

## Downtown Parking Innovations: Avoiding the High Costs of Free Parking

**Thursday, October 19, 2006**

*Featuring Presentations By*

*DAN ZACK, Downtown Development  
Manager, City of Redwood City*

*MICHAEL VECCHIO, Transportation  
Specialist, City of Walnut Creek*

*VALERIE KNEPPER of the Metropolitan  
Transportation Commission (MTC)*

Downtowns have enjoyed a resurgence in recent years, with "New Urbanism" principles bringing a more cosmopolitan air, even in previously sleepy suburban downtowns. Synergies among mixed land uses, walkability, and transit access are attractive features that also reduce vehicle trips. However, effective management of parking supply and demand remains a key component for success.

We have gathered a panel of experts to talk to us about downtown parking management issues and strategies, innovative parking fee structures and payment technologies, and actual experiences in various Bay Area cities.

### **LUNCHEON SCHEDULE**

11:30 Check-in & Social Time  
12:00 Lunch Service & Introductions  
12:15 Presentations followed by Q&A  
1:30 Conclusion of Meeting

### **MEETING LOCATION**

#### ***Gordon Biersch Brewery-Restaurant***

*2 Harrison Street (at Embarcadero)*

*San Francisco (on the waterfront)*

*Phone: 415-243-8246*

*www.gordonbiersch.com/restaurants*

Public Transit: Via BART at Embarcadero Station, or via Muni ([www.511.org](http://www.511.org))

Driving: See above restaurant link to get detailed driving directions. Pay parking available in the adjacent Hills Bros. Parking Garage on Folsom.



### **MENU CHOICES**

Lunch choice will be served with crispy artichoke hearts appetizer, and unlimited soda, coffee and tea. Famous Garlic Fries served with all choices except Rigatoni.

Main Dish Choices:

Gordon Biersch Burger (Med.-Well Done) (B)

Marzen Barbecue Chicken Sandwich (C)

Blackened Mahi Mahi Sandwich (M)

Rigatoni (Vegetarian) (R)

### **LUNCH PRICES**

\$5 Students, \$25 ITE Members, \$35 Non-Members

### **HOW TO SIGN UP**

Send your name, affiliation, phone number, membership status (student, ITE member, or non-member), and MENU CHOICE to [events@sfbayite.org](mailto:events@sfbayite.org).

**NOTE:** If you don't have e-mail access, phone your RSVP in to Nate Chanchareon at (415) 495-6201.

### **RSVP DEADLINE**

**SIGN UP EARLY.** The RSVP deadline is **Friday, October 13 at 5 PM.** Your early RSVP is greatly appreciated. Cancellations after 5 PM on October 13th will be charged the full lunch price.

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Meeting information is also available online at [www.SFBayITE.org](http://www.SFBayITE.org)