

City of Fayetteville Staff Review Form

2018-0117

Legistar File ID

3/6/2018

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Justin Clay

2/14/2018

PARKING MANAGEMENT (430)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Approve a resolution to implement Phase 1 of the Downtown/Entertainment District Parking and Mobility Plan developed by Nelson/Nygaard Consulting Associates, Inc.

Budget Impact:

| | | | | | | | | | | | | | | | | | | | |
|---|-----------------------|----|-------------------------------|----|------------------------------------|----|--|----------------|------|-----------------|------|-----------------|------|-----------|--|-------------------|--|------------------|------|
| N/A | N/A | | | | | | | | | | | | | | | | | | |
| Account Number | Fund | | | | | | | | | | | | | | | | | | |
| N/A | N/A | | | | | | | | | | | | | | | | | | |
| Project Number | Project Title | | | | | | | | | | | | | | | | | | |
| <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Budgeted Item?</td> <td style="border-bottom: 1px solid black; text-align: center;">NA</td> </tr> <tr> <td>Does item have a cost?</td> <td style="border-bottom: 1px solid black; text-align: center;">NA</td> </tr> <tr> <td>Budget Adjustment Attached?</td> <td style="border-bottom: 1px solid black; text-align: center;">NA</td> </tr> </table> | Budgeted Item? | NA | Does item have a cost? | NA | Budget Adjustment Attached? | NA | <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Current Budget</td> <td style="text-align: right;">\$ -</td> </tr> <tr> <td>Funds Obligated</td> <td style="text-align: right;">\$ -</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Current Balance</td> <td style="border-bottom: 1px solid black; text-align: right;">\$ -</td> </tr> <tr> <td>Item Cost</td> <td></td> </tr> <tr> <td>Budget Adjustment</td> <td></td> </tr> <tr> <td style="border-bottom: 1px solid black;">Remaining Budget</td> <td style="border-bottom: 1px solid black; text-align: right;">\$ -</td> </tr> </table> | Current Budget | \$ - | Funds Obligated | \$ - | Current Balance | \$ - | Item Cost | | Budget Adjustment | | Remaining Budget | \$ - |
| Budgeted Item? | NA | | | | | | | | | | | | | | | | | | |
| Does item have a cost? | NA | | | | | | | | | | | | | | | | | | |
| Budget Adjustment Attached? | NA | | | | | | | | | | | | | | | | | | |
| Current Budget | \$ - | | | | | | | | | | | | | | | | | | |
| Funds Obligated | \$ - | | | | | | | | | | | | | | | | | | |
| Current Balance | \$ - | | | | | | | | | | | | | | | | | | |
| Item Cost | | | | | | | | | | | | | | | | | | | |
| Budget Adjustment | | | | | | | | | | | | | | | | | | | |
| Remaining Budget | \$ - | | | | | | | | | | | | | | | | | | |

V20180209

Previous Ordinance or Resolution # 68-16

Original Contract Number: RFQ #15-08

Approval Date: _____

Comments:



MEETING OF MARCH 6, 2018

TO: Mayor and City Council

THRU: Don Marr, Chief of Staff

CC: Peter Nierengarten, Sustainability Director
Chris Brown, City Engineer

FROM: Justin Clay, Parking Manager

DATE: February 14, 2018

SUBJECT: **Approve a resolution to implement Phase 1 of the Downtown/Entertainment District Parking and Mobility Plan developed by Nelson/Nygaard Consulting Associates, Inc.**

RECOMMENDATION:

Staff recommends approving a resolution to move forward with implementing Phase 1 of the Parking Master Plan developed by Nelson/Nygaard Consulting Associates, Inc. Additional recommendations as documented in the Implementation Schedule will be brought back to the City Council for discussion during the timeline indicated in the attached.

BACKGROUND:

The City Council passed Resolution Number 68-16 on March 15, 2016 to award RFQ #15-08 and authorize a contract with Nelson/Nygaard Consulting Associates, Inc. in the amount of \$584,978 for the development of a Transportation Master Plan, \$95,000 of which was allocated for the development of a Downtown/Entertainment District Parking and Mobility report (Parking Master Plan). As part of developing the Parking Master Plan – which is designed to both stand alone as well as support the Transportation/Mobility Plan – characteristics and utilization of the existing parking system were inventoried, analyzed, and forecasted to develop recommendations for parking system design and system management strategies. Project goals that were developed include:

- 1) Understand parking in the context of a multimodal system/downtown,
- 2) Plan for responsible economic development,
- 3) Establish coordinated parking management,
- 4) Explore regulations that are customer-friendly and easily understood, and
- 5) Explore new technologies.

Community input and feedback was solicited at various points throughout the project in the form of mobile workshops, stakeholder roundtables, and online surveys. The Downtown and Entertainment Districts were evaluated as separate districts however the strategies developed will either apply to both or be modified appropriately for each context.

DISCUSSION:

The Parking Master Plan has been created and includes ten (10) primary recommendations to improve how the parking system functions and the experience of those who park, with a goal of increasing availability throughout the downtown. Detailed recommendations along with a proposed implementation schedule are attached. The primary recommendations include:

- 1) Treat parking as a customer service,
- 2) Streamline signage for user clarity,
- 3) Make multimodal improvements,
- 4) Increase publicly accessible parking supply,
- 5) Implement current parking technology,
- 6) Improve event parking management,
- 7) Prepare for future development,
- 8) Further research demand-responsive pricing,
- 9) Streamline permit program, and
- 10) Create a residential parking benefit district.

BUDGET/STAFF IMPACT:

Adoption of the plan does not have a budget impact. Action items of the plan will be brought forward in the future as outlined in the implementation schedule attachment (see link below). Budget and staff impacts will be developed and outlined accordingly as items are considered for implementation.

Attachments:

[Parking Master Plan Strategies](#)

[Parking Master Plan Appendix](#)

[Parking Master Plan Implementation Schedule](#)

Resolution 68-16



PARKING MANAGEMENT

PARKING STRATEGIES

FAYETTEVILLE MOBILITY PLAN



FAYETTEVILLE MOBILITY

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24 HOUR PAID PARKING

PRIVATE LOT

PRIVATE LOT



INTRODUCTION

Fayetteville's parking system is an integral piece of the overall mobility network.

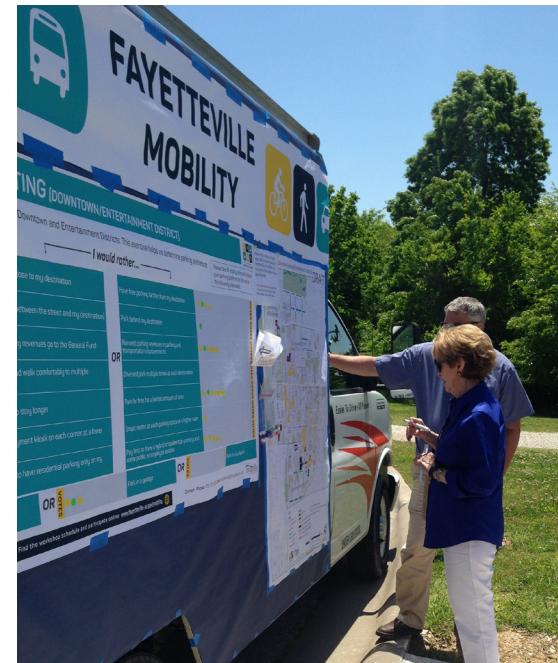
As part of the Fayetteville Mobility Plan process, the parking system, both on- and off-street, was examined in depth to understand how drivers utilize the current distribution of spaces and what strategies could be implemented to improve how the system functions and the experience of those who park.

INTRODUCTION

The Fayetteville Mobility Plan process examined the city’s parking system in depth including the existing supply, regulation, and utilization.

The Fayetteville Mobility Plan is a long-term effort that identifies transportation network needs, recommends and prioritizes improvements, develops performance metrics and measurement tools, and helps the City and the community achieve their goals of improving transportation.

In tandem with this effort, the City has also commissioned a Parking Study for the Downtown Business and Entertainment Districts. This effort – which is designed to both stand alone as well as support the Mobility Plan – inventories, analyzes, and forecasts characteristics of the parking system to develop recommendations for parking system design and system management strategies.



WHY PARKING?

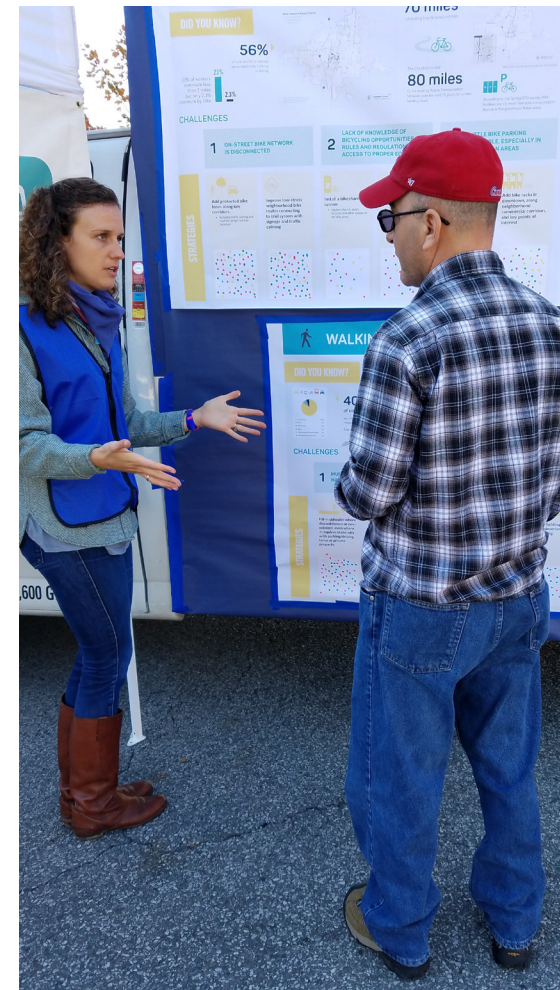
Parking is a key element of a multimodal transportation system. As Fayetteville evolves, an effective parking management plan that helps to strategically maximize existing parking assets while planning for the future will help to support the City's long-term success.

Parking, like other forms of access, is a key component of a downtown's health and success and not an end to itself. People do not visit the Entertainment District and the Downtown Business District to park; they come to eat, do business, and run into friends and neighbors.

Parking access means something different depending on the driver. Business owners and developers know that parking availability is a key component to business success and that the availability of easily accessible parking is of utmost importance. Employees who seek to minimize their costs hope for long-term, safely accessible, and cost-effective parking. Those with limited mobility need to be able to get as close as possible to their destination without worrying about having a safe path of travel on Fayetteville's sometimes challenging topography. Residents need to be able to do regular errands. And visitors to Fayetteville should be able to easily

understand the parking options available and which makes the most sense for their needs.

Fayetteville is evolving, and parking needs to serve a diverse array of constituents within the context of established City goals. Mobility is changing nationwide; with the rise of the smartphone, transportation network companies like Uber and Lyft, and overall trends towards more urban lifestyles, traditional auto-oriented development is being disrupted. Downtown Fayetteville's density is appealing to a new group of urban dwellers who want to walk between destinations and may even choose to live "car light" or car free. Undeniably, a tension exists between these folks and those who actively chose Fayetteville for its more rural, friendly character in comparison to a large city. The Parking Study seeks to alleviate some of that tension through recommendations that work toward goals established early in the process.



PROJECT GOALS

Early in the study development process, the City and stakeholders identified several goals that guided the study. These are:

**Understand parking
in the context of a
multimodal system/
downtown**

**Plan for responsible
economic development**

**Establish coordinated
parking management**

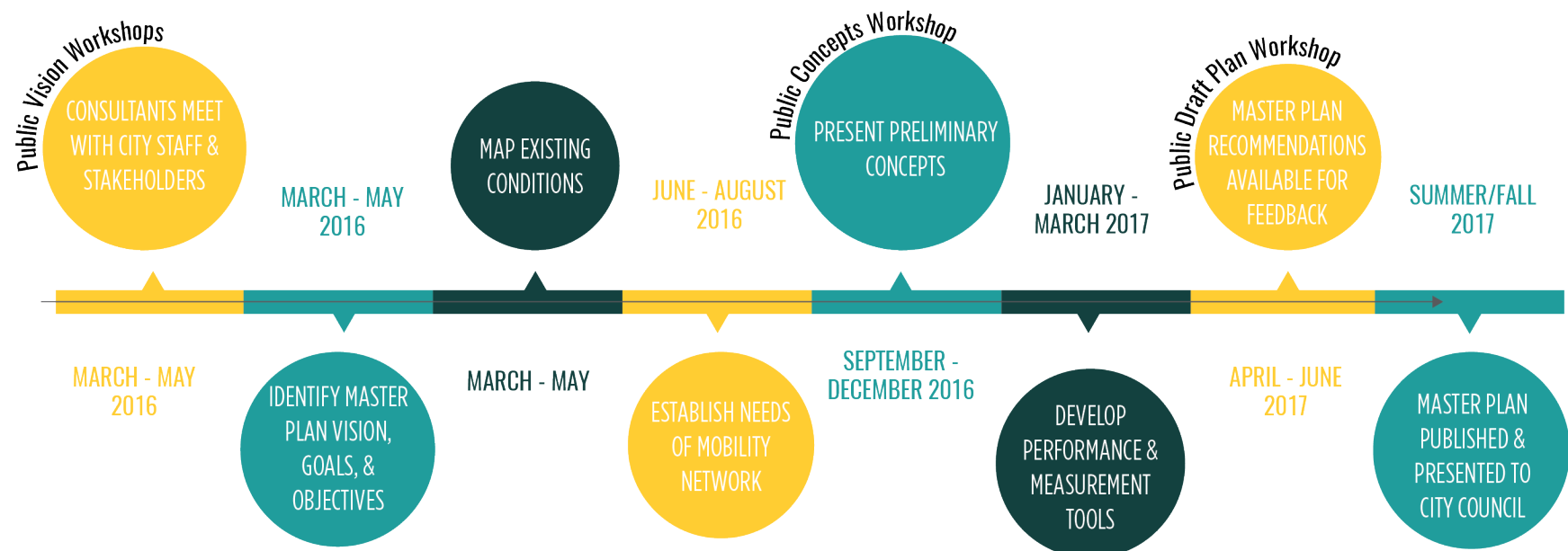
**Explore regulations that
are customer-friendly
and easily understood**

**Explore new
technologies**

PROJECT APPROACH AND METHODOLOGY

The Parking Study linked data and analysis with public engagement to be sure to get the “story behind the story” of parking patterns. At key points in the study, the public provided input in the form of mobile workshops and targeted stakeholder interviews.

Mobility Plan and Parking Management Study schedule and process







EXISTING CONDITIONS HIGHLIGHTS

Fayetteville's Downtown and Entertainment Districts have varied parking distribution and regulation.

A variety of pricing structures and regulations guide users when parking at on-street spaces and in off-street lots and structures. Ranging from free parking spaces to residential permit parking only spaces, many combinations of regulations, rates, time limits, and time spans govern spaces during the weekday and separately during the weekend. The following provides a summary of inventory, regulation, and the resulting parking patterns.

For more detail, see the technical appendix..

OVERALL FINDINGS

The study area contains more than 9,000 parking spaces, with approximately 40% open to the general public.

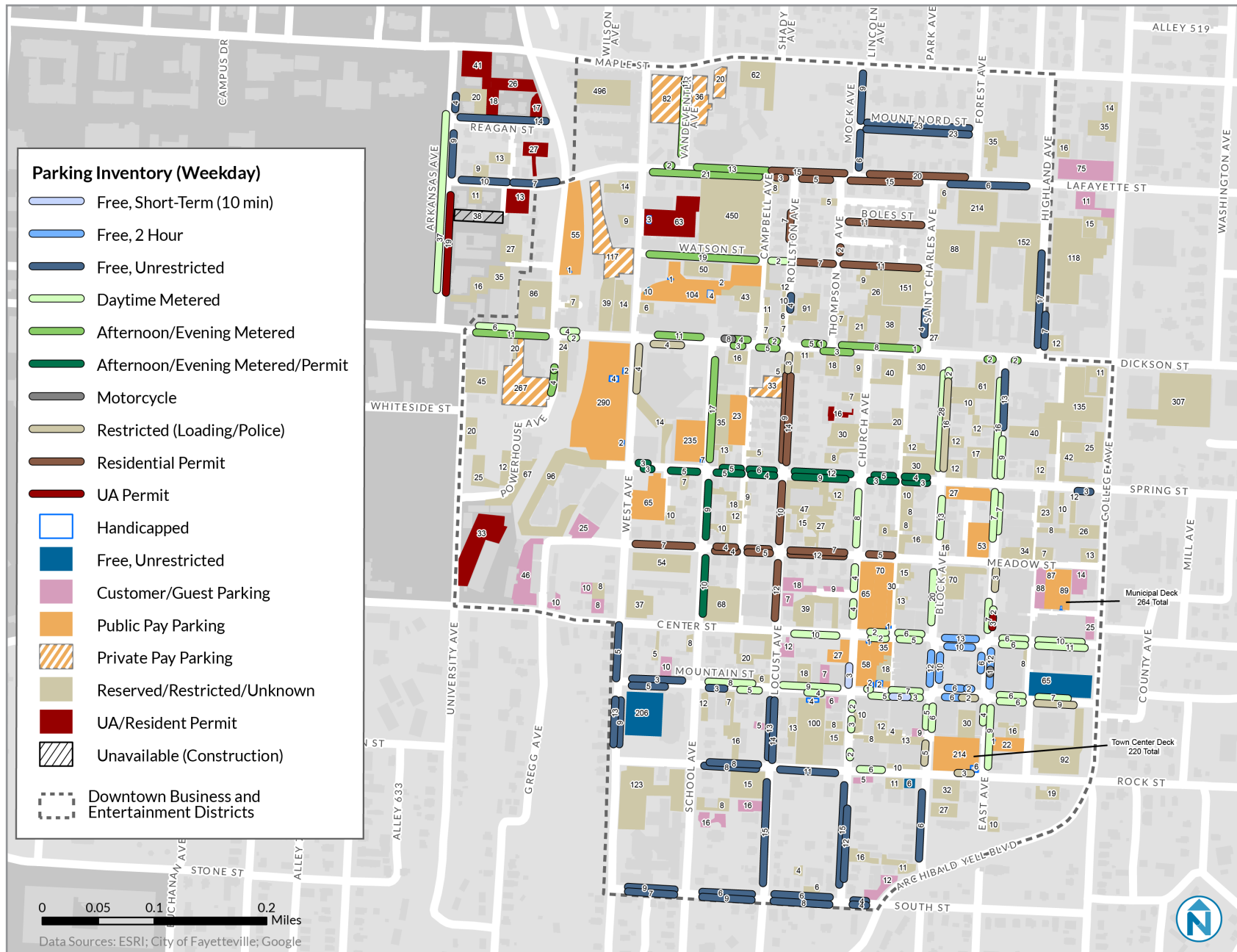
- The study area contains approximately 9,000 on- and off-street, public and private parking spaces
- Approximately 40% of these are publicly owned
- 86% of spaces are located off-street, occupying approximately 25% of the land in the study area
- There are more than 20 lots and garages open to the public, both privately and publicly owned
- Parking regulations vary throughout the study area
- Many regulations shift by time of day and weekday to weekend

INVENTORY OVERVIEW

| Parking Location | Entire Study Area | Downtown District | Entertainment District | Other Study Area Spaces |
|------------------|-------------------|-------------------|------------------------|-------------------------|
| Off-Street | 7,796 | 2,671 | 4,249 | 876 |
| On-Street | 1,274 | 579 | 602 | 93 |
| Total | 9,070 | 3,250 | 4,851 | 969 |

ON-STREET REGULATIONS

| On-Street Weekday Regulation/Rate, Time Limit, and Time Span(s) | Total | % |
|---|-------|-----|
| Unrestricted | 408 | 32% |
| \$0.25/Hour, 2 Hour Limit until 6PM | 282 | 22% |
| Residential Permit Only | 191 | 15% |
| \$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM), \$5/Day Option | 146 | 11% |
| Residential Permit or Metered (\$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM)) | 86 | 7% |
| Free, 2 Hour Limit (in 4 Hour Period) | 77 | 6% |
| Loading Zone | 35 | 3% |
| \$0.15/Hour, Long Term until 6PM | 15 | 1% |
| Police Parking Only | 14 | 1% |
| Motorcycle | 9 | <1% |
| Free, 10 Minute Limit from 8AM to 6PM | 8 | <1% |
| University Parking Only | 3 | <1% |
| Total | 1,274 | |

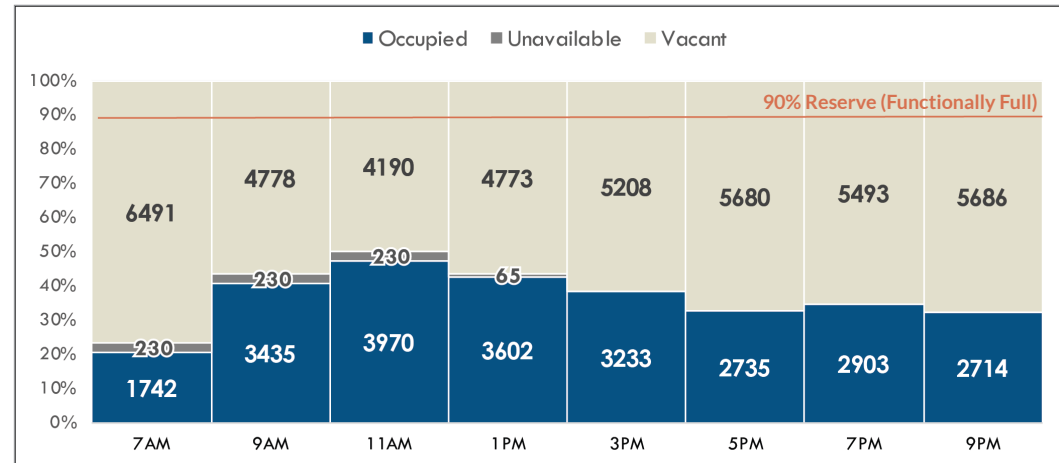


WEEKDAY FINDINGS

On weekdays, parking is busiest around lunchtime, but demand is hyper-concentrated in the evening.

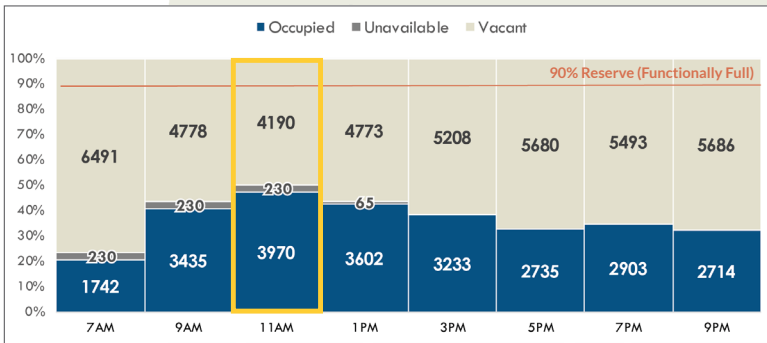
- In the evening, the East Lot and Lot 55 are functionally full (~90-100%)
- Other publicly owned facilities have availability farther from key destinations
- Overall, public and private parking combined is never more than 50% full
- On-street is busy during the day at the Farmers’ Market and close to the Walton Arts Center
- Some paid spaces such as those on West Mountain Street are unoccupied
- Many unoccupied spaces are not open to the public, which means that they cannot be used efficiently.

Overall Weekday Utilization



Normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Therefore, the total number of observed spaces may vary by time period. Some spaces were unavailable depending on the time of day due to lot and/or street parking closures.

WEEKDAY MIDDAY PEAK All Parking



Parking Utilization

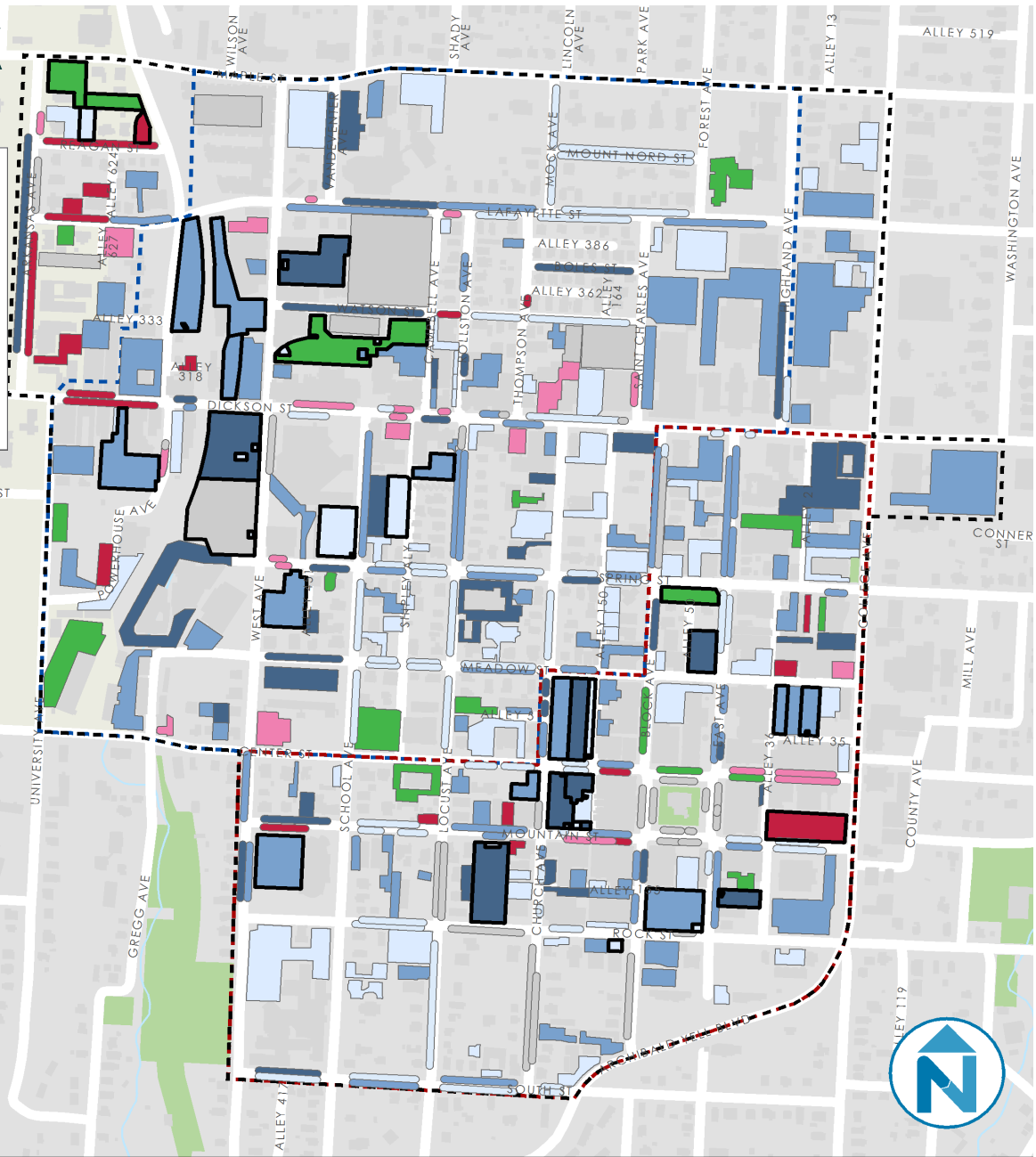
- Study Area (dashed black line)
- Downtown Business District (dashed red line)
- Entertainment District (dashed blue line)

Thursday 11a-1p

- 0% to 30% (lightest blue)
- 30% to 60% (medium blue)
- 60% to 80% (darker blue)
- 80% to 90% (green)
- 90% to 100% (pink)
- Greater than 100% (red)
- Restricted/No Data (grey)
- Publicly Available Facilities (white with black outline)



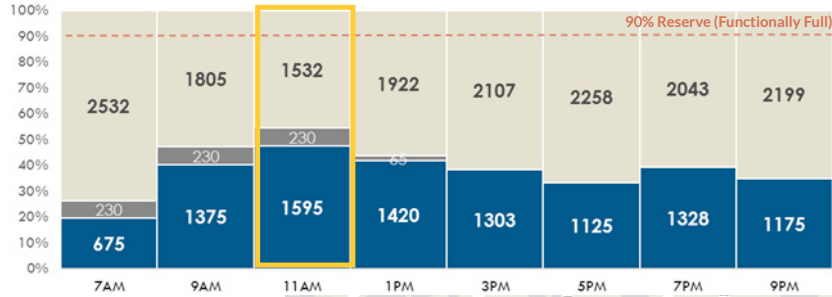
Data Sources: ESRI, City of Fayetteville



EXISTING CONDITIONS HIGHLIGHTS

WEEKDAY MIDDAY PEAK Publicly Accessible Parking

■ Occupied ■ Unavailable ■ Vacant

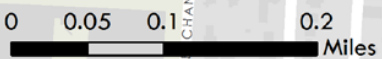


Parking Utilization

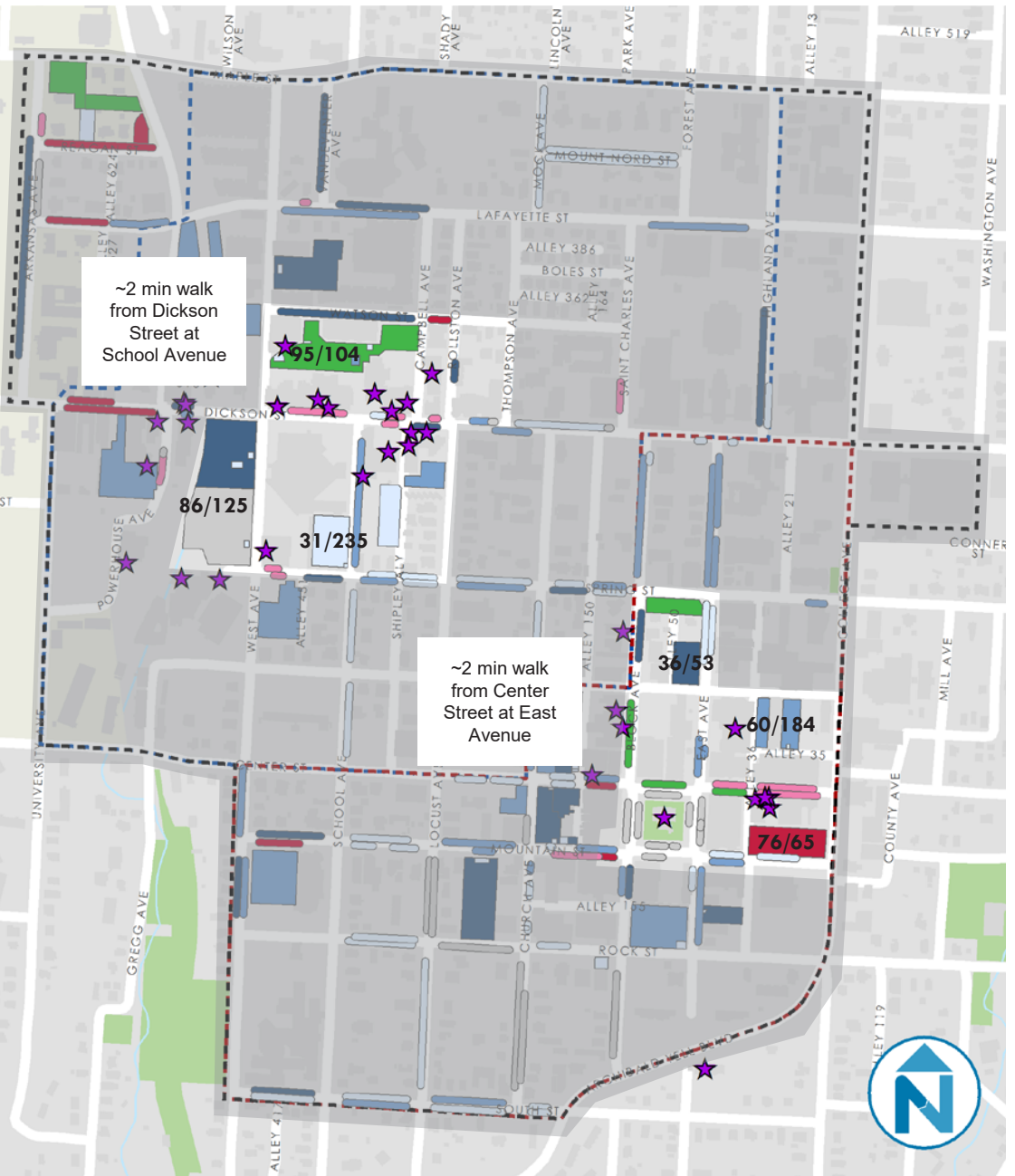
- ★ Bars and Restaurants**
- Study Area
- Downtown Business District
- Entertainment District

