

Talking Points Park Smart

History:

Park Smart was created at the request of Retailers to keep parking open for customers by offering an alternative to the employees free of charge.

Today:

Even though it assists to achieve the general goal of keeping more parking for customers while meeting a parking need for employees, at the same time it is being ignored by many businesses in the downtown. For some the low risk of not registering or "hiding out" ways out the compliance of the program. In other words it is not as effective as it should/could be.

Current Parking Supply Depleted:

With the construction of the Transit Station and the Pump Station on Third Street the downtown will lose 40 parking spaces for the next 2-3 years. In addition, the development of the B of A site will cost the downtown 37 paid spaces and another 7 on-street spaces for the next two years. If nothing can be arranged at the Antique Mart site then this will represent a significant parking problem for the downtown retail.

Questions for the business community are: *"Is Park Smart working well enough to keep?" and "Will the downtown business support it?"*

If we keep Park Smart, how do we improve the rate of acceptance by employees?

* A more positive approach:

Enhanced Enforcement Devices, allows people to take responsibility for their parking choices (addresses the "move to evade" issue)

* Negative approaches:

Higher Fines

Encourage employers to register employees through fines for not registering (*remember this is hard to do*)

* Just accept what we can get

Business Owner/Manager:

If we do away with Park Smart how do we manage the parking in the downtown to insure that there is adequate parking for customers?

Why should it be the City's responsibility to police your employees?

Answer: Pay Parking on-street / lower priced pay parking in garage and/or lots.

Option: install a pay station (nominal hourly rate) for permit holder's use, **first come, first serve**. Maybe charge an annual administrative fee of \$10 for a permit. (*This way when the permit areas fill, employees can't blame the City for over issuing permits*).

Is Park Smart a long term solution or an interim patch until we move to pay parking everywhere in the downtown?

Answer: Park Smart is a long term solution; the current program just needs to change.