

# **Waikīkī Transportation Management Association**

**Waikīkī Neighborhood Board**

Tuesday, June 13, 2017

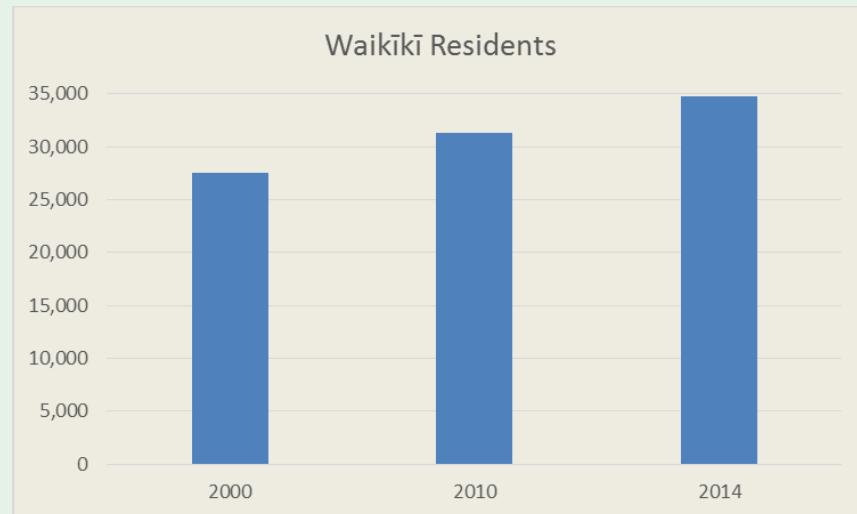
**Rick Egged**

Waikīkī Improvement Association

# The Situation

# Statement of the Situation

- More visitors
- More employees
- More residents



# Curb Space and Parking Are Limited

- More passenger pick ups & drop offs
- More freight deliveries
- More rubbish pick up
- More traffic
- More vehicles circling









## Transportation Management Association

A Transportation Management Association (TMA) is a formal organization dedicated to solving local transportation issues. TMAs identify and implement strategies to facilitate the movement of people and goods within a specified area. Each TMA has a unique set of responsibilities depending upon the identified transportation issues which include those related to parking, bicycling, pedestrian, loading zone (curb zone), transit, commuter (car and vanpool), air, water and skywalk systems. TMAs are often legally constituted and frequently led by the private sector in partnership with the public sector to solve transportation problems and manage continuing programs.

## TMA Handbook



A Guide to Successful  
Transportation Management Associations

## TMAs -

- **135 exist**
- **In most states**
- **In other countries**
- **30-year history**
- **Partnerships**
- **Mostly private**
- **Flexible structure**
- **Solution driven**

# ATLANTA DOWNTOWN TRANSPORTATION MANAGEMENT ASSOCIATION

- **Successful Partnerships . . .**
  - Metropolitan Atlanta Rapid Transit Authority (MARTA)
  - Central Atlanta Progress
  - Atlanta Downtown Improvement Association
- **Accomplishments --**
  - Atlanta Streetcar
  - Parking Actions (20)



# DENVER DOWNTOWN TRANSPORTATION MANAGEMENT ASSOCIATION

- Successful partnerships . . .
  - Rapid Transit District (RTD)
  - Downtown Denver Partnership
- Participant In --
  - Union Station
  - FasTracks
  - Commuter services