Thursday 11a-1p - Publicly Available

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

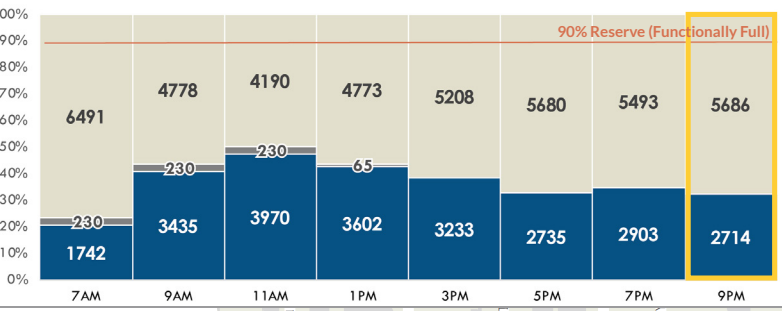


Data Sources: ESRI, City of Fayetteville



WEEKDAY EVENING PEAK All Parking

■ Occupied ■ Unavailable ■ Vacant

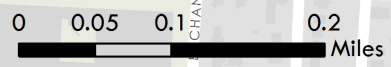


Parking Utilization

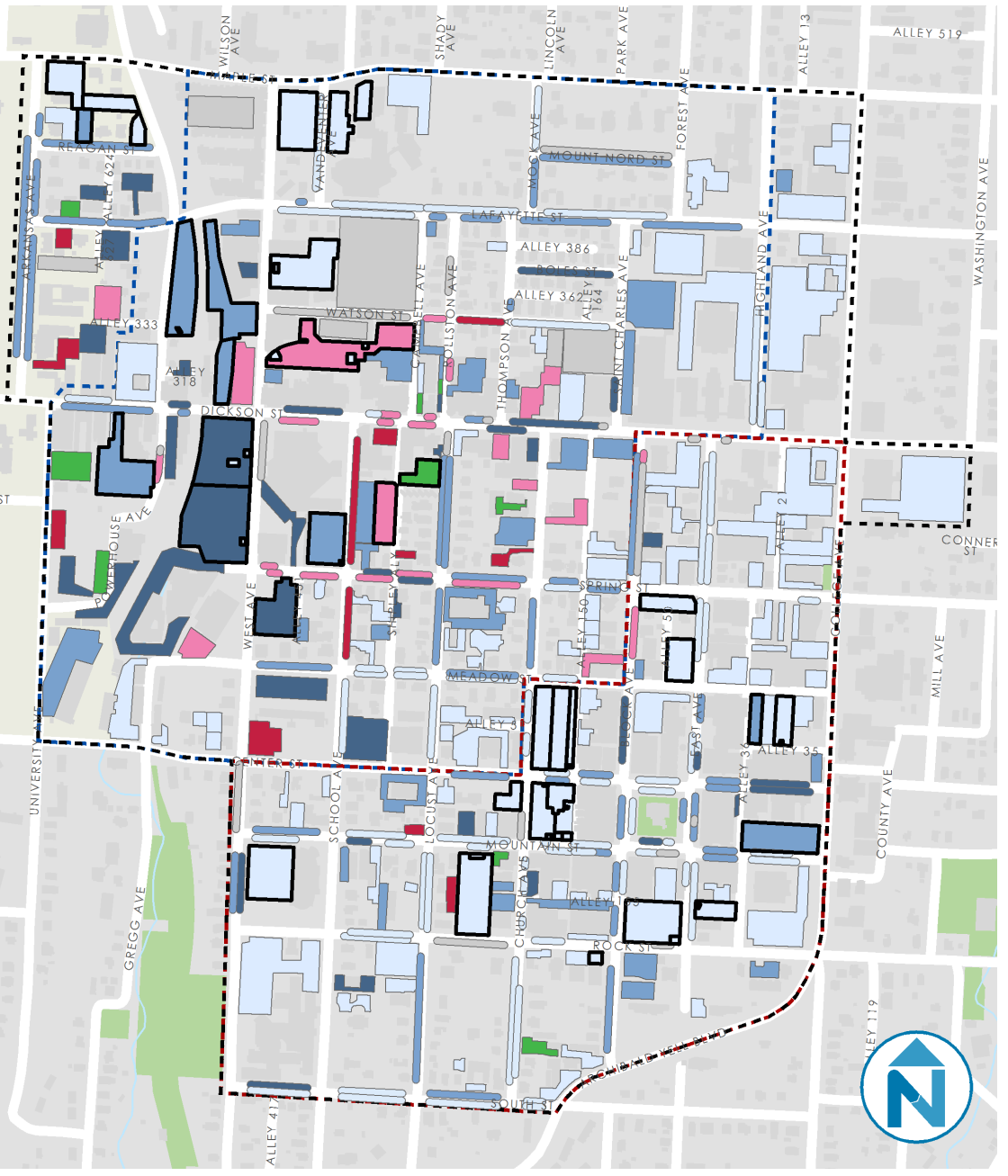
- Study Area
- Downtown Business District
- Entertainment District

Thursday 9p-11p

- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data
- Publicly Available Facilities

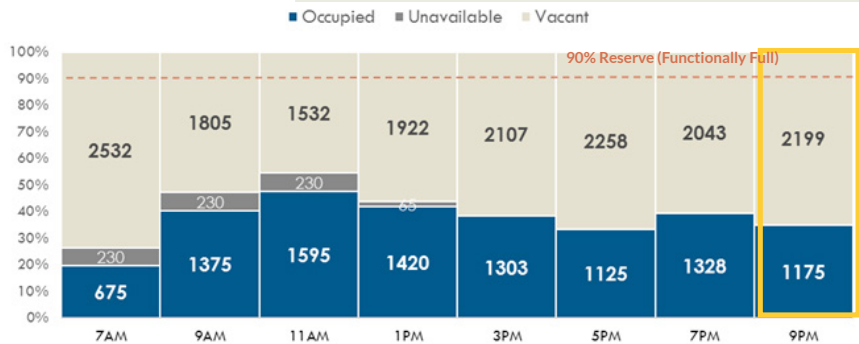


Data Sources: ESRI, City of Fayetteville



EXISTING CONDITIONS HIGHLIGHTS

WEEKDAY EVENING PEAK Publicly Accessible Parking

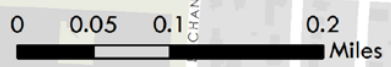


Parking Utilization

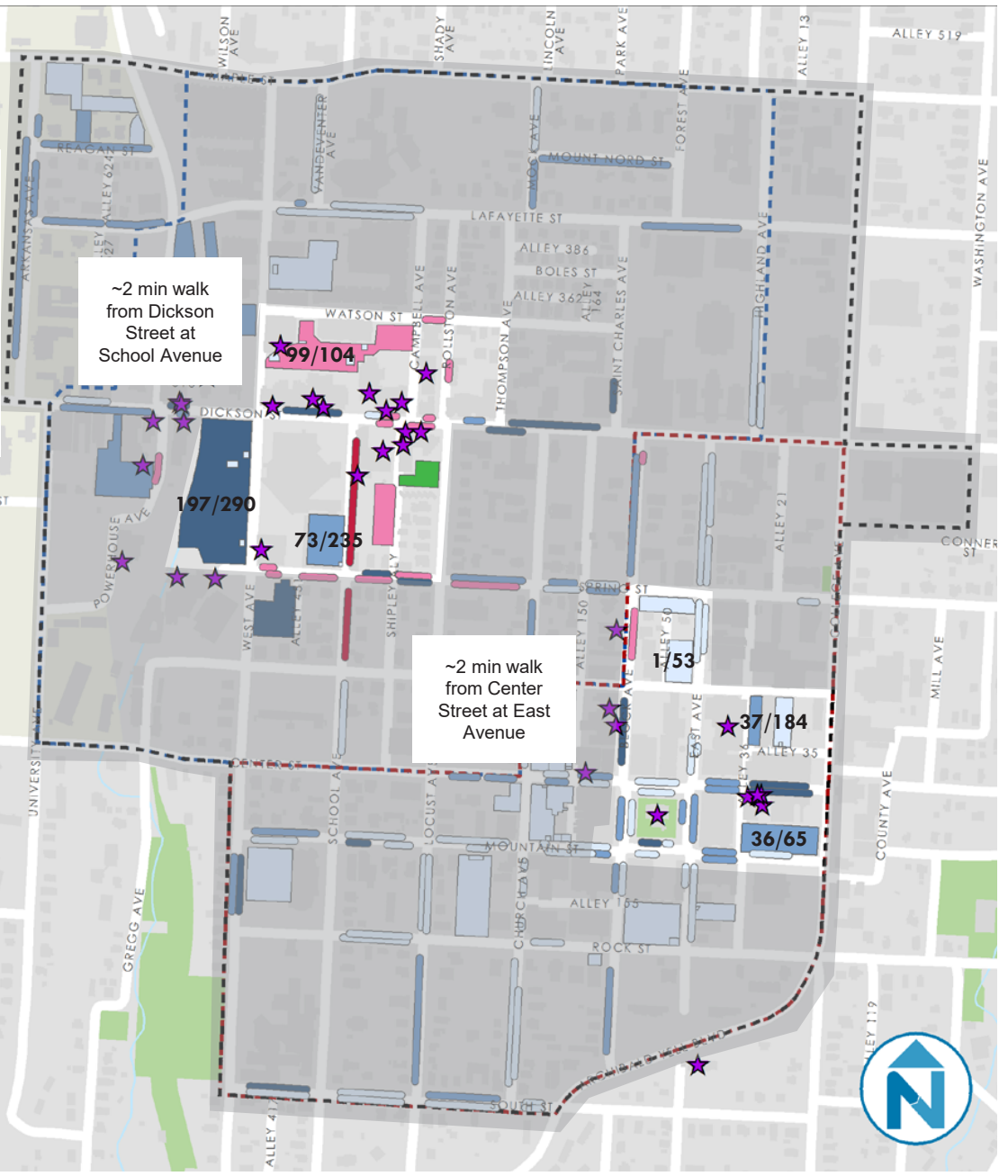
- ★ Bars and Restaurants**
- Study Area
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Thursday 9-11 p - Publicly Available

- 0% to 30%
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Data Sources: ESRI, City of Fayetteville

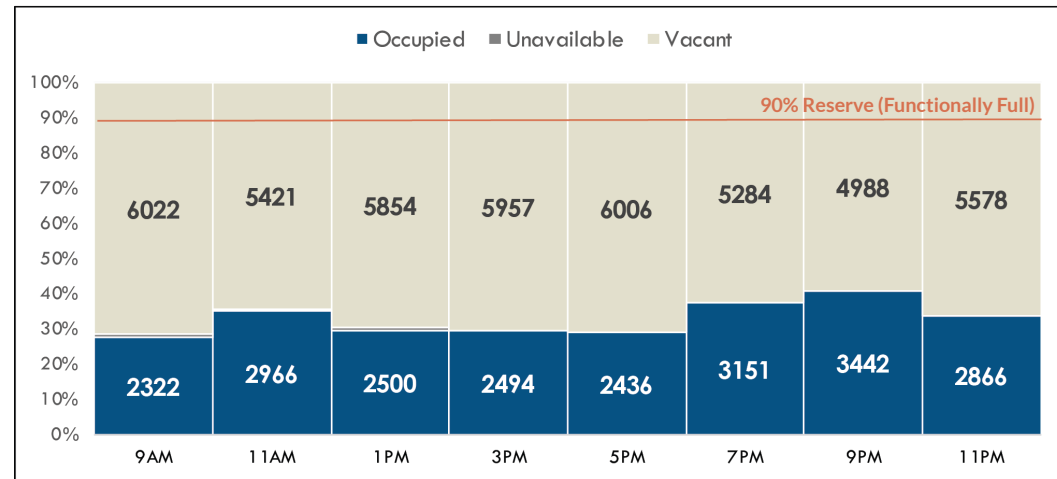


WEEKEND FINDINGS

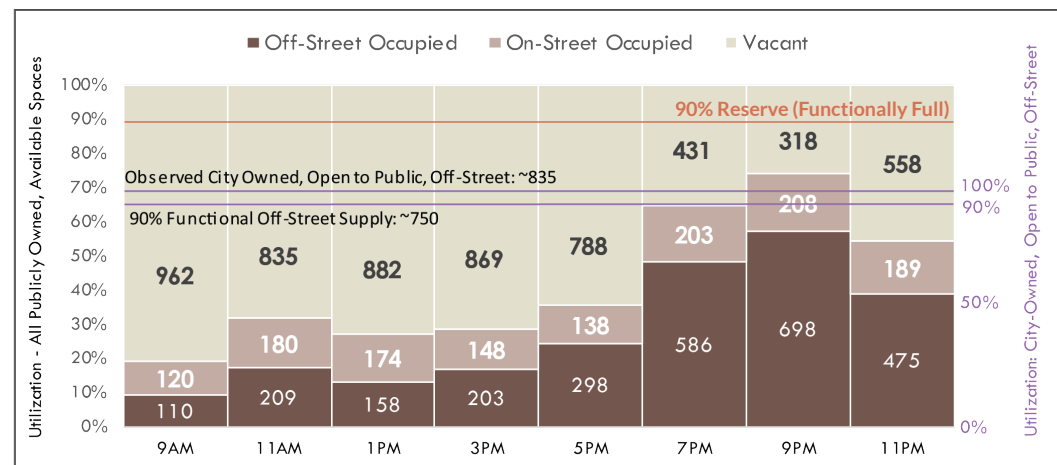
On weekends, there is a parking crunch in the spaces right around the Walton Arts Center in the evenings.

- Demand concentrates in the heart of the Entertainment District and Downtown Business District
- City-owned, publicly accessible spaces in the Entertainment District are approaching functionally full at peak
- In particular, the West Lot, East Lot, Spring Street Parking Deck, and Lot 55 are functionally full in the evening peak
- Overall, study-area wide utilization on weekends peaks at 9 p.m. at 40% occupied
- On Sundays, some church lots are over capacity and people park in unmarked spaces on Dickson Street. In contrast, surrounding lots have significant amounts of unoccupied spaces that are not accessible to the public.

Overall Weekend Utilization

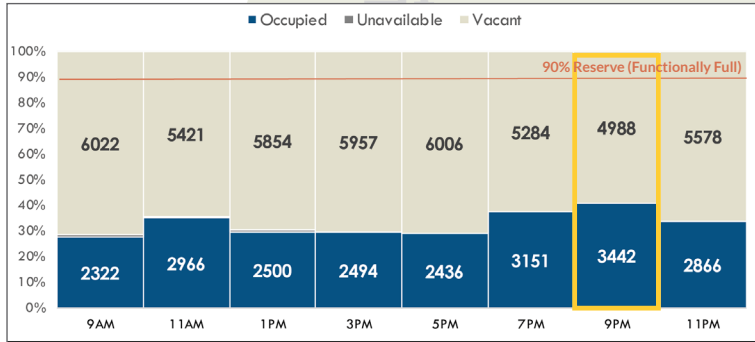


City-Owned, Open to Public Spaces - Entertainment District Weekend Utilization



EXISTING CONDITIONS HIGHLIGHTS

WEEKEND PEAK All Parking

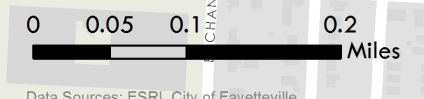


Parking Utilization

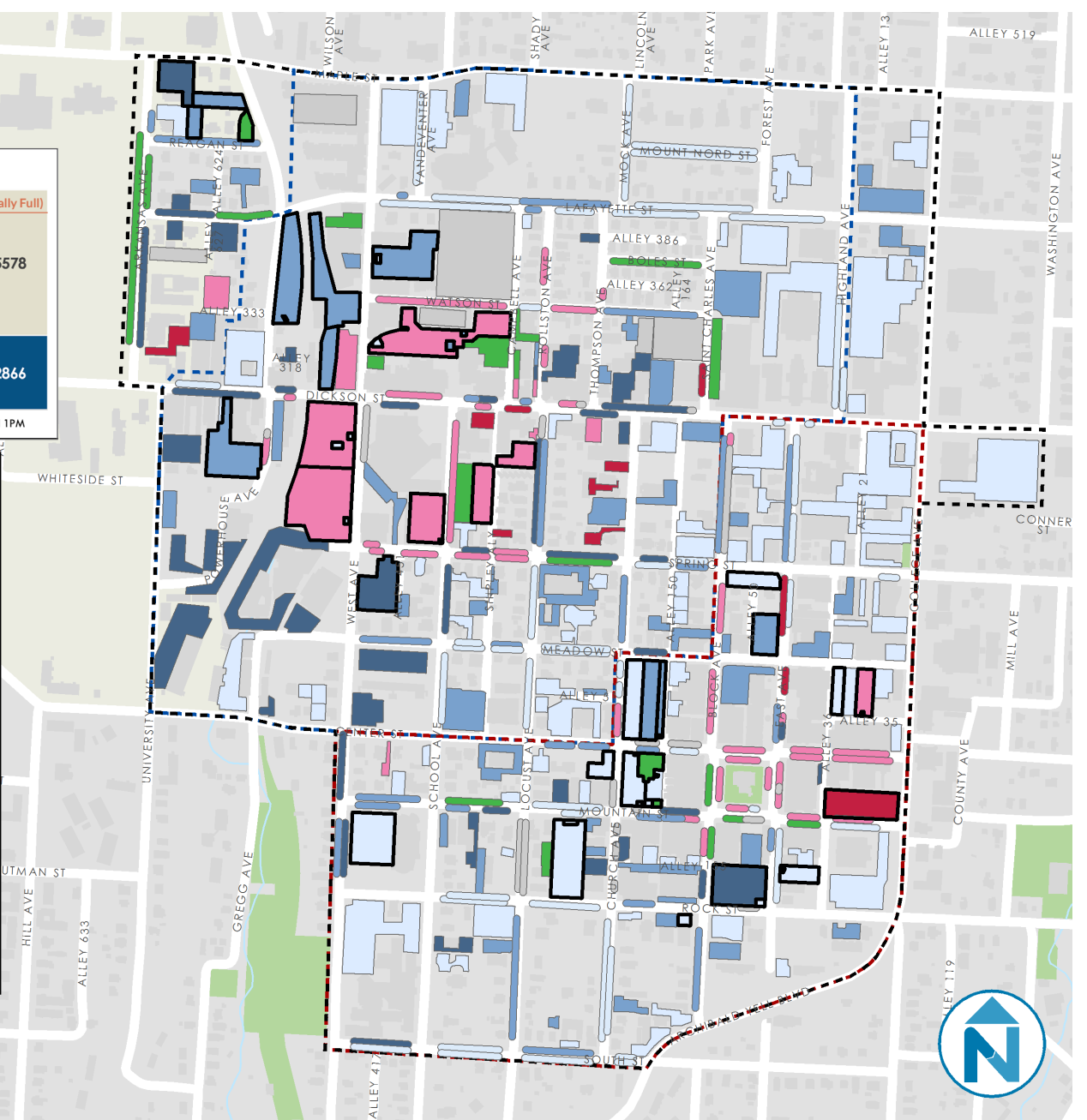
- Study Area (dashed black line)
- Downtown Business District (dashed red line)
- Entertainment District (dashed blue line)

Saturday 9p-11p

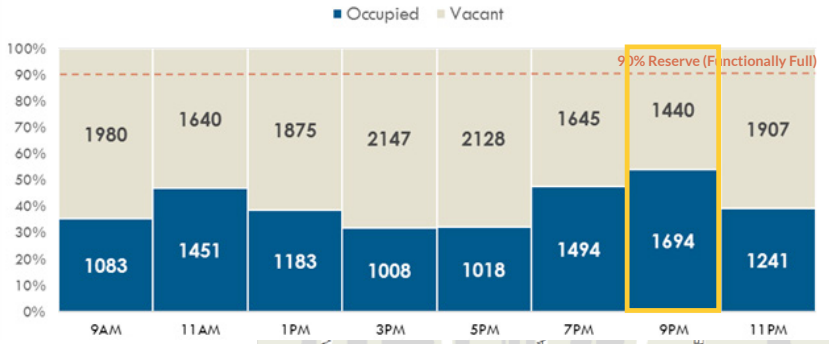
- 0% to 30% (light blue)
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- 80% to 90% (green)
- 90% to 100% (pink)
- Greater than 100% (red)
- Restricted/No Data (grey)
- Publicly Available Facilities (white outline)



Data Sources: ESRI, City of Fayetteville



WEEKEND EVENING PEAK Publicly Accessible Parking

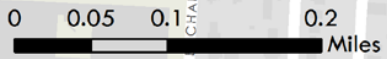
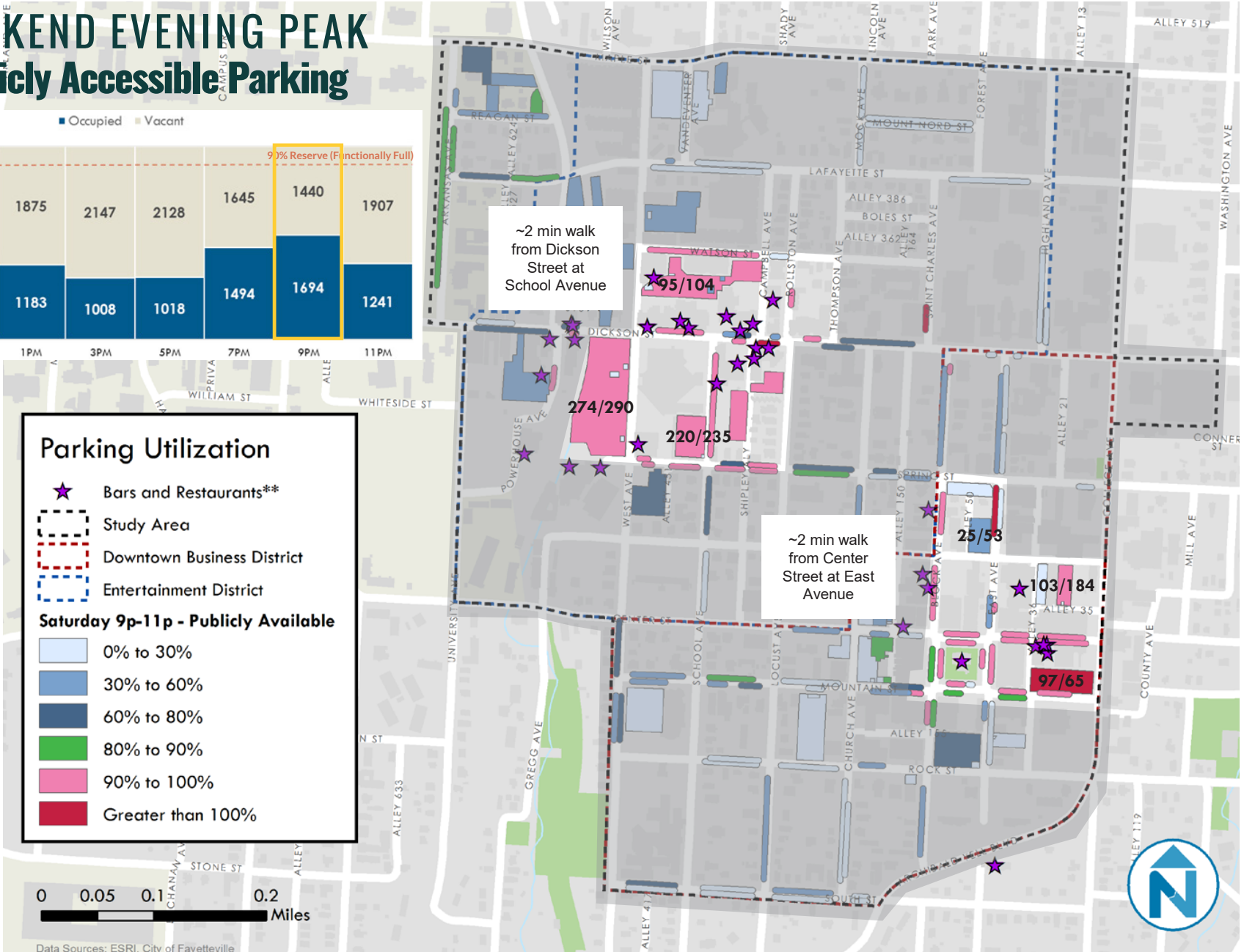


Parking Utilization

- ★ Bars and Restaurants**
- Study Area
- Downtown Business District
- Entertainment District

Saturday 9p-11p - Publicly Available

- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%



Data Sources: ESRI, City of Fayetteville



PARKING ENTRANCE



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DOWN WITH THE

KISS

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7 7 7 7 7 7 7 7



STRATEGIES

A combination of new ideas and strategies can tackle some of Fayetteville's parking issues today and in the future.

Optimizing Fayetteville's parking system will require a variety of strategies to improve the information, operation, and regulation of parking resources in the City. These strategies are interconnected and will work best as a package of management approaches. The strategies section outlines proposed strategies to address identified challenges related to parking, both on- and off-street.

STRATEGIES



HOW WERE THE STRATEGIES DEVELOPED?

A comprehensive and detailed planning process developed strategies based on both quantitative data and public input. The public input was key to the study to provide the “story behind the story” of the data - for example the lot on Gregg Ave close to the Walton Arts Center that is nearly empty at peak is also in a location where many members of the public identified walking issues.

The recommendations are intended to support the goals identified at the start of the study as well as to respond to public feedback provided along the way. Specifically, the study included:

- A review of **parking related planning documents**
- A detailed **parking inventory**, led by City staff, of both public and private lots
- Parking **occupancy counts** to determine how efficiently parking resources are utilized
- **Community input and feedback** at key points throughout the study via mobile workshops and stakeholder roundtables
- An assessment and review of **parking management practices**, such as regulations, enforcement, and technology
- A land use analysis to determine **how the built environment relates to parking demand** in Fayetteville

Detailed information on these study elements can be found in the technical appendix of this document.

Study Goals

1. Understand parking in the context of a multimodal system/downtown.
2. Plan for responsible economic development.
3. Establish coordinated parking management.
4. Explore regulations that are customer-friendly and easily understood.
5. Explore new technologies.

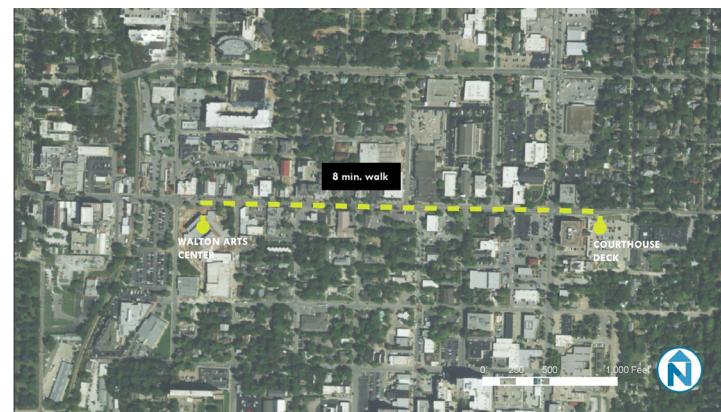
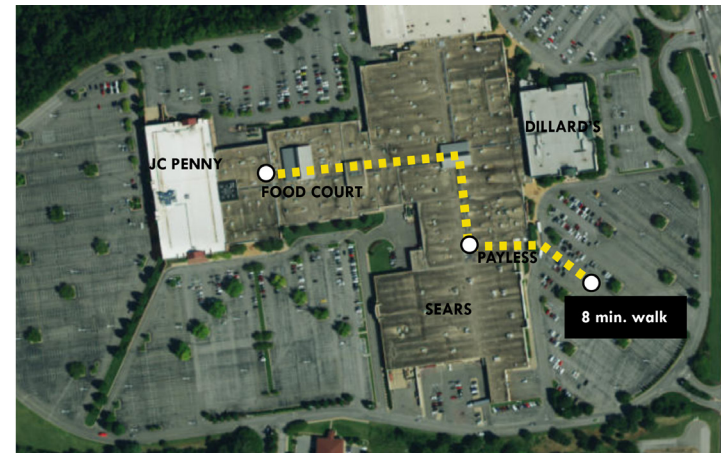
TREAT PARKING AS A CUSTOMER SERVICE

Challenge

Downtown Fayetteville is a key part of Northwest Arkansas’s (NWA) cultural life and attracts a wide array of people who want convenient parking, including arts patrons, diners, employees, and business owners. In particular, the restaurants on and around Block Avenue and Dickson Street, the theater offerings, and the farmers’ market draw people from throughout NWA and Fayetteville itself. In contrast to other more suburban destinations, Fayetteville’s compact downtown necessitates a unique parking system. However, many who drive may not understand how the system works. They may input a destination such as the Walton Arts Center into a GPS and drive straight there, then hunt for parking right out front rather than being directed to available parking nearby. The system should cater to all users, but it often results in confusion and frustration.

It is not always clear where to look for parking beyond the obvious, visible spaces. Nearby parking on streets like Spring or Meadow is often available but unknown to visitors. Informal parking is also available—for example at churches—to those who are in the know, but it is not part of the formal system. Despite the City of Fayetteville’s Parking Management Department efforts to market alternatives, available parking seems “far away” because people do not understand how it fits into the system. Although survey results revealed a stated preference for free or discount parking, many drivers park in prime or more expensive parking spaces because they do not know that an inexpensive space is available nearby.

Visitors to the Northwest Arkansas Mall regularly walk more than 8 minutes to a destination. This is comparable to users parking at the Washington County Courthouse Parking Deck at the end of Dickson Street (which is almost vacant but not used in the evenings) and walking to the Walton Arts Center. The difference is that people understand how parking at the mall works.



RECOMMENDATIONS

The goal of a well-managed parking system should be to serve its customers, not to make money or inconvenience its users. To clarify this sentiment, the City can make some key changes that will improve overall perception.

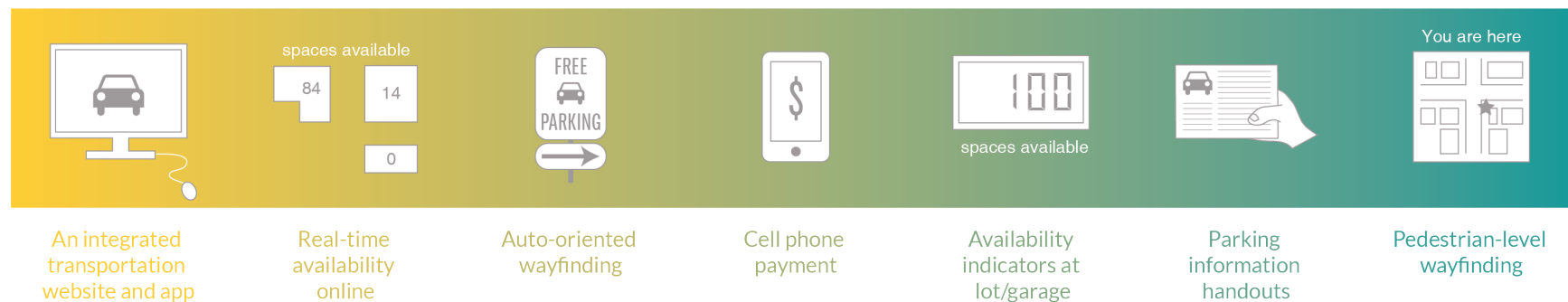
Primary

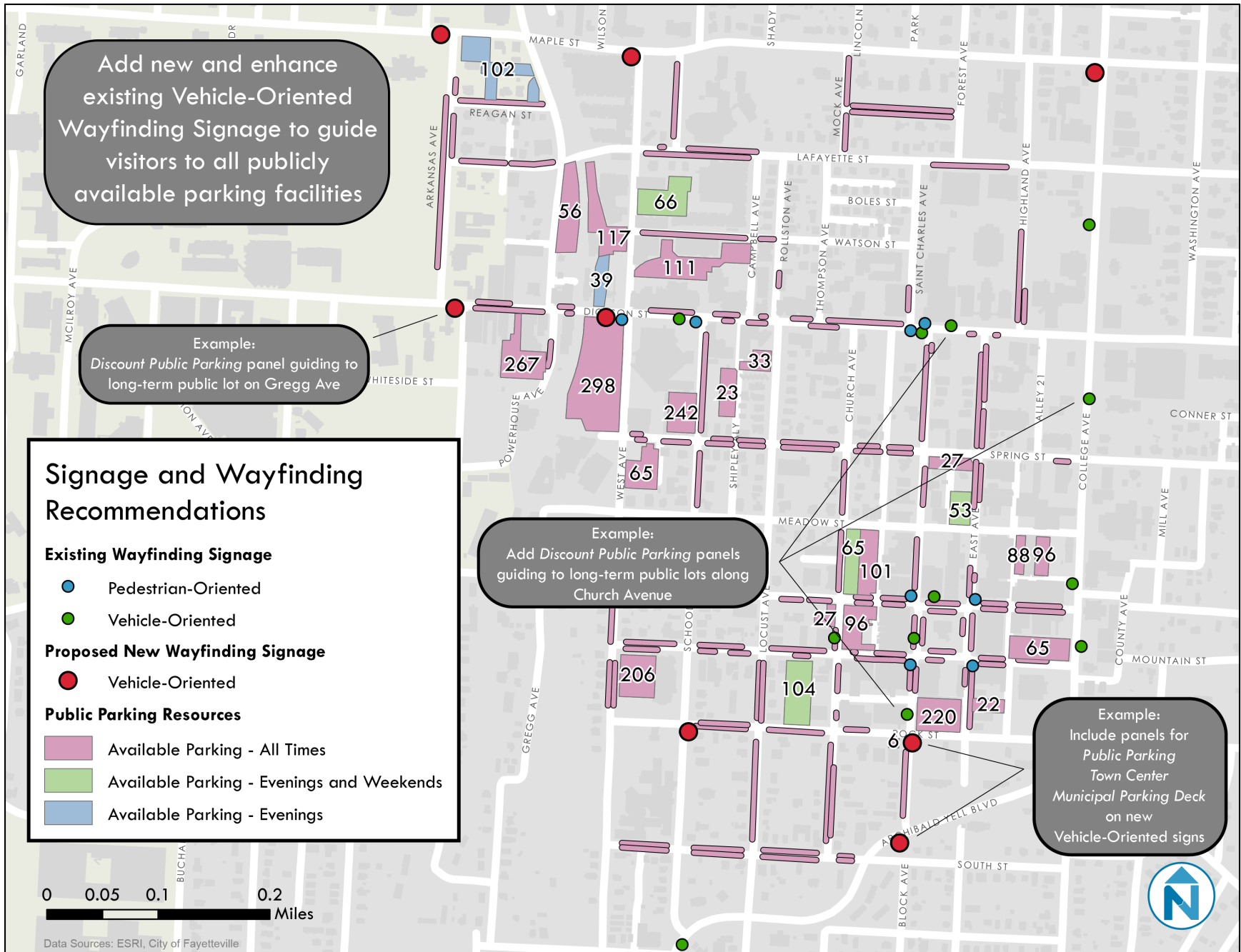
- Provide information that considers all aspects of a trip. This includes: (1) before you arrive; (2) at your arrival; and (3) during your stay. This will help visitors and regular travelers alike understand how the system works.
- Update wayfinding signage for both pedestrians and motorists to include directions to premium and discounted parking areas.
- Institute formal “first ticket free” policy, to reflect a friendly, welcoming system that wants to help travelers get around.
 - Incorporate parking information on the ticket itself, or in addition to the ticket, to ensure that the customer is informed of additional parking options.
- Update municipal code to have an availability goal for on-street spaces by block and lots rather than set prices. Code should allow Parking Management Division to change the prices directly without requiring a legislative amendment each time. In return Parking Management would regularly report on the achievement of the occupancy goal and have a clear trigger for returning authority to the Council if not met. The code should also describe that parking pricing is tied to availability, and that the goal of adjusting price is to create availability for all users.

BEFORE YOU ARRIVE

AT YOUR ARRIVAL

DURING YOUR STAY



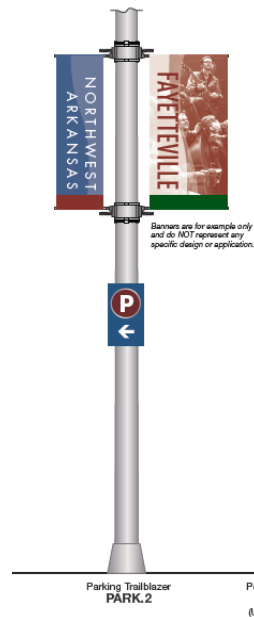


Supportive

- Train parking enforcement officers to serve as “Mobility Ambassadors” who actively provide parking, transportation, and other downtown information. Consider updating uniforms to reflect this role.
- Continue to distribute parking information in the form of coasters, table-toppers, and other materials.
- Improve parking information that is available online and encourage local businesses to link to it so that the public sees consistent information.

Fayetteville’s new wayfinding system (see sample at right) is an excellent opportunity to integrate both auto- and pedestrian-oriented parking wayfinding.

Signage should help drivers find the option that best suits their needs, and help pedestrians get back to their parked vehicles.



Case Study

Meter Rates

Eliminating meter rates from the municipal code is an important step in creating a parking system that is focused on managing for availability. When rates are listed in the municipal code, it is challenging for parking management to appropriately respond to demand patterns without going through the process of legislative approval, which is a significant administrative burden.

Four of Fayetteville’s peer cities do not list rates in their municipal code:

- Boulder, CO
- Ft. Collins, CO
- Asheville, NC
- Ann Arbor, MI

An additional best practice that holds parking management accountable to the public is to set an availability goal in the municipal code. For example, Redwood City, CA has adopted text in its municipal code that gives the City Manager authority to change meter rates based on an adopted “target occupancy.” Text of the code includes:

“To accomplish the goal of managing the supply of parking... a target occupancy rate of eighty-five percent (85%) is hereby established as the goal sought to be achieved with the rate structure for parking meters.”¹

This text provides clear and transparent reasoning behind the goal, and ties parking pricing to availability rather than city profit. The code goes on to require occupancy surveys at least twice per year.

