



Downtown Parking Strategy

Land Use and Environment Committee

Thursday, October 12, 2017

Presented By:

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Draft Strategies

- 1. Refining recommended draft strategies & Park+ modeling**
- 2. Parking strategy draft report – *received this week, reviewing***
- 3. Draft Strategy to full Council – *November/December 2017***
- 4. Tonight: “*Low hanging fruit*”**

Phase I

- These are the “low hanging fruit”
- Things that give us a big bang for the buck
- Lays the foundation to implement the rest of the strategy
- Start now!

Phase I: Bus Pass Program

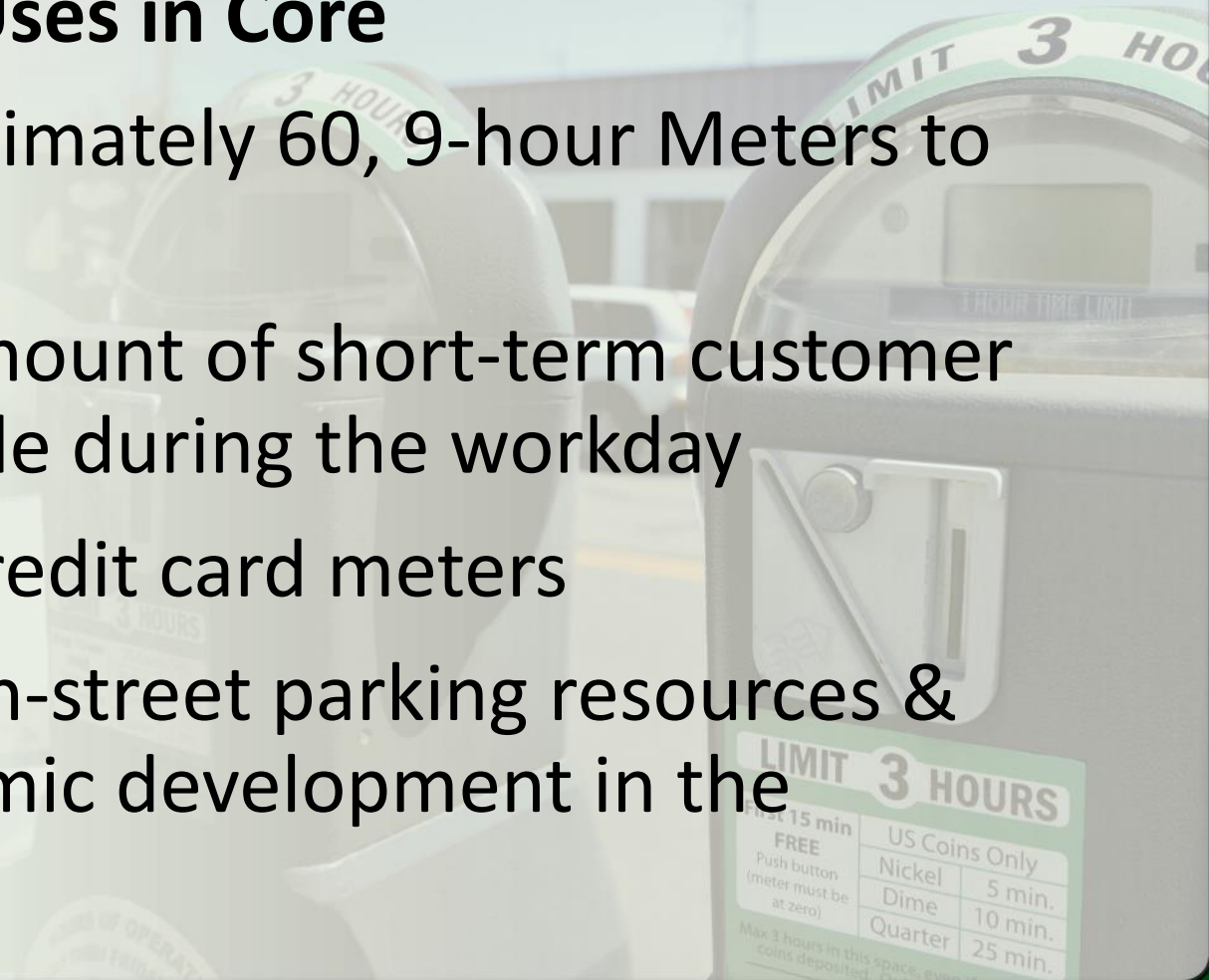
- Free bus passes for low to moderate income downtown employees
- Pilot program – 100 passes per month
- Parking fund for one year, cost = \$43,200
- Future funding source could be CDBG



