**Priority (I) One – Congestion**

 **Ease congestion by getting more people walking and more cars off the roads**

**Situation**:

Congestion, parking and traffic associated with tourism increases every year in Ogunquit. Our Chamber of Commerce and individual hotels very successfully promote Ogunquit. This results in more people in more seasons crowding into our small town. Tourists are often turned away at 10 am after driving from Boston because there are no parking spaces available in the town lots. Residents frequently cannot find any place to park for errands, shopping or dinner during the tourist seasons. Where are we going to put all these people and their cars? We are running out of real estate. Do you want to see more and more land repurposed into parking lots on Route 1?

**Proposed Solution:**

We need to work together and be respectful to protect the essence of our community and culture. If not, we risk becoming adversarial and territorial when too many people have to occupy the same place.

**A**. Rebrand and market Ogunquit as a “walker’s paradise” – the most walkable summer community on the Maine coast. Our renowned beach, the Marginal Way with its quintessential rocky Maine coastline, Perkins Cove, quaint downtown, the Playhouse, museums, beautiful hotels and B&Bs, shopping and great food are all in close proximity to each other. (work with the Town and Chamber on marketing the 2017 season)

***Status:*** *A meeting with Frances Reed, VP, Chamber of Commerce to share ideas was the first step in an ongoing dialogue. The Chamber was already on the same page, and is updating their Ogunquit Residents Alliance web site and tools for tourists to stress the walkability of our town*.

**B.** Promote leaving cars at your hotel, and instead consider a jitney as a fun, fast way to get around town when you are tired of “walking”. Hotels could charge for the service.

***Status****: Briefly discussed with the Chamber, but needs further data, ideas and discussion.*

**C**. Last year, the town issued 323 seasonal “employee business passes” for parking to businesses. If tourists were using these spaces instead, it would relieve some congestion caused by cars circling around looking for parking.

***Status****: Updated under Priority (IV) Five.*

**D.** Designate a minimum of 15 Resident Only parking spaces among the following locations: Upper Lot, Jacobs Lot, and at the Dunaway Center. (August/September)

***Status****: Discussed at the Select Board/ORA workshop. Parking ordinance was updated designating several spaces for Resident Only parking at the Dunaway when town employees are not there. No Select Board action was taken on other two lots, so we will raise the topic again before the 2017 season.*