



Temporary Parking Plan

September 2016

Prepared by the:

Tillamook Area
Chamber
of commerce

EXECUTIVE SUMMARY

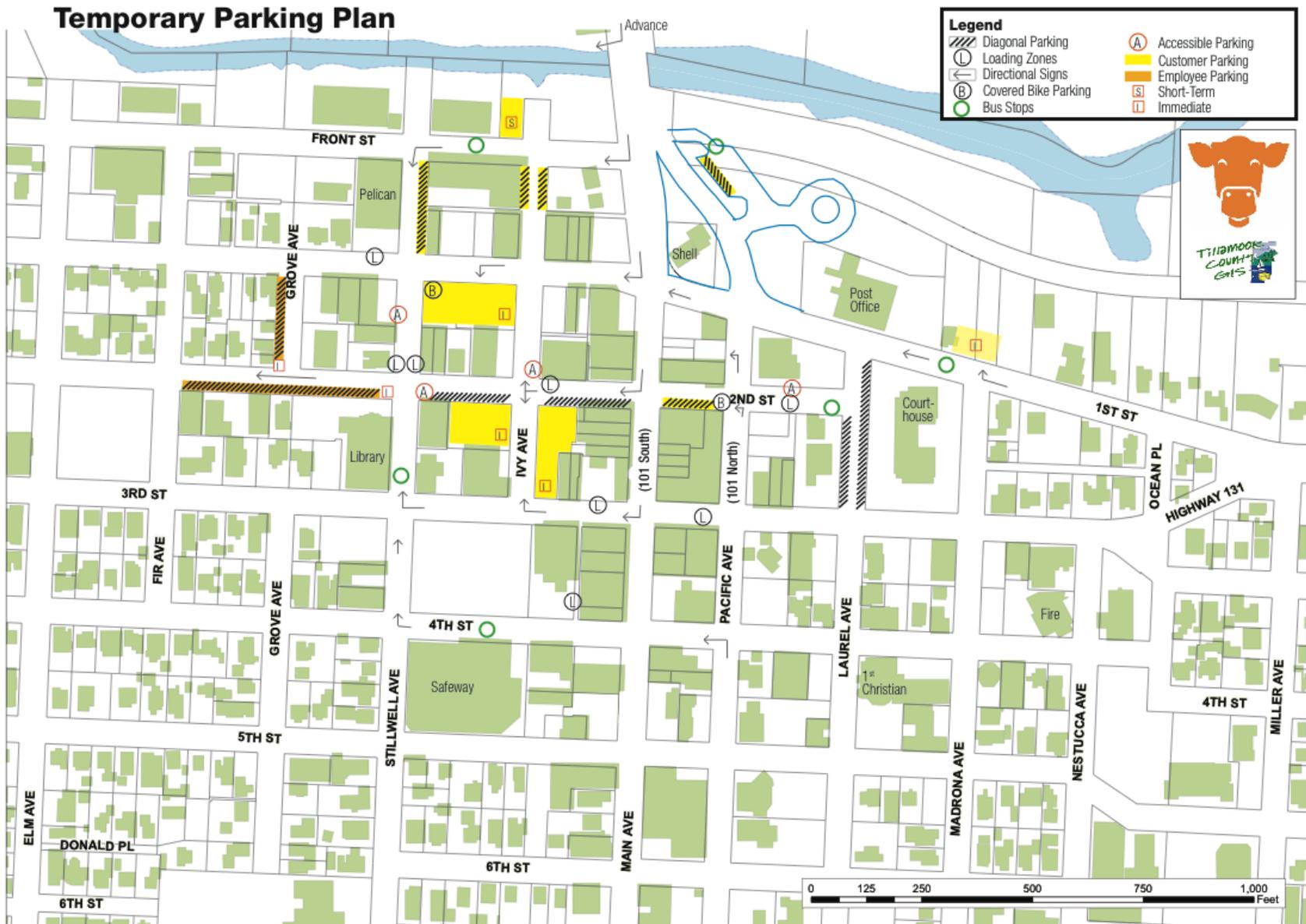
TEMPORARY PARKING PLAN

The City contracted with the Chamber to provide recommended solutions for Temporary Parking during the US 101/OR6 Project. The proposed Plan reviewed all existing Plans and reports and cross-checked them with field studies and last minute construction details to present a range of options for the City to consider. The Chamber assistance in implementation of the selected options is part of this proposal. The following breakout of action items is the resulting set of implementation measures that each designated party agreed to take. For a complete description of each action please refer to the full Plan.

