

City Council Meeting

October 24, 2023

Responses to City Council Agenda Questions

7:00pm Regular Meeting

Item 7a Downtown Parking

- The midrange revenue estimate (“Hourly rate: \$1.50 on-street \$0.375 to \$0.50 off-street”) has a variable off street amount but only one revenue estimate listed. Was this calculated by taking an average rate, by assuming rates will fluctuate between these amounts based on demand, or through some other means?
 - The model uses a weighted average of \$0.47 per hour, assuming the tiered rate structure will result in over-purchasing in some cases and that the program will result in more frequent turnover in parking spaces. A more accurate projection requires additional data to quantify the impacts of providing the lowest per-hour rate of \$0.37 to individuals who park between 7 and 8 hours.

Item 8a Strategic Initiatives

- Do we have even a broad ballpark estimate of the costs for way-finding signage?
 - At this stage, there is not enough information available to provide a comprehensive estimate of total costs. There are several steps to this process, including conceptual design and location placement of signage, final construction drawing preparation, and construction (installation). The City is analyzing the costs to retain a sign design consultant who would prepare the conceptual signage plans.