

Downtown Ketchum Parking

Dixon Resources Unlimited

April 11, 2022



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- Extensive parking and traffic management experience
- On and off-street programs:
 - Technology
 - Operations
 - Customer Service
 - Procurement
 - Collections
 - Maintenance
 - Security/Safety
 - Enforcement
- Revenue reconciliation
- Efficiency analysis
- Overall recommendations and training

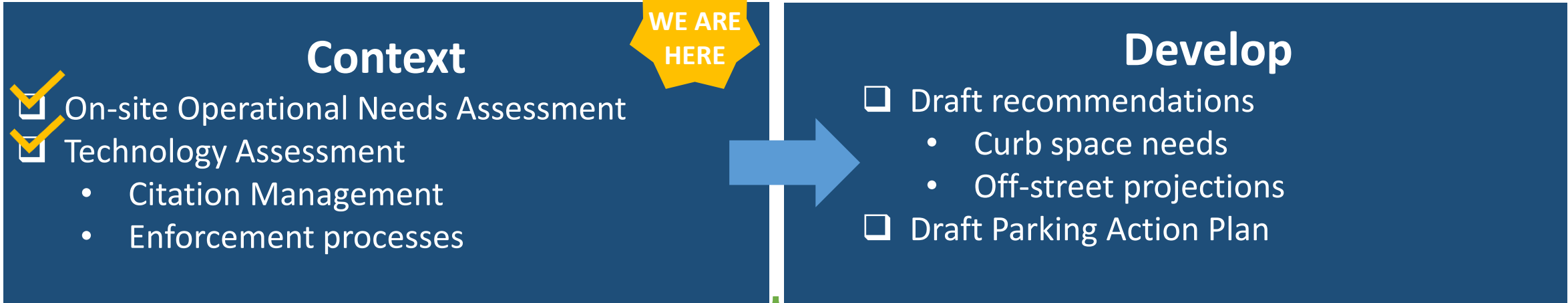
DIXON Clients

CA	Alameda	CA	Pasadena	MI	Birmingham
CA	Anaheim	CA	Paso Robles	NC	Hendersonville
CA	Beverly Hills	CA	Riverside	NJ	Atlantic City
CA	Chico	CA	San Francisco	NJ	Princeton
CA	Davis	CA	San Jose	NM	Albuquerque
CA	Downey	CA	San Leandro	NV	Las Vegas
CA	Laguna Beach	CA	Sausalito	NV	Reno
CA	Los Angeles (DOT)	CA	Seal Beach	OR	Portland
CA	Los Angeles County	CA	Tustin	TX	Austin
CA	Monterey	CO	Denver	TX	Dallas
CA	Mountain View	CT	New Haven	UT	Park City
CA	Napa	CT	Stamford	UT	Salt Lake City
CA	National City	FL	Brevard County	UT	Springdale
CA	Newport Beach	FL	Seaside	WA	Seattle
CA	Oakland	HI	Maui	WA	Spokane
CA	Oceanside	ID	Boise	WA	Vancouver
CA	Palo Alto	IL	Oak Park	WI	Milwaukee

