

MEMORANDUM

PORT OF EVERETT PARKING MANAGEMENT STRATEGY



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PROJECT NAME: Parking Management Strategy Port of Everett
Master Plan
PROJECT NUMBER: 33-1802.00
SUBJECT: Shared Parking Analysis and Parking Management Strategy

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Walker Parking Consultants is pleased to submit the following memorandum regarding the shared parking analysis and parking management strategy for the Port of Everett Master Plan. This memorandum summarizes our findings with regard to our projections of the project's parking demand at full buildout of the proposed development, as well as at the end of each phase of development, and summarizes are parking management recommendations to ensure efficient allocation of the proposed parking supply and effective management of any localized parking shortages that are projected to occur on the site.

PROJECT UNDERSTANDING

The Port of Everett Master Plan entails the redevelopment of 65 acres of prime waterfront property into a 1.5 million square foot mixed use commercial, residential, marina services and hospitality project. *The Port of Everett* has retained Walker Parking Consultants to provide a parking management strategy for the property in order to:

1. Determine if there are preliminarily challenges or concerns to providing an adequate parking management strategy given the current assumptions regarding the proposed parking supply and projected parking demand;
2. Project parking demand for the site based on land use type and employees and visitors, short-term and long-term parkers, including current users of the marina facilities in order to help identify likely parking strategies;
3. Compare projected parking demand with the current plans for the number and location of parking spaces;
4. Recommend a general strategy for operating and managing the parking to maximize the efficiency of the planned parking supply based on the projected demand.

SUMMARY OF KEY FINDINGS AND RECOMMENDATIONS

- Using the Walker/ULI Shared Parking Model and the proposed program provided by the Port of Everett, we project that the total number of spaces planned for the parking supply will be sufficient to meet the demand generated on typical peak, busy days provided that the appropriate parking management strategy and measures are in place. The projected peak weekday parking demand is 2,882 spaces and the projected peak weekend parking demand is 2,362 spaces at project build out.
- The number of parking spaces is projected to be sufficient during each of the phases of build out, provided that the appropriate parking management strategy and measures are put in place to allocate parking demand efficiently throughout the parking supply
- Without the implementation of appropriate strategies and measures, localized shortages will occur, that are likely to impede the public's access to the Marina.
- While shortages will be localized, the key to effective parking management will likely be focused on segregating different parking user groups geographically based on length of stay. Our recommendations preliminarily are the following:
 - Hourly paid parking along streets within the Master Plan area as well as the Surface Lots fronting the Marina and in the Craftsman District. Time limits could also be considered as part of, or instead of, paid parking although time limits tend to be less effective and more labor intensive to enforce than paid parking.
 - Given the current availability and reliability of current parking solutions, we would recommend an integrated Pay-by-Cell (PbC), Pay-by-Plate (PbP) Multispace Meter (MSM), and License Plate Recognition (LPR) based enforcement system. The proposed system could incorporate residential, marina or other (preferential) parking permits if necessary.
 - Enforcement could incorporate a tiered penalty (fine) system through which first-time violators would pay little to no penalty, but habitual violators paid more substantial citation rates. Such a solution tends to be popular with the public and emphasizes compliance over revenue generation.
 - Free or reduced price parking in the parking structures serving the office buildings and other locations.
 - Parking signage and potentially dynamic parking space availability displays for the purpose of notifying drivers of available parking spaces in underutilized (typically off-street) locations.
 - Establishment of a single parking district entity to manage and fund all parking spaces comprehensively and fund parking facilities including construction, operations and maintenance within the Master Plan area. As part of this entity a

Parking Enterprise Fund should be established that would be the recipient of all revenue generated by the parking system and would be responsible for allocating parking revenue to build, manage and operate parking as well as fund transportation demand management policies such as bicycle facilities and potentially parking cash out. This revenue should likely include:

- o Fees collected from paid parking, on-street and potentially monthly employee parking as part of a transportation demand management plan;
- o Parking citation revenue;
- o In lieu fees paid by developers based on the number of parking spaces required. The amount of the fees would be calculated based on the total parking costs determined subtracting fees from additional sources;
- o Possible additional assessments on development projects.

