate is 75 percent.

- Proposals

- i. Improve the quality of public parking facilities to increase public trust in public parking.
- ii. By changing the design of parking signs and introducing APGS system, it helps drivers find available parking spaces faster and more easily.
- iii. Promote the implementation of park-sharing agreements with the private sector.
- iv. Simplify parking time limits.

Davis, California

- Existing Conditions

On the whole parking vacancy ranged from 45 to 88 percent at peak usage.

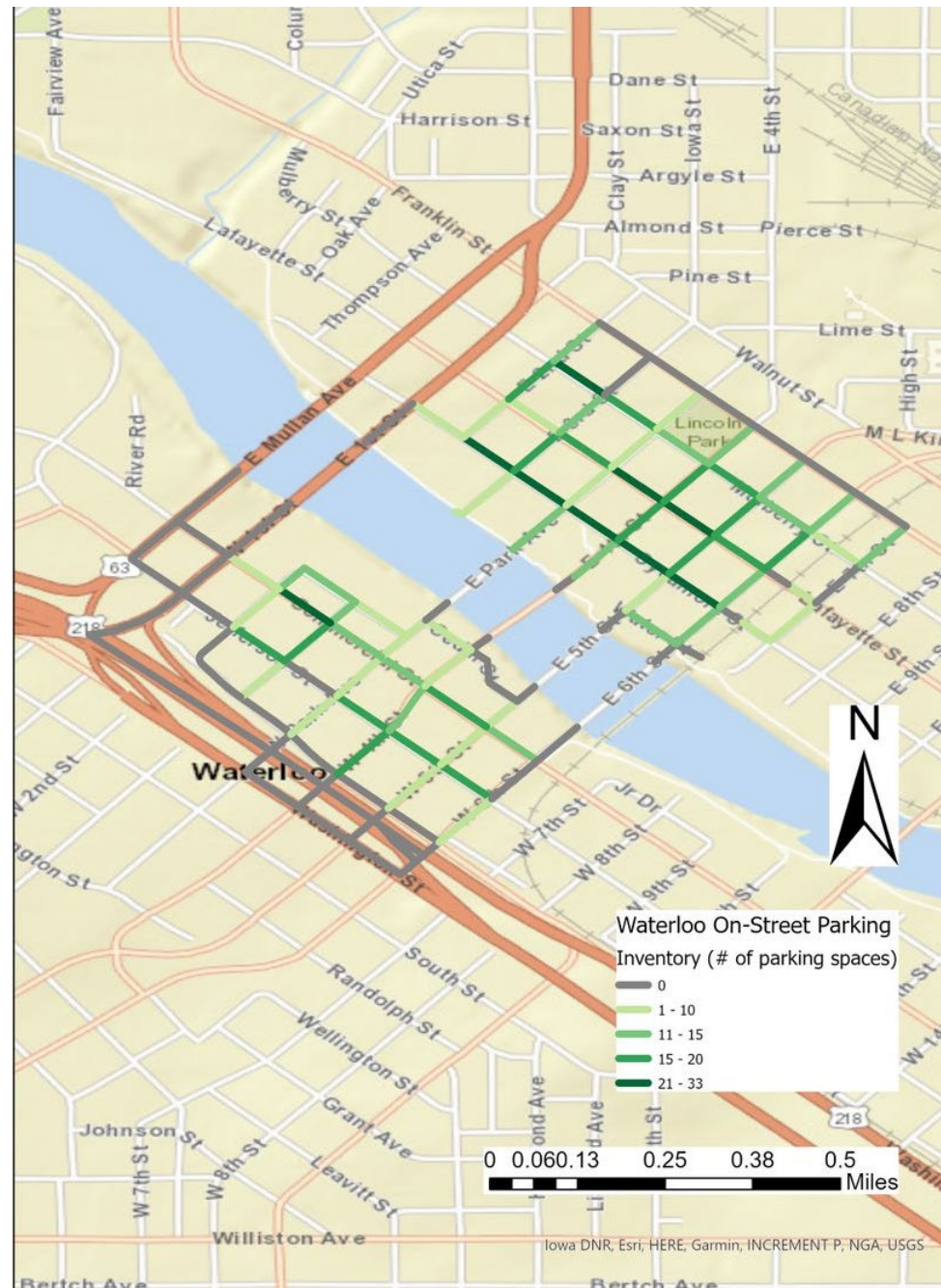
- Proposals

- i. The vacant space can be allocated proportioned to the size of the adjacent private lot and sold to the owner to increase local property values.
- ii. Repurposed spaces could be replaced with trees, bioswales, or landscaped parklets.

