Highland Park Village

Shared Parking Model Update

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Agenda

Public Engagement Summary

Data Collection Summary
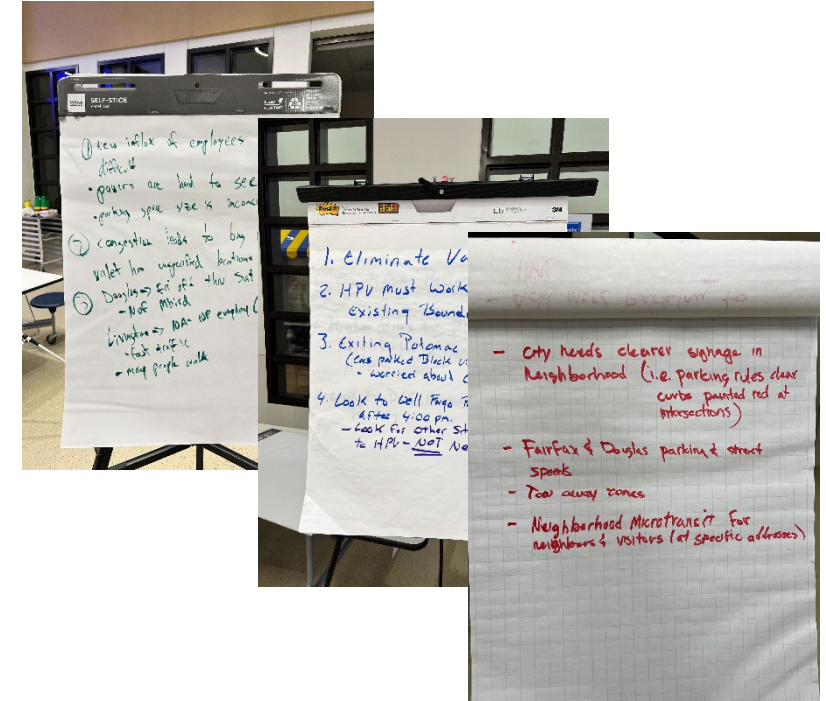
Data Model Integration

Next Steps

What were key takeaways from public outreach?

Residents directed and informed Nelson\Nygaard's data collection methodology

1. Identified specific streets and times of the week to observe impacts of HP Village

2. Influenced the questions that were asked to HP Village visitors/employees to form an understanding of trip patterns and demand ratios
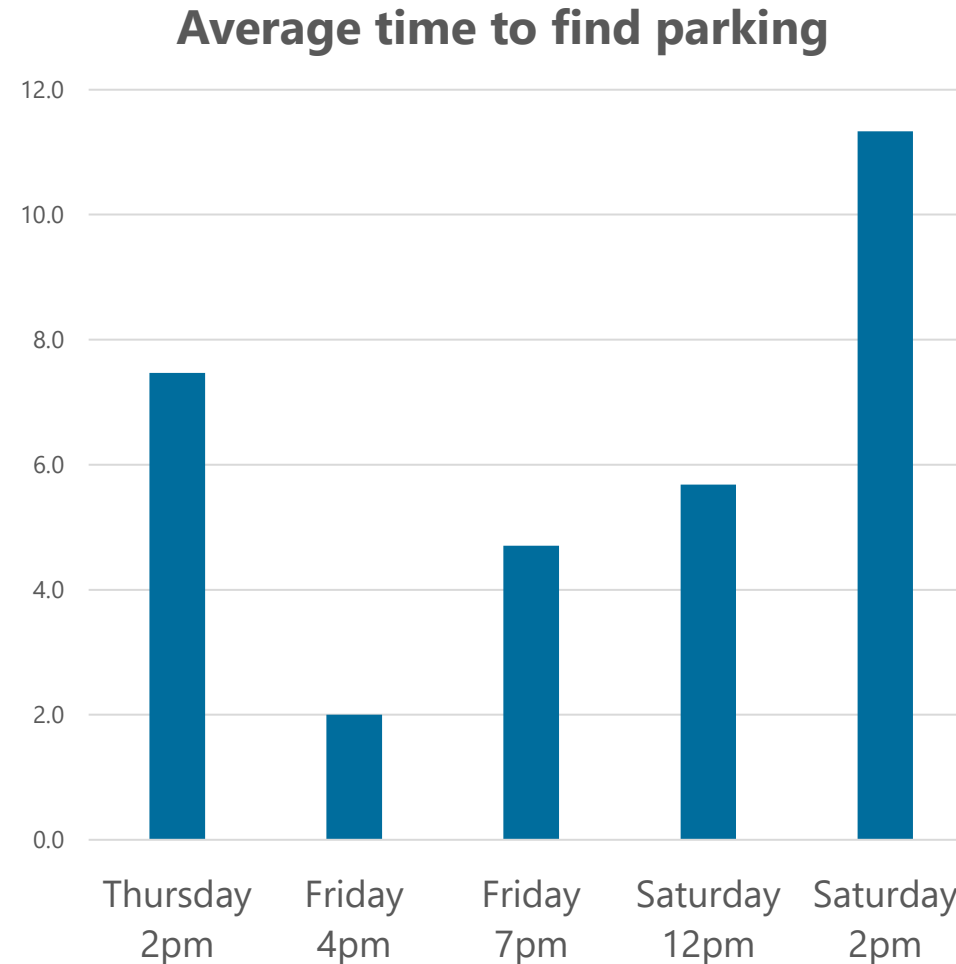
City Staff and attending Council Members heard from residents regarding issues they are seeing in the area