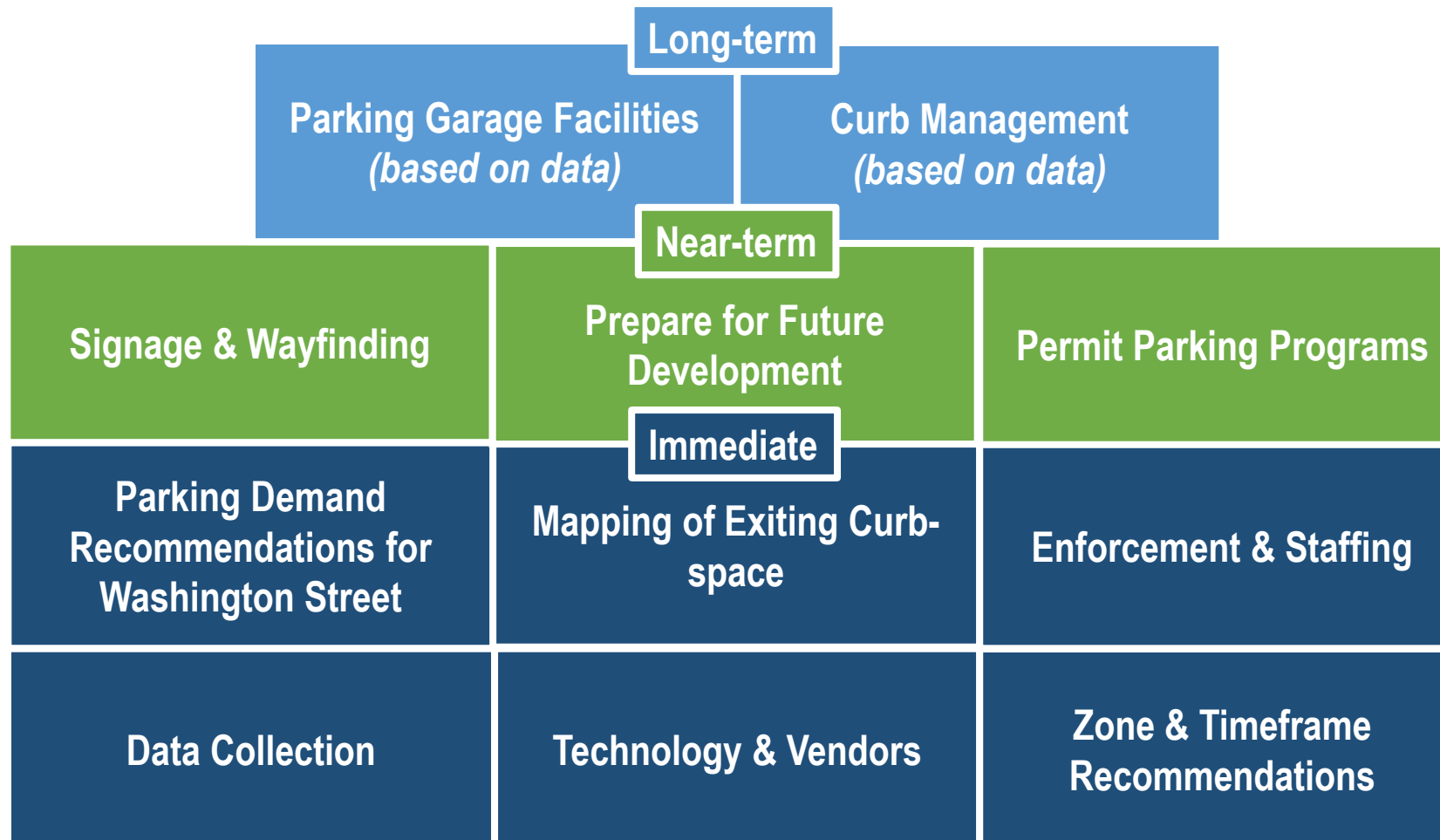
Project Objectives

- Make data-driven decisions
- Industry best technology solutions
- Customer-service approach
- Consider future development
- Easy, convenient, and accessible

Parking Project Roadmap



Parking Program Building Blocks



Progress Update

Summer 2021	Ongoing data collection – LPR technology pilot
September 2021	City Council presentation
October 2021	Winter Parking Program signage options
December 2021	On-site Operational Needs Assessment
February 2022	Downtown Parking Survey