SHARED PARKING ANALYSIS

The purpose of this analysis is to identify a preliminary strategy for managing the demand for parking within the Port of Everett Master Plan (Waterfront Place). Although not the goal of the analysis, the proper strategy depends on the demand for parking and the different parking users who will make up that demand. The first step of our analysis is therefore to identify peak parking demand and the breakdown of parking demand by user group.

The principles supporting the following analysis stem from the concept of shared parking, an accepted practice widely used in mixed use developments and commercial districts. The Urban Land Institute, in cooperation with the International Council of Shopping Centers, first published *Shared Parking* in 1983. This publication explains the concept of shared parking and describes the use of a model to forecast peak parking conditions for mixed-use developments, and/or urban settings. Walker contributed to that original publication along with a number of firms, organizations and individuals in the parking field. Walker then led the team that researched and wrote *Shared Parking, 2nd Edition*, published in 2005. The Walker/ULI Shared Parking Model is based on the ULI model, but uses additional data and updates. *Appendix A* contains a detailed discussion of the shared parking methodology.

ULI SHARED PARKING ANALYSIS – OVERALL PORT OF EVERETT MASTER PLAN

The Port of Everett Master Plan represents an opportunity for a significant amount of shared parking due to the variety of land uses envisioned for the master plan area. Shared parking is envisioned between the supply of all nonresidential parking. In addition, some “captive” effects are anticipated as a result of residents and employees patronizing other land uses on site. In particular for the Port of Everett, the use of the Marina, which has a much higher parking demand on weekends, complements the proposed office uses which generate high weekday parking demand but little weekend parking demand.

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Tables 1 and 2 show the projected weekday and weekend shared parking demand for the proposed Port of Everett Master Plan.

Tables 1 and 2 also show that the Model's base parking ratios for the site overall are higher than the City Code requirements, with a base unadjusted weekday demand of 3,781 parking spaces and a based unadjusted weekend demand of 3,180 parking spaces compared to the City of Everett parking requirements of 3,432 weekday parking spaces and 2,988 weekend parking spaces calculated by Gibson Traffic Consultants as part of a separate traffic and parking study completed for the Port of Everett.

However, utilizing the Shared Parking methodology, the effective ratios are lower than City code requirements due to the Model's adjustments for presence factors, mode split, captive ratios, and time of day and monthly factors. As shown in Tables 1 and 2, after application of the Walker/ULI shared parking model results in projected peak weekday parking demand of 2,882+ parking spaces and projected peak weekend parking demand of 2,362± parking spaces, a 24% and 26% reduction from unadjusted demand respectively. The tables also show parking demand by land use and visitors and employees.

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Table 1: Projected Weekday Shared Parking Demand – Port of Everett Master Plan

Land Use	Unadj	Month Adj	Pk Hr Adj	Non Captive	Drive Ratio	Demand
	Demand	Jun	2:00 PM	Daytime	Daytime	Jun 2:00 PM
Community Shopping Center (<400 ksf)	353	67%	95%	97%	90%	198
Employee	85	80%	100%	100%	85%	58
Marine Retail	105	100%	100%	92%	90%	87
Employee	28	100%	100%	100%	85%	24
Light Industrial	8	100%	100%	92%	90%	7
Employee	79	100%	100%	100%	85%	67
Warehousing	4	100%	95%	97%	90%	3
Employee	64	80%	100%	100%	85%	43
Marina	203	95%	90%	100%	90%	156
Fine/Casual Dining	249	95%	65%	68%	90%	94
Employee	45	100%	90%	100%	85%	34
Fast Casual/Fast Food	102	95%	90%	20%	90%	16
Employee	18	100%	95%	100%	85%	14
Public Park/Open Space	9	45%	100%	100%	90%	4
Employee	1	75%	100%	100%	85%	1
Convention Center	61	50%	100%	100%	90%	27
Employee	6	60%	100%	100%	85%	3
Hotel-Leisure	180	90%	70%	100%	100%	113
Restaurant/Lounge	30	95%	33%	90%	60%	5
Employee	50	100%	100%	100%	85%	42
Residential Guest	66	100%	20%	100%	90%	12
Residential Reserved - Condo	788	100%	100%	100%	97%	764
Residential Reserved - Rental	211	100%	100%	100%	97%	204
Residential Unreserved - Rental	90	100%	70%	100%	97%	61
Office 100k to 500k sq ft	69	100%	100%	100%	90%	62
Employee	877	100%	100%	99%	90%	783
Subtotal Customer/Guest	1,439					784
Subtotal Employee/Resident	1,343					1,130
Subtotal Reserved Resident - Condo	788					764
Subtotal Reserved Resident - Rental	211					204
Total Parking Spaces Required	3,781					2,882
					% reduction	24%

