

## **PARKING STUDY PHASE II (2019)**

### **TASK A: SHORT-TERM IMPLEMENTATION PLAN (FOUNDRY FOCUS)**

Objective(s): Develop a short-term (6 month) implementation plan with a particular focus on the actual and projected impacts of The Foundry development and the City's management of the public garage.

1. Internal and Best Practice Research: Review of Foundry policies in relation to how it will affect the surrounding residential blocks. Discuss enforcement strategies and review of best practices, consult with Walker's public sector parking management specialist. Strategies may include effective management and enforcement of the public parking garage, neighborhood parking strategies (e.g. permits), signage and wayfinding, and others.
2. Foundry-Focused Technical Advisory Committee Meeting: Meet with the TAC to discuss specific concerns and implementation hurdles for potential short-term implementation strategies to address concerns.
3. Foundry-Focused Steering Committee Meeting: Meet with the Steering Committee to discuss concerns and potential strategies, pitfalls, etc.
4. Neighborhood Focus Group Meeting: Open-house style meeting/idea-sharing session to discuss concerns related to The Foundry development and its impacts and potential strategies, pitfalls, etc.
5. City Council Work session: Discuss potential strategies, to-date feedback, and potential implementation hurdles with City Council.
6. Near-Term Strategies/ Implementation Document: Document strategies and develop a short-term implementation matrix for implementation over a 6-month period.

### **TASK B: STAKEHOLDER ENGAGEMENT**

Objective(s): Engage with the community at large and downtown stakeholders to ensure that the Plan recommendations are: A) in-line with community values and priorities, and B) have the support of key community members to allow for streamlined adoption by City council and eventual implementation.

Several areas have been identified where input from the community will be sought out and directly relevant to the implementation of the Plan. These areas include:

- Guiding principles for the downtown parking system and multimodal alternatives
- Top community priorities and objectives as they relate to policy and management
- Interest in (and willingness to adopt) new technologies and multimodal options; and
- Decisions regarding parking price, availability, and convenience; these are always best framed, in our experience, in the context of possible trade-offs between priorities.

The primary focus will be to develop neighborhood- and community-focused parking management strategies that can be implemented in the next two to five years.

### **TASK C: PARKING MANAGEMENT STRATEGIES**

Objective(s): Based on the outcome of Task A and feedback from Task B, evaluate the City's options to manage public parking and multi-modal resources most effectively.

1. Review and present options for an effective commercial and residential permit programs (or similar) for existing and future uses in the study area that may require monthly, daytime, and/or overnight parking.
2. Evaluate safety and security concerns for evening and overnight parking and recommend possible solutions.
3. Based on findings from prior tasks, develop parking and multimodal management strategies for the planning area to be evaluated by City staff. Strategies will include discussion and analysis of the following elements and will be based on best practices and policies best suited for downtown Loveland:
  - a. Creation of one or more parking districts (if applicable)
  - b. Possible parking-related capital improvements such as signage and wayfinding, striping, resurfacing, lighting upgrades, bicycle, and pedestrian enhancements, etc.
  - c. Pedestrian impacts such as locating parking resources on the downtown perimeter with discussion of acceptable walking distances, critical walk sheds, mid-block crossings (as applicable), and access to pedestrian streets.
  - d. Alternatives for managing the assignment of parking for various user groups – i.e., on-street time limits, designated employee lots, permit zones, loading zones, ADA spaces, and pay parking options
  - e. Pros and cons of public versus private operation of parking and options to incentivize shared-use
  - f. Pros and cons of site-specific versus district-wide parking provisions
  - g. Proposed requirements for participation including parking requirements for individual development sites and possible alternatives (such as in-lieu fees)
  - h. Analysis of residential versus commercial parking needs and downtown requirements
  - i. TDM strategies to further reduce parking demand (e.g. provision of transit passes for employees or residents, provision of bike parking/shares, etc.)
  - j. Options to promote additional usage of TNC's (transportation network companies) and ride-hailing services such as Uber and Lyft
  - k. Opportunities for proactive marketing and branding of the parking system
  - l. Possible adjustments to the City's parking management and enforcement policies, including review of the following:
    - Department organization
    - Work plan and hours of enforcement
    - Fine Schedule
    - Smart technologies for metering
    - Use of Technology for enforcement
    - Vehicles and equipment