

WINTER PARKING UPDATE

PROPOSED AGENDA

Public feedback today

Recap of last year's pilot

Review three "go-forward" strategic approach options

Other items to address from Traffic Authority Members?

PURPOSE /GOALS

- Create options for residents/visitors/workers
- Decrease financial impact for those who are towed
- Decrease instances of driving under the influence

EVALUATION CRITERIA

1. Level of satisfaction from residents & adjacent businesses
2. Operation impact to snow removal operations/safety
3. Impact to DUI citations
4. Financial impact to city

FEEDBACK FROM PUBLIC

SCOPE OF LAST YEAR'S PILOT

- **Towing**

- No impound lot, instead tow to nearest available spot
- Lower fee than previous years, approx. \$90 tow fee and \$40 ticket

- **Odd/Even day overnight parking**

- Washington Street Parking Lot
- 1st Ave between River & 1st streets
- 2nd Ave between 4th & 6th

THREE OPTIONS – MOVING FORWARD

1. No major changes (apply lessons learned - signage, notification process)
2. Modified Plan
 - Apply lessons learned
 - Encourage Washington Street parking lot as overnight lot (no odd/even) and reduced rate
 - Keep First/Second Ave locations as well

THREE OPTIONS – CONTINUED

3. New Approach

- Allow overnight parking in both lots but require them to exit by early AM for cleaning period
- Disband overnight on-street locations
- *Dedicated non-public parking lot (long-term)*

LESSONS LEARNED

- Signage in parking lot and on-street was too wordy which confused participants
- Evaluate a decreased rate for winter monthly parking pass at Washington Street lot due to low utilization.
- Evaluate increasing tow/parking ticket to encourage greater proactive compliance.

LESSONS LEARNED - CONTINUED

- Identify a better sign-up and notification process for snow removal evenings
- Tow truck coordination
 - Order them earlier, they need to be physically present by 2am
 - Increase number of tow trucks for initial callout from one to two
- Potentially change tow cutoff time from 2 a.m. to 1 a.m.

Existing Signage



Current winter parking policies:

- Winter Parking Nov 1st to May 1st
- No parking from 1:00am – 7:00am
- Alternating even and odd days
- On-street and off-street locations

Opportunities



Opportunities for improvement:

- Update signage in order to clarify:
 - Overnight time period
 - Even/odd days of the week
- Develop a color system, that can be easily identified.
- Require vehicles to register or obtain a permit to park overnight.

Considerations:

- Opportunities to fine-tune towing process and develop a “Find My Car” customer service feature.
- Develop an outreach campaign.

Option 1: Update Signage - Even/Odd

24" X 36"

WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING
1AM – 7AM

EVEN DATES

TOW ZONE

SCAN TO
VERIFY
SCHEDULE

Or visit Ketchumidaho.org



24" X 36"

WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING
1AM – 7AM

ODD DATES

TOW ZONE

SCAN TO
VERIFY
SCHEDULE

Or visit Ketchumidaho.org



- RED indicates what is not allowed
- BLUE provides information

QR code can link to the City website with more information on winter parking.

Option 2: Update Signage - Day of Week

24" X 36"

24" X 36"

WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING

1AM – 7AM
TUE / THU / SAT

TOW ZONE

SCAN TO
VERIFY
SCHEDULE

Or visit Ketchumidaho.org



WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING

1AM – 7AM
MON / WED / FRI

TOW ZONE

SCAN TO
VERIFY
SCHEDULE

Or visit Ketchumidaho.org



- RED indicates what is not allowed
- BLUE provides information

Provide the day of the week, rather than even/odd.

QR code can link to the City website with more information on winter parking.

Option 3: Zone Colors

24" X 36"

WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING
1AM – 7AM

EVEN DATES

TOW ZONE

PARK IN TEAL ZONES
1AM – 7AM
ODD DATES ONLY

24" X 36"

WINTER PARKING

NOV 1ST TO MAY 1ST

NO PARKING
1AM – 7AM

ODD DATES

TOW ZONE

PARK IN PURPLE ZONES
1AM – 7AM
EVEN DATES ONLY

- Develop a color associated with zones.
 - Even dates in purple zones
 - Odd dates in teal zones
- Consider striping the zones according to color.



DISCUSSION

1. Option 1, 2 or 3
2. Feedback on improvement areas
 - Signage
 - Notification Process
 - Enforcement/Tow Truck Coordination
 - Other Items?

PROPOSED NEXT STEPS

Implement communication plan

- Communication with Ketch building manager
- Creation of initial notification group and sign up feature on web
- Updated window leaflet
- Paid social media



QUESTIONS?