1. Cars driving at high speeds (street design)

2. Lack of parking enforcement in neighborhoods

3. Traffic spillover from lack of parking and poor circulation in HP Village

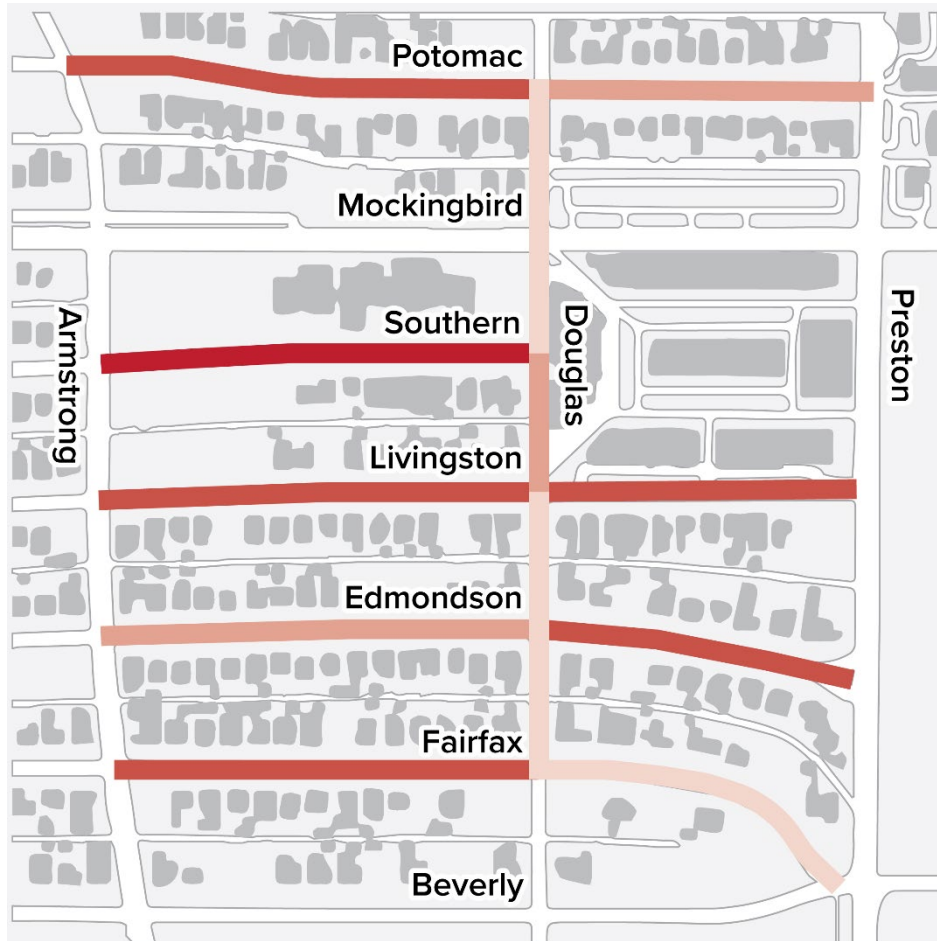4. Lack of clear and consistent signage for street parking limits

