PARKING
MATTERS

Technical Report 1.1
SUMMARY OF OUTREACH EFFORTS TO DATE

Technical Report 1.1
Summary of Outreach Efforts to Date

This memorandum documents the Parking Matters study's outreach efforts through July 2015, or generally the first half of the study duration. It also includes a brief summary of the March 2016 open houses at which draft study recommendations were presented. During this time the Parking Matters study team engaged in numerous interviews with stakeholders and agency staff, met twice each with an agency-based Technical Committee and a broader Project Advisory Committee representing major downtown businesses, neighborhood representatives, institutions, government agencies and trade groups, and led a public open house workshop.

The purpose of this engagement is to learn from stakeholders and community members and to make sure that new directions and recommendations that come from the Parking Matters study reflect the true needs of the downtown Savannah community. However, the outreach is equally important in giving residents, businesses and even downtown visitors a chance to engage with the technical professionals making these recommendations. Parking is, after all, something that affects nearly everyone every day, and it is important for all users to understand the decision-making factors that drive parking policies and regulations so that the balances and trade-offs of parking and mobility can gain broad acceptance.

This open house was a broadly advertised and well-attended event, and featured a series of informational maps, allowed visitors to 'vote' on preferences or concerns, and invited visitors to record small interviews (called 'confessionals') on their thoughts and opinions on parking in downtown Savannah.

The team also conducted an online survey, open for over three months from March to July 2015, which gathered over 1,600 responses and included a special outreach effort to distribute paper surveys through Chatham Area Transit bus services.

The outreach summary is presented in the following sections:

1. Technical and Project Advisory Committees

2. Stakeholder Discussions

3. April 2015 Public Open House

4. Parking Matters Survey and Responses

5. March 2016 Open Houses

Technical and Project Advisory Committees

In addition to a core management team made up of Metropolitan Planning Commission (MPC) and City of Savannah staff, the Parking Matters study has been guided by two leadership committees: a Technical Committee consisting of agency staff and a Project Advisory Committee with representation from a variety of neighborhood, business and civic organizations as well as other government and educational institutions.

The Technical Committee consists mostly of agency staff focused in transportation, land use and development review, or general public administration. This includes not only staff from the MPC and Coastal Region MPO (CORE MPO), but also staff from the City of Savannah Department of Mobility and Parking Services and Department of Tourism Management and Ambassadorship and from partner agencies such as Chatham Area Transit. A full list of members is found on the following page.

Parking Matters has also engaged a Project Advisory Committee consisting of members of major downtown stakeholder organizations. This group is an important counterpart to the Technical Committee that keeps the Parking Matters study team mindful of the needs of downtown's residents, churches, businesses and employers. This group also includes membership from other government agencies such as the Housing Authority of Savannah, the Army Corps of Engineers, and Savannah-Chatham County Public School System, as well as quasi-governmental organizations such as the Savannah Development and Renewal Authority. Refer to the table on Page 6 for a full list of Project Advisory Committee members.

The committees have been convened twice so far in the planning process:

- March 23, 2015 (Technical Committee) and March 24, 2015 (Project Advisory Committee), to introduce the project and team to the committees and solicit early feedback.

- May 27, 2015 (Technical Committee) and June 9, 2015 (Project Advisory Committee), to update both groups on the status of data collection and existing conditions and needs assessment. These meetings discussed the results of the parking utilization counts discussed in Technical Memorandum 3.1.

Parking Matters Study Technical Committee Members

CITY OF SAVANNAH	
Veleeta McDonald	**Director, Mobility and Parking Services**
Sean Brandon	Bureau Chief, Management Services Bureau
Susan Broker	Director, Citizen Liaison's Office
Joe Shearouse, Jr.	Citizen Office Coordinator
Bret Bell	Director, Public Information Office
Capt. Ben Herron	Downtown Precinct Captain, Metro Police
Craig Landolt	Fire Marshal, Savannah Fire
Bridget Lidy	Director, Tourism Management and Ambassadorship
Mike Weiner	Director, Traffic Engineering
Gordon Denny	Director, Park and Tree
Nick Deffley	Environmental Affairs & Sustainability Director
MPC/CORE MPO	
Thomas L. Thomson	Executive Director
Mark Wilkes	Director of Transportation
Jane Love	Transportation Planner
Marcus Lotson	Development Services
CHATHAM AREA TRANSIT	
Nick Helmholdt	Director of Planning
SAVANNAH AREA MOBILITY	
Nick Helmholdt	dot Administrator

Parking Matters Study Project Advisory Committee Members

Name	Title	Organization
Melinda Allen	President	Downtown Neighborhood Association
Ruel Joyner	President (through 2015)	Downtown Business Association
Michael Owens	Executive Director	Tourism Leadership Council
Carrie Bligh	Director	Waterfront Association
Janet Lee	Administrator	First African Baptist Church
Dicky Mopper	Owner	Mopper Stapen Realty
Will Green	Owner	Old Savannah Tours
James Aberson	ADA Coordinator	Chatham County Disability
Joe Marinelli	Executive Director	Visit Savannah
Daniel Carey	President	Historic Savannah Foundation
John Buckovich	Associate Vice President for Facilities	Savannah College of Art and Design
Kevin Klinkenberg	Executive Director	Savannah Development and Renewal Authority
Mary Anne Hogan	Principal	Saint Vincent's Academy
Virginia Mobley	President	Thomas Square Neighborhood
Gwendolyn Fortson-Waring	President	Metropolitan Neighborhood Association
Gloria Williams	President	Cuyler Brownville Neighborhood Association
John Bennett	Executive Director	Savannah Bicycle Campaign
Cynthia Kennedy	President	Eastside Concerned Citizens
Marc Friday	General Manager	Planter's Inn
William K. Broker	Managing Attorney	Georgia Legal Services
LTC Thomas Woodie	Deputy Commander	Savannah District, South Atlantic Division US Army Corps of Engineers
Terry Enoch	Chief of Campus Security	Savannah-Chatham County Public School System
Monifa Johnson	Neighborhood Services Coordinator	Housing Authority of Savannah

WHAT THE TEAM LEARNED

The Technical and Project Advisory Committees have provided valuable feedback and insight so far in the process. This has included the following suggestions and themes:

- The balance of quality of life, community character and the ever-increasing importance of tourism in the local economy are not just the challenge of Parking Matters, but also of many of our own roles and responsibilities.

- For visitors and downtown commuters alike, how does traffic not overwhelm downtown's existing infrastructure—which is highly constrained and often carries its own special qualities tied to the historic district? Many advisory committee members expressed that they would like to see new development add no new cars to streets, but recognize the major challenges to achieving this vision.

