

## WHY HAS DOWNTOWN PARKING FAILED?

Downtown did not have a parking problem until the City needed more revenue to balance their budget and stopped providing enforcement to prevent business/property owners, volunteers, jurors, employees from parking on-street, and the city took residents off the “prohibited parkers” list.

***MOST IMPORTANT: Make sure you are solving the right problem(s).***

**Question:** Why does the City pay for Pringle Parkade and the Library Parking Structure management and maintenance from the General Fund, but Chemekta, Liberty and Marion costs have to be paid by the downtown merchants?

To make downtown parking start working, we need the following:

Action Needed	Benefit Received
1. Add \$250 fine for not listing your employees when asked	Lets the city know who is illegally parking downtown
2. Implement \$1 day parking in the garages for a 1 trial year	More revenue and low cost parking those who cannot park on-street
3. Add downtown residents to illegal parking list	Frees up on-street for customer parking
4. Combine Leasehold & Garage income into one fund	Captures all income in one fund - more money for garage maintenance
5. Lower the minimum parking tax back to \$197 a year	Stops driving out small office tenants
6. Stop paying for City Police from Parking Fund (\$270/yr)	Frees up more revenue for garage maintenance
7. Provide real enforcement for illegally using on-street parking	Frees up more parking for downtown customers

**To get out of this miserable parking situation is to make sure you are solving the correct problems and the City buys into the solutions.**