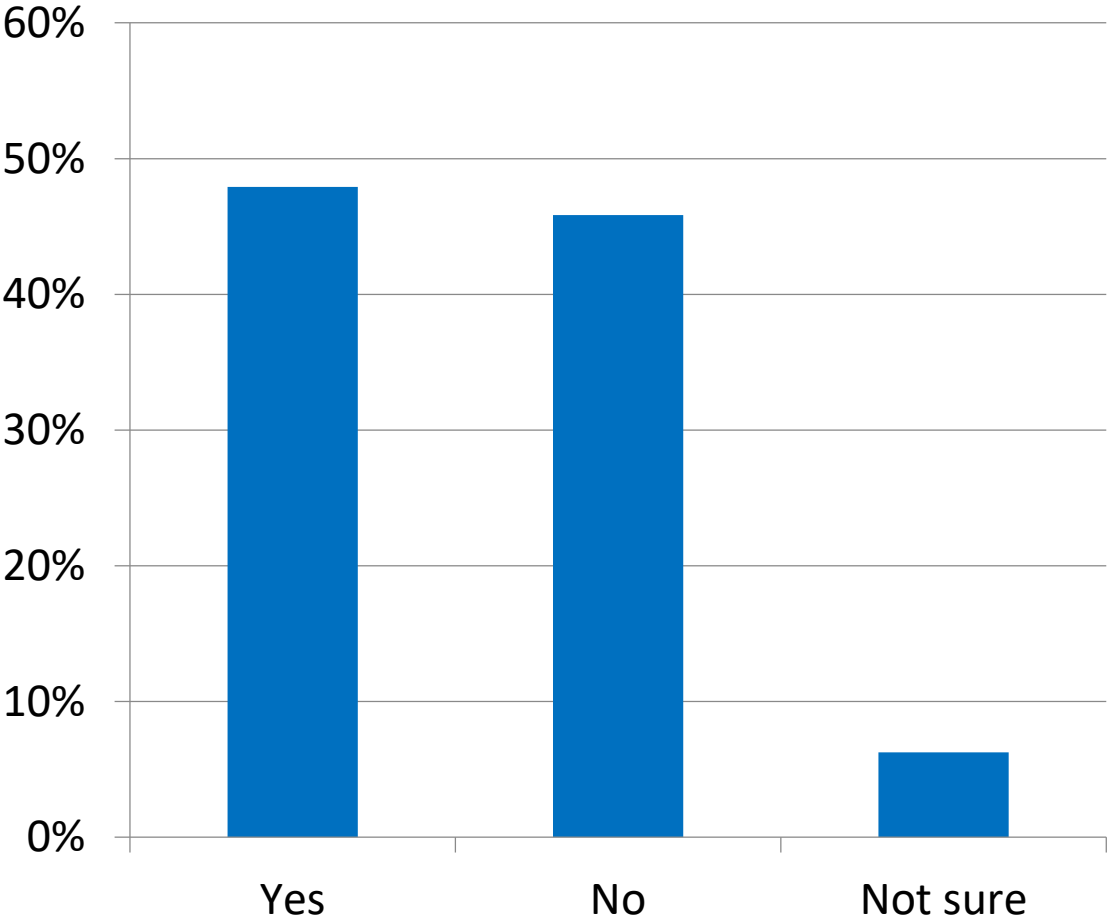
Downtown Ketchum Parking Survey

- Feedback from business owners, employees, residents, and visitors
- February 2, to February 28, 2022
- 386 total responses

