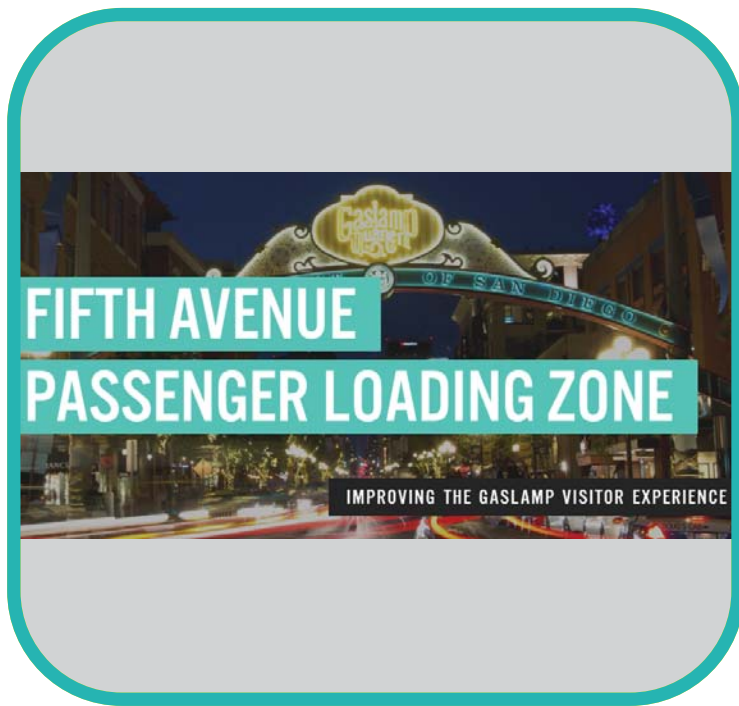


SHORT-TERM RECOMMENDATIONS



Install Time-Limited Parking Spaces within Commercial Areas

Description:	When to Implement:	Advantages:	Disadvantages:
Allocation of one to two 20-minute parking spaces, per block, within commercial areas for quick turnover businesses.	If demand for parking exceeds parking supply. If parking turnover is low. If quick turnover businesses are present.	Ensures a minimum number of parking spaces per block are turning over rapidly. Provides parking which caters to quick turnover businesses (take out establishments, dry cleaners, etc) within low supply/low turnover parking environments.	Requires enforcement. Removes some supply away from slower turnover businesses (sit down establishments, furniture retailers, etc.).



Provide Convenient Drop-Off/Pick-Up Locations for Taxis and Ride-Hailing Services

Description:	When to Implement:	Advantages:	Disadvantages:
Allocation of dedicated space for taxi and ride-hailing services to conduct drop-offs and pick-ups.	If there is evidence of taxi and ride-hailing services already being widely-used in the area with presence of complications, nuisances and/or occupying available parking supply	User of service can exit/enter vehicle in close proximity to destination. Added convenience and user-certainty affirms service as a legitimate alternative to driving. Drivers are less likely to perform any nuisance behaviors such as double-parking, when conducting pick-ups or drop-offs.	Removes some supply away from self-parking Most trips are made by vehicle/self-parking; benefits will primarily be experienced by persons who shift modes



Hire Parking Enforcement

Description:	When to Implement:	Advantages:	Disadvantages:
Parking enforcement patrols ensure owners of parked vehicles are obeying the time limits of the parking space by way of the authority to levy a citation and fine.	If district implements time limits to a supply of parking and parking demand still exceeds supply.	Ensures parking regulations are being obeyed, thereby ensuring desired parking turnover rates and appropriate parking utilization/availability. Net revenues could be reinvested back into public services.	May deter some economic activity from occurring in the district. May create parking spillover problems in nearby residential areas if not accompanied with residential permit program or other protections. Enforcement requires labor/staffing.