IMMEDIATE ACTIONS:

1. The Public Works Department is directed to stripe all on-street parking in commercial parking areas of the downtown (out of the Project area) using “platoon” stall demarcation to better identify parking availability and location. Assure that all parking spaces and proposed plans take into account the statutory setbacks from stop signs, crosswalks, etc.. *This was a recommendation from the Williams’ Parking Strategy Plan, Resolution #1669.*
2. The City will change the designated on-street RV parking spot across from the Museum on Second to a loading space; move the current parallel loading zone in the SW corner of Second Street’s intersection with Main Avenue to the NE corner of Second Street’s intersection with Ivy Avenue; designate a loading area on the north side of First Street between Stillwell and Grove instead of dedicated bike lane; and temporarily designate the three loading areas on 3rd and 4th Streets as indicated in the Plan. A two-hour time limit to loading zones will be applied to ensure that they are used for their intended purpose and not as a particular business’s parking space. *This was a recommendation from the Highway Project Task Group as refined by the public input process.*
3. The City will repeal its permit parking program as adopted by Resolution#1628, for all but the five reserved spaces already secured by Lease, in the ‘Old Library Lot’ in order to immediately free up 25 spaces for customers. *A Highway Project Task Group recommendation.*
4. The Public Works Department is directed to implement onstreet diagonal parking on Second Street (one-way to Fir) and Grove Avenue in order to gain 20 spaces for employees/owners and the Police Department is directed to develop a simple identification systems for long-term employee parking. *This was a recommendation from the Hoquarton Waterfront Plan, Ordinance #1313.*
5. The City will terminate their permit program in the TURA parking lot in order to free up 13 spaces for customers, but will honor the 2 existing permits until relinquished. *A Highway Project Task Group recommendation as refined by public input.*
6. The City establishes and authorizes a Parking Response Team to make quick routing and parking changes as needed by circumstances. *This was a recommendation from the Public Works Committee.*

Temporary Parking Plan



7. The Chamber, with City support, will secure permission from ODOT for temporary 'parking location' signs that guide visitors to the resulting temporary parking system during the construction period. *This was a recommendation from the Highway Project Task Group.*

SHORT-TERM ACTIONS (to be accomplished over the next six months):

8. The Public Works Department is directed to implement Waterfront Plan's onstreet diagonal parking on Stillwell and Ivy Avenues in order to gain 4 spaces for customers. *This was a recommendation from the Hoquarton Waterfront Plan.*
9. The City will request that TURA fund the work necessary to rehabilitate 18 off-street parking spaces west of the Sue H. Elmore boat ramp. *This was a recommendation from the Highway Project Task Group.*
10. The Chamber will develop informational maps and brochures about Tillamook and its parking system. *A Parking Strategy Plan recommendation.*
11. The Chamber will initiate development of parking information that the City Administration Department will place on the City's website. *This was a recommendation from the Parking Strategy Plan.*
12. The Chamber will establish a Downtown Parking Work Group as a 'go-to' listening post for complaints, that also will develop systems that anticipate and eliminate concerns, serve as a source for communications related to parking to the community, and propose long-term parking solutions. *A Parking Strategy Plan recommendation.*

MID-TERM ACTIONS (to be accomplished over the next nine months):

13. The City will request assistance from TURA to improve the quality of surface parking lots in the downtown and direct staff to review the layout and efficiency of its parking lot on the southeast corner of 2nd and Ivy. *A Parking Strategy Plan recommendation.*
14. The Police Department is directed to initiate limited parking enforcement activities in the downtown to assure existing time zones are honored and system utilization/turnover is operating as intended. *A Parking Strategy Plan recommendation.*
15. The Police Department is directed to routinely report on enforcement actions to the Parking Working Group. *A Parking Strategy Plan recommendation.*

THE CITY OF TILLAMOOK

Draft TEMPORARY PARKING PLAN

BACKGROUND:

Business owners have repeatedly expressed concerns about potential adverse economic impacts resulting from the Oregon Department of Transportation's (ODOT) impending two-year-long reconstruction US 101/OR 6 Project (Project) in downtown Tillamook. There are concerns about the project's removal of parking both during and after construction. While all previous studies indicate that there is no shortage of parking availability in the downtown, the City decided to enter into a contract with the Chamber to review potentials and provide recommended solutions for Temporary Parking during the highway project after conducting a public review process.

