# Downtown Parking Follow Up

Planning Department - Downtown Development and Preservation

Cassie Bumgarner

## Agenda







2021 PARKING ACTION PLAN



UPCOMING

## Contributing Partners

Planning

Main Street

Engineering

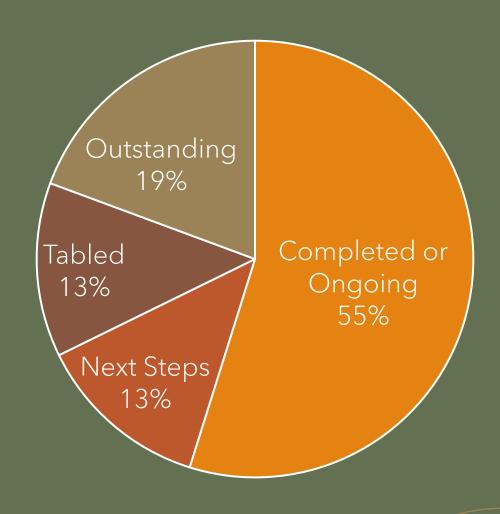
Marshal

Public Works

Communications & Marketing

Information Technology

## Summary View of Recommendations



## 2021 Plan Recommendations - Completed 🗸

#### Wayfinding in the Downtown

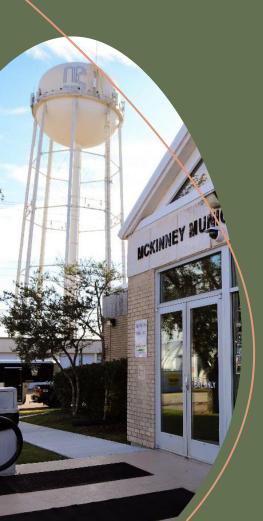
- A-1. Increase public awareness of public parking options
- A-2. Design a public parking brand and wayfinding plan
- A-3. Update the pedestrian wayfinding signage
- A-4. Procure a digital parking guidance system
- A-5. Integrate real-time availability data with other applications

#### 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.
- $\sqrt{B-16}$ . 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 mainenance 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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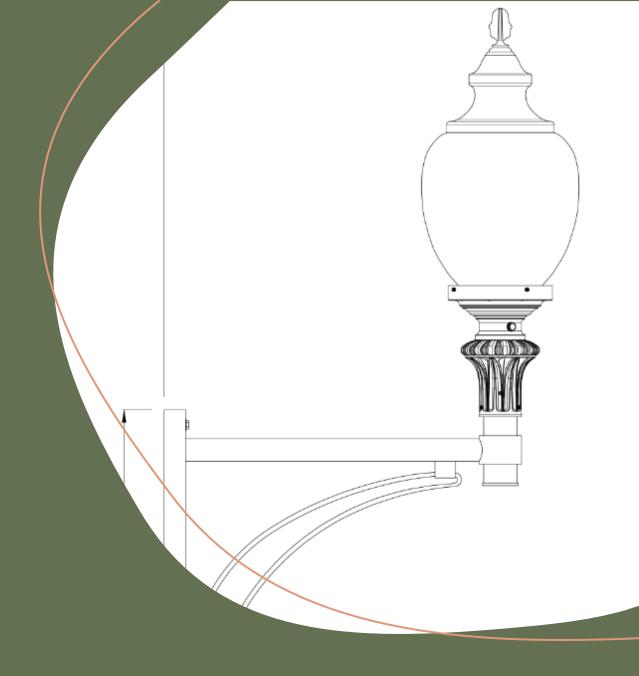
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## B-13. Promote and enhance walkability

- 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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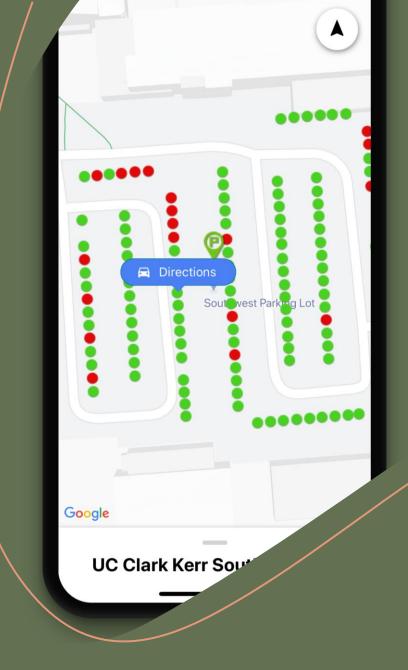
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A-4.Procure a digital parking guidance system

- Pursuing pilot of appbased 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