

VISION: Parking and Economic Vitality

- Better bus service: easy to get through town; parking fees support bus service; employers and employees parking in garages.
- Parking citations: first offense = warning
- People walking; out of cars
- Perception of ample parking
- Buildings built out to sidewalks
- Fewer surface parking lots (buildings, pedestrians)
- 90 minutes free parking in garages
- Attractive well-maintained streetscape with amenities financed with parking fees.
- Folks getting out of cars and walking to a unified Courthouse square
- Nightlife and day life; longer business hours; outdoor entertainment
- Expansion of perceived downtown encompassing more area attracting nightlife w parking that supports that
- A few parking spaces available everywhere
- Parking hidden from view and allowing more active accessible street faces
- Parking options understood and accepted by community
- Parking functions as economic empowerment

TRENDS / PERCEPTIONS / TENSIONS

- State considering incentives to end free on-street parking (SB 618, Lowenthal)
- Change is hard for people; have to just do it?
- New cooperation / collaboration between city departments (parking, Econ dev and CD all in the room today)
- People come to downtown NOT to *park* but shop, eat, etc.
- Parking is a transition activity and asset in overall transportation
- Confusing / multiple changes have occurred
- Safety is key
- Perception of congestion, queuing for parking
- Parking is paid for in some business's leases – so parking is not FREE.
- *Seems* logical that downtown free parking would equal more customers and better experience
- Large number of business employees park on street
- Notice the parking options in downtowns that feel good
- Importance of turnover in parking (think restaurant tables)
- Free parking's been tried
- Business owners hear customers complaining about parking FINES not fees

Questions to address / research(*):

1. Will the City sell its antiquated mechanical meters?*
2. Interest in having change machines available on-street for those who do not have or choose not to use a debit or credit card at a pay station.
3. Interest in having pay stations configured with bill accepters. What is the track record of such configurations elsewhere?
4. Consider model of market driven permits; spread impact to more garages (Fifth and Beaver Street garage as an example).
5. What is the future of the Parking District?
6. Want a period of free time in the garages.
7. Need to consolidate business associations' interests to have one voice.
8. Is there technology that will allow parkers to take any remaining time off the meter as they return to their vehicle? (effectively a rebate?)*
9. How can we develop policies to avoid penalizing the poor?*
10. How do we stimulate garage use?
11. Interest in having permits to allow business use of loading zones (for vehicles without commercial plates or business info displayed on side of vehicle).
12. Reduce parking along Fifth Street to allow for outdoor seating.
13. Can money slated for garage construction be diverted to street improvements?
14. What is the average cost per parking space in a business renters' lease?*
15. How to disperse permits to create more equal and closer access to parking?