

Dave Campbell's Parking Program

Proposal	Up Front Investment?	Anticipated Result
Narrow the difference between monthly lot and garage fees, \$25. for lots, \$35. for garages.	No	\$10. of incremental revenue for each convert from city and private surface lots. Loss of \$11. for each existing monthly user, hopefully "made up in volume". In addition, I am guessing that it is cheaper to enforce the garages than the lots.
A graphic fee schedule of all parking fees, and where to buy permits, duplicated and posted at each lot and garage, plus a brochure.	Small	A more informed customer can make better choices; knowing how attractive some of our programs are might encourage more monthly users versus daily payment by those who frequent Downtown. Also might encourage customers changing from lot to garage. For instance, do customers know that we have monthly rates for some on street parking? It does not make sense to spend money advertising changes in parking pricing because no one cares until they are actually looking for a parking spot. Signs are there all the time.
Each City lot plainly signed with hourly, daily, and monthly fee schedules, plus large "Public Parking" signage.	Minimal	Encourage more customers to use City lots because they know that there is no 2 hour limit and that they save money by paying by the day or month.
Repair parking spot signage in surface lots	Small	Reduce the frustration factor and encourage return business.
Take down the time limit signs in areas no longer enforced	Minimal	More efficient enforcement of the areas officially enforced; having to respond to complaints takes patrols away from areas that need them.
Invest in things that will pay off in lower costs, such as LED lighting, automation in the garages	Yes	Reduce ongoing expenses
The new automated gates at the airport are pretty neat.	Yes	Gates at the garages will always be down and automated payment will alleviate the need for personnel to canvass the garages each evening, just to put envelopes on cars that may or may not be filled. Machines could also dispense monthly permits for lots and garages, making it more convenient to use the city facilities.