The initial Temporary Parking Technical Memo, submitted to the City by the Chamber in July, attached as Appendix A, with

its analysis of existing parking data and documents and
its comparison of the existing number of parking spaces, the proposed spaces available during construction, and the projected spaces available post-construction, and
its fieldwork refinements in order to provide an initial analysis of parking solutions for the impending Project.

found that there is a strong potential for assuring no net parking loss. In order to assure this no net loss, there will need to be a series of policy and implementation steps taken. These steps are contained in the Executive Summary's bulleted action plan.

The Temporary Parking Technical Memo found that ODOT's 101/6 Project will permanently reduce on-street parking by 30 – 35 parallel stalls, and the affiliated "Crosstown Connections" project will permanently reduce parking by an additional 5 spaces, for a total permanent parking loss of 40 spaces.

With the recent release of the contractor's schedule, the temporary impacts contemplated by the Technical Memo need to be revised to shift the loss of 9 spaces on the Second Street Plaza from the second year of construction to the first. Parking is projected to be removed entirely from Pacific Avenue (31 spaces, with 9 on Second) for an extended period of time in the first construction year and from Main Avenue in the second (40 spaces, with 4 on Third). Please see Appendix B for a synopsis of the contractor's two-year schedule. Therefore, the total maximum temporary impact is the loss of only 44 parking spaces in the second year, instead of 53, which is still greater than the permanent but not as dramatic. Therefore, if the community can secure 40 permanent spaces and 4 temporary in accessible areas (westside preferred) during this project, there will be no net loss.

There is additional good news in that the contractor will be constructing the 6 new spaces in the Second Street Plaza and the 8 in the Hoquarton Landing early in the project. Therefore, they can be counted as backfilling the temporary shortage during the second year of construction. With these subsequent corrections, the Technical Memo finding regarding the total number of potential new parking spaces from current plans, initiatives, and assets breaks out as follows:

Eastside				Westside			
permanent		temporary		permanent		temporary	
customer	employee	customer	employee	customer	employee	customer	employee
23		23	15	28	20	21	
4 unknown	5 or 6 unknown	4 unknown	5 or 6 unknown	38 unknown		38 unknown	

It appears that, with a coordinated usage of the east and west sides, there is a strong potential for assuring no net loss and adequate coverage of the potential maximum 44 being lost at any given time. The critical element is getting assurance that these replacement products can come online at the right times to be effective. The following Action Plan was developed with this in mind.

In its initial conclusions and recommendations, the Technical memo utilized the City’s previously-adopted Parking Strategy Plan prepared by Parking Consultant Rick Williams as the guidance format for implementing a Temporary Parking Plan. William’s thirteen objectives were reorganized and updated, with two of them found to be irrelevant to the Project, in order to provide several draft parking plan options for discussion and refinement through a public process in July and August. The objectives presented, along with draft maps, were as follows:

1. The Chamber should help the City create distinct parking areas to reduce conflicts between visitors and employees.
2. The Chamber should assist in the development of a common parking signage “brand”, within the context of what ODOT allows, and advocate to ensure that the City upgrades on-street signage to create uniform time stays by area.
3. The Chamber should establish a Downtown Parking Work Group as a forum for addressing parking concerns that includes a representative cross-section of downtown interests and routinely assists in the review and on-going implementation of parking solutions.
4. The Chamber should take the lead in establishing a business-to-business outreach and communications plan to downtown businesses on parking issues and planning.
5. The Chamber should partner with the business community to develop/refine a broad-based marketing and communication system for access in Tillamook.

