



Memo

To: City Council

From: Downtown Action Organization (DAO)

Date: September 9, 2025

Re: Support of Parking District's Recommended Changes

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On August 27, the Downtown Action Organization passed a motion to express their support for the recommendations put forth by the Parking District as part of the September 9 Council Study Session.

Chad Hedge and Tania Cordova have provided an extensive amount of outreach and opportunities for engagement on this issue: they presented potential changes to the DAO Executive Committee and spoke to an open meeting of Downtown business owners as well as to the Railroad Square Association before finalizing recommendations. The changes they are proposing were presented to the DAO Board in August and included many requested items from previous meetings. The Parking District's outreach efforts and responsiveness to concerns have demonstrated a clear dedication to balancing funding needs while addressing long-standing parking challenges and spurring economic development initiatives.

While the DAO recognizes that these recommendations may not represent a one-size-fits-all solution for every Downtown business, the organization appreciates the thoughtful approach taken by the Parking District staff, their commitment to engaging with Downtown stakeholders and their focus on meeting the needs of the business community.

The DAO is especially pleased to see the changes related to garage permit options and prices, which will better meet the needs of the modern workplace and help spur new leases in the Downtown area.

The DAO looks forward to continuing their long-standing collaboration with Parking District staff as changes are finalized and implemented.

Cadance Hinkle Allinson

Executive Director, Downtown Action Organization