- Managing current assets is also an important theme, both for parking and mobility. The City has invested in garages and undertakes management and enforcement of its on-street spaces. One of the study's pillars will be assessing this and seeing if there might be new opportunities to extend the return on these investments and the service they offer the City.

- The City has done a good job meeting the needs of all users, including persons with disabilities, but we need to continue to monitor their condition and make sure that they are truly accessible.

- Signage and information are key resources in a place with so many attractions and so much demand for access to them. We need to ensure that parking is easy and intuitive, and signage and wayfinding can go a long way toward achieving this.

- Parking and mobility both need to be in service to the private AND public uses downtown, and in a way that protects community character.

Stakeholder Discussions

Although the Parking Matters study leadership committees already represent a broad group of government agency and private organization stakeholders, the study team also met with many of them one-on-one to discuss specific concerns for downtown.

The study team met with the following organizations and individuals:

- **Visit Savannah and Savannah Chamber of Commerce** (Joseph Marinelli and Bill Hubbard, respectively)

- **Tourism Leadership Council** (Michael Owens)

- **City of Savannah Public Information Office** (Susan Broker and Bret Bell)

- **City of Savannah Zoning** (Geoff Goins)

- **City of Savannah Tourism Management and Ambassadorship** (Bridget Lidy)

- **Chatham Area Transit** (Nick Helmholdt)

- **Savannah Development and Renewal Authority** (Kevin Klinkenberg)

- **Downtown Business Association** (Ruel Joyner)

- **Downtown Neighborhood Association** (Melinda Allen; note that the Parking Matters team also attended a DNA monthly meeting, which is discussed in Section 3 of this memorandum)

WHAT THE TEAM LEARNED

Key points of these discussions are summarized here, without specific attribution to individuals or organizations. Instead, comments and discussion topics have been organized by major themes that the Parking Matters study will address.

Downtown Parking

Residents and visitors alike express confusion about the status of on-street parking, how different it is from block to block, how some spaces have meters, and how some don't. Parking is often dealt with in very localized conditions that frustrate people downtown.

Many believe that parking signage and regulations need additional clarity and consistency. Some stakeholders have expressed concern with the times of street sweeping as well, noting that this often cuts into peak periods of visitor demand (such as Saturdays) and potentially frustrates users not already familiar with the system.

In certain areas there is a desire for residential-ONLY permit parking. Currently this is not enforced on the weekends, even if signage suggests otherwise.

From Thursday night to Sunday night, there is a perceived parking shortage. People complain when they go out on the weekends. They circle the block, and often they don't know where to go. They don't know that you can park on Liberty and Oglethorpe.

It is essential for the study to consider the dynamics of downtown as a residential district that evolves at night and on weekends with an added level of visitor demand.

Several stakeholders acknowledge that Savannah's built environment—particularly its well connected network of streets and blocks—could (and should) result in less of a need for parking close to destinations. "Parking is the most overrated commodity... urban residents learn to walk and get around on foot."

Downtown Mobility

There are many mobility options downtown, but it isn't always clear to people who live and work in Savannah how they serve or benefit them. Some stakeholders expressed concern that these options, which are visible and made apparent to tourists, might be able to do a better job also serving Savannahians.

The organizations that oversee and manage these mobility options are also beginning to question and assess how effectively they work downtown.

There is ample transit service when considering both public and private operators. From an economic development perspective, the City needs to take advantage of this resource and find ways to make growth possible without cars. Doing so, however, will require a good understanding of user perceptions and needs, with strategies that make sure these needs are met. For example, some visitors and residents are confused by the routing of the Dot shuttle—might there be opportunities for reconsidering this in partnership with other mobility strategies?

Many of these mobility options, however, are still emerging and the City has been working on how to manage and regulate them. Some (such as tour coach buses and horse-drawn carriages) are well established and regulations have been in place for a long time, where others (such as pedicabs) are newer and still growing in numbers.

Because of City vehicle restrictions on residential streets, some of the larger vehicles (especially the coach buses) rely on a relatively small number of streets. It might be worth revisiting the City's map of allowed routes for these vehicles.

There are different opinions on Broughton Street and how it should be treated for mobility purposes. Some people have expressed interest in closing it to vehicles and making a pedestrian street, although many do not want to see this. Past development proposals have reimagined Broughton as less of a vehicle thoroughfare than it currently is.

The City does not have an established framework for special event planning, with events coordinated on a case-by case basis.

Savannah has excellent potential as a bicycle city, but the city could do more to realize this potential. Whitaker and Drayton, for instance, don't seem heavily utilized outside of peak hours.

Growth and Development Downtown

Savannah is making a gradual recovery from the late-2000s recession, although slower than some other cities. The city is still returning to 2007 levels in downtown. However, that doesn't mean prices are low everywhere: the landmark district north of Gwinnett Street is very unaffordable.

"Savannah's been discovered. This was a quiet corner of the world for a long time." However, the city is not fully positioned to handle the growth right now. Change has been rapid, and many who have lived here for a while don't fully appreciate what's going on.

The City is currently revising its zoning ordinance, working on completion and Council adoption for three years but working overall on the revisions for nearly eight years. As part of this, many parking requirements are being reviewed and potentially revised. The downtown core area is currently exempted from parking requirements, and other districts in the City have adopted a lower level of requirement over time.

The west side of downtown, and especially the northwest, is the real frontier for new development: SCAD housing, the arena, and new hotels are all proposed. Stakeholders noted the emergence of this area as a new mixed-use district and expressed an interest in policy guidance to help guide development there.

Short-term vacation rentals such as Airbnb have been a major issue in Savannah, with the City recently passing legislation to regulate them. Neighborhoods and the City alike have been concerned about the implications of these on parking, especially on-street parking in historic neighborhoods.

Many downtown businesses see an imbalance in street and garage parking pricing and management. Many believe that garages could be priced higher.

However, some businesses also observe that street parking is sometimes too easy to occupy for long periods, with employers and employees admitting using it to access their workplaces.

Savannah is often compared to Charleston, but there are potential peers that might be better suited to the City's current dynamics. Charleston can't really redevelop and grow due to a different kind of physical constraint (its two rivers), where Savannah has new growth potential east and west of the historic district.

April 2015 Public Open House

The Parking Matters study's first major public event was a workshop with two evening events: a community open house (April 14) and an open house at the monthly meeting of the Downtown Neighborhood Association (April 15).

Both of these events allowed participants a chance to speak with the Parking Matters study team and express their interests, desires and concerns - as well as provide information on their current parking patterns. The team collected information by allowing participants to write comments on maps, 'vote' on major themes or issues of importance, and recording video interviews with participants.

