



# OLD TOWN PARKING MANAGEMENT PLAN UPDATE 4/12/17

## A Brief History...

2014 & 2015

Conversations about the lack of available parking on or near Main Street increased. China Bridge was estimated to be 95%-100% full during peak times, including Friday and Saturday nights. Several pilot programs were tested to see if we could influence change in parking without moving toward paid parking.

2015 & 2016

Parking consultants worked on a year-long study to provide recommendations related to managing parking availability and traffic congestion in Old Town.

2016 & 2017

Based on results of the study, City staff, City Council, and HPCA are working together toward implementation of parking technology tools to better manage the existing supply of parking.



## I drive to Main Street all the time...why do we need this?

Studies indicate that there isn't adequate parking availability for employees and customers during peak times. It's estimated that 30% of congestion during peak periods is caused by customers who are cruising for a parking spot.

## Anticipated Timeline

April through June

- Employee, resident & business owner outreach and feedback
- Parking gates, space counting equipment, signage and branding developed

July

- Employee, resident & business owner outreach and feedback
- Testing of parking technology tools – a testing phase

August

- Anticipated soft launch of paid parking in China Bridge and Old Town surface parking lots for peak demand periods ( Friday & Saturday nights, and other event periods)
- Free carpool lots in Old Town established
- Free in-town park & ride lot with 10 minute service to Main Street during peak times
- Main Street parking passes continue to be valid until December 15, 2017
- Additional incentives will be offered based employee feedback generated through spring and summer outreach.

## Key Goals of Adding Parking Technology

- Supporting Main Street employees, residents, and businesses with incentives and viable parking options
- Reducing traffic congestion and single occupancy vehicle trips
- Keeping Main Street a vibrant destination
- Providing an easy parking experience, with increased information available to guests and residents through signage, apps, and online tools.
- Efficient utilization of existing parking and continued assessment of future needs
- Continuing focus on outreach and a complete community



To learn more, please visit [parkcity.org](http://parkcity.org) or call 615-5001