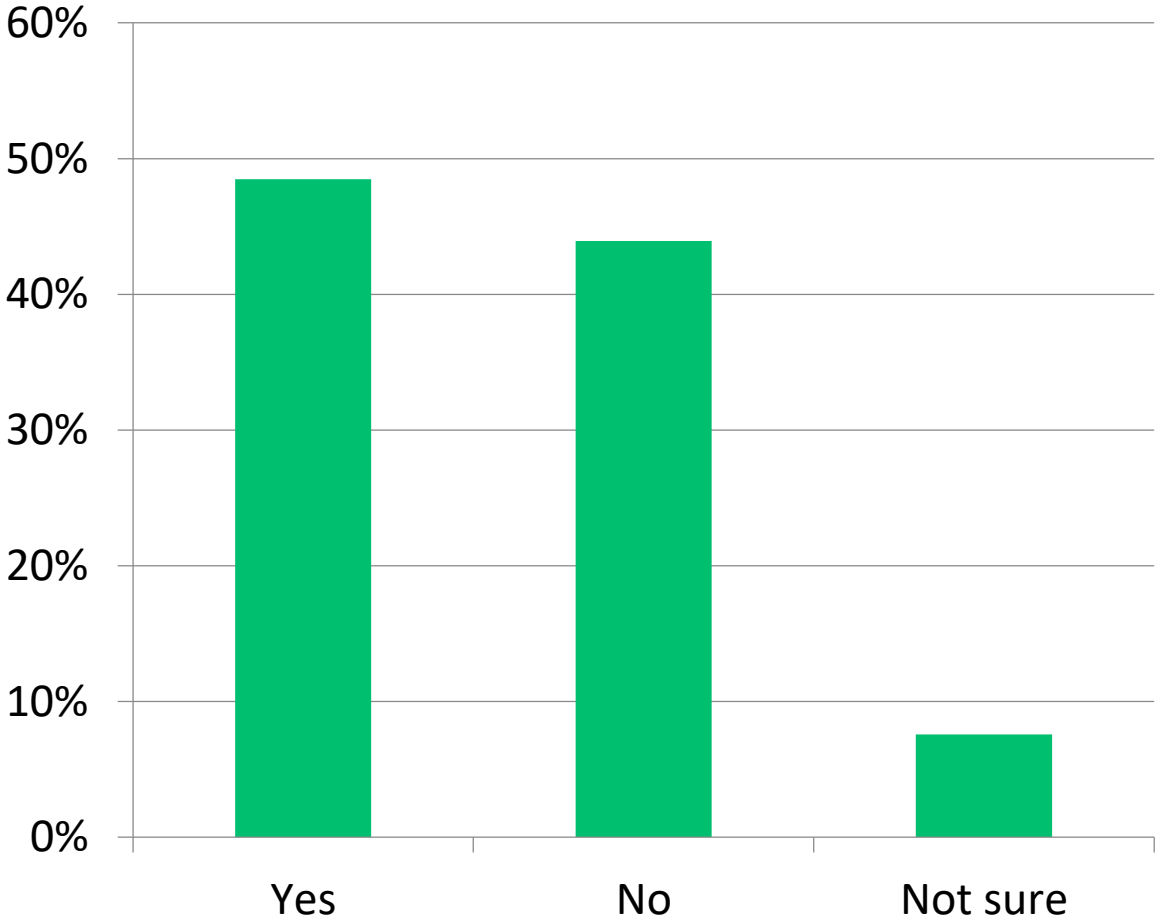
On a typical day, do you think there is enough nearby parking available for your customers?

