

Downtown Parking Garage



Engagement Report
January 2022





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Summary

The City of Georgetown has been working to evaluate and address parking concerns for the downtown area for several years. Research and recommendations for parking solutions have been informed by several factors, including numerous City Council discussions and presentations, the 2014 Downtown Master Plan update, a Downtown Parking Study from 2015, land-use codes, public engagement about the design, a stakeholder steering committee, and our consulting firm, Wantman Group Inc. (WGI).

In 2021, after WGI conducted a review of several potential locations for a downtown parking garage, City Council identified three locations to consider:

- Tamiro Plaza, southwest corner of 6th Street and Austin Avenue
- 9th and Main streets, entire square block
- 6th and Main streets, southwest corner

Council directed staff to collect public input to help inform its decisions moving forward, including preferences for the potential locations of a parking garage, whether any levels should be underground, and if they would support using property taxes to fund its construction. City staff solicited feedback from Nov. 27 to Dec. 31, 2021, through a number of ways, including at the Shop Small Saturday event (Nov. 27, 2021), via comment postcards available at the Visitor's Center, and through a virtual survey. The survey was promoted several ways, including yard signs placed around the Square, social media posts (as well as a targeted Facebook ad to reach demographics who hadn't taken the survey half-way through the campaign), the weekly e-newsletter, emails to about 20 stakeholder groups, a news release, and the City website.