¹ Redwood City Municipal Code, section 20.133

TREAT PARKING AS A CUSTOMER SERVICE

Implementation Timeline

Primary Strategy

- ▶ Improve information system for customers
 - (1) before they arrive
 - (2) at arrival and
 - (3) during their stay

Immediate Steps

- ▶ Integrate parking into Fayetteville’s new signage and wayfinding program. Include pricing information (“premium,” “discount,” etc.).
- ▶ Collaborate with private lots to install the same parking technology platforms.
- ▶ Determine key locations for additional signage.

Short Term Steps

- ▶ Install new signage (see also: Streamline Signage)

Long Term Steps

- ▶ Adjusting signage and technology as needed

Key Partners

COF Parking Management, COF Engineering, Private lot owners

Primary Strategy

- ▶ Adopt a policy that allows Parking Management Division some control over pricing, including an availability target for on- and off-street parking.

Immediate Steps

- ▶ Coordinate with Administration and City Council and draft ordinance language to update code to set a parking space availability target (and/or max price, if necessary)

Short Term Steps

- ▶ Work with City Council to adopt code
- ▶ Monitor and adjust if necessary

Long Term Steps

- ▶ Monitor and adjust if necessary

Key Partners

COF Parking Management, COF Administration, City Council

Supportive Strategy

- ▶ Rebrand parking enforcement to be mobility ambassadors
- ▶ Enhance parking information

Immediate Steps

- ▶ Review parking enforcement officer handbook and training needs
- ▶ Expand distribution of parking information
- ▶ Improve central website of parking information, including prices and time spans, for all publicly-accessible parking (including that which is privately owned)

Short Term Steps

- ▶ Update parking enforcement officer handbook and training
- ▶ New uniforms for Parking Enforcement officers as “ambassadors”
- ▶ Work with local businesses to link to centralized parking database

Long Term Steps

- ▶ Create integrated transportation materials, such as showing remote parking on Razorback and/or Ozark Regional Transit maps. This could include both online and printed materials.

Key Partners

COF Parking Management, Dickson Street Merchants Association, Block Street Business Association, Walton Arts Center

STREAMLINE SIGNAGE FOR USER CLARITY

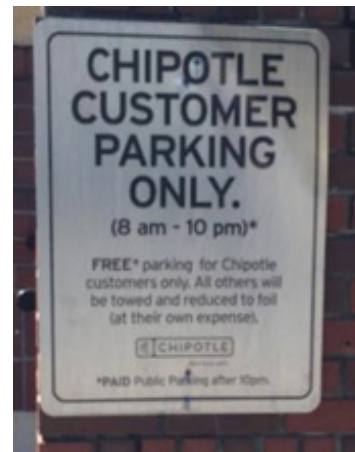
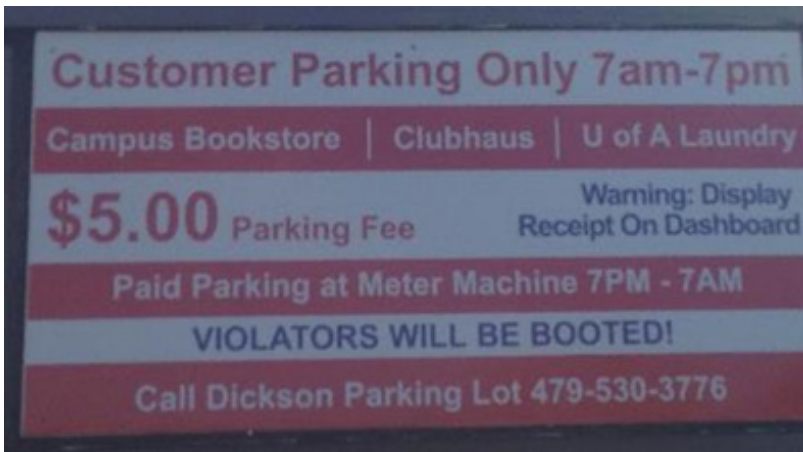
Challenge

Inconsistent and unclear signage plays a major role in the effectiveness of a parking management program. Easy to read and understand parking and wayfinding signage is critical to a user’s ability to decipher the parking system. Signs should effectively guide motorists to parking resources to reduce congestion from circling and limit frustration amongst drivers, providing clear information about where parking is allowed and available.

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. Furthermore, there is no wayfinding system to inform drivers of underutilized parking spaces that are nearby but not visible from the main street in core business areas.

Mixed regulations at privately owned facilities that are open to the public are confusing for users.

Washington, DC is using these user-friendly signs.



RECOMMENDATIONS

Primary

- Install consistent wayfinding to lower-price/remote parking options.
- Pursue City-sponsored and standardized signage at privately-owned and publicly-accessible lots.
 - City could provide in-kind services in exchange for the adoption of consistent signage and pricing, including sign installation, lot striping, maintenance, and/or enforcement.
- Pursue signage for informal shared parking at churches and other establishments to encourage use by visitors at times when the establishments have low demand (See Increase Publicly Available Parking Supply).
- Clarify availability of late-day parking in Downtown Business District loading zones by removing on-street striping and improving signage.

Supportive

- Simplify signage to have fewer words and more intuitive displays so regulations are easier to read and understand
- Lease additional parking for permit holders or hourly visitors (See Increase Publicly Accessible Parking Supply)

Case Study

Ann Arbor, MI



Image Source: Ann Arbor DDA

In Ann Arbor, MI, the Downtown Development Authority (DDA) oversees management of public parking. This includes City-owned parking assets as well as some privately owned parking through leases or revenue sharing agreements.

For example, the City leases and operates a privately owned parking lot at First and Huron Streets, and has installed wayfinding and signage consistent with the rest of Ann Arbor (see image above). The lot is priced consistently with the rest of the system. Thus, to a member of the public, this lot is easily understood as part of the public supply.

STREAMLINE SIGNAGE FOR USER CLARITY

Implementation Timeline

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| <p>Primary Strategy</p> <ul style="list-style-type: none"> Implement consistent signage and wayfinding for parking | <p>Immediate Steps</p> <ul style="list-style-type: none"> Install proposed wayfinding signage update | <p>Short Term Steps</p> <ul style="list-style-type: none"> In conjunction with programs to encourage remote parking, install signage directing drivers to this discount resource | <p>Long Term Steps</p> <ul style="list-style-type: none"> Adjust as needed |
| <p>Key Partners COF Parking Management</p> | | | |

| | | | |
|--|---|--|--|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> Pursue City-sponsored and standardized signage at privately-owned and publicly-accessible lots. | <p>Immediate Steps</p> <ul style="list-style-type: none"> Identify existing private owners of publicly available parking, as well as potential future shared parking facilities Meet with individuals and/or groups to propose updated signage (and regulations) Consider incentives to participate, such as in-kind services | <p>Short Term Steps</p> <ul style="list-style-type: none"> Install signage Ongoing meetings, as necessary | <p>Long Term Steps</p> <ul style="list-style-type: none"> Maintain signage |
| <p>Key Partners COF Parking Management, Private lot owners</p> | | | |

| | | | |
|---|---|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> Clarify availability of late-day parking in Downtown Business District loading zones by removing on-street striping and improving signage. | <p>Immediate Steps</p> <ul style="list-style-type: none"> Meet with Block Street Business Association to provide information on this project Meet with Traffic Department as necessary | <p>Short Term Steps</p> <ul style="list-style-type: none"> Grind out striping Install updated signage Update parking maps/ information | <p>Long Term Steps</p> <ul style="list-style-type: none"> Consider opening more use-restricted spaces to customer parking and/or valet when primary use is complete |
| <p>Key Partners Block Street Business Association, Transportation Department, COF Parking Management</p> | | | |

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|---|--|--|---|
| <p>Primary Strategies</p> <ul style="list-style-type: none"> Update signage Lease additional parking | <p>Immediate Steps</p> <ul style="list-style-type: none"> Review signage best practices (see Columbus, OH and Washington, DC) Identify additional supply and begin lease negotiation (see Add Parking Supply) | <p>Short Term Steps</p> <ul style="list-style-type: none"> Consider improving signage design Execute new parking leases | <p>Long Term Steps</p> <ul style="list-style-type: none"> Update signage Monitor use of leased lots and consider additional lots |
| <p>Key Partners COF Parking Management, Private lot owners</p> | | | |

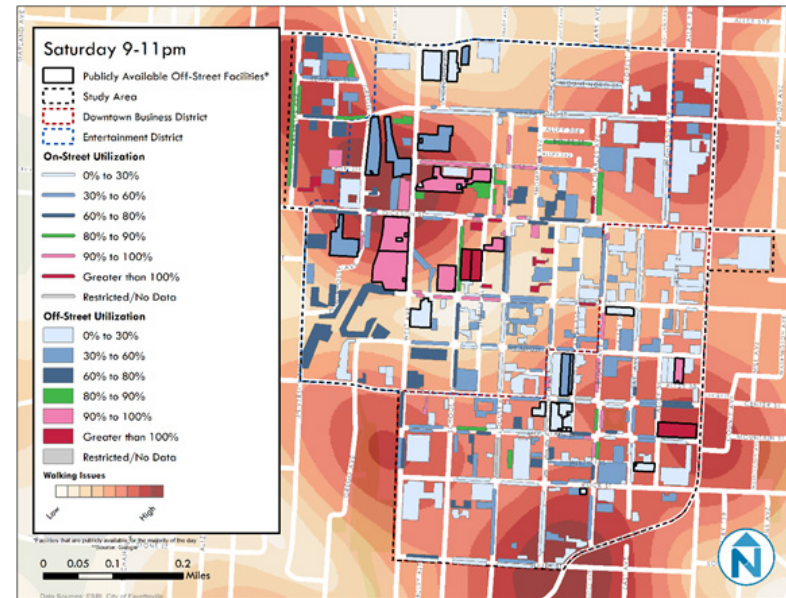
MULTIMODAL IMPROVEMENTS

Challenge

Today, the City’s parking system assumes employees and customers will always seek to travel by car to access local businesses. Intersection operations prioritize vehicle movements, and some roads do not have sidewalks thus reinforcing travel by car. Meanwhile, Fayetteville’s exceptional bicycle trail system is not often complimented by last-mile on-street connections to the front-doors of local businesses and residences. Similarly, Razorback Transit and Ozark Regional Transit run only limited transit services through downtown, and many people do not see them as a viable means of access. Meanwhile students come to attend UA and bring personal vehicles that they may use to frequent the Downtown and Entertainment District even though many live close by. All of these issues lead to people choosing to travel to Fayetteville’s downtown via personal vehicle, which in turn leads to more parking demand.

Fayetteville’s multimodal network is stronger in some places than others. Every motorist must walk after parking, so incorporating other modes of transportation into a parking management program is essential for success, necessitating investments into the pedestrian, bicycle, and transit networks as well. These infrastructure investments are ultimately ways to improve parking access and offset parking demand.

Comparing parking utilization on a busy weekend night with noted walking issues from the public shows that some facilities may be underutilized due to walking connection issues.

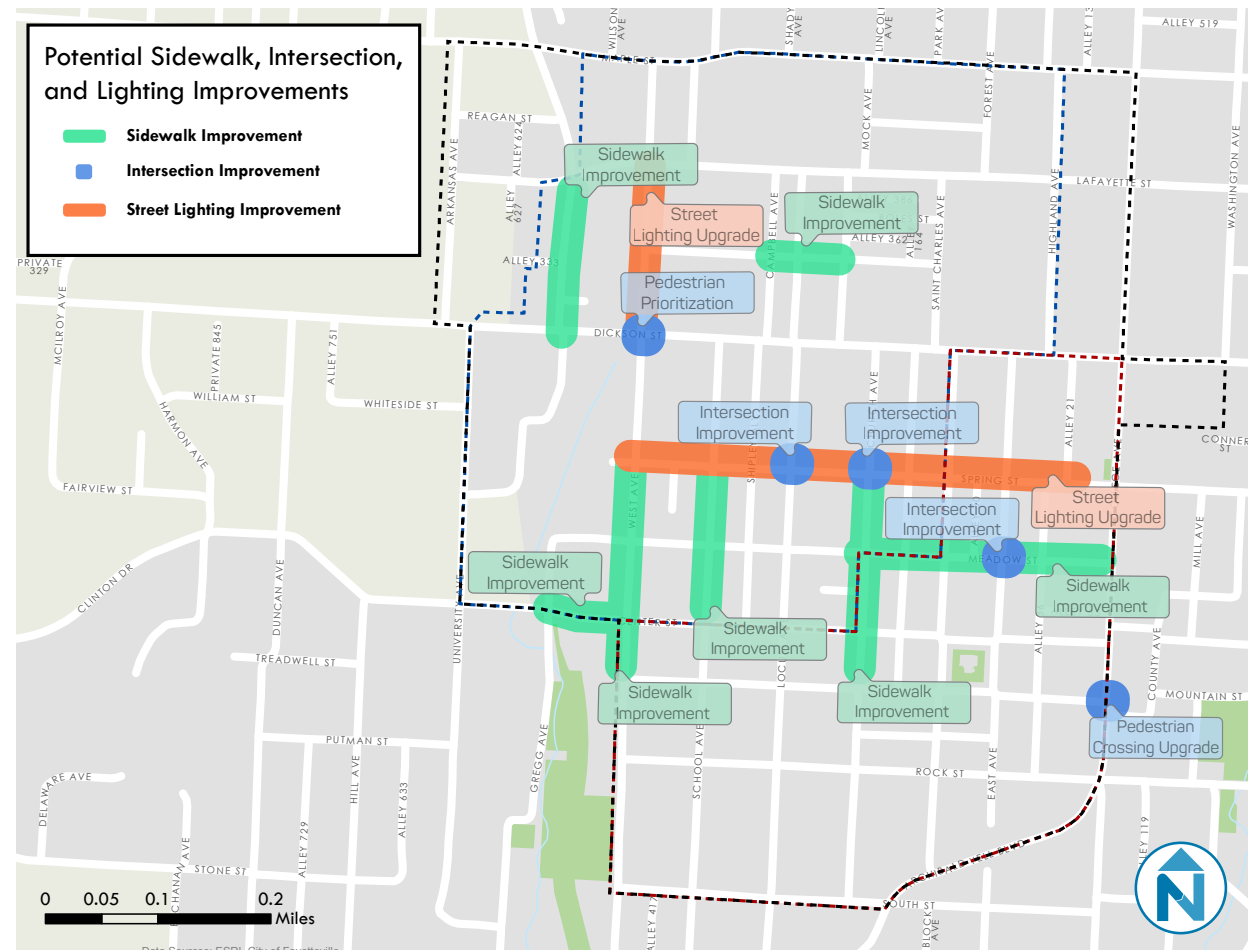


RECOMMENDATIONS

The compact nature of the Downtown and Entertainment Districts can further be enhanced by multimodal improvements that will make the core areas of the districts more walkable, allowing parking demand to spread more easily to underutilized areas, while encouraging more pedestrians, bicyclists, and transit users throughout downtown.

Primary

- Pursue intersection improvements that prioritize pedestrians, particularly to decrease pedestrian waiting and crossing times (e.g. at West Ave. & Dickson St.)
- Provide sidewalks and lighting near underutilized facilities, including:
 - Install a sidewalk and streetlights near the parking lot on Gregg Ave. (Complete)
 - Create an intentional signed and lighted link between the underutilized lots behind Hugo's on Church Avenue and Dickson Street in the Entertainment District.
 - Improve links between the Downtown Business District and the Entertainment District.
- Consider using on-street space currently dedicated to underutilized parking for facilities for people walking, biking, or taking transit. Options should fall within the Urban Street typology developed through the Fayetteville Multimodal Plan,



Supportive

- Pursue a Downtown Sidewalk Improvement Plan and/or key improvements that help link the Downtown Square to Dickson Street, and underutilized parking facilities to these cores of demand.
- Utilize on-street parking on the east end of Dickson Street as traffic calming, signaling to motorists that they have reached downtown.
- Streamline wayfinding signage between parking lots/garages, transit stops, bicycle facilities, and key local destinations (Streamline Signage)
- Market transit/remote parking shuttle options in the existing transit system (i.e. the Brown Route) to downtown employers and employees
- Review meter placement and location on public sidewalks and consider replacement with kiosks where the clear walking width is narrow, for example along Church Street.
- Consider the removal of underutilized on-street parking in some places to support changes in the roadway, such as the addition of bicycle lanes, the expansion of sidewalks, and/or other multimodal improvements.
- As uses intensify, a shuttle from remote parking for events or on a more regular basis may be appropriate and should be evaluated. For example, Bikes Blue and BBQ runs a shuttle for its event from Baum Stadium to Dickson Street. For large Dickson Street events, a similar structure could be pursued, using remote facilities such as Baum Stadium or even the County Courthouse..

MULTIMODAL IMPROVEMENTS

Implementation Timeline

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|--|--|---|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Intersection improvements | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Select key intersections | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Pursue intersection improvements such as signal timing and/or concurrent walk signals ▶ Add crosswalk striping as possible and/or to replace worn paint | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Consider infrastructure improvements at key intersections |
| <p>Key Partners COF Parking Management, COF Engineering Division</p> | | | |

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|---|---|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Walkability Improvements | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Install sidewalk on Gregg Ave (Complete) ▶ Coordinate walking improvements with larger Mobility Plan | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Create an intentional signed and lighted link between the underutilized lots behind Hugo's on Church Avenue and Dickson Street in the Entertainment District ▶ Plan for additional links between the Business and Entertainment District | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Install walkability improvements between Business and Entertainment Districts |
| <p>Key Partners COF Parking Management, COF Engineering Division</p> | | | |

Supportive Strategies



Immediate Steps

- ▶ Consider a Downtown Sidewalk Improvement Plan
- ▶ Formalize on-street parking on the east end of Dickson Street
- ▶ Review on-street meter placement

Short Term Steps

- ▶ Remove on-street meters that block sidewalks and replace with pay-by-plate kiosks
- ▶ Link transit and parking systems in marketing materials
- ▶ Consider the removal of underutilized street parking

Long Term Steps

- ▶ Study more regular shuttle service to support remote parking

Key Partners

COF Parking Management, COF Engineering Division, Ozark Regional Transit, Razorback Transit



INCREASE PUBLICLY ACCESSIBLE PARKING SUPPLY

Challenge

Additional parking is an important component in the continued growth and development of the Fayetteville Downtown Business District and Entertainment District. Over time, new development will replace existing parking lots, and the City or developers will need to create additional parking from resources. Before new parking is built, maximizing the use of existing parking resources is far more cost-effective. However, much of the underutilized parking in Fayetteville is not yet publicly-accessible. There are also streets with sufficient width that have yet to incorporate on-street parking.

RECOMMENDATIONS

The City should pursue both on-street and off-street additional parking supply. If only 10% of the currently restricted supply became available to the public, that would be an addition of over 500 spaces to the system, or the equivalent of adding two more Spring Street Parking Decks.

Primary

- Pursue lease agreements / partnerships with underutilized private parking lots (such as churches, retail stores, or banks) that can provide additional parking during peak hours in the core areas.
 - City should provide maintenance, enforcement, and signage in exchange for utilizing the parking areas; revenue-sharing may be an option where demand is high.
- As part of the recommended comprehensive signage and wayfinding system, provide signs directing drivers to shared public / private lots when available for parking, especially on Sundays.
 - Remote parking resources that could be shared for use include the courthouse, churches, and underutilized lots on Church Street behind Hugos, as well as other underutilized privately-owned parking.

- Add on-street parking on streets where it could help with high parking demand and double as a traffic calming mechanism, signaling to drivers that they are arriving in a downtown / pedestrian area. Consider adding seven to eight-foot wide parking spaces to streets while continuing to maintain driving space. These should be reviewed by the Engineering Division:
 - West Avenue by Grub’s (Implemented)
 - Dickson Street East End
 - St. Charles Avenue north of Watson Street
- Establish an overall district utilization threshold—such as more than 85% -- which would trigger the need for a shared parking garage. Investigate public, private, or public/private partnered options depending on land development opportunities.

Supportive

- Implement a permit system for shared parking lots. Some private property owners may be open to sharing parking to a designated set of users. For example, employees in the Entertainment District could access a permit to park in a church lot on the eastern end of Dickson Street. The limited pool of users may be comforting to an entity who might otherwise want to restrict general public parking, even if their lot is underutilized.



INCREASE PUBLICLY-ACCESSIBLE PARKING SUPPLY

Implementation Timeline

Primary Strategy

- ▶ Pursue lease agreements / partnerships with underutilized private parking lots

Immediate Steps

- ▶ Identify willing private lot/garage owners, particularly in priority areas such as the Entertainment District core.
- ▶ Create marketing materials and plan for education and conversation

Short Term Steps

- ▶ Meet with stakeholders to develop program
- ▶ Develop key elements of shared parking agreements between private operators and the City.
- ▶ Work to negotiate opening of privately owned parking for public access

- ▶ Continue to meet and engage with key stakeholders.
- ▶ Meet with additional private lot/garage owners
- ▶ Integrate feedback as appropriate.

Long Term Steps

- ▶ Adjust as needed

Key Partners

COF Parking Management, Private property owners

Supportive Strategies

- ▶ Supportive strategies to increase publicly accessible parking

Immediate Steps

- ▶ Develop a permit system for shared lots. Offer entry into the permit system to property owners who may be uncomfortable with full sharing.

Short Term Steps

- ▶ Administer permit system

Long Term Steps

- ▶ Monitor and adjust.
- ▶ As owners become more comfortable, open privately-operated lots to general public

Key Partners

COF Parking Management, Private property owners

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|--|---|--|--|
| <p>Primary Strategy</p> <p>▶ As part of information program, provide signage for informally shared facilities</p> | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Identify existing private owners of publicly available parking, as well as potential future shared parking facilities ▶ Meet with individuals and/or groups to propose updated signage (and regulations) ▶ Consider incentives to participate, such as in-kind services | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Install signage ▶ Ongoing meetings, as necessary | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Maintain signage |
|--|---|--|--|

Key Partners COF, Churches, Courthouse, Other non-city parking holders

| | | | |
|--|--|--|--|
| <p>Primary Strategy</p> <p>▶ Add on-street parking where possible</p> | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Maintain new on-street parking if possible on West Ave. If sightlines are challenging during events, use as valet stand. ▶ Meet with Engineering Division to propose additional parking locations. ▶ Integrate new parking into pricing system, including signage. | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Update any marketing materials and online information | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Monitor and adjust |
|--|--|--|--|

Key Partners COF Parking Management, COF Engineering Division

IMPLEMENT CURRENT PARKING TECHNOLOGY

Challenge

Parking technology is varied in the Entertainment District and Downtown Business District. In the Entertainment District, a driver might encounter City-owned kiosks, other kiosks maintained by private operators, or cash-only payment during events. Drivers can also pay for parking by phone while still in their car upon arrival and can extend a parking reservation remotely via text message. In the Downtown Business District, there are kiosks in some facilities, coin-operated meters on the street, and no option to pay by phone. To park downtown, a driver has to know how to use approximately five different payment methods. Interestingly, stakeholder interviews revealed that Fayettevillians prefer the look and access of single-head meters over kiosks, although others indicated that the clutter of these meters on the sidewalk resulted in walking issues by narrowing the sidewalk.

RECOMMENDATIONS

Since the introduction of meters nearly 100 years ago, parking management technology has advanced to create a more user-friendly customer and visitor parking experience. Upgraded parking technologies can also make operations easier by providing the City capacity to monitor and evaluate parking demand and by streamlining the efficiency of parking enforcement personnel.

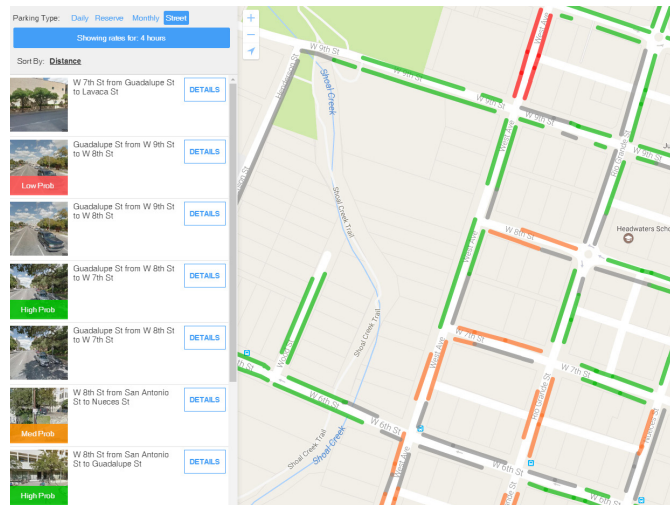
Technology improvements should seamlessly integrate payment methods and utilization information for both on- and off-street facilities to help with parking convenience for both people who drive daily and the occasional visitor. Specifically, these improvements include:

Primary

- Expand pay-by-phone to Downtown Business District. To adjust for credit card and communications fees, set a minimum parking purchase amount (i.e. \$0.75).
- Incentivize private lots/decks to use the same pay-by-phone vendor by offering in-kind services such as maintenance, signage, or other improvements
- Pursue digital meter heads for single-space meters in the Downtown Business District to allow credit card payment. To adjust for credit card and communications fees, set a minimum parking purchase amount (i.e. \$0.75).

Supportive

- Contract with a vendor to provide real-time availability based on meter or kiosk data for all facilities.
- Pursue pre-payment and/or pay-at-exit systems for event management (see Event Management section).
- Pursue pay-by-plate system for kiosks that remove the need for a user to walk back to the car after completing payment.
- Pursue LPR (license plate recognition) enforcement technologies that automate the enforcement process.



New meter technologies drop into old meter housings, providing an efficient reuse of infrastructure and keeping costs low.

Some cities, like Chattanooga TN and Portland ME, offset credit card fees by requiring a minimum purchase to use the more convenient option.



In Austin TX, many of the meters in the city are linked to vendor ParkMe which provides real-time availability data for on-street parking.

Source: <https://www.parkme.com/>

IMPLEMENT CURRENT PARKING TECHNOLOGY

Implementation Timeline

| | | | |
|--|---|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> Expand pay-by-phone to Downtown Business District | <p>Immediate Steps</p> <ul style="list-style-type: none"> Meet with Block Street Business Association Work with vendor to determine minimum revenue needed Determine if feasible/desirable to set a minimum parking purchase to use app | <p>Short Term Steps</p> <ul style="list-style-type: none"> Expand coverage to Downtown Business District (if financially viable) | <p>Long Term Steps</p> <ul style="list-style-type: none"> If not currently viable, implement pay-by-phone together with future price increase in Downtown Business District |
| <p>Key Partners COF Parking Management, Block Street Business District Association</p> | | | |

| | | | |
|--|--|---|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> Incentivize private lots/decks to participate in pay-by-phone | <p>Immediate Steps</p> <ul style="list-style-type: none"> Identify existing private owners of publicly available parking / potential new shared parking facilities Meet with individuals and/or groups to propose updated signage (and regulations) Consider incentives to participate, such as in-kind services | <p>Short Term Steps</p> <ul style="list-style-type: none"> Install pay-by-cell system Ongoing meetings with stakeholders, as necessary | <p>Long Term Steps</p> <ul style="list-style-type: none"> Maintain system, potentially in partnership with owners/operators |
| <p>Key Partners COF Parking Management, Private lot owners</p> | | | |

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|---|--|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Pursue digital meter heads for single space meters | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Meet with Block Street Business Association ▶ Work with vendor to determine pricing possibilities ▶ Determine if feasible/desirable to set a minimum parking purchase to use pay-by-phone or credit card | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Install system (if financially viable and supported by officials) | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Monitor |
| <p>Key Partners Downtown Business District Business Association, COF Parking Management</p> | | | |

| | | | |
|--|--|---|---|
| <p>Supportive Strategies</p> <ul style="list-style-type: none"> ▶ Real-time data ▶ Pay-on-foot ▶ Pay-by-plate ▶ LPR readers | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Negotiate with existing and proposed payment vendors for data stream ▶ Investigate pay-on-foot & pay-by-plate for pre-payment/pay-at-exit systems (see Event Management section) ▶ Acquire LPR (license plate recognition) enforcement readers | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Contract with vendors to provide real-time availability data ▶ Install pay-on-foot and/or pay-by-plate kiosks | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Integrate availability data into multiple web-based platforms ▶ Monitor kiosk effectiveness for events |
| <p>Key Partners COF Parking Management</p> | | | |

IMPROVE EVENT PARKING MANAGEMENT

Challenge

The Entertainment District and Downtown Business District are home to events year round in Fayetteville. Downtown Fayetteville is compact, and increased parking demands from special events can pose a challenge, particularly around the Walton Arts Center during large shows.

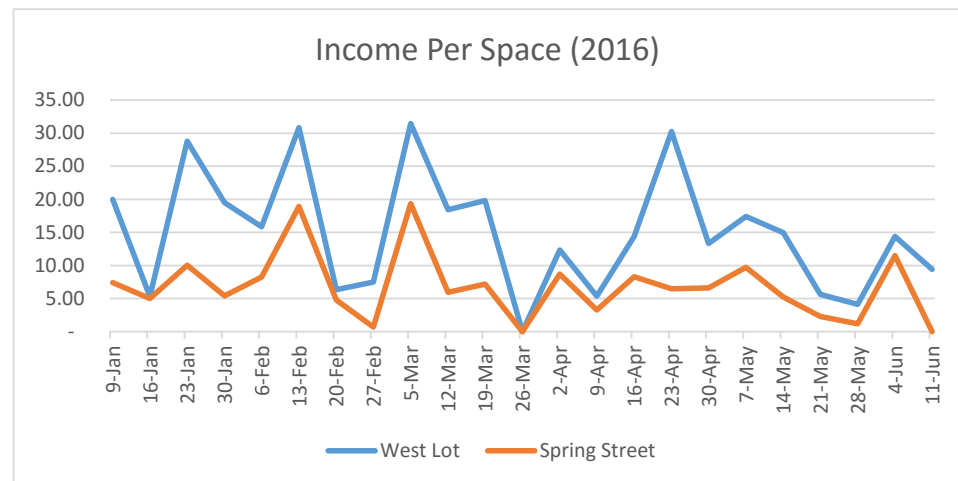
The City’s current approach is to charge a flat \$5.00 cash fee to park at the West Avenue Lot and Spring Street Parking Deck and to employ extra staff to manage parking payment and assist in directing traffic to empty spaces. Although the cash-only payment system can expedite a transaction, handling the cash payments and directing cars to open parking requires a large staff. Moreover, customers who do not have cash may be frustrated by this system, and some have expressed a desire to pay by credit card.

Finally, the implementation of event parking seems inconsistent, particularly for those who are unfamiliar with the system and/or do not know it will be in place before they arrive.



A comparison of event sales per space for the West Lot and Spring Street Parking Deck shows that the West Lot makes more per space with a flat pricing structure, because people want to park in what they perceive to be more convenient spaces

Source: Revenue and Utilization Information from COF, as of June 3, 2016



RECOMMENDATIONS

Event management is a coordinated matter, involving multiple stakeholders throughout the community to ensure that parking and transportation demands are met for each unique event. Technology can play a vital role in the streamlining of event parking options and payment. Upgraded technology and the adoption of additional special event parking strategies can increase the efficiency of event parking and assist in pre-event coordination to further reduce event day congestion. These specific strategies are recommended for Fayetteville:

Primary

- Charge a higher event parking fee at facilities more conveniently located to an event and a lower event parking fee at facilities located farther away to better balance utilization (see figure on opposite page which shows imbalance between West Lot and Spring Street Parking Deck use). Setting and calibrating the rate will take time, warranting initial pilots. The price difference will create availability for those who do not wish to walk as far, and provide a discount option for others.
 - Pilot performance-based pricing in collaboration with the WAC: continue to charge \$5 to park in the West Lot, and charge \$3 to park in the Spring Street Deck; continue with ongoing data collection systems and adjust pricing if necessary at later events.
- To address the needs of customers who are not prepared to pay with cash and/or would prefer a payment alternative, pilot new payment technologies together with the lowered price in the Spring Street Deck. This system would include a pay-on-foot system linked to license plates where customers can pay at any available kiosk, or pre-pay online or by phone.
 - Create a flexible system such that drivers could enter their plate or space number and pay within a reasonable arrival time, such as anytime before the end of a show. The City should accept payment at any kiosk and on mobile devices.
 - Use LPR for enforcement .
 - This system could require as little as one enforcement sweep after intermission or a set amount of time after an event begins. All who are parked at that time should have paid the flat event parking fee.
 - To facilitate payment, work with the WAC and/or other event venues such as Theatre Squared to remind people who have parked in the Spring Street deck to pay, either via signage or announcements.
 - Work with theater and/or other venues to sell parking in advance with tickets and link to LPR system.
 - Use signage for the West Lot as “cash-only”, and others to the Spring Street Parking Deck as “discount parking accepting all forms of payment.”
 - Monitor and adjust, expanding this flexible payment system to West Lot if pilot yields high use of credit/cell payment without complaints about delays.



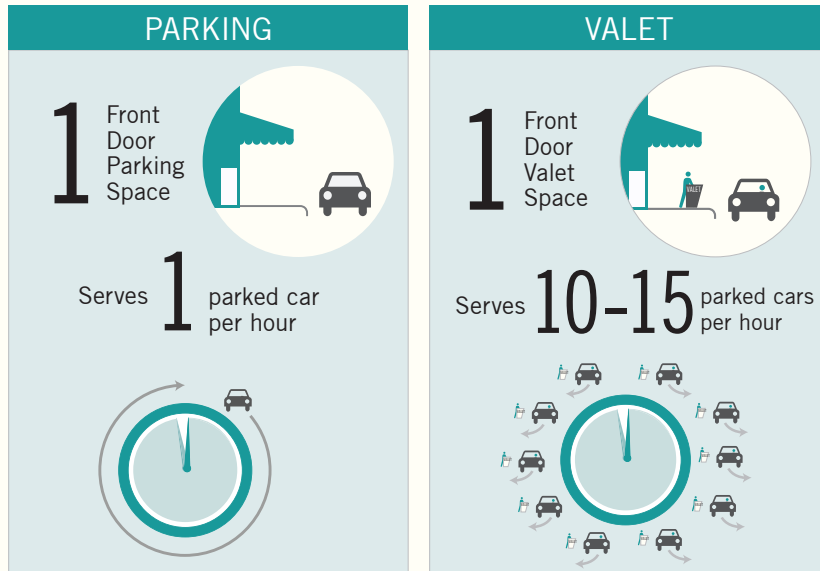
Bike valet services incentivize biking to events by providing convenient, secure bike parking in close proximity to the event.



- Implement city-wide valet parking program to facilitate remote parking and provide an excellent option for those with limited mobility. Create a consolidated, downtown-wide valet program. This should be run by a centralized entity, such as the City itself or via a renewable competitively-bid private operator contract, as means to create a comprehensive and centralized program.
 - Limit valet stand hours to when demand is high (e.g. 6 p.m. – 2 a.m.)
 - Encourage businesses in the districts to pool funds for use of the shared valet.
 - Create a clear set of operating requirements that ensure a consistent approach to designating off-street parking areas, appropriate lot owner agreements, size and location of valet stands, hours of operation, customer service standards, special event management procedures, acceptable driving routes, and maximum cycle times.
 - Require on-going coordination with city events to ensure reliable operations.
 - Valet stands should be located in visible on-street locations and can be flexibly managed. For example, an on-street space on West Avenue by the West Lot or on Dickson Street near restaurants could be valet parking during peak evening demand hours.



