



Rapid City Police Department

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Rapid City, South Dakota 57701-2890
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An Internationally Accredited Law Enforcement Agency
Steve Allender, Chief of Police Alan Hanks, Mayor

November 18, 2007

Mayor Hanks and Rapid City Common Council
300 6th Street
Rapid City, SD 57701

re: Downtown Parking Plan

Dear Mayor and Council Members,

In July 2006 former Mayor Shaw put together the City Center Revitalization Task Force in order to strategize ways to improve the downtown area for continued prosperity for future generations. As a part of that overall committee, Council Member Bill O'Krepkie was named as Chairman of the Downtown Parking Sub-Committee. The purpose of the Downtown Parking Sub-Committee was to identify current parking issues, plan for future parking needs, and solve short term and long term parking problems.

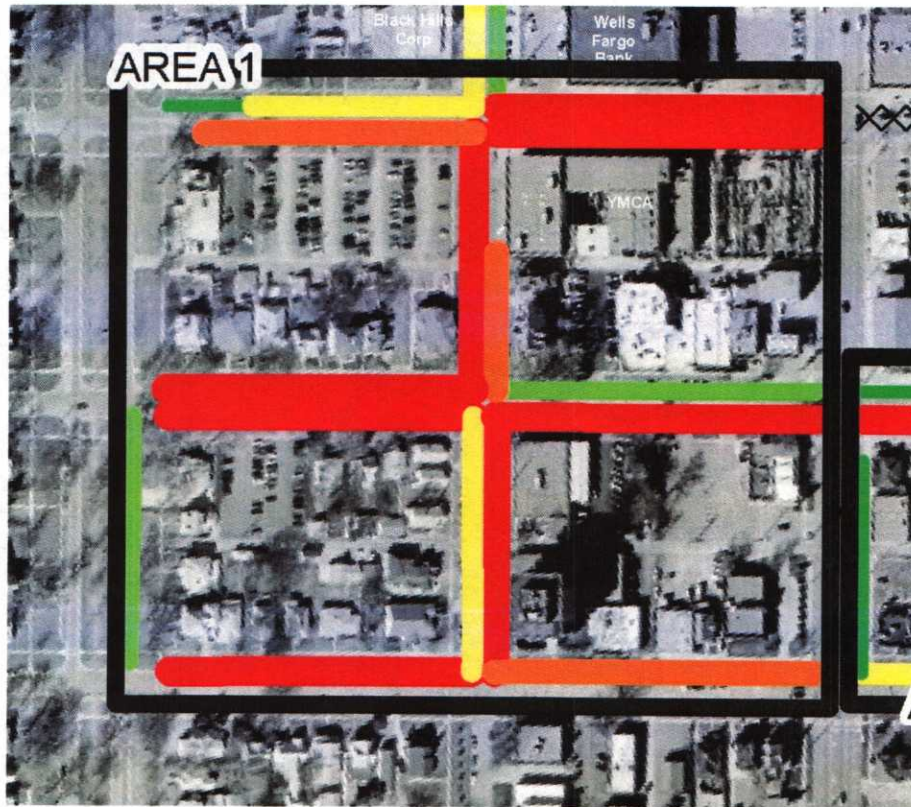
On May 9, 2007, Council Member Bill O'Krepkie called a meeting of all interested downtown business people to discuss the current parking situation and identify the parking concerns of the downtown businesses. As a result of that meeting several problems were identified. Following is a list of those key concerns:

- There was an immediate need for additional long term parking for employees in the downtown area.
- The need for additional parking close to businesses for the customers.
- The cheapest parking (free two hour) is located in the most desirable locations in the center of downtown.
- Businesses within the same block have different issues and expectations. Some business people prefer stricter enforcement to keep parking available for customers, while other business owners and their employees park directly in front of the retail stores and have no desire for parking restrictions.
- Inconsistent boundaries created over time. There are blocks that have meters, free parking with time restrictions, and no parking restrictions at all. This creates problems for the customers, business owners, and enforcement officials.
- There was discussion about 2 hour parking within a block and then having to leave the block for a two hours. Some felt the 2 hours was not always long enough.

