

Items highlighted in yellow indicate Council guidance at previous work sessions.

Priority Strategies									
REF #	Priority			Strategy	Implementation Considerations	Relative Cost	Community Engagement Priority	Staff Comments	Status
				0-1 Years					
1	High Interest	Low Interest	Not in Favor	Update zoning ordinance to allow adjustments to site parking	Fairfax County recently updated their zoning code. As part of this update, the County created a provision to address adverse off-site impacts from parking adjustments. The Town of Vienna could recommend something similar. This would allow the Town to address adverse off-site impacts from parking adjustments.	\$	•	Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
2	High Interest	Low Interest	Not in Favor	Update zoning ordinance to allow for reduced parking	Address underutilized and oversupplied parking by reducing minimum parking requirements. Right-size retail and services-based land uses. Incorporate a new shopping center off-street parking requirement. Allow for parking reductions through shared parking calculations. Adopt design standards for parking facilities to achieve a vibrant streetscape and attractive walking conditions.	\$	•	Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
3	High Interest	Low Interest	Not in Favor	Shared parking: Assist businesses in creating business to-business shared parking agreements	Identify and prioritize locations in close proximity to attractions and those with availability in high-demand areas. Assist property managers and owners in introductions and creating agreements. Key considerations: insurance, lease length, rate, maintenance, lighting, security, signage, enforcement.	\$	•	Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.
4	High Interest	Low Interest	Not in Favor	Public-private shared parking	Identify and prioritize locations with underutilized parking in close proximity to attractions and those with availability in high-demand areas. Key considerations: insurance, lease length, rate, maintenance, lighting, security, signage, enforcement.	\$	•	Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.
5	High Interest	Low Interest	Not in Favor	Improve and coordinate wayfinding and branding	Town departments to coordinate with other signage management (VDOT/Fairfax County). Develop maintenance plan. May need to conduct existing signage inventory first. Collaborate with local businesses to map businesses and parking locations. Coordinate branding with other Town departments and standards. Explore expansion of parking branding. Coordinate with other signage management.	\$\$		Town staff has included the request in future CIP. Town staff is anticipating moving this project forward in FY25.	Program decision.

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6	High Interest	Low Interest	Not in Favor	Provide adequate and accessible ADA parking	Requires an assessment of ADA on-street space utilization and an assessment of current on-street ADA spots. This would likely require removing existing on-street parking to use for ADA spaces.	\$	•	Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
7	High Interest	Low Interest	Not in Favor	Improve and expand bicycle parking repair facilities	Coordinate with improvements at transit stops, off-street parking facilities, and other area improvements. Coordinate with downtown stakeholders.	\$	•	A program decision that would require more discussion through work session(s) prior to approval process. Engagement with respective boards and commissions and the public expected.	Program decision.
				1-3 Years					
8	High Interest	Low Interest	Not in Favor	Strategically invest in public parking supply in key locations	Strategically invest in public and shared parking supply at the Patrick Henry Library and other vacant lots around the Town as they become available.	\$\$\$\$	•	Policy decision that would require more discussion and / or be considered as opportunities arise.	Policy decision.
9	High Interest	Low Interest	Not in Favor	Coordinate programs and event management	Coordinate parking management for events with event producers and property owners. Consider valet parking for event management.	\$\$		A program decision that would require more discussion through work session(s) prior to approval process.	Program decision.
				Long-Term Strategies					
10	High Interest	Low Interest	Not in Favor	Create a Park Once district				Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
11	High Interest	Low Interest	Not in Favor	Augment shared parking with microtransit	Understand capital costs associated with vehicle fleet, route implications beyond Mill Street, Church Street and Maple Ave. and operating costs associated with vehicles as well as drivers.	\$\$\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
12	High Interest	Low Interest	Not in Favor	Better manage delivery and drop-off activity	Perform in conjunction with adjustments to regulations. Determine peak loading and drop-off activity.	\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
13	High Interest	Low Interest	Not in Favor	Incentivize use of public transit	Requires coordination with transit agency, local private employers, and town/county/state social services.	\$\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
14	High Interest	Low Interest	Not in Favor	Prioritize pedestrian crossing safety	Select physical improvement location based on walking safety/higher walking demand. Assess feasibility with Engineering. Coordinate with other area improvements (streetscape, repaving, etc.).	\$\$\$	•	Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.