In a compact downtown like Fayetteville, one extremely convenient valet space serving multiple vehicles can be more useful than a parking space that only serves one vehicle.



- Off-street parking resources that could be used to support valet parking include underutilized publicly-owned facilities such as the courthouse, library, and/or Town Center Parking Deck, as well as privately-owned facilities through lease agreements.

Supportive

- Utilize online payment systems to allow event attendees to pre-purchase event parking along with a ticket purchase. Prepaid customers can select premium, more convenient parking (i.e. in the West Lot), or get a discount for reserving a remote space (i.e. in the Spring Street Parking Deck or elsewhere).
- Integrate license plate recognition (LPR) technology for “virtual gate” entries by prepaid customers at City owned and operated lots in the Entertainment District.
- Incentivize bicycling to events with free bicycle valet service.
- In-lieu of closing parking lots for event space, review the process of approval for street closures to vehicles for events and streamline any potential administrative barriers for closing streets. Street closures can help accommodate events with high volumes of pedestrians and provide excellent venues for events that need a lot of space. In addition, closing streets encourages the community to reconsider how this space is used. A program for advertising alternate routes clearly during events and in advance should be developed.
- Signage indicating discount parking options should help users who do not wish to pay event parking rates (see Streamline Signage).

Case Studies

Valet Parking

While none of Fayetteville’s peer cities have valet parking for the general public at this time, Ann Arbor is considering it.

The cities below have publicly available valet parking (i.e. not tied to a specific use) and various elements of their programs are applicable to the Fayetteville context:

| | REDWOOD, CA | PLYMOUTH, MI | CHARLESTON, SC |
|-----------------------------|---|---|---|
| Overview | Universal valet service for Downtown area Valet Parking on Fridays and Saturdays between 5PM and 11PM \$5.00 per car | Merchant-driven program using a bank parking lot after hours | City-sponsored valet services on-street |
| Service Company & Agreement | Operated by All About Parking, inc. In 2014, \$84,000 contract paid monthly | Private company \$800 / month | Multiple operators depending on location |
| Highlights | Businesses agree to chip in and pay for service. Service uses underutilized County parking during service hours, like Fayetteville’s courthouse. | Small program, could be a good pilot size for Fayetteville Local development authority provides insurance and marketing/promotions | Anyone can use valet Some businesses validate parking costs \$8 - \$10 / car |

SOURCES: *<http://www.freep.com/story/money/business/michigan/2014/12/03/plymouth-downtown-valet-service-parking/19826893/>
**http://www.postandcourier.com/business/charleston-tries-valet-parking-city-wants-it-easier-to-come/article_24ba7ec5-aa85-5d08-811e-a658ecf930a8.html

IMPROVE EVENT PARKING MANAGEMENT

Implementation Timeline

Primary Strategy

- ▶ Charge a lower fee at the Spring Street Deck than the West Avenue Lot

Immediate Steps

- ▶ Meet with WAC
- ▶ Pilot strategy for a few shows

Short Term Steps

- ▶ Monitor facility use in response to price change

Long Term Steps

- ▶ Update prices as necessary to create availability

Key Partners

COF Parking Management, Walton Arts Center, COF Administration

Primary Strategy

- ▶ Pilot alternative payment technologies at the Spring Street Deck

Immediate Steps

- ▶ Meet with WAC
- ▶ Meet with pay-by-phone vendor to determine if network overload is an issue
- ▶ Review event management plan options and select
- ▶ Pilot cashless event management with smaller events first

Short Term Steps

- ▶ Begin cashless event management
- ▶ Pursue LPR for enforcement (meet with vendors, testing, etc.)

Long Term Steps

- ▶ Implement LPR for enforcement
- ▶ Expand program if successful

Key Partners

COF Parking Management, Walton Arts Center, COF Administration

Primary Strategy

- ▶ City-wide valet parking program

Immediate Steps

- ▶ Meet with potential valet operators
- ▶ Draft key operating requirements, including desired pricing in conjunction with performance-based pricing
- ▶ Meet with business who may want to pool funds to support valet

Short Term Steps

- ▶ Select valet operator
- ▶ Select on-street spaces to use for valet
- ▶ Select off-street spaces for vehicle storage
- ▶ Ongoing coordination with City events

Long Term Steps

- ▶ Consider “universal valet,” where customers can drop-off and pick up vehicles in different locations

Key Partners

Block Street Business Association, COF Parking Management, COF Administration, Dickson Street Merchants Association

Supportive Strategies

- ▶ Additional event management strategies

Immediate Steps

- ▶ Review Spring Street Deck technology to determine if advance parking purchase is possible. Pilot, using cones/manual support if necessary.
- ▶ Incentivize bicycling to events with free bicycle valet service
- ▶ Review street closure process and consider updates

Short Term Steps

- ▶ Install technology to support advance parking purchase
- ▶ Depending on above, integrate license plate recognition (LPR) technology for “virtual gate” entries by prepaid customers
- ▶ Draft and adopt updates to street closure process for events

Long Term Steps

- ▶ Work with WAC and other major event operators (Bikes, Blues, BBQ) to bundle parking with ticket purchases
- ▶ Utilize street space rather than surface parking lots for events

Key Partners

COF Parking Management, Dickson Street Merchants Association

PREPARE FOR FUTURE DEVELOPMENT

Challenge

Parking requirements for new development are tied to the City’s zoning code. Code dictates access in many forms, such as the number of parking spaces required or allowed, based on the land use type of the development. Fayetteville has a compact downtown where walkability is valued amongst its users and residents. For this reason, when compared to a more suburban setting, businesses in the Downtown Business and Entertainment Districts do not require as much parking. This is made clear in the parking spaces that sit empty during off-peak hours outside a church, in the West Lot, and on weekends in the Downtown Business District. These kinds of parking spaces represent an opportunity to accommodate future development without new parking construction.

However, after the implementation of parking maximums rather than minimums (a best practice for compact development), Fayetteville has been experiencing growing pains. Recent developments that share parking are struggling to do so without operational concerns and/or conflicting parking demands. For example, a residence sharing parking with a church works for most days of the week, but Sundays can be a challenge.

Developers and property owners often forget that parking provision is a significant benefit for tenants, and that other transportation benefits can actually be more cost-effective. Parking provision is expensive; the Spring Street Deck cost approximately \$37,000 per space to build, and that does not include maintenance and operations. TDM programs “level the playing field” by providing transportation options beyond parking to travelers to encourage them to choose to take transit, ride a bike, and/or walk.

Without policies, infrastructure, and cultural changes to support the shared use of district-wide parking resources as well as support for those who choose not to drive, new developments may put undue pressures on the parking system. In particular, this will exacerbate pinch points of higher demand while more remote parking continues to go underutilized.



The Parking Study included a land use and parking analysis for three focus areas in Fayetteville using an adapted parking model. The model is based on the concepts that parking demand for different types of land uses changes over the hours of the day and that people parking in a mixed-use downtown like Fayetteville's are regularly sharing spaces for more than one land use.

In addition, the team modeled two development scenarios for each of the three focus areas to determine the expected parking demand. This demand can be compared to existing supply to understand how parking may need to change in the future to support demand and to meet City goals.

There were three focus areas for this analysis:

- **Dickson & Block:** A focus area that contains some businesses along Dickson, the Washington County Circuit Court, and several law, accounting, and newspaper offices as well as churches.
- **Center Street:** This area represents the traditional downtown core mostly located within the Downtown Business District.
- **West Entertainment District:** This area contains the busiest portions of the Entertainment District, including both the Walton Arts Center and the significant retail and restaurant concentration along Dickson Street. It includes large municipal parking facilities such as the West Lot and the Spring Street Deck.

The detailed analysis can be found in the appendix. Key findings include:

- Demand patterns show that parking is overbuilt in the Dickson & Block focus area. Almost 1,000 parking spaces remain unused throughout a typical weekday, with much more availability in the evening.
- For each future development scenario in the Center Street focus area, modeling indicates that there is enough supply in the focus area to satisfy the projected parking demand.
- On-site parking as part of all new developments in the Center Street focus area would maintain a very healthy reserve.
- As development scenarios intensify, modeling indicates that both the reserve and total parking supply in the West Entertainment District focus area will be exhausted by the projected parking demand.
- A development scenario that expands demand at peak times will require access to almost 300 additional parking spaces

Several of the strategies in this report will help alleviate the projected West Entertainment District shortage, including:

- Access to remote facilities
- Improved event management
- Multimodal mobility improvements
- Streamlined signage

Additional zoning and land use recommendations are detailed on the following pages:

RECOMMENDATIONS

Fayetteville uses many zoning best practices for a compact, walkable downtown, including parking maximums for non-residential development, no parking minimums for residential development, and bicycle parking requirements. There are additional changes that could potentially be integrated into the City’s zoning code to reflect a more progressive approach to parking provision and continue to support the Downtown’s businesses and character.

Primary

- Require or incentivize Transportation Demand Management (TDM) programming for new development (residential and commercial) that provides options for people beyond driving. TDM in development should be tailored to the transportation needs and resources of the area and adopt a monitoring program to verify trip reduction goal milestones. If adding requirements to zoning is challenging, link this program to incentives such as increased density, in-kind TDM services, or even tax credits. TDM programs can include elements such as:
 - Paid parking (or a cash-out for not parking - see below), which is best if charged (or cashed-out) daily to remind users of the real cost of parking
 - Parking cash-out programs, where users are offered parking and/or its market value in cash. Employees, for example, may use some of the cash to pay for more remote parking and pocket the remainder, put the money toward a transit pass, etc. License Plate Recognition (LPR) technology has the potential to simplify/facilitate this.

- Subsidized transit passes and bike share / car share memberships
- Guaranteed ride home programs
- Carpool programs
- Bicycle facilities (bike lockers, showers, etc.)

Case Study

Shared Parking Code

Asheville, NC’s shared parking code¹ does not apply to specific uses. Up to 100% of spaces may be shared between two or more uses. A written agreement between the entities is required. However, parcels must be adjacent, which in a walkable downtown is an unnecessary requirement.

Columbia, MO’s shared parking code is very flexible and the approval process is relatively simple. The code requirements simply state that parking may be shared if “a sufficient number of spaces...meet the greater parking demand.” In addition, this arrangement is subject to approval by the director of Community Development. While the applicant must show that the parking provided meets the need, this system limits the administrative burden of a more challenging process such as a planning board hearing.²

¹ Asheville Code of Ordinances, Ch. 7 Article XI Sec. 7-11-2-e-1.
² Columbia, MO Code of Ordinances Ch. 9 Sec. 29-30-e

- The City should take a lead role in facilitating shared parking. This includes:
 - Capitalizing on the comprehensive parking inventory provided by this study to encourage and facilitate shared parking agreements.
 - Actively facilitating conversations between users who want to share parking. Help parties consider issues such as maintenance, times of day when spaces are available, and who has access.
 - Actively seeking owners of underutilized parking and helping them open their supply to the public (see Increase Publicly-Accessible Parking Supply).
 - Keeping model agreements on file to eliminate or lower any barriers related to setting up arrangements.
 - Maintaining and promoting a database of underutilized parking to support new development.
- Improve the parking code to encourage sharing. The code should be simple to easily facilitate sharing. Elements of this could include:
 - For commercial developments, require all or a portion of spaces to be fully shared. This should apply in particular to developments with space counts that are above the listed maximum; all additional spaces should be shared. This parking can and should be integrated into the pricing system for the general public.
 - Allow shared parking to meet residential requirements within a wide radius, for example 2,000 feet.
 - Allow shared parking to fulfill any parking requirements by right rather than subject to formal review as long as monitoring data demonstrates spare capacity.

Supportive

- Adjust zoning code to clarify fee in-lieu program for developers to waive parking requirements. This program allows developers to pay a fee that will be utilized for multimodal improvements.
 - Ultimately, this program could be used to fund additional structured parking that supports a district of uses by consolidating surface parking spaces lost to development. This parking should be located at the edge of downtown to intercept people in vehicles and encourage access by bicycle, on foot, or on transit.
- Use incentives such as density bonuses and/or a reduction in parking requirements (for residential parking) to encourage that parking be “unbundled” in tenant leases or purchases. This policy increases affordability because residents/businesses are not forced to purchase parking that they do not need.
- Adopt parking design standards that address motorists’ sightlines up and down the sidewalk when exiting lots and garages across narrow sidewalks. For narrow downtown driveways, this may include mirrors and/or pedestrian warning signals that flash and beep when a car is exiting. All driveways should be designed to be at sidewalk level or be raised to meet sidewalks, ensuring maximum visibility of - and priority - to pedestrians.
- Promote car-sharing by designating downtown parking spaces for car-share services (i.e. Zipcar or Enterprise), and including car-share requirements for large developments. This provides downtown residents and employees with flexible access to a car and enables those who wish to forgo owning a personal vehicle.

PREPARE FOR FUTURE DEVELOPMENT

Implementation Timeline

Primary Strategy

- Require TDM programming for new development

Immediate Steps

- Develop “TDM toolkit” of information for developers
- Draft ordinance language

Short Term Steps

- Adopt TDM ordinance language

Long Term Steps

- Adjust TDM requirements as necessary

Key Partners

COF Parking Management, City Council, Developer community

Primary Strategy

- Actively broker shared parking agreements

Immediate Steps

- Keep Shared Parking agreements on file for potential users
- Check in on current shared agreements and mediate disagreements

Short Term Steps

- As developments are proposed, monitor Parking Utilization database for sharing opportunities

Long Term Steps

- Check in on shared parking relationships and facilitate necessary conversations

Key Partners

COF Parking Management, Developer community, Parties currently sharing parking

| | | | |
|---|--|---|--|
| <p>Catalytic Strategy</p> <ul style="list-style-type: none"> ▶ Update shared parking code | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Review shared parking ordinances from comparable and model communities | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Draft ordinance language | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Adopt updated ordinance language |
| <p>Key Partners COF Parking Management, City Council</p> | | | |

| | | | |
|--|--|---|--|
| <p>Supportive Strategies</p> <ul style="list-style-type: none"> ▶ Strategies to support future development | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Review in-lieu fee program ▶ Meet with carshare vendors ▶ Review parking design guidelines | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Draft and adopt new in-lieu program language if necessary ▶ Draft and adopt language that requires parking to be sold separately from active uses such as office or residential (“unbundling”) ▶ Select and implement carshare vendor in prominent downtown spaces | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Use in-lieu fees to develop additional public parking supply ▶ Encourage new developments to integrate carshare ▶ Draft and adopt new parking design guidelines if necessary |
| <p>Key Partners COF Parking Management, City Council</p> | | | |

IMPLEMENT DEMAND-RESPONSIVE PRICING

Challenge

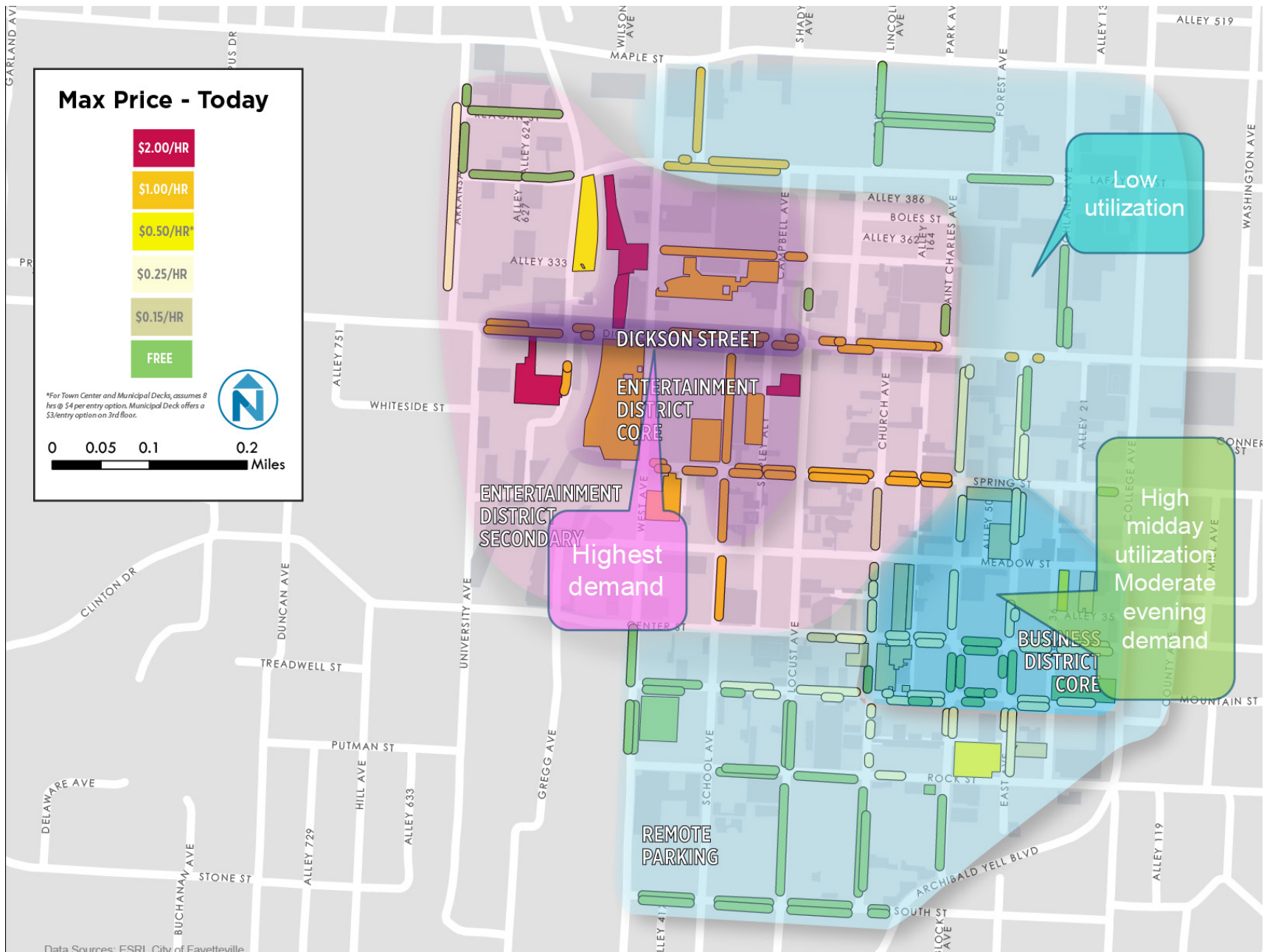
Finding on-street parking in the core areas of the Entertainment and Downtown Business Districts during peak hours can be challenging. Although both districts technically have adequate parking stock, certain core areas are functionally full during peak hours, making parking difficult to find. This particularly poses a challenge for elderly and/or disabled patrons who cannot walk multiple blocks or navigate Fayetteville's challenging topography.

While the most visible and convenient front door spaces are full, parking is available nearby in less visible locations and/or in locations just slightly farther away. This pattern occurs because many spaces are priced at the same flat rate (within each district), which leads people driving to hunt for the best deal - convenient parking at a low price. When the price is different, it does not match demand - for example today's free Downtown Square parking ringed by metered parking creates a system where users always waste time circling the square first for the parking that is free and most convenient. In contrast, some streets just a block away are very underutilized today and could be priced lower or at no cost to be efficiently used.

RECOMMENDATIONS

Demand-Responsive Pricing (or Demand Based Pricing) uses the cost of parking to achieve ideal parking availability by setting the cost of parking to allow users to pay more for the most desirable spaces and less for spaces that are less convenient. Industry standards for "optimal" availability levels are no less than 15% per block face for on-street spaces and 10% per lot or facility off-street. At these targets parking is well used but availability remains, so customers can find parking anywhere they go, including the most convenient and desirable spaces. To achieve this result, prime spaces are typically more expensive, and remote spaces are cheaper or even free. Those who require or want a premium space are often happy to choose to pay more if the reason is apparent, which becomes clear if lower cost parking resources are clearly available. The actual price of parking should be adjusted over time to ensure these minimum availability and utilization targets are met. **In some cases, this means lowering the price.**

Interviews with stakeholders and at public workshops in Fayetteville indicated that drivers want a system that they can understand. Many expressed this as "it should be one price to park in Fayetteville," which indicates frustration with a system that is not always clear to users, especially when private off-street lots have varying prices and restrictions. Fortunately, a demand-responsive pricing program not only creates availability and logic in the system but necessarily includes a substantially improved information program and consistent payment options to reduce user frustrations. To respond to this sentiment, however, the price options should be limited, particularly as the program is introduced, to allow downtown users to adjust to the system.



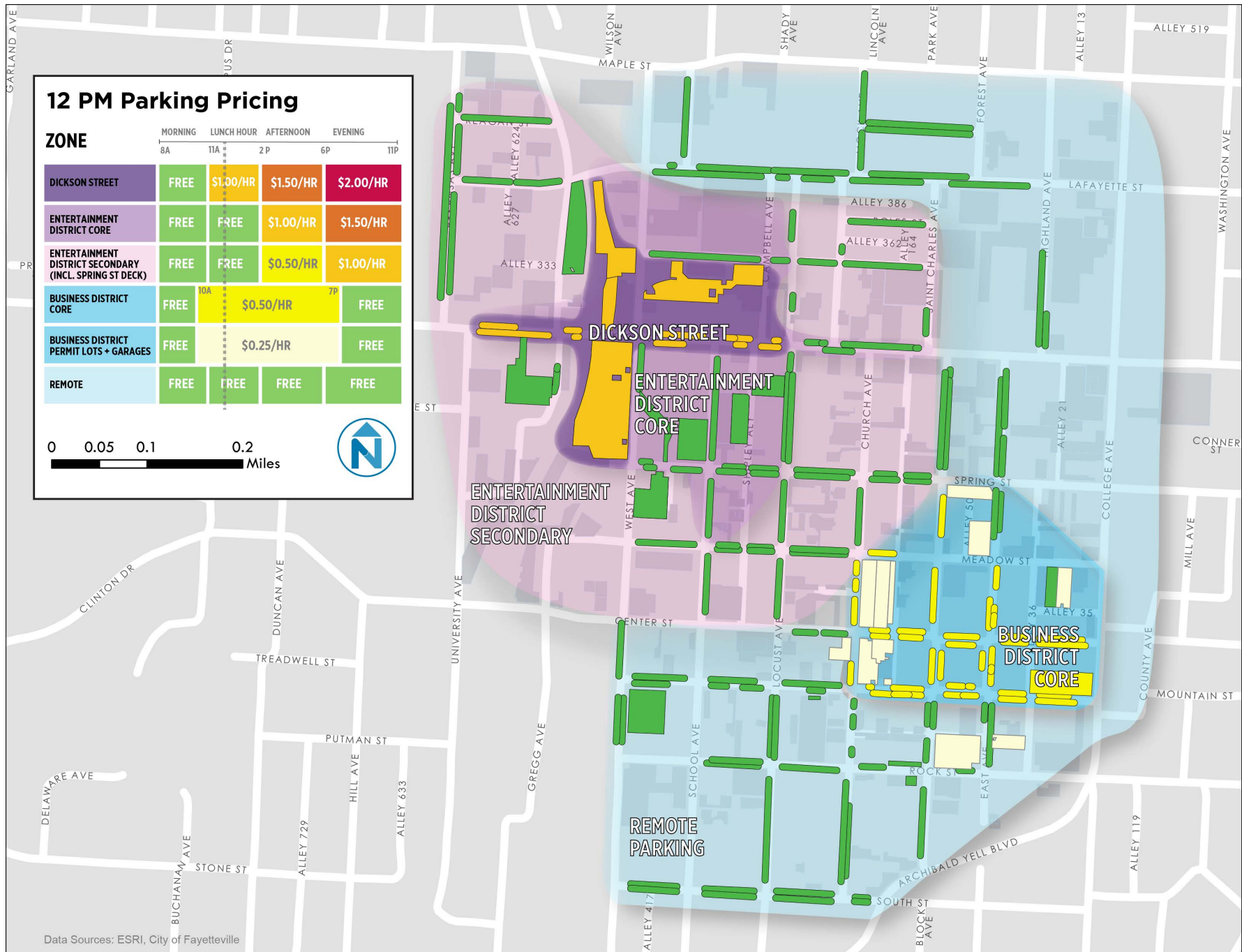
Data Sources: ESRI, City of Fayetteville

The recommendations below use utilization data as well as stakeholder interviews to develop intuitive pricing zones. To support local business and foster a strong economic climate in the Downtown Business and Entertainment Districts, the City should adopt several strategies to create availability in areas that have the highest demand. Specifically, these strategies include:

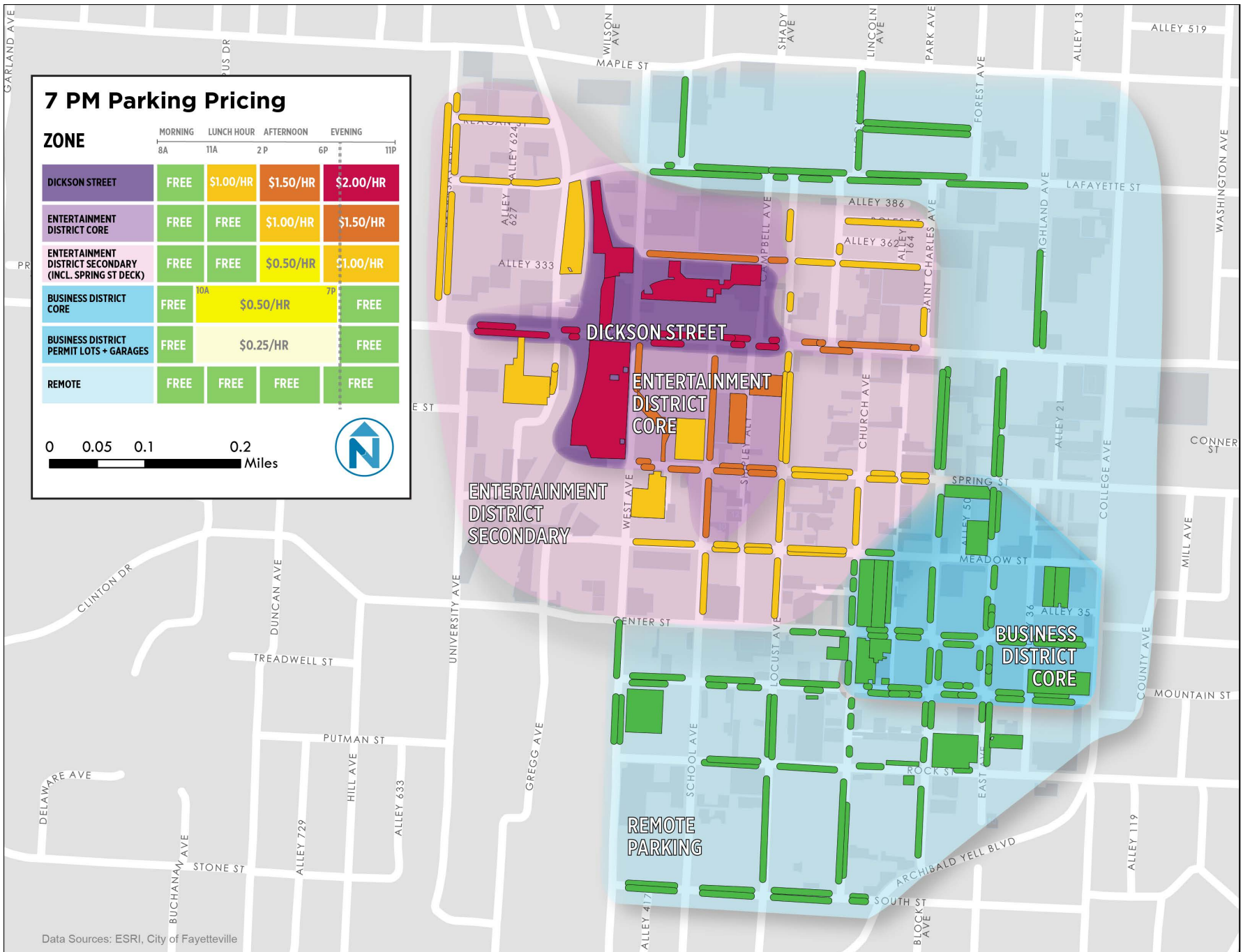
Primary

- Integrate a demand-responsive pricing system with higher rates where demand is high in the cores of both the Downtown Business District and Entertainment District and lower rates where demand is lower (see map and chart at right):
 - Outside core areas, lower prices should be maintained or reduced to draw some demand out of the cores.
 - The price should be free at certain times in many areas that are paid spaces today with low utilization – typically because these spaces are less convenient – to reward those willing to walk further.

| | MORNING 8AM | LUNCH HOUR 11AM | AFTERNOON 2PM | EVENING 6PM 11PM |
|---|---|--|---|--|
| DICKSON STREET | FREE | \$1.00/HOUR | \$1.50/HOUR | \$2.00/HOUR |
| ENTERTAINMENT DISTRICT CORE | FREE | FREE | \$1.00/HOUR | \$1.50/HOUR |
| ENTERTAINMENT DISTRICT SECONDARY (INCL. SPRING STREET DECK) | FREE | FREE | \$0.50/HOUR | \$1.00/HOUR |
| BUSINESS DISTRICT CORE | FREE | \$0.50/HOUR | | FREE |
| BUSINESS DISTRICT PERMIT LOTS + GARAGES | FREE | \$0.25/HOUR | | FREE |
| REMOTE | FREE | FREE | FREE | FREE |
| GOAL | Demand is not high, pricing unnecessary. Residents may be able to park overnight in shared or publicly-accessible facilities. | Creates availability during lunch on Dickson Street. Maintains availability in Business District core and in permit lots/decks for permit holders. | Preserves Dickson Street and other core availability while incentivizing use of prime off-street facilities. Spaces slightly farther from Entertainment District core are discounted. Business district meters and permit lots are priced to maintain availability and avoid long-term parking on-street. | Focuses on maintaining availability in core Entertainment District spaces as demand peaks while incentivizing use of spaces slightly farther from the core. Business district is priced to maintain availability into the beginning of the dinner hour while more remote permit lots are now free to encourage on-street availability. |



Data Sources: ESRI, City of Fayetteville



Data Sources: ESRI, City of Fayetteville

Case Study

Demand-Based Pricing

Amongst its peers, Fayetteville is a best practice for demand-based pricing. The higher prices in the Entertainment District reflect higher demand throughout the day and help to maintain availability.

Columbia, MO uses pricing to encourage employees to park remotely and create availability on-street for customers. Busy on-street parking by the University has a higher price than on-street parking elsewhere, while off-street facilities are priced lower than all on-street parking. However, the city also relies on time limits, which indicates that its entire pricing system is likely set too low.

Seattle's Performance Based Pricing Program provides an excellent and scalable framework for implementing parking pricing changes. The program is highly transparent and data-driven.

Program Highlights:

- City set a goal of 70-85% occupancy per block face
- Block faces that are 65-70% and 85-90% are placed on a "watch list" and adjusted the following year if still outside target
- City reports on the program are graphic-heavy and easy for anyone to understand

- Consider changing restrictions on some residential permit program spaces in the Entertainment District that have low utilization to a mix of permit parking and transient pay-by-phone use. Carefully evaluate other resident parking options on these blocks (see Create a Residential Parking Benefit District).
- Remove time limits, which effectively tell people to leave local businesses and prevent them from spending extra time and money in the Business District. Instead, use price to match demand and allow people to pay for the correct amount and type of parking that they need.

Supportive

- Update municipal code to have an availability goal for block faces and lots rather than set prices (see Parking as a Customer Service).
- Monitor demand. Utilize parking technology to track and monitor on-street parking availability, or if necessary, utilize manual counts to identify parking rate zones.
- As demand changes, update price and time span to create availability. Update the price at regular and dispersed intervals,.
- Utilize information and technology to clearly communicate current parking pricing information to customers. This may include meter displays, online information, and/or signage indicating the price in a given area as well as directions to lower-priced parking. (See Treat Parking as a Customer Service and Streamline Signage)

STRATEGIES

- Long-term, consider consolidating the Entertainment District and Business District into one district with parking prices set to match demand.
- Work with stakeholders to expand pricing system to spaces that are not directly under City control, such as on-street spaces on Arkansas Ave., Reagan St., the Dickson garage, and the College & Mountain Lot Downtown. The pricing of these spaces should be set to match other pricing in a given area.
- As additional privately-owned facilities such as off-street lots and garages become part of publicly-accessible supply, the City should try to set pricing to fit these facilities within the larger system. For example, if one of the private lots at Locust and Spring becomes part of the publicly accessible system, it should be priced as Entertainment District Secondary.





IMPLEMENT DEMAND-RESPONSIVE PRICING

Implementation Timeline

| | | | |
|--|---|---|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Develop demand-responsive pricing system | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Identify program boundaries ▶ Develop initial rate structure | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Implement new rates ▶ Remove all time-limits ▶ Monitor and adjust rates as necessary ▶ Publish annual reports showing utilization at peak hours and planned pricing changes | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Monitor and adjust rates as necessary ▶ Continue to publish annual reports |
| <p>Key Partners COF Parking Management, COF Administration, general public, Dickson Street Merchants Association, Block Street Business Association</p> | | | |

| | | | |
|--|--|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Review Residential Permit Only on-street spaces | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Consider opening some permit-only on-street spaces to the general public and/or for permit purchase by a limited group | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Monitor and update regulations as necessary | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Monitor and update regulations as necessary |
| <p>Key Partners COF Parking Management, Downtown residents, Entertainment District employers</p> | | | |

Supportive Strategies

- ▶ Additional demand responsive pricing strategies
(See Parking as Customer Service, Update Signage)

Immediate Steps

- ▶ Draft and update municipal code to adopt an availability goal

Short Term Steps

- ▶ Monitor demand
- ▶ Expand pricing system to parking assets not currently under City control, such as privately owned parking and/or on-street spaces

Long Term Steps

- ▶ Monitor and update regulations as necessary
- ▶ Consider consolidating the Entertainment and Business Parking Districts for clearer messaging of parking rates
- ▶ Utilize street space rather than surface parking lots for events

Key Partners

COF Parking Management, City Council, Private parking owners/operators, University of Arkansas

STREAMLINE PERMIT PROGRAM

Challenge

The current long-term permit parking system in Fayetteville is complex due to multiple permit types and valid use locations. The system requires time and effort to administer and focuses more on economizing long-term parking cost than on managing parking demand or achieving neighborhood and district planning goals.

Five different parking permits at different price points are complicated by two discount coupon options. All are independent of geographic demand patterns and regularly priced parking, adding confusion to the overall parking system. Permit holders themselves are restricted to parking only in a particular lot or set of lots. The system helps to perpetuate imbalanced demand during peak demand periods and should be reviewed and re-balanced to meet the needs of all user groups.