Source: Walker Parking Consultants, 2014

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Table 2: Projected Weekend Shared Parking Demand – Port of Everett Master Plan

Land Use	Unadj Demand	Month Adj Aug	Pk Hr Adj 1:00 PM	Non Captive Daytime	Drive Ratio Daytime	Demand Aug 1:00 PM
Community Shopping Center (<400 ksf)	389	69%	90%	99%	95%	227
Employee	97	80%	100%	100%	90%	70
Marine Retail	112	100%	95%	94%	95%	95
Employee	28	100%	100%	100%	90%	25
Light Industrial	0	100%	80%	94%	95%	0
Employee	20	100%	80%	100%	90%	14
Warehousing	4	69%	80%	99%	95%	2
Employee	64	80%	80%	100%	90%	37
Marina	400	100%	95%	100%	95%	361
Fine/Casual Dining	277	99%	55%	68%	95%	98
Employee	49	100%	75%	100%	90%	33
Fast Casual/Fast Food	96	99%	100%	53%	95%	47
Employee	16	100%	100%	100%	90%	14
Public Park/Open Space	11	100%	90%	100%	95%	9
Employee	1	100%	100%	100%	90%	1
Convention Center	61	75%	100%	100%	95%	43
Employee	6	85%	100%	100%	90%	5
Hotel-Leisure	200	100%	65%	100%	100%	130
Restaurant/Lounge	30	99%	100%	30%	70%	6
Employee	36	100%	100%	100%	90%	32
Residential Guest	99	95%	20%	100%	95%	18
Residential Reserved - Condo	788	100%	100%	100%	97%	764
Residential Reserved - Rental	211	100%	100%	100%	97%	204
Residential Unreserved - Rental	90	95%	70%	100%	97%	58
Office 100k to 500k sq ft	7	95%	80%	100%	95%	5
Employee	88	95%	80%	100%	95%	64
Subtotal Customer/Guest	1,686					1,041
Subtotal Employee/Resident	495					353
Subtotal Reserved Resident - Condo	788					764
Subtotal Reserved Resident - Rental	211					204
Total Parking Spaces Required	3,180					2,362
					% reduction	26%

Source: Walker Parking Consultants, 2014

Both projected weekday and weekend peak parking demand are expected to occur in the summer months, due to increased activity at the Marina.

The current site plan for the Port of Everett Master Plan shows a proposed parking supply of 3,174 parking spaces. Based on the results of the Model, the amount of proposed parking is more than adequate to accommodate projected peak weekday and peak weekend parking demand.

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While the overall proposed parking supply can adequately accommodate projected peak parking demand, the overall numbers do not provide insight into whether the location of proposed parking matches up with where parking demand is being generated on the site. The master plan encompasses 65 acres and is expected to be built in four phases. The next section provides the results of the Shared Parking Model by Area and Phase. Figure 1 shows the breakdown of the phases for the master plan as well as the proposed parking supply per area. Phase 1 has been split into three areas due to its size.

Figure 1: Port of Everett Master Plan – Areas/Phases



Source: Walker Parking Consultants, 2014

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Table 3 shows the proposed Port of Everett Master Plan land use and parking provided by phase, and area where applicable. It should be noted that professional judgment was used to determine the breakdown of commercial space in some area into retail, restaurant, light industrial and warehousing.