6. The City should stripe all on-street parking in commercial parking areas of the downtown to better identify parking availability and location.
7. The City should negotiate shared use and/or lease agreements with owners of strategically placed existing private surface lots in the downtown to provide for an interim supply of parking where needed.
8. The City should improve the quality of surface parking lots in the downtown.
9. The City should initiate development of parking information via the City's website (e.g., color maps showing parking areas by time stay, rules and expectations, etc.)
10. The City should initiate limited parking enforcement activities in the downtown to assure existing time zones are honored and system utilization/turnover is operating as intended.
11. The City should develop, initiate and routinely report on enforcement actions to the Parking Working Group.

During the public input process, which started with the Main Street Highway Task Group over a year ago and included presentation of preliminary parking concepts at the May Design Fair in the Library, the August County Fair, and the "Meet the Contractor" Project Launch event near the end of August, additional ideas relating to employee parking were raised ranging from granting amnesty on parking time limitations and enforcement during the construction period so that employees could park closer to work to becoming more aggressive about employee parking so that more customer parking is freed up. Certain specialty parking concerns were also raised, such as longer hours for the cinema and the kayak areas.

There was an additional proposal suggesting placing diagonal parking on the south side of the newly refurbished 4th Street from Laurel to Ocean Place was put forward. With 4th Street being 40 feet wide, there is sufficient room for two travel lanes plus diagonal along one side. The centerline will have to be shifted off-center. The entrance block off of Pacific to Laurel would stay parallel both sides in order to provide for centerline transitions away from the traffic areas (there is no diagonal gain on that block anyway due to driveway configurations). Using the 1.4 diagonal-to-parallel ratio, you will gain 8 spaces on the south side; however, you will lose the 9 parallel spaces on the north side (due to the Fire facilities there are relatively few parking spaces there). Therefore, the concept was not included in this proposal. The good news is that, with fresh striping, parallel efficiency on every street, new and old, will be improved.

Such public input refinements have been incorporated into this final draft proposal for a Temporary Parking Plan where feasible. The resulting Action Plan breakout of tasks attempts to walk through a series of policy decisions and implementation priorities that will place the most usable, findable parking spaces on the ground in the quickest manner possible since the project construction is already underway.

TEMPORARY PARKING ACTION PLAN:

Tillamook is nowhere near the 85% occupied capacity mark, the point at which visitors get uncomfortable and move on, and so the City is really looking at better management of the supply that it already has; however, the City has committed to a ‘no net loss’ policy both during and after construction. This plan seeks to assure that, through the following action steps that lay out immediate decision options, ‘no net loss’ can be attained promptly. However, the Plan is not strictly quantity-based; there are also decision points related to guiding the user to those parking supplies, building partnerships, and disseminating information on the system. The Chamber will assist on the implementation of those elements.

Foundationally, certain non-action elements of this plan are assumed as a given.

As mentioned above, **1)** the ODOT project itself will provide 8 additional **permanent eastside** customer parking spaces in the newly created Hoquarton Landing area, where the Mar Claire Motel used to be located, and **2)** the conversion of Second Street between Main and Pacific Avenues into a closeable westbound one-way Plaza without a crown or curbs in order to facilitate public events like dancing without trip hazards and to allow for stage set-up and focused acts to have audience gatherings will provide 6 **permanent** diagonal spaces on one side, both of which can compensate for losses in the second year. They do not require any local action however, and are therefore noted as part of the plan as a 14 space credit toward the second year of construction, and permanently after, but are not part of the implementation.

As part of the renovation of the Hoquarton House, which moved the historic building back on the property and freed up space in front for parking (as contemplated in the Waterfront Plan), a County Transient Lodging Tax grant funded the construction of an additional 15 paved parking spaces immediately off from inbound Highway 6 (First Street). According to County representations, these new spaces will be open to the public, not reserved. While slightly outside of the 400 foot radius, these 15 new **permanent eastside** spaces can be considered as providing for customers from the get-go, if combined with signage and a visitors’ information outlet for inbound Highway 6 travelers.

The City has converted 6 parking stalls around the downtown to on-street ADA spaces, including two in front of the Pioneer Museum, two northbound on Ivy Avenue near Third and Second Streets respectively, one southbound on Stillwell Avenue near First Street, and one westbound on Second Street near Stillwell. These should be retained.

