

2016

Downtown Parking Analysis

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Augustana College



Downtown Parking Analysis

Spring 2016 • Sustainable Working Landscapes Initiative

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Acknowledgments

Thank you to all the students in the spring POLS 331 course that contributed these solutions.

The Sustainable Working Landscapes Initiative (SWLI)

The concept of the Upper Mississippi Center for Sustainable Communities (UMC) came from exploratory meetings with more than 125 on and off-campus community stakeholders between January and August of 2013. The need was clear: our area's urban and rural communities have identified many environmental and economic sustainability issues and do not have the staff, expertise, time or funding to address them. The vision of the UMC was to mobilize Augustana's faculty and students to help communities solve the social, economic, and environmental challenges facing the rural and urban landscapes of the Upper Mississippi region by integrating the study of these current, local issues into coursework taught on campus. After two pilot years, the UMC implemented a unique collaborative learning model named the Sustainable Working Landscapes Initiative.

The Sustainable Working Landscapes Initiative is modeled after the Sustainable Cities Year Program at the University of Oregon. Augustana College is the only exclusively undergraduate institution in the country to adapt this highly successful program to a residential liberal arts setting. The model creates a full one-year partnership between Augustana and a city/county partner, matching existing courses from multiple departments and other learning experiences (independent study, senior inquiry, internships) with community-identified and driven sustainability problems. The SWLI also helps cities and counties achieve their economic, social, and environmental sustainability goals while working with limited resources.

The Sustainable Working Landscapes Initiative represents a paradigm shift for service learning experiences in higher education. Instead of asking groups and communities to participate in initiatives that originate in academia, the UMC asks communities to identify their most pressing social, economic, and sustainability challenges. It then provides these groups and communities with the human and academic resources of Augustana College faculty and students to help them address the challenges. This is not a one-time group of volunteers. SWLI student and faculty participants commit to supplying three, 10 week terms of sustained research, study and work in the classroom and in the field. The UMC is establishing enduring relationships between Augustana and these constituents so they can continue to work together to find creative solutions, test and evaluate their effectiveness, and try again as challenges and problems change.

The Mississippi River city of Clinton, Iowa (pop. 26,473) was chosen as Augustana's 2015-16 SWLI partner. Students and faculty are collaborating with Clinton officials and community stakeholders to complete 15 community-identified projects. Throughout the year,

these projects are being worked on by 150 students in 15 courses in the humanities, social, and natural sciences. Because these projects are community-driven priorities, the fresh ideas, designs and products students generate address critical but unmet needs and have real-world impact.

Project Description

In collaboration with representatives of Clinton, Iowa's city government and the Clinton Downtown Business Alliance, myself and a team of twenty-three Augustana College students enrolled in POLS 331-Public Administration assessed Clinton's downtown parking lots, signage, and accessibility. The twenty-three students were arranged into four groups, each representing a category or branch of examination pertaining to downtown parking. On March 16, 2016 the four groups of students surveyed fifteen business owners, managers, and employees asking a range of questions regarding parking availability (See Appendix 1 for questions and responses). This garnered us an original empirical data set from which to aggregate, manipulate, and analyze. The four groups were given the following titles: (1) Accessibility, (2) Communication, Involvement, and Signage (CIS), (3) Enforcement and (4) Mediation. Group 3, CIS was solely responsible for visiting every parking lot, categorizing the available parking spots, and grading the wear and tear on signage.

Responses to the surveys were aggregated and analyzed by the class as a whole. After identifying the most common and prominent responses given by business representatives, each group examined up to three problems for articulation. Following identification of prominent problems, research was conducted to find case studies of similarly populated cities with downtown parking, parking regulations and enforcement, Clinton's available resources dedicated to downtown parking, costs for repairs as well as possible innovations. Following research, each group met once a week in class and once a week outside of class time to analyze and identify the most feasible solutions to their respective problems. The following problems were identified:

<u>Group</u>	<u>Problems</u>
Accessibility	1. Employee/ Public Parking 2. Poor Management of 5 th Ave. Parking
CIS	1. Business to City Communication 2. Regulating Employee Parking 3. Repairing Signage and Line Painting

Enforcement Enforcement	1. No Incentives to Diffuse Parking Clusters 2. No Active
Customers	3. Creating Common Ground Between Employees, Tenants, and
Mediation	1. Mismanagement of Employee/ Client Parking Spaces
	2. Miscommunication between Public and Private Interests
	3. Marketing of Parking Spaces

Once each group had identified and articulated their most prominent problems pertaining to their topic, solutions were analyzed, contemplated within groups and with the entire class. Each group found what they believe to be the most viable and affordable solutions by combining tested, research-based solutions, their own analysis, and responses from the surveys. Each group then selected a primary author and presenter for their data. The following pages contain each group's set of problems, solution analysis, suggestions, possible costs of maintenance along with supporting research. You will notice that the problems identified by each group are not mutually exclusive, therefore a similar issue/ problem was studied and analyzed by multiple groups offering a wider perspective of the issue as well as alternative options/ solutions.

