

Parking Policy Matrix: Timeline & Costs

Strategic Issues

Parking Distribution/ Availability at certain times of day.

Cultural thinking around parking.

Zoning Code Issues (suburban vs. urban parking standards

Storm water issues

Employee parking

Independent, private lots that are not part of the City parking network

Economics of parking.

Budget/ Costs

Phase I -Short-term. Suggested implementation timeline is 2019.

Parking Wayfinding Signage with “Real-time” Parking Information.

Linking GIS “Real-time” Parking Information and Location with City’s Webpage.

Marketing Strategy: Wayfinding & Systems Education & Promotion of Parking Options

Updating the Zoning Code: Begin research and public process of Zoning code modernization.

Negotiated Lease Agreement with UNIVERSITY parking lots.

Review of City Zoning Code to Identify Impediments to creative parking solutions for private property.

2019 Budget

Marketing Consultant—\$45,000. Develop and implement parking marketing strategy and lead parking committee workgroup as described in Chapter 3 1-E, and Chapter 5 3-A and Chapter 5 3-D

On-site parking Mobile app –batteries for parking meter \$20,000

Parking Consultant—\$35,000 review City Code to identify impediments to creative parking solutions as described in Chapter 4 2-A; Review and make recommendations on dynamic parking rates as described in Chapter 3 1-D

Phase II –Medium -term. Suggested implementation timeline is 2020.

Development of a “Smart” Downtown Parking App for Smartphone Access.

Marketing Strategy: Changing public perception of parking.

Amend Zoning Code to Create “Parking Districts” that reform parking requirements

Reduce or eliminate Zoning Code Mandated Parking Requirements

Negotiated Lease Agreements with PRIVATE parking lots Owners.

“Decouple” Parking Requirements for multi-family residential

“Dynamic “ Fee structure for Municipal Parking rates.

2020 Budget

On-site parking Mobile app –batteries for parking meter \$20,000

Parking Consultant—\$35,000— Conduct public outreach and develop parking code related changes as described in Chapter 4 2-B and 4 2-C

Phase III –Long-term. Suggested implementation timeline after 2020.

Internal Downtown Circular Bus Route.

Centrally Located Downtown Parking Garage.

2021 Budget and Beyond

Internal Downtown Circular Bust Route— Cost to be estimated in 2020 as appropriate.

Parking Garage—Cost to be estimated as appropriate

Possible collaboration with UniCity, UD, and DART bus systems for better transit options in the City. May require additional City funding.