Another element to be retained relates to loading spaces; currently there are two designated loading zones on Stillwell Avenue on the NE & NW corners of its intersection with Second Street, and 1 loading zone on Second in the SW corner of its intersection with Main Avenue. This retainage is not enough, however. UPS, Fedex, FSA, Sysco, and others are all regular visitors to the downtown as they service the businesses there. During construction, they must still be able to deliver daily no matter where the construction focus happens to be at that moment. Therefore, additional loading zones (some permanent, some temporary, see Action Item #2) should be located outside the project limits to ensure availability; however, this does not ensure access to those loading zones, which must be coordinated with the contractor so that supply lines are not interrupted.

Identification and implementation of additional parking spaces beyond loading and ADA needs was premised upon the fact that impulse-motivated highway traffic needs customer parking within 400 feet of a business, as pointed out by the Rick Williams Parking Consultants. In a permanent parking plan that would include the parking in the center of the study area; however, with this temporary parking plan, all of the parking being lost is within 400 feet. Therefore, with the Highway 101 project effectively removing those very center spots, any remaining spaces within the project area, plus those within 400 feet of its perimeter are going to need to be reserved for customers. *The Temporary Parking Plan Map in the Executive Summary depicts the various areas proposed for additional customer parking in yellow (Foundational plus Action Items #3,5, 8 & 9, noted with 'I' for Immediate & 'S' for Short Term).*

Garnering customer spaces is obviously the best direct value, but designating employee/owner spaces can provide an indirect benefit by pulling those users out of existing customer spots. When employees and business owners park in front of or near their businesses, it competes with customer parking priorities. There was one type of parking stall that past plans found to reach the capacity threshold: on-street, unregulated parking stalls, likely due to business owner and employee parking. The motivation to shorten the daily hike is human nature. It was also found that there was very little designated employee parking available inside the study area. With the concentration of regulated spaces in the parking district core of the area, employees were asked to walk several blocks to their jobs and therefore, in order to provide a balancing offset, this plan's premise was that it was valuable to find spaces for employees/owners within 1,250 feet from the center, most difficult to reach, business in the cluster of Town Center businesses, and to develop multiple employee/owner parking options via quality pedestrian connections (safe & well lit) with reasonable enforcement in order to assure participation. *The attached Map shows areas for employee/owner parking in orange (Action Item #4, noted 'I' for Immediate).*

The City Council determined that, after the following actions are concluded, this will satisfy the 'no net loss' objective by providing for new spaces on each side of the couplet and the additional inventory will be:

1st Construction Year: Westside 38 customer spaces; 20 employee/owner spaces & Eastside 15 customer – all permanent

2nd Construction Year: Westside 4 customer spaces; 0 employee/owner spaces & Eastside 14 customer – all permanent

In order to make all of the additional parking easily accessible to the traveling public, the Chamber will be securing permission from ODOT and Contractor for a temporary 'parking location' system of signs during the construction period. *The attached Plan Map depicts the various areas proposed for key parking guidance signage in gray arrows (Action Item #6).*

With the final physical layout now determined, the Chamber is committed to making that those locations and their access routes broadly available through a variety of informational outlets (Action Items #10, 11 & 12).

IMMEDIATE ACTIONS:

- 1. The City will immediately stripe all on-street parking in commercial parking areas of the downtown to better identify parking availability and location, along with clarifying accesses and assure that all parking spaces and proposed plans take into account the statutory setbacks from stop signs, crosswalks, etc..***

Striping is faded throughout town. Refreshing it is effective because it helps the customer identify a parking stall, which, in turn, creates a sense of order and convenience. Effective striping also reduces incidents of damage to vehicles and facilitates compliance. The City's 2016/2017 budget has already allocated extra funding for striping. In addition to refreshing worn striping, the funding should be used to delineate the new onstreet parking noted below that is adopted. Use "platoon" stall demarcation on all streets other than Highway 101.