As a result of the issues identified by the downtown business people, Staff of Growth Management conducted a study of downtown parking on June 6th and 7th, 2007. Staff counted the occupied on-street parking spaces and noted the license plates of vehicles parked in two hour parking zones at 7:30 am, 10:30 am, 12:30 pm and 2:30 pm. It should be noted that Kansas City Street between 5th Street and 8th Street was closed for reconstruction during this study. In general there are four areas in the downtown area where the occupancy rates exceed 85% during different times of the day. Each of the four characteristics has different needs and uses. We will address each area individually.

YMCA / WELLS FARGO AREA

The unregulated parking along Quincy Street, Ninth Street and Columbus Street is used primarily for all day parking and is busy through out the day. Most of the remaining streets have parking restricted to two hours with the exception of Kansas City Street between West Boulevard and Mt. Rushmore Road. There appears to be adequate short term parking.



Downtown Shopping District

This area was not busy during the 7:30 am count and was busiest during the 12:30 pm count. This is consistent with the nature of the businesses in the area. The on-street parking is restricted to two hours with the exception of some of the parking on Apolda Street, which allows 10 hour parking.

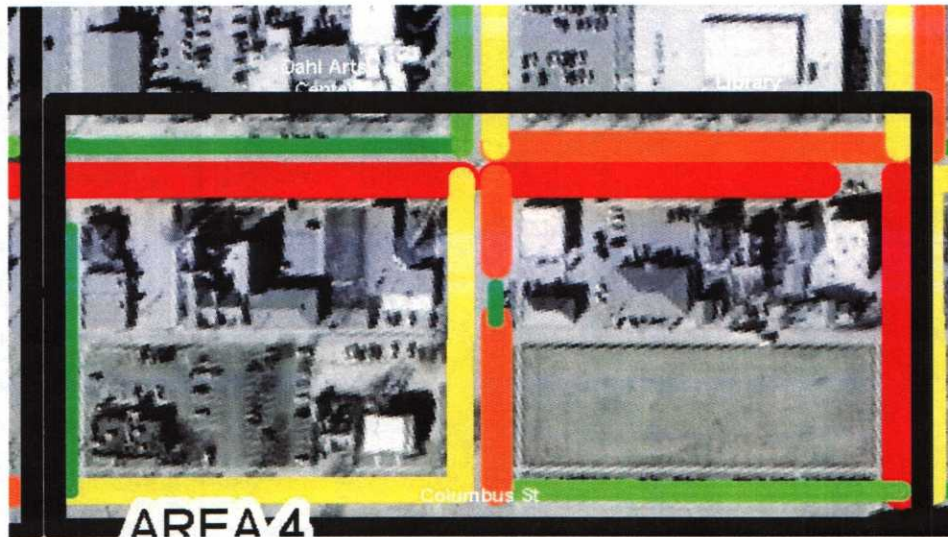
A review of the license plates in this area showed that throughout the day a total of eleven vehicles parked over two hours, but less than four hours and one vehicle parked over four hours, but less than seven hours.



- * Red denotes highest percent of occupancy for the day - over 85%.
- * Orange denotes second highest occupancy - 70% to 84%
- * Yellow denotes occupancy of 55% to 69 %
- * Green denotes occupancy of 34% to 54%
- * Dark green denotes occupancy less than 34% of the time

Library / The Dahl

The parking spaces on the south side of Quincy Street that are unrestricted and not metered are occupied a high percentage of the day. However, there are sufficient metered spaces in the area to accommodate the parking demand.