Table 3: Port of Everett Master Plan – Distribution of Land Use by Phase/Zone

Distribution of Land Use by Phase/Zone							
Phase/Zone:	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2	Phase 3	Phase 4	Total
Community Shopping Center (<400 ksf)	44,300	43,500			29,775	4,100	121,675
Marine Retail		69,900					69,900
Light Industrial		7,500			69,150		76,650
Warehousing		56,000			10,600	12,300	78,900
Marina			520				520
Fine/Casual Dining	5,000	6,500			4,800		16,300
Fast Casual/Fast Food	8,000						8,000
Public Park/Open Space				2.2			2.2
Convention Center		11,000					11,000
Hotel-Leisure	120			80			200
Restaurant/Lounge				3,000			3,000
Residential Condo							
Studio/Efficiency					49	18	67
1 bedroom					135	120	255
2 bedroom					49	58	107
>3 bedroom					12	15	27
Residential Apt							
Studio/Efficiency	41						41
1 bedroom	112						112
2 bedroom	41						41
>3 bedroom	10						10
Office 100k to 500k sq ft	159,800	8,000			137,975		305,775
Planned Parking Supply	1,039	276	217	168	1,114	360	3,174

Source: Walker Parking Consultants, 2014

ULI SHARED PARKING ANALYSIS – BY PHASE

Tables 4 and 5 summarize the Shared Parking model results by phase, and by area for weekday and weekend conditions. Phase 1 is the largest phase of the master plan geographically and has been split into three areas, the Marina, the Craftsman District, and what we have termed the “General” District.

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Table 4: Weekday Shared Parking Model Results by Phase

Distribution of Weekday Demand by Phase/Zone							
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina				Total
Phase 1 Weekday Peak - June 2:00 PM							
Total Demand	1016	349	156				1,521
Planned Supply	1,039	276	217				1,532
Surplus/(Deficit)	23	(73)	61				11
Phase 1-2 Weekday Peak - August 2:00 PM							
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2			Total
Total Demand	998	354	164	81			1,597
Planned Supply	1,039	276	217	168			1,700
Surplus/(Deficit)	41	(78)	53	87			103
Phase 1-3 Weekday Peak - June 2:00 PM							
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2	Phase 3		Total
Total Demand	967	348	156	72	955		2,498
Planned Supply	1,039	276	217	168	1,114		2,814
Surplus/(Deficit)	72	(72)	61	96	159		316
Phase 1-4 Weekday Peak - June 2:00 PM							
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2	Phase 3	Phase 4	Total
Total Demand	966	347	156	72	955	386	2,882
Planned Supply	1,039	276	217	168	1,114	360	3,174
Surplus/(Deficit)	73	(71)	61	96	159	(26)	292

Source: Walker Parking Consultants, 2014

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Table 5: Weekend Shared Parking Model Results by Phase

Distribution of Weekend Demand by Phase/Zone							
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina				Total
Phase 1 Weekend Peak -August 1:00 PM							
Total Demand	623	355	361				1,339
Planned Supply	1,039	276	217				1,532
Surplus/(Deficit)	416	(79)	(144)				193
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2			Total
Phase 1-2 Weekend Peak -August 1:00 PM							
Total Demand	621	356	361	81			1,419
Planned Supply	1,039	276	217	168			1,700
Surplus/(Deficit)	418	(80)	(144)	87			281
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2	Phase 3		Total
Phase 1-3 Weekend Peak -August 1:00 PM							
Total Demand	612	357	361	81	565		1,976
Planned Supply	1,039	276	217	168	1,114		2,814
Surplus/(Deficit)	427	(81)	(144)	87	549		838
	Phase 1 General	Phase 1 Craftsman	Phase 1 Marina	Phase 2	Phase 3	Phase 4	Total
Phase 1-4 Weekend Peak -August 1:00 PM							
Total Demand	610	356	361	81	566	388	2,362
Planned Supply	1,039	276	217	168	1,114	360	3,174
Surplus/(Deficit)	429	(80)	(144)	87	548	(28)	812

Source: Walker Parking Consultants, 2014

FINDINGS

- Both the projected weekday and weekend peak parking demand for the project is expected to occur during the summer months when activity at the Marina is at its seasonal peak.
- The projected weekday peak parking demand is 2,882± spaces, and the projected weekend peak parking demand is 2,362± spaces. Projected weekday parking demand is higher than weekend parking demand due to the project's 300,000+ square feet of office space which generate little to no parking demand on weekends.
- We project that the proposed 3,174 parking spaces within the project area are sufficient to accommodate the projected overall peak demand of 2,882± spaces.
- While the project is projected to provide sufficient parking to accommodate overall peak demand on both weekdays and weekends, certain areas will experience localized parking deficiencies:
 - The Craftsman District is projected to experience parking shortages during both weekday and weekend peaks;
 - The Marina district is projected to experience parking shortages during summer weekend peaks;
 - Phase 4 is projected to experience parking shortages during both weekday and weekend peaks, including a potential shortage of reserved resident parking.

