

PEOPLE V. PARKING

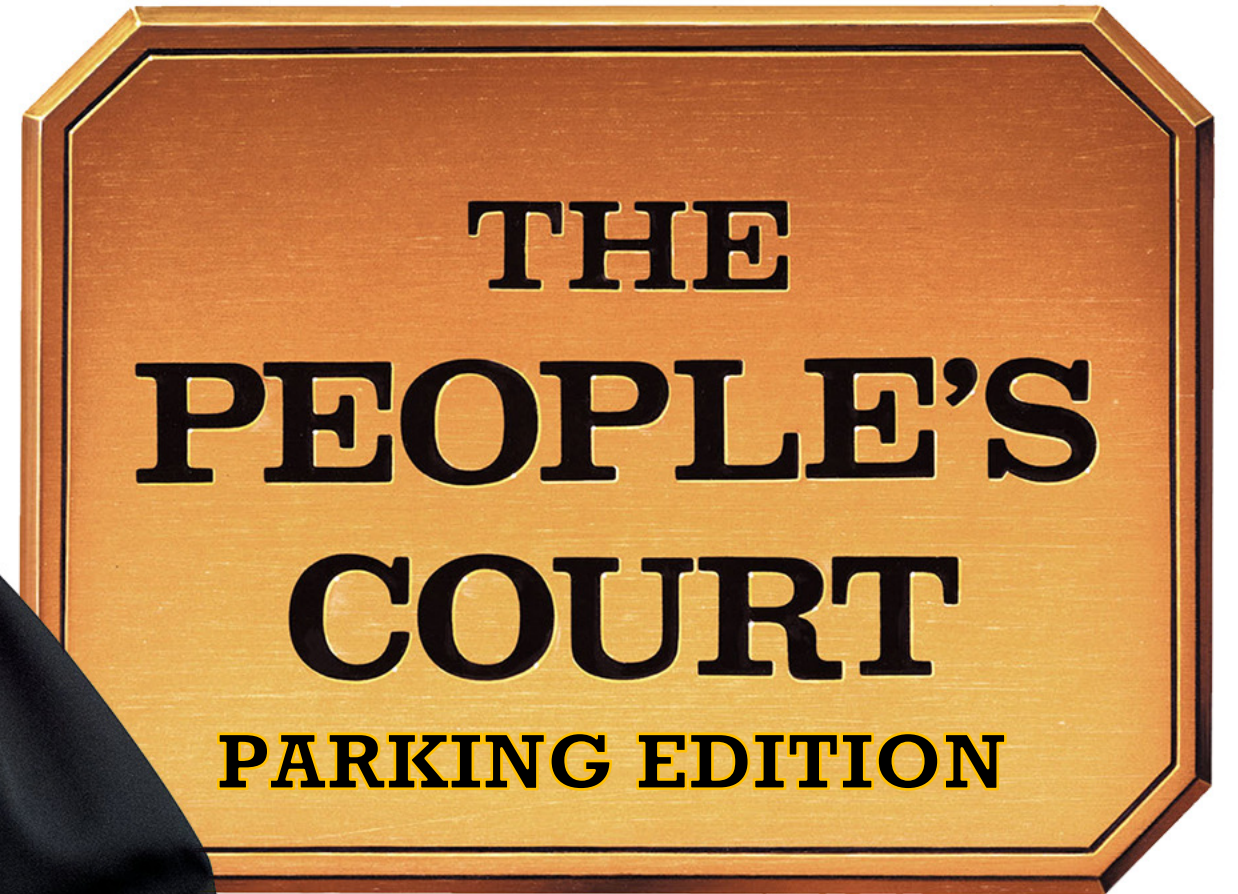
THE PEOPLE'S PARKING COURT

OCTOBER 20, 2022



ALL RISE!