- Yes
- No
- Not sure

Business Owners



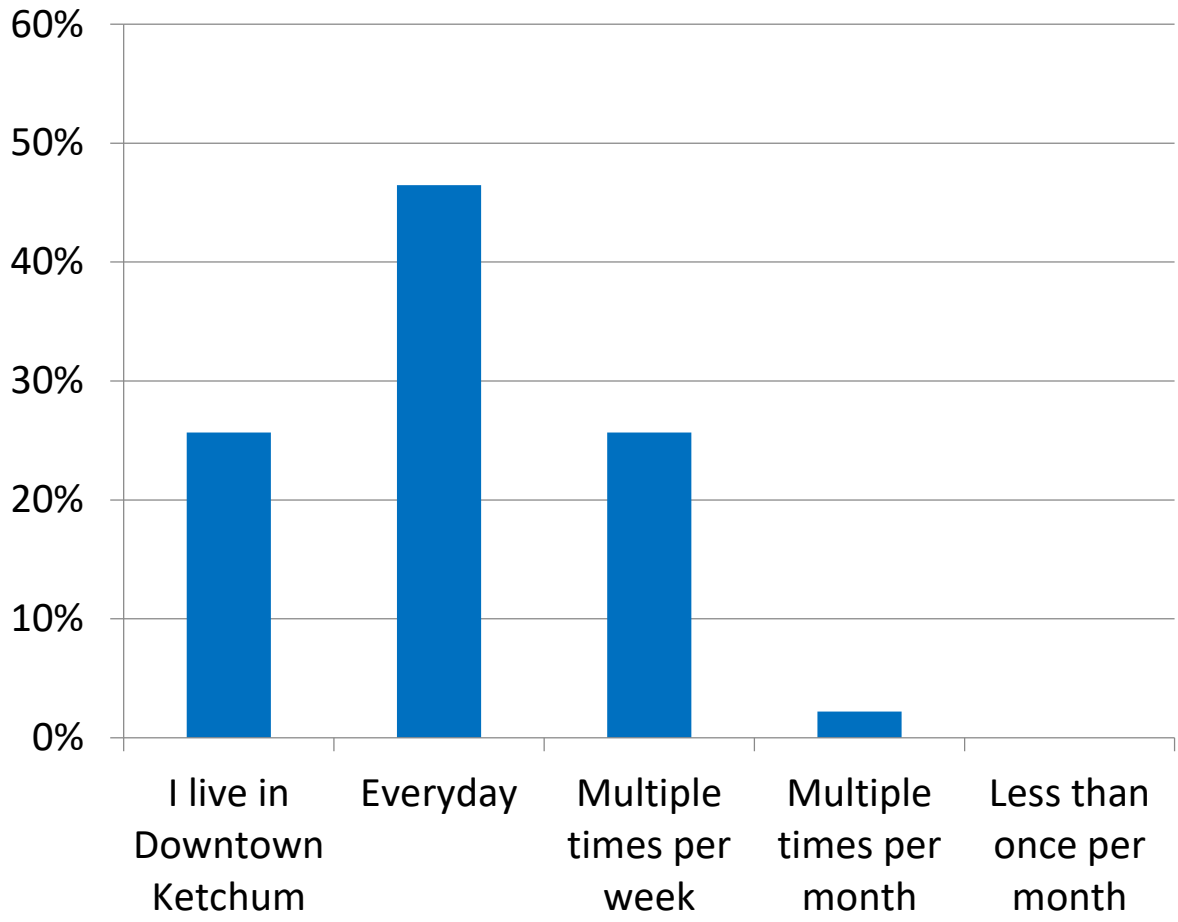
Employees



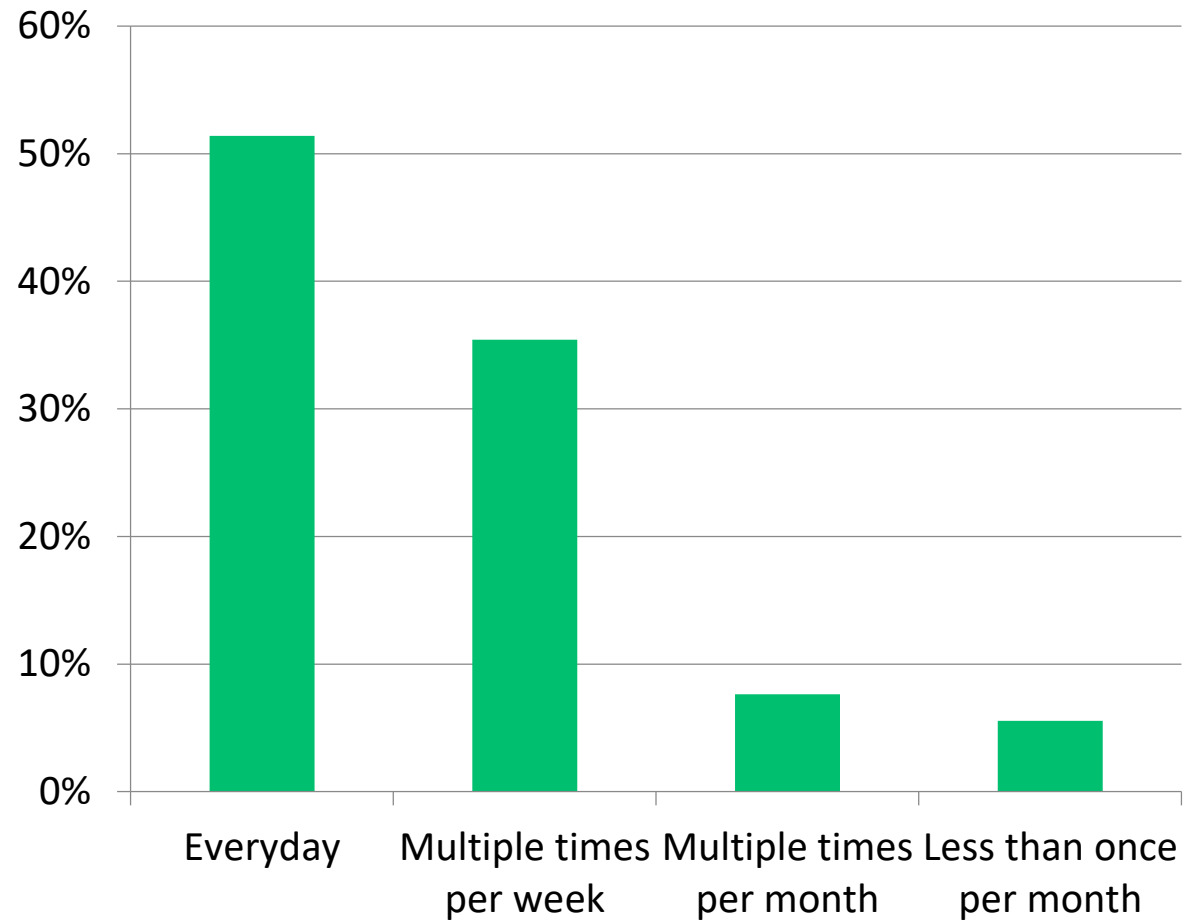
Approximately how frequently do you visit Downtown Ketchum?

