

Downtown McKinney Parking Management Study

City Council Work Session
October 20, 2020



Agenda

- **Introductions**
- **Project Scope and Estimated Timeline Overview**
- **Parking Management Considerations**
- **Parking Magic Wand – Open Discussion**
- **Stakeholder Feedback – Themes**

Introductions



Julie Dixon

Principal

Dixon Resources Unlimited



Brett Wood, P.E., CAPP

Parking Specialist

Wood Solutions Group



Emily Kwatinetz

Sr. Associate

Dixon Resources Unlimited

- 30 years of traffic & parking management experience
 - Supported two of the largest U.S. parking meter programs: the City of Los Angeles and the City & County of San Francisco
 - SFpark implementation (USDOT-funded congestion management program)
 - Established Dixon Resources Unlimited in 2012
 - 2020 Parking Today's Parking Person of the Year
- 15 years of parking program design experience
 - 100+ municipal parking projects
 - Specialization in economic vitality, demand management, and community integration
 - Projects in Dallas, San Antonio, Austin, Houston, College Station, Commerce, and Stephenville
 - Former Kimley-Horn Practice Leader for North American parking planning market
 - 2019 IPMI Chairman's Award
- Parking Action Plan experience
 - Policy & Procedures Development
 - Municipal Code Updates
 - Operational Audits
 - Management Recommendations
 - Implementation Experience
 - B.A. Urban Studies and Planning, UCSD
 - 2018 NPA 40 under 40 Recognition

- Extensive parking and transportation management experience
- Holistic approach to parking management

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|---------------------------|--------------------------|
| Parking Studies | Implementation Support |
| Stakeholder Engagement | Contract Management |
| Technology/Automation | Solicitation/Procurement |
| Monetization Modeling | Revenue Reconciliations |
| Best Practice Comparisons | Integrated Solutions |

- Overall recommendations and training
- Implementation support services

Our Team's Municipal Customers

| | | | |
|----|---------------|----|-----------------|
| AL | Birmingham | CO | Aurora |
| AZ | Mesa | CO | Denver |
| AZ | Phoenix | FL | Fort Lauderdale |
| AZ | Tempe | GA | Savannah |
| CA | Alameda | NC | Raleigh |
| CA | Beverly Hills | NE | Lincoln |
| CA | Costa Mesa | NM | Albuquerque |
| CA | Downey | NV | Las Vegas |
| CA | Los Angeles | NV | Reno |
| CA | Napa | OK | Oklahoma City |
| CA | National City | TX | Austin |
| CA | Newport Beach | TX | College Station |
| CA | Oceanside | TX | Dallas |
| CA | Palo Alto | TX | Houston |
| CA | Pasadena | TX | San Antonio |
| CA | Paso Robles | TX | Temple |
| CA | San Francisco | UT | Park City |
| CA | San Leandro | UT | Salt Lake City |
| CA | Sausalito | UT | Springdale |
| CA | Seal Beach | WA | Seattle |
| CA | Tustin | WA | Spokane |

Understanding McKinney's Needs

- **Immediate vs. long-term** objectives
- Develop a parking management roadmap
 - Consider the end **user experience**
 - Long term planning, **technology refresh**
 - **Incremental** investments, phased approach
- Avoid Band-Aid solutions and chasing the tail
 - **Proactive vs. reactive** approach
- **Data-driven decisions** – get to the **core root** of the issue

Considerations

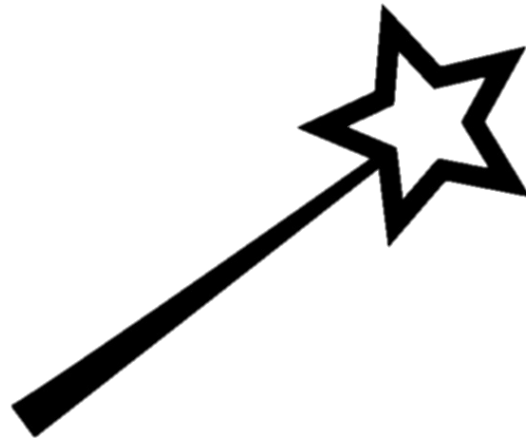
- **Optimize use of existing supply**
 - Perception vs. reality
- **Balance employee, customer, and residential parking needs**
- **Commercial loading**
- **Maintenance**
- **Signage and wayfinding**
- **Previous Parking Studies:**
 - 2019
 - 2014
 - 2010
 - 2009
 - 2004



Parking Management Study

- **Operational Needs Assessment**
- **Community Engagement Plan**
- **Municipal Code Review**
- **Financial Modeling Tool**
- **Site visit #2**
- **Parking Action Plan** – *estimated December completion*
- **Site visit #3** – *January 2021*

Parking Magic Wand



Stakeholder Feedback - Themes

- **Employee parking**
- **Walkability**
- **Utilization of garages**
- **Wayfinding**
- **Commercial loading**
- **Parking management around the Square**
- **Time limits and/or paid parking**



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