Group Name: Accessibility

Job delegations:

Corbin Delgado: Speaker/presenter

Brandon Bauer: Visual media

Richard Butera: Visual media

Jack Asquini: Author with a focus on problem 1

Anna Tegge: Researcher with a focus on problem 2

Avery Pearl: Assistant director to problem 1 & 2

1. **Introduction:** Todd Litman, executive director and founder of the Victoria Transport Policy Institute, is dedicated to developing innovative solutions to transport problems. Litman describes that “an automobile is [typically] parked 23 hours a day and uses several parking spaces each week. Parking facilities are a major type of land use; their location and design affect the kind of development that occurs as well as how we view a building or use a street” (Litman 42). After speaking with business owners from downtown Clinton, they indicate that there is a large parking problem; however, Clinton does not have a parking supply problem, but rather a parking management problem. For discussion of accessibility it is difficult to assess with such a glaring management issue. Within two blocks of the main city drag there are more than 11 parking lots. This white paper will look at the poor management structure of Clinton’s downtown and how through best practices lifted from other comparable towns we can address the situation at hand.

1. **Problem 1- Employee parking**

- a. **Problem 1:**

As we explored downtown Clinton and talking to many shop owners, it seemed that there was not a parking problem in terms of not enough spaces for customers, but rather a parking *management* problem. Upon observing the problem firsthand, it seemed there were many stores that had employees parking directly in front of buildings. In fact, store owners could point out exactly which cars were from which business’ employees, because they were there every day. In addition to this, auto repair shops do not have their own parking lots to keep cars overnight, so these cars are taking up spaces for longer than 24 hour periods.

Employees in downtown Clinton are taking up too many premium parking spaces along the main drag. This prohibits prominent availability for consumers looking to utilize the downtown district to facilitate their shopping needs. The lack of spaces is frustrating consumers and business owners alike as the consumers are discouraged from shopping at many businesses, due to lack of parking, and business owners are seeing a dip in revenue stemming from this issue.

- b. **Solution 1:** A few solutions are available to Clinton. According to Danville, IL, a city of comparable size to Clinton, which was experiencing many similar employee parking issues. A best practice was to designate specific lots in the area to employees and have them walk to their place of employment rather than parking right in front of the business. To truly enforce this, however, it is truly up to the business owners to communicate with one another to enforce and make sure that their employees are not parking in front of the stores. Another option might be to create a committee of the business owners in order

to increase communication and cooperation between businesses, as many towns comparable to Clinton have done. There is also the option of designating a specific lot for employees, so they will be encouraged to avoid parking on the main streets of the downtown area. A final viable option is one recommended by a parking analysis and management plan done on the city of Neenah, Wisconsin. As a city with a similar population, demographic and with very similar problems to Clinton, the authors suggested the problems could be better solved if, “overall command and control was consolidated under a single responsible staff person – to include parking enforcement management and oversight” (Walker 5). This person could effectively communicate with the other business owners and see to it that there is something done about the employee parking situation in Clinton.

3. Problem 2- Poor management of parking on 5th Avenue

Problem 2:

A lack of employee awareness and a singular emphasis on one street in Clinton contribute to the city’s parking management problem. As indicated on the map below, the city of Clinton has more than 10 empty parking lots along the outskirts of 5th Avenue that employees are not utilizing. Employees should be encouraged to park in these external lots in order to ensure the most consumer traffic for local Clinton businesses.

Clinton, Iowa Downtown



Blue horizontal line = 5th Avenue

Red squares = Available parking in Clinton

After exploring Clinton, it should also be noted that much of the city's beautification efforts are limited only to 5th Avenue. Looking outward from 5th Avenue, it becomes evident that there is a lack of general upkeep, landscaping, maintenance, and preservation beginning on the streets spanning the perimeter of 5th Avenue. Located in these areas beyond 5th Avenue are additional parking lots where employers have the ability to park. According to *Concept, Directions And Practice Of City Attractiveness Improvement*, there should be an equality of attractiveness around cities. They talk about the need for whole areas to be aesthetically pleasing, and as in Clinton's case, not limited to one area (5th Avenue). Additionally, this article describes that "the attractiveness of a city is regarded as one of the most important pre-conditions for its future economic success" and help aid in long-term economic stability (Sinkienė and Kromalcas 148).

Clinton has the opportunity to use their resources for sustainable landscape design along the outskirts of 5th Avenue. Five elements that should be considered when implementing sustainable landscape design should include visual appeal, cost effectiveness, functionality, environmental impact and its ability to be maintained. The University of Minnesota's Sustainable



1 All plants listed are native, require part sun, tolerate pollution, and are considered very adaptable; these are all features that would thrive in downtown Clinton and areas beyond. These plant beautification suggestions satisfy the five elements of sustainable landscape design and would be an effective use of the resources that indirectly contributes to solving Clinton's parking management problem along 5th Avenue.