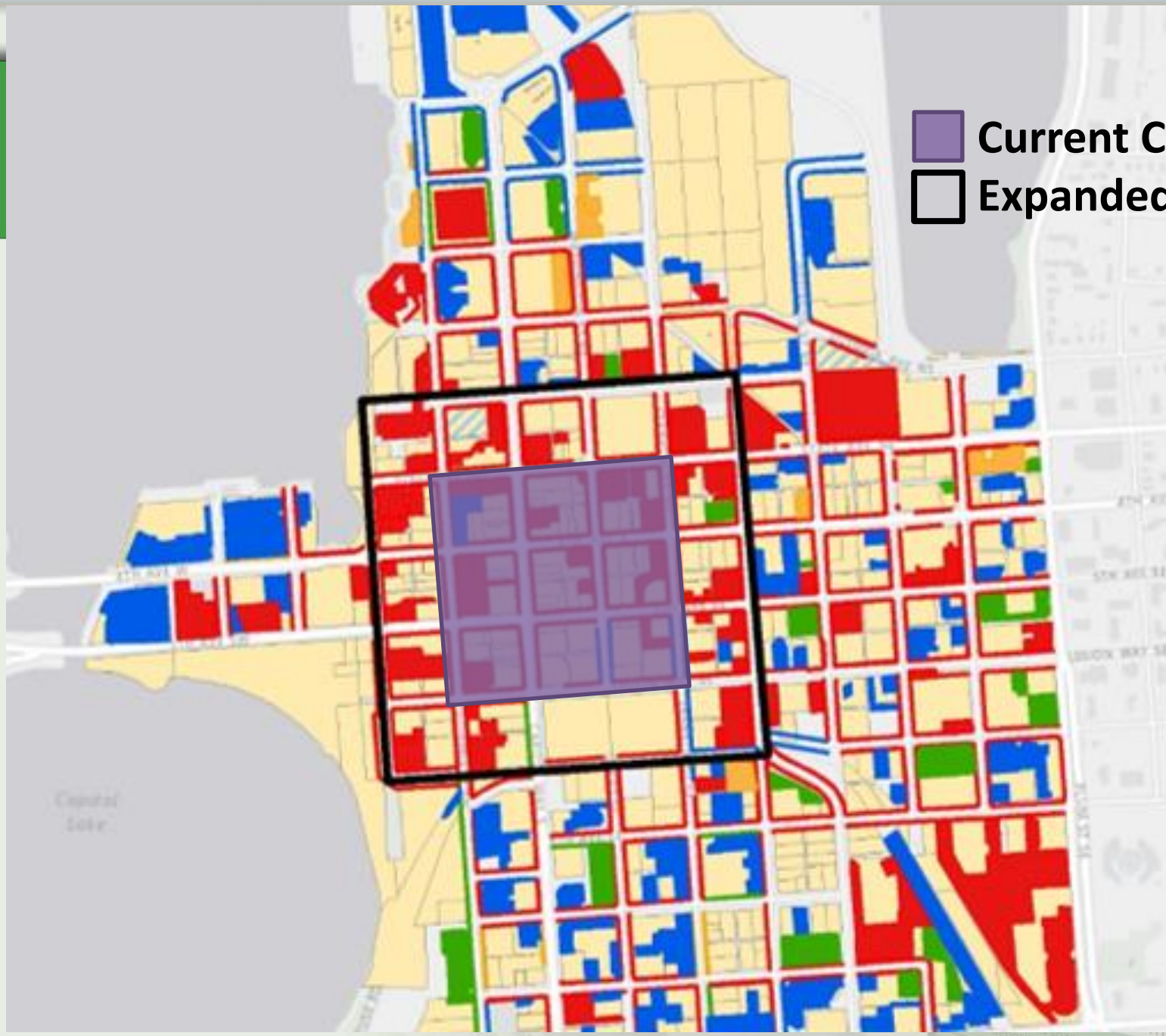
Phase I: Increase Short Term Parking

Support Retail Uses in Core

- Convert approximately 60, 9-hour Meters to 3-Hour Meters
- Increase the amount of short-term customer parking available during the workday
- Upgrading to credit card meters
- Better use of on-street parking resources & support economic development in the downtown



- Current Core
- Expanded Core



Phase I: Shared Parking Pilot

- Partner with private property owners to implement a shared parking pilot
- Pilot area around the Washington Center
- Test feasibility of this approach in a small area to see if it will work downtown-wide
- Maximize existing parking resources

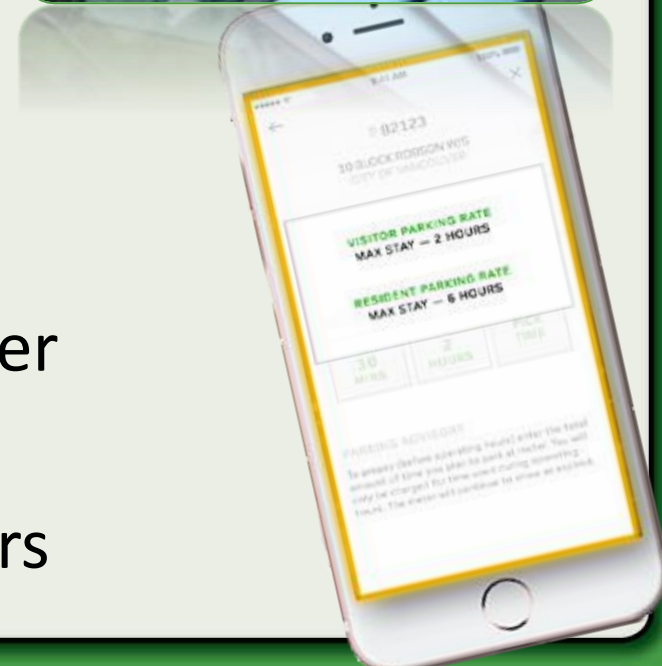


Phase I: Parking Supervisor

- Create a Parking Supervisor position
- Manage day to day operations (7 direct reports)
- Implement the Parking Strategy
- Position funded through parking revenue

Phase I: New Technology

- NuPark parking management system
- Online permits, residential renewals, citation appeals
- License Plate Recognition (LPR) – more efficient enforcement, data collection
- Pay-by-Phone – makes every meter a smart meter
- Added conveniences for customers



RECAP!

- Start a Free Bus Pass Program
- Increase Short-Term Parking – by converting 9 hour meters to 3 hour in the core
- Begin a Shared Parking Pilot
- Hire a Parking Supervisor
- Implement New Technology

Questions

Thank You