**COURT IS NOW
IN SESSION**



**THE
PEOPLE'S
COURT
PARKING EDITION**

CASE ONE

RESIDENTIAL PARKING PERMITS

TV
PG

**NORMA NIMBY
PLAINTIFF**

**SUING FOR:
PARKING PERMIT PROGRAM**



**PARKER PLENTI
DEFENDANT**

**ACCUSED OF:
NEIGHBORHOOD IMPACTS**



PLAINTIFF

- **HAS OWNED HOME FOR OVER 30 YEARS**
- **CONCERN ABOUT PARKING DEMAND FROM NEARBY MULTI-FAMILY UNITS**
- **OWNS 4 VEHICLES AND NEEDS SPACE TO PARK THEM ON-STREET**

EVIDENCE



DEFENDANT

- **LIVES IN NEW MULTI-FAMILY BUILDING**
- **FAMILY RELIES UPON VEHICLES TO GET TO WORK AND SCHOOL**
- **ARRIVES HOME LATE AT NIGHT AND CANNOT FIND PARKING**

EVIDENCE



INTERROGATION

NORMA NIMBY

PARKER PLENTI

RULING

- **INCLUDE MULTI-FAMILY DEVELOPMENTS**
- **ONE PERMIT PER DRIVER RULE**
- **CITY WILL COLLECT ONGOING DATA**

CASE TWO

PARKLETS

TV
PG

ROBIN RETAIL PLAINTIFF

SUING FOR: REMOVAL OF PARKLETS



TV
PG

**EZRA EATERY
DEFENDANT**

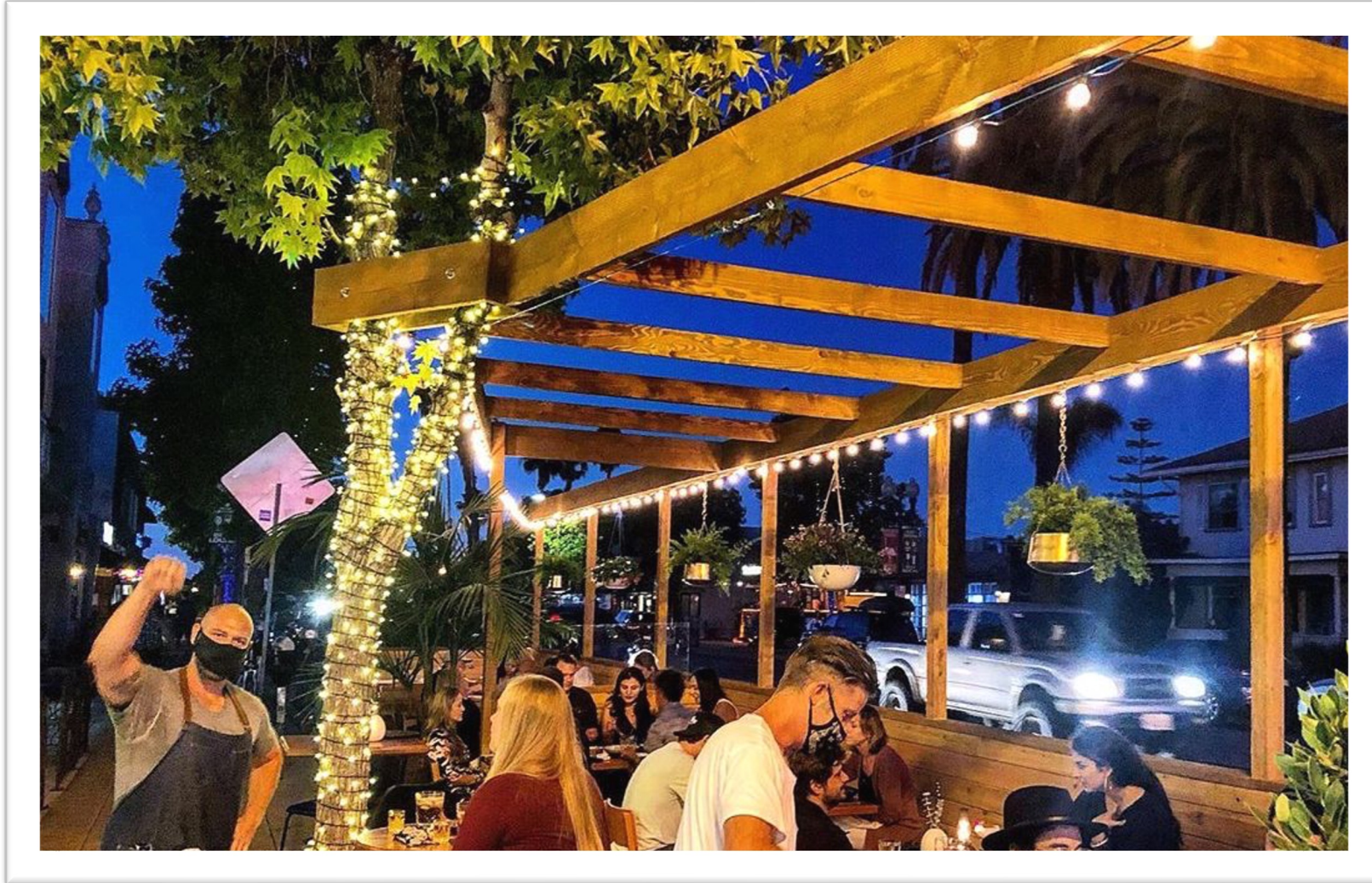
**ACCUSED OF:
DISPLACING PARKING**



PLATINIFF

- **CUSTOMERS COMPLAIN THEY CANNOT FIND PARKING**
- **RETAIL SHOP CANNOT BENEFIT FROM OUTDOOR SPACE**
- **PROVIDE CUSTOMER PARKING SPACES PER CITY CODE REQUIREMENTS**

EVIDENCE



DEFENDANT