Shared Parking Arrangements for Private and Public Lots

Description:	When to Implement:	Advantages:	Disadvantages:
Arrangement where multiple adjacent businesses and/or institutions with complementary (differing) activity peaks/operating schedules share a single parking lot. Potentially use public parking facilities (such as Moonlight Beach) for employee parking during evening hours.	If private parking lot exists adjacent to businesses with complementary peaks/schedules. When cost and construction is feasible. When land is available.	Might be an untapped source of parking supply. Ensures a more efficient utilization of off-street parking lots not shared between businesses/institutions.	Requires some level of coordination. The opportunity will not always be available to implement. Limits redevelopment potential if parking agreement or formal sharing is recorded.



Provide/Encourage More Valet Parking

Description:	When to Implement:	Advantages:	Disadvantages:
Motorist drops-off vehicle at curb in front of destination and, for a fee, a valet company parks car at an off-site location.	If demand for parking exceeds parking supply. If off-street parking lots are available in vicinity.	Valet companies are capable of fitting more vehicles into a conventional parking lot than self-parking. User of valet can exit/enter vehicle in close proximity to destination. Valet parking lots can be sited in a more remote location, freeing up space within the district for other uses.	Typically costs more than self-parking. Most trips are made by vehicle/self-parking; benefits will primarily be experienced by persons who shift modes. Requires labor/staffing.

MULTI-MODAL RECOMMENDATIONS



Provide Incentives for Employees to Commute by Different Modes or Park Remotely

Description:	When to Implement:	Advantages:	Disadvantages:
Encourage employees to use alternative transportation modes when commuting. Such incentives can include a direct subsidy of an alternative mode (transit passes), or issuing rewards for commuting behavior which frees up parking in the district.	If demand for parking exceeds parking supply. If parking turnover is desired outcome. If cost is feasible.	Limiting employee parking in neighborhood can potentially be substituted for capacity for visitors with higher parking turnover trip purposes.	Potential costs to implement programs. Requires cooperation among all businesses.



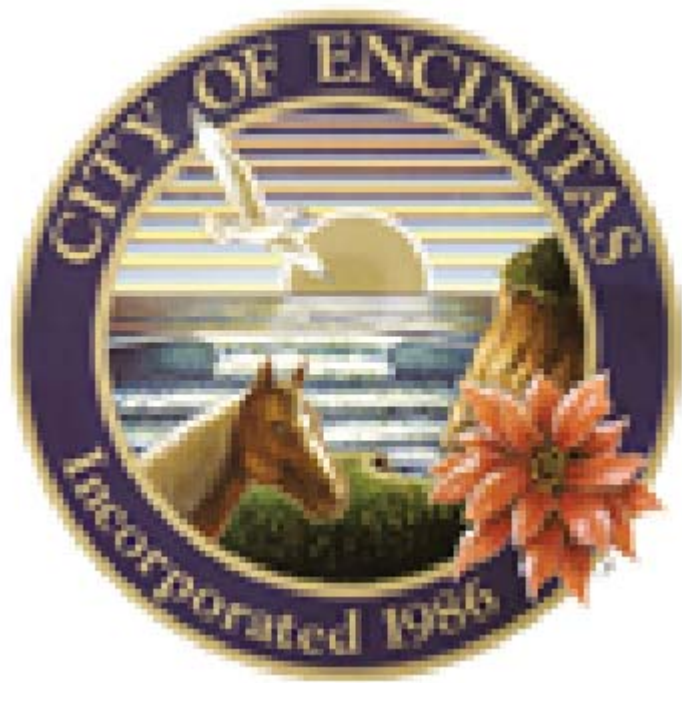
Improve Walking and Cycling Environment

Description:	When to Implement:	Advantages:	Disadvantages:
Improvements to the walking and cycling environment may constitute the installation of infrastructure (new facilities, wider facilities, safety/comfort enhancements) or changes to the operational characteristics of the roadway (lower speed limits, narrowing/reducing travel lanes, traffic signal modifications).	If there is community/stakeholder support, and when cost and construction is feasible.	Can encourage 'park-once and walk' economic activity (reducing vehicular trips/parking instances). May encourage visitors to walk or bicycle instead of driving to district. Might make parking farther away from destination more tolerable, thereby reducing cruising and idling behaviors in pursuit of parking. Public health benefit. Greenhouse Gas emissions reduced.	Most trips are made by vehicle; benefits will primarily be experienced by persons who shift modes. Costs to implement improvements. Improvements might be in conflict with vehicular mode.



