

Parking Commission Policy Objectives:

1. Maintain a commitment to openness and sharing of information with stakeholders with emphasis on involving stakeholders and soliciting stakeholders' opinions;
2. Designate Parking for the Highest Priority user. Establish priority levels for users and access modes for each parking use type within an area or zone, with non-motorized and shared ride modes having a higher priority than solo driving;
3. Increase the rate at which the most convenient spaces turn over by managing the occupancy time through the use of dynamic pricing and 30-minute and 2-hour time limits;
4. Establish rate schedule that satisfies the capital and on-going costs operating costs of a financially stable, integrated parking system;
5. Establish an Parking Services department that efficiently manages the City's parking system assets and staffing resources;
6. Promotes an exceptional, branded customer-service experience that communicates the goals and benefits of managed parking;
7. Recommend policies that align land-use for parking with the GPP and draft comprehensive plan;
8. Reduce VMT. Reduce time for space search by implementing improved signage, way finding, marketing, real-time parking availability, and differential pricing to help drivers find a parking space efficiently without cruising for parking and price parking to induce some travelers to adopt other travel modes, thereby reducing VMT and parking use;
9. Support or provide the ways and means for alternative transportation, in furtherance of the GPP and draft Comprehensive Plan. This includes better walking, bicycling, shuttle, ride-sharing, bus, and temporary vehicle rental alternatives and services which reduce use of parking.
10. Establish Parking Benefit Districts to which surplus parking revenue is allocated.