

Draft Document
Mobile Downtown Parking Memorandum of Understanding
Developed by the Mayors Downtown Parking Working Group

Memorandum Purpose: The purpose of the Downtown Parking Memorandum is to memorialize an agreement between the downtown stakeholders, as represented by the Downtown Mobile Alliance, and the City of Mobile. This agreement is designed to define the values and philosophy that will be used to guide all interested parties in the operation, development and marketing of public parking in downtown Mobile.

Parking Core Purpose: Downtown parking exists to support economic development and a high quality of life for our residents by providing a downtown parking system that values each customer and provides a positive parking experience for all who visit the area.

Parking Core Values: In each of the following parking areas the downtown stakeholders have agreed to the following values to guide parking decisions.

- Enforcement Values
 - Fair
 - Courteous
 - Consistent
 - Clear Rules
 - Friendly
- Parking System Leadership/Management
 - Public/Private Partnership
 - Central body that develops standards
 - One person/group that is in charge
 - Dynamic decision making process to deal with constant changes
 - Users are primary customers
- Parking Supply Values
 - Owners & employees off the street
 - New developments should add parking
 - Parking lots upgraded and maintained
 - On street for short term, off street for long term
 - Consider all types of parking users
 - Safe and user friendly
 - Parking revenue reinvested in parking
- Parking Communication/Marketing Values
 - Customer focused
 - Clear directions/wayfinding to parking
 - Clear parking rules and price
 - Change negative perception

Commitment of Downtown Stakeholders

We the downtown stakeholders acting through the Downtown Mobile Alliance do commit to the following:

1. To the parking core purpose and core values as set forth in this document
2. To a long term commitment – active engagement in leadership and management.
3. To changing the perception and reality of parking in downtown so that parking becomes a positive experience and not a barrier to development.
4. To provide employee parking: no on street employee or owner parking in the downtown core. To not engage in meter feeding.
5. To work with the City and property owners to improve the condition of private parking lots and make them easier to use.
6. To work with the City and businesses in the development of more on street parking.
7. To the implementation of a universal parking signage program for downtown.
8. To develop and implement a parking marketing program: where, when and how of parking in downtown.
9. To work with developers and the City to leverage new development into providing additional public parking.

Commitment of the City of Mobile

We the City of Mobile, the Mayor's office, the Police Department and Public Works department do commit to the following: (this needs to be developed through the working group and with each department and worked through the City process.

The following are the Parking Working Groups expectations of City commitments.

1. City to commit to core purpose and core values as set forth in this document.
2. City commit to establishing one point of contact for all parking issues within the City. A parking czar.
3. City commit to developing a long term parking strategy.
4. City commit to working with Alliance to improve private parking lots. Including new ordinances and increased enforcement if necessary.
5. City commit to working with Alliance to develop marketing and signage programs.
6. To involving The WAVE in parking improvement strategy.

We the undersigned having worked together to develop the above values, purpose and set of commitments do hereby agree that this memorandum will be the guiding document in the continued improvement of parking in downtown Mobile.