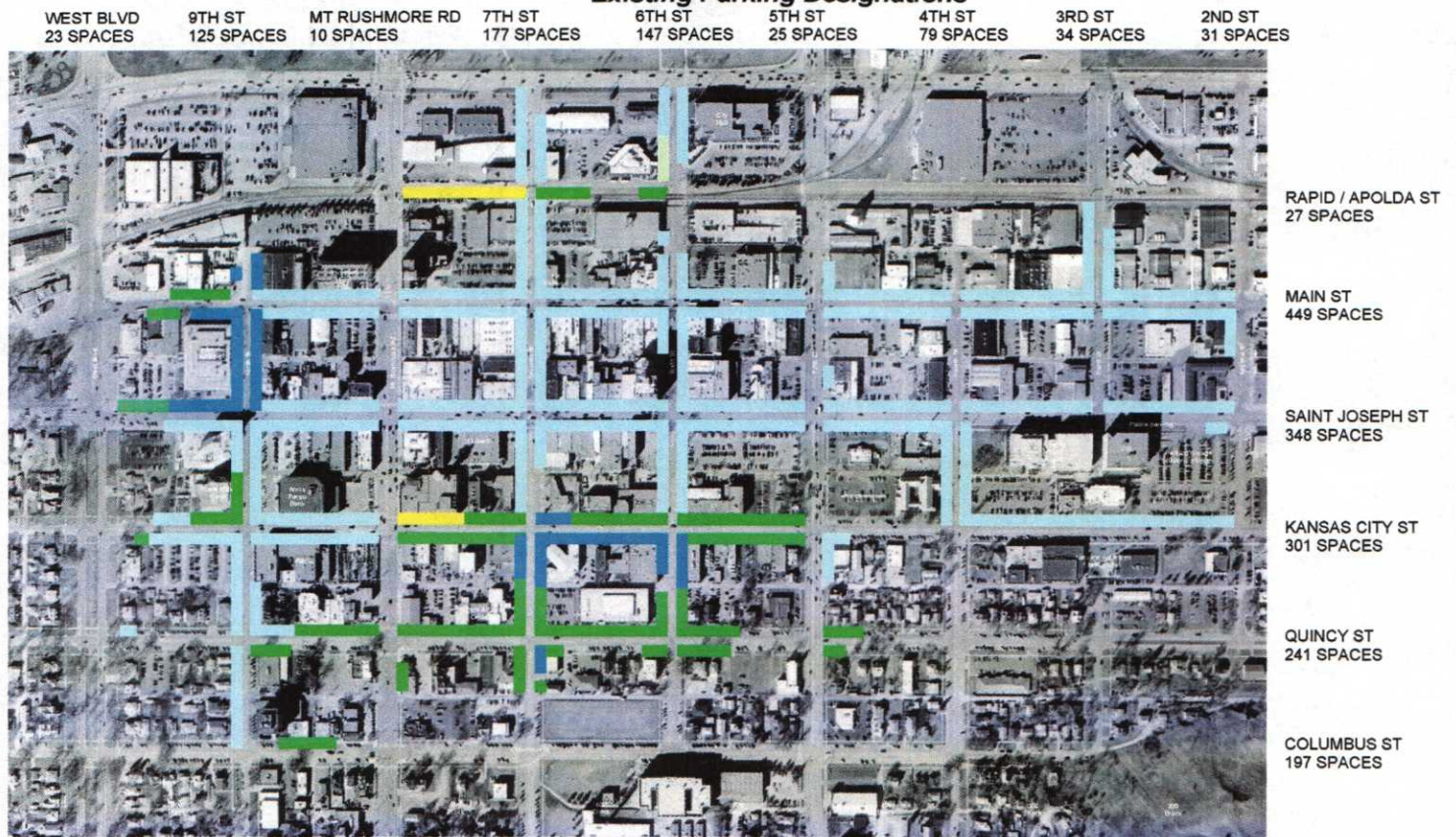


Pennington County Courthouse / National American University

The unrestricted parking spaces on Kansas City Street are occupied a high percentage of the day. There is sufficient parking in the area, however most of it is restricted to two hour and the demand is for long term parking.



