

PARKING ACTION PLAN

JANUARY 2017—JANUARY 2020

PILOT ON-STREET METERING PROGRAM

Over the past decade, the City has seen a significant increase in demand for both on and off-street parking spaces. In addition to considering ways to add capacity in the future, the City is first moving to better manage its existing assets. On-street parking spaces are most commonly and effectively managed with parking meters. The purpose of a pricing mechanism for the most in-demand spaces is to assure availability of parking. The objective is to balance supply with demand and not to generate revenue for the City. Metered parking provides more turnover in on-street spaces as parkers are likely to make the most cost effective choice for their particular need. Additional benefits of priced on-street parking include reduced congestion, safer streets, and improved economic vitality. The pilot program will place smart meters at 150 prime parking spaces surrounding the downtown mall. The remaining spaces outside of the pilot area will be unchanged and continue to include free two hour and all day spaces. The validation program, which provides two hours free parking from participating merchants at the downtown garages, will also remain in place.

TARGET AREA



Currently, the City does not have a formal parking function (i.e. parking department or authority) to manage its parking activities. Those responsibilities have been dispersed throughout the organization and this approach has served the City adequately for many years. However, as the City grows it has become clear that a new approach will be beneficial. Our parking consultants have recommended that we create a parking function and organize all parking activities under that structure. In the coming months, the City will take steps in this regard to better and more holistically manage the City's parking assets. The Office of Economic Development has been tasked with leading this effort with support from the affected departments and our parking consultant.

This action plan provides targeted action items to be accomplished over the next three years by staff in collaboration with various internal and external partners. The stated action items focus on three key areas, as recommended by the 2015 Parking Study conducted by Nelson Nygaard, including: **optimizing existing resources**, **enhancing access alternatives**, and **maintaining and growing supply**. For each objective, the year of the plan during which the objective will begin is stated, as well as the estimated time investment, monetary investment, and overall impact the objective will have once completed.

1) OPTIMIZE EXISTING RESOURCES

- 1.1 Establish Parking Action Team of existing city staff to support efforts. 1 / 🕒 / \$ / !!!
- 1.2 Identify start-up funding for parking department. 1 / 🕒 / \$\$\$ / !!!!
- 1.3 Establish parking function/department and identify staffing needs. 1 / 🕒🕒 / \$\$\$ / !!!!
- 1.4 Create a Parking Advisory Panel comprised of property owners and business representatives to advise the city on parking issues. 1 / 🕒 / \$ / !!
- 1.5 Develop an RFP for on-street metering equipment and implement pilot program. 1 / 🕒🕒 / \$\$ / !!!
- 1.6 Reassess management contracts in light of on-street metering program. 2 / 🕒🕒 / \$\$ / !!
- 1.7 Assess validation program in the context of on-street metering program. 2 / 🕒🕒 / \$\$\$ / !!!!

2) ENHANCE ACCESS ALTERNATIVES

- 2.1 Enable, promote and encourage continued expansion of alternative mobility options. To include transit, park and ride and other ride sharing options. 1,2,3 / 🕒🕒 / \$\$\$ / !!!
- 2.2 Consider developing a program that provides reduced rates within the downtown area for qualified employees. 1 / 🕒🕒 / \$ / !!!

3) MAINTAIN AND GROW SUPPLY

- 3.1 Develop PPEA guidelines for council consideration. 1 / 🕒🕒 / \$ / !!
- 3.2 Explore municipally owned parking facility development on West Main Street. To include property control, concept/feasibility and financing options. 1,2 / 🕒🕒 / \$\$\$ / !!!
- 3.3 Explore municipally owned parking facility development Downtown. To include property control, concept/feasibility and financing options. 1,2 / 🕒🕒 / \$\$\$ / !!!
- 3.4 Consider shared parking arrangements to make use of unused spaces when possible. 1,2,3 / 🕒🕒 / \$\$ / !!!
- 3.5 Partner with developments to integrate public parking spaces into new development. 1,2,3 / 🕒🕒 / \$ / !!!



1, 2, 3—PLAN YEAR 🕒—TIME INVESTMENT \$—MONETARY INVESTMENT !—IMPACT