- 2. The City will change the designated on-street RV parking spot across from the Museum on Second to a permanent **eastside** space for loading; move the current diagonal loading zone in the SW corner of Second Street's intersection with Main Avenue to the NE corner of Second Street's intersection with Ivy Avenue; designate a loading area on the north side of First Street between Stillwell and Grove instead of dedicated bike lane; and temporarily designate the four loading areas on 3rd and 4th Streets as indicated below. It will also apply a two-hour time limit to loading zones to ensure that they are used for their intended purpose and not as a particular business's parking space.***

While the City's Refinement Plan discussed the need for on-street RV parking, there is only one designated RV parking spot on-street currently. With underutilized RV spaces in the TURA lot available and the need for eastside customer inventory, if additional RV spaces are desired, follow the alternative location that the Refinement Plan suggested and set aside more on-street parking area reserved for RVs behind the Safeway building. Public Works believes that additional spaces will be needed after the Project is concluded. However, in order to minimize nuisance issues and avoid competition with private parks, no downtown overnight RV parking should be allowed as suggested by the Refinement Plan. In its place, an east side loading space will be needed; the new paved Second Street Plaza is not a good place for such activity and therefore a loading space near proximity on both sides of the plaza for north and southbound freight will be in demand.

With that in mind, the current parallel loading zone in the SW corner of Second Street's intersection with Main Avenue is too short to accommodate longer trucks and should be moved to the NE corner of Second Street's intersection with Ivy Avenue in order to provide safer, more efficient, westbound truck entrance and exit. This places the off-load end of the trucks facing the greatest concentration of businesses well out of the project area.

Further freight loading balance should be provided by designating a westbound loading area in front of the Pelican Brewery on the north side of First Street.

Three additional loading areas in the southerly area of the project should be designated on a temporary project-duration basis, which would be reevaluated post-project for permanent designation in light of comparable opportunities on the finished Main and Pacific Avenues. These three areas are located on **a)** westbound 3rd Street between the Main Avenue corner and the access to the former Pancake House (combined with a 15-minute customer spot at the leading corner edge); **b)** eastbound 3rd Street on its corner with Pacific in front of Homelife Furniture; and **c)** posting the alley west of Main for loading only in order to service the limited loading needs of 4th Street.

- 3. The City will forego its permit parking program for all but the five reserved spaces already secured in the ‘Old Library Lot’ on the southwest corner of Second and Ivy, in order to immediately free up 25 permanent *westside* spaces for customers.**

Currently, there is permit parking in the City-owned ‘Old Library Lot’ on the southwest corner of Second Street and Ivy Avenue (with 30 spaces available; 5 permits issued in 2016). A monthly permit costs \$30. The supply obviously exceeds demand. With nearby 2-hour on-street parking plentiful and a parking ticket for overtime set at \$5, enforced on a random basis, there is no incentive to purchase a permit. The existing reservations will be honored, but go into the public pool once relinquished.

- 4. The City (with the potential financial assistance of TURA) will immediately implement the onstreet head-in diagonal parking elements of the Waterfront Plan on Second Street and Grove Avenue in order to gain 20 spaces for employees/owners.**

Stillwell Avenue serves as the 400 foot cutoff line, so these additional 12 **permanent *westside*** diagonal parking spaces along one side of Second Street, as well as the 8 on Grove Avenue can qualify for employees/owners. When converting to diagonal for maximizing parking, assume a yield of 14 diagonal spaces for every 10 parallel. The Police Department will develop a simple identification system for long-term parking. (See employee exhibit on following page).

- 5. The City will terminate their permit program in the TURA parking lot to free up 13 permanent *westside* spaces for customers.**

Currently, there is permit parking in the TURA-owned/City-leased parking lot on the southeast corner of First Street and Stillwell Avenue (with 13 spaces available; 2 permits issued in 2016). A monthly permit costs \$30. Again, the supply obviously exceeds demand. With nearby 2-hour on-street parking plentiful and a parking ticket for overtime set at \$5, there is no incentive to purchase a permit. The existing permits will be honored, but go into the public pool once relinquished.



There is an approved range of customer and employee parking signage available for use in perfecting a permit system.