Downtown Public Parking Existing Parking Designations



Legend

- █ 30 MINUTE ZOI
- █ 1 HOUR PARKI
- █ 2 HOUR PARKI
- █ 2 HOUR METEI
- █ 4 HOUR METEI
- █ 10 HOUR METE



Currently in the Downtown area there are 2,894 parking spaces between on-street parking and the City operated leased lot parking. Of those parking spaces, currently there 609 parking spaces available in the Leased Lot Parking. All leased parking spaces are currently leased and in fact the City has over-booked every leased lot. Additionally, there is a waiting list for every leased lot, with most lots having a waiting list of 20 people or more. At the time of the last audit, there were 721 leases paid to occupy the 609 available leased spaces. There were also 190 requests on the waiting list for leased parking. This shows a demand for additional long term parking.

In addition to the leased lots, the City currently has 3 metered lots. Two of those lots provide opportunities for additional long term (10 hour) parking.

LEASED LOTS		
4	Stockgrowers	74
5	500 St. Joe	103
6	Ramp	323
7	7th & Alley A	63
8	8th & Main	46
		609

METERED LOTS		
10 HOUR	6th & Main	53
10 HOUR	6th & St. Joe	32
2 HOUR	Library	24
		109
		Meters

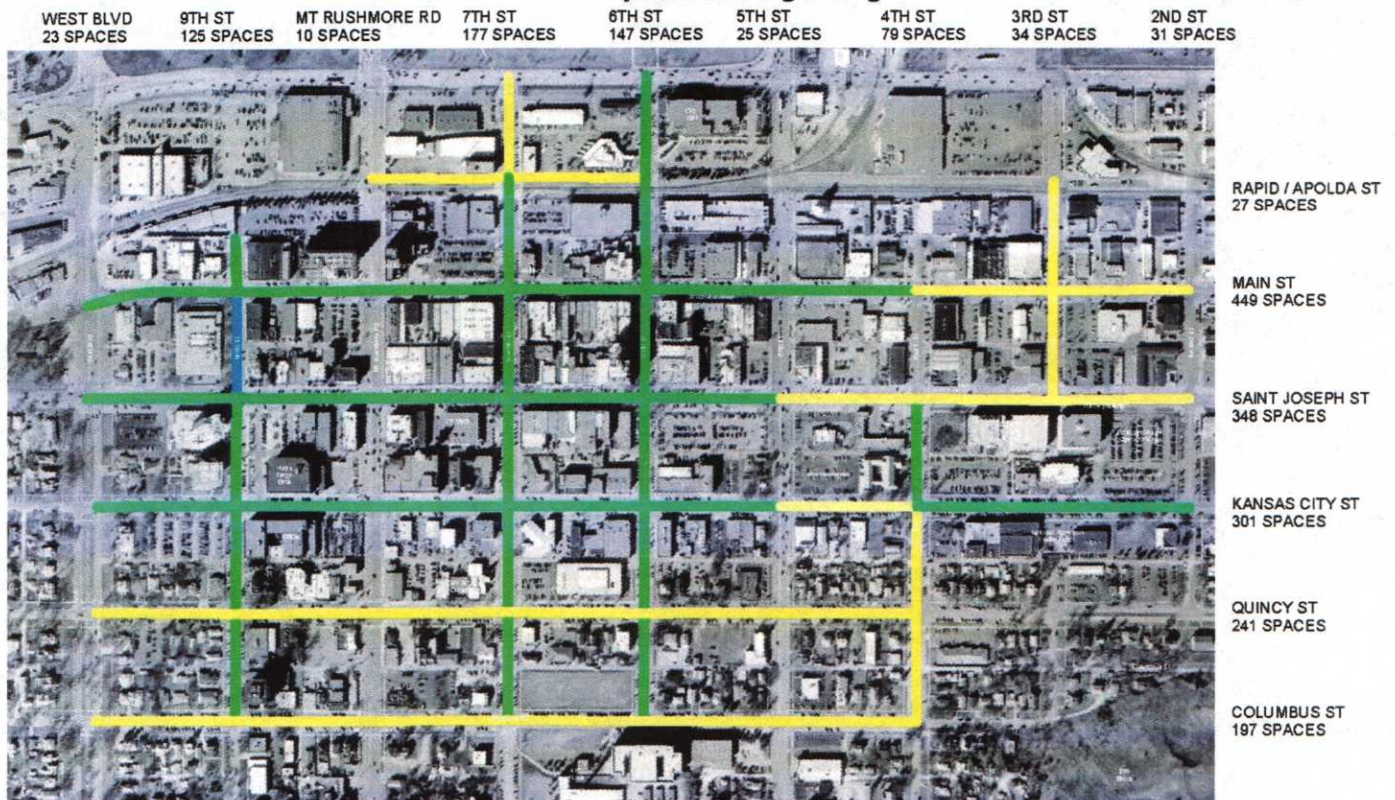
After reviewing the issues and identifying the Downtown Parking needs, it is apparent there is a need for additional parking. Council member Karen Gunderson Olson presented a parking plan that was implemented in Boise, Idaho at the May 9, 2007 Parking Sub-Committee meeting. Boise, Idaho had similar parking issues as Rapid City does, and Boise addressed their parking needs by adding vertical parking structures (ramps). Boise also charged for all parking in their downtown area to fund the parking structures and street-scaping. By adding additional parking in their downtown and giving their streets and business fronts a modern design, Boise, Idaho developed a very prosperous downtown area.

