



# **DOWNTOWN PARKING ADVISORY COMMITTEE**

**MAY 16, 2019**

# SIGNS AT WALL/GREENWOOD & IRVING ST



- Purpose:
  - Communicate 2 hours free and 4 hour daily max
  - Direct to payment option
  - Explain how the 2 hour free works
- Challenges:
  - Park Mobile works best for paid parking only
  - Community expects first two hours free
  - Parking a block away is free for two hours
- Options:
  - Continue with elimination of first two hours free
  - Remove paid parking option
  - Try to make a sign that communicates what's going on

## SIGN DESIGN PARAMETERS



- Tell user how to pay
- Tell user when and what they need to pay
- Tell user that first two hours of parking is free
- Consistent with all other downtown on street parking signs

# PARKING LOT SIGNAGE - EXAMPLES



**FIRST 2 HOURS  
FREE**

**And**

**ADDITIONAL 2 HOURS**  
Available with : 

**4 HOUR MAX**

**8am- 7pm M-S**  
**Sunday FREE**

**FIRST 2 HOURS  
FREE**

**&**

**ADDITIONAL 2 HOURS**  
Available with : 

**4 HOUR MAX**

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**Sunday FREE**

# EXISTING PARKING SIGNS





## Content

- What information do Employees need?
- What information do Visitors/Patrons need?

## How do we share it?

- Key fobs
- Water bottles
- Postcards
- Ideas?



## Create Parking Services Division

- Use seed funds from Room Taxes
- Establish Parking Services Division to manage new residential and business parking districts

## Adopt codes that allow for creation of parking permit zones

- Using code language recommended in the Citywide study, adopt ordinances for new permit zones
- Create programs that implement the new ordinances

## Establish residential parking permit zones

- Establish existing Parking Demand Manager position as Parking Services Division Manager
- 2 new FTE: Facilities Lead and Outreach/Marketing Coordinator



## 2019-2021 COUNCIL GOAL - INFRASTRUCTURE



**Have a community wide program in place that is based on the parking management plan and is responsive to the changing community needs.**

- Action 1: Create a self-sustaining Parking Services Division
- Action 2: Develop a self-sustaining funding model for the Parking Services Division
- Action 3: Develop programs for residential and business parking based on the recommendations of the citywide parking study and adopt related code changes
- Action 4: Leverage technology and tools to improve parking management and the customer experience

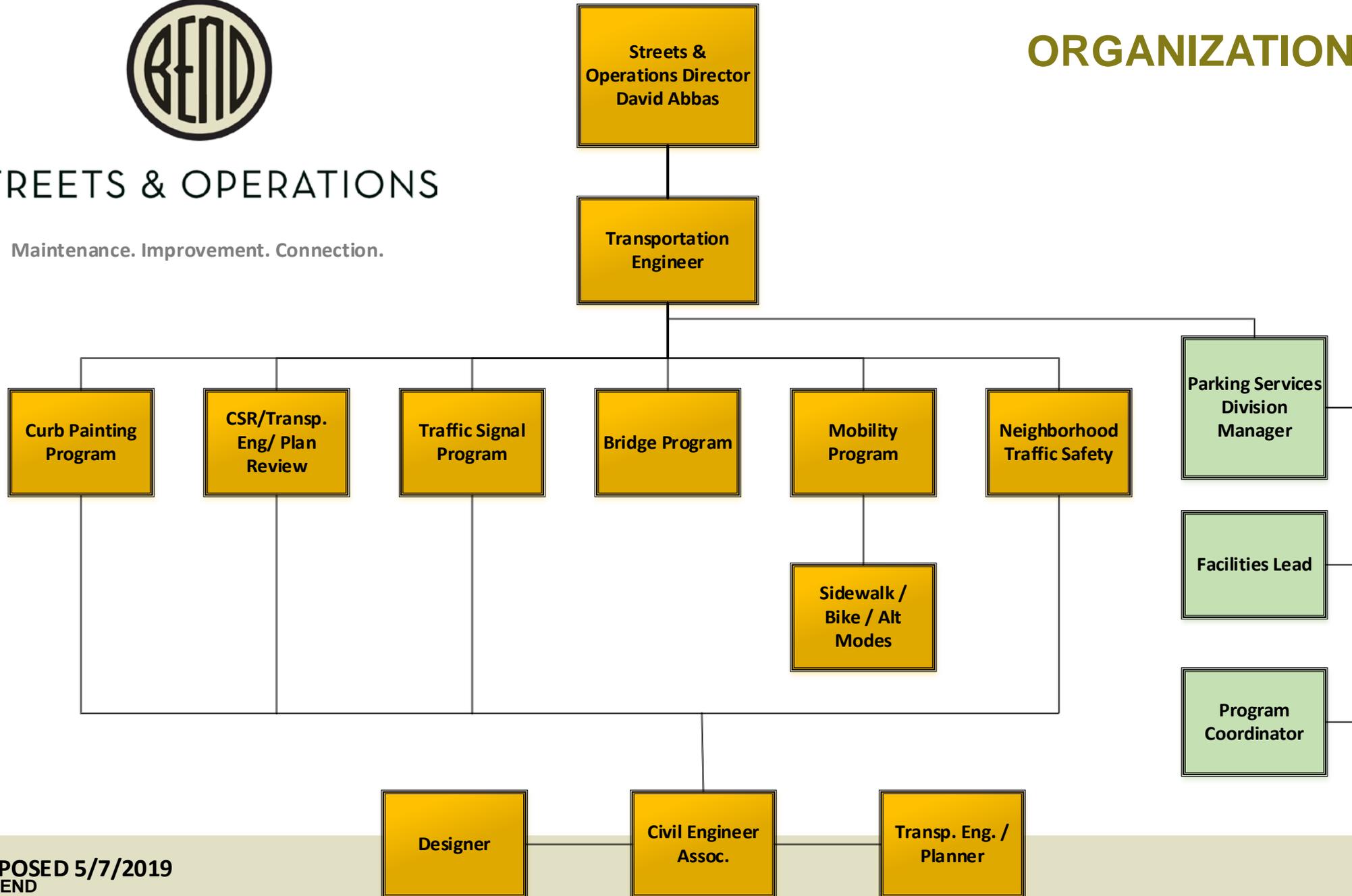


# ORGANIZATION



## STREETS & OPERATIONS

Maintenance. Improvement. Connection.



# PARKING REVENUES



	Downtown Parking	New Room Tax	Existing Streets Programming
Revenues	\$5,000,000	\$121,500	Curbs
Expenses	3,100,000	TBD	Signs
Contingency	\$1,900,000	\$121,500	CSRs