- *Juniperus Horizontalis- tolerates pollution and part sun, good for rocky environment*
- *Parthenocissus Quinquefolia- tolerates salt and part sun*
- *Cotoneaster divaricatus- Deciduous shrub, adaptable*
- *Hydrangea Macrophyllum Bailmer- Deciduous shrub, adaptable*
- *Potentilla fruticosa- Pink Beauty Deciduous shrub, adaptable*

Sustainable urban landscaping suggestions

Solution 2. If the outskirts of 5th Avenue could be improved, employers would be more inclined to park in these newly aesthetic spaces. If beautification efforts were implemented outside 5th Avenue, this policy would free up some of the congestion in the lots adjacent to 5th avenue businesses. According to Todd Litman, “parking management helps create more attractive and livable communities” (Litman 43). With more attractive spaces, Clinton has the ability to solve the short-term parking management problems on 5th Avenue but also contribute to future economic stability in Clinton.

5. Conclusion: If all of our parking policies are implemented, we expect to see exponentially greater accessibility for consumers along the 5th Avenue strip in Clinton, Iowa. Employee awareness and effective parking management along the busiest street will be beneficial for shoppers, tourists, business owners, and anyone seeking to explore the quaint downtown area.

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White Paper Report on Clinton Communication, Involvement, and Signage

Introduction

After investigating various parking issues facing the City of Clinton downtown area, we found that the amount of available parking spaces in the downtown area was not an issue. However, the overall lack of organization, communication, and clarity pertaining to where consumers should park in regards to those spaces was creating issues of inconvenience for both consumers and vendors. We have decided that the City of Clinton should focus on three different aspects of parking and business involvement.

First, we found that improving communication and trust between city officials and businesses would help solve other parking issues more effectively, in turn promoting businesses to work together as a group. Second, we concluded that the lack of regulation pertaining to employee parking was hindering the availability of accessible parking for consumers, therefore hindering economic opportunities for various businesses. We suggest that better management of employee parking would help both vendors and consumers have a better experience in the downtown Clinton area. Third, we stress that the replacement and repair of parking designation signs would greatly improve parking organization as a whole and provide visible, accurate information telling customers where they can and cannot park. By addressing these three issues, we believe designated parking will be more clear, parking availability for consumers will improve, and Clinton businesses will have an overall better relationship with one another.

Communication Between Businesses

After interviewing multiple business owners in the downtown area, it was concluded that communication between businesses and city officials was a primary concern. This concern, we believe, is a reason for why the downtown area has yet to experience significant economic growth. Because of this, public participation could significantly benefit the community as it prepares to enter a new stage in their development through policy decisions. In addition, talking to housing owners and tenants about parking in various lots will be helpful. For example, Lou at Deja Vu Antiques reported that employees from other businesses have not been told where to properly park, preventing consumers from parking near her business. Stitch-N-Stuff also reported that it is challenging for businesses to communicate with each other and to city officials. By increasing and promoting communication between business owners, parking issues would be solved quickly and

effectively by the businesses themselves. Improved communication will build trust between business owners and the city itself.

To promote and sustain proper communication between businesses in the downtown area, we propose setting up a city initiative where business owners elect a leader every year to coordinate meetings with businesses and city officials. As employed by the Dutch, urban development projects can be initiated through private and public sectors when working in tandem with one another (Heurkens and Hobma). Additionally, Mäntysalo and Saglie state that other Nordic countries have implemented ideas of private-public partnerships (Mäntysalo and Saglie). These initiatives have seen a rise in planned urban development where the parties of the local district are just as satisfied as the business owners. City officials in Clinton need to form a committee which involves all business owners in the downtown area, elect an owner that is willing to lead the committee, and task him/her with the responsibility of coordinating monthly meetings that discuss current issues, questions, and/or ideas that businesses have.

Regulation of Employee Parking

We have found that, although the issue of parking in the lots is a time sensitive concern (rush hours, busy weekends, and holidays), there are a significant number of business leaders that argue employees from other businesses are utilizing key parking lot spaces that should be available to consumers only. For example, many believe that employees are parking on the street in front of businesses and in smaller parking lots that are in the central downtown area, which are key to consumer accessibility. Ronda from Old Crow Antiques and Joe Leonard from American Family Insurance reported issues with street parking in front of their businesses being taken by employers and employees of other businesses in the area. We believe that the lack of prime parking spots, due to unregulated employee parking, contributes to the issue of low consumer traffic. Communication between businesses, as mentioned previously, plays a major role in the solution to this issue as well.