6. *The Chamber, with the support of the City, will secure permission from ODOT for a temporary ‘parking location’ system of signs during the construction period, and explores ODOT alternate signage standards for “wayfinding” informational signage in the right-of-way of State.*

Customers like guidance; therefore, signage and safe, reasonable, and walkable connections of a recognizable character from parking to the business front door are essential. Creating a uniform signage package that incorporates a unique logo and color scheme for public parking facilities will establish a sense of recognition, identity and customer orientation for users of the downtown parking system. Branded signage would go a long way to distinguish the Tillamook parking system for the user. The TSP, the Refinement Plan, and the Waterfront Plan all reaffirm the need for branded wayfinding signage to augment the parking. In the longer-term, as part of a separate planning process, the Chamber will be securing permission from ODOT for a permanent system of alternate signage standards for “wayfinding” informational signage in the State right-of-way.

Currently, ODOT has specific signage standards for “parking related” informational signage in the right-of-way of State facilities (e.g., US 101/OR 6 & 131). The ODOT “D4-1” standard creates consistency throughout the State, but is neither unique nor recognizable to the typical visitor. In the interests of expediency, the Chamber will be securing permission from ODOT and Contractor for a temporary ‘parking location’ system of signs during the construction period. Please see the signage exhibits on following pages to be used and refer to the Temporary Parking Plan map for an indication of where they will be placed by Tillamook Public Works.

7. *The City and Chamber will establish a Parking Response Team empowered to make quick changes as needed by circumstances.*

A Parking Response Team, equipped with an emergency trailer filled with various rerouting and guidance signs, needs to be authorized to make in-the-field decisions as circumstances change during construction. The best-laid plans are likely going to encounter roadblocks that will not allow time for typical municipal decision processes, and therefore, a team made up of representatives from the Police Department, City Administration, Public Works, and the Chamber must be empowered to restructure routing and parking as demanded by the situation.

SHORT-TERM ACTIONS (to be accomplished over the next six months):

8. *The City will promptly implement the onstreet diagonal parking elements of the Waterfront Plan on Stillwell and Ivy Avenues in order to gain 4 spaces for customers.*

With the completion of the power and other undergrounding down the alleys and the removal of the Burden’s fence from the right-of-way, the path is clear for the Waterfront Plan’s reconfiguration of parking on Stillwell and Ivy. This will require some engineering to accommodate the power vaults, accesses, slope, etc., but could be ready for construction in the Spring.



The Plan anticipates needing 10 right-turn directional signs, 6 left-turn, and 4 straight.



Decide on how to mark the lots themselves which do not have to use approved signage and can add branding and statements such as 'Welcome to free Downtown Parking'

9. The City will request funding assistance from TURA so that, if there is anyway to prioritize the rehabilitation of the 18 off-street parking spaces next to the Sue H. Elmore boat ramp as part of that grant-funded project, it be moved up on the construction schedule in order to benefit customers.

With the removal of the powerlines and cable from Sue H. Elmore Park and the grant deadline to complete Park construction by June 2017, there is an opportunity to provide an additional 18 spaces in conjunction with that work. However, the parking lot portion of the Park is completely unfunded. If funding is found, the engineering is done and it could be ready for use in the Spring.

10. Chamber will develop informational maps and brochures about Tillamook and its parking system.

Informational maps and brochures about Tillamook and its parking system should be developed to be distributed by the City and through local business associations, Visitor Services, Event Planners, Retail and Lodging networks. Management of the program would be assumed by expanded partnerships with organizations like the Tillamook Revitalization Association and should leverage business marketing and broader messages about downtown in order to support the parking outreach efforts. These parking communications materials should incorporate alternative mode options (i.e., shuttles, transit, and bicycle).

The General Manager of the Tillamook County Transportation District (TCTD) participated in the Main Street's Highway Project Task group, helping to brainstorm on options for alleviating construction impacts. Ideas have ranged from something along the lines of a 'Dory Days shuttle' in Pacific City that conveys employees and owners to remote park'n ride areas, to 'free' subsidized downtown passes, to providing free specially-colored construction bicycles, to wrapping a bus with special construction messages. Short-term contracts with other people-movers, such as Marie Mills and Five Rivers vans were considered, along with special programs for shuttles to be developed with businesses such as the Pelican Brewery and the Creamery. These ideas are being held in reserve until needed. The preliminary look at the cost of providing shuttle options during the construction period was determined to be too high until more is known about the benefits and therefore looking for ways to integrate relief using the existing TCTD schedule was chosen as the preferred approach. With the contractor's schedule now released and construction commenced, further TCTD review will be conducted.