Data Collection Methodology

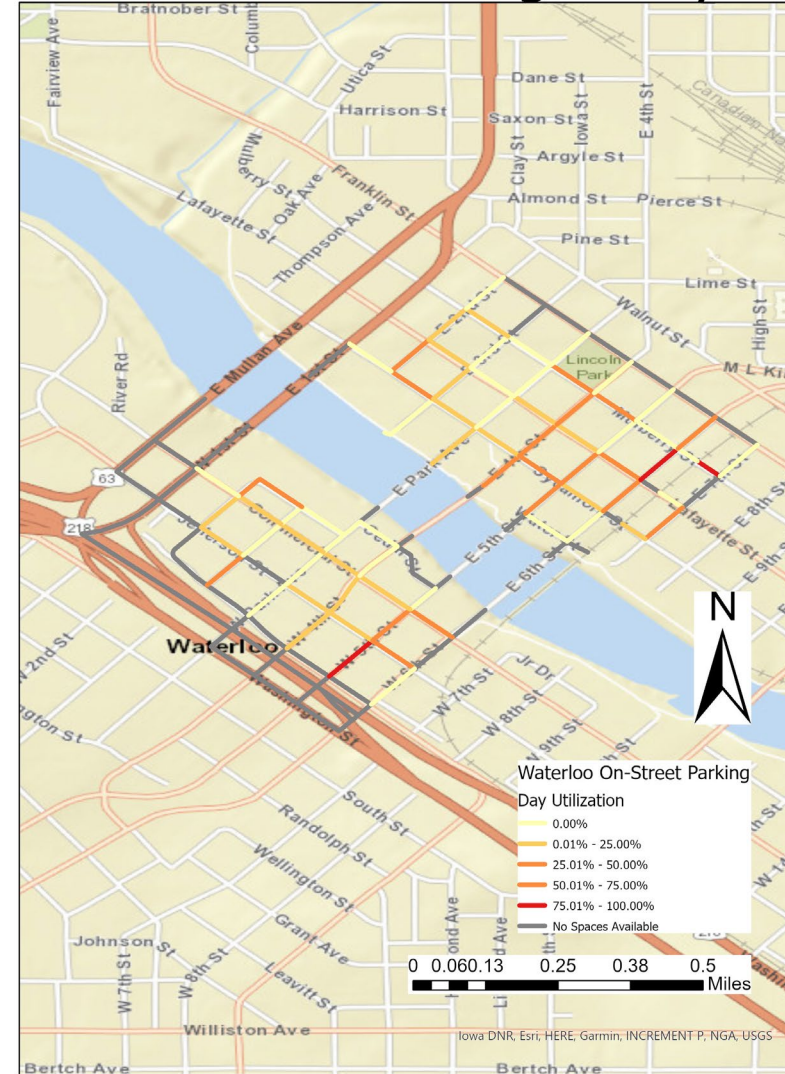
- Parking Utilization was completed using a mix of techniques.
- Google Maps and Street View were used to get initial counts of spaces.
- Dashboard-mounted cameras were used to get more accurate utilizations.
 - i. 2 night-time measurements
 - ii. 1 day time measurement
- Each car was recorded as a point and then imported into ArcGIS to determine the utilization per block given the time of day.