Outreach efforts

22,149

Total impressions on Facebook

8,143

Total impressions on Twitter

4,007

Total impressions on Nextdoor

1,815

Number of QR code scans & webpage views

915

Link clicks in five Georgetown Weekly stories

\$2,400

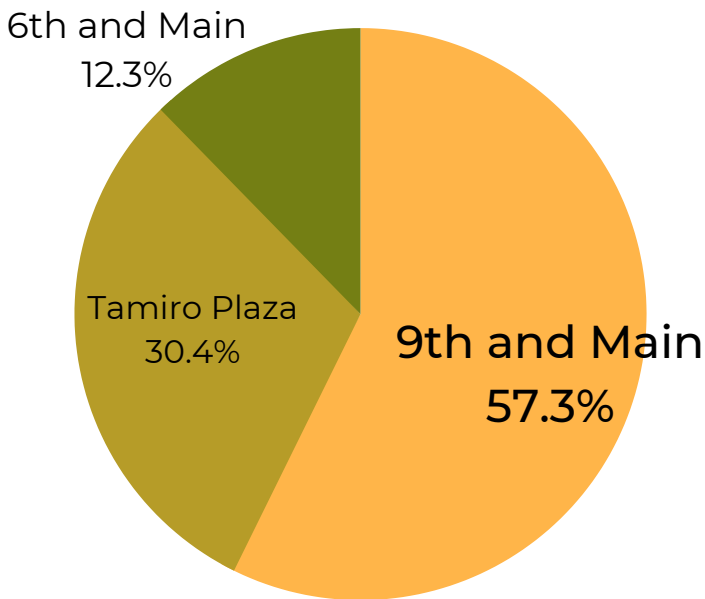
Amount spent on campaign

Survey Results

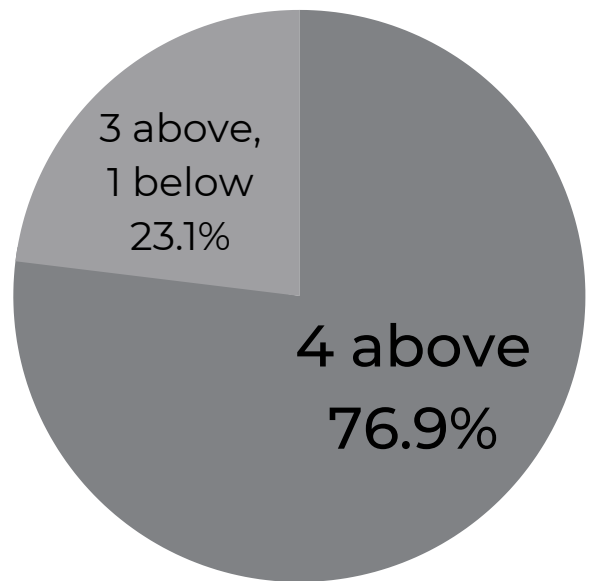
1,266

completed surveys

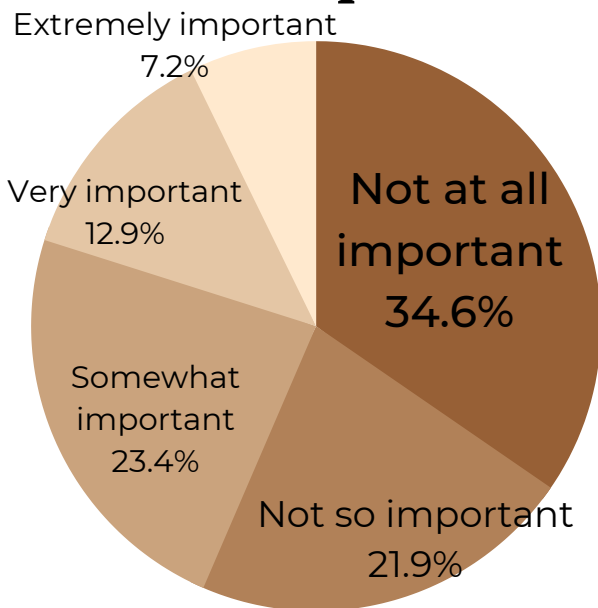
Location



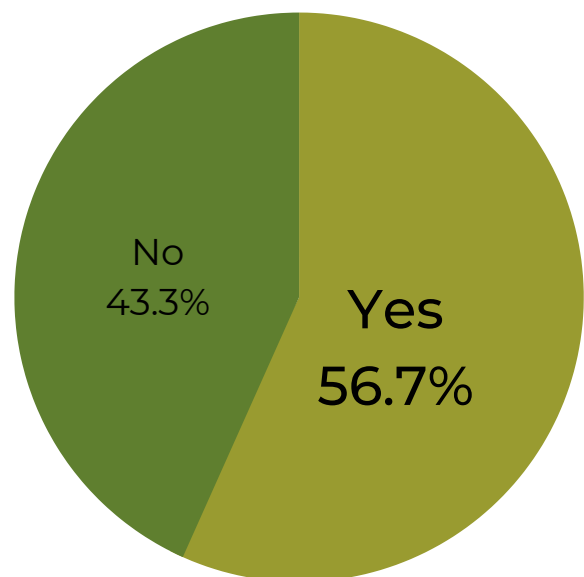
Levels above ground



Business space



Using property taxes to pay for construction



DOWNTOWN PARKING



Survey Comments

475

comments submitted

Sentiment	# of comments	Example comment
Location	108	Many comments advocated Tamiro or 9th and Main.
Miscellaneous	85	"Security in a parking project is a major consideration. An underground area would leave an individual in a vulnerable situation. The parking project needs to be well-lit, have security cameras and be designed for safety."
Support	63	"We desperately need more parking around the square!!"
Cost	62	"Charge for parking, no new property tax. "
Oppose	42	"Please don't make our historical downtown ugly. We don't need a parking garage."
Design	38	"I do not want to see or have tall parking structures in downtown Georgetown."
6th & Main	32	"DO NOT build at 6th and Main."
Timeliness	20	"We definitely need more parking now, today"
Accessibility	18	"Need more handicap parking spaces both with the garage and downtown."
Strategy	7	"Project should have a 30-yr vision. Costs and needs will only increase. Overbuild it so we aren't doing this again in 2025."



