

# City of Palm Springs & PS Resorts

## Updated Downtown Parking Study



**DIXON**  
RESOURCES UNLIMITED

September 12, 2024

# Agenda Items

- **Welcome & Intro**
- **Palm Springs Parking Study**
  - **Project Overview and Schedule**
  - **Data Collection Results**
  - **Potential Strategies**
- **Parking Magic Wand Exercise**



Source: Sara Bill Photography.

# Dixon Resources Unlimited

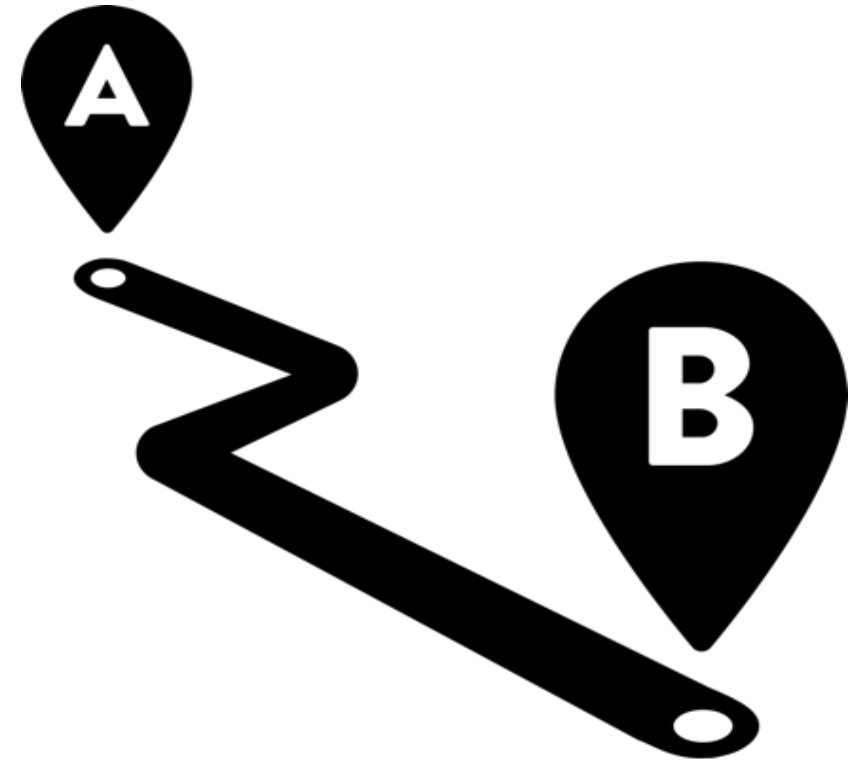
- **Extensive parking and traffic management experience**
- **Establish policies, define objectives, deliver initiatives for municipalities**
- **Overall recommendations and training**

## DIXON Clients:

CA	Alameda	CA	Pasadena	MI	Birmingham
CA	Anaheim	CA	Paso Robles	NC	Hendersonville
CA	Beverly Hills	CA	Riverside	NJ	Atlantic City
CA	Chico	CA	San Francisco	NJ	Princeton
CA	Costa Mesa	CA	San Jose	NM	Albuquerque
CA	Downey	CA	San Leandro	NV	Las Vegas
CA	Laguna Beach	CA	Sausalito	NV	Reno
CA	Los Angeles (DOT)	CA	Seal Beach	OR	Portland
CA	Los Angeles County	CA	Ventura	TX	Austin
CA	Monterey	CO	Denver	TX	Dallas
CA	Mountain View	CT	New Haven	UT	Park City
CA	Napa	CT	Stamford	UT	Salt Lake City
CA	National City	FL	Brevard County	UT	Springdale
CA	Newport Beach	FL	Seaside	WA	Seattle
CA	Norwalk	HI	Maui	WA	Spokane
CA	Oceanside	ID	Boise	WA	Vancouver
CA	Palo Alto	IL	Oak Park	WI	Milwaukee