- **NEEDS EXTRA OUTDOOR SPACE TO ACCOMMODATE SAFER DINING**
- **GENERATES EXTRA SALES TAX REVENUE**
- **NEARBY GARAGE HAS CAPACITY**
- **APPLIED FOR CITY'S PARKLET PROGRAM AND NOT REQUIRED TO PAY**

EVIDENCE



INTERROGATION

ROBIN RETAIL

EZRA EATERY

RULING

- CITY TO COLLECT DATA
- GARAGE AND WAYFINDING ENHANCEMENTS
- PARKLET FEE STRUCTURE
- CAP ON PARKLETS PER BLOCK

CASE THREE

PARKING MANAGEMENT

TV
PG

THEO MOVI PLAINTIFF

**SUING FOR:
REMOVAL OF TIME LIMITS**



**LOTTIE BARISTA
DEFENDANT**

**ACCUSED OF:
CUSTOMER PARKING TURNOVER**



PLATINIFF

- **MOVIE THEATER CUSTOMERS NEED LONGER THAN 2-HOUR TIME LIMIT**
- **WOULD PREFER PAID PARKING**
- **DEFENDANT'S COFFEE SHOP CUSTOMERS DO NOT STAY AND PATRONIZE OTHER BUSINESSES**

EVIDENCE



DEFENDANT

- **CONCERN THAT CUSTOMERS WILL NOT STOP FOR COFFEE IF MUST PAY FOR PARKING**
- **FREE PARKING AT NEARBY STARBUCKS**
- **MOVIE THEATER STAFF PARK ON-STREET**

EVIDENCE



INTERROGATION

THEO MOVI

LOTTIE BARISTA

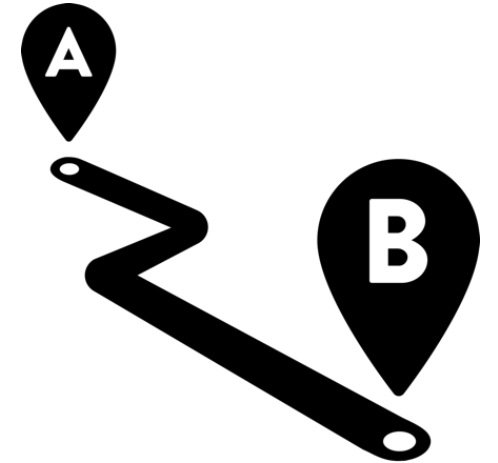
RULING

- **ONE SHORT TERM SPACE PER BLOCK FACE**
- **INTRODUCE PAID PARKING WITH ONGOING DATA COLLECTION**
- **OPERATING TIMES LATER IN DAY FOR EARLY MORNING COFFEE**

