

Parking Committee **2011 Work Plan**

GOAL: Make parking a more user-friendly and convenient service that is supportive of current businesses and future economic growth

OBJECTIVES FOR 2011

1. Based on the success of the 2010 promotional program for all downtown businesses to encourage the use of validation as a good business practice and to inform the public of validation opportunities using new validation decal:
 - A. Continue to advertise the validation program to businesses .
 - B. Continue to use DNP website to promote the businesses that validate.
 - C. Explore print ads to inform public of the program and advertise participating merchants.
2. Continue working on new ways to cooperate with DNP Committees, the City, downtown businesses and the University to promote customer-friendly parking including but not limited to:
 - A. Continue to promote and encourage permit holders to park at the rear of the lots.
 - B. Facilitate communication amongst DNP Committees and encourage
 - C. Parking Committee members to be involved with other DNP efforts, including having the Parking Committee chairman serve on the DNP Board of Directors
3. Assist the Parking Division in planning for the Lot #5 Resurfacing project scheduled for summer 2011 and funded through the City's Capital Budget, specifically in the development of implementation strategies to limit as far as possible the potential negative impact of construction on the downtown parking supply.
4. Now that the Comprehensive Streetscape and Meters Improvement Projects are completed:

A. Re-examine and evaluate the improvements made to the exit from Lot #3 including the additional pedestrian safety and driver notification measures recently installed to determine if additional resources are necessary or desirable

B. Evaluate the trailblazing and directional signage to determine if changes are desirable.

C. Evaluate Entrance Identification Improvements.

D. Consider Lot Full signs

5. Continue to provide guidance to the Planning and Development Department's Parking Division on lot utilization, monthly permits, parking fees and general parking administration.

GOAL: Develop long-range plans to serve projected parking needs and integrate these plans with economic development.

OBJECTIVES FOR 2011

1. Advocate for a resolution to impediments to moving forward with building a downtown parking structure as recommended by the City of Newark's Parking Garage Steering Committee based on the 2006-07 Desman Associates garage needs assessment study. Assist the Parking Division in developing specifications for a downtown parking structure, should the City decide to move forward with the project.

2. Explore the opportunities for surface parking lot expansion.

3. Continue to work with the Bike Committee, now that locations have been identified, on ways to improve bicycle storage in parking facilities