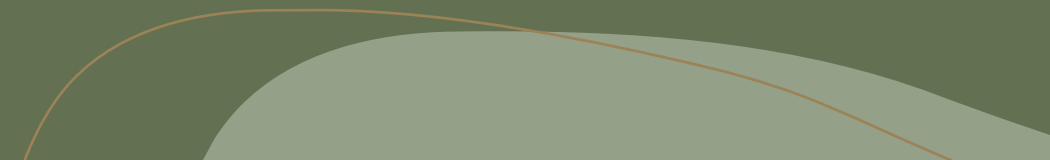




Downtown Parking Follow Up

Planning Department - Downtown Development and Preservation

Cassie Bumgarner



Agenda



INTERNAL
STAKEHOLDERS



2021 PARKING
ACTION PLAN



UPCOMING

Contributing Partners

Planning

Main Street

Engineering

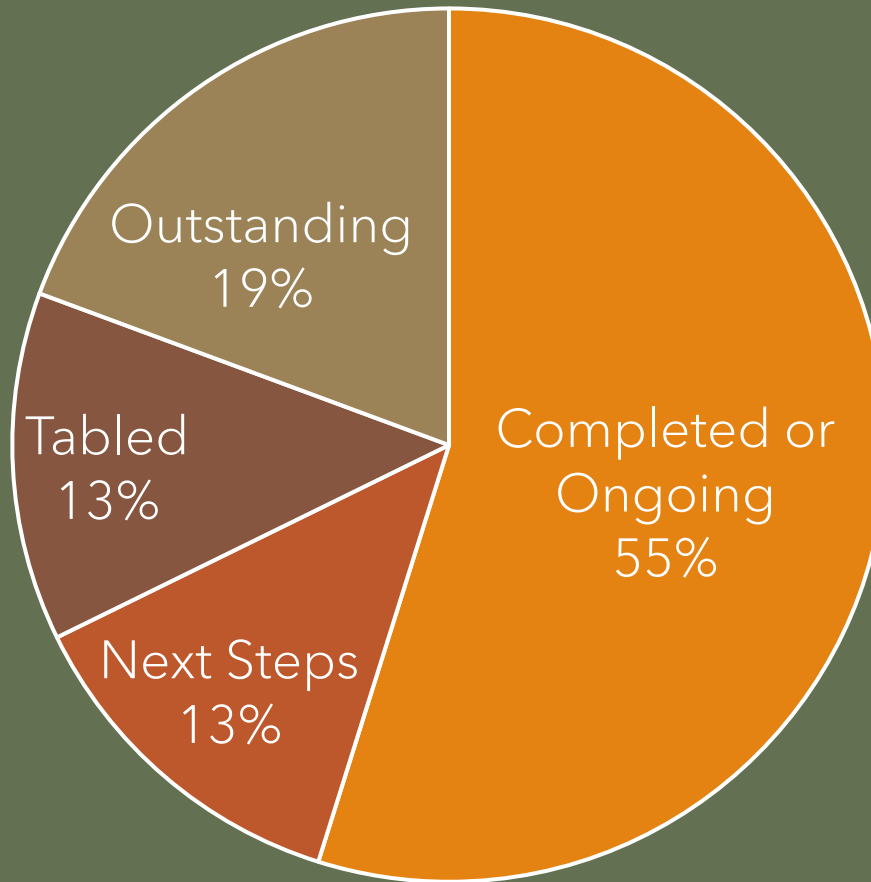
Marshal

Public Works

Communications
& Marketing

Information
Technology

Summary View of Recommendations



2021 Plan Recommendations - Completed ✓

Wayfinding in the Downtown

- ✓ **A-1. Increase public awareness of public parking options**
- ✓ **A-2. Design a public parking brand and wayfinding plan**
- ✓ **A-3. Update the pedestrian wayfinding signage**
- A-4. Procure a digital parking guidance system
- A-5. Integrate real-time availability data with other applications

Parking Demand Management

- B-1. Adopt a data-driven policy framework
- B-2. Determine a parking program management approach
- B-3. Develop an Employee Parking Permit Program (Phase 1)
- B-4. Establish a no re-parking rule
- B-5. Implement time limits in high-demand surface lots
- B-6. Adjust operating hours to address peak demand periods.
- B-7. Pursue shared parking agreements
- B-8. Prioritize core curb space for active uses
- ✓ **B-9. Evaluate the parklet program**
- B-10. Consider implementing tiered time limits or a Pay-to-Stay model

B-11. Implement Employee Parking Permit Program Phase 2.