Provide Quality and Convenient Bicycle Parking

Description:	When to Implement:	Advantages:	Disadvantages:
Bicycle racks which allow the user to secure lock to the frame of bicycle (instead of wheel), installed in prominently visible/accessible locations relative to destination.	If there is community/stakeholder support, and when cost and installation is feasible.	Low cost treatment Provides closest parking to destination to most space-efficient transportation mode. May encourage visitors to bicycle instead of drive to district. Public health benefit. Greenhouse Gas emissions reduced.	Most trips are made by vehicle; benefits will only be experienced by persons who shift modes. Costs money to purchase/install. Improvements might be in competition for space with other modes (pedestrian space or vehicle parking spaces).



LONG-TERM RECOMMENDATIONS



Provide Remote Parking Coupled with Shuttle Services for Commuters (or Visitors)

Description:	When to Implement:	Advantages:	Disadvantages:
Provide a shuttle service which links locations within the district with remote long-term parking areas	If most of the parking supply costs money to use and is regulated by time limits If cost is feasible When coupled with incentives for employees to commute by different modes	Provides an alternative parking arrangement for commuters Frees up some supply of parking within district for higher-turnover parking activity	Requires labor/staffing Costs money to implement Low convenience factor Commuters represent a minor share of the total number of trips



Install Metered Parking

Description:	When to Implement:	Advantages:	Disadvantages:
Driver of parked vehicle pays for time-limited on-street parking space at parking meter or pay/display kiosk.	If demand for parking exceeds parking supply If parking turnover is desired outcome.	If properly priced/regulated, metering can ensure more frequent parking turnover and appropriate parking utilization/availability Provides revenue to help pay for enforcement and other district benefits	May deter some economic activity from occurring in the district. May create parking spillover problems in nearby residential areas if not coupled with residential permit program or other protections Generally has low stakeholder support. Enforcement requires labor/staffing.



Real-Time Information on Parking Supply / Parking Supply Wayfinding

Description:	When to Implement:	Advantages:	Disadvantages:
Changeable signage near major destination to inform motorists of locations with available parking; information can also be disseminated with smart phone apps.	If demand for parking exceeds parking supply. If major destination's parking supply is divided among numerous small-sized lots.	Allows parking supply to be utilized more efficiently. Can reduce cruising and idling behaviors in pursuit of parking.	Costs of technology requirements monitoring supply. Technology may not be accessible or readily convenient to all visitors.



Increase Parking Supply

Description:	When to Implement:	Advantages:	Disadvantages:
Identification of new on-street and off-street parking locations; conversion of parallel parking supply to angled parking where feasible.	If there is community/stakeholder support. When cost and construction is feasible. When land is available.	Increases supply of parking.	If on-street: Improvements might come at the expense of degrading performance through the district of other transportation modes. If off-street: Costs of land acquisition. Opportunity cost of allocating revenue-producing land to uses which generate little to no revenue.



Residential Parking Permit Program

Description:	When to Implement:	Advantages:	Disadvantages:
A program which restricts on-street parking during an enforcement period to all vehicles except for residential parking permit holders.	When a formal study concludes that residents of a certain area who rely on an on-street parking supply are detrimentally impacted by parking spillover caused by a nearby major destination.	Preserves parking supply for residents.	Potential costs to implement programs. Enforcement requires labor/staffing. May deter some economic activity from occurring in the district