- I live in Downtown Ketchum
- Everyday
- Multiple times per week
- Multiple times per month
- Less than once per month

Residents



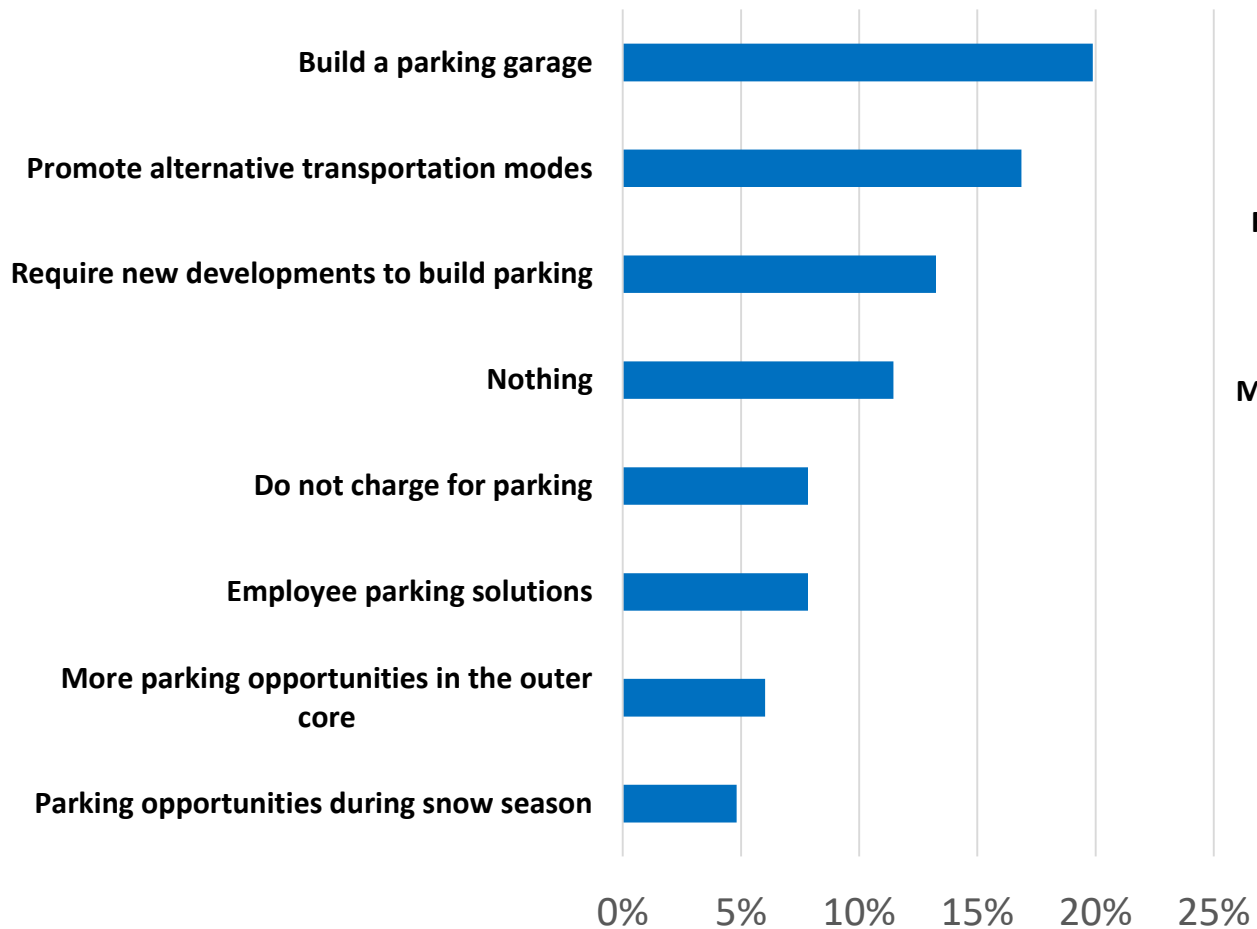
