

## Downtown Parking Improvement Initiative :: **DRAFT** 2014 PILOT PROJECT WORKPLAN

Version Feb 28, 2014

City Driven Pilots ONLY

Date	Public Relations / Marketing Story	Low opposition changes	Potential opposition changes	Costs	Notes
March 2014	Studies underway, Advisory Cmte	<ul style="list-style-type: none"> <li>Adopt <a href="#">Easy Park</a> in-car meter</li> <li>Garage sign / lane improvements</li> </ul>	<ul style="list-style-type: none"> <li>Eliminate Early Bird April 1 (did not see a user group unserved if program eliminated)</li> <li>Later hours at Marketplace garage (Th, Fri, Sat until 3 am)</li> </ul>	\$5,000 one time set up cost \$20 unit cost for customer \$2.95 per upload fee for customer \$15 / year fee for users	Easy Park <ul style="list-style-type: none"> <li>Who is the target group?</li> <li>Could give away to promote.</li> </ul> Eliminating Early Bird <ul style="list-style-type: none"> <li>Will provide users an info sheet</li> <li>Will give users plenty of notice</li> </ul>
May 2014	New logo, smart meter pilots (multi-space and meterheads)	<ul style="list-style-type: none"> <li><a href="#">Multi-space pay by plate meter</a> pilot (St. Paul Street and Main (3) /So. Winooski lot (2))</li> <li><a href="#">Smart single-space meter</a> pilot (Location TBD)</li> <li>Parklets installed in up to three areas downtown with intent to make streetscape more dynamic.</li> </ul>	<ul style="list-style-type: none"> <li>Extended enforcement until 10pm (either at new smart meters ~130 spaces or within a specified geographic area downtown)</li> </ul>	Cale offering 5 multi-space meters for ~\$2,785 during 90 day trial  50 single-space meters for 90 days, cost \$5.75/per meter / per month, \$.13 per transaction + credit card processing fees	Multi-Space Meters: <ul style="list-style-type: none"> <li>Portable. Can be easily moved if space (i.e. Winooski/Main lot) was redeveloped.</li> </ul> Meters <ul style="list-style-type: none"> <li>Only will pay operational costs because companies want to show us how great their products are</li> </ul>
July 2014	Pay by cell phone downtown-wide, rate increases to reinvest in garages, smart meters  Phone Payment can be made: <ul style="list-style-type: none"> <li>Call</li> <li>Text</li> </ul>	<ul style="list-style-type: none"> <li>Pay by cell phone</li> <li>Automated lane at Marketplace Garage (?) as was done in the other city garages</li> </ul>	<ul style="list-style-type: none"> <li>Enact rate increases/ changes, consider:               <ul style="list-style-type: none"> <li>Increased rates at garages</li> <li>Increased rates on-street</li> <li>Sunday on-street enforcement?</li> <li>Consider tweaking 2 Hr Free at MPG</li> </ul> </li> </ul>	Pay by cell phone will have limited cost to city. Cost for pay by cell phone is often paid through user fees.	<ul style="list-style-type: none"> <li>July is the beginning of the City's fiscal year.</li> <li>Rate increases to reinvest in garages is NOT a pilot project.</li> </ul>
Fall 2014	Pilot data findings, Wayfinding	<ul style="list-style-type: none"> <li>Downtown wayfinding installed</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	Wayfinding grant has ~\$60,000 local match, already budgeted (thanks to DPW budget)	