



**Welcome to The University District Integrated Parking and Urban Mobility  
Strategy Survey**

**START**

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The intention of *The University District Integrated Parking and Urban Mobility Strategy* is to illuminate strategies to promote the vision detailed in The University District Master Plan of 2004. The Master Plan is both a foundational document, as well as an important ongoing touchstone for future development. The Master Plan vision characterizes The University District as a ‘place people want to come and stay’ one that ‘incorporates the outdoor recreational opportunities in the overall design’. Importantly, this is a vision where ‘automobile access should be somewhat limited’ and where the trend of surface parking is reversed and pedestrian options are expanded.

The commitments to this vision are exemplified by The University District Gateway Bridge, scheduled for completion in 2018. To this end, the project is not solely about parking as much as it is about better understanding parking as part of larger mobility and land use interests impacting how we get around in our city as well as what type of city we are developing.

Last April, the University District convened a Parking Forum in which stakeholders met to: advance an integrated parking approach and strategy; learn more about parking needs and resources; and, to act as change agents, providing leadership for innovation in this area. During that meeting, a survey of parking strategies was presented. You will find these strategies reiterated below, along with some additional questions as a basis to gather additional information and to qualify the reception of identified strategies.

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## **The University District’s 19 Planning Principles**

The University District Master Plan advances 19 Planning Principles that are intended to provide an essential reference point to ensure the implementation of The District vision. Many of these principles directly reference mobility and parking interests; therefore, it is worthwhile to revisit these principles in order to appropriately evaluate recommended parking strategies in The University District.

The 19 Planning Principles emphasize that it is essential to support transit links, remove pedestrian barriers at major intersections, and develop the built environment in a manner designed to link people to places.

**They call attention to current conditions that are unacceptable, where “people feel out of their element near speeding traffic” and where surface parking lots are devoid of pedestrian traffic. They promote vibrant urban development that stands out from the surrounding neighborhoods by its unique identity and sense of place.**

**Principles de-emphasize the automobile and seek to lead in connecting to nature, using green infrastructure, expanding parks, and “providing people with convenient places to relax in nature and children with places to play.”**

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**Though it is worth revisiting all 19 Planning Principles, items related to transportation and infrastructure are of particular relevance.**

**For example, #18 Create a transportation hub: regional connections and multi-modal services.**

**The Master Plan wording says, “The University District should be a transportation hub for a multi-modal system of transportation options, including light rail, trolleys, buses, pedestrians and bicycles. Centralized exchange and transfer locations would also serve as social gathering spots.**

**Routes should be designed to provide connections both within The University District and from the District to the downtown, surrounding neighborhoods and the rest of the region. Service levels should be high enough that people are more inclined to use these alternative modes of transportation than to drive their personal vehicle, thus supporting the 'green' theme inherent in The University District vision. In addition, travel routes should endeavor to not interrupt wildlife corridors, especially in the areas nearest to the river.”**

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**The University District’s 19 Planning Principles provide an important pretext for the survey questions below. Note that the survey is not asking what you think about parking practices, rather, it requires you to evaluate the applicability of the strategies in relation to their appropriateness and effectiveness to realize the Master Plan vision of the University District.**

**As noted, this is a vision that explicitly emphasizes taking a leading role in advancing new transit options, enhancing walkability, increasing pedestrian amenities, and expanding access to nature. In other words, we are evaluating the practices necessary to become a leading community on these issues.**

Your mission is to evaluate the strategies relative to executing leading practices and realizing a transformative strategy for The District.

**1** Per the parking strategies presented at the April 21 University District Parking Forum and in light of The University District's 19 Planning Principles and Master Plan vision, you will be asked to rate the importance of the strategies as they relate to realizing the Master Plan vision using this scale:

- 0 = Not Important At All**
- 1 = Of Little Importance**
- 2 = Of Average Importance**
- 3 = Very Important**
- 4 = Absolutely Essential**

You also will be asked for input on the timing of the strategies via this scale:

- 1 = Act immediately**
- 2 = Initiate in a 1- to 2-year time frame**
- 3 = Initiate in a 3- to 5-year time frame**

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## **SECTION 1: STRATEGIES THAT INCREASE PARKING FACILITY EFFICIENCY**

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**2** Share parking in the UD: Provide parking spaces that serve multiple users or destinations in the UD. How important do you believe this is to realize the Master Plan vision?

- 0 = Not Important At All**
- 1 = Of Little Importance**
- 2 = Of Average Importance**
- 3 = Very Important**
- 4 = Absolutely Essential**

**3** Please indicate how critical this strategy is timing wise.



- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**4 Regulate parking (City / University District (UD) / Universities): The City / UD / Universities should establish regulations that encourage more efficient use of parking facilities and promote policies in support of the UD Master Plan vision.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**5 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**6 Establish more accurate and flexible standards: Adjust parking standards to more accurately reflect demand in a particular situation.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**7 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**8 Establish parking maximums: Establish maximum parking supply regulations.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**9 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**10 Provide remote parking and shuttle services: Provide or identify off-site parking facilities and encourage their use.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**11 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**12 Implement smart growth policies: Advance and advocate land-use policies that encourage more compact, mixed, multimodal development.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**13 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**14 Improve walking and cycling conditions: Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility and reduce vehicle trips.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**15 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**16 Increase capacity of existing parking facilities:** Increase parking supply capacity by using otherwise wasted space, smaller stalls, car stackers, and valet parking.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**17 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