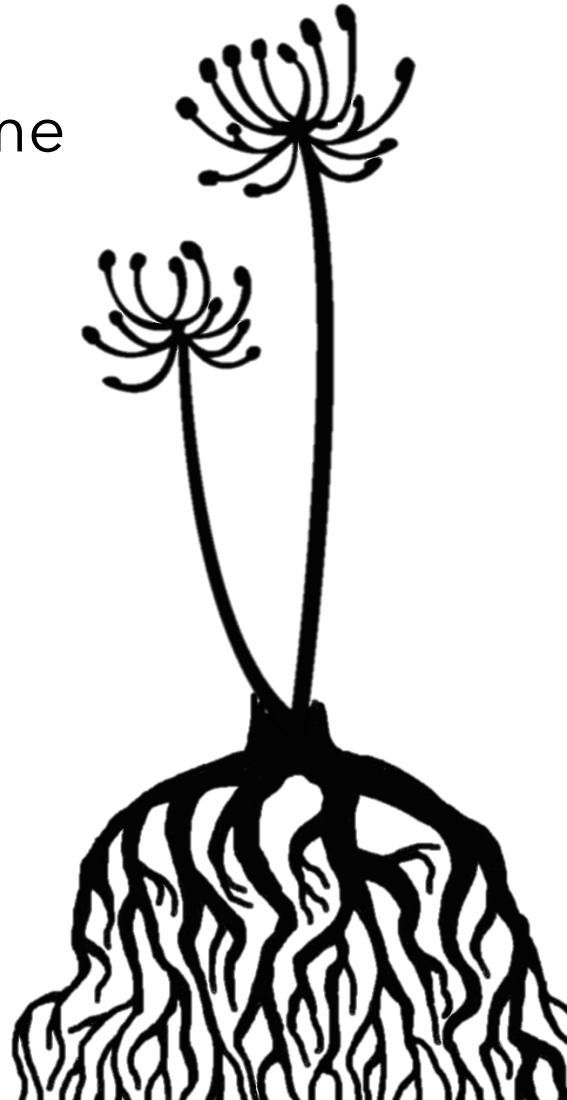
# Understanding Needs in Palm Springs

- What are your parking management objectives?
  - *Immediate*
  - *Within 12 months*
  - *5 years*
  - *10 years+*
- Develop a parking management roadmap
  - *Consider the end user experience*
  - *Long term planning*
  - *Phased approach*



# What's the Problem? How do you Identify the Core Root of the Issue?

- **Band-Aid solutions** become overwhelming to manage
- **Chasing the tail**
  - Restrictions push the problem elsewhere
- **Proactive vs. reactive** approach to parking management

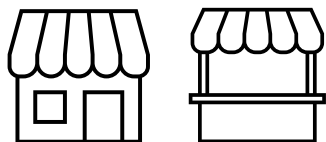


- Accurately addressing problems
- Make **data-driven decisions**
- **Compliance** based approach to managing parking

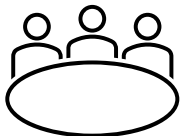
# Project Overview & Schedule

## Completed Tasks

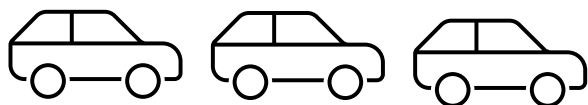
- ✓ **On-Site Assessment -**  
January 2024



- ✓ **Project Kickoff -**  
May 6, 2024



- ✓ **Data Collection -**  
May 9 & May 11, 2024

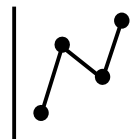


## Current Tasks

- Community Meetings -  
Input from businesses  
and employees



- Process Data  
Collection Results



- Draft recommendations  
for Parking Permit  
Program



## Upcoming Tasks

- Updates to draft  
recommendations for  
Parking Permit Program



- Presentation to PS Resorts  
staff of final  
recommendations for  
downtown parking updates -  
estimated October 2024