- ✓ **B-12. Promote and expand transportation mode alternatives.**

B-13. Promote and enhance walkability

- ✓ **B-14. Modernize parking development requirements.**

B-15. Establish a Residential Parking Permit Program.

- ✓ **B-16. Offer valet parking during special events.**

- ✓ **B-17. Adapt or increase parking supply as needed.**

Operations and Enforcement

- ✓ **C-1. Align parking enforcement coverage with proposed policies.**

- ✓ **C-2. Procure license plate recognition technology.**

C-3. Utilize a customer-service model for compliance.

C-4. Streamline citation management and convert to civil process.

C-5. Adopt vehicle immobilization and towing procedures.

C-6. Establish a maintenance and collections plan for parking equipment.

C-7. Update the Temporary Parking Space Use Permit Program.

C-8. Establish a facility maintenance and upkeep plan.

C-9. Ongoing operational adjustments based on data.

2021 Plan Recommendations Completed

- ✓ Increase public awareness of parking options
- ✓ Design a public parking brand and wayfinding plan
- ✓ Update the pedestrian wayfinding signage
- ✓ Align parking enforcement coverage with proposed policies



Update on Enforcement

- License Plate Recognition software is back online
- Continuing to work with software on lowering error rate
 - Numbering 3-hour parking spots in downtown



2021 Plan Recommendations – Ongoing »»

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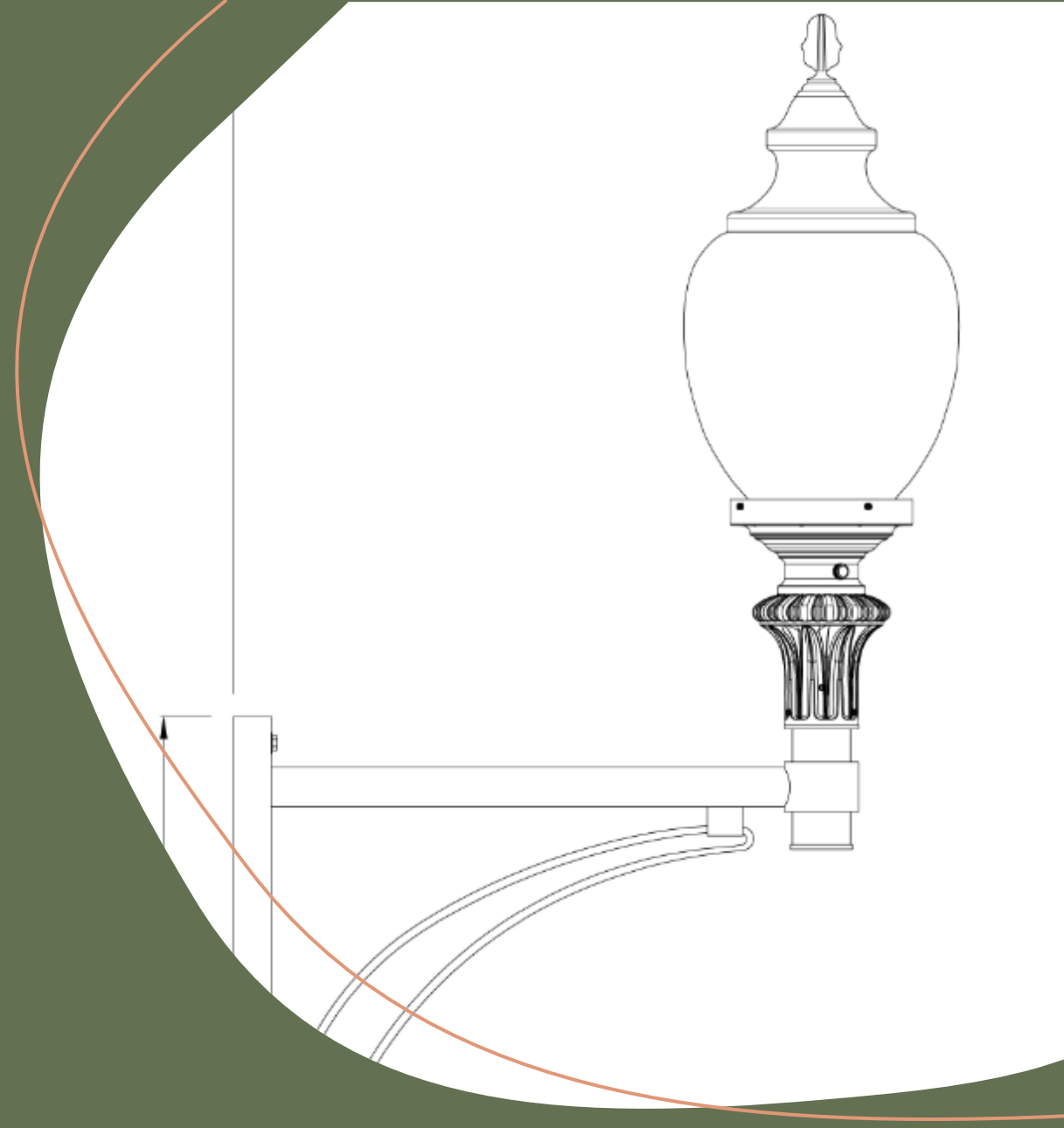
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- »» **C-9. Ongoing operational adjustments based on data.**

