

On-street Parking Policy outreach

January 1, 2017 - 2018

Goal:

Gather stakeholder feedback on a draft policy for on-street parking along public streets that are owned by the Town.

Primary audiences:

- 1) Town residents
- 2) Businesses (including business representatives such as the EDC, Chamber and DDA)

Secondary/Specific audiences

- 1) Red Hawk Drive near Wolfensberger Road
- 2) Auburn Drive, near the intersection with Wolfensberger Road
- 3) Residents near South Elementary School
- 4) Residents near Douglas County High School
- 5) Residents near Castle View High School
- 6) Residential street near Butterfield Park
- 7) Residential street near Soaring Hawk Elementary School
- 8) Craig and Gould area

Key Messages:

- 1) On-street parking along public streets is a desired amenity that the Town strives to maintain as long as it doesn't interfere with traffic operations and safety.
- 2) As the Town continues to grow, there are competing public opinions on how to manage parking along public streets. This proposed policy is meant to establish the Town's general position.
- 3) The current Municipal Code does not address these competing public opinions. A Town policy is geared toward providing more flexibility for future changes, versus a Town Code change.
- 4) The Town is looking for the community's feedback on the proposed on-street parking policy, which will generally allow on-street parking along public streets as long as certain safety measures are met. The proposed policy also recognizes the various impacts on homes and businesses related to on-street parking and is committed to helping impacted residents and businesses address those issues in other ways, such as enforcing violations of Town Code, or public awareness.

Tactics:

Deliverable	Intended Audience	Timeframe	Staff Member
Online components			
Web page including: <ul style="list-style-type: none"> • Overview of parking restrictions today, with maps/examples • Proposed changes and draft policy • Online survey/feedback form • Contact info (Dan?) • FAQs about parking 	All	Due: March 31	
Update as process moves along			
Printed materials/News releases			

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Town Talk article		May issue	
Printed version of the draft policy for display at Town Hall and Public Works. Include intro about how to provide feedback.		April 3	
News Release about online survey **Share with HOAs and Schools, with note about accommodating meetings for areas particularly impacted. **Share on Social media		April 3 distribution	
Social Media			
Post news release		April 3	
Post occasionally to remind folks of the online survey		Until May 3	
Phone calls, conversations, open houses and other outreach			
Visit HOAs where we have heard complaints: <ul style="list-style-type: none"> Red Hawk Townhomes Near Butterfield Park (The Meadows) Craig and Gould Near Douglas County High School 		By request	
Approach DDA, Chamber and EDC representatives		By request	
Approach school PTAs at: South Elementary, Douglas County High School, Castle View High School. Possible presentations		By request	
Attendance at other planned open houses such as: <ul style="list-style-type: none"> Transportation Master Plan (March) 		TDB	
Follow up communication			
Update Website as the process progresses: <ul style="list-style-type: none"> Town Council first reading Town Council final 		TBD	
News release about Town Council consideration		TBD	
News release follow up with final Town Council decision		TBD	

Measuring Success

Monitor type and amount of feedback and outline in memo to Town Council.