

REDEVELOPMENT - DOWNTOWN PARKING
FUND NO. 005
ACCOUNT NO. 2001

DESCRIPTION

The Redevelopment Agency operates and monitors downtown parking programs.

MISSION

Downtown Merced's first priority in parking is to welcome customers with abundant, convenient free parking; and secondly, to strive to meet the parking needs of employers and employees.

GOALS

- ◇ Provide abundant, convenient parking. (City Council goal B)
- ◇ Accommodate ever changing parking needs by adjusting and refining various designations of the existing parking supply to better serve the public. (City Council goal B)

OBJECTIVES

***PERFORMANCE
MEASUREMENTS/INDICATORS***

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| 1. Respond to requests for parking modifications. | Initial response within 48 hours of receipt of request. |
| 2. Monitor maintenance conditions of parking facilities, and refer as necessary to Public Works Operations. | Respond to any minor maintenance issues within 48 hours, and schedule major repairs within the next budget cycle. |
| 3. Monitor supply of parking to comply with Mainplace Merced DDA. | Develop tracking system and update annually. |
| 4. Add to existing supply of parking through acquisition and/or improvement to existing lots | Create parking lot leases and/or acquisitions to improve parking supply. Coordinate with Police Department and Public Works to increase security in Arcade and other lots. |
| 5. Evaluate current parking situation with Downtown Merchant participation, including fee based parking. | Contract with a parking consultant to evaluate directional signing, parking needs & solutions, and fee based parking. |

2004-2005 BUDGET HIGHLIGHTS

This budget is basically similar to previous years.