Existing Inventory



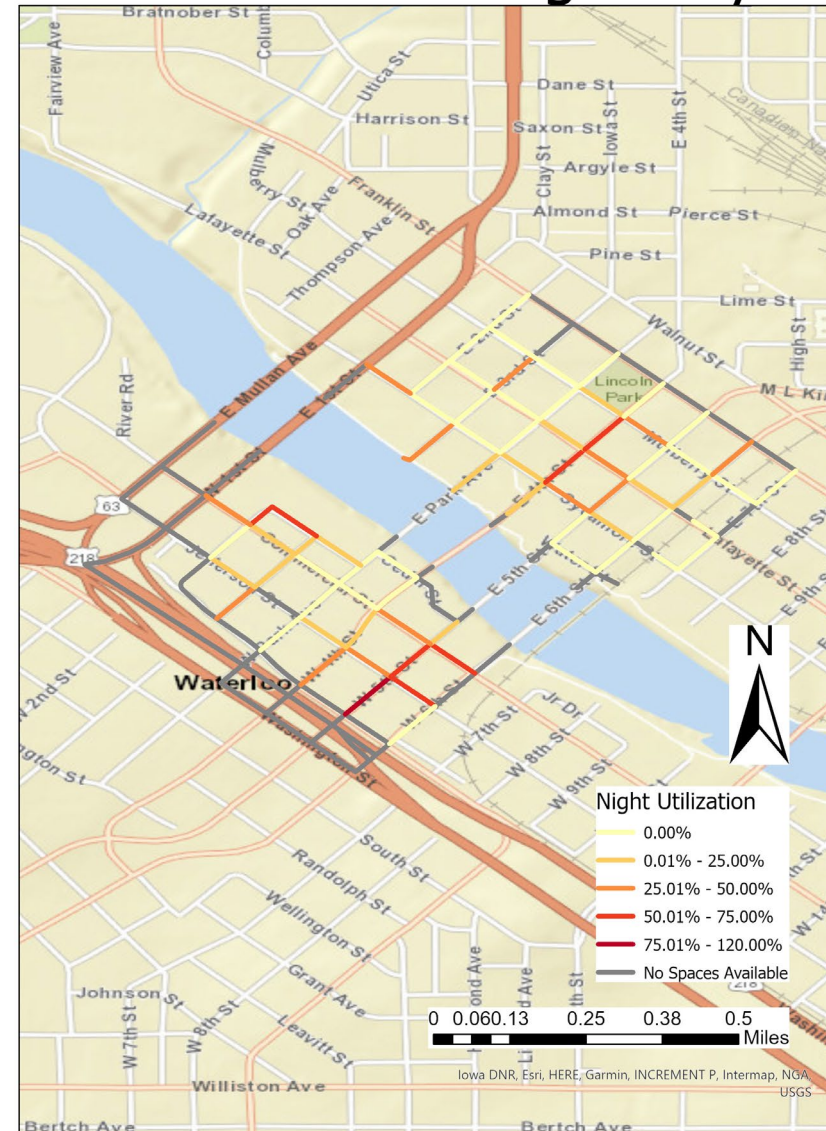
Day Utilization

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Night Utilization

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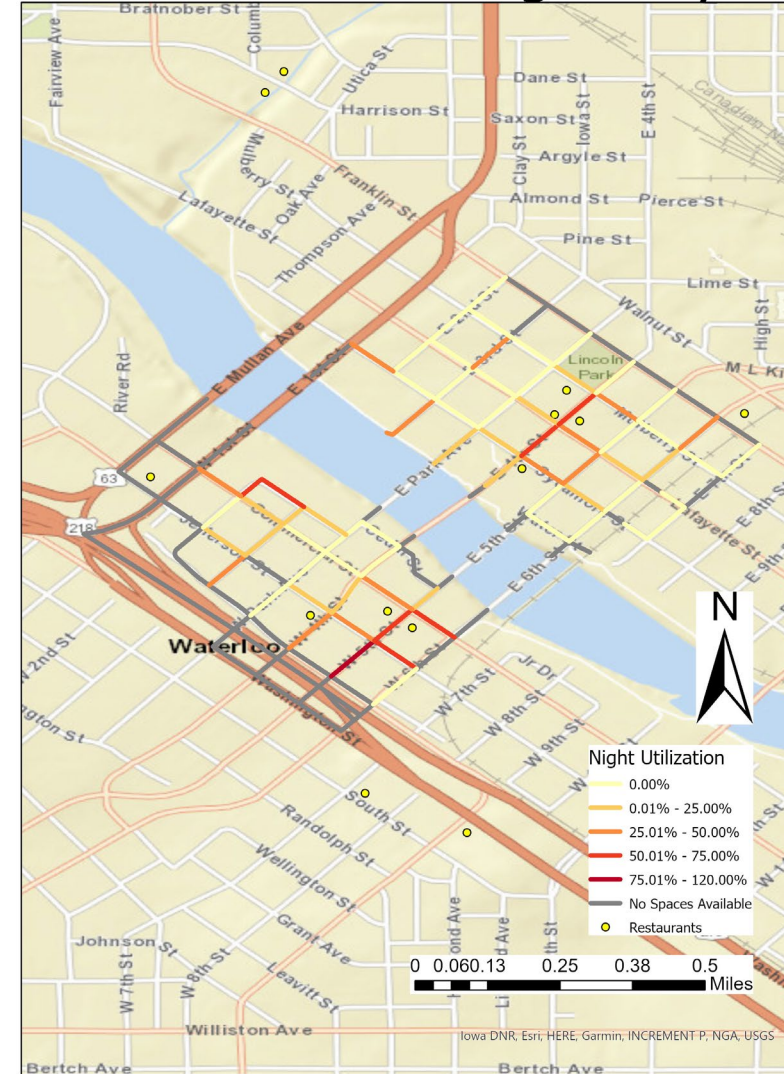




Recommendations – Meter Pricing

Recommendations – Alternate Parking Uses

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Recommendations – Alternate Uses - Parklets



Recommendations
– Alternate Uses –
Grab-and-Go Spots



PICK-UP / DROP-OFF ZONE
15 FREE 
MIN PARKING
MONDAY-FRIDAY 9AM TO 5PM
VIOLATION RESULTS IN A \$20 FINE
CITY OF WATERLOO LOADING ZONE ORDINANCE

Recommendations – Complete Streets





Recommendations – Infill Development

Next Steps

Downtown Waterloo Parking Survey

Thank you for participating in this survey examining parking in downtown Waterloo. Your answers will help us to determine the parking demand, as well as changes or improvements that need to be made.

Section 1: Your Current Parking Experience

1a. For Work

How often do you park in downtown Waterloo for work?

- I don't Once a week 2-4 days a week 5 or more days a week

Do you have an employer-provided parking spot?

- Yes No

If not, how far do you normally have to walk from your parking spot to your workplace?

- Never 1 to 3 times a month 4 to 8 times a month 8+ times a month

2a. Not for work

Besides work, for what other reasons do you visit Downtown Waterloo? (Select all that apply.)

- Dining Shopping/services Recreation/entertainment Other: _____

How often do you park in downtown Waterloo for a purpose other than work?

- Once a month Once every other week
 Once a week 2-4 days a week 5 or more days a week

How far do you normally have to walk from your parking spot to your final destination?

- Less than 1 block 1 block 2 blocks 3 blocks More than 3 blocks

Thank you for listening! Questions?