We stress that specific directives from business owners to their employees is important in solving this issue. Business owners should also be willing to accept constructive criticism about their employees' parking habits from city officials and other business owners that feel their parking is being unfairly used. To back this theory, Akhavan-Tabatabaei state that quality over quantity is the key factor when looking at parking availability. Instead of providing more spaces for consumers, better management of the existing spaces will solve the issue of low consumer traffic. Finally, a common perception is that front-strip parking is the only key to their parking issue. However, Syden and Scavo argue that people are willing to walk to locations across a downtown shopping district if it is clean and accessible, with proper signage and directions. Therefore, our suggestion is not only to manage employee and

employer parking, but to also be more aware of any other potential issues unrelated to parking that could be deterring from business.

Replacing and Fixing Parking Signs

After examining the available parking lots in the downtown area of Clinton, we have determined that the decaying, confusing signage in and leading to these parking lots is contributing to the overall issue of finding quality parking for consumers. While the lots themselves are adequate in terms of space, poor line painting and the lack of proper, updated signs detracts this. Upon examination of these lots and the pictures that we have taken, we believe that the current signs fail to indicate that the provided information is up-to-date and the parking lots are cared for. Without clear, quality signs, consumers might make the false assumption that Clinton is run-down and does not care enough about the area to upkeep it. Not take the existing sign issue into consideration will surely proliferate this false perception.

Therefore, we propose that the City of Clinton reevaluate the quality of signs telling customers about parking availability. This includes repainting signs with accurate and visible information of where, and when, to park, refurbishing existing signs that are generally worn down, but can still be used, and finally, for signs that have sustained heavy damage, replacing and purchasing new signs is necessary. This will eliminate obstacles to public parking as we have seen through large-scale examples like the Los Angeles area. Though the situation may seem far removed from the issue of Clinton, it must be noted that it is much harder to implement change, and be successful with that change, on larger-scales (Nelson). Hence, it is reasonable to assume that if Clinton follows through with a sign and lot project success can be achieved here as well. To further reinforce this point, we have determined that Syden and Scavo, once again, are in favor of proper signage. Of the realities that are stated in their article, this issue holds the easier solution: replace signs and improve upon existing structured lots. We believe that if news signs are put in place and existing ones are improved upon, Clinton's parking will be more organized and consumers will be more likely to follow the regulations put in place.

Conclusion

In conclusion, we emphasize that Clinton's parking issues primarily derive from a lack of communication and trust between business owners and city officials. While interviewing business owners, we found that the vast majority of them mentioned how a lack of communication was hindering the overall success of the downtown area. We believe that if steps are taken to form a committee that includes all business owners in the downtown

area, as well as some city officials, parking issues will be significantly easier to solve. By combining this with the enforcement of proper employee parking and parking lot sign improvement, the City of Clinton will have a more organized, cohesive downtown area that will be attractive to both consumers and business owners.

Enforcement

Designated Parking Zone

Problem: No Incentive To Diffuse Parking Clusters

Citizens/ Customers have no incentive to park in the areas that are further away from their main destination and because of this, people cluster to the most popular regions of the downtown center. The clustering of the people causes parking congestion in front of businesses and leaves large swaths of street parking and the parking lots with plenty of empty spaces. FireStone employees note that there is little parking available for both themselves and for the customers. They claim that there is a struggle to find and supply parking for everyone in order to accommodate their services without disrupting other business. They have not seen much success because there is competition for parking. For example, in Chico, California, the downtown area (although a larger population) had serious parking clusters that were causing numerous problems for the citizens and the employees. Parking clusters are a problem because there is a fight between cars vying for a spot close to where they want to be, disgruntling individuals who find going downtown to be a hassle as was the case with Chico. Clinton also is suffering from parking clusters, but unlike Chico, who does not have space to work with and thus was harder to re-work, the city of Clinton has plenty of open parking spaces to work into a new parking system that can be quick and effective (Donnell).

Solution: Create Zones Through Signage

The goal for creating these parking zones is to encourage people to park in zones furthest away from the most popular areas by using meters to equalize the distribution. Employees of Deja Vu believe that signs and meters would be an effective measure to take in order to break up the parking cluster around certain places. For the city of Chico, CA the article provides that one possible solution would be beneficial. This solution would be to create zones in the downtown area that offered different costs, and would break up the clusters while providing adequate parking spaces for more people. For Clinton, this could be adapted for the zones to discern proper parking time allotments. At the most popular and clustered parts of the city, meters could be implemented as a means to provide options for

either paying or free parking amongst these zones similar to how Chico has implemented this strategy (Donnell). Because of this new signs are going to be needed in order to outline what and where these new zones are and how they will be enforced.



Active Enforcement

Problem Two: No Active Enforcement

When a person has disrupted the parking situation in any way, the course for getting an enforcing body involved in Clinton is a difficult and ineffective process that involves the business owner contacting the police station (sometimes multiple attempts) and waiting for someone to show up, often times there are no repercussions for the wrong-doing. For example, Lou, the proprietor of Deja Vu said that there is no enforcement for when unwelcomed cars are parked wrongly outside of her business. Other problems that are common occurrences in downtown areas, as stated by Litman, include: ignorance of regulations by motorists, a disregard of parking parameters, and time management issues on the part of the individual (Litman). This problem also has to do with signage. The people do not take heed of the rules because the signs are poorly kept in many parts of the downtown and the parking signs are not enforced by any means. Resulting in no incentive to obey the rules that the downtown has when it comes to parking. Previously, a Municipal Transit Authority employed “meter maids” for the enforcement of those vehicles that commit infractions. However, that position no longer exists. Operations Commander: Captain William “Bill” Greenwald stated that the Clinton Police are not responsible for, nor do they have the resources (equipment or staff) to carry out the position now left vacant.