The existing permit pricing system is complex, with a variety of overlays and options.



| ZONE | ACCESS (as of Fall 2016) | PRICE PER HOUR* | TOTAL | PEAK WEEKDAY UTILIZATION (11 AM) | EVENING WEEKDAY UTILIZATION (9 PM) | ANNUAL REVENUE 2015 | PERMITS ISSUED |
|---|--|-----------------|-------|--|---|------------------------|----------------|
| RESIDENTIAL PARKING PERMIT | Entertainment District Residential Permit ONLY On-Street Spaces | FREE | 191 | 37% | 35% | \$ | 277 |
| | Entertainment District Residential Permit MIXED On-Street Spaces | FREE | 86 | 30% | 67% | | |
| EMPLOYEE PARKING COUPON | Entertainment District Paid Spaces (on-street, West Ave Lot, Spring Street Deck) | \$0.06 – 0.08 | 162 | 48% | 50% | unknown | unknown |
| HANGTAG PERMIT | Downtown Business District Long Term Meters | \$0.17 | 223 | 69% | 18% | \$41,860 | 138 |
| GATED LOT PERMIT | Lot 5, Lot 7 in Downtown Business District | \$0.17 | 218 | 68% | 3% | \$34,490 | 125 |
| CITY-ISSUED PARKING CARD | Lot 5, Lot 7 in Downtown Business District | \$0.17 | 218 | 68% | 3% | | 125 |
| TOWN CENTER PARKING DECK COUPON | Town Center Parking Deck | \$0.16 - 0.33 | 226 | 54% | 19% | \$2,616 | |
| ANNUAL PARKING PERMIT | Paid Entertainment District Spaces | \$0.30 | 1,453 | 48% | 50% | \$1,875 | 9 |
| MUNICIPAL PARKING MONTHLY PERMIT & TOWN CENTER DECK MONTHLY PERMIT | Municipal Parking Deck Town Center Parking Deck | \$0.30 | 321 | 53% | 14% | \$70,704 | 113 |

*Assumes parking 8 hours at a given location. In the Entertainment District, an employee parking from 3PM-11PM would pay approximately \$0.06 per hour, while someone parking between 5PM and 2AM would pay closer to \$0.08 per hour, both with the employee discount..



Fayetteville's current permit system is complex and prices do not necessarily match demand.

RECOMMENDATIONS

The permit program pricing does not reflect peak period demand patterns. Permits and discount coupons are priced very low compared to posted hourly parking rates, undermining the effect of those rates. Some spaces devoted to permit parking are empty throughout the day in high areas of demand. Due to this and the challenges listed above, a reorganization of the entire permit program is recommended, including revising residential permit parking in the Entertainment District.

Primary

- Increase the price of the employee parking coupon in the Entertainment District to be on par with that of the Business District and provide a cheaper alternative for these employees so that these valuable spaces can be opened up for customers. Options include:
 - Discount remote parking permits could be provided at underutilized lots in the Business District. For Entertainment District employees this should be coupled with walking improvements such as lighting, marked crosswalks, and sidewalk repairs to ensure employees feel safe. To encourage use, this parking could be offered for free.
 - Lease and administer permits for the private parking lots of Dickson Street businesses that have spare capacity but are reluctant to open their lots for general parking.
- Maintain and market lower prices and/or free parking outside of the busy Downtown Square to encourage parking in these remote locations.
- Continue with free parking in East Center Street parking lots outside study area and monitor demand. Advertise this parking to Business and Entertainment District employees.

Case Study

Columbia, MO Permits

A permit program in Columbia, MO encourages employees to park remotely and to take transit.

Employees can get a permit to park at garages for \$35 a month.

The permit comes with a free, unlimited transit pass so that the employee can choose to take transit some days per week. The program even encourages employees to share the pass with others who may not have a parking permit or vehicle of their own.¹

¹ For more information, see <http://discoverthedistrict.com/transit/parking-permits/>

Supportive

- Consider changing restrictions on some residential permit program spaces in the Entertainment District that have low utilization to a mix of resident permit, employee permit, and pay-by-phone transient use. Carefully evaluate other resident parking options on these blocks. (see Residential Parking Benefit District)
- Over time, register employee and residential permits by license plate and improve the efficiency of enforcement through the use of license plate reader technology.
- Permit fees should vary spatially as a demand management tool. Parking would cost less in lots considered to be more remote.
- As motorist behavior shifts, permit locations, regulations, and rates should be adjusted according to an ongoing monitoring program.
- Discontinue Annual Permit Program in the Entertainment District due to low participation.



STREAMLINE PERMIT PROGRAM

Implementation Timeline

Primary Strategies

- ▶ Adjust Employee Parking in the Entertainment District

Immediate Steps

- ▶ Identify remote parking for employees, such as underutilized lots in the Business District
- ▶ Meet with Entertainment District employers and help them understand benefits of employees parking remotely
- ▶ Continue to market free parking available off-street on Center Street to employees

Short Term Steps

- ▶ Pursue leases with underutilized privately-owned parking in the Entertainment District for employee parking and sell permits to employees
- ▶ Increase the price of the employee parking program in the Entertainment District to match permits in the Downtown Business District
- ▶ Invest in infrastructure such as lighting and sidewalks between these remote parking locations and business cores.

Long Term Steps

- ▶ Monitor and adjust as needed

Key Partners

COF Parking Management, Entertainment District employers

Primary Strategy

- ▶ Adjust Employee Parking in the Business District

Immediate Steps

- ▶ Continue to market free parking available off-street on Center Street to employees.
- ▶ Meet with Business District employers and help them understand benefits of employees parking remotely

Short Term Steps

- ▶ Invest in infrastructure such as lighting and sidewalks between these remote parking locations and business cores.

Long Term Steps

- ▶ Monitor and adjust as needed

Key Partners

Downtown Business District employers, COF Parking Management

Supportive Strategies

- ▶ Additional strategies to streamline the permit program

Immediate Steps

- ▶ Adjust Residential Permit System (see Residential Parking Benefit District)
- ▶ Discontinue Annual Permit program in the Entertainment District

Short Term Steps

- ▶ Register permits by license plate

Long Term Steps

- ▶ Enforce permits using LPR rather than hangtags/coupons
- ▶ Consider zonal system with prices based on demand for permits

Key Partners

COF Parking Management, Fayetteville administration

CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT

Challenge

Residential parking can be in high demand, particularly in areas of the Entertainment and Downtown Business Districts where residences don't have private parking spaces available and commercial and retail development is occurring nearby ("activity adjacent" neighborhoods). During special events, this demand becomes acute. To address this, Fayetteville has adopted a Residential Permit Parking program that gives residents exclusive use of spaces on certain streets.

However, challenges with Residential Permit Parking programs such as Fayetteville's include a "snowball" effect where residents of many neighborhoods want to reserve on-street, publicly owned spaces for themselves, adding an ongoing administrative burden, while leaving vacant yet inaccessible parking spaces during the day when residents are away. The existing conditions parking inventory found that many residential permit parking spaces are indeed underutilized during the day, especially those spaces that are for residential parking permit holders only.

Meters in Old Pasadena promote how parking funds are used to benefit the downtown business area. ▶



To

RECOMMENDATIONS

There is an opportunity to create a Residential Parking Benefit District by converting some or all of these permit-only spaces to paid spaces that are exempt for residential permit holders. The City should reinvest revenue generated from these spaces directly into the neighborhoods they are located in, providing a fund for targeted street and sidewalk improvements and increased parking enforcement.

Primary

- Revisit underutilized resident-only on-street restrictions in the heart of the Entertainment District. Options for these spaces include:
 - Open one or both sides of these streets to general public parking for a fee, much like Spring Street works today. Initial candidates with low utilization include Locust north of Spring Street and Meadow Street.
 - Sell some daytime employee permits for residential streets that have daytime vacancies. The underutilized parking on West Lafayette Street is a good candidate for this as topography makes access challenging for the general public and thus these spaces are slightly less desirable than those on Locust and/or Meadow Streets.
 - Remove employee permits from other more desirable Entertainment District on-street customer spaces, such as Spring Street.
 - If both sides of one of these streets become open to the general public, limit access to one side during very large events, such as Bikes, Blues, and BBQ. Distribute permits in advance through the mail to local residents and sign spaces for permit-holders only prior to large events.

Case Study

Boulder, CO

- Residents may purchase a maximum of two permits annually at \$17 per permit
- Each household gets two free visitor permits
- Nonresident commuter permits are available for specific blocks at \$100/quarter. Local businesses may purchase a \$75 permit for employees.
- Other vehicles that park in these areas are subject to a time limit. In other communities, they may pay a meter.
- Revenues from meter use by non-residents is reinvested into the neighborhood for parking improvements

For more information: <https://bouldercolorado.gov/parking-services/neighborhood-parking-program>

- In exchange for allowing others to park on residential streets, reinvest net parking revenues into hyper-localized improvements in coordination with neighbors, such as landscaping, traffic calming, lighting, or sidewalk repair.
 - Indicate directly on or adjacent to meters that revenues are funding improvements.

Supportive

- Other general approaches to improve parking on residential streets separate from a resident permit program include:
 - Maintaining unstriped parking, which is likely higher capacity
 - Striping driveway clearances if necessary
 - Striping the parking lane to guide drivers to park close to the curb
- Consider charging a fee for residential permits in the long term to reflect at least the administrative cost to administer. Additional revenues should be invested locally.

STRATEGIES



CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT

Implementation Timeline

| | | | |
|--|--|--|---|
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Revisit underutilized resident-only on-street restrictions in the heart of the Entertainment District | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Meet with residents in affected areas. Consider a workshop-style meeting where residents can vote on programs and potential improvements that revenue can fund | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ In conjunction with programs to encourage remote parking, install signage directing drivers to this discount resource | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Adjust as needed |
| <p>Key Partners</p> | | <p>COF Parking Management</p> | |
| <p>Primary Strategy</p> <ul style="list-style-type: none"> ▶ Reinvest parking revenues into local improvements | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Monitor parking revenues, develop budget | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Work with residents to select an improvement to fund. ▶ Begin process | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Continue program |
| <p>Key Partners</p> | | <p>COF Parking Management, Entertainment District Residents, Event organizers</p> | |
| <p>Supportive Strategies</p> <ul style="list-style-type: none"> ▶ Strategies to support residential parking | <p>Immediate Steps</p> <ul style="list-style-type: none"> ▶ Improvements to residential street parking upon request | <p>Short Term Steps</p> <ul style="list-style-type: none"> ▶ Driveway clearance signing program if necessary | <p>Long Term Steps</p> <ul style="list-style-type: none"> ▶ Consider additional residential permit zones if necessary |
| <p>Key Partners</p> | | <p>COF Parking Management, Entertainment District residents</p> | |



FAYETTEVILLE MOBILITY



FAYETTEVILLE MOBILITY

Parking Technical Appendix

Existing Conditions – Parking Inventory
and Utilization

Parking Management

Land Use and Future Parking Demand



EXISTING CONDITIONS PARKING INVENTORY AND UTILIZATION

Fayetteville Parking and Mobility Study

August 2017



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1 INTRODUCTION

The Fayetteville Multimodal Plan is a long-term effort that identifies transportation network needs, recommends and prioritizes improvements, develops performance metrics and measurement tools, and helps the City and the community achieve their goals in improving transportation. In tandem with this effort, the City has also commissioned a Parking and Mobility Study for the Downtown and Entertainment Districts. As part of this effort – which is designed to both stand alone as well as support the Mobility Plan – characteristics of the parking system are inventoried, analyzed, and forecasted to develop recommendations for parking system design and system management strategies.

PROJECT GOALS

Early in the study development process, the City and its Advisory Group identified several goals that will guide this study. These are:

1. Understand parking in the context of a multimodal system/downtown.
2. Plan for responsible economic development.
3. Establish coordinated parking management.
4. Explore regulations that are customer-friendly and easily understood.
5. Explore new technologies.

ABOUT THIS DOCUMENT

This existing conditions document is a technical memorandum that details the initial analysis supporting the parking management components of the Mobility Plan. It is intended to document the supply, use, and management of parking in Fayetteville. This document outlines the current state of on-street, off-street, public, and private parking assets, organized under the headings below:

- **Background** – A summarization of the extensive work that has been conducted over the past several years related to parking, as well as the insight of key stakeholders involved.
- **Parking Inventory** – A review of all public and private, on-street and off-street parking spaces by location and regulation.
- **Parking Utilization** – Observed use of existing parking through the course of a typical weekday and weekend day, which includes utilization profiles of certain "districts," general and restricted access garages and lots, and publicly- and privately -owned garages and lots.

The data summarized in this report was collected primarily in April 2016 by the City of Fayetteville, supported by Nelson\Nygaard Consulting Associates, and represents a "snapshot" in time. Fayetteville has an active Parking Management system and some regulations have and will continue to change slightly since this effort.

Use of These Materials

This existing conditions document serves as a technical guide for the final Parking Management Plan. Public-facing materials created from this data are more digestible and concise and meant for a broader audience.

2 BACKGROUND AND DOCUMENT REVIEW

To understand parking in the context of Fayetteville, three elements of this study help frame the background from which the Parking and Mobility Study will be built:

- Existing and past planning documents related to parking
- Stakeholder guidance and participation
- An agreed-upon set of goals for parking in downtown

Each of these is described below.

PARKING-RELATED PLANNING DOCUMENTS

Several valuable past planning efforts have helped to set the stage for this current study. A review of relevant reports which serve as important context for the parking strategy was conducted in the Spring of 2016, and a summary of these studies and their treatment of issues and goals related to parking and transportation is described below:

- The **Fayetteville Downtown Master Plan (2004)** is a short- and long-term look at a vision for the future of downtown Fayetteville and includes several strategies and action steps related to parking:
 - The third of six fundamental strategies states that, “Fayetteville needs to get smart about parking, so the need can be efficiently and sustainably met but the sense of place is enhanced, not weakened, in the process.”
 - It includes an implementation step meant to, “Catalyze a shift from individual, inefficient surface parking lots to shared parking, parking structures, and to foster a park-once environment.”
 - The plan also introduces revised parking standards within its proposed Downtown District ordinance and seeks to add on-street parking to all appropriate streets in downtown.
- The **Master Street Plan (2005¹)** classifies all city streets and provides cross sections showing dimensional requirements of many streets. The street classification and design guidelines directly impact the citywide parking system through the provision of parking lanes and/or the permission of on-street parking. The documents that comprise this plan (maps and sections) are used to guide long range traffic planning through street function, design, and location. For example, parking is not allowed on Residential Streets and is allowed only on one side of many Local Streets.
- The **Dickson Street Parking Deck Feasibility Study (2005)** examines the physical and financial feasibility of a parking garage serving Walton Arts Center patrons, customers and employees of commercial establishments, and University of Arkansas students. The study found that a 1,200-space parking structure is likely to be financially viable due solely to development-related demand, excluding any University of Arkansas

¹ The Master Street Plan has been updated since 2005 with cross-sections and a map.

participation. Further findings state that the University could benefit from using up to 200 spaces in such a structure.

- The **Walker Park Neighborhood Master Plan (2008)** aims to encourage a continued balance of housing and other land uses as well as emphasize connectivity and walkability in this downtown-adjacent neighborhood. Parking is examined in its historical context and on-street parking is identified as a traffic calming measure while underutilized off-street parking is identified as infill and liner building candidates.
- The **Downtown Parking Deck Site Selection Study (2012)** builds on and updates the work performed in the 2005 study. The objectives of this site selection are far more modest (theatre expansion considered in 2005 did not occur) and seeks a net gain of approximately 300 parking spaces. After assessing four sites, various configurations, the parking gain, revenue lost during construction, and direct and indirect costs, the design team recommended that the Theater Site be selected for construction of the Downtown Parking Deck. Ground was eventually broken on the Spring Street Parking Deck in 2014, and it opened in October, 2015.
- The **Fayetteville Active Transportation Plan (2015)** guides the City in the design and implementation of future bicycle and sidewalk infrastructure. The plan looks at parking as an element in a multimodal transportation community while promoting the use of on-street parking as a pedestrian safety measure (buffer zone) as well as increasing the amount of high quality bicycle parking throughout the community.
- The **University of Arkansas Campus Transportation Plan (2015)** guides the growing University towards an efficient transportation system that is less automobile-oriented than it has been in the past. The plan provides options to simplify the parking system and reveal the cost of parking to users, maximize space efficiency, and increase transit, walking and bicycling to, on, and from campus.

ADVISORY GROUP AND STAKEHOLDERS

The Mobility Plan is being completed at the direction of the City of Fayetteville's Engineering Division. A group of stakeholders comprised of City staff and downtown organizations, including the following, is helping to inform the Parking & Mobility study:

- Block Street Merchants Association
- Dickson Street Merchants Association
- City of Fayetteville Development Services Department
- City of Fayetteville Parking
- Walton Arts Center

These stakeholders are part of a larger Advisory Group that is guiding the Mobility Plan and they will continue to provide valuable insight into the data that has been collected as well as the formulation of recommended actions.

3 PARKING INVENTORY

STUDY AREA

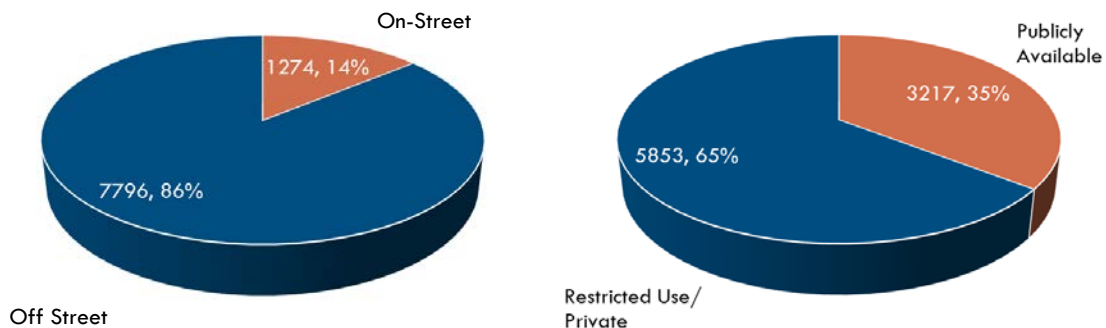
The main Parking Study Area (see Figure 2) encompasses the Downtown Business District and Entertainment District, some paid parking areas on the University of Arkansas campus, and surrounding residential areas to the east of campus. The two districts combine to form an area of roughly half a square mile.

In order to be comprehensive and fully-understand the dynamics of parking in a city center, all on- and off-street parking assets should be evaluated, including private parking. While public parking is typically the most discussed and prominent parking resource for a city center’s businesses, a significant amount of business and entertainment activity is generated by people using privately owned parking. Furthermore, when developing estimates of future parking need later in this effort, it will be necessary to know how public and private parking is used by existing development to make projections that accurately reflect how Fayetteville parkers behave.

The study area contains significant on- and off-street parking assets. Just under 200 distinct public and private off-street parking structures and surface lots are found in the study area. This includes City-owned, privately-owned, and a handful of University-owned facilities – each group with a mix of restricted and public access. On-street parking is also available on many streets throughout the study area. Many on-street parking spaces are metered while a significant number are accessible only to permit holders. There is a large amount of unrestricted on-street parking at the periphery of the study area. Relatively little on-street parking is time-limited without requiring parkers to pay a meter.

Overall, the combination of the Downtown Business District, Entertainment District, and immediate vicinity contains approximately 9,070 total functional parking spaces, with almost 1,300 on-street and almost 7,800 off-street spaces in lots or garages². Approximately 3,200 of these spaces are publicly available; this includes all unrestricted, handicapped, and paid-entry parking spaces whether privately or publicly owned.

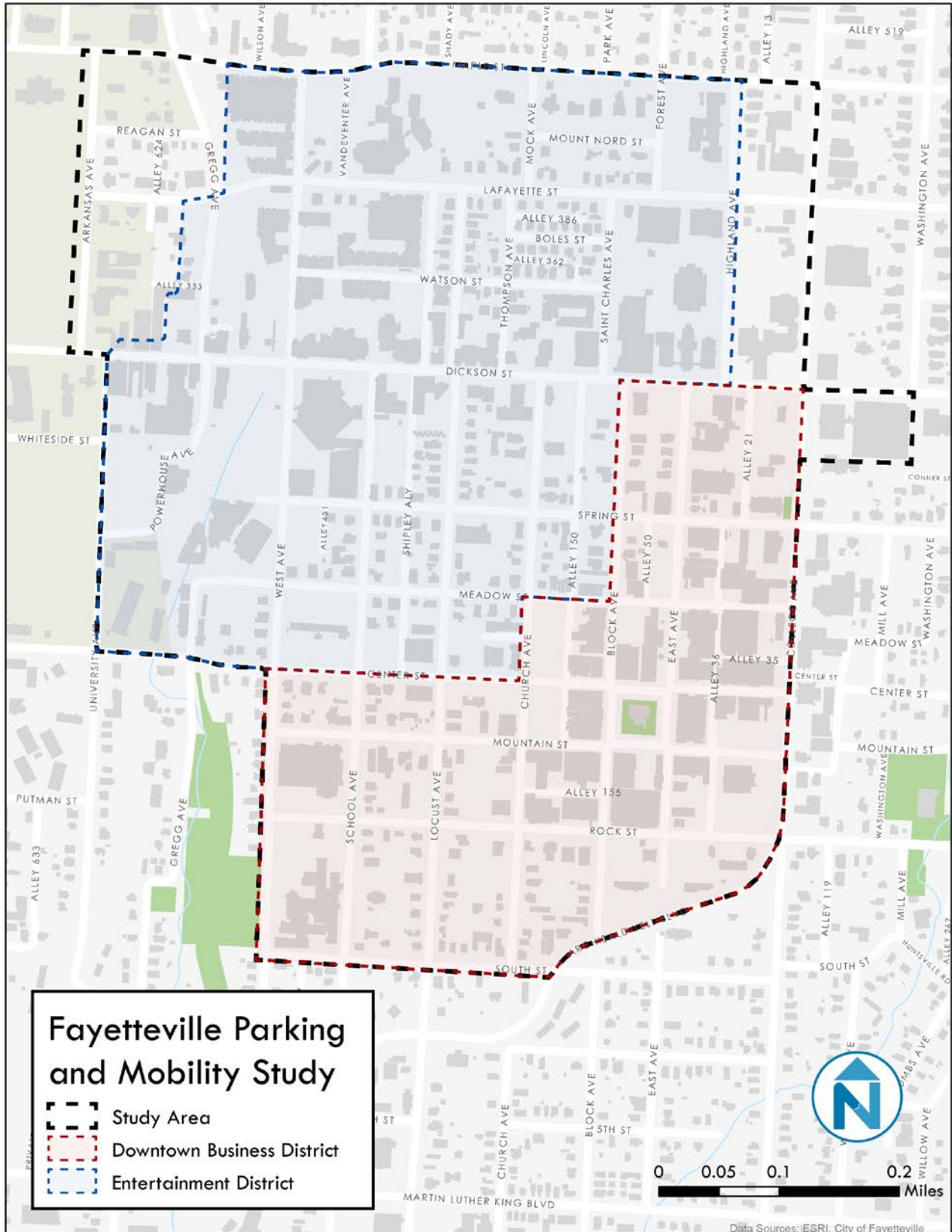
Figure 1 Select Study Area Parking Inventories



² The inventory includes all off-street facilities larger than about 5 parking spaces. Small residential driveways or minor rear lots were not inventoried.

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Figure 2 Fayetteville Parking Study Area and Parking Districts



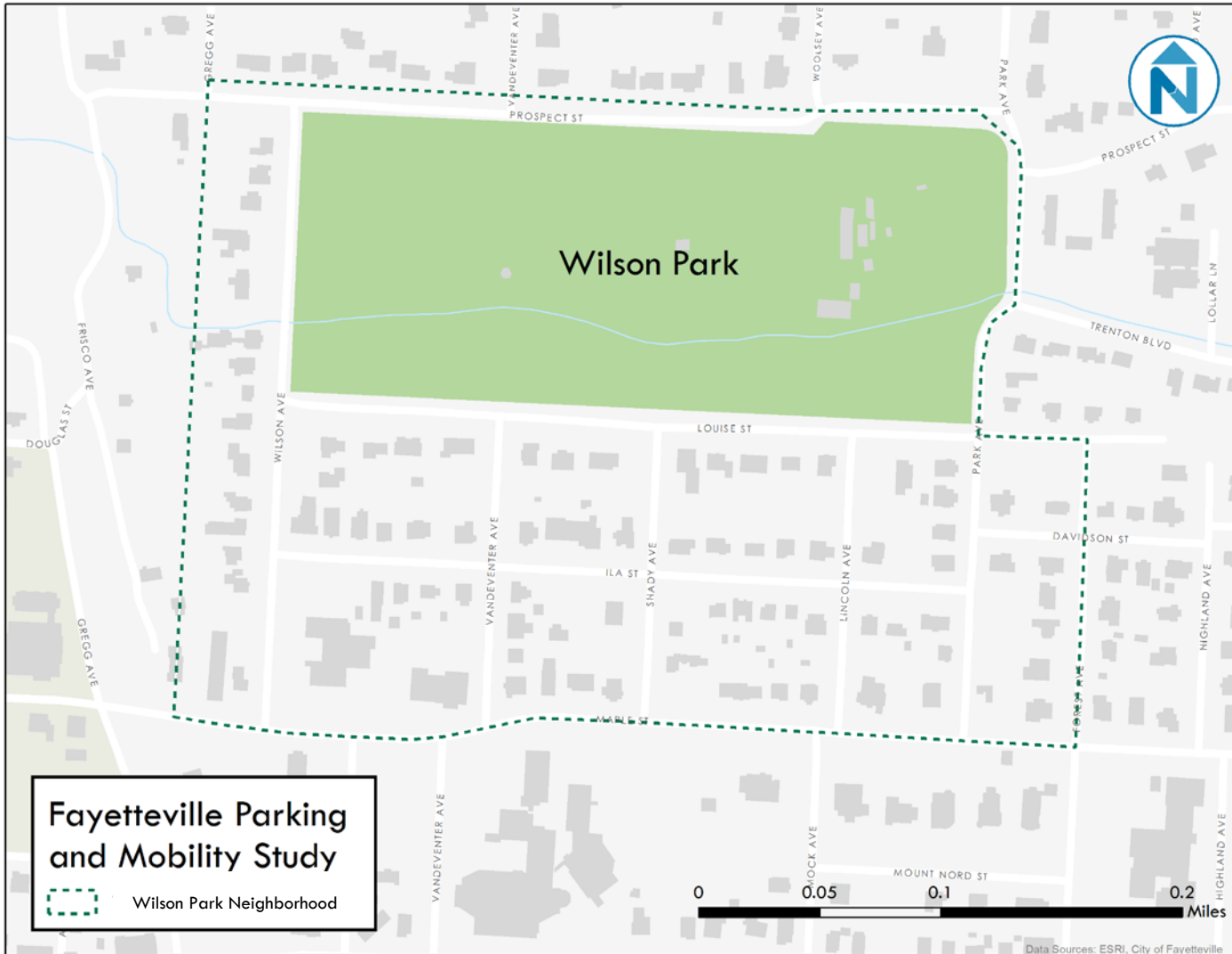
WILSON PARK

In addition to the main study, the project team assessed parking in a small portion of the Wilson Park neighborhood, just north and adjacent to the Entertainment District. The area studied includes the park itself, streets adjacent to the park, residential streets south of the park (private driveways not included), and five private parking lots - one of which is a sorority house. This area, shown in Figure 3 below, contains about 540 parking spaces: 290 off-street and 250 on-street. Of these spaces, about 360 are publicly accessible, unpriced, and unregulated. One block contains spaces reserved for the residential parking program.

This report considers the Wilson Park study area separately from the main study area.

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Figure 3 Wilson Park Neighborhood Study Area



INVENTORY OVERVIEW

This section documents the supply and regulations of parking assets in the main study area, which does not include Wilson Park. The inventory is based on existing data provided by the City's Parking Management and Geographic Information Systems Divisions. The Parking Management Division collected significant additional data in the field to create a comprehensive inventory of public and private assets.

Figure 4 tabulates all parking spaces in the study area including all off-street and on-street spaces, excluding small private driveways with five or fewer parking spaces. Data was compiled and used to create a complete parking database of all parking assets in the study area, which was then geo-coded to spatially display the existing parking assets, as shown in Figure 5.

PARKING INVENTORY: KEY FINDINGS

- There are about 9,100 active parking spaces in the study area.
- About 4,800 of these spaces are located in the Entertainment District, and 3,300 are located in the Downtown Business District.
- Approximately 40% of these spaces are publicly owned, although not all publicly owned spaces are open to the public.
- Privately-owned, but publicly-accessible parking is not a large portion of the overall supply (7%).
- Approximately 86% of all spaces in the study area are off-street, occupying roughly 25% of the land in the study area.
- Roughly two-thirds of the off-street supply is privately-owned (66%).
- There are 21 publicly accessible lots and garages, most heavily concentrated around the Downtown Square and at the western end of Dickson Street.
- Many regulations shift by time of day and weekday to weekend.

An important concept for any parking study is “access” – who can use a parking space at any given time. There are two broad categories of access, regardless of ownership, shown below:

- **Publicly Accessible** parking is available to any member of the public, often but not always for a fee. This parking is signed and clearly open so that any user understands that it is publicly available.
- **Restricted** parking is limited to certain groups, such as permit holders, employees, and/or customers.

Figure 4 provides an overview of parking inventory by category. The majority of parking is off-street, in lots and garages. The Entertainment District has almost 50% more off-street parking than the Downtown District, but the two have approximately the same amount of on-street parking. When the team inventoried these areas, there was significant inventory under construction as part of upcoming developments.

Figure 4 Parking Inventory by Category

| Parking Location | Entire Study Area | Downtown District | Entertainment District | Other Spaces in Study Area |
|---|-------------------|-------------------|------------------------|----------------------------|
| Total | 9,070 | 3,250 | 4,851 | 969 |
| Publicly Available ³ | 3,217 | 1,499 | 1,625 | 93 |
| Restricted Use/Private | 5,853 | 1,751 | 3,226 | 876 |
| Off-Street | 7,796 | 2,671 | 4,249 | 876 |
| On-Street | 1,274 | 579 | 602 | 93 |
| Unavailable (Construction) ⁴ | 639 | - | 601 | 38 |

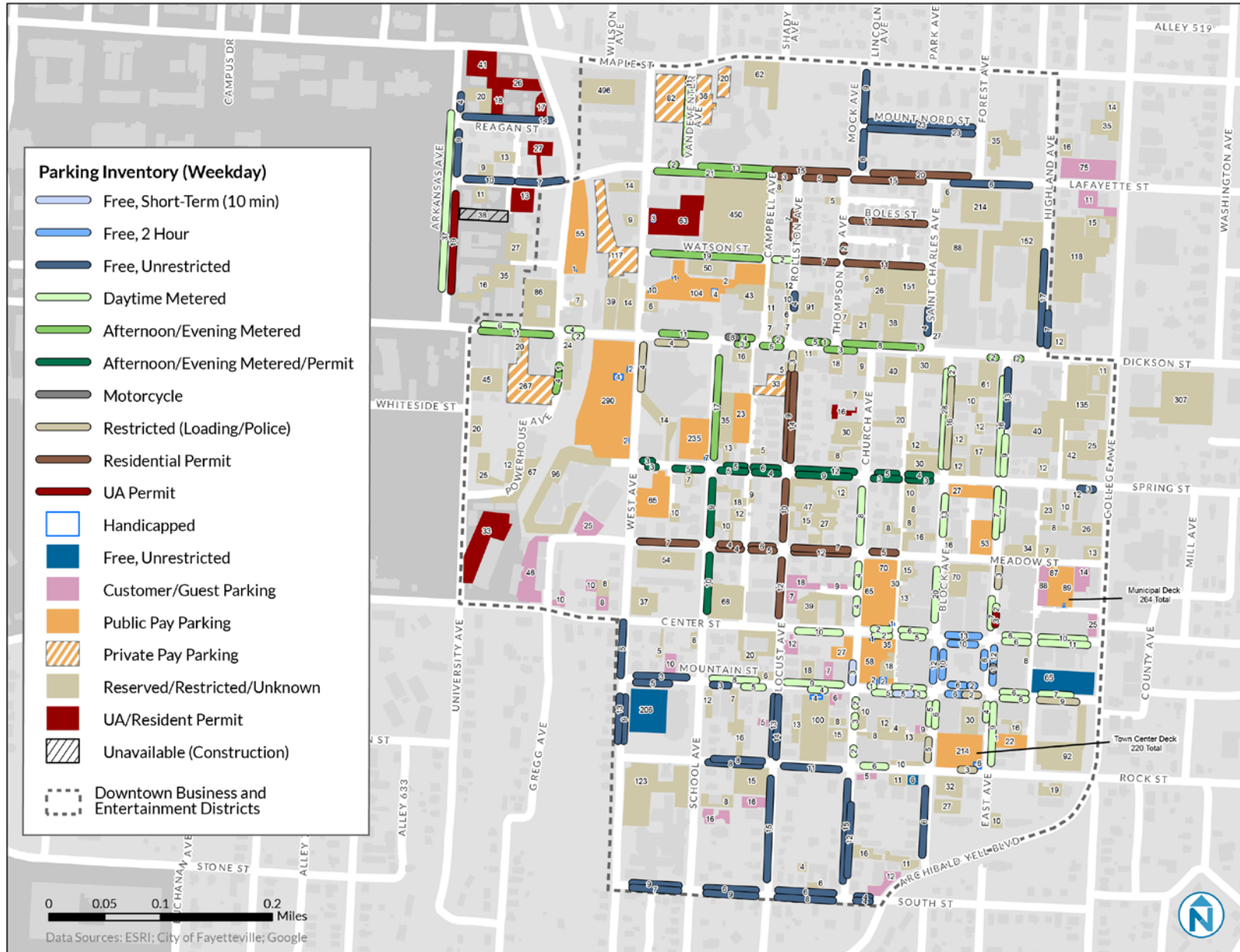
The parking inventory and regulations are depicted in Figure 5 and Figure 6. All garages, surface lots, and block faces show the number of spaces within each area. For both on- and off-street parking, the various regulations are color coded by general category.