Postcard Comments

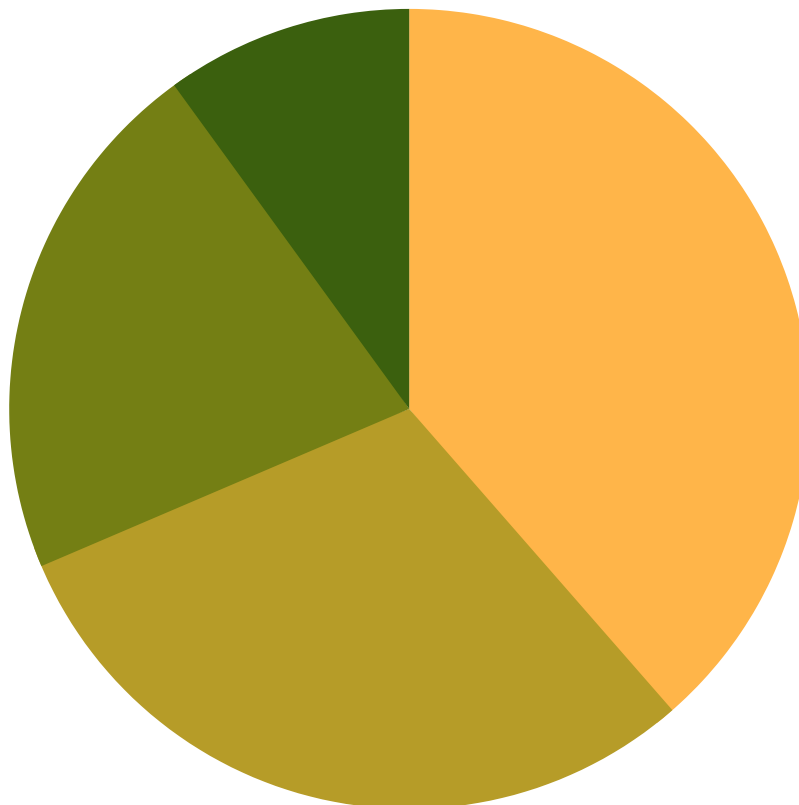
72

postcards submitted

Opposed
7

6th and Main
15

9th and Main
27



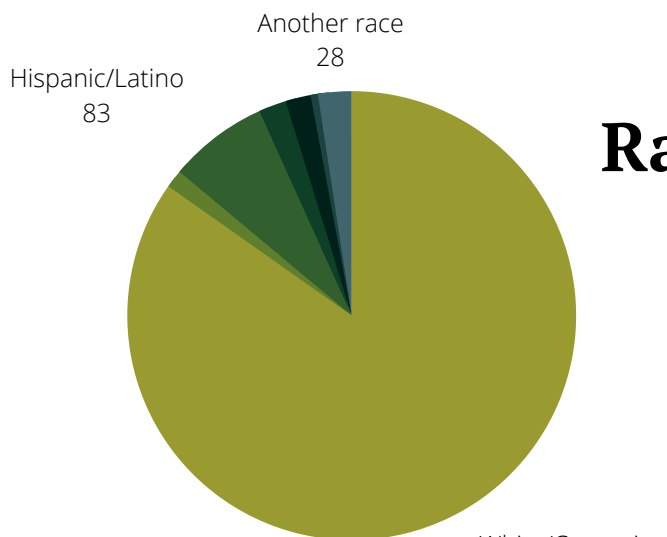
Tamiro Plaza
21



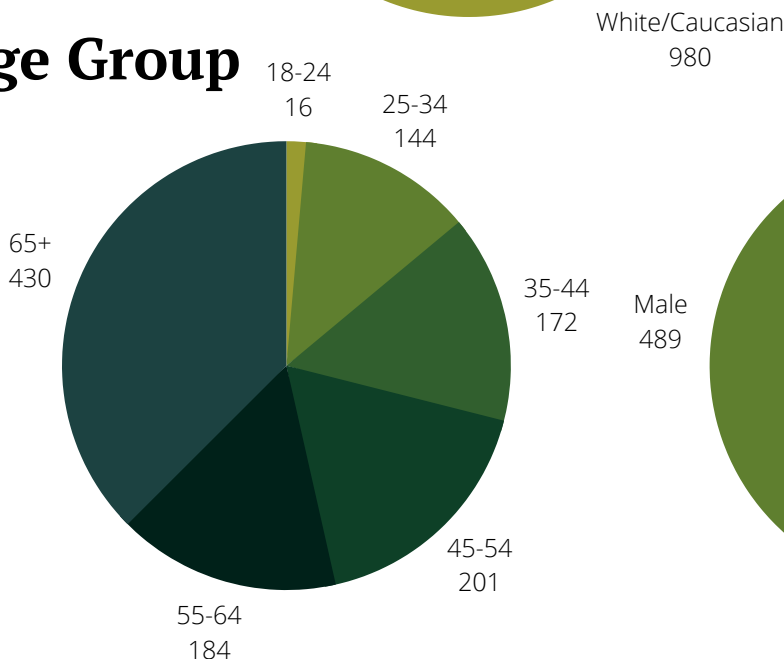
Demographic Information

Collecting demographic information is standard best practice for public engagement, particularly non-scientific surveys, to help ensure we have some understanding of who provided feedback. This way, we know a) whether feedback is reflective of our community and b) can perform targeted messages before it closes to reach those audiences that aren't appropriately represented. In this instance, we boosted the survey on Facebook to Georgetown residents younger than 65.