The centerpiece of the public involvement efforts for Parking Matters are two community open house meetings, one of which was held in April 2015 to introduce the study to the general public and to encourage feedback and discussion. The next public meeting will be held later in 2015 to present the full findings of the study as well as preliminary recommendations.

PUBLIC OPEN HOUSE

This first open house meeting, held on April 14, 2015, encouraged members of the downtown Savannah community—intended to include residents as well as businesses, employees, students and even visitors—to discuss their thoughts, opinions, interests and concerns for parking and mobility downtown. The open house format included a series of maps on which participants could write comments, outline specific areas or share information that would be important to the team. This also

April 14, 2015 Open House

included a presentation of findings to date, a series of maps to provide additional information to guide participants' discussions, and a separate room—which the study team named the 'confessional' room—where participants could give video-recorded accounts of their own experiences with parking downtown. The overall tone of this meeting was kept friendly and approachable and participants engaged in lively and informative discussions with the study team.

DOWNTOWN NEIGHBORHOOD ASSOCIATION MEETING

The Downtown Neighborhood Association also invited the study team to set up their open house format prior to their April monthly meeting. This included a similar display of maps and direct discussion of topics with study team members. The photos here and on the following pages illustrate these meeting events.

Left: a flyer distributed to community members advertising the April 14, 2015 open house.
Above: the April 15 meeting with members of the Downtown Neighborhood Association.

WHAT THE TEAM LEARNED

Both the open house and the DNA meeting offered participants an opportunity to share ideas, both directly through written and verbal comment and through more structured 'voting' exercise by which participants selected issues and concerns important to them. This was structured as a series of issues and themes and participants were allowed to place a limited number adhesive dots on those that mattered. This gave the study team an added perspective on the 'big issues' to address and for the community to understand, which in turn help to reinforce potential areas of focus for study recommendations.

These themes were phrased in terms of the following statements:

- I would like to **park only one time** and walk to all my destinations when I come to downtown Savannah.

- If there were **guaranteed free parking**, I would be willing to park a little further from my destination.

- I find myself wasting time moving my car because of the **time-limit** restrictions.

- I would be willing to pay for parking if I knew I were getting a **convenient space** for as long as I needed it

- I avoid downtown Savannah at night because some streets may **feel unsafe** to walk at night

- I would like it to be easier and safer to **walk, bike, or take transit** to downtown Savannah

- I sometimes **avoid shopping** in downtown Savannah because I know parking will be hard to find.

- I prefer to park on the street **in front of my destination** and will circle to find the best space

- I park in the **City garages** because it is easy and convenient

- I will **search extensively** for an on-street space before parking in the garage

The results of this voting exercise are as follows:

Topic	Resident	Customer	Visitor	Employee	Student	Total
Park Once	25	1	2	25	0	53
Guaranteed Free Pkg.	25	0	2	16	0	43
Time Limit	14	0	0	6	0	20
Convenient Space	22	2	3	19	0	46
Feel Unsafe	22	0	0	8	0	30
Walk, Bike, Transit	50	8	6	18	0	82
Avoid Shopping	19	0	2	6	0	27
In front of Dest.	28	0	0	11	0	39
City Garages	8	1	2	17	0	28
Search Extensively	37	0	6	12	0	55
TOTAL	250	12	23	138	0	423

Parking Confessionals

*"[Walking] is a little risky... people haven't learned to **respect pedestrians**."*

"You have to peek out to see if there's traffic [before crossing]... especially on Drayton and Whitaker."

"Where SCAD has a bus... it has to stop in the middle of the street."

"Added curb cuts are taking away street parking."

The Parking Matters April 2015 open house also included ways for participants to share thoughts directly. One of these was a 'Parking Confessionals' room with a video camera. Open house participants were invited to share thoughts, concerns, opinions and questions on downtown parking and mobility.

The captions above offer a sample of selected ideas and observations that participants expressed. They offer valuable insight to the study team on how residents and business owners of downtown Savannah perceive parking and mobility conditions.

*"I'm a **downtown business owner**."*

*"People always seem to want to park **right outside** where they want to be."*

*"I think there's not enough **parking for bikes**."*

*"Our home has **no on-street parking**."*
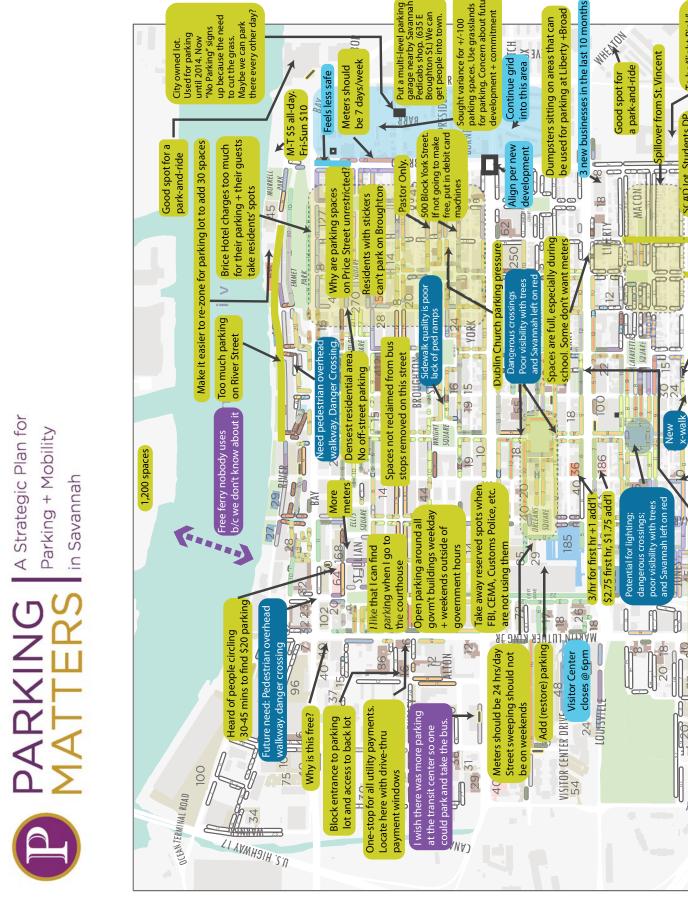
"Very difficult to find short-term parking on Broughton Street."

"I want to support downtown merchants, but it's frustrating… not being able to find parking."