REF #	Priority			Strategy	Implementation Considerations	Relative Cost	Community Engagement Priority	Staff Comments	Status
15	High Interest	Low Interest	Not in Favor	Create a Transportation Demand Management program	Led by the Town, develop an annual expenditure plan to fund a mix of parking and mobility investments.	\$		A decision that would impact the Town's budget.	Budget decision.
16	High Interest	Low Interest	Not in Favor		Prioritize trip reduction duties for an assigned Oversight Committee to develop and administer transportation demand management (TDM) strategies and benefits.			A program decision that would require more discussion through work session(s) prior to approval process.	Program decision.
17	High Interest	Low Interest	Not in Favor		Implement district-wide mobility and access strategies. Potential options include: transit passes/financial incentives, carpool matching, marketing and communication, technical assistance, shared parking arrangements with private property owners, and others.			A program decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Program decision.
18	High Interest	Low Interest	Not in Favor		Explore partnerships and coordination on TDM implementation with local and regional groups.			A program decision that would require more discussion through work session(s) prior to approval process.	Program decision.
19	High Interest	Low Interest	Not in Favor		Lead monitoring and enforcement of TDM program via annual surveys and reporting.			A program decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Program decision.
20	High Interest	Low Interest	Not in Favor		Collaborate with Town employers for both sponsorship and employee outreach			A program decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Program decision.
21	High Interest	Low Interest	Not in Favor	Establish minimum required transportation demand management elements for all new developments in Vienna's commercial corridors	As part of a Transportation Demand Management Program, establish Minimum Required Transportation Demand Management Elements for All New Development in Vienna's Commercial Corridors	\$		Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.
22	High Interest	Low Interest	Not in Favor	Establish a Transportation Management Association for the Town of Vienna	Explore partnerships and coordination on TDM implementation with local and regional groups.	\$		A program decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Program decision.

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23	High Interest	Low Interest	Not in Favor	Plan for long-term mobility and parking trends	The Town should fulfill from 2019, the Town’s Maple Avenue Corridor Multimodal Transportation and Land Use Study to guide and direct transportation and mobility planning, investment, maintenance, and funding strategies that maintain and enhance Vienna transportation assets while improving quality of life and health for its residents.	\$\$\$		A program decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Program decision.
24	High Interest	Low Interest	Not in Favor	Identify and allocate an on-going funding and/or revenue stream to support	To support on-going investments in the Downtown area, a continuous and dependable revenue and/or funding stream is required.	\$\$		A decision that would impact the Town's budget.	Budget decision.
25	High Interest	Low Interest	Not in Favor	transportation and mobility investments throughout downtown	Reinvest parking revenues into downtown and evaluate allocation of multimodal improvements. Provide funding for a Transportation Management Association.			A decision that would impact the Town's budget.	Budget decision.
26	High Interest	Low Interest	Not in Favor	Estimate parking demand from all new developments based on surveying and monitoring programs	Routinely estimate parking demand from new developments. Review of occupancy of on-street parking and in public lots should occur at least annually to track utilization.	\$		Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.
27	High Interest	Low Interest	Not in Favor	Consider Metered or Enforced On-Street Parking	If Vienna reaches a time when parking demand is routinely above 85%, consider metered or enforced parking.	\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
28	High Interest	Low Interest	Not in Favor	Require businesses to pay an impact fee per parking space	To limit the amount of parking built, require businesses to pay an impact fee per parking space. Add provisions into the zoning code for such a fee. The fee could be reinvested back into other transportation improvements.	\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
29	High Interest	Low Interest	Not in Favor	Provide an option for an in-lieu fee	These fees are in-lieu of having or meeting individual off-street parking requirements. Pursuant to an update to Vienna’s zoning ordinance with parking in-lieu fees, require new developments to pay a fee into a designated fund. Use the fund to pay for parking improvements like the Patrick Henry Library garage.	\$		Policy decision that would require more discussion through work session(s) prior to approval process. Research of other jurisdictions may be helpful.	Policy decision.
30	High Interest	Low Interest	Not in Favor	Adopt a formal policy for when pricing may be necessary for on-street and off-street public facilities	Setting a specific availability target for on- and off-street parking, such as 85% for on-street spaces, can help staff identify when to adjust time limits or when to institute paid parking to encourage turnover. Review of occupancy of on-street parking and in public lots should occur at least annually to track utilization.	\$		Policy decision that would require more discussion through work session(s) prior to approval process.	Policy decision.