RECOMMENDATIONS

While projected shortages will be localized, the key to effective parking management will likely be based less on segregating different parking user groups geographically than between long- and short-term parkers. We preliminarily recommend the following:

- Hourly paid parking along streets within the Master Plan area as well as the surface lots fronting the Marina and in the Craftsman District. Time limits could also be considered as part of, or instead of paid parking although we consider time limits to be less effective and more labor intensive than paid parking. The technology used to enforce these measures would likely be an integrated Pay-by-Cell (PbC), Pay-by-Plate (PbP) Multispace Meter (MSM), License Plate Recognition (LPR) based enforcement system. The proposed system could incorporate residential, marina or other (preferential) parking permits if necessary, using license plates as the parking permit.
- Enforcement could incorporate a tiered penalty (fine) system through which first-time violators paid little to no penalty, but habitual violators paid more substantial citation rates.
- Free parking in the parking structures serving the office buildings and other locations.

- Free or reduced fee parking in the parking structures and paid parking on-street and in surface lots fronting the Marina would encourage long-term parkers on weekends, such as all-day boaters who would otherwise park in a spot fronting the Marina all day, to park for free in a structure rather than paying to park at a meter all day, freeing up the surface parking for multiple short-term patrons and alleviating the projected Marina district shortage on weekends. The proposed structures on A.11 and B.1 are approximately 350-500 feet from the Marina surface lots.
- Free or reduced fee parking in structures and paid surface parking in the Craftsman District would encourage employees in the Craftsman District to park in the parking structures in Parcels A.10, A.11 and B.1 rather than paying to park at a meter all day, freeing up the surface parking in the Craftsman District for patrons and alleviated the project shortage in the district on both weekdays and weekends. Since the proposed parking structures are located in the center of the project area, in general walking distances from the structures to the rest of the project are acceptable. Craftsman district employees parking in the parking structures would have a 350-1,000 foot walk depending on where in the district their job was located.
- Establishment of a single entity (parking district) to manage all parking spaces comprehensively and fund parking facilities, operations and maintenance within the Master Plan area. As part of this entity a Parking Enterprise Fund should be established that would be the recipient of all revenue generated by the parking system and would be responsible for allocating parking revenue. This revenue should likely include:
 - Fees collected from paid parking;
 - Parking citation revenue;
 - In lieu fees paid by developers based on the number of parking spaces required. The fees would be calculated based on the total parking costs determined;
 - Possible assessments on development projects.
- Dynamic wayfinding & signage should be used to direct customers to the parking structures and to inform visitors in advance as to where available parking is located. Dynamic wayfinding should be utilized, at the very least, to encourage higher levels of utilization in the proposed parking structures, but could also potentially be used for larger areas of surface parking as well.

Every trip requiring parking begins and ends with a pedestrian trip. Parking and walking are inextricably tied. The amount of parking supply serving an area or destination depends on how far visitors and employees are willing to walk. As part of our design and study of parking facilities, Walker has extensively researched how far parkers are willing to walk. The answer varies based on a number of factors including the parking user group (restaurant patron, shopper, commuter, employee, or event attendee), the pedestrian-friendliness of the built environment, perceived security, terrain, lighting and weather. Walker has developed levels of service for various parking user groups and conditions.

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We note that the distances for outdoor locations are based on conditions nationwide. Levels of service (LOS) A & B would be suitable for visitors/patrons while LOS C and D would be suitable for employees. Table 6 shows the design standards for walking distance LOS.