Visitors



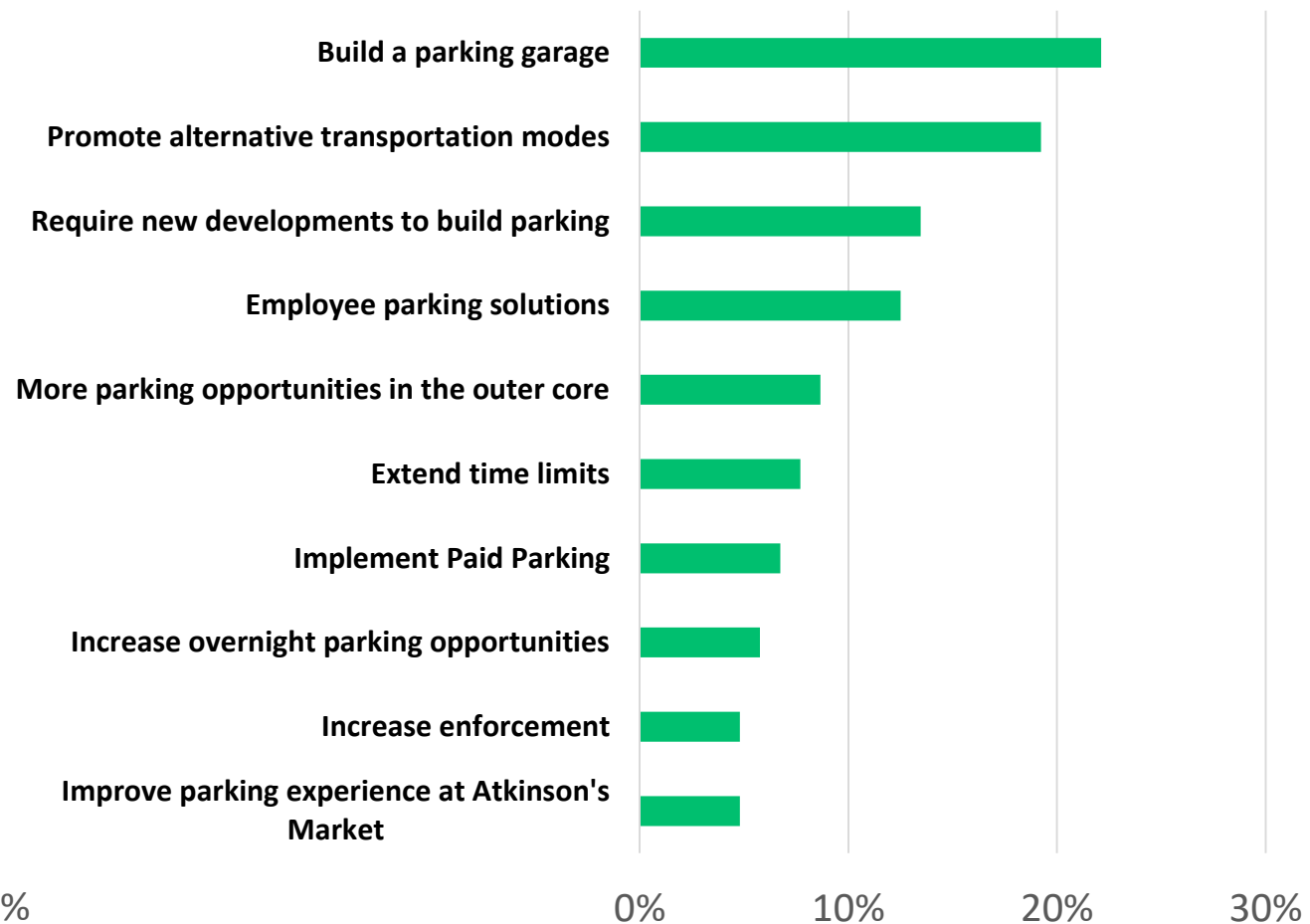
If you had a magic wand and could change, fix, or improve anything about parking in Downtown Ketchum what would you do?