# Data Results & Findings

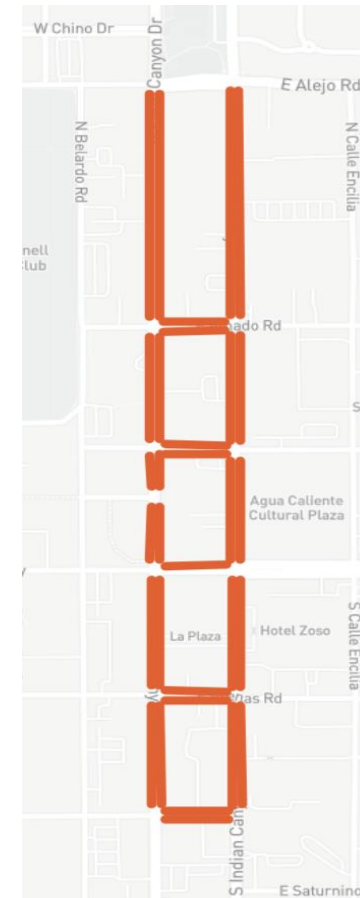
- **Methodology & Inventory**
  - **Data collected on a weekday and a weekend day**
    - **Thursday, May 9<sup>th</sup>**
    - **Saturday, May 11<sup>th</sup>**
  - **Data was collected 4x/day over a 2-day period**

- **Data captured by drone footage and License Plate Recognition (LPR) technology**

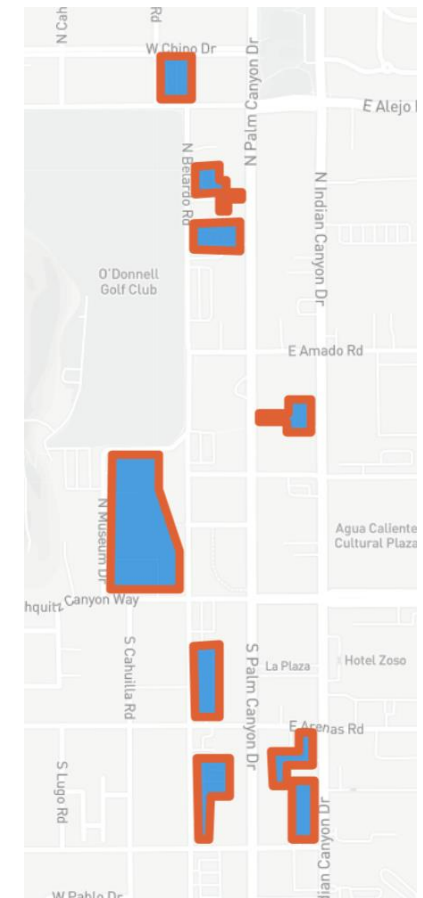


- **Total Inventory**

- **359 on-street spaces**
- **1,927 off-street spaces**



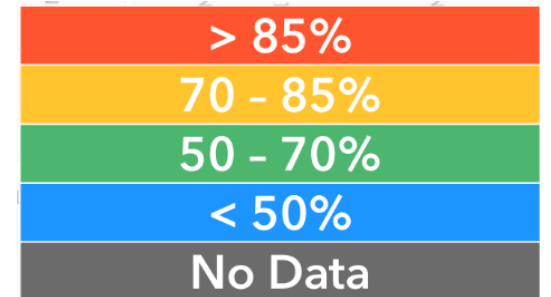
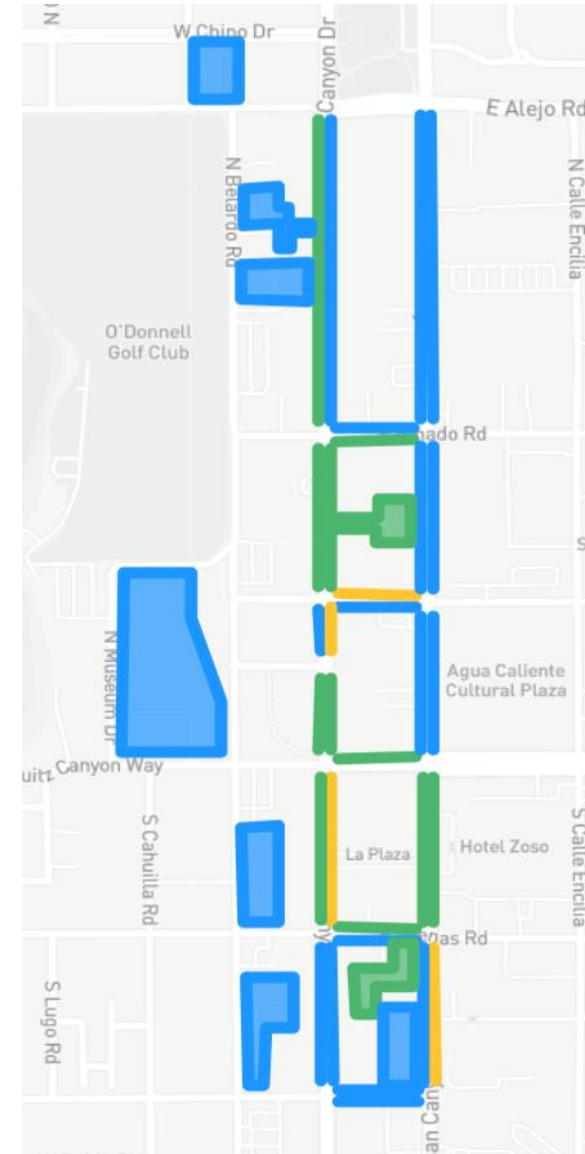
*On-Street Inventory*



