

Salem Downtown Parking Recommended Parking Management Strategies*

Time Frame	Recommended Strategy	Zone
Near-Term (by October 2007)	<ol style="list-style-type: none"> 1. Appoint a Parking Manager. 2. Initiate Parking Advisory Process. 3. Eliminate No Limit and 10 hour parking. Replace with uniform 2 hour parking. 4. Eliminate 30-minute zones. (Establish exception process.) 5. Convert all 1 and 2 hour meters to 3 hours. 6. Implement tiered pricing in City-owned garages 	<p>All Zones All Zones Zone A Zone A Zone B All Zones, especially Zone C</p>
Mid-Term (by October 2009)	<ol style="list-style-type: none"> 7. Develop and install signage package (off-street). 8. Install wayfinding (in public rights-of-way). 9. Evaluate near-term strategies. Develop and implement paid on-street parking. 10. Establish 'Customer First' program. 11. Negotiate shared use agreements to procure private supply for customer parking. 12. Develop program for upgrading public surface lots. 13. Evaluate minimum and maximum parking ratios for new development. 14. Implement incentives for new private parking supply and private development of TDM options. 15. Sponsor business-based TDM programs for employees. 	<p>Zones A & C All Zones Zone A All Zones Zones A & B All Zones Zones A & B All Zones All Zones</p>
Long-Term (beyond October 2009)	<ol style="list-style-type: none"> 16. Conduct routine parking inventory analyses. 17. Complete structural upgrades of City garages. 18. Evaluate feasibility of downtown circulator system. 19. Partner with business community to develop and implement marketing and communications program. 	<p>All Zones Zones A & C All Zones All Zones</p>

* Summary of parking management strategies recommended for downtown Salem by parking consultants Barney & Worth, Inc. and Rick Williams Consulting – September 2006.