However, the open house featured other means of allowing participants to share thoughts in their own words. The following two pages display a summarized version of comments that participants added to a map of the Parking Matters study area. on this summary map, comments are color-coded by the major theme they represent and clustered around generalized sub-areas of downtown where comments and suggestions were concentrated. These address not only parking, but also mobility issues—especially for bicycles and pedestrians—and help the study team to understand challenges and opportunities related to the physical environment of downtown.

City owned lot. Used for parking until 2014. Now "No Parking" signs up because the need to cut the grass. Maybe we can park there every other day?

Feels less safe

Meters should be 7 days/week

Put a multi-level parking garage nearby Savannah Pedicabs shop. (635 E Broughton St.) We can get people into town.

Sought variance for +/-100 parking spaces. Use grasslands for future development + commitment

Continue grid into this area

Dumpsters sitting on areas that can be used for parking at Liberty +Broad

3 new businesses in the last 10 months

To be "light Pink"

Good spot for a park-and-ride

Good spot for a park-and-ride

Make it easier to re-zone for parking lot to add 30 spaces

M-T $5 all-day. Fri-Sun $10

Brice Hotel charges too much for their parking + their guests take residents' spots

Why are parking spaces on Price Street unrestricted?

Residents with stickers can't park on Broughton

Pastor Only.

500 Block York Street. If not going to make free, put in debit card machines

Align per new development

Spillover from St. Vincent

SCAD lot. Students DP

Too much parking on River Street

Need pedestrian overhead walkway. Danger Crossing

Densest residential area. No off-street parking

Spaces not reclaimed from bus stops removed on this street

Sidewalk quality is poor lack of ped ramps

Dublin Church parking pressure

Dangerous crossings Poor visibility with trees and Savannah left on red

Spaces are full, especially during school. Some don't want meters

New x-walk

1,200 spaces

Free ferry nobody uses b/c we don't know about it

More meters

I like that I can find parking when I go to the courthouse

Open parking around all govm't buildings weekday + weekends outside of government hours

Take away reserved spots when FBI, CEMA, Customs Police, etc. are not using them

3/hr for first hr +1 add'l $2.75 first hr, $1.75 add'l

Potential for lighting; dangerous crossings; poor visibility with trees and Savannah left on red

Heard of people circling 30-45 mins to find $20 parking

Future need: Pedestrian overhead walkway. danger crossing

Why is this free?

Block entrance to parking lot and access to back lot

One-stop for all utility payments. Locate here with drive-thru payment windows

I wish there was more parking at the transit center so one could park and take the bus.

Add (restore) parking

Meters should be 24 hrs/day Street sweeping should not be on weekends

Visitor Center closes @ 6pm

Primary Nature of Comments
- Parking
- Pedestrian
- Bicycling
- Transit
- Other

Map annotations:

- RPP zone. Concern about size of zone + impact of North Side is unfair
- outside waiting for a spot to open
- Closest unmetered to United Way/SCAD; hard for residents to park
- Why no parking on the West side of Price Street
- Habersham should have 2hr parking or meters
- This is a dangerous stretch for bikers
- Traffic Calming
- Unsafe Sunday emergency vehicles
- Add bikeshare station
- Sat. afternoons, downtown residents returning from errands compete for parking with St. John's Cathedral mass-goers
- High speed streets
- This fills only on farmers' market days
- No free parking on 9-1pm Farmers Market Saturdays

Street labels: GRANT, ATLANTIC, 32ND, HAMILTON, LEGRAND, SEILER, HENRY, 36TH, GWINNETT, SYCAMORE, LUMBER, BOUNDARY, U.S. HIGHWAY 17, I-16, FORSYTH PARK, HUNTINGDON, LINCOLN, RUBEN, DIXON PARK

General Comments

- Enforce "No Parking" @ corners especially at squares. Esp. on Sundays
- The reality is that parking is not enforced on weekends. The City waives 3 days of income
- The solution to downtown parking is better mass transit/shuttle system
- I don't think we have parking problems if we are willing to walk a few blocks
- Warren and Washington wards are bordered by commercial streets and therefore needs 'Resident Parking Only' stickers for the residential streets
- Meters on Broughton are the dumbest idea ever.
- Only charge or time parking in front of businesses - free parking elsewhere
- Meters on Broughton are not a good idea
- SCAD students parking all day at Curtis Center
- East Liberty Lane home to many dumpster and people parking 1hr
- If you want a working downtown, must have places to park without it costing us to come to work.
- Employees who stay in downtown the whole day should use garages. Leave on-street parking to visitors!
- Electric vehicle charging stations?
- Provide city & hotel employee parking outside of this subject area. Employees don't mind inconvenience if they can park safely
- Pedestrianize Broughton St.
- Make some street segments pedestrian only
- Cars don't yield to pedestrians
- Need more protected bicycle facilities
- Too many SCAD buses, not enough riders
- Don't forget about the tourist who doesn't know how to drive around a Savannah square

Summary of Outreach Efforts to Date | 17

Public Survey

Key Findings

Parking Matters is an extensive effort to document the parking conditions and trends in greater Downtown Savannah. While a major component of those conditions includes the quantitative documentation of the study area's parking inventory and utilization, such data does not tell the entire story of the parking system's user experience – and the diversity of experiences that come from each kind of individual user.

The team developed an online survey on the Parking Matters website to collect this information. The survey collected over 1,600 responses while available between March and July 2015. Results of the survey are summarized in this section.

Stakeholders and Parking Advisory Committee members were asked to forward a link to the survey via their distribution lists and social media platforms. Several local news outlets also forwarded the link. For transit riders who may lack access to a computer, a printed survey was distributed and collected at the Joe Murray Rivers, Jr. Intermodal Transit Center. Lastly, the project management team forwarded multiple notice of the survey to the Parking Matters email list.

The survey was live from March 31 to July 14, 2015. The team ran an extensive effort to drive survey participation throughout the period that the survey was available, including distributing links through the Parking Matters mailing list. Outreach also involved the use of social media (Twitter and Facebook), and email listserves of many community stakeholder organizations, local businesses, and government entities. The survey also received substantial local news media coverage during the April Parking Matters open house documented in the previous section.
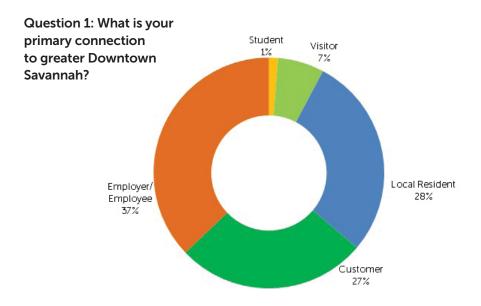
WHAT THE TEAM LEARNED

Overall, the survey collected 1,663 responses. This section summarizes the overall breakdown of responses by demographic, major user groups, mode of transportation, and general parking location. Findings include:
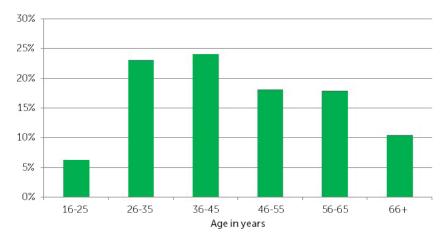
- Over **94% of respondents typically park north of Gaston Street**, and over **82% of respondents will use an automobile to travel downtown**.

