



# Parking Advisory Board Phased Approach to downtown parking solutions

CITY COUNCIL PRESENTATION  
October 15, 2019

# Phase 1

- ▶ **Increased enforcement with supplemental parking**
  - ▶ Increase funding for parking enforcement staff
  - ▶ Citation letters be mailed out to all parking violators
  - ▶ Create an 18-month surface lot parking program using vitality funds
- ▶ **Simultaneous educational and marketing plan and program to increase outreach and capture metrics.**

# Phase 2

- ▶ **Establish a Park and Ride system**
  - ▶ Utilizing the available parking
  - ▶ Walkable to downtown
  - ▶ Serviced by electric cabs
  - ▶ Requested through TIRZ funds
- ▶ **Educational and marketing plan and program to increase outreach and capture metrics**

# Phase 3

- ▶ **Conduct an assessment of paid meters and a possible parking garage.**
  - ▶ Place 100% of net parking funds generated into a parking and mobility fund
  - ▶ Use parking funds generated downtown for the 1st phase of the Parking Benefit District
- ▶ **Educational and marketing plan and program to increase outreach and capture metrics**