Solution:

Implementing a police presence in the downtown area to enforce the signage that is already established and to help deter people from parking inappropriately/for an exacerbated amount of time. If needed, the police presence could provide a means to correct the problem through enforcement intervention, either through mediation or implementing fines already established as a current form of recompense. Enforcing this issue could be done through including parking meters, timed-chalk marking of car tires, or even using new technology like License Plate Recognition to detect parking violations. Other enforcement procedures as outlined by Litman include: *“Parking enforcement officers must be given adequate training and clear guidelines concerning how to enforce parking rules. They should be friendly, considerate and helpful. Parking enforcement officials should strive to be perceived as helpful community ambassadors. They should provide maps and brochures about local parking options, as well as general directions and tourist information,”* (Litman, 39). During the phone interview with Captain Greenwald, the notion of a hypothetical city council ordinance to utilize police presence to further enforce parking violations was discussed. He claimed a need for further investigation regarding financial research data and management. Specifically, to discover if the proposition for increased police involvement in downtown parking would be the best solution by examining the previous reports when a “meter maid” was still employed. Issues he suggested investigating included: (1) how many tickets were given in a designated amount of time (2) business feedback to discover what the problem is and (3) how to effectively remedy it. Greenwald stated that, if there were minimal citations assigning a full-time officer to this job, it would not be money well spent.

Rules For Parking

Problem Three: Common Ground Between Employees, Tenants and Customers

Employees and tenants parking in places that are reserved for customers is affecting businesses and the customers are not getting the parking priority in order to shop. This is happening while the majority of “free” parking lots (with no time limit) are left almost completely empty. When these issues are brought to the Clinton Police Department it typically takes more than one call for any action to happen. Cpt. Greenwald explains that on any given day there are only 4-5 officers, one of which is a supervisor, and they cover a large and elongated city area: “From Deer Creek to the Airport”. The prospect of having the ability for officers to play a more central role in downtown parking issues, Greenwald noted, would be ideal. However, when offenses such as Domestic Violence and serious Traffic Accidents

call for a minimum of 2 officers he cannot see parking being a priority with the department in its current state.

Solution:

Have businesses implement a parking protocol that all employees/businesses in the area can adhere to and can also be utilized for tenants living in the buildings. This would be a private sector solution. Other ideas that come from employees and store owners dealing with this problem include: (1) a downtown parking lot designated for employees, (2) offering incentives for those who park further away from businesses to leave spots for customers or (3) splitting downtown into zones with each zone having a different rate depending on that particular area's demand for parking. Any visitors of the tenants can be offered a Visitor Permit through the city, though they must comply with the regulations of the permit.

Another solution includes the idea of creating a more walkable city. One way of doing so is by simply planting more trees, "Trees make places walkable, livable, and sustainable, and these ways are so hard to monetize." A typical street tree absorbs the first half-inch of rainfall and as a nation we're paying billions of dollars in combined sewage overflows that are the result of the inability to absorb our storm water. These trees also absorb CO2 and ultraviolet rays, provide more shade, and make walking in downtown more comfortable.

(Because cross-connections and runoff water/overflow is an issue in Clinton, this solution could kill two birds with one stone.

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(<https://www.google.com/patents/US6081206>) ---> This relates to law enforcement and more particularly to an automated means for detecting vehicles that have been parked for longer than the legally prescribed period.

Phone Interview with the Clinton Police Department

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Mediation

Problems:

1. Mismanaged parking spaces. Clinton, Iowa does not have a problem with parking supply; rather spaces close to storefronts fill up quickly which gives people the perception that there are not many places to park, despite there being ample spaces. Our interviews highlighted the belief among business owners that government should be responsible for addressing this problem. However, when they become disappointed with the lack of results,
2. This can cause business owners to have the perception that government is unresponsive and apathetic to their needs. From this arises a variety of community problems that encourage anti-government sentiments which can be detrimental to implementing policy. (Srinivas)

Solutions:

1. (a) Business owners need to make sure their storefront parking spaces remain as free as possible. This involves encouraging employees to use private parking lots located behind businesses. Owners should be able to set or generate parking guidelines for spots directly in front of their business. Owners should refuse business to anyone that disobeys parking rules. (Litman)

(b) Encourage business owners to create their own signs in order to solve their parking problems. They understand that investing in their company can produce positive returns. Citizens cannot obey proper parking procedure if they do not know what the rules are in the first place. (Litman)

2. (a) Recruit a business liaison to coordinate information among business owners. This does not have to be a paid position, rather someone that has a high interest in maintaining best parking practices. The main concept here is to recruit people that genuinely care. This person can monitor parking spaces during high traffic time.