B-13. Promote and enhance walkability

- Engineering working with consultant on plans for additional lighting in downtown
- Timeline anticipated for Spring 2026



2021 Plan Recommendations – Tabled

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2021 Plan Recommendations – Next Steps

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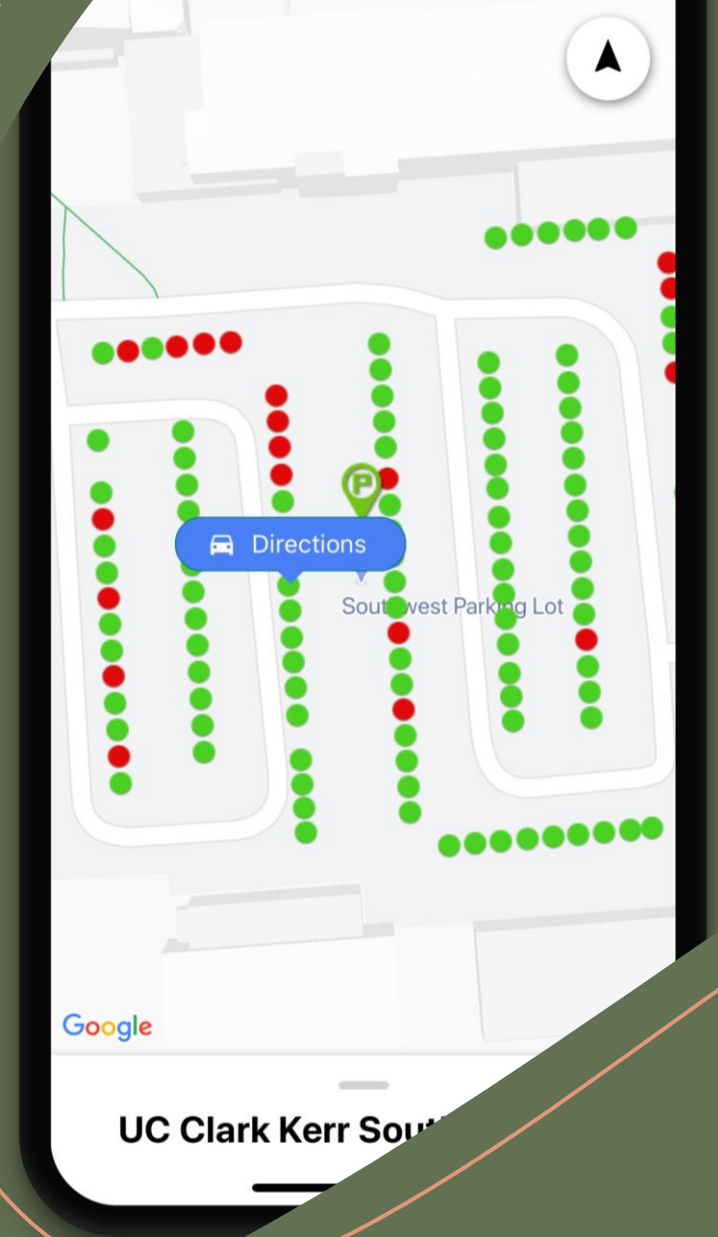
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A-4. Procure a digital parking guidance system

- Pursuing pilot of app-based parking management system
- Consider full capabilities of the system
 - Future parking studies
 - Hardware and software
 - Integration into apps for public
- Engineering/IT led project



2021 Plan Recommendations – Outstanding

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Upcoming

Winter 2025

- Engineering/IT Parking Software

Spring 2026

- Feasibility Study for parking garage near Central Park
- Downtown lighting refresh

Summer 2026

- Parking Study for Downtown
- Addressing outstanding and next step recommendations



Thank you