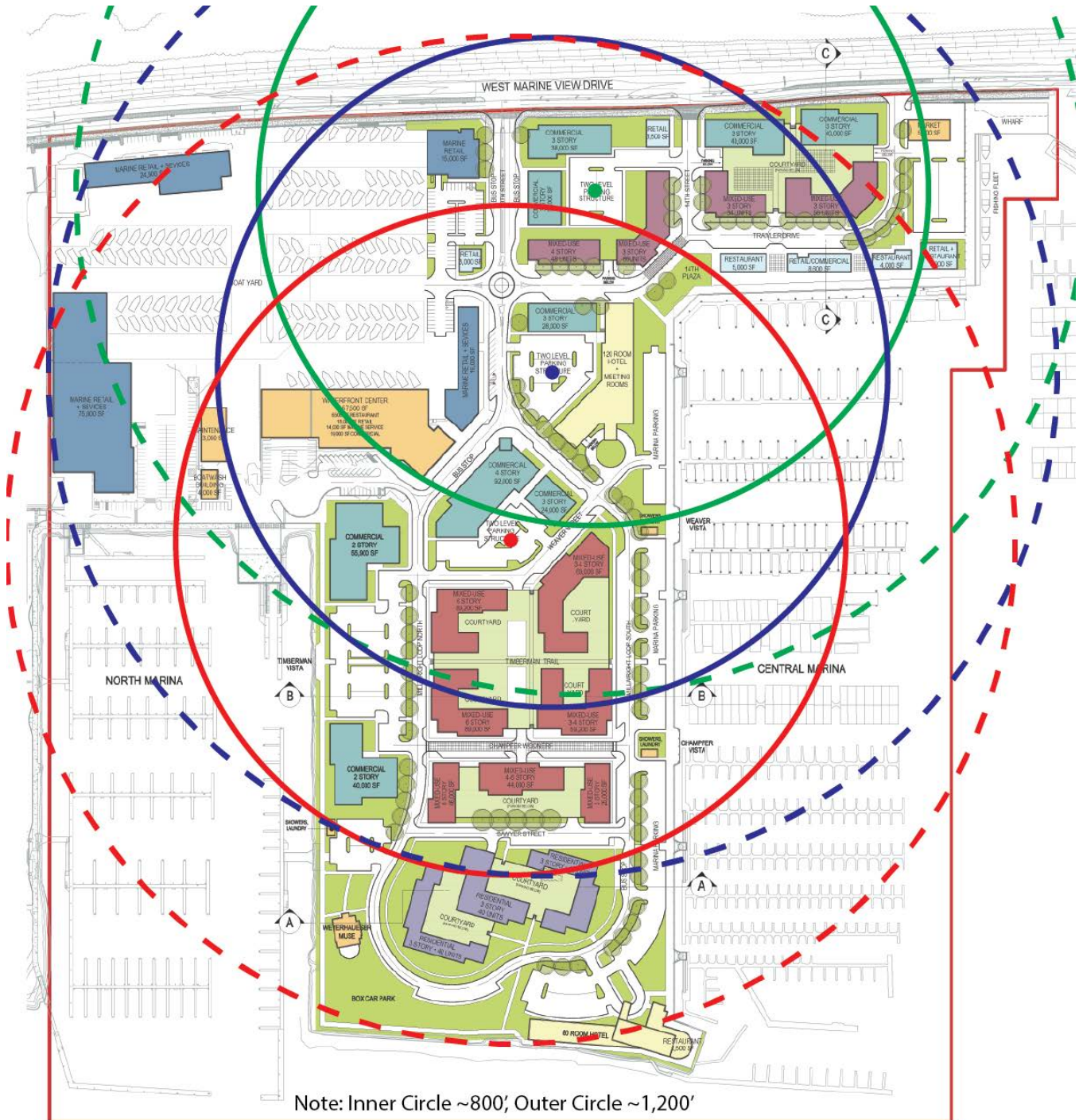
Table 6: United States Design Standards for Walking Distance

Maximum Walking Distance (feet)	LOS F	LOS E	LOS D	LOS C	LOS B	LOS A
Within Parking Facilities						
Surface Lot	2,100	1,750	1,400	1,050	700	350
Structure	1,800	1,500	1,200	900	600	300
From Parking to Destination						
Climate Controlled	8,000	6,600	5,200	3,800	2,400	1,000
Outdoors, Covered	3,000	2,500	2,000	1,500	1,000	500
Outdoors, Uncovered	2,400	2,000	1,600	1,200	800	400

Source: Walker Parking Consultants, 2014

Figure 2 shows 800-foot and 1,200 foot walking distances from the three proposed parking structures in the Master Plan. As shown in the figure most of the commercial areas of the site are within 800 feet of one of the parking structures, and virtually the entire site is within 1,200 feet. The walking distance LOS for Marina visitors and Craftsman District employees, who may park in the parking structures due to localized shortages during the peak, would be acceptable based on the design standards for walking distance.