Despite not having much authority, a person in a government issued vest with a patch or a badge might be enough to convince certain parkers to relocate their vehicles.

(b) Many cities have a successful volunteer parking enforcement program where citizens police parking spots in their own communities. This would ultimately be the most effective option. Starting the program and developing the necessary training protocol and selection criteria may be costly however once the program is established there are no employees to pay. (Srinivas)

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Appendix One:

Survey Questions and Responses

March 16, 2016

1. What was “their” issue with parking?
2. What they thought the community’s issue with parking was?
3. What is the busiest time?
4. What solution would “they” most be willing to implement?
5. What techniques have been used in the past?
6. To what degree were these techniques effective?
7. What other techniques exist?
8. What techniques have been used in similar areas?
9. What are some incentives attempted?
10. Would positive messages help?
11. Did you see variation by location?
12. What penalties were there and how severe were they?
13. What type of business?
14. Name of the contact?
15. Day of interview?
16. Where is the business located? (On the street, on the corner)

Responses:

1. Lou at Déjà vu antiques: problem – tenants would take up front parking spots, no deterrents to discourage them
Rhonda at Old Crow antiques: problem – employees and owners of businesses take up front parking strips
Joe Leonard at American Family Insurance: problem – employees and owners of businesses take up front parking strips; lots aren’t maintained, painting chipping, potholes, against parking tickets

Gifts Galore (Sally): Problem – Frustrated at the lack of parking enforcement, people take front spots and don't patronize her business

Unique and More: problem – doesn't see a parking problem, upset with poor local road conditions

Dr. Jen Petersen at Chiropractic Healthcare: problem – Elderly clientele, lacking handicap space/ ramps, poor signage, business across the street takes up spots (Firestone Tire), ambiguity in regards to parking time limits

Stitch-N-Stuff: problem – Frustrated with lack of enforcement, concerned with communication, believes 5th avenue is prioritized over other areas, unhappy with parking tickets, ambiguity in the signage, weather issues (snow buildup)

Sandra Land from the Painted Rooster: problem – wants the city to consider parking meters, car buildup in front of business

Kim Ranch: problem – not enough parking spaces, lost two of her handicap spaces

Natalie from US Bank: had no problem

Tasso from J&D Steakhouse: problem – not enough space, frustrated with how the city plows snow and allows it to pile up in front of their business, no leadership on the parking issue

Lou from Déjà vu (Group 3): problem – not a tenant parking problem (they have their own spots) their visitors take up parking for periods of time

Firestone Tire: problem – have to park across the street because they don't have any on their side,

Gorilla Dogs (also owner of Unique and More): problem – lack of consumer circulation, would like to have more business

2. COMMUNITY ISSUES:

Lou- two community issues first: Wilson building Second issue- lack of parking meters and enforcing

Rhonda- no meter maid- new meters on 5th

Joe- poor state of parking lots

Steakhouse- snow removal problem (piling up in front of business)

Stitch and Stuff- snow removal. No leadership. Up keep of parking lot. Communication

3. Busiest Time:

Keep You Sewing (Kim Ranch)- Prime time of day 11-3

Painted Rooster (Sandra Land)- Christmas time

Jacob- (alliance director) – Wed, Thurs, Fri and Lunch hours

Stitch and Stuff- Lunch hours

Steakhouse- 3-7

Lou- Lunch hours

4. POSSIBLE SOLUTIONS:

Lou- Meters, New signs, parking education

Rhonda- meters and education of employees

Joe- parking education

Kim Ranch- compromise on the number of parking spaces

Steakhouse- Leadership/communication

Sandra Land- Meters to monitor parking.

Firestone- More parking

Appendix Two: Data from Interview with Clinton, Iowa Police Representative

Inquiries made to “Operations Commander: Captain William “Bill” Greenwald:

He advised [our group] to look at City Ordinances if we had not. (Said to include: the blocking of private drives, parking in front of fire hydrants, essentially vehicles in private and restricted areas).

Previously, a Municipal Transit Authority employed (Greenwald was tentative to title) “meter maids” for the enforcement of those vehicles which committed infractions.

However, (as we are aware) that position no longer exists.

Greenwald continued, the Clinton Police are not responsible for, nor do they have the

resources (equipment or staff) to carry out the position now left vacant.

He further explained that even though the tasks of parking enforcement are not dealt with daily, the police have been contacted by businesses about all day parking infractions, and responded when they had officers available to chalk, and subsequently monitor vehicles violating posted parking laws.

