



## Downtown Parking Program Review

- 1) **Mission- What are we trying to achieve through the parking program?**
- 2) **Hold community meetings to listen about the parking program**
- 3) **Discovery- establish costs and current revenue streams**
  - a) Contract Enforcement
  - b) Fixed Costs (utilities, salaries, internal service charges etc..)
  - c) Maintenance (deferred and future)
  - d) Equipment costs
  - e) Meter Revenue
  - f) Citation Revenue
  - g) Pass Revenue
- 4) **Parking improvements**
  - a) Garage/surface lot incentives
  - b) Review practices of other downtown areas similar to Great Falls
  - b) Invest in pay technology?
  - c) Branding/Wayfinding
  - d) Best utilization of assets?
- 5) **Management structure of the program**
  - a) Who should manage the program?
  - b) Should City Employees replace contract work?
  - c) Should the City privatize the entire program?

d) Sell certain assets?

**6) Draft proposals for review**

a) Meet with community to share ideas and get input

b) Revise drafts if necessary

c) Take to City Commission for action