



# Downtown Parking Committee

## SWOT Analysis 2011 Retreat

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Safe, Clean, effective parking program</li> <li>• Future &amp; past visioning</li> <li>• Dedication to maintaining free period</li> <li>• Convenience</li> <li>• Advocating for customers</li> <li>• Committee is the voice/champion of parking program</li> <li>• Relationship with Downtown Organization(D.O.)</li> <li>• Committee representation/communication with constituency</li> <li>• Effective advocacy</li> <li>• Efficiently run program that meets objectives</li> <li>• Friendly and helpful kiosk operators</li> <li>• Assets and infrastructure</li> <li>• The Committee itself</li> <li>• Feedback from Committee</li> <li>• Customer service, prompt responses</li> <li>• Value of parking to viability/prosperity of downtown environmental and social aspects</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Not televised</li> <li>• Communication w/ Downtown Organization</li> <li>• Outreach to council</li> <li>• Public outreach timing not corresponding with the timing of the public reaction.</li> <li>• Enterprise structure</li> <li>• Vulnerability of funds</li> <li>• Display of finances is complicated – not presented as a package</li> <li>• Public perception of safety &amp; cleanliness</li> <li>• Transients</li> <li>• Perception that parking is hard to find</li> <li>• Mission Statement</li> <li>• Visibility of structures</li> <li>• City regulations – HLC/El Pueblo Viejo</li> <li>• Lack of Committee visibility</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Public outreach – go to public – information table and signage</li> <li>• Quarterly updates to D.O. regarding DTP statistics</li> <li>• Coordinate outreach w/ organizations and websites: D.O., Wheels &amp; Waves, promotion of relevant events</li> <li>• Reminding stakeholders to mention parking</li> <li>• Technology – Social marketing and mobile apps</li> <li>• Customer friendly webpage</li> <li>• Integration of resources</li> <li>• Increasing public awareness of strengths</li> <li>• Multi-faceted approach to promotion</li> <li>• Outreach to customers about DPC &amp; Parking Program</li> <li>• Creating resources for outreach to businesses</li> <li>• Coordinating w/MTD &amp; partnering w/MTD for public outreach: messaging in buses.</li> <li>• Improve communication w/ engineering department: taking away on street parking and right of way issues</li> <li>• Lobby for more autonomy</li> <li>• Protection of enterprise fund</li> <li>• More intense cleaning</li> <li>• Addressing perception of threats</li> <li>• Engaged in expansion of Downtown below Ortega</li> <li>• Green aspects of integrated resources – shuttle &amp; walk</li> <li>• Multiple shopping experiences from parking once.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lack of control over funds</li> <li>• Sunset of RDA – early or planned</li> <li>• Lack of ability for long term planning</li> <li>• Gas Prices</li> <li>• Online Shopping</li> <li>• Sales tax</li> <li>• Non-DTP parking lots</li> <li>• Customer’s perception of actual costs to shop is not accurate, causing them to go elsewhere. Customers do not factor in gas and time costs when going elsewhere, such as the outlets in Camarillo.</li> <li>• The perception of the overall downtown experience is lessening</li> <li>• Aggressive pan-handling</li> <li>• Loss of local business in Downtown – the mix of businesses in Downtown</li> <li>• Loss of locals coming downtown due to perception of threats and weaknesses</li> </ul>