During the conversation, the notion of a hypothetical city council ordinance to utilize police presence to further enforce parking violations was inquired upon. His response was one of need for further investigation into financial research data and management. Specifically, to discover if the proposition for increased police involvement in downtown parking would be the best solution by examining the previous reports when a “meter maid” was still employed. Pertinent areas he suggested investigating included: how many tickets were given in a designated amount of time and business feedback to discover what the problem is and how to effectively remedy it. In this regard, Greenwald stated that, if there were minimal citations assigning a fulltime officer to this job, it would not be money well spent.

To enhance the previous statements with the facts of the matter, Greenwald explained that on any given day there are only 45 officers, one of which is a supervisor, and they cover a large and elongated city area: “From Deer Creek to the Airport”. The prospect of having the ability for officers to play a more central role in downtown parking issues, Greenwald noted, would be ideal. However, when offenses such as Domestic Violence and serious Traffic Accidents call for a minimum of 2 officers he cannot see parking being a priority with the department in its current state.

Appendix Three: Student Presentations

Enforcement

- Jonathan Herdler
- Gus Benson
- Michael Hoover
- Ashton Snyder
- Ryan Shoemaker
- Ruth Jessee



Issue 1: No Incentive to Diffuse Parking Clusters

Solution 1: New Signage

- Would encourage people to park further away by using a time limit and or meters to equalize distribution of traffic.
- Break up parking clusters and distribute parked cars more equally.
- Possible zones with signs offering different rates for parking.
- New signs with time allotments.
- Paying for close spots through meters.
- Research from April 2016 (Donnell) has show signage to be effective

Issue 2: No Active Enforcement

- No current repercussions when parking limits are exceeded.
- No current patrol to see if parking limits are exceeded.
- Problems with people parking in front of businesses and staying there excessively.
- Disregard for parking parameters and ignorance of regulation by motorists.
- Research from Litman agrees that this leads to a major parking problem.

Solution 2: Police Presence

- Implement a police presence in the downtown area to enforce signage.
- Would deter people from parking inappropriately or for an exacerbated amount of time.
- Enforce fines already established or through mediation/warnings.
- Important to educate the public as to where people can and cannot park.
- Set clear guidelines and have an informed police department to know how to enforce the regulations.
- Provide maps, brochures, etc. to educate the public.
- Research from Litman states that the solutions mentioned are effective when dealing with a lack of enforcement.

Problem 3: Lack of Common Ground

- Employees and tenants park in spaces reserved for customers and this is affecting businesses.
- The customers do not have priority for parking where they want to shop.
- The majority of the "free" or unrestricted time limit parking areas are empty.
- Deja Vu Furniture also agreed on the lack of common ground.

Solution 3: Establishing Common Ground

- Business-implemented parking protocol for all employees to follow.
- Downtown parking lot for employees.
- Incentives for those who park further away.
- Zones for different "rates" or "time limits" for parking.
- Making a more walkable community - such as planting more trees.
- Similar strategies stated above have been proven effective according to research from Donnell in 2016.

Conclusion

- No incentive to diffuse parking: New signage.
- No active enforcement: Police presence and education about parking.
- Lack of common ground: parking protocol, incentives, zonage, and beautification.



Parking Mediation Solutions for Clinton, Iowa

Group 4: Zachary Kerska, Robert Chaney, Harrison Crane Smith, Grant Stredler, Kamille Brashear

Problem/Solution 1: Mismanaged Parking Spaces

Problem: Clinton, has an adequate supply of parking spaces however spaces near storefronts are used by employees. This is problematic because it takes up space for the customers. Our solutions are based on our own information and data from the Victoria Transport Policy Institute.

Solutions

- Making sure employers educate staff on proper means of parking etiquette.
- Promoting and maintaining that the city has a clear understanding of changes in the business environment

Problem/Solution 2: Miscommunication between public and private

Problem: Business owners in Clinton do not have clear communication with city council members. Business owners feel as if there is a lack of support. Our information comes from an article by Hari Srinivas on the role of local government.

Solutions

- Recruit business owner to volunteer as business liaison to the city of Clinton.
- Provide a business and communication liaison to business owners from the city.
- Rotation of business owners to fulfill the representative position of business owners to the city.

3

Problem/Solution 3: Marketing

Problem: Relationships between business owners are not prevalent. Research comes from a study from a town. Research comes from 2 studies of situations similar to Clinton.

Solutions

- More effort from the Clinton city government to promote the local businesses through the means of advertisements, social media, flyers, and newspapers.
- A person to mandate the public relations /marketing system in the city is needed,
- Allowing business owners to create a network with other business owners.
- Encourage business owners to create their own signage.

4

Conclusion



The city of Clinton Iowa needs the following.

- Clear well working networks.
- Officials and managers to maintain the networks.
- Proper outreach to citizens and more investment from the city in the business district.

5

An Accessible Clinton



Accessibility

By:

Corbin Delgado, Brandon Bauer, Anna Tegge,
Jack Asquini, Avery Pearl, and Richard Butera

The Facts...

An abundance of Clinton, IA locals acknowledge and agree that there is a parking problem.

Clinton does not have a parking supply problem...