- A **majority of residents express a concern about too many non-residents parking on-street**, and agree that changes to the on-street permit system are necessary.

- Shoppers and visitors were **more likely than any other group to park over 3 blocks away from their destination**, and perceived the **longest average time** spent looking for a parking space.

- **Over 70%** of all employees, employers, shoppers, and visitors **wish to see extended time limits on meters.** Residents, on the other hand, are split between extending time limits and keeping them the same.

- Two-thirds of all respondents have reported giving up on finding parking in downtown Savannah.

- If given the choice between free remote parking and paid proximate parking, slightly more respondents preferred the former, though 45% of shoppers and visitors expressed interest in paid parking.

- When looking for a parking space, respondents most heavily valued location and the ability to not move their car until leaving downtown.

- Over half of all respondents who primarily walk and bike downtown do so because it is quicker than driving. Those who ride transit, on the other hand, mostly do so because it costs less than driving.

- Only 23% of all respondents would be willing to spend greater than $1.00 per hour for parking.

Question 1: What is your primary connection to greater Downtown Savannah?
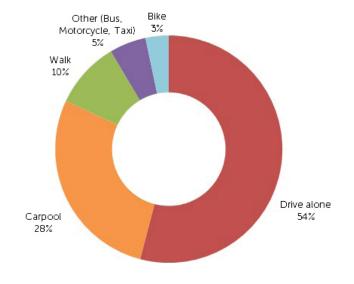
Question 2: What is your age?
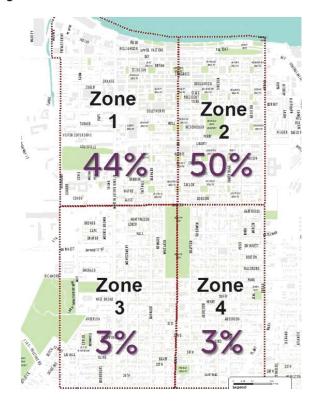
Question 3: What is your home zipcode?

Zip Code	Place	# of Responses
31401	Downtown Savannah	322
31405	Midtown Savannah	141
31410	Wilmington & Whitemarsh Islands	114
31404	East Savannah/Thunderbolt	105
31419	Georgetown/Windsor Forest	105
31406	Southeast Savannah/Isle of Hope	886
31322	Pooler	65
31312	Guyton	25
31324	Richmond Hill	22
31326	Rincon	21
31411	Skidaway Island	16
31407	Port Wentworth	15
Other	65+ zip codes (including CT, DC, FL, GA, IL, KY, OH, NH, NJ, NY, PA, SC, TN, and TX)	112

Question 4 How do you get downtown? (All)

Other (Bus, Motorcycle, Taxi) 5%
Bike 3%
Walk 10%
Carpool 28%
Drive alone 54%

Question 5 In which zone do you park in greater Downtown Savannah? (All)

Zone 1 44%
Zone 2 50%
Zone 3 3%
Zone 4 3%

QUESTIONS FOR SPECIFIC USER GROUPS
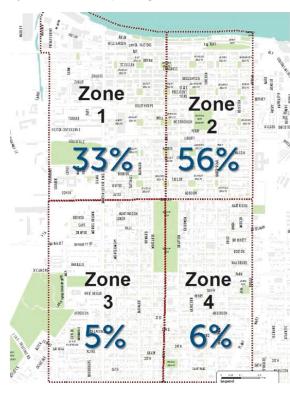
This section shows summaries of survey responses as they pertain to **user groups**, including residents, shoppers/visitors, and employees/employers.
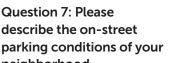
Residents
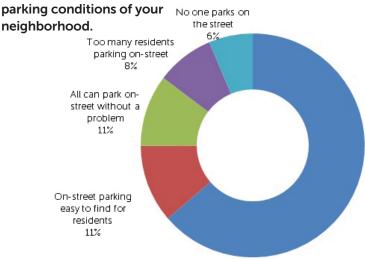
Unlike the relatively equal split between eastern and western zones of the study area amongst all city residents, over half of all resident respondents typically park in the area bounded by the Savannah River, East Broad, Gaston, and Bull Streets.

Question 6: In which zone do you park in greater Downtown Savannah? (Residents)

Residents, 64% of whom normally park on-street, tended to express great difficulty in parking. Most noticeably, a majority perceived that there are too many non-residents parking on-street.

Question 7: Please describe the on-street parking conditions of your neighborhood.
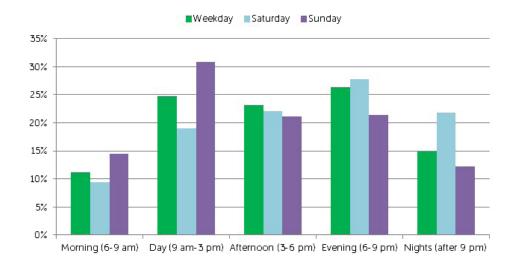
When narrowing this group to just the 28.5% of resident respondents who have a City Residential Parking Permit, the percentage who perceive of "too many non-residents parking on-street" increases to 87%. The extent to which there is a problem parking may vary by time of day. Residents reported the greatest difficulties parking around during weekday and Sunday daytimes and Saturday evenings.
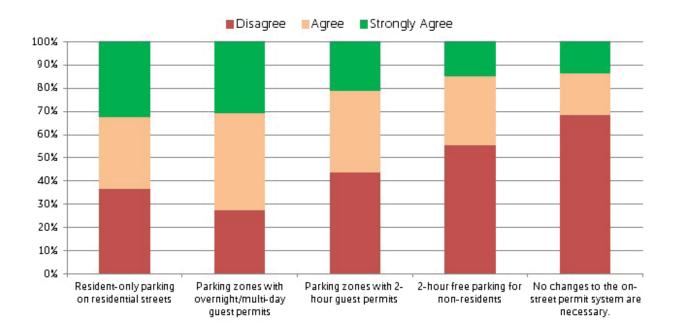
Question 8: If on-street parking is frequently difficult to find, please select the days of the week and times it is problematic.