*Off-Street Inventory*

# Data Results & Findings

- **Occupancy**
  - All days, all times - average occupancy is **29%**
  - The majority of off-street lots experience below 50% occupancy
  - Only four block faces in the study area reach 70-85% occupancy

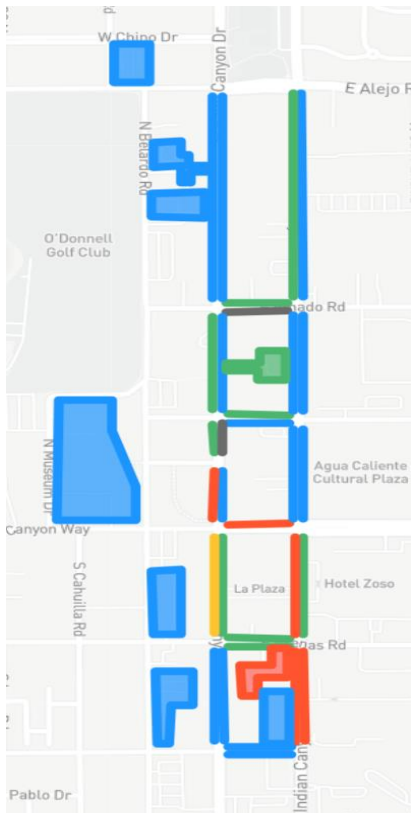
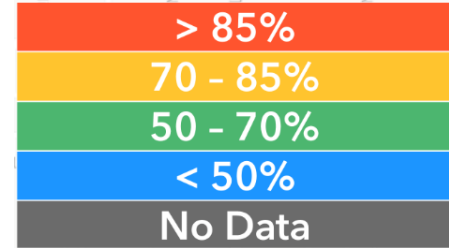