The Rapid City Parking Plan

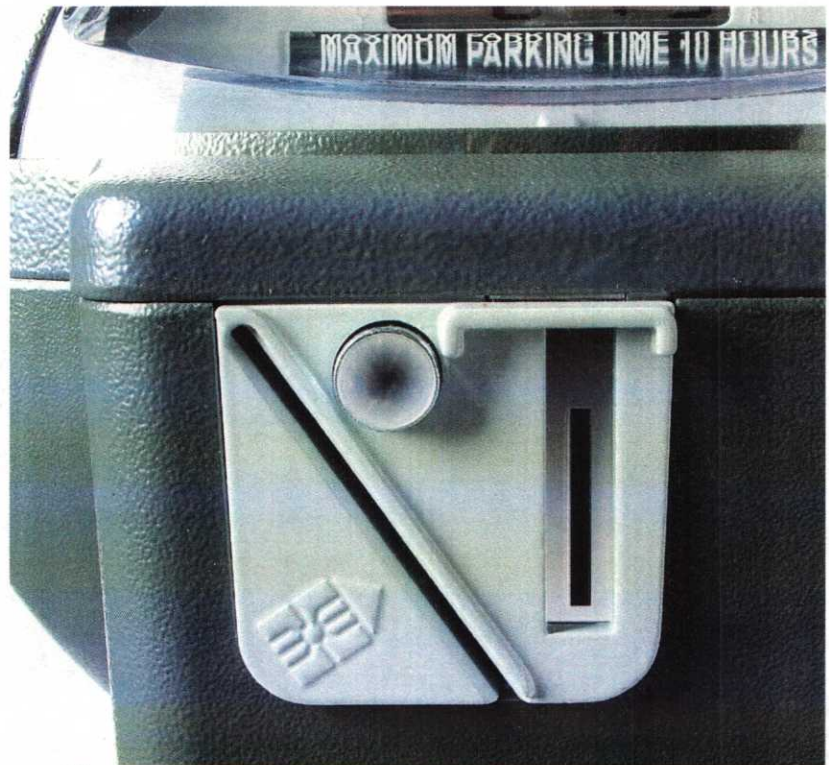
There is an immediate need to add parking spaces in the downtown area. Additionally, the most immediate need is for long term (10 hour) off street parking. To accomplish this there will need to be an additional level added to the existing parking ramp in the 500 Block of Alley A. This third level should be added in 2008. Projected cost is \$2,250,000.00. Additionally, there will need to be future ramps built in the downtown area. Staff has identified several locations for future consideration, and suggests both City owned parking structures as well as encouraging Private Parking Structures. By adding the additional long term (10 hour parking) immediately and preparing to add parking ramps, no downtown business employee or business owner should have to walk more than a block and a half to any business from either a leased lot or a block that allows 10 hour parking. As additional

parking is gained by adding parking ramps, more on-street parking will be available for customers in the downtown area.

