



City of Ketchum
City Hall

April 11, 2022

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Presentation and Discussion regarding Downtown Parking Plan

Recommendation and Summary

Dixon Consulting has been retained by the city to evaluate its parking management program for greater efficiency and effectiveness resulting in a new Parking Action Plan. Dixon will review the attached presentation.

The reasons for the recommendation are as follows:

- The city continues to receive applications for new development in the downtown core
- Adequate and predictable availability of public parking is essential for the health of local businesses
- The city desires to utilize both national best practices policies and technology in the creation of a downtown parking plan

Introduction and History

Dixon Consulting has completed the following activities:

- On-site operational assessment to review all aspects of current parking management program and areas of change
- Technology assessment of enforcement systems
- Community survey (386 participants) to garner perceptions of current system performance and desired areas of change

Short-Term Recommendations:

- Improve citation management process via new vendor (Data Ticket)
- Split town into zones to provide a mix of parking duration times
- Work with Urban Renewal Agency regarding future public parking needs as part of the redevelopment proposal

Sustainability Impact

A modern and well managed public parking system reduces the occurrence of people driving around several times to find adequate parking.

Financial Requirement/Impact

There is no immediate impact. However, staff is scoping the next phase of activities and anticipates returning with a proposed new task order to the Dixon Consulting contract.

Attachments:

PowerPoint presentation