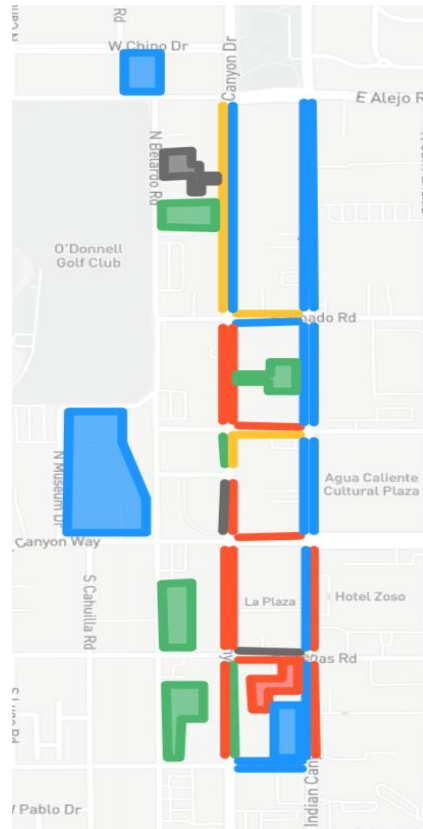
# Data Results & Findings

- **Occupancy - Thursday**

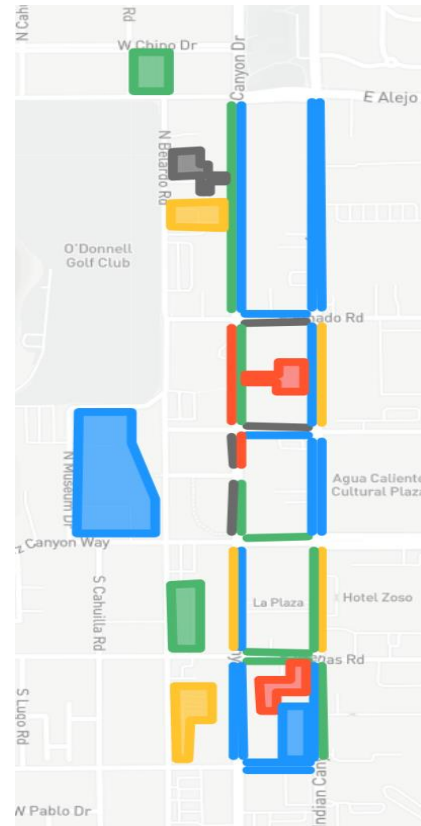
- **Thursday, all times- average occupancy is 32%**



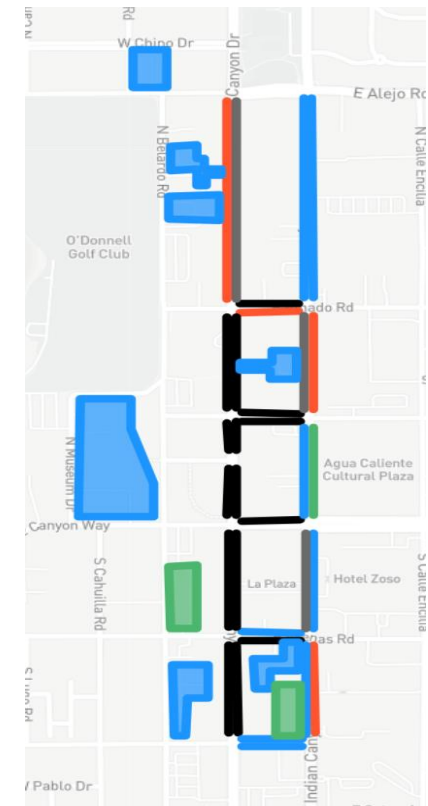
Morning, 9am - 23%



Noon, 12pm - 37%



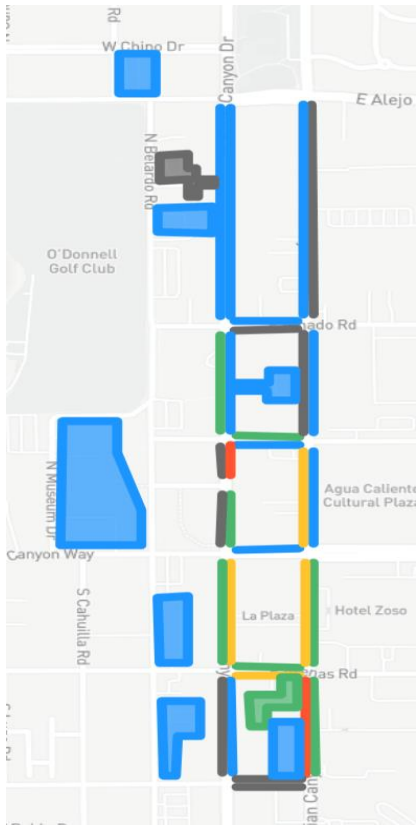
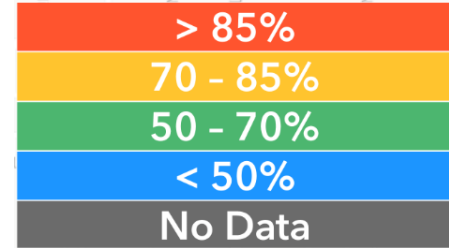
Afternoon, 3pm - 37%