Downtown Public Parking Proposed Parking Changes



Staff proposes doing away with all 2 hour “free parking” and meter all parking in the downtown area. The new electronic meters chosen will provide flexibility in payment methods and are programmable to allow very short term free parking. Today’s parking meters are able to accept coins and “smart cards” that allows for time to be put on a card through pre-payment at City Finance or other designated locations. Additionally the parking meters have the capability of allowing for a free 15 minutes of parking in the 2 hour metered parking zones by pushing a button on the meter. This button allows for free parking for citizens who have to make a quick stop to a business, whether that be picking up an item already ordered, dropping off a payment or some other action that requires 15 minutes or less of time to occupy a parking space.



Metering the downtown area will correct the inconsistent parking boundary issues created over time, as all on-street parking will be metered. Rates will be set at three different levels to encourage the continued use of the leased lots and future ramp parking. The leased lots will have the least expensive fees, currently set at \$40.00 per month for covered parking and \$30.00 per month for standard parking with the exception of the Stockgrowers Lot, which is \$20.00 per month. The second least expensive will be the 10 hour meters, with rates currently set at 25 cents per hour. The most expensive metered parking will be the 2 hour meters, with rates set at 50 cents per hour.

The three-tiered rate system encourages long term parking (10 hours or more) to fill the off-street leased parking spaces first, as they will be the least expensive. The second leased expensive parking will be the long term 10 hour meters, with rates set at 25 cents per hour, or approximately \$40.00 per month. The highest demand parking, the 2 hour meters, will have a 50 cent per hour. If a downtown business owner or employee chooses to pay the higher rate, the monthly amount for parking long term at a two hour meter would be \$80.00 per month or more. In order to off-set an inconvenience to customers making a quick pick up or drop off in the 2 hour meter area, the meters would be equipped with a button that would allow 15 minutes of free parking.

Financing

The existing Parking Lots & Areas (PL&A) budget shows owing \$1,355,000.00 on the original \$1,625,000.00 bond for the structure. The budget currently has \$1,277,000.00 cash on hand. Leased parking revenues in 2006 generated \$241,258.85. Projected revenues from parking meters and enforcement have been broken down by the 2 hour meter area, the 4 hour meter area, and the 10 hour metered area. The following 3 pages have those break downs.

10 Hour Meter Revenue Projections

Parking Meter Revenue



METER REVENUE:

	# Spaces
Number of Metered Spaces	856
	Rate Per Hour
Parking Rate Per Hour	\$0.25
	Paid Occupancy Percentage
Average Occupancy Percentage	35%
	Enforcement days per week
Enforcement days per week	6
	Enforcement hours per day
Enforcement hours per day	12
	Unenforced Holidays per year
Number of Unenforced Holidays per year	9
	Annual Meter Revenue Projection
Annual Meter Revenue Projection	\$280,416.15

ENFORCEMENT REVENUE:

Estimated Number of Tickets	Estimated Number of tickets per day
	50
ENFORCEMENT VIOLATION AMOUNT	ENFORCEMENT VIOLATION AMOUNT
	\$10.00
Annual Enforcement Revenue Projection	\$151,500.00
TOTAL REVENUE PROJECTION	\$431,916.15

2 Hour Meter Revenue Projections

METER REVENUE:

