



TOWN COUNCIL STUDY SESSION AGENDA
January 13, 2020
5:30 PM

I. Town Council Items

II. Study Session Items

1. Downtown Parking Discussion - Williams/Robberson/Tsurapas - 30 minutes
2. Let's Talk Parker Update - Robberson/Penington - 15 minutes
3. Banner Memorial Program - Williams/Penington, 20 minutes



MEMORANDUM

TO: Honorable Mayor Waid and Members of Town Council

FROM: Dannette Robberson, Assistant to the Town Administrator
Jim Tsurapas, Deputy Chief
Tom Williams, Director Eng/PW

DATE: January 13, 2020

SUBJECT: Downtown Parking Discussion

ISSUE:

In 2017, the Town engaged with a third party consultant to conduct a downtown parking study to: 1) analyze parking usage and conditions, 2) identify solutions to meet the needs of local businesses, residents and visitors and, 3) prepare the Town to strategically approach downtown parking management.

As a result, the Town implemented 2-hour time-limited parking downtown. The question has arisen as to the level of enforcement expected. The parking study recommended a focus on customer service over enforcement to help people make the right parking choices. Staff is seeking Council direction on this matter.

Staff is also seeking Council feedback on another key recommendation provided in the parking study; implementation of time-limited parking or other parking management in select Town-owned public lots.

Finally, staff is seeking feedback and direction from Council on snow route compliance.

FISCAL/BUDGET IMPACT:

The purpose of this item is for discussion. Depending on Council policy direction, there may be a fiscal impact related to staffing.

BACKGROUND:

Time-Limited 2-Hour Parking

In 2017, the Town of Parker engaged a consultant to conduct a Downtown Parking Study and Plan. The purpose of the study was to identify current and future parking needs. Through meetings with stakeholders and internal staff, review of the Town's existing planning documents and through study sessions with the Mayor and Town Council, the final study identified certain

key findings and recommendations.

The study revealed that there was no parking capacity issue, but a parking management issue. Some of the more desirable public parking areas were experiencing higher demand at peak times, resulting in a feeling of congestion. During peak demand, the heart of downtown at Pikes Peak and Mainstreet was 61% occupied, while parking spaces within a 5 minute walk were only 10% occupied.

To alleviate the feeling of congestion and to encourage turnover for the more desirable parking spaces during demand peak times, the consultant recommended time limited 2-hour on-street parking. The recommendation included a focus on customer service to help people make the right parking choices.

Accordingly, Community Development, Engineering/Public Works, Communications and the Police Department collaborated to implement a parking management program including installation of 2-hour parking signs, robust community outreach and education and compliance measures as needed.

During the presentation, Community Services will present the pros and cons of more aggressive enforcement.

Time-Limited Parking in Town-Owned Public Parking Lots

Reports and observations indicate occurrences of long-term parking at the Schoolhouse and PACE parking lots. The observed vehicles do not qualify as abandoned vehicles per Municipal Code. During the meeting, staff will discuss with Council potential issues and options for their information and awareness.

Snow Routes

A snow route has been in place for a number of years in the Downtown area. It was recently expanded to include Pikes Peak Avenue as part of that roadway extension project and the construction of the adjacent apartments (Parker Flats). These snow routes have been implemented to ensure snow plowing and snow removal equipment have adequate space to operate during snow events (exceeding 2 inches) by restricting on-street parking. This is to ensure safety of the operators, the traveling public and to minimize potential damage to parked vehicles. The snow route signs also serve as a warning that plows are/or may be activated. To date, the snow routes currently in place have been effective as a deterrent for parking during significant snow storms along the most critical routes on Mainstreet. However, on-street parking on Pikes Peak Drive and Pikes Peak Avenue have created some difficulty for the snow operations on these roadways.

To date, no cars have been removed (towed) nor have any citations been issued for parking

violations associated with snow routes.

Staff will discuss the pros/cons of proactive enforcement.

RECOMMENDATION:

1. Staff requests Council direction and feedback on downtown 2-hour parking enforcement. 2. Staff requests Council feedback on identifying solutions for long-term parking in public lots. 3. Staff recommends initiating a campaign to educate businesses and the public on snow route compliance.

REQUESTED DIRECTION:

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor Waid and Members of Town Council

FROM: Dannette Robberson, Assistant to the Town Administrator
Elise Penington, Communications Director

DATE: January 13, 2020

SUBJECT: Let's Talk Parker Update

ISSUE:

The Let's Talk Parker website was launched in February 2018. The purpose of the presentation is to provide Town Council with information on the efficacy of the site to date, along with participant and project statistics. Finally, staff seeks Town Council feedback on future use of the site.

FISCAL/BUDGET IMPACT:

There is no budget impact for this item.

BACKGROUND:

During the July 24, 2017 study session, staff proposed a project to enhance the Town's existing public engagement efforts. The proposal included three focus areas: developing a community engagement policy, developing a community engagement framework and launching an online engagement platform.

Town Council provided staff direction to proceed with all three items. As a result, with a committee consisting of representation from all departments and periodic updates to Town Council, staff completed all three focus areas and launched Let's Talk Parker in February 2018.

RECOMMENDATION:

This item is for information only.

REQUESTED DIRECTION:

This item is for information only.

ATTACHMENT:

None



MEMORANDUM

TO: Honorable Mayor Waid and Members of Town Council

FROM: Tom Williams, Director Eng/PW
Elise Penington, Communications Director

DATE: January 13, 2020

SUBJECT: Memorial Banner Program

ISSUE:

As requested by Town Council, staff has been researching a Memorial Banner Program that would serve Parker's needs with minimal implementation costs to the Town.

FISCAL/BUDGET IMPACT:

There would be a one-time set-up Town cost of approximately \$2,500 to install the banner hanging hardware on the light posts at Living Wheel Park, with minimal long-term maintenance and administrative program costs.

BACKGROUND:

This issue was discussed at the December 9, 2019 Study Session and staff was asked to research and bring a recommendation back to Town Council.

RECOMMENDATION:

To meet the spirit of this program, staff recommends utilizing the existing seven (7) lamp posts at Living Wheel Park. This would allow 14 banners to be hung on a first-come, first-served basis for the inaugural year of this program. Those participating would be able to safely visit and view their banner in this location, which already recognizes military contributions and sacrifices. The Memorial Banner Program, which would be marketed through social media, Talk of the Town, the Town website and other existing outreach resources, could potentially be expanded in the future depending upon demand. The Memorial Banner Program would debut in May 2020 and banners would be hung for three weeks. We recommend participation be limited to Parker residents at a cost of \$250, which would include banner printing and hanging.

REQUESTED DIRECTION:

Staff recommends the approval of this direction, with implementation planned for May 2020.

ATTACHMENT:

None