## SECTION 2: STRATEGIES THAT REDUCE PARKING DEMAND

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**18 Implement mobility management:** Encourage more efficient travel patterns, including changes in mode, timing, destination, and vehicle trip frequency.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**19 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**20 Price parking:** Charge motorists directly for using parking facilities.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
-

**21 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**22 Improve pricing methods: Use better charging techniques to make pricing more convenient and cost effective.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**23 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**24 Provide financial incentives: Provide financial incentives to shift mode, such as parking cash out and transit benefits.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**25 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**26 Unbundle parking: Rent or sell parking facilities separately from building space, so occupants only pay for parking they use.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

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**27 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**28 Reform parking taxes: Implement various tax policy changes that support parking management objectives.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**29 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**30 Provide bicycle facilities: Provide bicycle storage and changing facilities.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**31 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

### **SECTION 3: SUPPORT STRATEGIES**

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**32 Improve user information and marketing: Provide convenient and accurate information on parking availability and price, using maps, signs, brochures, etc.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential

**33** Please indicate how critical this strategy is timing wise.

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**34** Improve enforcement and control: Ensure that parking regulation enforcement is efficient, considerate and fair.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**35** Please indicate how critical this strategy is timing wise.

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**36** Establish transportation management association and parking brokerage: Establish member-controlled organization that provides transport and parking management services in a particular area.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**37** Please indicate how critical this strategy is timing wise.

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame

**38** Establish overflow parking plans: Establish plans to deal with periods of peak parking demand.

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**39 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**40 Address spillover problems: Use management, enforcement, and pricing to address spillover problems.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**41 Please indicate how critical this strategy is timing wise.**

- 1 = Act immediately     2 = Initiate in a 1- to 2-year time frame     3 = Initiate in a 3- to 5-year time frame
- 

**42 Improve parking facility design and operation: Improve parking facility design and operation to help solve problems and achieve parking management objectives.**

- 0 = Not Important At All     1 = Of Little Importance     2 = Of Average Importance     3 = Very Important  
 4 = Absolutely Essential
- 

**43 Please indicate how critical this strategy is timing wise.**

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- 

## OPEN-ENDED QUESTIONS

The word “integrated” in the study’s title refers to a holistic approach to urban mobility, it also

can refer to coordinating parking demand into an *integrated* solution. Much of the existing parking supply in The University District is currently off-street parking, dedicated for specific use and not always accessible to the general public. Integrating different demand options allows a restructuring of the development model and allows property owners and developers to support the larger mixed use vision of The University District.

The following questions address some of these issues. Please share your thoughts below.

**44** How can we better use existing parking resources *before* building any new facilities?

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**45** How can we pool existing resources and inventory of University District partner organizations?

**46** How can we encourage an integrated approach to parking management? How should the City lead? How should the university partners lead?

**47** How can we prioritize bicycle and pedestrian movement in The University District? Should we have a bike sharing program in Spokane and, if so, should the pilot program originate in The University District?



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**48 How can the University District require that private development coordinate with travel demand strategies?**

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**49 How can the University District require / encourage The University District partners to implement travel demand programs for employees and staff?**

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**50 Who or what organization should take the lead with creating an integrated parking website for parking related matters?**

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**51 There are many resources regarding parking, however, to accomplish the UD vision and implement the development principles, should we lead with providing online resources so that stakeholders can quickly navigate through the most comprehensive and current information available so user groups can connect quickly with the appropriate organizations regarding parking? Should this be incorporated into the existing UD website?**

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**52 Should this include parking user information or, concentrate on developers? Should it focus on policies and procedures and direct inquiries to the most appropriate staff either within the UD or partner organizations (e.g., City of Spokane, the universities), who can answer specific questions and encourage broader support of parking as it relates to an integrated mobility approach?**

[Empty dashed response box]

**53 Should The University District organization take the lead with shared parking models?**

[Empty dashed response box]

**54 Who or what organization should take the lead with a phone app for paid parking across The District?**

[Empty dashed response box]

**55 How can we encourage car-sharing programs at a District scale?**

[Empty dashed response box]

**56 How can wayfinding be integrated into this agenda?**

[Empty dashed response box]

**57 Should The University District be a partner in parking structure development?**

[Empty dashed response box]

**58 How should we approach new technologies? What potential is there to encourage and utilize local university-based research?**

[Empty dashed text box]

**59** What possibility is there to coordinate with Urbanova (Spokane's nationally recognized smart city initiative)?

[Empty dashed text box]

**60** How do we maximize our existing parking supply and promote shared options before creating any more parking?

[Empty dashed text box]

**61** Any additional feedback on parking and/or mobility in The University District?

[Empty dashed text box]

**62** Contact info

**63** Name

[Empty dashed text box]

**64** Organization

[Empty dashed text box]

### 65 Job Title

### 66 Email

### 67 Age range

- 18 and under    19-24    25-34    35-44    45-54    55-64    65 and older

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