When weighing potential solutions and changes to the residential parking permit system, the greatest agreement was based on the idea that there must be changes made to the current system. Finding overnight space for visitors and guests of residents piqued relatively high interest.

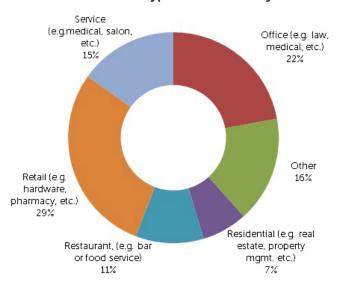**Question 9: Do you agree with the following [on-street permit ideas]?**

Employees

From a high-level perspective, the distribution of employees' parking locations is similar to residents, in that the northeastern quadrant of the study area is the clear majority.
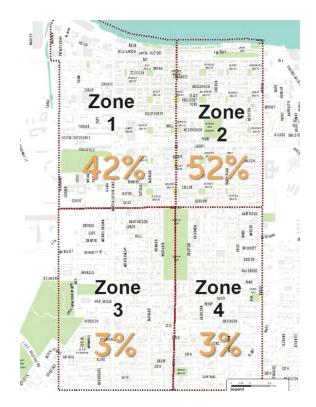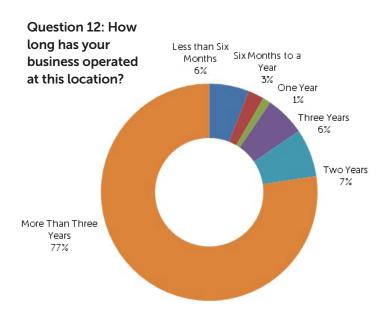
Employers

Over 85 business owners and employers responded to the Parking Matters survey. 45% of employers also voiced an interest in increasing the charge for parking "if some portion of the money generates were used for improvements downtown or in the neighborhood where parking is located." This proportion is greater for employers and business owners than any individual group.

Question 10: In which zone do you park in greater Downtown Savannah?

Question 11: What type of business do you own?

- Service (e.g. medical, salon, etc.) 15%
- Office (e.g. law, medical, etc.) 22%
- Other 16%
- Residential (e.g. real estate, property mgmt. etc.) 7%
- Restaurant, (e.g. bar or food service) 11%
- Retail (e.g. hardware, pharmacy, etc.) 29%

Question 12: How long has your business operated at this location?

- Less than Six Months 6%
- Six Months to a Year 3%
- One Year 1%
- Three Years 6%
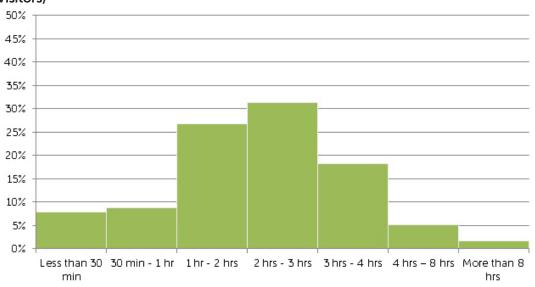- Two Years 7%
- More Than Three Years 77%

Shoppers/Visitors

Unlike residents and employees, people who identified as shoppers and visitors experience great variation in the time length they spend parked in the study area. Some may just be dropping by for a quick visit to the post office; others may stay as long as a dinner and movie. Several possibly even make an entire day of their visit to Savannah. Either way, the median of the amount of time shoppers and visitors reported spending in downtown Savannah was between 2 and 3 hours.

Question 13: How long did you park in downtown Savannah? (Shoppers/Visitors)

Meanwhile, in reality, over 68% of all metered and time-limited on-street spaces in the study area are for **2 hours or less.**
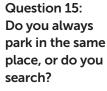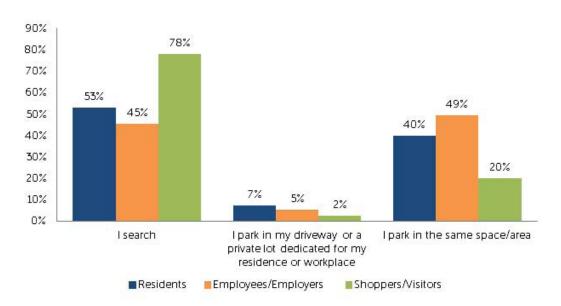
COMPARING GROUPS

Several user groups, when compared side by side, expressed differences in perceptions, experiences, and opinions. For example, shoppers and visitors most frequently experience parking over 3 blocks away from their final destination.
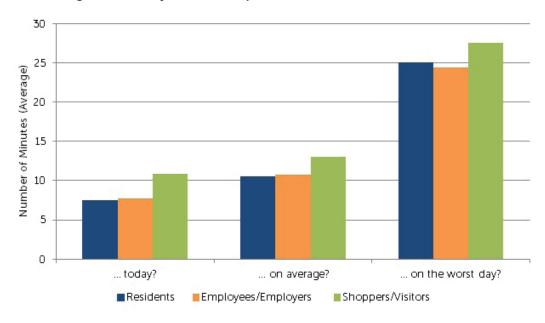
Question 14: How far did you park from your destination?

Residents

More than 3 blocks away 31%
On the same block 24%
2 blocks away 27%
1 block away 18%

Employees & Employers

More than 3 blocks away 40%
On the same block 14%
1 block away 17%
2 blocks away 29%

Shoppers & Visitors

More than 3 blocks away 54%
On the same block 8%
1 block away 10%
2 blocks away 28%

When prompted to answer how long it takes to find a parking spot in downtown Savannah, the memory of the average day and the worst day may be generally more powerful than what occurred during the present day one filled out the survey. Subsequently, the average number of minutes reported is lowest during "today." Also, shoppers and visitors perceive a larger average time taken to find parking than employees or residents.

Question 15: Do you always park in the same place, or do you search?

