PARKING STUDY

Existing Conditions:
How many spaces? Who uses them?

Parking Management:
How is parking currently managed?

Public Perceptions:
How do different users see parking?

Land Use Analysis:
What is the relationship between parking and the built environment?

Strategies:
Recommendations for parking system design & management
EXISTING CONDITIONS
PARKING SUPPLY
3,800 Publicly-Owned Spaces
Over 9,000 Spaces Total
Midday utilization is dispersed
Evening utilization is concentrated
Weekend evening core is functionally full
24-7 paid parking → paid parking after 2, which means that university students park on Dickson for free

Development concerns re: WAC lot

WAC could take control of lot for event parking

Block Street business folks like the look + feel of physical meters

Lots behind Hugos are empty at night

Permit system has no rationale

Student parking is a major concern, as is employee parking

Bus parking in WAC lot

“It should be one price to park in Fayetteville”

Event parking should accept more than just cash, but cash seems fastest.

“System is confusing to outsiders/visitors”
DRAFT STRATEGIES
Challenge: Welcoming Users

Restaurants/events in Fayetteville draw a diverse crowd who may be unfamiliar with the system. It is not always clear where to look for parking. Drivers may prefer discount parking plus walking, but do not know where to go.

Summer 2016 Workshop

Parking and walking at the mall seems easy – because people understand how it works.

- Pay and park close to my destination: 18%
- Have free parking farther from my destination: 82%
PARKING AS A CUSTOMER SERVICE

TREAT PARKING AS A CUSTOMER SERVICE
Help all users find parking that meets their needs quickly and conveniently.

BEFORE YOU ARRIVE

- An integrated transportation website and app
- Real-time availability online

AT YOUR ARRIVAL

- Auto-oriented wayfinding
- Cell phone payment
- Availability indicators at lot/garage

DURING YOUR STAY

- Parking information handouts
- Pedestrian-level wayfinding

Information

- Promote parking ambassadors
- Develop communication plan
- Form parking stakeholder groups
Challenge: Signage is confusing for customers

From the customer perspective, Fayetteville does not have a consistent signage program in the Downtown Business and Entertainment Districts.

Privately owned and operated parking has a different signage system than public parking, and signage is not always clear.
STREAMLINE SIGNAGE

- Install consistent wayfinding
- Pursue City-sponsored and standardized signage at privately owned/publicly accessible lots
- Use real-time availability signage to direct Dickson Street traffic to discount parking at Spring Street Deck
- During events, sign can reflect event parking

Privately owned lot with public signage in Ann Arbor
Challenge: Multimodal Environment

58% of all survey respondents at fall workshops identified walkability as a priority.

Saturday 9-11pm

Publicly Available Off-Street Facilities
Study Area
Downtown Business District
Entertainment District

On-Street Utilization
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data

Off-Street Utilization
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data

Walking Issues
Low
Medium
High

Data Source: FAB- City of Fayetteville
MULTIMODAL IMPROVEMENTS

Complete since Summer 2016
- Sidewalk on Gregg Age

Short-Term
- Develop Sidewalk Plan
- Consider intersection improvements at Dickson/West
- Work with transit providers to integrate parking onto maps
- Shuttle feasibility

 Longer-Term
- Consider subsidized shuttle trips
- Continue walkability improvements
Challenge:
Parking Is Functionally Full In Core
INCREASE PUBLICLY-ACCESSIBLE PARKING SUPPLY

Short-Term

- Pursue lease agreements/partnerships with underutilized private parking lots
  - Consider permit system for those that are nervous about full public sharing
- Provide signage for shared lots
- Add **on-street parking** where it could help with high demand
- Establish a district threshold that triggers a shared garage

Long-term

- Work toward a goal of making 80% of total parking supply within the study area open and available to the public through valet/shared parking agreements (up from roughly 35%)
Challenge: Inconsistent Parking Technology

Private lot: no pay-by-phone

Downtown Business District: Coins Only
IMPLEMENT CURRENT PARKING TECHNOLOGY

Short-Term
- Expand mobile payment option to private lots and DBD
- Update enforcement system/hardware for pay-by-plate
  - “First ticket free” enforcement capability

Longer-Term
- Pay-by-plate enforcement
- Smart meters
  - In coordination with Parking Stakeholder Group
- LPR enforcement technology
Challenge: Event Parking

- $5, flat fee - Cash only, pay-as-you-park (not at kiosk)
  - Cash is fastest option; using kiosks did not work in the past
  - Patrons complain that they need exact change
- Parking access for those with limited mobility is an issue
- 5-10 staff members required
- Begins 2 to 3 hours prior to start time of event

Spring Street brings in less income per space than West Lot
IMPROVE EVENT PARKING

Short-Term
- Bundle Event Parking w/Ticket Sales
- Valet Parking

Longer-Term
- Pilot multiple payment options at Spring Street Deck
- Charge less to park in Spring Street Deck
Challenge: Development Pressures

ASSETS
Fayetteville employs many best practices for compact, walkable downtowns
- Parking minimums/maximums
- Bicycle parking requirements

BUT...
Few Transportation Demand Management (TDM) measures
**Shared parking** provisions are limited and current arrangements have management issues
No “fee in-lieu” program where developers support TDM / parking provision downtown
Parking can be **bundled with sale of property**, forcing some to pay more for parking they may not use
Structured parking is expensive to build!
Underutilized Restricted Parking