³ This summary table considers regulations on a typical weekday. There are 383 spaces that become publicly available after a certain time of day or on weekends

⁴ Restricted on-street spaces include Loading Zones, Permit Only, UA Only, and Police Only spaces

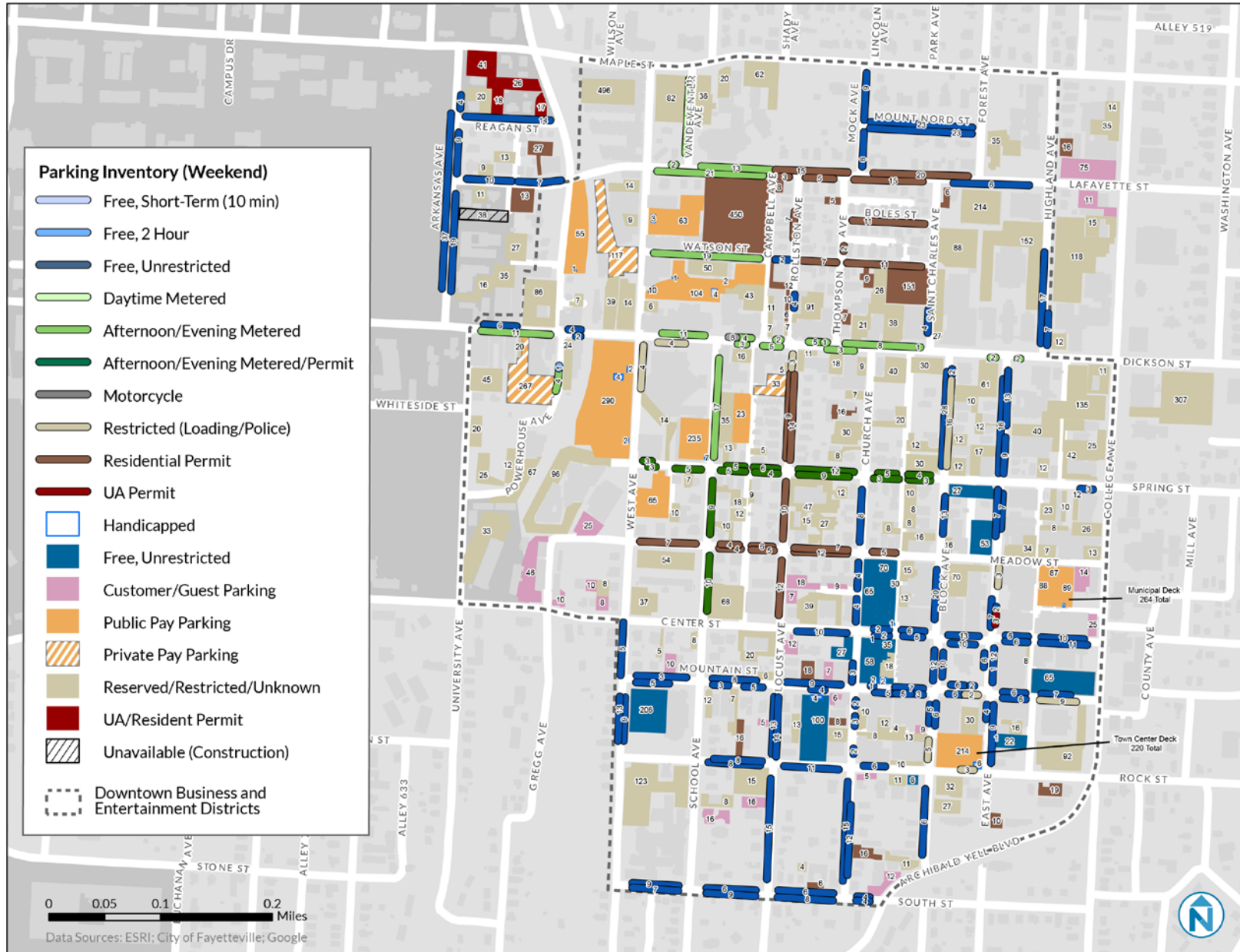
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Figure 5 Parking Inventory and Regulations - Weekday



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Figure 6 Parking Inventory and Regulations - Weekend



Parking Regulations

The regulation, location, and operation of parking spaces greatly affect how spaces are used. Therefore, the study team catalogued the ownership, use category, and regulation for all parking spaces within the study area.

On-Street Parking

While a majority of the on-street parking (80%) in the study area is available for use by any member of the public, there are on-street spaces which require permits, as well as University-only spaces and spaces reserved for municipal use. As there is no charge associated with residential permit parking, only 42% of on-street parking is priced. An even smaller percentage of on-street parking is time-limited (29%). Figure 7 shows the breakdown of on-street parking regulations and fees. Key points include the following:

- **On-Street Meter Rates and Time-Limit Variations:** There are two primary meter rates in the study area, and they are grouped spatially. Meters that charge \$0.15/hour - \$0.25/hour are generally located in the Downtown Business District, while meters that charge \$0.50-\$1.00/hour depending on time of day are only found in the Entertainment District. All \$0.25 meters are time-limited to two hours while all other meters are not time-limited or offer an all-day option. Unregulated spaces exist around the periphery of the study area.
- **On-Street Meter Time-Span Variations:** Coin-operated, \$0.15/hour-\$0.25/hour parking meters are enforced from 8:00 a.m. to 6:00 p.m. Monday through Friday. Entertainment District pay stations are active every day from 2:00 p.m. until 2:00 a.m.
- **On-Street Free Parking:** In the Square, there are 77 spaces that are free and time-limited. Outside of the square and the core of downtown, there are an additional ~400 spaces that are free and unrestricted.
- **On-Street Residential On-Street Permits:** Located only within the Entertainment District, resident-only parking spaces require permits acquired from the City of Fayetteville Parking Management Office. Homeowners are required to renew their permits each December while renters must do so every six months.

Figure 7 On-Street Parking Rates and Regulations

| On-Street Weekday Regulation/Rate, Time Limit, and Time Span(s) | Total | % |
|---|--------------|-----|
| Unrestricted | 408 | 32% |
| Daytime Metered - \$0.25/Hour, 2 Hour Limit until 6PM | 282 | 22% |
| Residential Permit Only | 191 | 15% |
| \$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM), \$5/Day Option | 146 | 11% |
| Residential Permit or Metered (\$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM)) | 86 | 7% |
| Free, 2 Hour Limit (in 4 Hour Period) | 77 | 6% |
| Loading Zone | 35 | 3% |
| Daytime Metered - \$0.15/Hour, Long Term until 6PM | 15 | 1% |
| Police Parking Only | 14 | 1% |
| Motorcycle | 9 | <1% |
| Free, 10 Minute Limit from 8AM to 6PM | 8 | <1% |
| University Parking Only | 3 | <1% |
| Total | 1,274 | |

Off-Street Parking

Off-street parking includes all public and private parking in garages and surface lots in the study area. There are 201 parking facilities in the study area, described and categorized by facility type, ownership, and rate type below:

Parking Facilities

- **Parking Garages** are indoor, usually multi-level parking facilities. There are nine such active facilities in the Fayetteville study area, which contain just under 2,300 spaces representing 29% of the total off-street parking supply. Three additional facilities of this type are under construction as part of new residential development. These projects are anticipated to add 639 spaces to the supply, some of which will be publicly-accessible.
- **Parking Lots** are outdoor surface-level facilities. This is the dominant form of off-street parking in Fayetteville, numbering 193 such facilities containing over 5,500 spaces or 71% of the off-street parking supply.

Access

- **Publicly Accessible** parking is available to any member of the public, often but not always for a fee. This parking is signed and clearly open so that any user understands that it is publicly available.
- **Restricted** parking is limited to certain groups, such as permit holders, employees, and/or customers.

Ownership

- **Publicly-Owned Garages or Lots** are owned by the City and Washington County, but not all are available for public use. Some of these facilities provide a mix of public, resident permit, and customer parking while others – such as the Washington County courthouse – do not make their supply available to the public.
- **Privately-Owned Garages or Lots** are owned by private landowners or private institutions. Some of this parking supply is available for public use for a fee. However, most is restricted to residents or reserved for employees and/or customers. For the purposes of this study, this includes UA lots.

Figure 8 shows the breakdown of off-street parking by type, ownership, and access. Note that some publicly owned lots and garages have both restricted and publicly available spaces.

Figure 8 Off-Street Parking Ownership and Access

| | Lot | | Garage | |
|---------------------------------|-----------------|------------------|-----------------|--------------|
| | # of Facilities | # of Spaces | # of Facilities | # of Spaces |
| Total Privately Owned | 166 | 4,156 | 4 | 1,027 |
| Containing Public Access Spaces | 3 | 215 ⁵ | 1 | 267 |
| Total Publicly Owned | 26 | 1,373 | 5 | 1,240 |
| Containing Public Access Spaces | 14 | 859 ⁶ | 4 | 845 |
| Total | 192 | 5,529 | 9 | 2,267 |

⁵ 102 additional spaces in 2 facilities are publicly available after 8PM

⁶ 281 additional spaces in 4 facilities are restricted dependent on time of day, but publicly available at other times

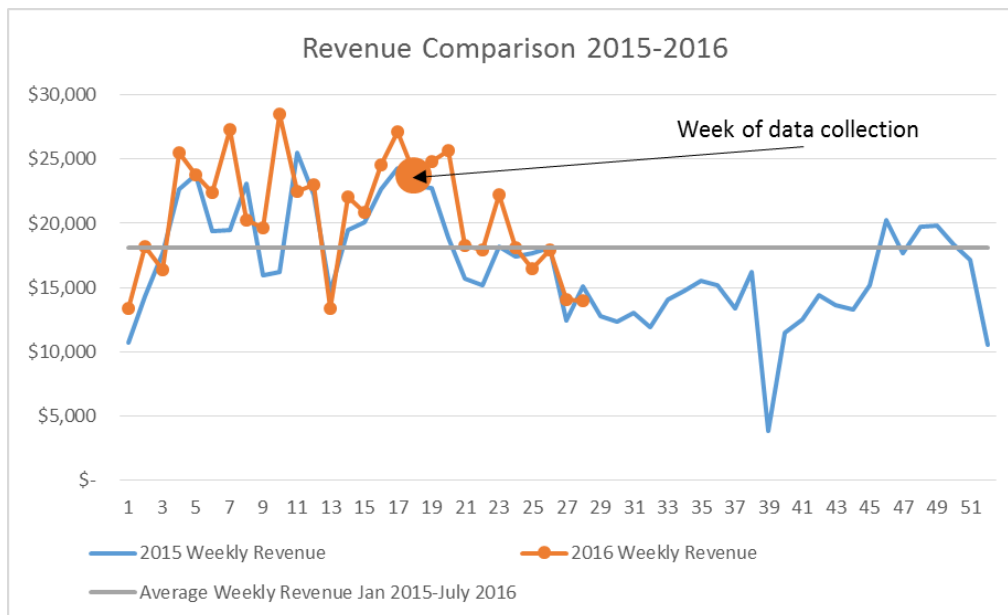
4 WEEKDAY PARKING UTILIZATION

This section documents and analyzes parking utilization counts for the entire study area, providing a snapshot of the time and location of parked cars for typical days. The survey team – consisting of City staff – conducted parking utilization counts on a weekday (Thursday, April 28, 2016) and weekend day (Saturday, April 30, 2016) during sixteen hours on each day. On Thursday, data collection began at 7 a.m. with the last loop beginning at 9 p.m. and concluding at 11 p.m. On Saturday the data collection periods were shifted forward 2 hours to ensure collection during higher activity times, beginning at 9 a.m. and concluding at 1 a.m.

Parking can be defined as being at optimal capacity when there is at least one empty space per block face or along a typical row of parking, ensuring customer access to businesses but also indicating a busy commercial environment. This typically equates to a target of 15% vacancy per block face and 5%-10% vacancy off-street. If any block or parking facility has less availability than the target, it is effectively at its functional capacity. Charts throughout the document provide a dashed line at this 10% vacancy point for reference.

Parking demand fluctuates over time, particularly in the active Dickson Street and Downtown Square areas of Fayetteville. In order to ensure that the data collection dates were representative of normal conditions, the City provided access to their revenue history. Figure 9 compares revenue from on- and off-street pay stations and event parking by week in the Entertainment District, showing that the week during which data collection took place was slightly above the annual average for parking revenue. Although individual lots and block faces may function differently during spring compared to other times of year, using data from April is a good representation of how the study area functions and represents a slightly conservative sample.

Figure 9 Weekly Parking Revenues⁷



⁷ Source: City of Fayetteville, Utilization Revenue Comparison Analysis. Note: The collection schedule for Downtown Business District Meters is not regular enough to allow for a weekly comparison.

The study team considered the following in selecting dates for utilization:

- Avoiding major events (i.e. Bikes, Blues, and BBQ or an extremely large WAC event) that shut down streets in the Entertainment District
- Capturing demand from UA affiliates
- Weather
- Construction schedules which may significantly impact roadways
- Day of the week - Nelson\Nygaard has found that Thursdays represent a typically busy day with significant evening demand at restaurants and bars.

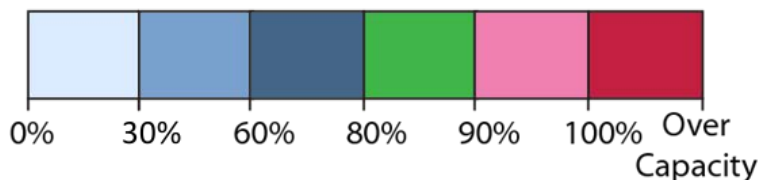
This section analyzes weekday temporal and spatial patterns and provides a sample of parking utilization of different facilities by type, ownership, and accessibility, followed by the same analysis for a weekend day. Utilization patterns are shown for both the primary study area as well as the Wilson Park study area.

Although this data is incredibly valuable in highlighting how parking in Fayetteville functions, it is equally valuable to understand how users perceive the system. The visitor who can't find the available spaces next door because they are hidden around the corner still feels a crunch in prime locations regardless of overall capacity. Utilization is just one piece of the puzzle; additional analysis of regulation, safety, signage, technology, and more will yield valuable additional insights.

SPATIAL ANALYSIS OF PARKING UTILIZATION

An important part of understanding how parking is managed in any city center is being able to see how various parking facilities and segments of on-street parking interact with each other throughout the course of a day. A chart of hourly utilization rates for one specific location is valuable, but seeing how that location behaves among others located nearby can reveal patterns and trends not evident in numbers alone. The lot which is completely full may be right around the corner from another lot that has plenty of availability at that same time.

To develop the spatial analysis, the parking utilization data collected during the parking counts was geo-coded to be displayed on a series of maps. The maps show the use of each parking facility by color-code, as explained below:



- **“Cool” light blue/blue** colors refer to 0-30%, 30-60%, and 60-80% utilization breaks. All are ranges at which on-street parking and off-street parking facilities are viewed as under-utilized. Any resource that consistently performs at this level, especially during peak-demand periods should be viewed as having excess capacity.
- **“Ideal” green** refers to blocks and facilities with 81% to 90% utilization and represent actively-used resources. The nearer utilization levels approach the high end of this range, the more efficiently they are being utilized and nearing functional capacity.

- **“Warning” pink** refers to utilization above 91% and is considered at functional capacity. While fully maximizing efficiency, the on-street parking or off-street facilities are full or near full, giving the impression of a lack of parking.
- **“Critical” red** denotes parking beyond the marked capacity (more than 100%), meaning that cars are double-parked or parked illegally. Resources that consistently perform at this level indicate that demand exceeds capacity.

PARKING UTILIZATION COUNTS PROCESS

City staff, working with Nelson\Nygaard’s parking data collection protocol, completed the counts on foot and by vehicle in five different “routes” throughout the study area. This approach proved to be the most efficient process to collect a vast amount of data within the targeted time periods. Additionally, the City now has data collection tools and trained staff to complete any future counts if needed.

Data Collection Notes

Working with the City, the team sought to collect a comprehensive data set that provides a snapshot of a typical day in the study area. However, there were some special events impacting parking supply on the days of data collection, including⁸:

- On Thursday from 7 a.m. to 1 p.m., 165 spaces in the West Street Lot were unavailable due to school bus parking.
- The Farmers Market at the Downtown Square made 65 on-street spaces around the square unavailable during data collection periods on Thursday from 7 a.m. to 2 p.m. and on Saturday from 9 a.m. to 2 p.m. While vendors are able to park vehicles in these spaces, occupancy data was not collected.

Special events on these days included⁹:

- Thursday, 4/28: Farmers’ Market 7 a.m. – 2 p.m.
- Thursday, 4/28: Malpasso Project at 8 p.m. at the Walton Arts Center (WAC)
- Saturday, 4/30: Farmers’ Market 7 a.m. – 2 p.m.
- Saturday, 4/30: Spring Artsy Craftsy at Town Center: 10:30 a.m.
- Saturday, 4/30: Dickson Street Pup Crawl 2 p.m. – 6 p.m.
- Saturday, 4/30: Symphony of Northwest Arkansas (SoNA) at 7:30 p.m. at WAC

Data collectors strive for accuracy in the field. However, normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Any missed facility is shown on the utilization maps in grey.

⁸ Comprehensive data was not collected for six off-street facilities totaling 561 spaces (including the 498 space structure at The Academy at Frisco) and 10 on-street spaces, accounting for approximately 7% of inventory. This inventory has been removed from utilization count summaries.

⁹ Per Events Calendar provided by City

STUDY AREA PARKING UTILIZATION: WEEKDAY

WEEKDAY UTILIZATION: OVERALL KEY FINDINGS

- Over the total study area, parking is never more than 50% occupied. However, much of this unoccupied parking is privately owned and not currently open to the general public outside of customer parking.
- Even at peak occupancy, over 4,000 parking spaces of the total 9,070 are unused.
- However, in a two-minute walk area around the “core” of the Entertainment District, parking is nearly 70% full at the evening peak. Similarly, the parking within a two-minute walk of the downtown square is 66% occupied or unavailable during the daytime peak of 11 a.m.
- On-street parking is generally used at a slightly higher rate than off-street parking throughout the day.
- Some publicly owned facilities are highly utilized for the majority of the day, while others have availability.
- During the day, parking along the east side of Arkansas Avenue and W. Lafayette Street between Arkansas Avenue and N. Gregg Street is well-utilized and often over capacity. This is currently outside of the Downtown Business District and the Entertainment District boundaries.
- The most heavily utilized on-street spaces throughout the day can be found at the Downtown Square and the residential permit parking on Boles and Watson Streets, as well as on-street spaces close to the WAC on Dickson Street and School Avenue.
- Privately-owned garages and lots across the entire study area are generally more occupied compared to publicly-owned facilities, especially during the evening. This indicates that these facilities are a vital part of Fayetteville’s parking supply.
- Publicly-accessible off-street facilities have a comparable utilization rate to that of restricted-access garages and lots.
- Metered on-street parking on Mountain Street west of Block Avenue has availability throughout the day.
- 34% of publicly available spaces in the “core” of the downtown business district remain unoccupied during the mid-day peak.

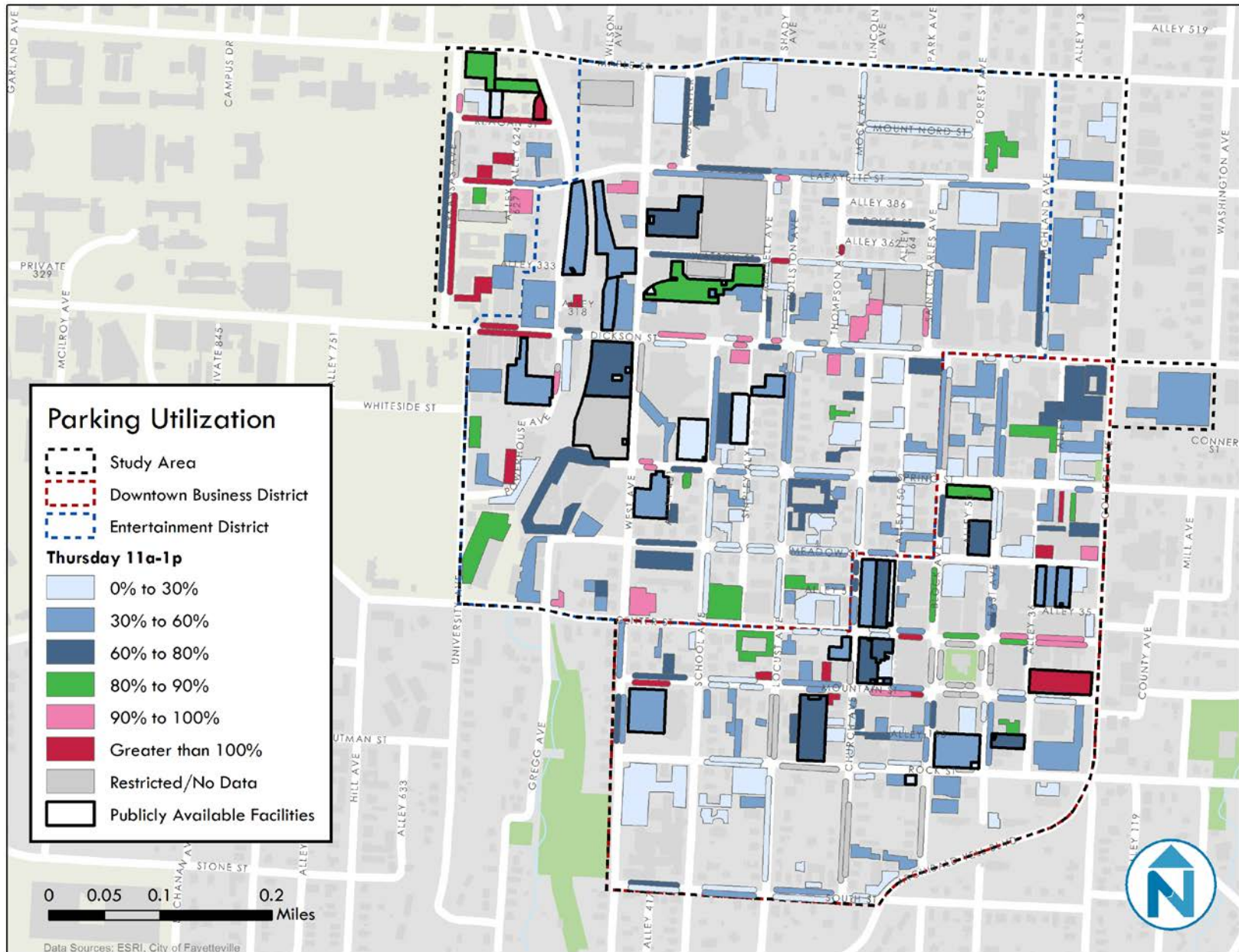
WEEKDAY UTILIZATION: SPATIAL PATTERNS

- **Mid-day - 11 a.m. to 1 p.m. (Figure 10):**
 - Overall, less than 50% of all parking inventory is utilized throughout the study area
 - On-street and off-street utilization rates are comparable at 50% and 48% respectively.
 - Parking activity is concentrated primarily to the northwest, closest to the University as well as immediately surrounding the Downtown Square.
 - Ample parking is available in unrestricted and metered on-street spaces as well as in publicly-accessible municipal and privately owned off-street facilities.
- **Early Afternoon - 1 p.m. to 3 p.m. (Figure 11):**
 - The total parking inventory is about 40% occupied.

- Smaller restricted-access private off-street lots see more occupancy.
- While metered spaces on Center Street from East Avenue to College Avenue become full, almost all other on-street parking areas in the Downtown District continue to have open spaces.
- **Evening – 7 p.m. to 9 p.m. (Figure 12):**
 - The total parking inventory is about 30% occupied.
 - There are three clusters of high demand: around Dickson Street, near the Downtown Square, and in the northwest nearest the University
 - On-street parking is functionally full on many blocks of Dickson Street, Spring Street, and School Avenue where metering is in effect until 2 a.m. and in the Downtown Square area where metering ends at 6 p.m.
 - Off-street parking is busiest in the Entertainment District, especially the publicly accessible and restricted lots near Dickson Street between West and Block Avenues which are between 80 and 100% full.
- For additional time periods, please see Appendix A.

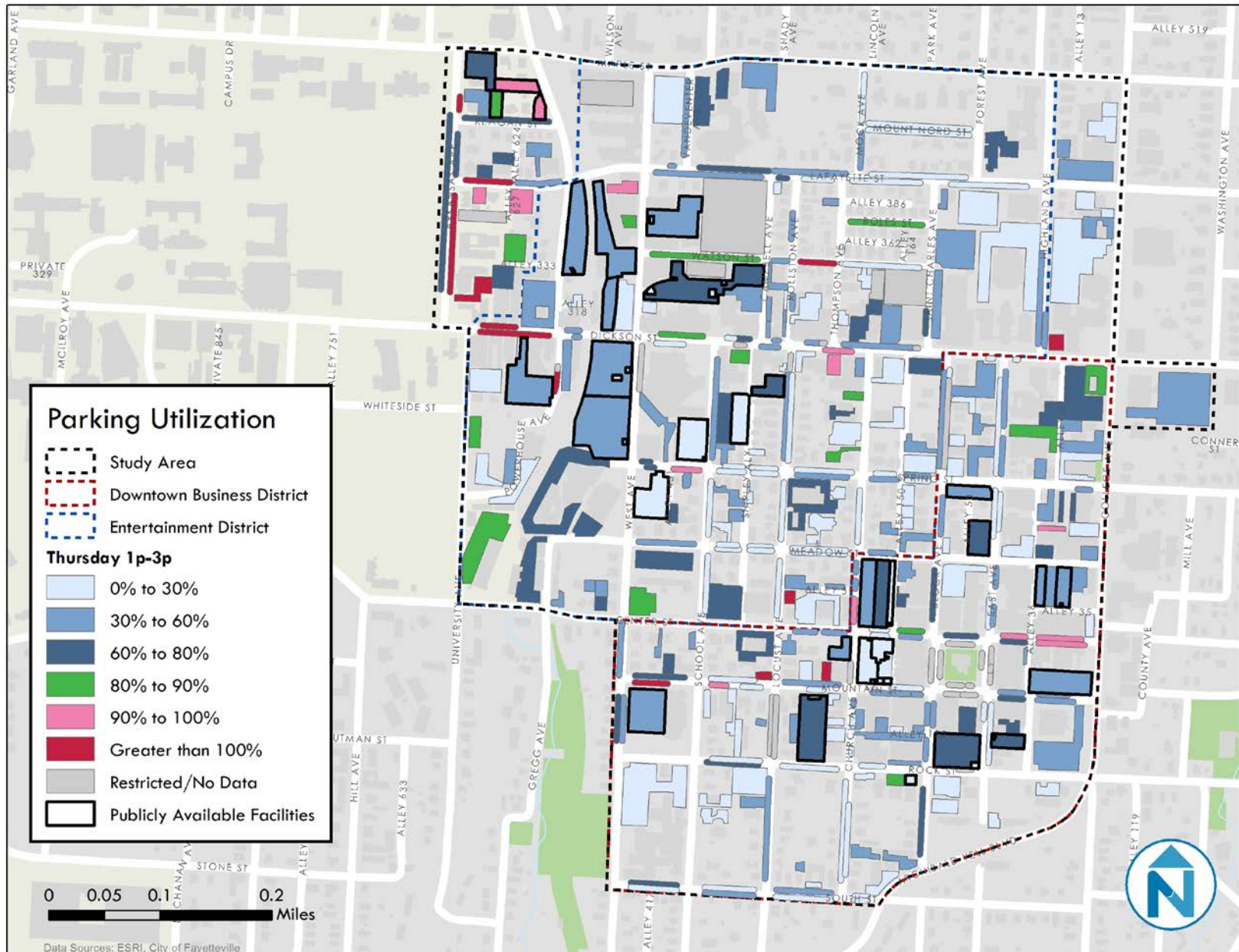
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Figure 10 Parking Utilization – Thursday 11:00 a.m. – 1:00 p.m.



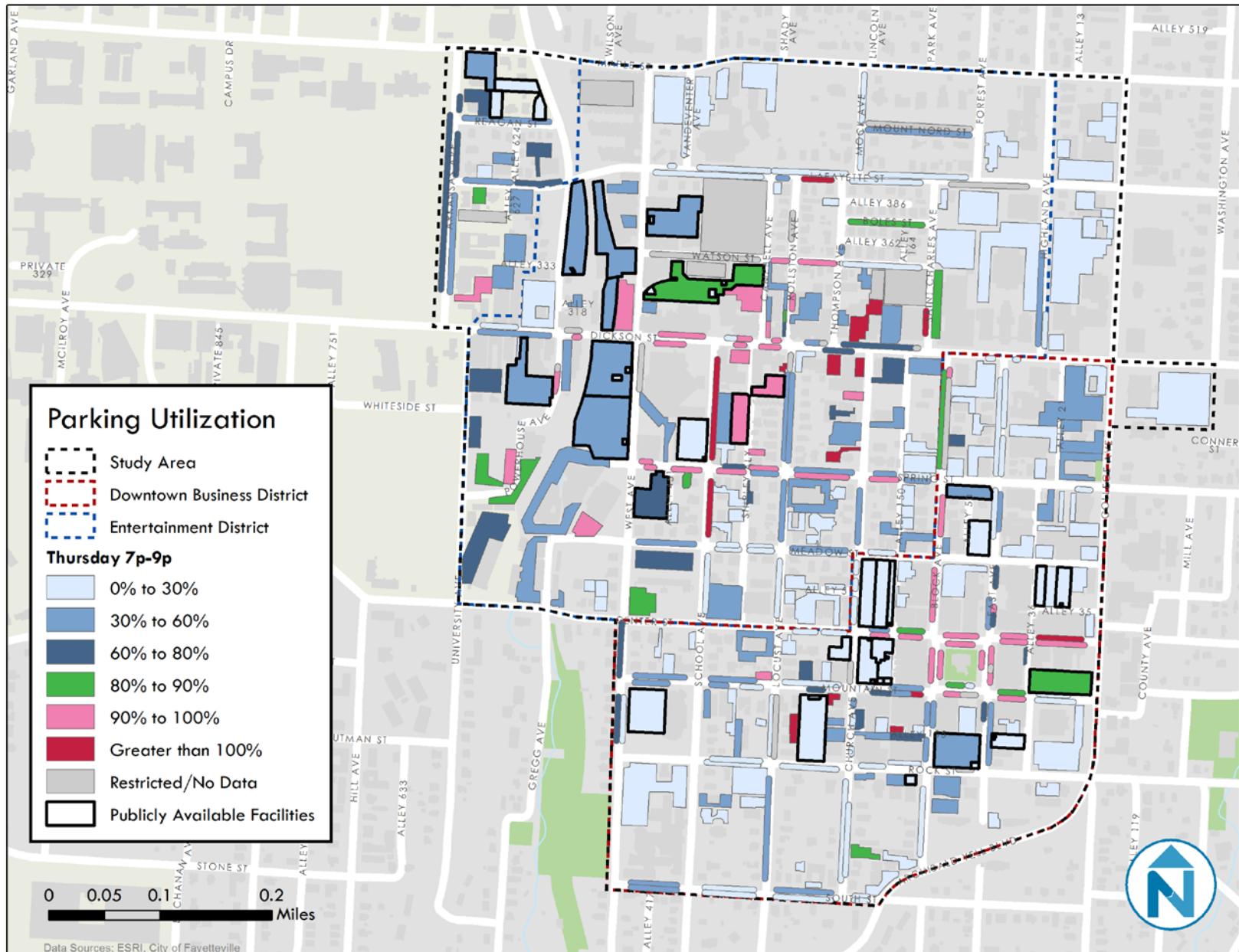
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Figure 11 Parking Utilization – Thursday 1:00-3:00 p.m.



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Figure 12 Parking Utilization – Thursday 7:00-9:00 p.m.



Utilization Patterns: Weekday

The series of charts on the following pages show parking utilization profiles throughout the day for different parking categories in Fayetteville.

Detailed Utilization Charts

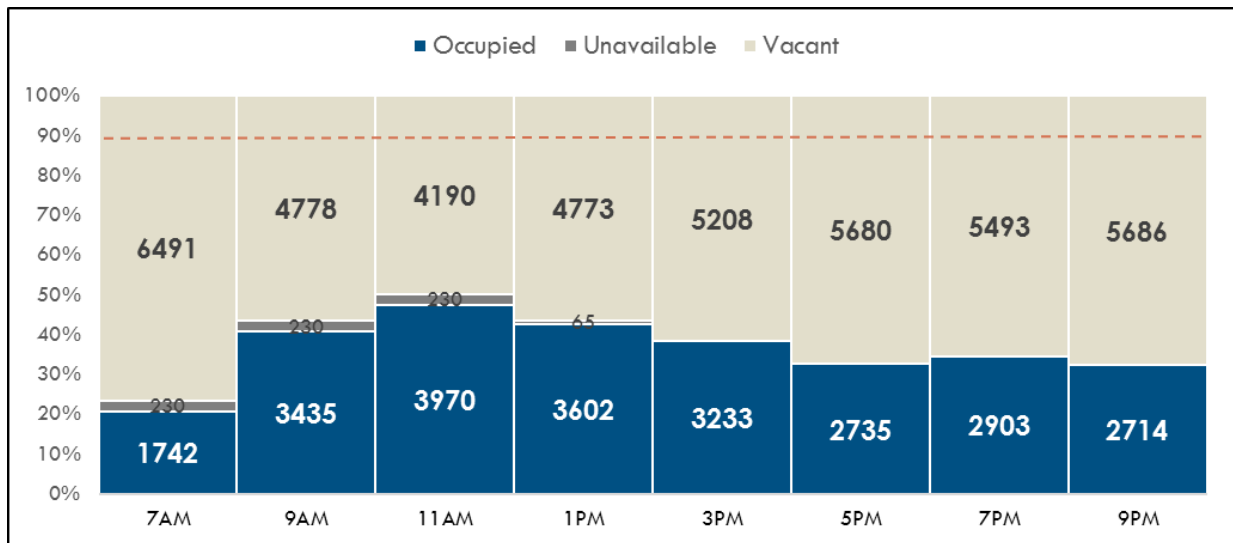
Utilization charts reflect observed vacancies and occupancies (and unavailable spaces due to events or other conflicts). As noted earlier, normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Therefore, the total number of observed spaces may vary by time period up to 10%.

The orange lines indicate “functional capacity” of parking, i.e. 90% utilized/10% vacancy, a recognized national standard of when a parking area is effectively full. Occupancy above this line represents a functionally full condition where the user perceives a lack of available parking.

Overall Parking Utilization

The peak period of parking activity in the study area is between 11 a.m. and 1 p.m. when parking is about 50% full (Figure 13). In the evening, parking activity drops to about 35% occupied as retail establishments and traditional 8-5 businesses close for the day.

Figure 13 Overall Study Area Parking Utilization - Thursday, April 28, 2016



Two-Minute “Core” Utilization

During a weekday, peak utilization of the entire study area is between 11 a.m. and 1 p.m. At that time, the publicly available parking in a “core” two-minute walk boundary within the Entertainment District (about 830 spaces) is 36% occupied with another 20% of the spaces unavailable due to a recurring event conflict, leaving over 350 spaces available to the public (Figure 14). Publicly available parking in the “core” of the Downtown Business District (about 550 spaces) is 54% occupied with another 12% unavailable due to the farmers market, leaving almost 190 spaces available but not immediately adjacent to the market (Figure 15).

In the evening, the publicly available parking in “core” of the Entertainment District is 60% occupied, approximately 300 empty spaces—mostly in the Spring Street Deck. Evening publicly

available parking in “core” of the Downtown Business District is 27% occupied with over 350 spaces available. However, the publicly available parking in the “core” of the Entertainment District is 60% occupied, with only about 300 empty spaces—mostly in the Spring Street Deck.