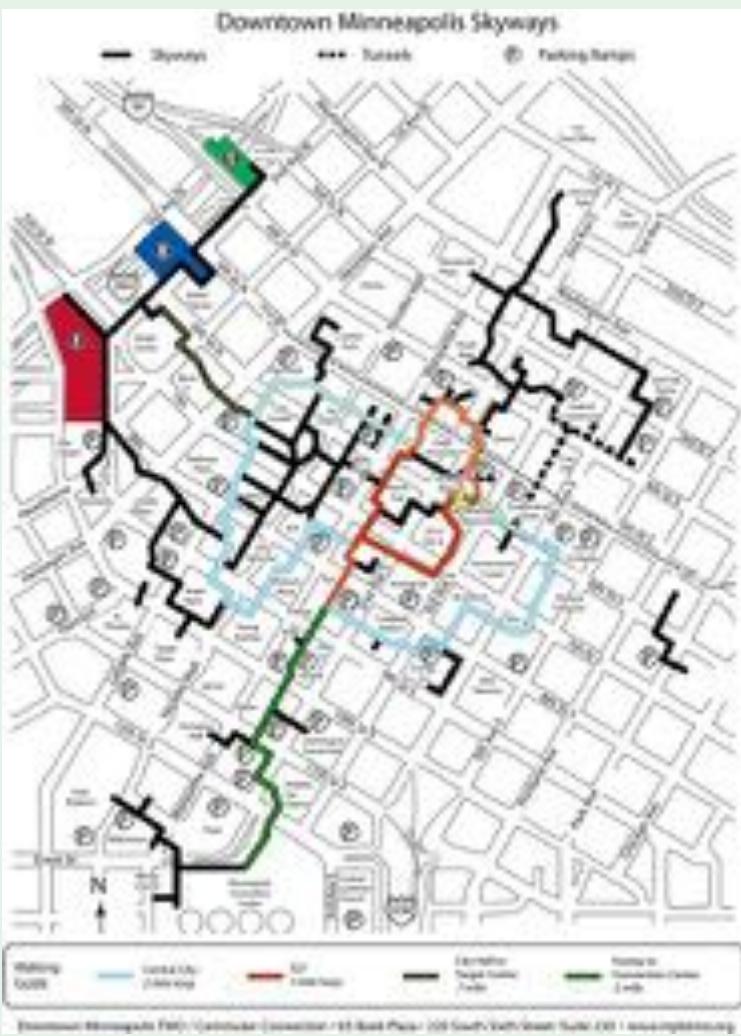


DOWNTOWN DENVER  
PARTNERSHIP, INC.



# DOWNTOWN MINNEAPOLIS TRANSPORTATION MANAGEMENT ORGANIZATION

- **Successful partnership**
  - City created
  - 11 of 13 members from private sector
  - Metro Transit
  - Commuter Connection
- **Accomplishments --**
  - Skyways
  - Parking Coordination
  - commuter programs



DOWNTOWN MINNEAPOLIS  
TRANSPORTATION  
MANAGEMENT  
ORGANIZATION

# LEEWARD OAHU TRANSPORTATION MANAGEMENT ASSOCIATION (LOTMA)

- Board -- 7 of 9 members from private sector . . .

- Castle & Cooke
- Gentry Homes
- Hasecko
- James Campbell Co.
- Ko Olina Development
- Kamehameha Schools
- Schuler Homes, Inc.

- Provided --

- Mililani Trolley
- Commuter Express
- Ridesharing – other



# Royal Hawaiian Avenue Commercial Passenger Vehicle Operator Loading Zone Management

The WTMA's first project was the Royal Hawaiian Avenue Commercial Passenger Loading Zone Management. First phase completed on Wednesday, March 30, 2016.



# Royal Hawaiian Avenue Commercial Passenger Vehicle Operator Loading Zone Management

Funded by DFS Galleria and the WTMA Founding Partners. Worked with the City to improve the situation. The City's DTS prepared the sign plan.





# Royal Hawaiian Avenue Commercial Passenger Vehicle Operator Loading Zone Management



**WTMA installed the new signs to establish the expanded 365-foot long three minute passenger loading zone.**

# Royal Hawaiian Avenue Commercial Passenger Vehicle Operator Loading Zone Management

The WTMA is conducting communication and monitoring activities now that the signs have been installed.