I search: Residents 53%, Employees/Employers 45%, Shoppers/Visitors 78%

I park in my driveway or a private lot dedicated for my residence or workplace: Residents 7%, Employees/Employers 5%, Shoppers/Visitors 2%

I park in the same space/area: Residents 40%, Employees/Employers 49%, Shoppers/Visitors 20%

■ Residents ■ Employees/Employers ■ Shoppers/Visitors

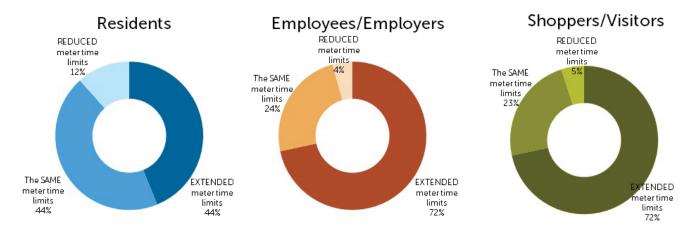**Question 16: How long does it take you to find a space...**

Given the choice between paid parking proximate to a destination and free remote parking, most respondents preferred the free option, but the split is not particularly sizable, especially among shoppers and visitors. Given the choice to alter parking time limits, all groups but residents strongly wished to see existing meter time limits extended. Residents were mostly split between extending limits and keeping them the same as the present day.
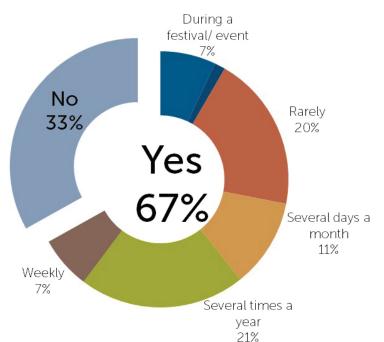
Question 17: If you had to choose between the following options, which would you prefer?
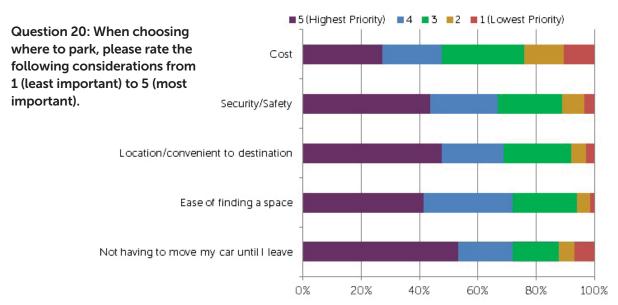
Question 18: In locations where you typically park, which would you like to see most?
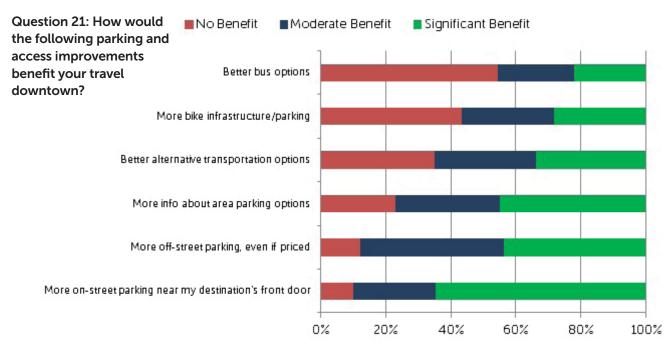
Residents

REDUCED meter time limits
12%

The SAME meter time limits
44%

EXTENDED meter time limits
44%

Employees/Employers

REDUCED meter time limits
4%

The SAME meter time limits
24%

EXTENDED meter time limits
72%

Shoppers/Visitors

REDUCED meter time limits
5%

The SAME meter time limits
23%

EXTENDED meter time limits
72%

Question 19: Have you ever failed to find parking, and just left? If yes, how often does this happen?
(All)

During a festival/ event
7%

Rarely
20%

Several days a month
11%

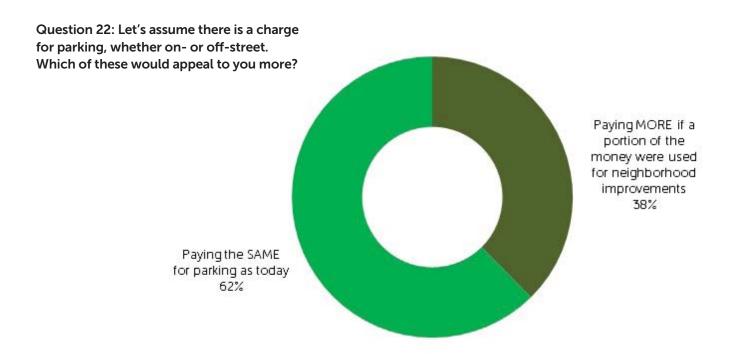Several times a year
21%

Weekly
7%

No
33%

Yes
67%

Regardless of whether one is an employee, visitor, or resident-- people experience frustrations in finding parking in downtown Savannah. About two-thirds of respondents can recall a time when they failed to find parking in downtown Savannah and Left. Of those who experienced this, "several times a year" was the greatest response.

Question 20: When choosing where to park, please rate the following considerations from 1 (least important) to 5 (most important).
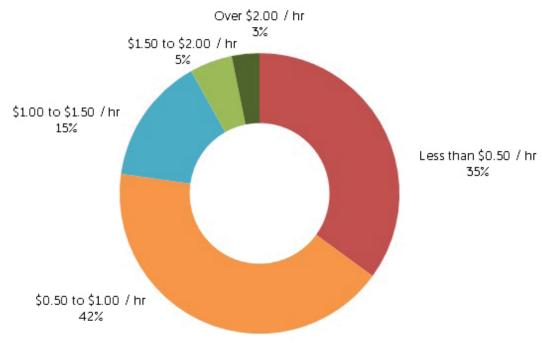

Survey respondents were asked to score a variety of possible factors on their choice of where to park based on a scale of importance. The two factors that received the most votes for "most important" were not having to move the car until leaving downtown (53%) and location and convenience to destination (48%). Cost was the single factor recieving the most votes for "least important" (10%).

Question 21: How would the following parking and access improvements benefit your travel downtown?

When asked to weigh the potential benefits of a variety of parking and access improvements, 65% of respondents saw a "significant benefit" from the increased availability of on-street parking near destinations. When combined with those who saw "moderate benefits," that percentage increased to approximately 90%, which is close to the 88% of respondents who saw the significant or moderate benefits in "more off-street parking, even if priced." The only option to receive a majority of "no benefit" votes was "better bus options" (54%).
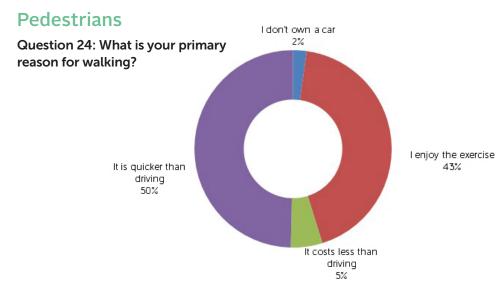
Question 22: Let's assume there is a charge for parking, whether on- or off-street. Which of these would appeal to you more?

Paying MORE if a portion of the money were used for neighborhood improvements
38%

Paying the SAME for parking as today
62%

Question 23: How much would you be willing to pay for an available (on or off-street) parking space in Savannah?

