

ADP Business and Employee Parking Survey Results



SURVEY OVERVIEW

Changes in the existing municipal parking facilities within Downtown have affected negatively the public perception of parking available in Downtown for the daily worker. In addition, there are a number of employees / business owners who utilize valuable on-street parking for their own use. This practice discourages parking turnover in Downtown, which in turn negatively affects the public perception of available parking in Downtown.

Anchorage Downtown Partnership, Ltd. – with cooperation and feedback from Anchorage Community Development Authority and Anchorage Parking – developed a business, employee, and customer parking survey to examine and identify parking shortcomings and opportunities within Downtown. In particular, the survey was designed to identify opportunities for moving Downtown workers / business owners away from on-street parking into municipal lots, particularly one of the “Lower Bowl” lots serviced by the newly created Downtown parking shuttle.

METHODOLOGY

The survey was distributed to businesses (both ADP members & non-members) located within the core area of downtown. The approximate geographic boundaries used for the survey were C Street to the east; L Street to the west; 9th Avenue to the south; and 3rd Avenue to the north.

Surveys were hand delivered by the ADP Security Ambassadors. Responses were faxed back to ADP or returned directly to the Security Ambassadors.

KEY FINDINGS

The survey results reveal two things: use of on-street parking spots for employees and business owners is a common practice, and demand exists for the lower bowl parking and shuttle service with some incentives and/or modifications.

The use of on-street parking by employees is widespread and does take up a significant portion of available on-street parking. The largest employer we surveyed – the Westmark hotel – indicated that 20-50 of their employees use on-street parking. Polar Bear Gifts, TJs Shirt, and Humpy’s all indicated that they use between 20 – 40 on-street parking spots. Getting these employees off the streets and into the lower bowl lots should be a priority.

Luckily, the results show several opportunities for expanded shuttle use and lower bowl parking. In particular, several large employers within the Downtown core indicated interest in the shuttle service and possibly subsidizing the service for their employees. With the exception of Polar Bear gifts, originally identified as a potential demonstration project for moving employee parking down to the lower bowl lots, the largest consumers of on-street parking for their employees each indicated that they would be interested in pursuing lower bowl parking & shuttle service with some modifications to the shuttle service.

RECOMMENDATIONS

We recommend pursuing several of the largest employers in Downtown who expressed an interest in the shuttle service, including Polar Bear Gifts (despite their lack of interest in the parking & shuttle service.) ADP looks forward to meeting with ACDA / AP to discuss these results and develop an action plan related to the findings.

Findings Summary:

Businesses interested in shuttle service, including those who expressed interest if ACDA / Muni made changes to drop-off and pick-up locations:

- Westmark
- 5th Avenue Alterations
- Allways Travel
- Army Navy Surplus
- Garbage Inc.
- Alaska Glass Gallery
- Alaska Heritage Tours
- Alaska Visitor Center
- Suzi's Woolies
- Snow City Café
- Inlet Inn
- Alaska Mint
- Humpy's
- Once in a Blue Moose
- Nine Star
- TJs Shirts
- Artique

Businesses interested in subsidizing at least a portion of parking / shuttle costs:

- 5th Avenue Alterations
- Garbage Inc.
- Alaska Dancer Emporium
- Alaska Heritage Tours
- Alaska Visitor Center
- Anchorage Youth Court
- Suzi's Woolies
- Snow City Café
- Alaska Mint
- Humpy's
- Artique

Employment levels, ranked from high to low:

1. Westmark (80-105)
2. Humpy's (75-95)
3. Nine Star (52)
4. TJs Shirts (20-50)
5. Coffman Engineers (50)
6. Snow City Café (35-45)
7. Polar Bear Gifts (8-40)
8. Army Navy Surplus (20-35)
9. The Nerland Agency (26)
10. AK Heritage Tours (5-20)
11. Phillips Cruises (10-18)
12. Once in a Blue Moose (5-25)

Business reported on-street parking usage, ranked from high to low:

1. Westmark (20-50)
2. Polar Bear Gifts (40)
3. TJs Shirts (25-35)
4. Humpy's (20-30)
5. Snow City Café (5-25)
6. AK Heritage Tours (5-20)
7. Once in a Blue Moose (10)
8. Garbage Inc. (4-6)
9. Alaska Visitor Center (4)
10. Artique (3-5)
11. The Trooper Museum (2)
12. Allways Travel (2)
13. Lucky Monkey (2)
14. 5th Avenue Alterations (1)
15. Alaska Glass gallery (1)

Employer provided parking (at least some):

- Westmark
- Rooney Inc.
- Kobuk Coffee
- Trooper Museum
- Sourdough News
- Army / Navy Surplus
- Phillips Cruises
- Alaska Visitor Center
- Anchorage Youth Court
- Evergreen Chapel
- Holy Family Cathedral
- 5th Avenue Jewelers
- Blush
- Snow City Café
- The Nerland Agency
- Inlet Inn
- Alaska Mint
- Coffman Engineers
- JC Morris
- Humpy's
- Furniture Classics
- Nine Star
- TJs Shirts
- Artique