



Downtown Parking Program Review Framework

- 1) **Mission- What are we trying to achieve through the parking program?**
- 2) **Discovery-Establish Costs and Current Revenue Streams**
 - a) Contract Enforcement
 - b) Maintenance (deferred and future)
 - c) Equipment costs
 - d) Meter Revenue
 - e) Citation Revenue
 - f) Pass Revenue
- 3) **Parking Improvements**
 - a) Garage/surface lot incentives
 - b) Invest in pay technology?
 - c) Branding/Wayfinding
 - d) Best utilization of assets?
- 4) **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?