Free response:

Residents



Visitors



What parking and transportation priorities are most important to you? Please rank the following for Downtown Ketchum:

Residents

Visitors

Enhance Wayfinding & Signage



Increase off-street parking opportunities



Upgrade paid parking equipment & technology



Invest in additional mobility options



Adjust on-street time limits



0 0.5 1 1.5 2 2.5 3 3.5 4

On-site Assessment

On-site Assessment	Recommendations
<ul style="list-style-type: none">• Aging pay stations• Costly maintenance	<ul style="list-style-type: none">• Zone analysis• Shared parking agreements• Leverage mixed-use development projects
<ul style="list-style-type: none">• Ineffective enforcement technology	<ul style="list-style-type: none">• Handheld LPR
<ul style="list-style-type: none">• Laborious citation management	<ul style="list-style-type: none">• Turn-key Citation Management System

Initial Step: Citation Management System (CMS)

- Data Ticket, Inc.
 - Mail and payment processing
 - Customer service phone support
 - Delinquent collections
 - Online adjudication services
- Frees up admin staff resources
- Improves CSO management
- Projected to save over \$28,000 over 5 years



The screenshot shows the homepage of the Citation Processing Center (CPC). The header includes the CPC logo and the text "CITATION PROCESSING CENTER" in red. A "Select Language" dropdown menu is visible in the top right corner. The main content area features a welcome message: "Welcome to the Citation Processing Center. We help cities, counties, universities, colleges, and other agencies collect payment on outstanding debt. To proceed, please select from the menu below:". Below this message is a search form with the following fields: "Search For:" with a dropdown menu set to "Parking Citations", "Search By:" with a dropdown menu set to "Citation and Time", "Citation Number:" with a text input field, and "Time of Citation:" with a text input field. A black "Search" button is positioned at the bottom of the form.

Long-term Policy Trend

New development and mixed-use projects will push employees into the periphery areas.

Potential Strategies:

- Additional off-street facilities
 - Parking structure
- Employee permit parking
- Transit and park & ride facilities
- Alternative modes of transportation

Next Steps: Timeline

Task	Estimated Completion
Data Collection	<i>Ongoing</i>
Online Survey	<i>Complete</i>
Additional Outreach	<i>Will be done in partnership with other City projects</i>
Implement Data Ticket	May 2022
Signage & Wayfinding Update	June 2022
Curb Space Projections	June 2022
Draft Parking Action Plan Outline	July 2022
Present to City Council	August 2022

Thank you!

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