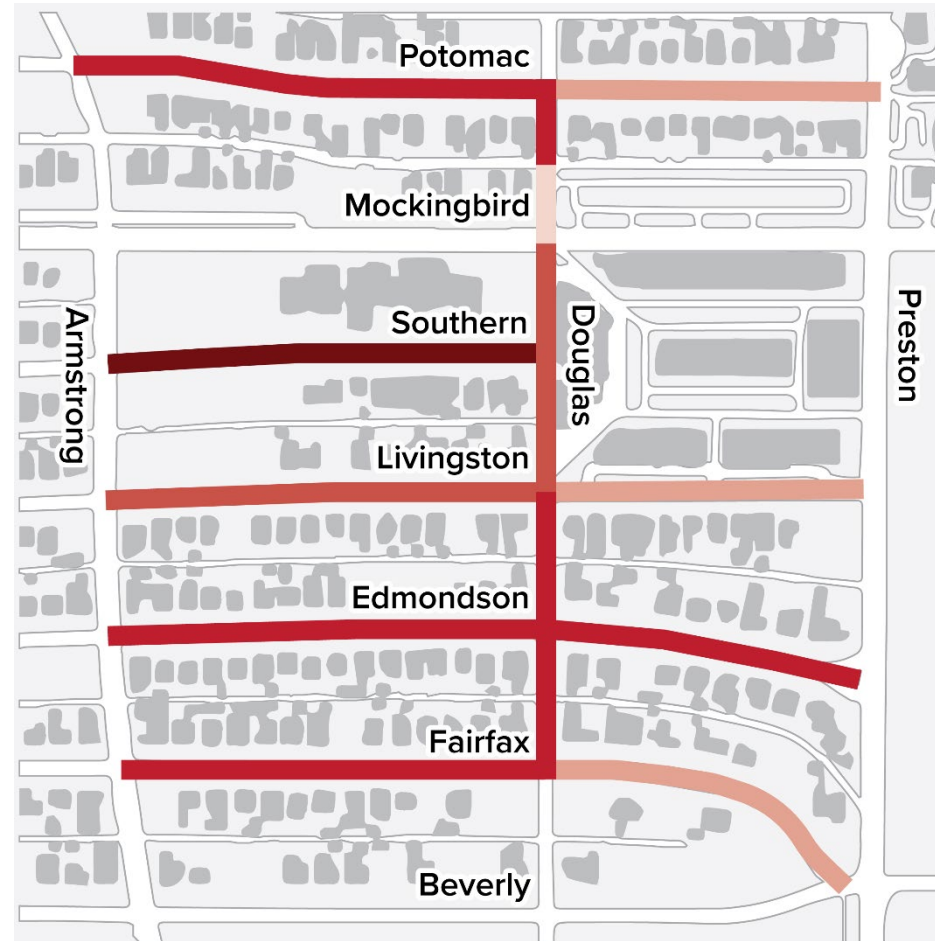# What are our early findings from data collection?

1. Number of people interviewed: over 250

2. How long it took people to find parking on average across all times: 6 mins

3. How long it took people to find parking on average Saturday afternoon: 11 mins 20 sec

4. 68% of weekday visitors parked once and visited more than one location

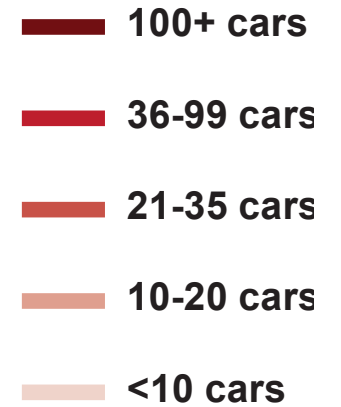5. By contrast, only 36% of weekend visitors parked once and visited more than one location

Average time to find parking

12.0	
10.0	
8.0	
6.0	
4.0	
2.0	
0.0	

Thursday 2pm | Friday 4pm | Friday 7pm | Saturday 12pm | Saturday 2pm

4

What are our early findings from data collection?

Legend:
- 100+ cars
- 36-99 cars
- 21-35 cars
- 10-20 cars
- <10 cars

Resident or resident vendor cars parked

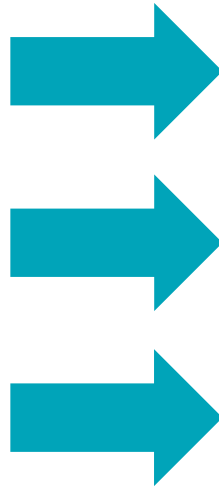**Non-resident cars parked (could be resident guest)**

5

How does our data influence the model update?

Intercept surveys were conducted across several peak hours.

Survey questions tell us:

- Employee/visitor
- Trip type
- Number places visited
- Duration of visit
- Mode of access

This data informs:

- Internal capture
- Demand curve (time of day factor)
- Parking ratios by land use types
- Employee vs visitor tendencies

What comes next?

1. Receive and incorporate final data cache from Highland Park Village

2. Finalize model inputs and test model

3. Draft memorandum on data collection and model integration

4. Present draft model to Town Council and community residents

5. Refine model from Council/community feedback

6. Publish final model

Discussion

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