
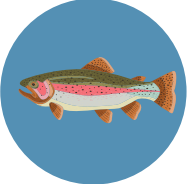



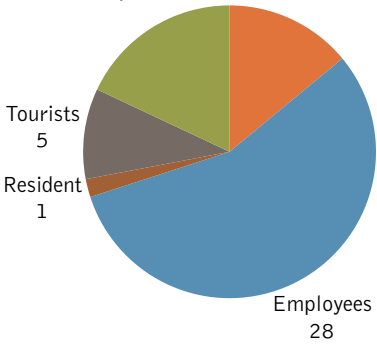


# DOWNTOWN PARKING REPORT

*Bringing Awareness to All-Day Parking Options in Downtown Laramie Through Incentives and Education*

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>GOALS:</b></p>         | <ul style="list-style-type: none"> <li>○ Address parking concerns voiced by Laramie small business owners in our 2022 Business Survey.</li> <li>○ Enhance parking options for Laramie residents and visitors by making all-day parking lots more visible.</li> <li>○ Encourage business owners and employees to take advantage of all-day parking options, freeing up street parking for customers.</li> <li>○ Reinforce good parking behavior through a creative incentive program!</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p><b>INITIATIVE 1:</b></p>  | <p>Laramie Main Street recruited the community’s help to name the all-day parking lots. The names of these five lots were unveiled on August 31, 2023!</p> <div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  <p><b>Moose Lot</b><br/>4th &amp; University<br/>50 Parking Spots</p> </div> <div style="text-align: center;">  <p><b>Trout Lot</b><br/>1st &amp; Garfield<br/>80 Parking Spots</p> </div> <div style="text-align: center;">  <p><b>Sage Grouse Lot</b><br/>2nd &amp; Custer<br/>25 Parking Spots</p> </div> <div style="text-align: center;">  <p><b>Bison Lot</b><br/>1st &amp; University<br/>20 Parking Spots</p> </div> <div style="text-align: center;">  <p><b>Jackalope Lot</b><br/>1st &amp; Custer<br/>99 Parking Spots</p> </div> </div> |
| <p><b>INITIATIVE 2:</b></p>  | <p>Reward business owners, employees, downtown residents, tourists, diners, and shoppers who choose to park in all-day lots with downtown gift certificates.</p> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;"> <p>Diners/Shoppers<br/>9</p> <p>Tourists<br/>5</p> <p>Resident<br/>1</p> </div> <div style="margin-right: 20px;"> <p>Business Owners<br/>7</p> </div> <div style="margin-right: 20px;">  </div> <div> <ul style="list-style-type: none"> <li>○ Fifty \$10 downtown gift certificates were awarded to individuals who parked in the five newly named lots, for a total of \$500 in incentives.</li> <li>○ Of the fifty total gift certificate winners, downtown employees were rewarded most for parking in the all-day lots. Thank you to all the employees who are saving street parking for customers!</li> </ul> </div> </div>                                                                                                                                                                                                                                                                                          |
| <p><b>OTHER EFFORTS:</b></p> | <ul style="list-style-type: none"> <li>○ Holiday lights were installed in the all-day parking lots to call attention to them and make them more inviting.</li> <li>○ Marketing efforts included social media posts, newsletters, and two press releases.</li> <li>○ The city created 22 extra diagonal spaces around N. 2nd St. between University Ave. &amp; Clark St.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

Remember, there is a two-hour parking ordinance in Downtown Laramie. Don't chance a parking ticket—park in the free, all-day parking lots!





# THE FACES OF MAIN STREET'S PARKING CAMPAIGN



Meet Kathleen, our fabulous parking fairy and volunteer behind LMSA's incentive campaign to promote good parking habits. Kathleen put in more than 15 hours giving away gift certificates in the five all-day lots. Main Street's parking initiative would not have been possible without her time and dedication!

Also, a special shout out to the star business owners who attended the Parking Task Force Meetings after putting in a full day at their businesses:

- ★ Carrie Hansen, The Chocolate Cellar
- ★ Karen Voigt, Second Story Books
- ★ Steve Grabowski, Spectacle Emporium

