

SALEM HOSPITAL PARKING STUDY

SALEM, OREGON



Case Study Description:

Salem Hospital (Hospital) has a large campus that is comprised of a 454 bed main hospital building, an MOB with 25 physician offices, a 55-bed Birth Center, and over 2,700 parking spaces. Patient and visitor parking is centrally located and physician parking is adjacent to both the Hospital and MOB. The Hospital had determined that best location for new Patient Care Tower is on site of their existing Visitor Garage. The Hospital commissioned Walker Parking Consultants (Walker) to perform an assessment of their options during and after construction. The assessment included recommendations for valet and shuttle services, a TDM study, an RFP to select a qualified valet parking operator and provider of shuttle services, and guidance in implementing a parking access system.

Problem:

The removal of the parking garage would severely impact the Hospital's parking program by both the loss of the convenient and close parking and by the loss of approximately 700 spaces. The challenges facing the Hospital were:

- Alternative parking is at a considerable distance;
- Parkers are primarily older and in poor health;
- Overall supply cushion will be $\leq 3\%$;
- Hospital has large shift changes;
- Unwilling (or skeptical) MOB physicians.

Solution:

Walker recommended the following solutions:

- Implement a valet parking program for visitors and patients. Walker met with Hospital staff and physicians to obtain buy-in for the program, secured a qualified operator to perform the service; established service standards and created operating procedures and policies; and participated in training programs.
- Walker will provide continual oversight to the process and assisted the hospital in developing a shuttle service for visitors and patients.
- Establish an awareness program so that the community understands their options.

Benefit:

The benefits are much improved service during construction. Over 72% of all arriving visitors and patients use the valet service. 21% of the arriving visitors and patients use the shuttle service, leaving only 7% of the daily arrivals as pedestrians. The typical wait time for a claimed vehicle to be retrieved by the valets and returned to the customer: ≤ 6 minutes. The typical wait time for a shuttle: ≤ 8 minutes. The typical length of time for a shuttle trip: ≤ 6 minutes. Increased supply cushion from $\leq 3\%$ to 11+%.



New Patient Tower, set to open in early 2009



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