Figure 14 Core Entertainment District Publicly-Available Parking Utilization

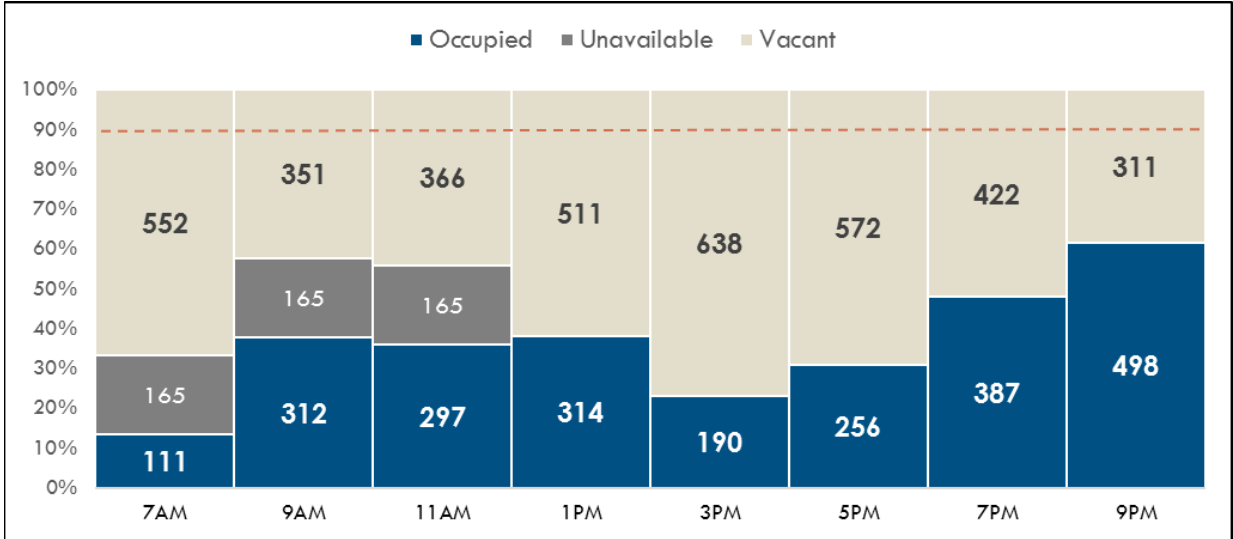
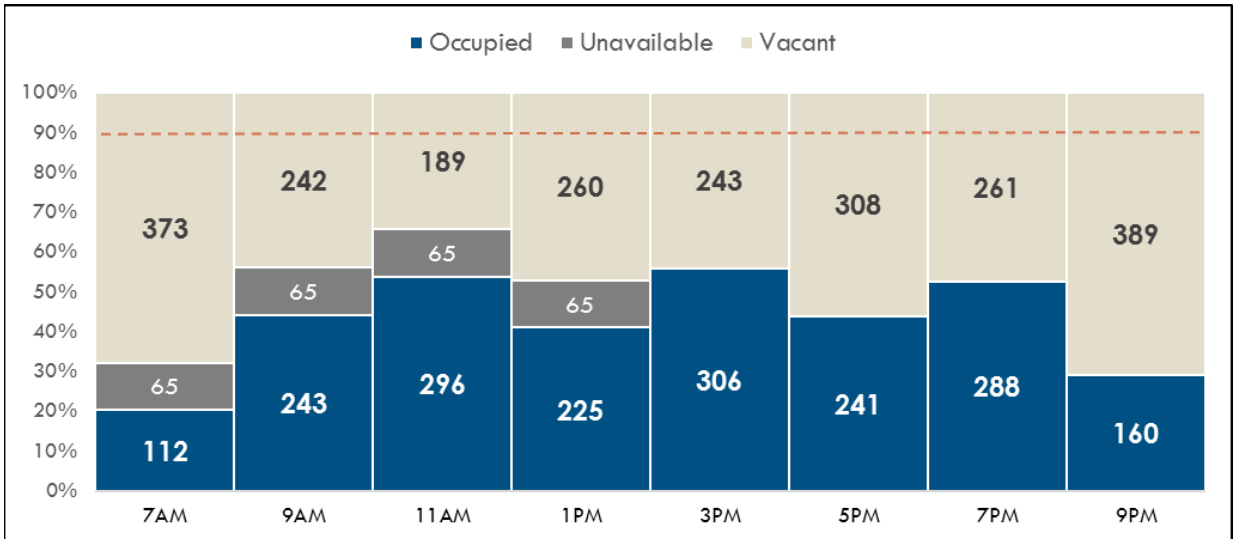


Figure 15 Core Downtown Business District Publicly-Available Parking Utilization



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Figure 16 Weekday Peak Publicly-Available Parking Occupancies in the "Core" of the Entertainment and Business Districts: 11 a.m. – 1 p.m.

Parking Utilization

- ★ Bars and Restaurants**
 - Study Area
 - Downtown Business District
 - Entertainment District
- Thursday 11a-1p - Publicly Available
- 0% to 30%
 - 30% to 60%
 - 60% to 80%
 - 80% to 90%
 - 90% to 100%
 - Greater than 100%
 - Restricted/No Data

##/## indicates Occupied Spaces/Total Spaces



On-Street vs. Off Street Utilization

Utilization rates for on-street and off-street parking manifest themselves differently over the course of the day, as shown in Figure 18 and Figure 19. On-street parking peaks in the midday and evening, while off-street activity peaks midday then steadily diminishes in the afternoon and evening. During the morning, on-street parking is never less than 25% occupied, while off-street parking is comparatively 20% occupied during the hours of 7 a. m. to 9 a. m.

It is important to note that these are aggregate numbers over the entire Fayetteville study area, with localized areas experiencing different use dynamics. Nevertheless, overall off-street parking drops under 35% utilization on a typical weekday evening, meaning there are almost 5,000 unused spaces in lots and garages after 5:00 p.m. Some of these spaces may not currently be available to the public, which is an inefficient use of valuable land in these busy areas.

Figure 18 On-Street Parking Utilization - Thursday

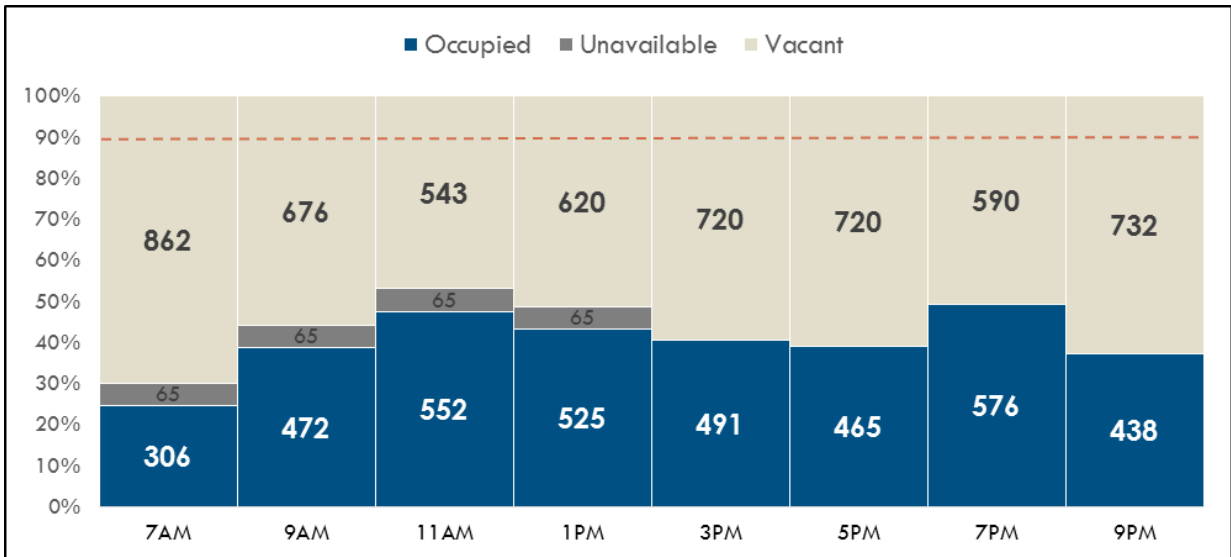
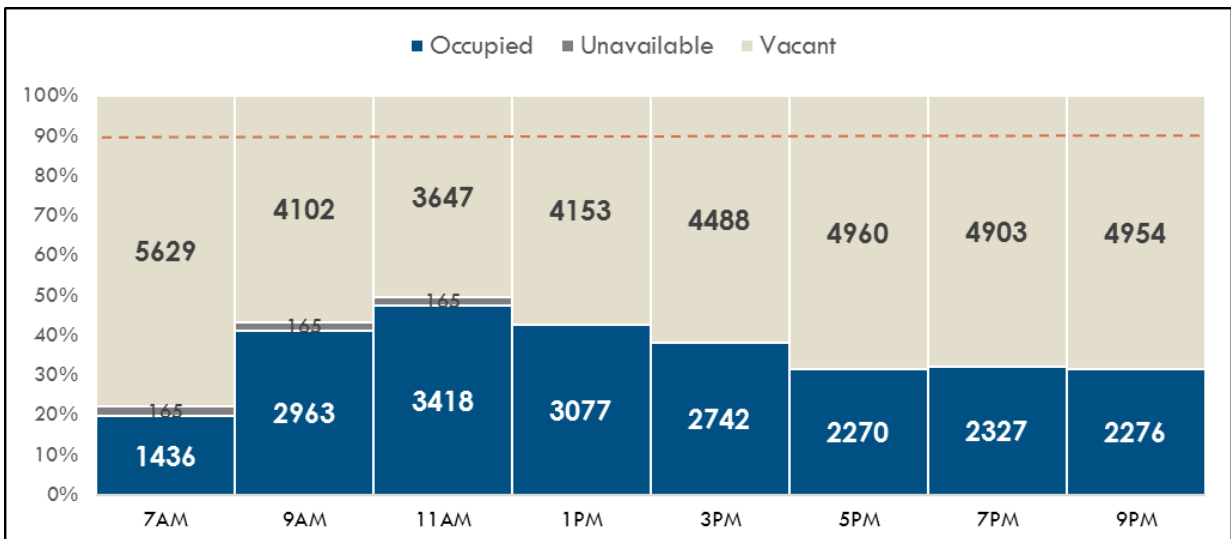


Figure 19 Off-Street Parking Utilization - Thursday



City-Owned vs. Non-City-Owned Off-Street Utilization

As shown in Figure 20 and Figure 21, City owned and privately owned garages and lots have sustained peak periods during business hours that drop off somewhat in the evening. The City-owned facilities are utilized at slightly higher rates than the privately owned facilities during the peak hours. Even during the peak periods, there are over 1,200 municipally owned spaces and over 2,600 privately owned spaces that are not being used. While City-owned see a larger drop in use during the evening, they continue to exhibit higher occupancy percentages than their counterparts.

City-owned facilities may not necessarily be available for use by the general public; some are limited to specific employee or other user groups. Overall, 1,250 City-owned off-street parking spaces go unused at peak.

Figure 20 Privately-Owned Off-Street Parking Utilization - Thursday

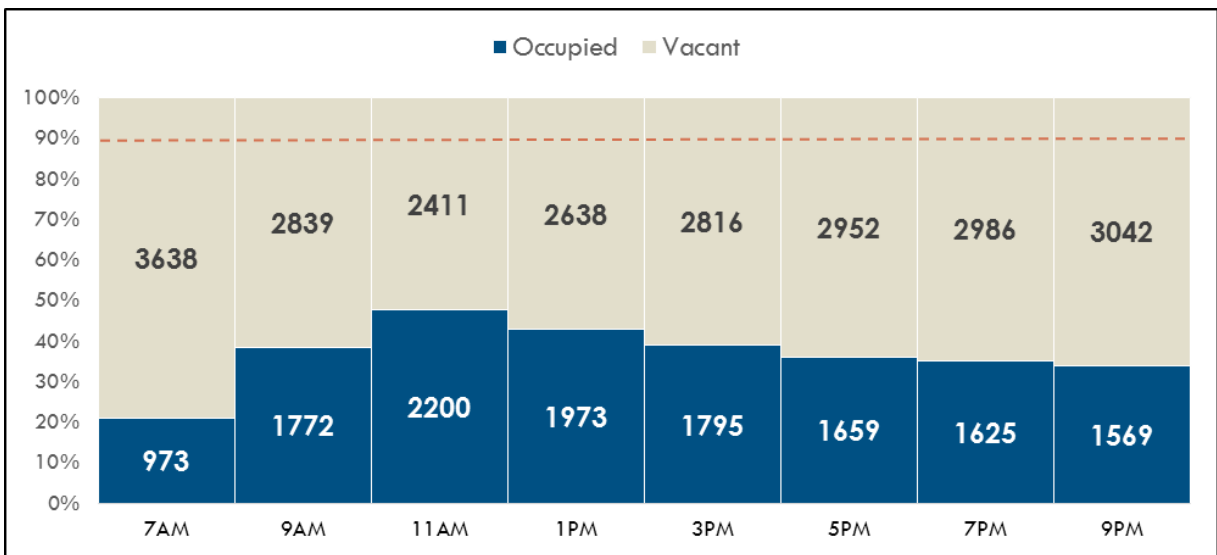
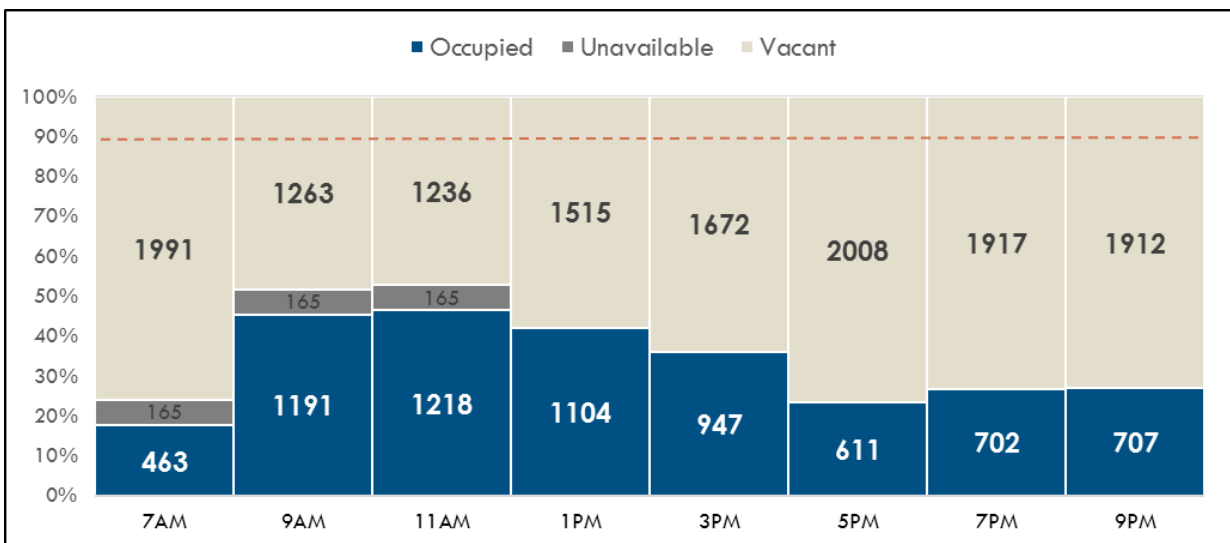


Figure 21 Publicly-Owned Off-Street Parking Utilization - Thursday



Publicly-Accessible vs. Restricted-Access Off-Street Utilization

Publicly-accessible parking is open to any driver, usually for a fee. A lot may be privately-owned and still open to the public.

The garages and lots that are available for public use are utilized at similar rates to the facilities where access is restricted during the peak period mid-day (see Figure 22 and Figure 23). During the peak period, there are approximately 1,000 publicly-accessible off-street parking spaces unoccupied. Both types of off-street parking have low utilization in the evening period for the study area overall, although the spatial analysis highlights areas that are functionally full. The public may perceive many of these spaces as inaccessible due to issues such as unclear or restricted regulations or walking environments.

Figure 22 Publicly Accessible Off-Street Parking Utilization - Thursday

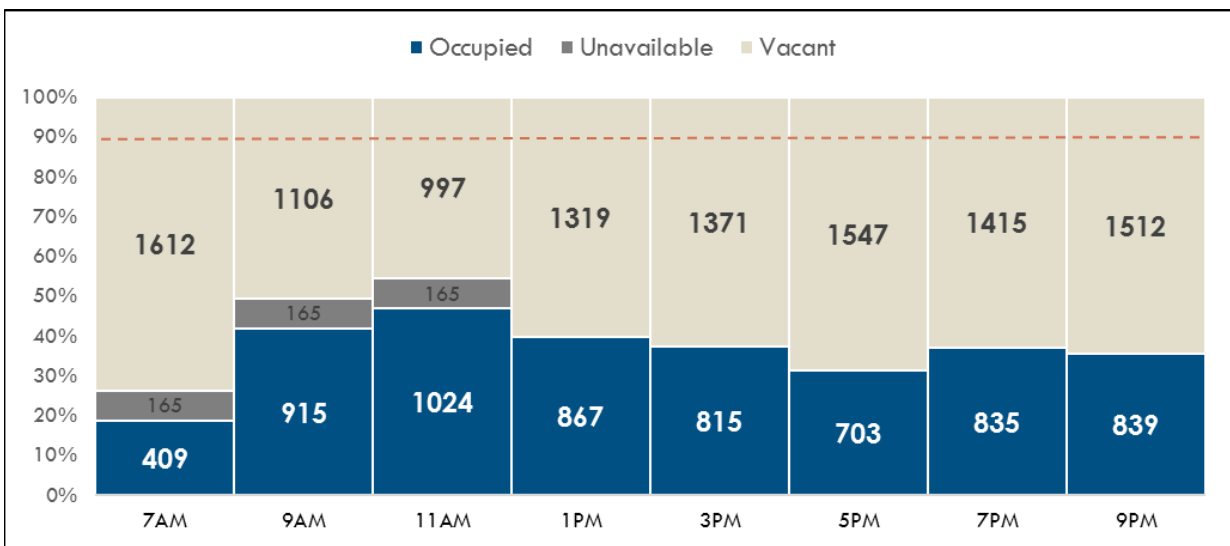
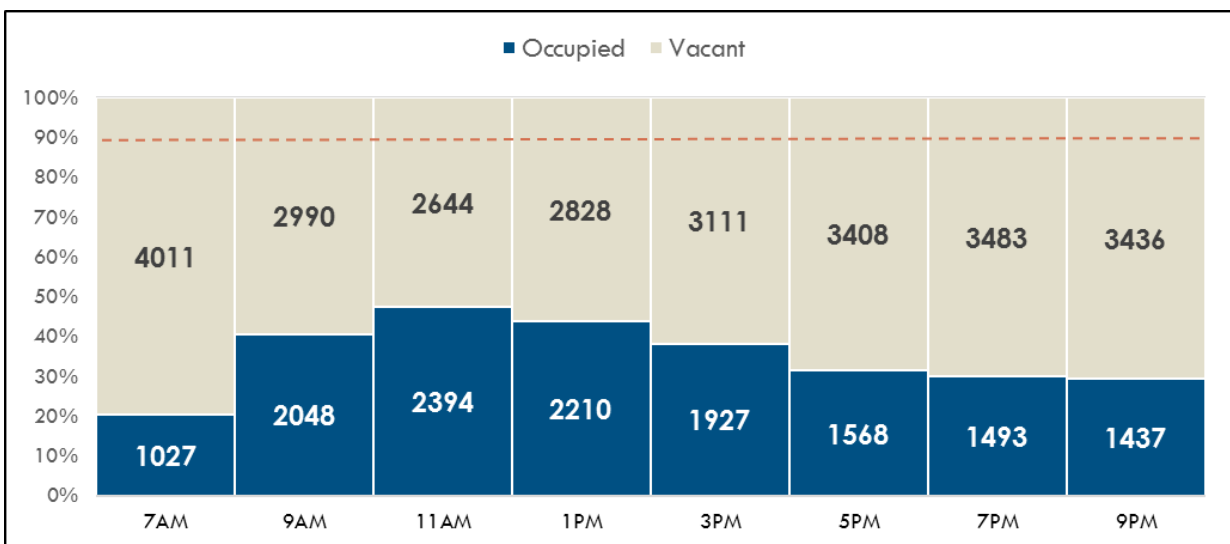


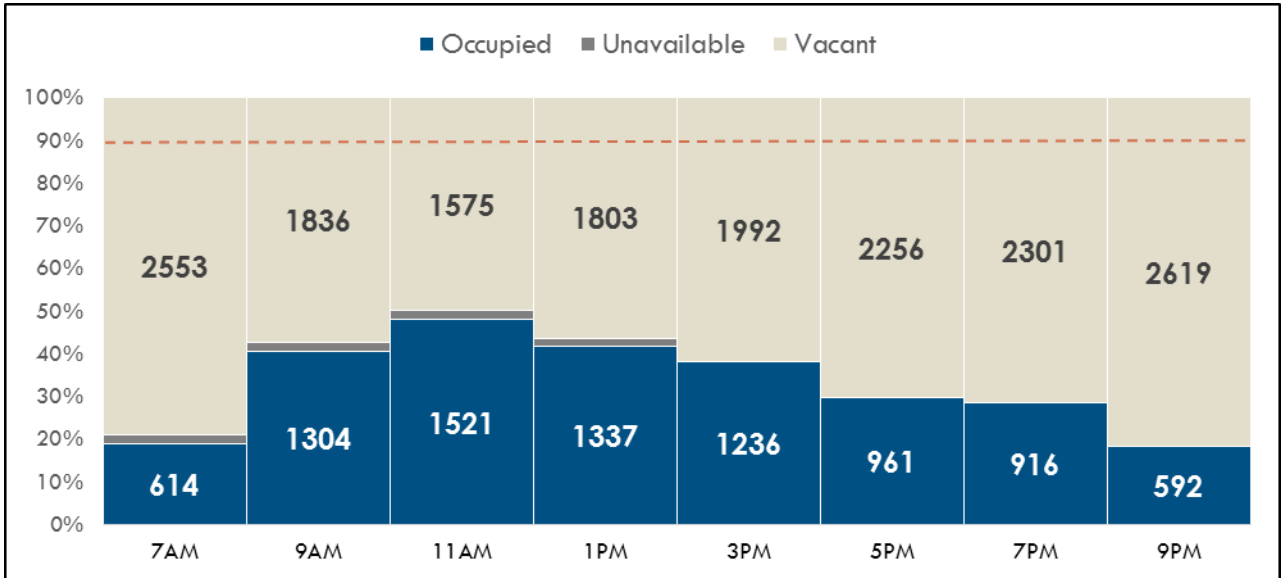
Figure 23 Restricted Access Off-Street Parking Utilization - Thursday



Downtown Business District vs. Entertainment District Utilization

As with the study area as a whole, peak utilization in the Downtown Business District occurs around the noon hour. Evening activity drops more significantly after business hours. 65 spaces are unavailable until 2 p.m. due to the presence of the Farmers' Market.

Figure 24 Downtown Business District Parking Utilization - Thursday



In the Entertainment District, peak periods occur around lunchtime as well as evening bar and restaurant demand. This portion of the study area maintains 35-45% occupancy throughout the weekday study time period, with approximately 2,200 observed unoccupied spaces at peak.

Figure 25 Entertainment District Parking Utilization - Thursday

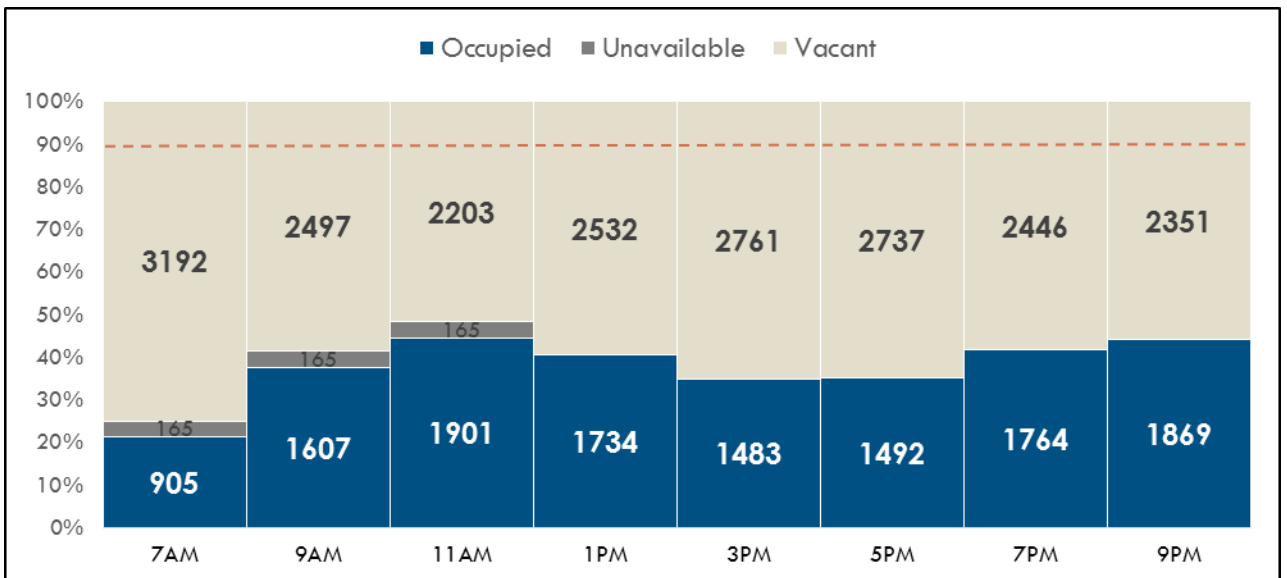
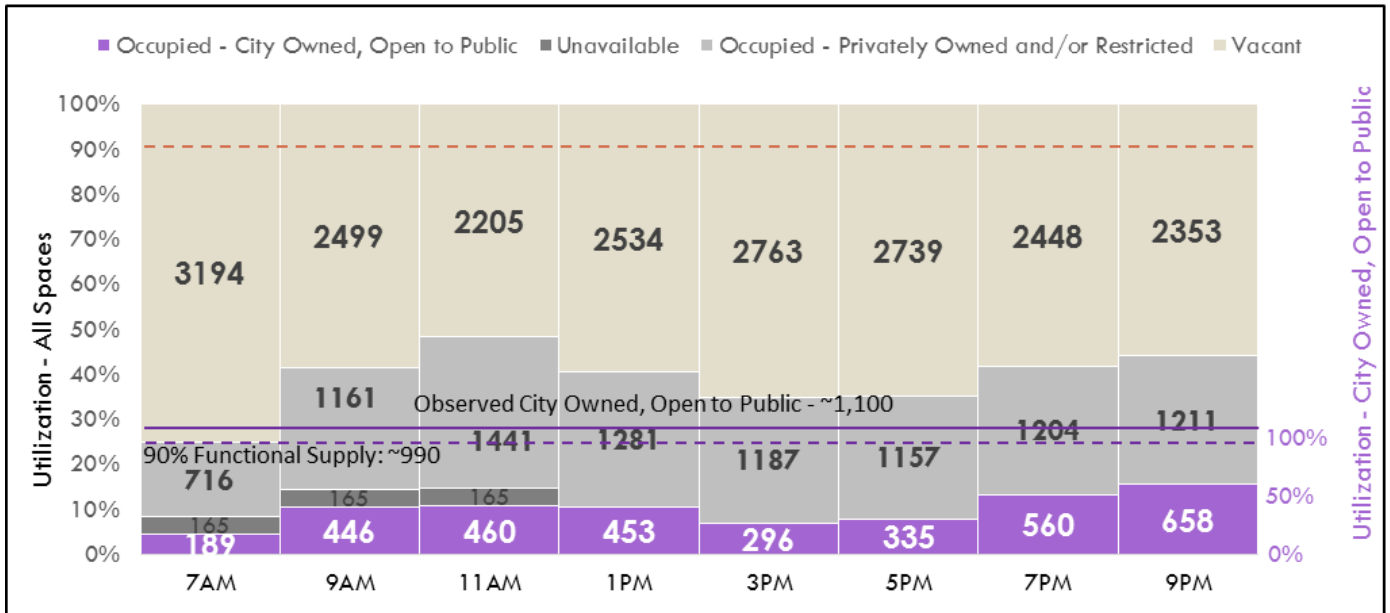


Figure 26 provides a comparison of the utilization of City-owned, open to the public spaces (approximately 30% of the supply in the Entertainment District), with utilization of privately owned and/or restricted spaces. Although not always apparent to the user, parking supply is managed by the City or private operators. This comparison shows that although there are about 2,000 unoccupied spaces at peak in the evening, at peak only 40% of publicly owned spaces are unoccupied.

Figure 26 City Owned with Public Access v. Privately Owned and Restricted Parking Utilization - Entertainment District - Thursday



On-Street Meters

Paid parking is another form of parking regulation that is meant to encourage turnover by pricing spaces relative to demand. Generally, City-operated paid spaces require a cash fee at meters directly adjacent to parking spaces from 8 a.m. to 6 p.m. Monday through Friday in the Downtown Business District, while pay stations located throughout the Entertainment District with multiple payment options govern spaces there from 2 p.m. to 2 a.m. seven days per week.

In the Downtown Business District, utilization of these spaces is 50% throughout the day until pricing ends. At 7:00 p.m., when there is no longer a fee to park in these spaces, utilization jumps to the highest it is throughout the day to approximately 60%. High utilization occurs in spaces along Center Street between Church Avenue and College Avenue. Mountain Street has availability west of Block Avenue at this peak time.

Use of metered spaces in the Entertainment District is high around mealtimes, although some spaces go unused throughout the day. Utilization peaks in the evening and many blocks are functionally full. However, many spaces go unused just outside the core of activity. The relationship of these utilization patterns to the location of Entertainment District restaurants and bars can be seen in Figure 29.

Figure 27 Downtown Business District On-Street Metered Parking - Thursday

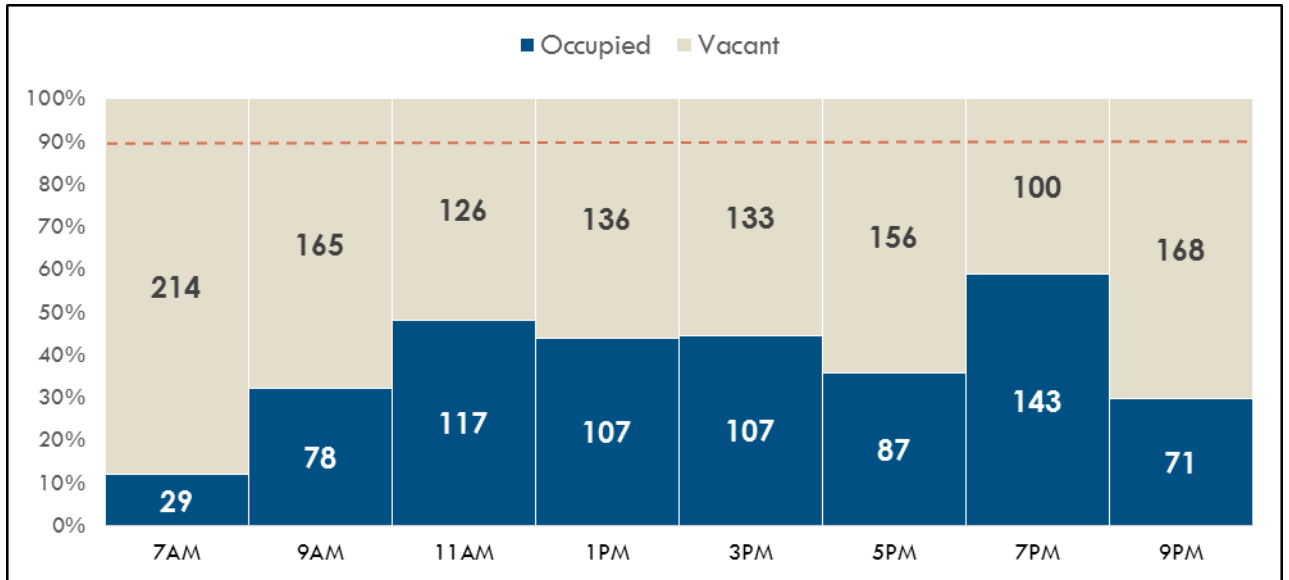
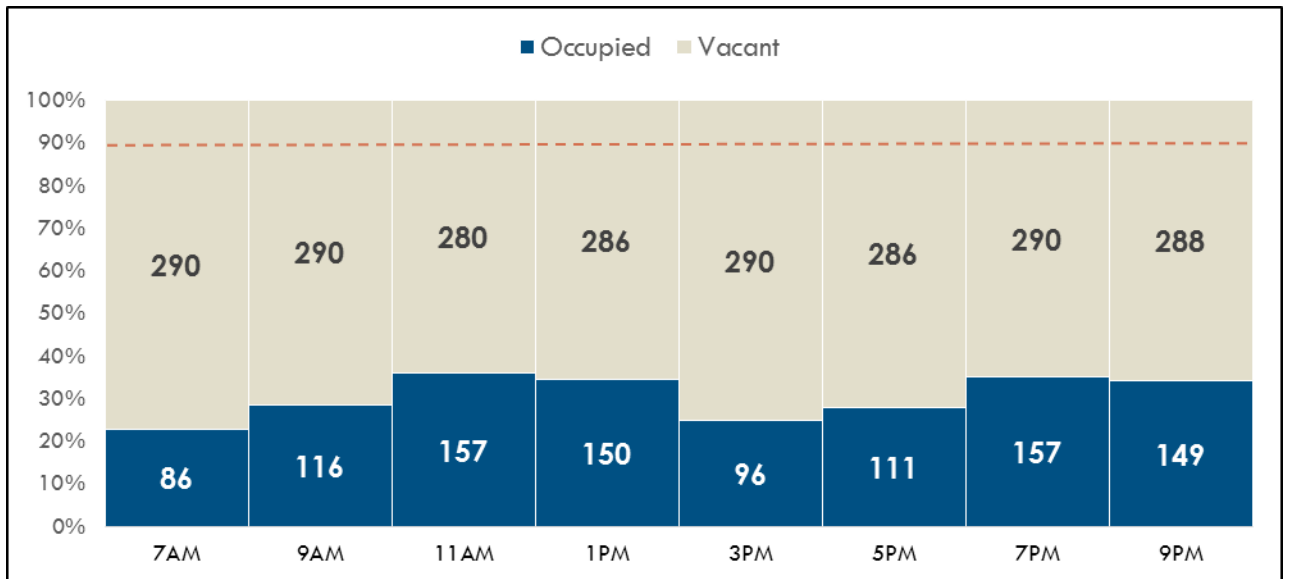
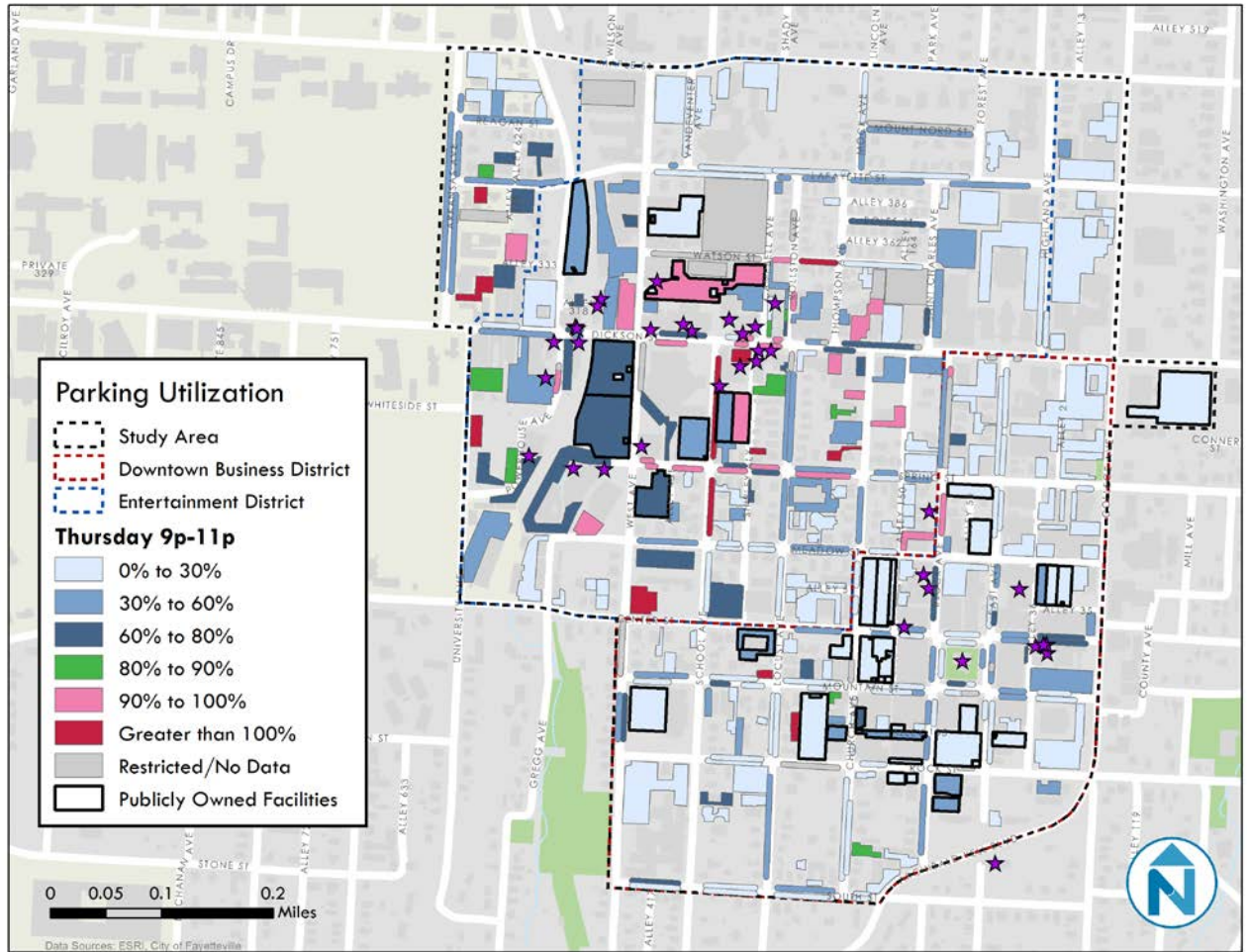