Figure 2: Port of Everett Master Plan – 800-foot and 1,200-foot Walking Distances



Source: Walker Parking Consultants, 2014

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APPENDIX A – ULI SHARED PARKING METHODOLOGY

Shared parking is the use of a parking area to serve two or more individual land uses without conflict or encroachment. The ability to share parking spaces is the result of two conditions:

1. Variations in the accumulation of vehicles by hour, by day, or by season at the individual land uses, and
2. Relationships among the land uses that result in visiting multiple land uses on the same auto trip.

The key goal of a shared parking analysis is to find the balance between providing adequate parking to support a development from a commercial and operational standpoint while minimizing the negative aspects of excessive land area or resources devoted to parking. In general, a shared parking analysis considers the types, quantities and user groups of land uses for a development, as well as site- and market-specific characteristics. The ultimate goal of a shared parking analysis is to find the peak period, or design day condition; according to ULI's *Shared Parking, 2nd Edition*, "A design day or design hour is one that recurs frequently enough to justify providing spaces for that level of parking activity."

Allowing multiple land uses and entities to share parking spaces has allowed for and led to the creation of many popular developments and districts that rely heavily on shared parking practices in order to be compact, walkable and viable projects. In the same way, mixed-use projects have also benefited from the shared parking principle, which offers multiple benefits to a community, not the least of which is a lesser environmental impact from the reduction in required parking needed to serve commercial developments as well as the ability to create a more desirable mix of uses at one location.

The shared parking modeling process is based upon a number of factors including:

1. **Base Parking Ratios.** Similar to most municipal parking requirements, each land use in the model is assigned a specific metric considered by the parking industry to be a reliable meter of parking demand for that use. However, unlike City codes, the base ratios are based on data gathered and observations collected at primarily suburban, standalone locations. For a mixed-use site this calculation (Quantity X Base Parking Ratio) provides the maximum amount of parking needed for the site without consideration to the dynamics of the site and market, and interplay between activity levels for each land use. These adjustments are found in the subsequent steps of a shared parking analysis.
2. **Drive Ratio (Mode Split).** The drive ratio represents a reduction in anticipated spaces needed to account for employees and visitors arriving to the site by means other than a single-occupant vehicle (SOV). These other means include walking, mass transit, carpooling/vanpooling, drop offs, or bicycling from locations beyond the development site. A large site, even without transit access will typically experience some reduction in the SOV ratio due to carpooling, drop offs or other ways people find to access a location.

Walker utilizes market, site specific, and census data sources to generate assumptions for a drive ratio reduction.

3. Non-captive adjustment. "Captive market" is borrowed from market researchers to describe people who are already present at certain times of the day. In a shared parking analysis, the term "captive market" reflects the adjustment of parking needs and vehicular trip generation rates due to interaction among land-uses internal to the site, such as the residential units and the café' use within the planned 550 North Third Street Development.

4. Presence factors. Presence is the last factor applied to user group parking demand in a shared parking model; it is expressed as a percentage of potential demand modified for time of day and time of year, weekday or weekend. Considering that parking demand for each land use peaks at different times, generally, shared parking results in fewer parking spaces being recommended than would be the case were the land uses considered separately. Presence factors include:

- A. Time of day adjustments. These hourly adjustments are based on hourly parking accumulation data with the same source as the base parking ratios. A peak hour parking demand is observed, and a ratio results, but hourly counts were also performed which are presented as a percentage of that peak period and show how the land use generates parking throughout the day. The model evaluates parking demand for each land use from 6:00 a.m. to 12:00 midnight on weekdays and weekends for every month of the year.
- B. Time of year adjustment. Seasonality usually has varied effects on the parking generation at mixed-use sites because land uses and quantity mixes vary from one development to the next.