Downtown Parking Action Plan - Status Update

Near-Term Steps - Within the First 12 Months after PAP Approval	
Section	**Recommendation**
12	Introduce rate structure at Lot 23 Completed
4	Update protocol for paid parking collections and revenue reconciliation Completed
3	Utilize VMS pilot program to monitor and enforce time limit parking Discontinued
4	Ensure any paid parking equipment is configured to minimize revenue collections and maintenance Completed
4	Transition to third-party vendor for revenue collections Completed
2	Update municipal code to allow for mobile payment Completed
2	Update municipal code to address EV charging Completed
2	Develop a "No re-parking" ordinance Completed Ordinance Not implemented in field
9	Evaluate feasibility of parking benefit district
9	Develop parking benefit district ordinance
4	Budget for electronic locks Completed
3	Budget for additional enforcement staffing Ongoing
3 4	Consider dedicated staffing resources for meter collections, meter maintenance, analysis, and/or the management of automated technology. Partially Completed (need additional Meter Tech)
3	Develop training information and procedures that align with a customer-service focused approach to achieving compliance. Ongoing
3	Expand enforcement staffing consistent with optimized staffing plan Ongoing
3	Utilize boot and windshield immobilizing devices to enforce scofflaws
2	Release RFP to implement mobile payment Completed
3 12	Release RFP for mobile and fixed LPR technology Completed
9	Establish parking benefit district oversight committee and allocate administrative resources to launch and operate program
2 9	Define the paid parking revenue distribution schedule

| Near-Term Steps - Within the First 12 Months after PAP Approval ||
Section	Recommendation
2	Use revenue model to determine rate structure
8	Define a special event rate
2	Education and Outreach Campaign about Upcoming Program Changes
14	
13	Expand parking wayfinding signage and branding for consistency Waiting for MSO to complete branding and project development
2	Design and order updated signage or decals Completed
3	Utilize Data Ticket to aid in gap management procedures Completed
5	Implement automated permit management system with Data Ticket or a mobile payment provider Completed
6	Establish online web portal for beach area residential permit program Completed
6	Transition beach area residential permit program to virtual permits and eliminate decals and hang tags Completed
7	Establish online web portal for annual beach permit program Completed
7	Transition annual beach permit program to virtual permits and eliminate decals and hang tags Completed
6	Adjust beach area residential permit renewal process to one year maximum Completed
6	Adjust beach area residential guest permit system to short-term stays
6	Adopt escalating rate schedule for beach area residential permit program
2	Reduce on-street time limit parking hours from four hours to two hours
10	Develop an outreach campaign to promote public transportation services
8	Outreach to ridesharing companies
10	Designate a portion of paid parking revenue to TDM strategies such as bike share pilot program and shuttle program
10	Add bike locker facilities at off-street parking lots Lot 26 and Civic Center completed
2	Establish formal meter bagging/reserved parking program that allows for reserved parking for services such as construction work, and for special events at on- and off-street public parking facilities.
13	Expand VMS sensor program Discontinued
14	Host public feedback forums

Mid-Term Steps - 12 - 36 Months after PAP Approval	
Section	Recommendation
4	Install e-locks if purchased
9	Continue to allocate administrative resources to operate parking benefit district
9	Continue to allocate funds generated by parking benefit district
11	Review existing paid parking vendor contracts to determine if procurement of additional paid parking technology is allowed Ongoing
2	Release RFP to replace POM single-space meters with single-space smart meters
2	Upgrade existing multi-space pay station technology
3	Ongoing gap management to monitor officer effectiveness Ongoing
2	Develop downtown merchant and employee permit parking program
5	Establish and promote merchant and employee permit parking locations
5	Implement online merchant and employee permit application process through Data Ticket or a mobile payment provider
5	Public information online and send mailers about merchant and employee permit program
11	Establish a framework for shared parking agreements
11	Explore possible shared parking locations
11	Determine appropriate revenue distribution with shared parking location owner(s)
11	Establish appropriate operating hours and paid parking rates at shared parking locations
11	Install paid parking technology and signage at shared parking locations as needed
11	Incorporate parking brand with any shared parking locations
11	Allocate enforcement staff as needed to enforce shared parking locations
13	Implement PGS technology at off-street public parking facilities
2 3 13	Bi-annual occupancy monitoring/utilize LPR and VMS for data collection VMS discontinued
13	Release RFP for a mobile application for parking guidance to display real time parking availability information Discontinued OTC Parking Structure looking for new vendor
2	Adjust Paid Parking Rates, Time Limits, and/or Operating Hours as needed
3	Ongoing training with new or upcoming enforcement technology Ongoing
8	Integrate special event rate with mobile payment provider
8	Promote alternative modes of transportation and bike valet for special events
10	Continue to promote public transportation services
8	Continue outreach to rideshare companies
6	Monitor and adjust beach area residential permit rates or caps as needed
10	Expand electronic bike share program

| Long-Term Steps - 3 - 5 Years after PAP Approval ||
Section	Recommendation
9	Continue to allocate administrative resources to operate parking benefit district
9	Continue to allocate funds generated by parking benefit district
5	Establish permit renewal process Completed
6	Require annual renewal of beach area residential permits Completed
5	Identify and designate additional merchant and employee permit parking locations as needed. These locations could be used as shared parking locations.
11	Continue to evaluate new shared parking opportunities as needed
3	Purchase additional LPR technology as needed Ongoing
2 3 13	Ongoing Occupancy Monitoring and Program Adjustments as Needed
3	Adjust staffing levels and hours of operation as needed Ongoing
13	Continue to integrate occupancy data with publicly available parking guidance sources
13	Implement mobile application to display real time parking availability information
12	Ongoing maintenance and upkeep of Lot 23 Ongoing
8	Continue to promote alternative modes of transportation and bike valet for special events
8	Continue outreach to rideshare companies
8	Utilize ridesharing company data (if obtained) to make adjustments to special event plans
10	Continue to update the Bike Plan
14	Continue to use MainStreet Association to provide information to stakeholders Ongoing