



A LONG-TERM ROADMAP

The Move DBQ plan will provide a long-term roadmap for how the City of Dubuque can implement and invest in new technologies and systems to improve parking access, efficiency, and overall user experience.



SCHEDULE & PHASES

PHASE 1 RESULTS: CURRENT CONDITIONS ASSESSMENT & DISCOVERY

823
SURVEY
RESPONSES

OVER **40**
STAKEHOLDER
MEETINGS

Phase 1 included stakeholder engagement, a public survey, and a review of current conditions and operations. From that evaluation, the following themes and key takeaways have been identified. These will be explored and developed as the project progresses toward recommendations and implementation in the Summer 2023.

PARKING SUPPLY & AVAILABILITY



NEARLY **4,000**
RAMP SPACES
downtown, including the Port of Dubuque

 **OVER 1,600**
LOT SPACES
downtown, many reserved permit spaces

Parking is available most of the time.

Most respondents acknowledge that there are usually always spaces available. Some acknowledge that they may not be in a convenient location, but they can be found with relative ease.

PEAK UTILIZATION RATES

Parking facilities are significantly underutilized.

DATA COLLECTION: SEPT. - DEC. 2022

Utilization is the percentage of parking spaces occupied by parked cars. Peak is the point of highest demand.



Overall, approximately **1/4** of downtown **SURFACE LOT** spaces were utilized at peak.

Overall, approximately **1/3** of downtown **PARKING RAMP** spaces were utilized at peak.

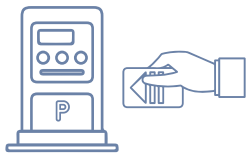
Parking operations should be improved to boost economic development and downtown vibrancy.

Numerous respondents report observing open spaces throughout the day and believe that technology should be used to increase access and oversell ramps.



TECHNOLOGY & PARKING PREFERENCES

Current parking technology inhibits the City from managing off-street and on-street facilities in a more efficient manner in accordance with best practices.



Current parking technology is functionally obsolete, leading to frequent customer service and maintenance issues.

Most respondents report concerns with how the existing parking ramp technology functions and the challenges they've experienced using it.

Parking technology should be forward-thinking, yet multigenerational.

Stakeholders desire improved on-street and off-street parking technology for all types of users, with a focus on parking availability information.



Most respondents believe there should be multiple ways to pay for parking.



The most highly desired payment feature in a parking ramp or lot downtown is the ability to pay for parking or extend a parking session using a mobile app.



Most respondents ranked ease of finding parking as their most desired parking access feature.



Several stakeholders expressed the need for enhanced EV charging infrastructure across the city.

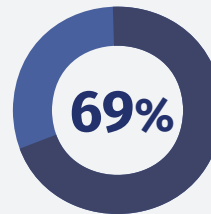
Most respondents prefer to walk



0-3 BLOCKS

from their parking facility to their place of employment

Respondents coming downtown for **ENTERTAINMENT** are willing to walk further from a parking facility to their destination(s)



of respondents would consider **WALKING 1 - 2 BLOCKS FURTHER** if parking technology indicated the **location of readily available parking**

COMFORT & SAFETY

Survey respondents expressed **safety** as the **most important** item when thinking about parking downtown.

The ability to **move around downtown safely and comfortably** on foot or bicycle is inhibited by a lack of dedicated and connected facilities.

COMMUNICATION

Stakeholders expressed the need for **improved communication and wayfinding** about short-term and long-term parking options, locations, and policies.

Stakeholders expressed a need for **enhanced branding and identity** in the districts of downtown, and improvements to connectivity between districts.

ASSET MANAGEMENT

The **low utilization** of downtown off-street parking is caused by a combination of relatively lower demand in certain areas, as well as **aging equipment** and current policies around parking management.

Ongoing maintenance and improvement expenses need to be incurred in the ramps to keep them in good working order.

ECONOMIC DEVELOPMENT & QUALITY OF LIFE

A convenient and equitable parking and mobility system is central to economic development and quality of life in Downtown Dubuque.

An equitable parking rate structure is a concern among stakeholders; **affordable and convenient on-street and off-street options** need to be a focus moving forward.

Diverse and convenient parking options that cater to the diverse groups downtown — small and large business owners, employees, entertainment users, and residents — **are critical**.

Current parking operations are seen as an **obstacle to residential growth** and densification in Downtown Dubuque. There is an **opportunity** for the parking and mobility system to continue **to be a catalyst of economic development and community vitality** in Dubuque.