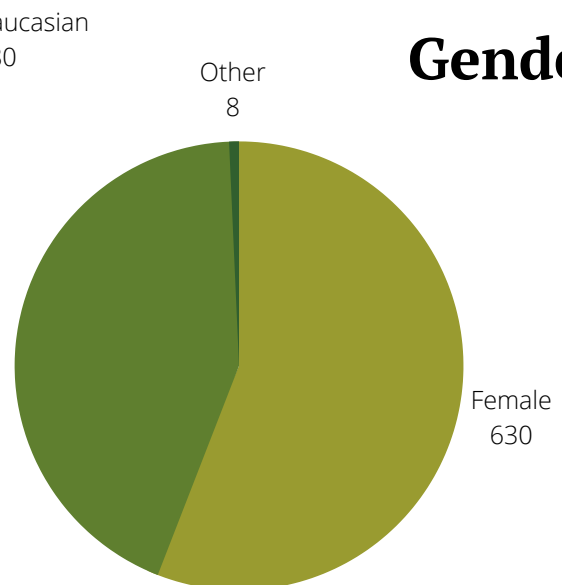
Race/Ethnicity



Age Group

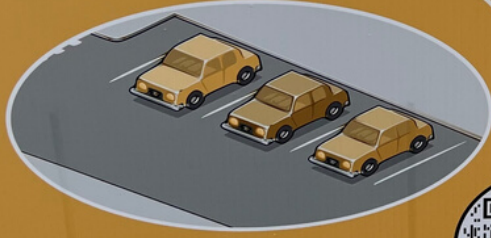


Gender



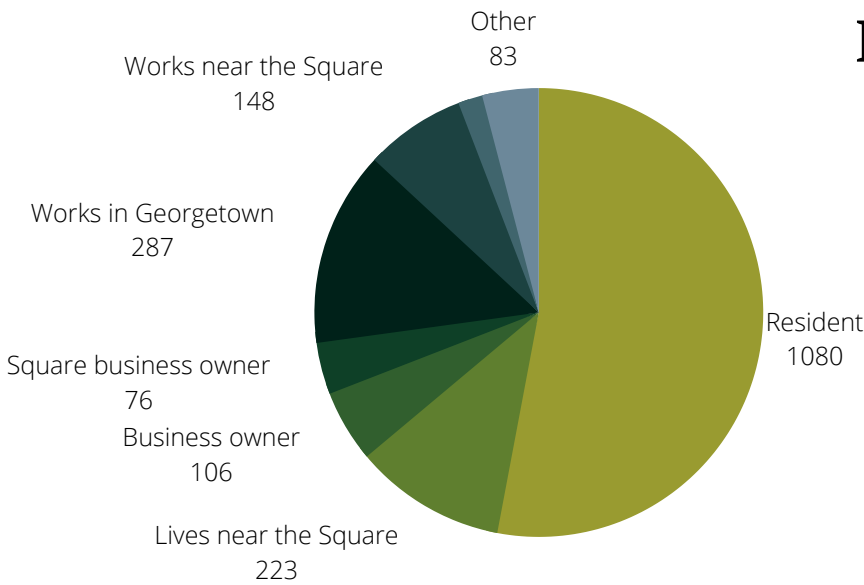
POTENTIAL FUTURE PARKING GARAGE SITE

This site could hold a parking garage in the future. What do you think of this location? Tell us with the QR code or come on by the Visitors Center, 103 W. 7th St., for more information

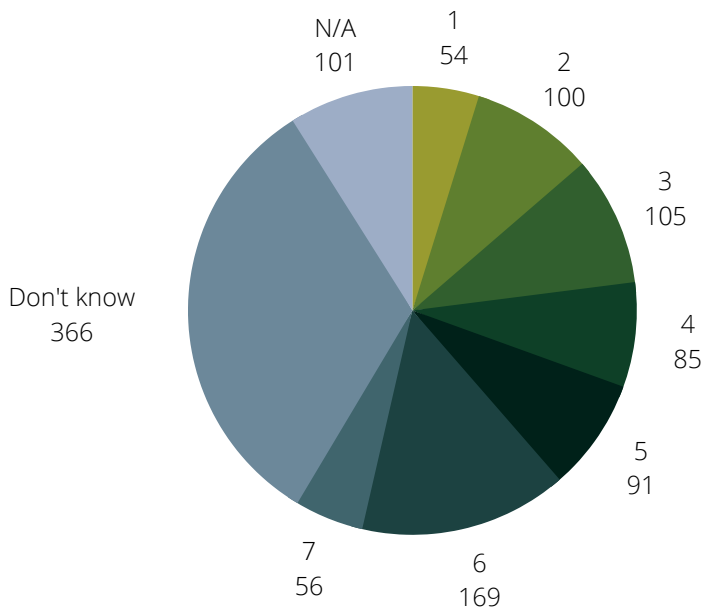


Demographic Information

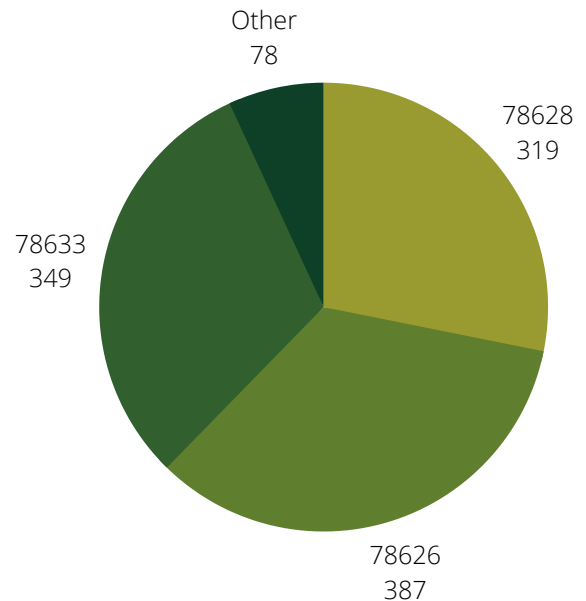
Relationship to Georgetown



Council district



Zip code



Project Team

Name	Title	Role
David Morgan, Laurie Brewer, Wayne Nero	City Manager's Office	Approvals
Eric Johnson	Public Works Director	Approvals
Michaela Dollar	EcoDevo Director	Approvals, event
Sofia Nelson	Planning Director	Approvals
Aly Van Dyke	CAPE Director	Campaign content, strategy
Kim McAuliffe	Sr. EcoDevo Program Manager	Website, event, approvals
Judie Mattocks	Public Engagement Coordinator	Survey
Britin Bostick, Jennifer DeRoeck, Danielle Dutra		Additional event support

Contact information

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Project webpage

<https://mainstreet.georgetown.org/downtown-parking-garage-project/>