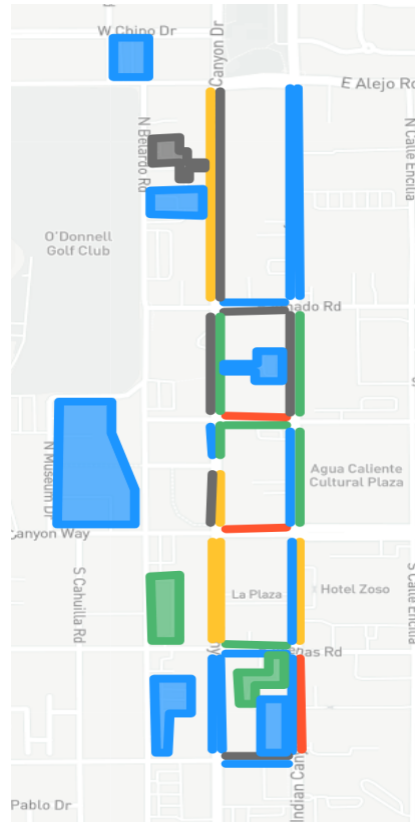
Early Evening, 6pm - 37%

# Data Results & Findings

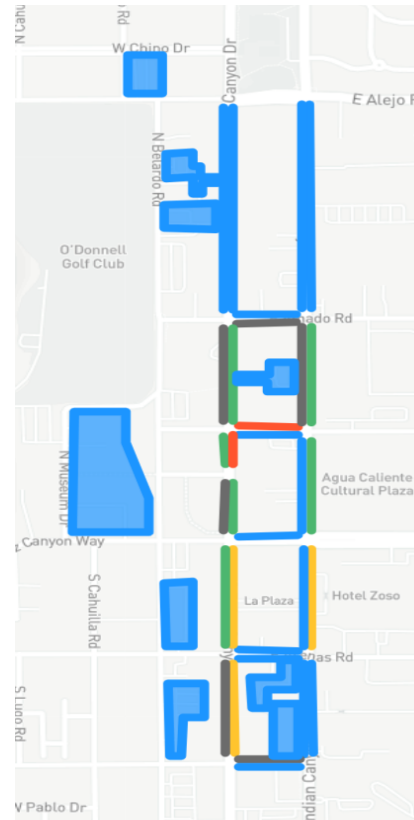
- **Occupancy - Saturday**
  - **Saturday, all times- average occupancy is 27%**