# The Situation

## The City Has Been Actively Investigating Waikīkī Parking Issues

- Conducting studies
- Monitoring best practices
- Adding parking meters
- Expanded time periods  
(Bill 12)
- Higher rates (Bill 12)



# **Waikīkī Parking Meter Study and Pricing Plan**

- Report dated June 19, 2015.
- Presentation on November 20, 2015
- Studied 1,017 on street parking spaces
  - 308 metered spaces
  - 66 marked stalls
  - 643 open parking
- Recommendation – A TMA could manage & coordinate parking



# The Situation

# The City Passed Bill 12:

- Increases Parking Rates to \$3.00 per hour.
- Expands Waikīkī Parking Limits to 6:00 AM to 10:00 PM.





# Residential Parking Zones

- RPZs give residents significant possession of on-street stalls.
- RPZs are often created where “spillover” commuter parking from a nearby university, hospital, retail, or other generator crowds out residents from their on-street parking.



# Residential Parking Zones

- RPZs favor residents with permits to use on-street parking but allow “outsiders” to park, with restrictions.
- RPZ permits are exempt from the curbside parking time limits.
- RPZs prohibit non-resident parking during designated hours.

## EXAMPLES:

- ✓ Washington, DC: Permit holders exempt from 2-hour parking limit, weekdays between 7 am and 8:30 pm.
- ✓ San Luis Obispo, CA: Only permit holders may park during designated hours.
- ✓ Philadelphia: Permit holders exempt from time limits and meter fees.
- ✓ Boston: Only vehicles registered in the neighborhood may park there.
- ✓ San Francisco: Permit holders exempt from parking time limits.

# Residential Parking Zones

- The WTMA can build community support for establishing or increasing on-street parking fees by returning some of the revenue to the affected neighborhoods. WTMA would enter into an agreement with the City to administer the program.

## EXAMPLES:

- ✓ Pasadena, CA, revitalized its Old Pasadena historic downtown in part by converting free on-street spaces to metered parking. This provided money for neighborhood improvements and freed up parking for shoppers.
- ✓ San Diego's Old Town already had parking meters when rates were raised. As a compromise, the city gave half of the meter revenues to the affected neighborhoods.

# Support to Residents

# Residential Parking Zones

WTMA will plan for each block in Waikīkī.  
Solutions will be driven by neighborhood needs.



# Support to Residents

# Residential Parking Zones

WTMA will vet proposals with the public.



DENNIS ODA / DODA@STARADVERTISER.COM  
Waikiki parking is so tight that Cherise Musselman once waited for two hours in her car to find street parking. She and her daughter, Brianna Musselman are constantly scrambling because their condo is one of the many in the tourist district that did not come with parking. Honolulu Star Advertiser, March 7, 2017.