The Downtown Clinton area has several different types of parking lots. (e.g. Timed, free, storefront)

Communication and management is absent.



10+ Parking Lots Within Two Blocks of 5th



Problem 1: Employee Parking

- Employees are taking up too many premium spaces.
 - This prohibits availability and access for consumers.
 - Lack of parking frustrates consumers as well as business owners.
 - Creates a lack of revenue for businesses.



Solutions to Employee Parking Problem

- Danville, IL
 - This city is very comparable to Clinton in size.
 - This city had similar employee parking issues.
- Designate Specific Lots in the Area to Employees
 - Have employees walk to place of employment.
 - True enforcement of this requires communication amongst businesses.
 - Create a committee of business owners.



Problem 2: Poor Management of Parking/Beautification

Employees do not know where to park.

There are several large parking lots surrounding downtown.

Clinton has currently only placed emphasis on 5th Ave.



Streets of 5th Ave lack attention



Problem 2 Continued: Beautification

- Management is more than just parking.
- A better aesthetic equates with more accessible parking.
- In order to increase interest we need to fix Clinton's downtown lots.



Solution to Problem 2

Improve the outskirts of 5th Ave

Employers, employees, and consumers would be drawn to these other areas.

Beautification of the surrounding area to 5th Ave would free up the congestion on 5th Ave.



Surrounding areas Clinton has the ability to create a new paradigm of downtown parking, but also create a new identity for Clinton.



To Conclude...

- ❖ Clinton does not have a parking supply problem, but a parking management problem.



Problem 1:

Employees are taking up too many premium spaces

Solution:

Designate specific lots in the area to employees.

Problem 2:

Poor management of parking/beautification

Solution:

Improve outskirts of 5th Ave.

9



Clinton Communication Issues

Presented by Jack Schwiebert

Problem Overview

- Business & City Communication
- Regulating Employee Parking
- Repairing/Fixing Signs & Line Painting

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Business & City Communication

- Communication between business owners and the city was identified as an area of concern, and we believe is inhibiting growth downtown.
- Public participation could to achieve collective goals established by the city and business owners.
- The proprietor of Deja Vu Antiques reported that employees from other businesses have not been instructed where to park, resulting in less customer parking.
- Stitch-N-Stuff reported that it is difficult to communicate with other businesses and the city.

3

Solution

- Establishing a city initiative in which business owners elect a representative
- This initiative would facilitate
 - Communication between business owners and city officials
 - Urban development projects .
- Heurkens & Hobma (2014) note that development projects can be initiated by private and public sectors.
- Mäntysalo & Saglie (2010) point out that many countries have utilized private-public partnerships.
- These private-public partnerships have improved satisfaction of business owners and city officials in development projects.

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Regulating Employee Parking

- Employee and employer use of parking in front of shops, and in primary lots, was seen as major concern.
- Street parking in front of shops is being used by employees of those and other businesses.
- Customers may be less willing to visit a shop if the parking availability makes shops a greater distance away and generally less accessible.



Solution

- Employers should have open communication with employees to establish where appropriate parking is available.
- More parking spaces is not the simple solution
- Research from Akhavan-Tabatabaei shows management > quantity
- Better management of employee parking would cause a natural increase in parking spots available for public use.
- Research also indicates that customers are not always dissuaded by walking distances.
 - Cleanliness, accessibility, and general aesthetic of the downtown area is more of a factor.
 - If the environment is pleasing, people would be more willing to use less favorable parking.
- Therefore, a further suggestion is not only to manage employee and employer parking, but to also be aware of any other potential issues that could be deterring customers.

Replacing/Fixing Signs & Line Painting

- Deteriorating and confusing signage is an evident issue.
- Parking space quantity within lots was adequate, but management of signs and line painting was poor and a possible area of confusion.
- Poor upkeep of signs and line painting may give false appearances the
 - The city of Clinton is rundown
 - City management does not care enough to invest in the upkeep.



7

Solution

- We propose the city of Clinton replace or repair existing signs and improve upon structured lots.
- Replacing or repairing signs that have been damaged or are outdated will strategically improve the parking situation in the downtown.
- Similar problems existed in Los Angeles where parking confusion was a problem because of the multitude of different signs, some of which conflicted with each other. They utilized a graphic artist to design more user friendly signs, and saw positive results.
- This type of improved maintenance strategy has been seen to improve parking on a large-scale in Los Angeles, so it is feasible that this solution would yield similar positive results on a small-scale project such as Clinton.

- Parking lot re-stripings range from \$350-\$500.
- Cost of signage will depend on the number that need replacement or maintenance.
- Recommendation: Prioritization of signage and spaces that require replacement/maintenance, based on a 1-10 scale of disrepair



Summary of Solutions

- Establish initiative, with elected business representative, to facilitate communication between businesses and the city.
- Employers should communicate with employees where it is appropriate to park, which would result in an increase in customer parking.
- Replace and repair existing signs, and improve upon structured lots.