The marketing/communication system would include (but not be limited to):

1. *Maps.* Develop maps that visually represent parking zones and identify the location of visitor versus employee facilities versus event facilities. The City will pay for the printing of these maps.
2. *TDM alternatives.* Incorporate alternative mode options (i.e., shuttles, transit, and bicycle) into parking communications materials.
3. *Co-marketing/sponsorship:* Programs that leverage business marketing and broader messages about downtown that can be supported with parking. Find opportunities to include parking information with other advertising that may be going out.

11. The Chamber will initiate development of parking information and the Council will direct staff to implement via the City's website (e.g., color maps showing parking areas by time stay, rules and expectations, etc.).

A more refined and accessible City website for downtown parking information would be useful as a resource for customers and visitors using the downtown. The webpage should be easy to access, well designed, informative and up-to-date (e.g., with event information).

12. The Chamber will establish a Downtown Parking Work Group as a 'go-to' listening post for complaints, but also will develop systems that anticipate and eliminate concerns, serve as a source for communications related to parking to the community, and propose long-term parking solutions ideas.

The Downtown Parking Work Group should serve as a source for targeted and strategic communications related to parking to downtown businesses, employees and the broader community. Based on the premise that "if they won't come to us, we will go to them," a program of visits to downtown businesses, with informational materials and "open ears" would be employed. This could be accommodated by Work Group volunteers routinely visiting downtown businesses. Information derived from such visits would be catalogued and reported back to the Work Group.

This could include such management concepts as getting business owners to agree to a "Customer First" pact that makes it business policy to encourage employee parking away from customer demand areas and dividing the downtown into different management zones with each off-street lot and each on-street connection route a separate management zone. While your average retail visitor stays 1.6 hours, which is why most systems use a 2-hour time limit; however, this can be complicated when restaurants, movie theaters, and recreational destinations are mixed in with the parking range limits, therefore ideas such as leading every block with a 15 minute spot and identifying special destination areas that need longer than two-hour parking should be entertained, as well providing recommendations to the City Public Works department regarding locations that work with their arrow-to-arrow signage standards that strive to minimize clutter.

MID-TERM ACTIONS (to be accomplished over the next nine months):

13. The City, with assistance of TURA, will improve the quality of surface parking lots and access routes in the downtown.

There are numerous surface parking facilities within the downtown. The poor appearance of existing surface lots is creating an impression of downtown that is not supportive of vitality. TURA should be encouraged to implement its Second Street Pilot Project with elements that include enhancing both the surface and border treatments of the municipal parking lots on that street, along with the access routes to parking areas whether customer or employee-based.

The layout of the City lot in the Southeast corner of the intersection of 2nd and Ivy needs to be reexamined for its efficiency of access and flow. With a number of businesses using this parking lot for rear access and utilities, there are multiple considerations to be incorporated.

14. The City will initiate limited parking enforcement activities in the downtown to assure existing time zones are honored and system utilization/turnover is operating as intended.

With the implementation of the above actions, there will be adequate (and abundant) parking (a) available in off-street lots and (b) on-street in “periphery” areas in the commercial downtown. With employees using spaces clearly designated for customer use, some abuse of existing timed stalls occurs. This results in inefficient turnover, which is not conducive to a successful street level business environment. To this end, greater efforts at enforcement in the downtown are warranted. Enhancing parking enforcement, in a “random” format (i.e., 10 hours per week) that controls cost but assures compliance, will increase overall system efficiency and sufficiently provide for cost recovery. A law enforcement position should be charged with implementation of an overall parking enforcement plan, monitoring of parking in time zones, and issuing citations for parking violations within the public on- and off-street supply. Additional refinements/savings might be attained by structuring enforcement seasonally to increase service during peak season and reducing service in the “off-peak.”

15. The City will routinely report on enforcement actions to the Parking Working Group.

The City should establish baseline measures to track before initiation of parking enforcement, document and catalogue enforcement activities quarterly once enforcement has been initiated, summarize measures into a quarterly summary report that tracks activity comparatively over time, and reports results routinely to the City Council and the Downtown Parking Work Group. The City should quantify results (e.g., hours of deployment, cost of service, citations issued and revenue derived from citations) as a means of program evaluation.