# WHAT

**WTMA could be responsive  
to dynamic needs that  
change by hour.**



30 of these

or

2 of these



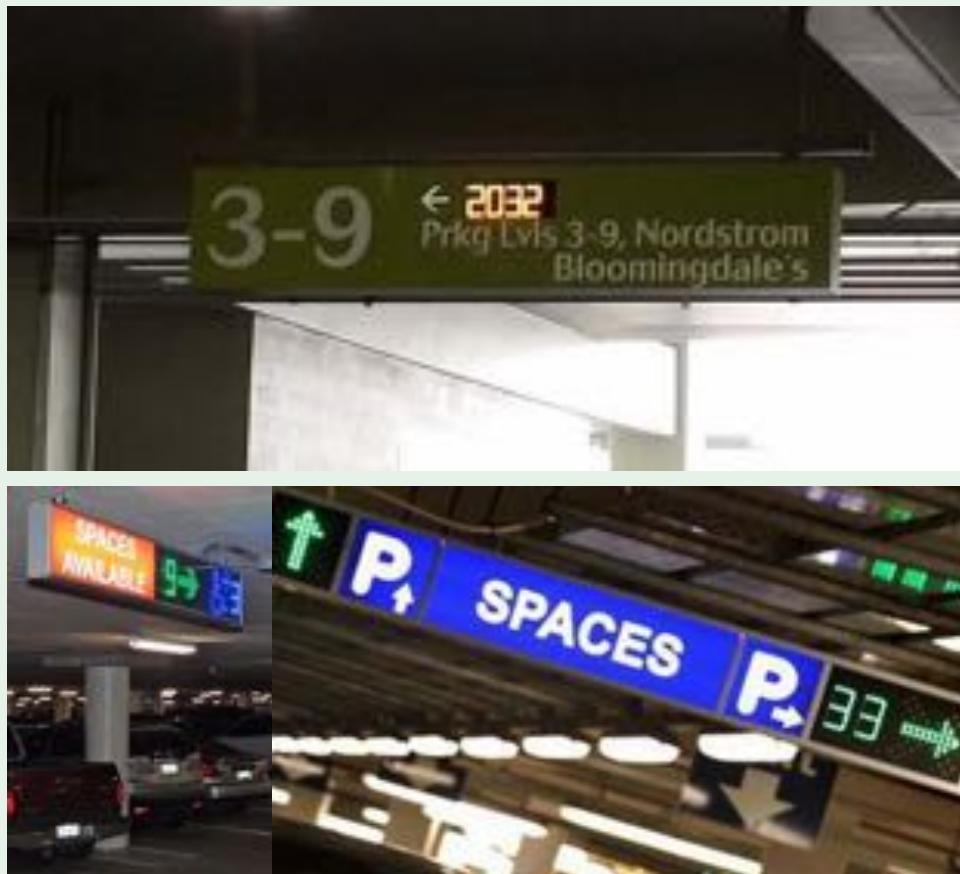
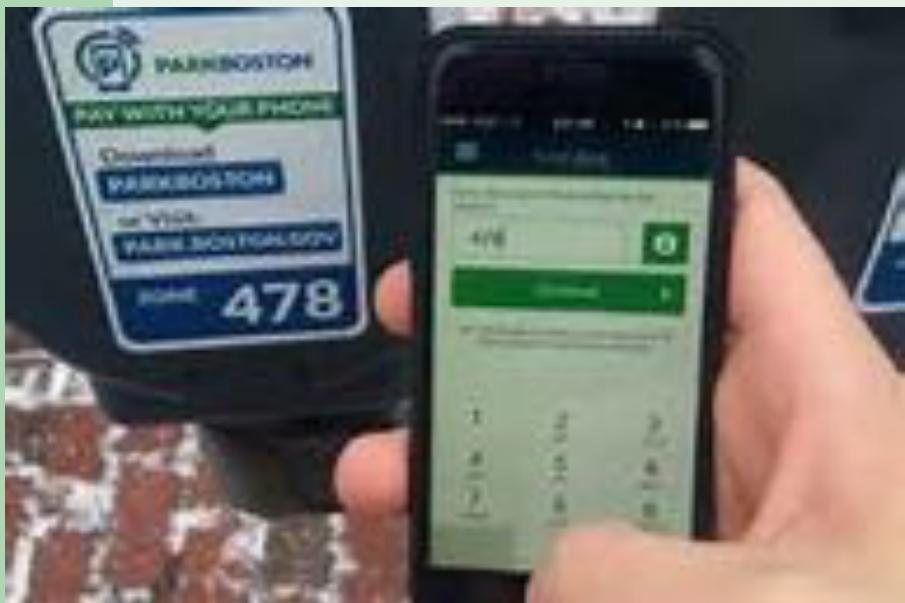
# WTMA can be timely and responsive.

- Residential program
- Near term parking partnerships
- Longer term solutions (new garages/lots)
- Quick response to identified issues
- Dynamic pricing (time of day)
- Partnerships to fund projects
- Flexibility in curb management
  - ✓ Loading zones at specific times
  - ✓ Loading zone scheduling
  - ✓ General parking at other times



# HOW

WTMA offers an ability to use the latest technology to manage parking and loading zones effectively.