Over $2.00 / hr
3%

$1.50 to $2.00 / hr
5%

$1.00 to $1.50 / hr
15%

Less than $0.50 / hr
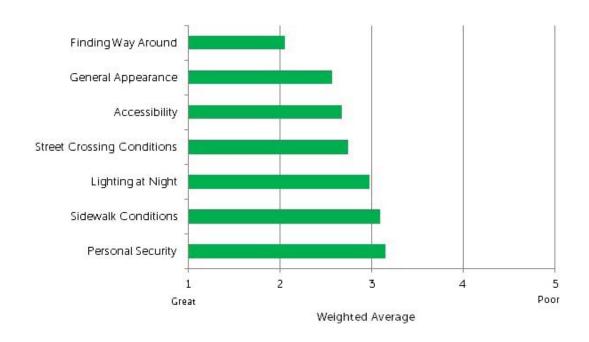35%

$0.50 to $1.00 / hr
42%

QUESTIONS BY TRANSPORTATION MODE

This section shows summaries of survey responses as they pertained to **individual modes of transportation**, including bicyclists and pedestrians.

Pedestrians

Question 24: What is your primary reason for walking?

I don't own a car
2%

It is quicker than driving
50%

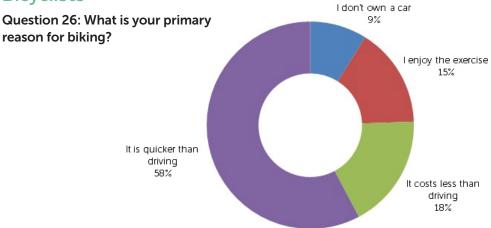I enjoy the exercise
43%

It costs less than driving
5%

Pedestrians, who often choose to walk because of convenience compared to driving, have greater concerns with regards to personal security and sidewalk quality while walking more than aesthetics and wayfinding.

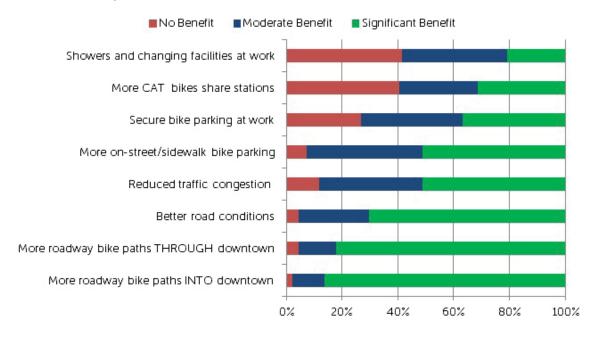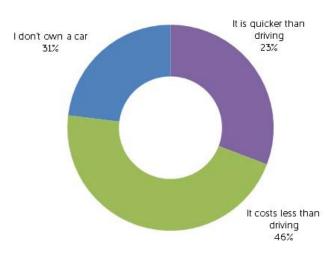**Question 25: Please rate the following aspects of walking conditions from 1 (great) to 5 (poor)**

Finding Way Around
General Appearance
Accessibility
Street Crossing Conditions
Lighting at Night
Sidewalk Conditions
Personal Security

1
Great

2

3

4

5
Poor

Weighted Average

Bicyclists

Question 26: What is your primary reason for biking?

- I don't own a car — 9%
- I enjoy the exercise — 15%
- It costs less than driving — 18%
- It is quicker than driving — 58%

Question 27: How would the following cycling improvement(s) benefit you?

Legend: No Benefit, Moderate Benefit, Significant Benefit

- Showers and changing facilities at work
- More CAT bikes share stations
- Secure bike parking at work
- More on-street/sidewalk bike parking
- Reduced traffic congestion
- Better road conditions
- More roadway bike paths THROUGH downtown
- More roadway bike paths INTO downtown
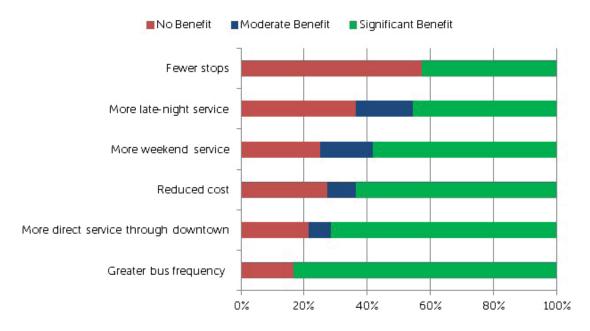
Transit Riders

Question 28: What is your primary reason for riding transit?

I don't own a car 31%

It is quicker than driving 23%

It costs less than driving 46%

Unlike bicyclists and pedestrians, those who ride transit into downtown Savannah primarily do so because of cost considerations. Of all the suggestions for transit improvements, stop consolidation was the only one dismissed by a majority of respondents. Although downtown Savannah is the origin and destination for a majority of Chatham Area Transit (CAT) routes, over two-thirds of respondents felt that more direct service through downtown would make a significant impact.

Question 29: How would the following transit improvements benefit your travel downtown?

Legend: No Benefit, Moderate Benefit, Significant Benefit

Categories: Fewer stops, More late-night service, More weekend service, Reduced cost, More direct service through downtown, Greater bus frequency

Since the first series of community outreach workshops and the closing of the survey, the Parking Matters study team completed critical analysis of parking demand, the development of conceptual objectives, and the drafting of recommendations. During the summer of 2015, the findings of parking utilization and preliminary conceptual objectives of the Parking Matters were discussed over multiple meetings with the Technical Committee and the Project Advisory Committee.

In 2016, the team shared draft recommendations with the public over two community workshops on March 3rd and March 4th. Approximately 70 people attended these two community workshops, which were also covered by the Savannah Morning News and WJCL, WSAV, and WTOC television news. Individuals were asked to fill out their opinions on printed suggestion cards, listen to presentations from the Parking Matters team, and look at a variety of interactive exhibits showcasing the work completed on Parking Matters to date.

After these community workshops, the presentation of draft recommendations was posted on the Parking Matters web site, and a second survey was released to the public to capture feedback from the workshops or allow those unable to attend to read through the presentation. **At the time of publication of this draft report, this survey is active and will remain open through March 2016.** Respondents are asked to select which of the draft recommendations are most in keeping with the stated objectives of Parking Matters.

Section 5

March 2016 Open Houses

The Parking Matters study team completed its analysis of data, existing conditions and expected parking demand after the closure of the public survey in July 2015. In March 2016, the team shared first-draft recommendations with the Savannah City Council and the general public through two open-house work sessions.

This section provides detail on responses received at these meetings.