

# MEMORANDUM



TO: Downtown Parking Advisory Committee  
FROM: Jason Bird, Community & Economic Development Officer  
DATE: February 5, 2015

## Proposed Car Shuffling Ordinance

Car shuffling by patrons, employees and owners of Downtown businesses has long been an issue. While there is a perception of a parking shortage in Downtown, the reality is that there are limitations in the City's existing parking enforcement ordinances to prevent and penalize car shufflers. It is widely understood that car shuffling has a negative effect on businesses in Downtown.

There are currently four options available to the City.

- Do nothing
- Implement a zone parking system
- Implement metered parking, or
- Implement a license plate reader system

The goal is to develop a parking enforcement system that would dissuade car shuffling and encourage people to relocate to the off-street parking lots that were created for those parking longer than a few hours. The following is a very brief introduction to each of the options. I will be presenting more information, along with maps, at the Committee's next meeting on February 13<sup>th</sup>.

### **Zone Parking**

This option would break the Downtown Parking Management District into as many six zones. Once someone parked, and their car was electronically chalked, they cannot return to any spot in that zone for the remainder of that day unless they wanted to pay a fine. The periphery of Downtown would become 2 hour parking and not subject to the zone parking restrictions.

### **Metered Parking**

Using kiosk-like machines, the City would implement a pay by space system in specific areas of Downtown. The unmetered spaces could either have one specific time limit or could be more like the system we currently have, with multiple zones reflecting the uses of buildings in that area. It is too early at this point to determine what the fees and revenue would be; if chosen as an option to explore further, an analysis of maintenance costs and revenue would be needed. While cheaper,

individual meter units are not tenable in Downtown given the complexity, and frequency, of snow removal.

### **License Plate Reader System**

Under a license plate reader system, the current parking enforcement staff who patrol Downtown on foot would be replaced with a vehicle mounted system that would automatically identify violations and print tickets as a vehicle drives through the streets of Downtown.

I look forward to exploring these options with you next week.