	# Spaces
Number of Metered Spaces	1267
	Rate Per Hour
Parking Rate Per Hour	\$0.50
	Paid Occupancy Percentage
Average Occupancy Percentage	35%
	Enforcement days per week
Enforcement days per week	6
	Enforcement hours per day
Enforcement hours per day	14
	Unenforced Holidays per year
Number of Unenforced Holidays per year	9
	Annual Meter Revenue Projection
Annual Meter Revenue Projection	\$968,472.75

ENFORCEMENT REVENUE:

Estimated Number of Tickets	Estimated Number of tickets per day
	50
ENFORCEMENT VIOLATION AMOUNT	ENFORCEMENT VIOLATION AMOUNT
	\$10.00
Annual Enforcement Revenue Projection	\$151,500.00
TOTAL REVENUE PROJECTION	\$1,119,972.75

4 Hour Parking

METER REVENUE:

	# Spaces
Number of Metered Spaces	27
	Rate Per Hour
Parking Rate Per Hour	\$0.50
	Paid Occupancy Percentage
Average Occupancy Percentage	25%
	Enforcement days per week
Enforcement days per week	6
	Enforcement hours per day
Enforcement hours per day	14
	Unenforced Holidays per year
Number of Unenforced Holidays per year	9
	Annual Meter Revenue Projection
Annual Meter Revenue Projection	\$14,726.25

ENFORCEMENT REVENUE:

Estimated Number of Tickets	Estimated Number of tickets per day
	5
ENFORCEMENT VIOLATION AMOUNT	ENFORCEMENT VIOLATION AMOUNT
	\$10.00
Annual Enforcement Revenue Projection	\$15,150.00
TOTAL REVENUE PROJECTION	\$29,876.25

The projected revenue for 2008 from leased parking, metered parking, and enforcement under this plan is \$1,823,024.00. For comparison, in 2006 income from leased parking, metered parking and enforcement was \$512,028.41. The plan generates an additional 1.3 million dollars annually, which staff recommends goes toward purchasing additional

parking structures and infra-structure improvements to include street replacement and design.

The electronic parking meters are capable of monitoring collections per meter allowing for financial data including audits of the monies collected, occupancy statistics of the parking stall, and other pertinent data that will allow staff to evaluate parking trends and make strategies and adjustments as required.

The cost to implement meters for this plan will be approximately \$850,000 for meters, hardware, software, and meter post installation. The money to purchase meters is available in the Parking Lots and Areas fund, cost center 0870.

Enforcement Areas

The downtown parking plan will require changes to existing policy and ordinances. Staff proposes enforcement hours in the 2 hour and four hour metered area from 7:00 a.m. to 9:00 p.m., and enforcement hours in the 10 hour metered area from 7:00 am to 7:00 p.m.

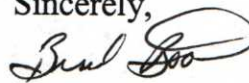
Because of the changes to the existing boundaries, the following exceptions will need to be implemented in the outer areas of the boundaries where private homes inter-mingle with businesses on a particular block. There will need to be two parking passes per home or apartment for the street in front of or adjacent to the dwellings in the effected areas. Also, National American University in the 300 Block of Kansas City Street will need to be issued parking passes for parking on the south side of Kansas City Street in the 300 Block.

Summary

Through the Rapid City Parking Plan, Staff has addressed the following issues:

- **Correcting inconsistent boundaries and ordinance issues by “squaring up” the boundaries.**
- **Regulating time limits by street.**
- **Encouraging parking movement by fee rather than by time zones.**
- **Providing additional immediate long term parking by adding additional 10 hour parking spaces**
- **Providing future long term parking by adding vertical parking with a funding mechanism in place to pay for the future parking ramps.**
- **Implementing graduated fine structure, so a first offense violator would be issued a warning while the fines would increase for the repeat violators.**
- **Funding mechanism in place for infra-structure repair to include streets and street scaping and updating to keep the Downtown Historic look, while revitalizing the area.**

Sincerely,



Brad Booth

Traffic Sergeant