Parking Inventory (Weekday)
- Free, Short-Term
- Free, 2 Hour
- Free, Unrestricted
- Daytime Metered
- Afternoon/Evening Metered
- Afternoon/Evening Metered/Permit
- Motorcycle
- Restricted (Loading/Police)
- Residential Permit
- UA Permit
- Handicapped
- Free, Unrestricted
- Customer/Guest Parking
- Public Pay Parking
- Private Pay Parking
- Reserved/Restricted/Unknown
- UA/Resident Permit
- Unavailable (Construction)

Downtown Business and Entertainment Districts

~800+ SPACES

~200+ SPACES

86 SPACES
Underutilized Restricted Parking – Less Than Half Full At Peak

~800+ SPACES

~200+ SPACES

86 SPACES
PREPARE FOR FUTURE DEVELOPMENT

Short Term

- Actively broker shared parking agreements
- Provide sample agreements
- Pursue Transportation Demand Management (TDM) measures

Longer-Term

- Develop TDM Toolkit
- Review development code
- Adopt TDM language as necessary
Challenge: Price does not logically match demand

Note: map shows lots that are publicly accessible all day. Additional lots become available in the evening and should be priced to match their zones.
Longer-Term: IMPLEMENT PERFORMANCE BASED MANAGEMENT

12 PM Parking Pricing

<table>
<thead>
<tr>
<th>ZONE</th>
<th>MORNING</th>
<th>LUNCH/HOURLY</th>
<th>AFTERNOON/CONT.</th>
<th>EVENING</th>
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<tr>
<td>Entertainment District Core</td>
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<td>$1.50/HR</td>
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<td>FREE</td>
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<tr>
<td>Business District Permit Lots + Garages</td>
<td>FREE</td>
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<td>FREE</td>
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<tr>
<td>Remote</td>
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**12 PM Parking Pricing**

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</table>

- **New free parking option**
- **New free parking option**
- **New free parking option**
- **Price core, remove time limits**
- **Price earlier. Create availability in prime spaces**
- **Lower price in decks to encourage longer term parkers off street**
- **Potentially integrate some restricted spaces into public system**

**Note:** Map shows lots that are publicly accessible all day. Additional lots become available in the evening and should be priced to match their zones.
Longer-Term: IMPLEMENT PERFORMANCE BASED MANAGEMENT

Note: map shows lots that are publicly accessible all day. Additional lots become available in the evening and should be priced to match their zones.

Data Sources: EDRI, City of Fayetteville
Longer-Term: IMPLEMENT PERFORMANCE BASED MANAGEMENT

- Price spaces closer to core
- New free parking option
- Any new facilities in zone would be free
- New free parking option
- Maintain availability in core and prime spaces
- Potentially integrate some restricted spaces into public system

7 PM Parking Pricing:

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<tr>
<th>ZONE</th>
<th>MON</th>
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<tr>
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Challenge: Permit Program is Confusing

Residential Permit: Free

Employee Discount Coupon: $0.08 per hour

Annual Permit: $0.30 per hour

Deck: $0.30 per hour

Hangtag: $0.17 per hour

Valid Coupons
- Employee Discount Coupon
- Town Center Coupon
Longer-Term: STREAMLINE PERMIT SYSTEM

- Determine goals
- Review existing system
- Simplify
- Realign prices to be consistent with customer price and each other

- Integrate UA lots into permit system
- Relocate permits to underutilized parking, potentially sharing with residents
- Remove permits from core
- Depending on user preferences, reconsider pricing of deck v. lot
Challenge: Residential Parking v. Public Parking

- Residences in Entertainment District do not have their own parking
- Special event demand can be acute (BBB)
- Daily, some residential spaces are vacant in an area of otherwise high demand
- Residential permit programs can be administrative challenges
Longer-Term: CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT

- Revisit resident-only on-street spaces
  - Open one/both sides to general public parking
  - Potentially only open to public during daytime hours
  - Use for employee parking
  - Limit access during very large events

- Reinvest net revenues into hyper localized improvements

Boulder, CO

- Residents buy permits annually
- Each household gets 2 free visitor permits
- Non resident commuter permits available
- Other vehicles that park are subject to a time limit
- Revenues reinvested into neighborhood
NEXT STEPS
WHAT’S NEXT?

APRIL - JUNE 2016
PRESENT PRELIMINARY CONCEPTS

MAY 2017

SEPTEMBER - NOVEMBER 2016
IDENTIFY MASTER PLAN VISION, GOALS, & OBJECTIVES

SUMMER/FALL 2017
MASTER PLAN PUBLISHED & PRESENTED TO CITY COUNCIL

MASTER PLAN RECOMMENDATIONS AVAILABLE FOR FEEDBACK
WHAT’S NEXT?

Parking as a customer service
Streamline signage
Multimodal Improvements
Increase publicly accessible parking supply
Implement current parking technology
Improve event parking
Prepare for future development
Implement performance based management
Streamline permit system
Create a residential parking benefit district

NOW
SHORT-TERM
LONG-TERM
PARKING STUDY
MANAGEMENT STRATEGIES

FAYETTEVILLE MOBILITY

MAY 30, 2017  CITY COUNCIL BRIEFING