# **WAIKĪKĪ TRANSPORTATION MANAGEMENT ASSOCIATION (WTMA)**

## **Two Proposed Bills:**

**63 – Amends the existing Special Improvement District (SID) City Revised Ordinances of Honolulu (ROH) legislation.**

**64 – Establishes the WTMA SID.**

# WAIKĪKĪ TRANSPORTATION MANAGEMENT ASSOCIATION (WTMA)

**63 – Amends the existing Special Improvement District (SID) City Revised Ordinances of Honolulu (ROH) legislation.**

- SIDs have been beneficial
- Such a district has transportation benefits
- Transportation management includes:
  - traffic operations
  - parking control
  - mobility enhancements
  - physical and operational improvements
  - information displays and electronic devices

# WAIKĪKĪ TRANSPORTATION MANAGEMENT ASSOCIATION (WTMA)

## **64 – Establishes the WTMA SID**

**-- Bill 64 includes a WTMA SID plan:**

- boundary
- board
- supplemental services to be provided to the City
- budget
- sources of funding

# **WAIKĪKĪ TRANSPORTATION MANAGEMENT ASSOCIATION (WTMA)**

## **64 – Establishes the WTMA SID Board**

**-- The composition of the board would include:**

- residents**
- property representatives**
- freight operators**
- passenger carriers**
- city representatives**

# Seattle's Success

## Innovative Parking Programs Across the U.S.



Seattle Is One Of The Worst Cities  
For Parking



How Seattle Transformed Parking  
Without Spending a Fortune



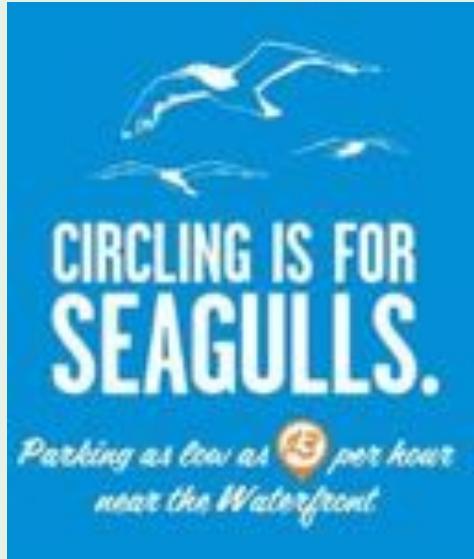
IPI  
INTERNATIONAL PARKING INSTITUTE

2013 Emerging Trends in Parking

Report on a survey conducted by  
the International Parking Institute

# Seattle's Success

## Innovative Parking Programs Across the U.S. 2015 Parking Industry Awards for Marketing and Communications Excellence



A promotional graphic for Downtown Seattle Parking. It features a large blue circle with a white letter "P" inside. Below the circle, the text "MORE PARKING. LESS CIRCLING." is written in blue, followed by the website "DowntownSeattleParking.com". To the right of the text is a detailed map of the Seattle waterfront area, showing numerous parking locations marked with blue circles. On the left side of the map, there is descriptive text about the service.

**Find off-street parking.**  
Looking for cheap and easy parking in downtown Seattle? Look no further! We offer over 10,000 spaces across downtown & surrounding neighborhoods. Whether you're looking for short-term or long-term parking, we've got you covered. Our website is a great resource for finding the perfect parking spot.

**Our Services:**

- Local and off-street parking
- Reserve a space online
- Find parking & pay online
- Ask our team anything
- FAQs

**Contact Information:**  
1-800-999-9999  
DowntownSeattleParking.com  
DowntownSeattleParking.com

# **WAIKĪKĪ TRANSPORTATION MANAGEMENT ASSOCIATION**

The purpose of the Waikīkī Transportation Management Association (WTMA):

1. Manage loading and unloading of people and goods.
2. Manage on-street parking.
3. Create resident parking zones.
4. Long term create more parking in Waikīkī.

**Waikīkī Improvement Association Board  
Unanimously Approved**

**Hawaii Transportation Association**

**E Noa Corporation**

**JTB Hawaii**

**Kobayashi Travel Services**

**Polynesian Adventure Tours**

**Robert's Hawaii**

**Royal Star Hawaii**

**Community Information Meeting March 8, 2017**

**Waikīkī Neighborhood Board Ongoing**

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Tuesday, June 13, 2017

**Rick Egged**

Waikīkī Improvement Association

**MAHALO**