

# TRANSFORMING PARKING AND TRANSPORTATION AT VCU



In response to existing and projected parking demands, Kimley-Horn worked with the University to develop a comprehensive, long-term plan that serves as a blueprint for parking and transportation planning and policy development.

Led by **Jeffrey Smith, P.E., LEED AP** (Atlanta, GA), the Kimley-Horn team forecasted parking demand and supply needs for VCU's academic and healthcare operations through Park+, our GIS-based analytical parking scenario software. This plan charts the course for addressing critical parking and transportation pressures associated with growth.

We conducted a transit evaluation of existing University shuttles and the City's Pulse Bus Rapid Transit (BRT) service to identify the most effective asset management plan to control costs and provide enhanced customer service.

Kimley-Horn also conducted a feasibility study showcasing four parking deck location options for a planned 2,100 space parking deck. The study specifically identified key constraints and opportunities, traffic impacts, concept designs, and estimated costs associated with each parking deck option.



Three- and 10-year action plans were developed to address the parking deck's distinctive challenges within the ecosystem of an academic/downtown/healthcare environment. The action plan increased transit service, travel demand strategies, and parking supply in areas with high revenue generation potential.

Upon the project's completion, Keith Van Inwegen, VCU Facilities Management Planning and Design Project Manager remarked that the plan *"will transform [VCU parking and transit services] for years to come."*