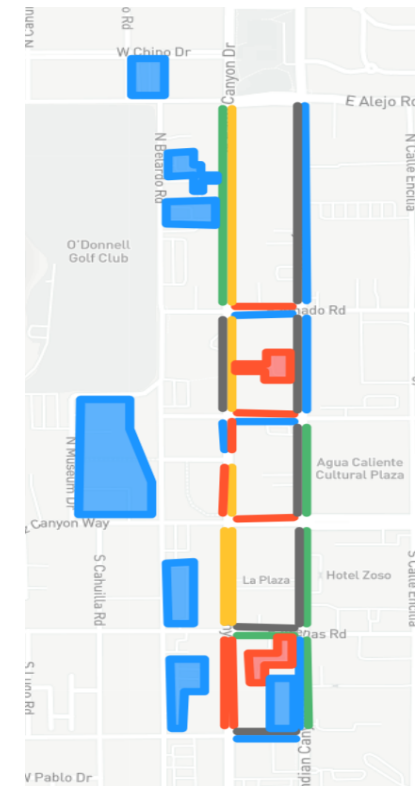
Morning, 9am - 20%



Noon, 12pm - 33%



Afternoon, 3pm - 21%



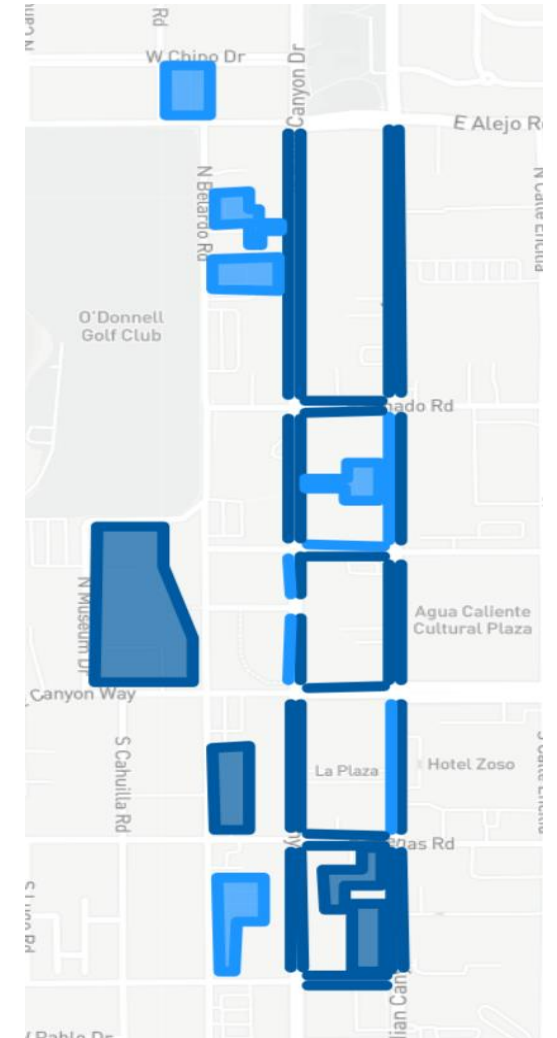
Early Evening, 6pm - 21%

# Data Results & Findings

- **Turnover**
  - **On average, 78% of Downtown visitors parked for 0-2 hours**



Day of the Week	0-2 hrs	2-4 hrs	4-6 hrs	6-8 hrs	8+ hrs	Total
⊕ Thursday	71%	21%	6%	1%	1%	100%
⊕ Saturday	85%	12%	3%	1%	0%	100%
<b>Total</b>	<b>78%</b>	<b>16%</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>	<b>100%</b>



# Potential Strategies

- **Strategies and suggestions are based on:**

**Community feedback**



**Data findings**



**Best practices**



# Potential Strategies

- **Signage and Wayfinding**
  - **Comprehensive signage plan with a cohesive stylistic design**
    - **Mid-century modern style**
  - **Revitalization of parking garages by local artists**



Example of Vibrant Palm Springs Signage.



Downtown Parking Garage, South Palm Springs.

# Potential Strategies

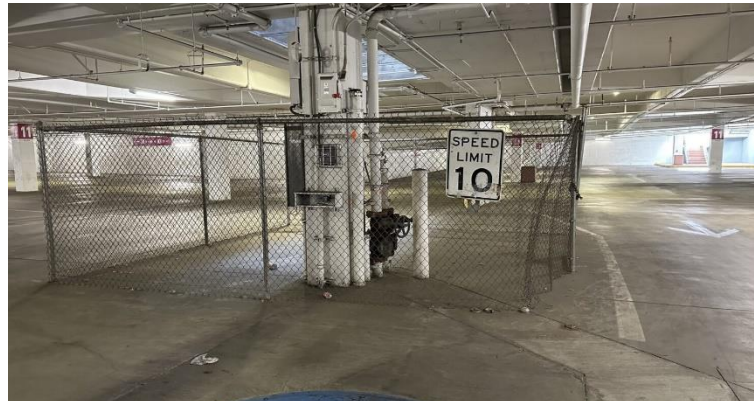
- **Parking Enforcement**
  - **Consistent enforcement that patrols on- and off-street locations throughout Downtown**
    - **Both parking garages**
    - **Municipal parking lots**
    - **La Plaza**
  - **Leverage existing public safety camera infrastructure**



Existing Public Safety Camera Signage.

# Potential Strategies

- **Facility Maintenance and Upkeep**
  - **Introduce a routine maintenance plan for both garages**
  - **Pedestrian improvements - safe, well-lit, clean, and inviting**
  - **Additional shade options on the top of the South Downtown Parking Garage to encourage utilization**



Existing Infrastructure in Downtown Parking Garage.



Existing Shade Options atop South Downtown Parking Garage.

# Potential Strategies

- **On and Off-Street Time Limits**
  - **Adjust time limits to encourage turnover among business owners, employees, and visitors**
  - **Establish a no re-parking ordinance**
  - **Update painted on-street parking spaces to a standardized size**



Existing On-Street Time Limits.



# Parking Magic Wand



**If you could change, fix, or improve anything about parking in downtown Palm Springs, what would you do?**

# Questions or feedback?

Please contact:

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