

Fayetteville Parking Master Plan Implementation Schedule:

PHASE 1: April, 2018 – December, 2019

GOAL: Customer service through consistent information, enhanced technology, and increased parking supply will lay the foundation for future parking improvements.

	<u>RECOMMENDATION</u>	<u>ACTION ITEM</u>	<u>TIMEFRAME</u>
1.	Customer Service	Rebrand enforcement officers to promote a friendly and informative customer service approach to enforcement	Immediate and Ongoing
2.	Increase Available Supply	Add additional on-street parking and begin shared parking agreement negotiations with owners of underutilized private lots. Install consistent signage in private lots and add to database as agreements are brokered. Consider permit system for shared lots where property owners may be uncomfortable with full public sharing. Actively broker shared parking agreements between developers and other private lot owners and, as needed, update code to reflect shared parking best practices.	Immediate and Ongoing
3.	Event Management	Coordinate with WAC, Theatre Squared, and area businesses to implement agreed upon event management strategies, such as prepaid and valet parking. Monitor and support expansion of services as needed.	Immediate and Ongoing
4.	Create a Residential Parking Benefit District & Continue to Research Demand-Responsive Pricing	Form stakeholder group to discuss recommendations for residential parking program (mixed use parking and/or Residential Benefit District proposals). Form stakeholder group to begin discussion on current utilization, permit programs, current rates, and rate change recommendations from Study. Meet with Downtown business stakeholders to discuss minimum pricing for smart meters and consider incorporating pay by space/plate system in lots downtown.	Spring, 2018

5.	Upgrade Technology & Event Management	<p>Updated enforcement software and hardware are needed to alleviate reliance on expiring AS400 system and to pave way for integration with future pay by plate and License Plate Recognition (LPR) enforcement as well as “first-ticket free” enforcement capability.</p> <p>Integrate mobile credit card payment capability with new enforcement software for event parking.</p>	Spring, 2018
6.	Customer Service	Develop a communication and outreach plan for parking constituents (UA community, business community, visitor’s bureau, chamber of commerce) and continually update educational materials, maps, and website to reflect new agreements and available technologies.	Summer, 2018
7.	Upgrade Technology	Research options for pay-by-phone (or current mobile payment vendor) in private lots and Downtown Business District.	Winter, 2018
8.	Streamline Signage	Enhance customer service by re-designing consistent, easy to understand rate signage for publicly owned and privately owned lots. Identify areas to install additional parking wayfinding signage.	Spring, 2019
9.	Multimodal Improvements	Study feasibility of shuttle to remote parking and work with transit providers to determine potential routes. Work with transit providers to include current remote parking destinations located near transit stops in their mapping.	Fall, 2019
10.	Multimodal Improvements	Work with Transportation to develop a Sidewalk Plan with the goal of improving walkability in the downtown and creating intentional signed and lighted links from Downtown Business District to Entertainment District.	See Annual Sidewalk Plan

Fayetteville Parking Master Plan Implementation Schedule:

PHASE 2: January, 2019 – December, 2021

GOAL: Consolidating parking programs between the Entertainment and Downtown Business Districts, upgrading enforcement strategies and equipment, improved event management, and transportation demand strategies will lead to sustained improvements in the overall parking experience.

	<u>RECOMMENDATION</u>	<u>ACTION ITEM</u>
1.	Residential Benefit Improvement District	Recommend system and earmark funding for projects consistent with stakeholder group input. Begin work on projects as funding becomes available.
2.	Streamline Permit Program	Ensure employee and other permit programs are equitably priced in Entertainment and Downtown Business Districts and recommend changes consistent with stakeholder group input.
3.	Multimodal Improvements	Work with transit providers to consider subsidizing trips for residents living near transit stops and to update routes to include remote parking facilities.
4.	Future Development	Work with Planning and Development Services to develop TDM toolkit for developers. Draft and adopt TDM language as necessary, including shared parking ordinances and unbundled parking requirements. Review development code to determine if changes are needed to fee in-lieu programs or other TDM strategies such as parking cash-out programs, bike share/car share memberships, and bicycle facilities.
5.	Recommend New Rate Structure and Time Limits	Recommend rates and time limits consistent with stakeholder group input.
6.	Upgrade Technology	Recommend smart meter installation consistent with stakeholder group input.
7.	Upgrade Technology	Recommend pay-by-plate enforcement method in Entertainment District and Downtown Business Districts and integrate LPR readers as funding is available.
8.	Event Management	Continue improving event management as new technology allows.

Fayetteville Parking Master Plan Implementation Schedule:

PHASE 3: January, 2022 – December, 2023

GOAL: A commitment to superior customer service and ensuring that parking is available and easy to find.

	<u>RECOMMENDATION</u>	<u>ACTION ITEM</u>
1.	Continue to Research Demand-Responsive Pricing	Consider allowing Parking Management control over rate changes to achieve measurable availability goals and draft and update code to set maximum rates and defined availability goals.
2.	Continue to Research Demand-Responsive Pricing	Continue to incorporate private lots into availability based pricing system consistent with stakeholder group input.
3.	Upgrade Technology	Outfit LPR enforcement cameras for one enforcement vehicle.
4.	Residential Benefit Improvement District	Continually invest residential district revenues into identified projects as funding is saved up.
5.	Increase Available Supply	Work with special event organizers to consider if the use of streets for event space rather than parking lots is a preferred policy to pursue
6.	Future Development	Support Bike Share and Car Share opportunities through reserved parking and requirements in new development. Continue and improve Shuttle/Transit partnership.
7.	Multimodal Improvements	Continue installation of walkability improvements and intersection infrastructure.
8.	Increase Available Supply	Work toward a goal of making 80% of the total parking supply within the study area open and available to the public in some form (e.g. traditional parking, valet services, shared parking agreements).