REASONS FOR THE RULINGS

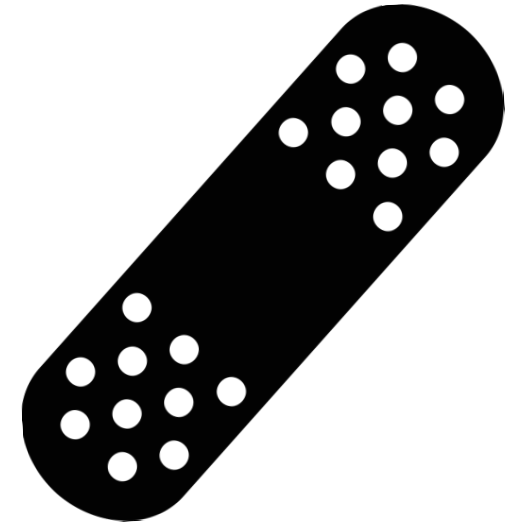
UNDERSTANDING YOUR NEEDS

- **DEFINE YOUR PARKING MANAGEMENT OBJECTIVES**
 - *IMMEDIATE*
 - *WITHIN 12 MONTHS*
 - *5 YEARS*
 - *10 YEARS+*
- **FOLLOW A PARKING MANAGEMENT ROADMAP**
 - *CONSIDER THE END USER EXPERIENCE*
 - *LONG TERM PLANNING, TECHNOLOGY REFRESH*
 - *INCREMENTAL INVESTMENTS, PHASED APPROACH*



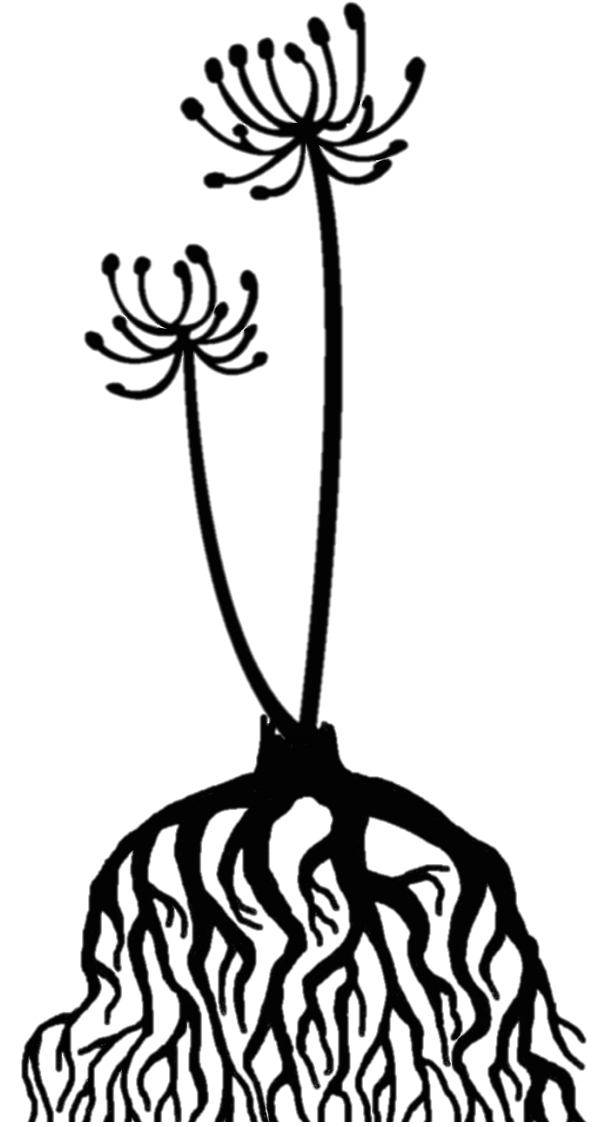
WHAT'S THE PROBLEM?

- **HAVE A PROBLEM PARKING AREA? INSTALL A METER!**
- **BAND-AID SOLUTIONS ARE OVERWHELMING**
- **CHASING THE TAIL**
 - **RESTRICTIONS PUSH THE PROBLEM ELSEWHERE**
- **PROACTIVE VS. REACTIVE APPROACH**



IDENTIFY THE CORE ROOT OF THE ISSUE

- **ACCURATELY ADDRESSING PROBLEMS**
- **MAKE DATA-DRIVEN DECISIONS**
- **COMPLIANCE BASED APPROACH**



THANK YOU!

HAVE A CASE TO DISCUSS? CONTACT:

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