Figure 28 Entertainment District On-Street Metered Parking - Thursday



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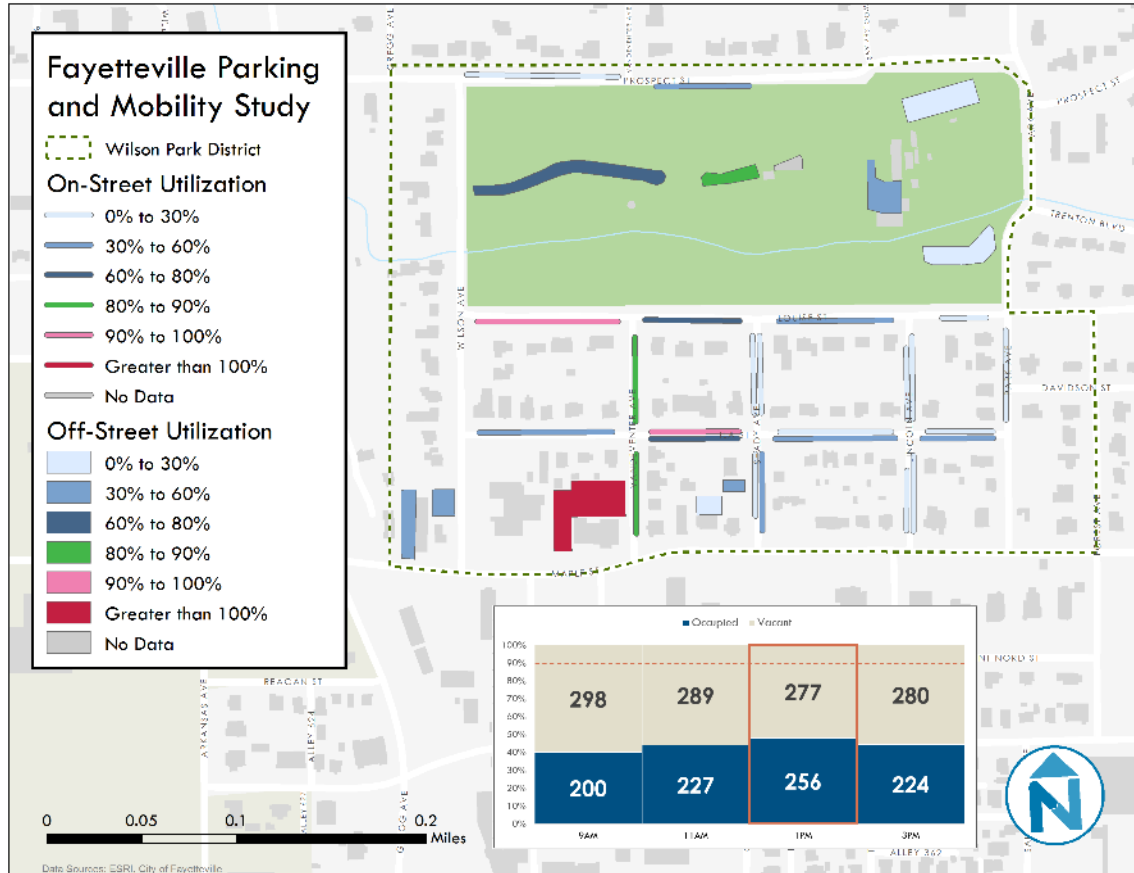
Figure 29 Weekday Utilization Compared to Restaurant Location – Thursday 9:00 – 11:00 p.m.



WILSON PARK: WEEKDAY UTILIZATION

Full data collection was limited in the Wilson Park focus area to 9 a.m.-5 p.m. on Thursday, April 28, 2016. The peak utilization period occurred in the early afternoon from 1-3 p.m. with 48% of the parking inventory occupied. Of the approximately 530 on- and off-street parking spaces in the area, more than 275 spaces were available - mostly to the east and north in the park itself. Of particular interest is the high utilization of parking just east of the residential permit spaces on the westernmost block of Ila Street.

Figure 30 Wilson Park Overall Utilization – Thursday, April 28, 2016, 1:00-3:00 p.m.



5 WEEKEND PARKING UTILIZATION

Spatial Analysis: Weekend

Weekend occupancy data was collected in the main study area on Saturday, April 30, 2016 in two-hour time intervals from 9 am with the last loop beginning at 11 p.m. and ending at 1 a.m. In addition, a limited count was performed on Sunday near churches in the northeast corner of the study area. As explained in detail above, the following spatial analysis displays the utilization data geo-coded on a series of maps. The maps show the use of each parking facility by color-code, as explained below.

- **“Cool” light blue/blue** refers to 0-30%, 30-60%, and 60-80% utilization, points at which on-street blocks and off-street facilities are viewed as underutilized.
- **“Ideal” green** refers to blocks and facilities with 81% to 90% utilization and represent actively-used resources.
- **“Warning” pink** refers to utilization above 91% and is considered at functional capacity.
- **“Critical” red** denotes parking beyond the marked capacity (more than 100%).

STUDY AREA PARKING UTILIZATION: WEEKEND

WEEKEND UTILIZATION: OVERALL KEY FINDINGS

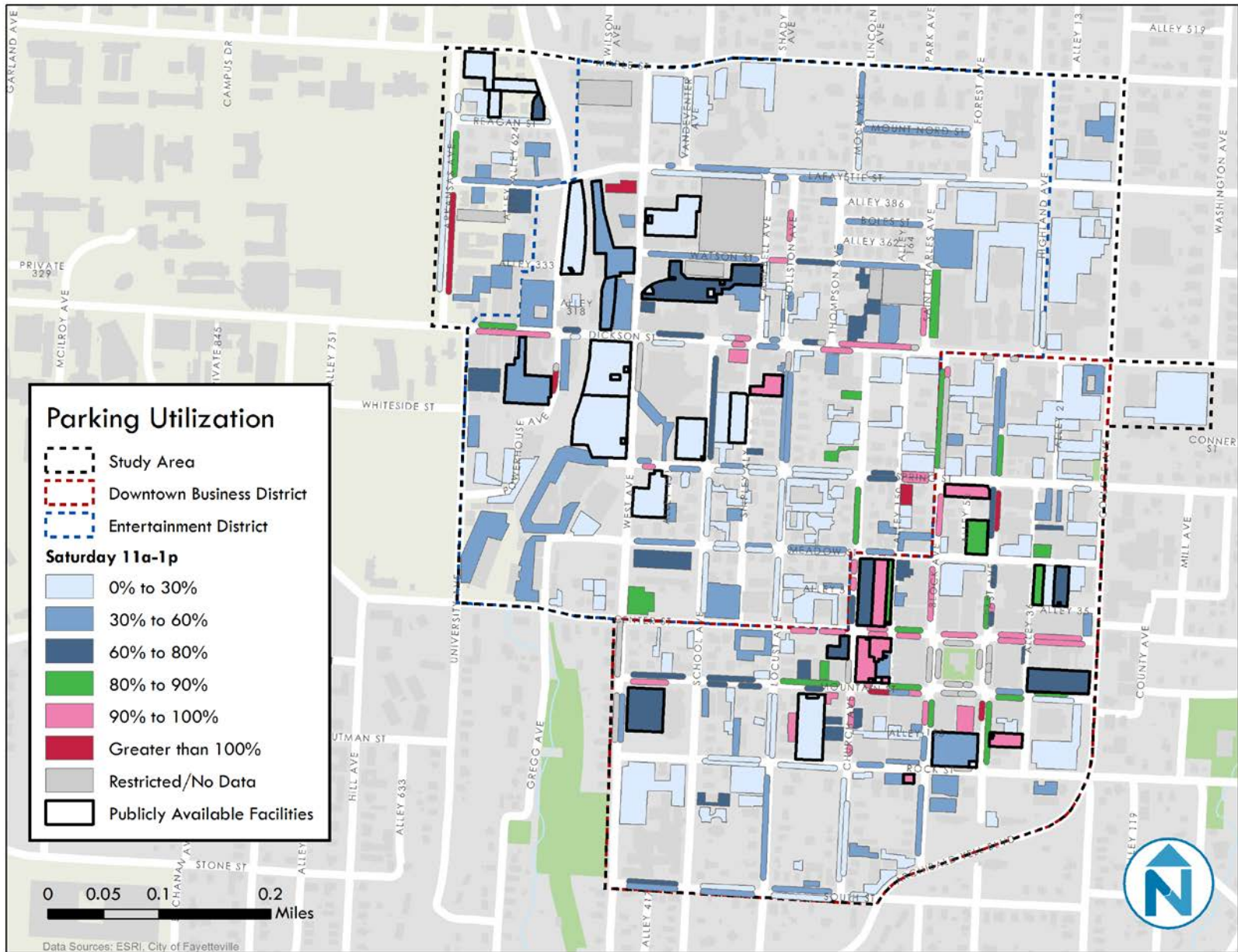
- Over the total study area, parking is never more than 40% occupied.
- Peak parking demand for the weekend is at night (9:00-11:00 p.m.) with a minor peak at midday. This trend is accentuated in the Entertainment District where the elevated use period lasts from 7:00 p.m. to 1:00 a.m.
- At the evening peak, parking is functionally full (over 90%) in the publicly available parking in the “core” of the Entertainment District, with some capacity in private parking.
- The peak demand in the Downtown Business District occurs between 11:00 a.m. and 1:00 p.m. (45%). Evening occupancy in this area is very low (less than 25%).
- Even at peak occupancy, there are almost 5,000 unused spaces throughout the study area.
- On-street parking use is very steady throughout the day but does not exceed 55% occupancy. Certain corridors such as Dickson Street and Center Street are heavily utilized, while others are nearly vacant.
- Off-street parking, including both publicly and privately owned assets, is never more than 40% full, regardless of the time of day.
- Publicly owned and available off-street parking in the Entertainment District approaches functionally full at the evening peak.
- The utilization in publicly-owned garages and lots increases in the late evening but does not exceed 50% occupied.
- On Sunday, demand in the northeast corner of the study area is extremely high on Highland Street and in the large surface lot behind Fayetteville First Baptist church. However, at this time over 400 spaces go unused within a short walk of this area.

WEEKEND DEMAND: SPATIAL PATTERNS

- **Mid-day - 11 a.m. to 1 p.m. (Figure 31):**
 - Overall, parking is 35% occupied.
 - The highest concentrations of parking activity are in the Downtown Business District focused on the areas surrounding the Downtown Square.
 - On-street parking on Center Street and some Dickson Street blocks is functionally full.
 - There are available spaces elsewhere in the system outside of these prime spaces.
- **Afternoon - 3 p.m. to 5 p.m. (Figure 32):**
 - Overall, parking is 30% full.
 - Parking activity is generally not concentrated during this time period.
- **Nighttime - 9 p.m. to 11 p.m. (Figure 33):**
 - Publicly available parking in the “core” of the Entertainment District is functionally full with at least 90% occupancy in the evening peak (9 p.m. to 11 p.m.).
 - Overall, parking is about 40% full at night, which is the peak time period on Saturday.
 - On-street parking around the Downtown Square and along Block Street is also approaching 90% of capacity which is functionally full.
 - Available spaces exist at this time in both City-owned and publicly-available parking outside of the Dickson Street core.

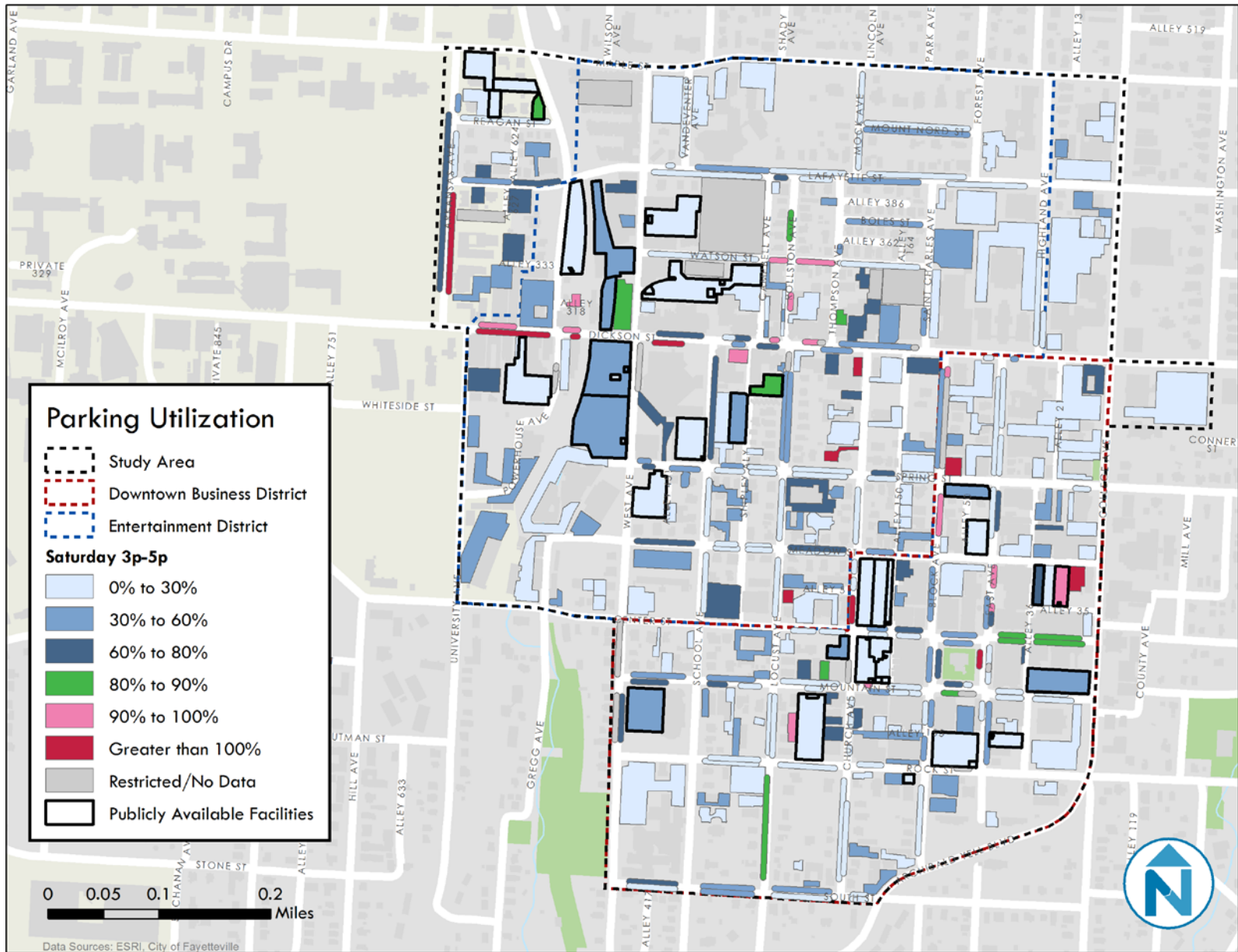
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Figure 31 Parking Utilization – Saturday 11:00 a.m.-1:00 p.m.



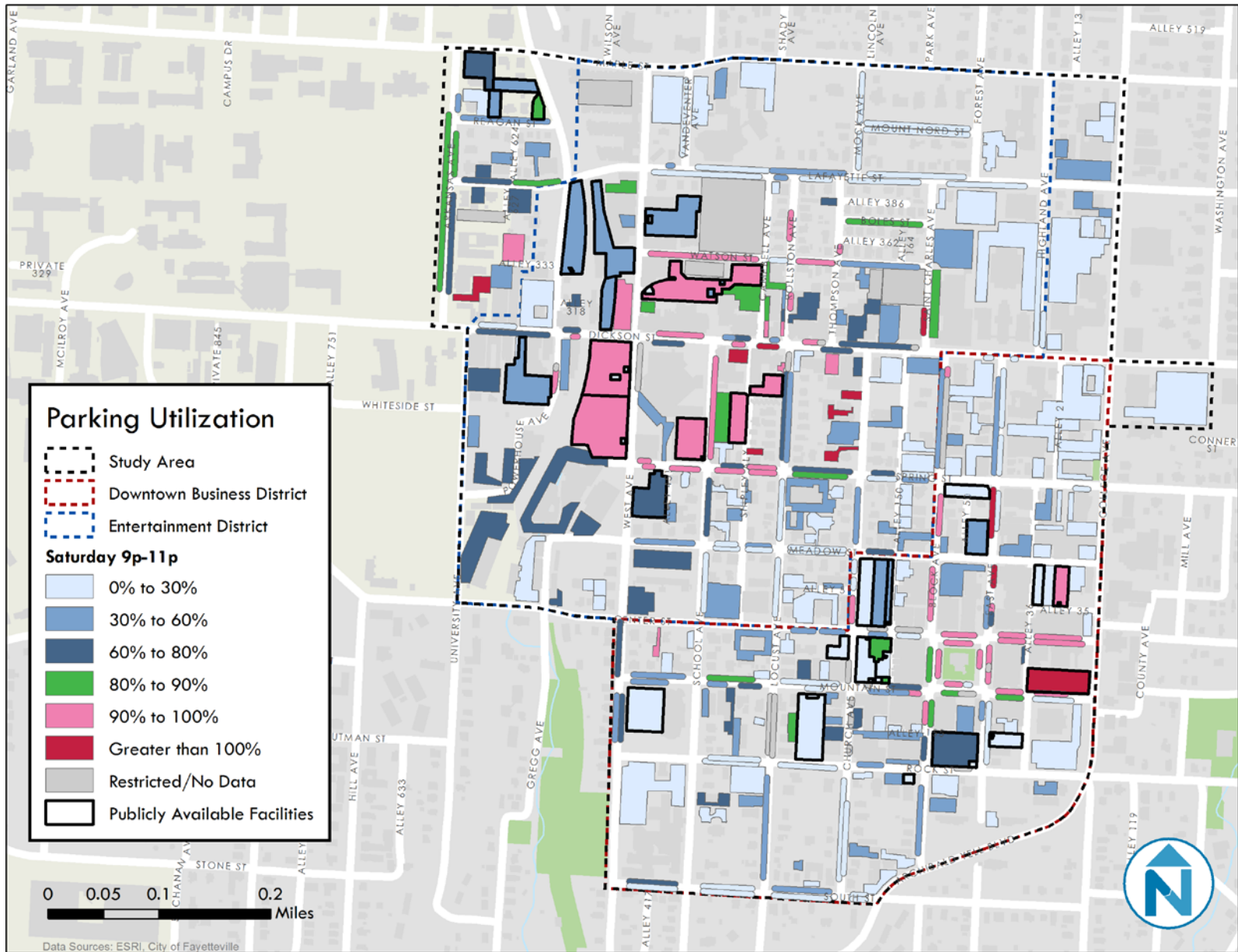
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Figure 32 Parking Utilization – Saturday 3:00-5:00 p.m.



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Figure 33 Parking Utilization – Saturday 9:00-11:00 p.m.



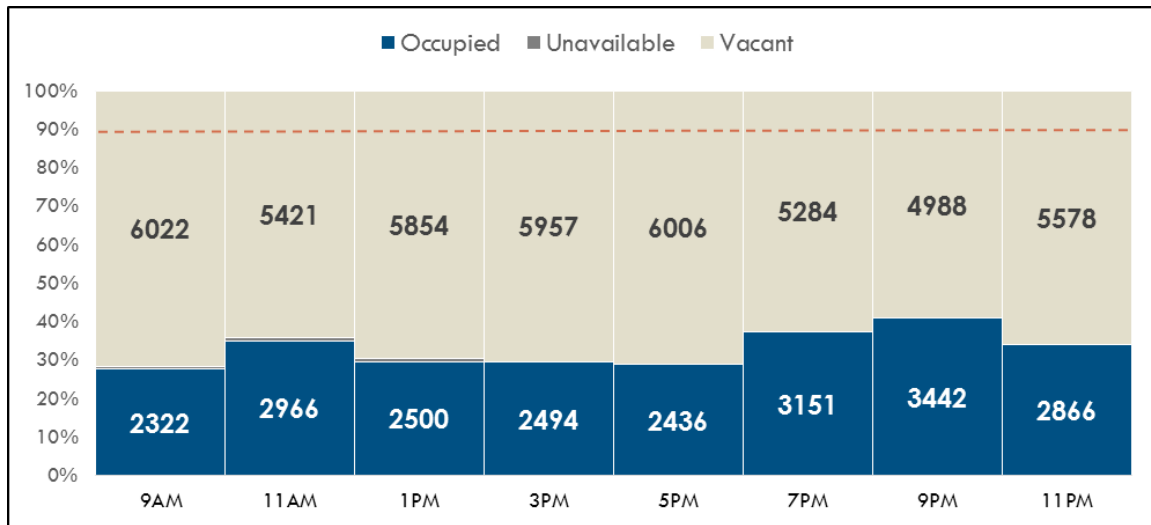
Utilization Patterns: Weekend

As noted earlier, normal fluctuations in the data collection process occasionally lead to missed counts on some facilities during collection. Therefore, the total number of observed spaces in utilization charts may vary by time period up to 10%. The dashed line in each chart represents 90% of the total inventory during that time period. At this point, parking is “functionally full” with only one in every ten spaces available, causing users to feel like no parking is available.

Overall Parking Utilization

Parking activity on the weekend peaks in the late evening when visitors travel to the Downtown Square and Dickson Street areas for Fayetteville’s nightlife. However, even during this peak, parking utilization only reaches about 40% (at 9:00 p.m.), leaving approximately 5,000 empty spaces in the study area. Parking activity is the lowest in the late afternoon, when parking is only around 30% full. It is important to note that these are aggregate numbers over the entire study area including both publicly-available and restricted parking; demand varies from block to block.

Figure 34 Overall Study Area Parking Utilization – Saturday, April 30, 2016



Two-Minute “Core” Utilization

On Saturday, peak utilization occurs at 9 p.m. The two-minute-walk “cores” of the Entertainment District and Downtown Business District are very busy at this time, particularly the Entertainment District (Figure 37), which is functionally full, at 90% occupied. Parking in the “core” of the Downtown Business District is almost 90% occupied at its peak during a weekend farmers’ market at 11 am, and approximately 70% occupied at 9 p.m.

For the Entertainment District, this means that visitors must hunt for parking outside of a two-minute walk from Dickson Street near the Walton Arts Center. Although spare capacity is not a long walk away, this can be challenging for people with mobility issues or those who may not know that parking is just around the corner. In particular, tourists or infrequent visitors to downtown who are visiting the WAC or other restaurants struggle to find parking. These drivers often type a destination into a navigation system which points them to the parked-up front door, not nearby parking. Fayetteville’s topography compounds this issue, as the slope of Dickson Street and especially the streets north of Dickson act as a barrier to walking.

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Figure 35 Core Entertainment District Publicly Available Utilization

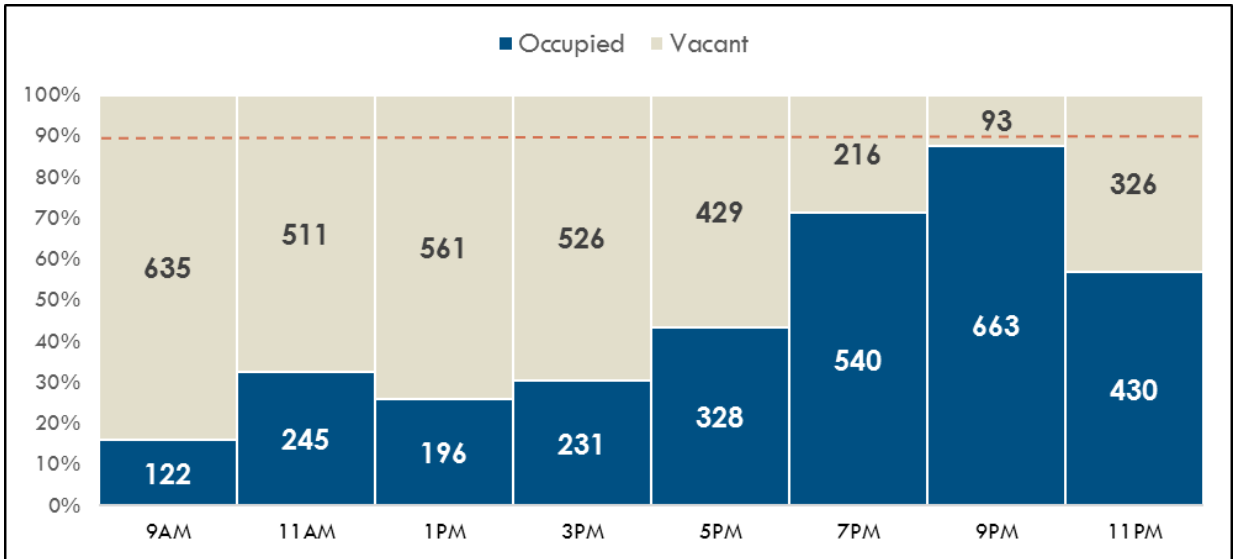
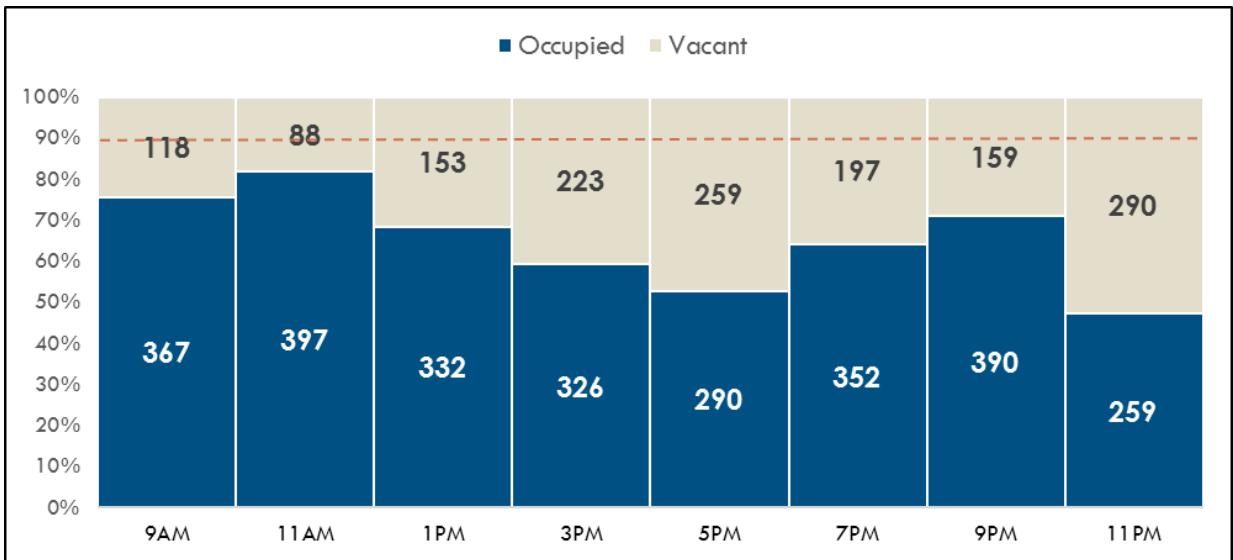


Figure 36 Core Downtown Business District Publicly Available Utilization



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Figure 37 Weekend Peak Publicly Available Parking Occupancies in the "Core" of the Entertainment and Business Districts: Saturday 9 p.m. – 11 p.m.

Parking Utilization

- ★ Bars and Restaurants**
- Study Area
- Downtown Business District
- Entertainment District
- Thursday 11a-1p - Publicly Available**
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data

##/## indicates Occupied Spaces/Total Spaces



On-Street vs. Off Street Utilization

Like weekdays, on-street and off-street parking utilization exhibit different temporal behavior on Saturday, as shown in Figure 38 and Figure 39. On-street parking sees a high use rate during Farmers Market hours, then gradually diminishes before abruptly climbing again during dinner hours. The off-street supply sees a relatively flat utilization profile with a noticeable peak during the Saturday period of 9 p.m. to 11 p.m. It should be noted that off-street utilization does not exceed 40% while on-street utilization does not exceed 50% on Saturday, meaning there are never fewer than 5,000 empty parking spaces at any given time.

Figure 38 On-Street Parking Utilization - Saturday

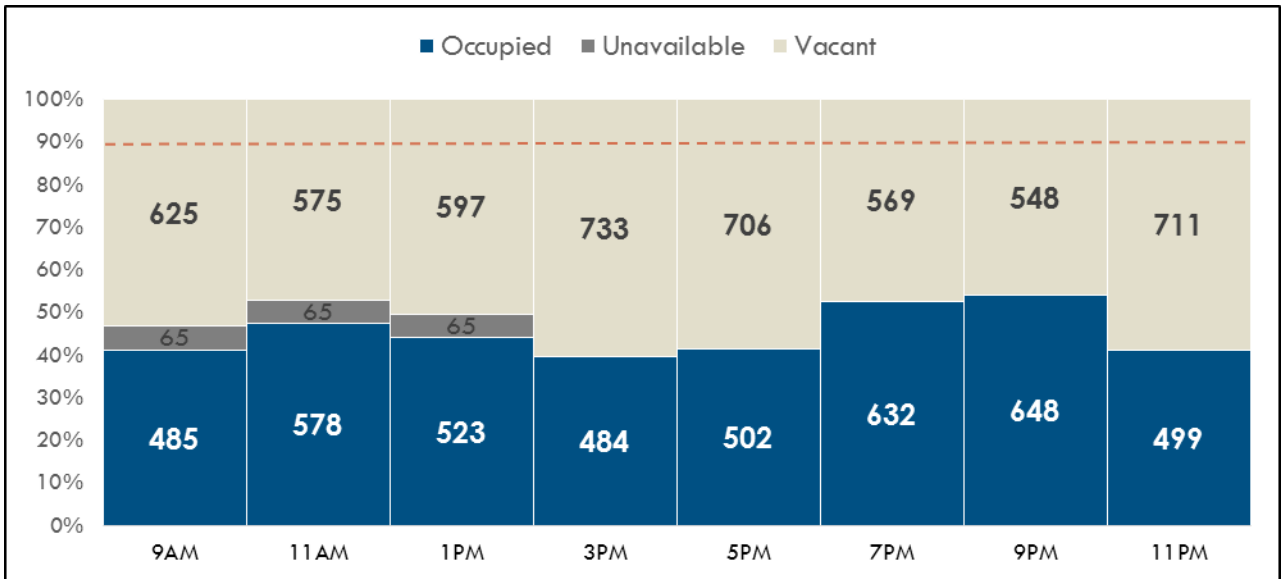
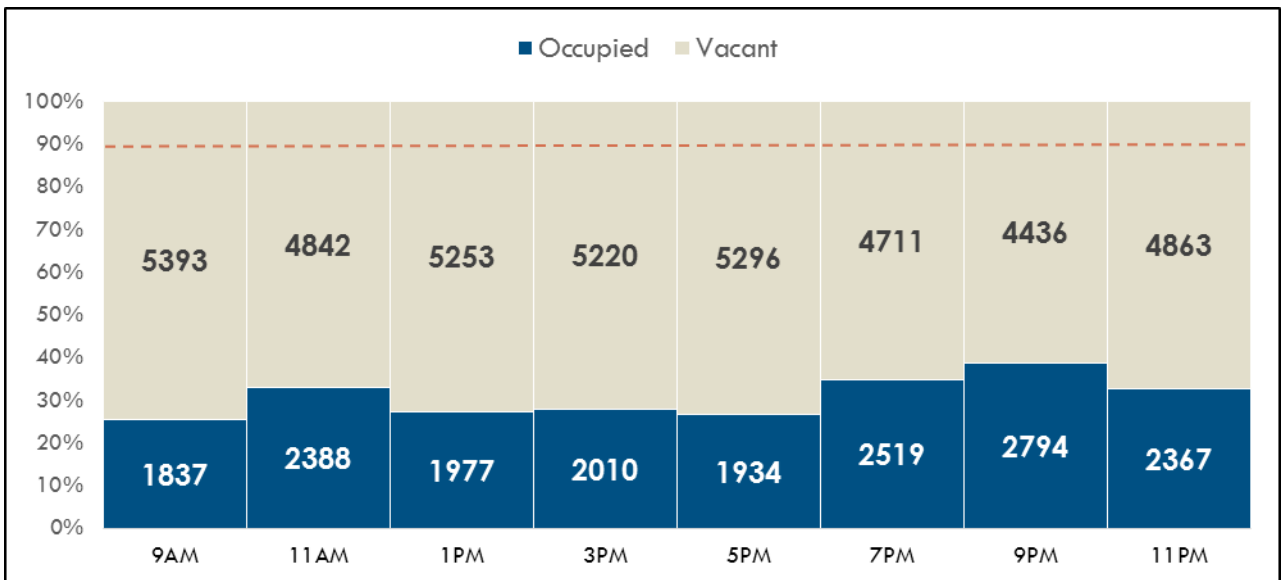


Figure 39 Off-Street Parking Utilization - Saturday



Publicly Owned vs. Privately Owned Off-Street Utilization

Figure 40 and Figure 41 show that employees, resident, and visitors to Downtown Fayetteville are using privately and publicly owned off-street facilities on Saturdays at roughly equal rates. Both ownership types see roughly 600 more vehicles parked during the evening peak than during the time of lowest demand. The easily discernible peaks in the public facilities are concentrated along Center Street between Locust and College Avenues in the morning and within the Entertainment District in the evening.

Figure 40 Publicly Owned Off-Street Parking Utilization - Saturday

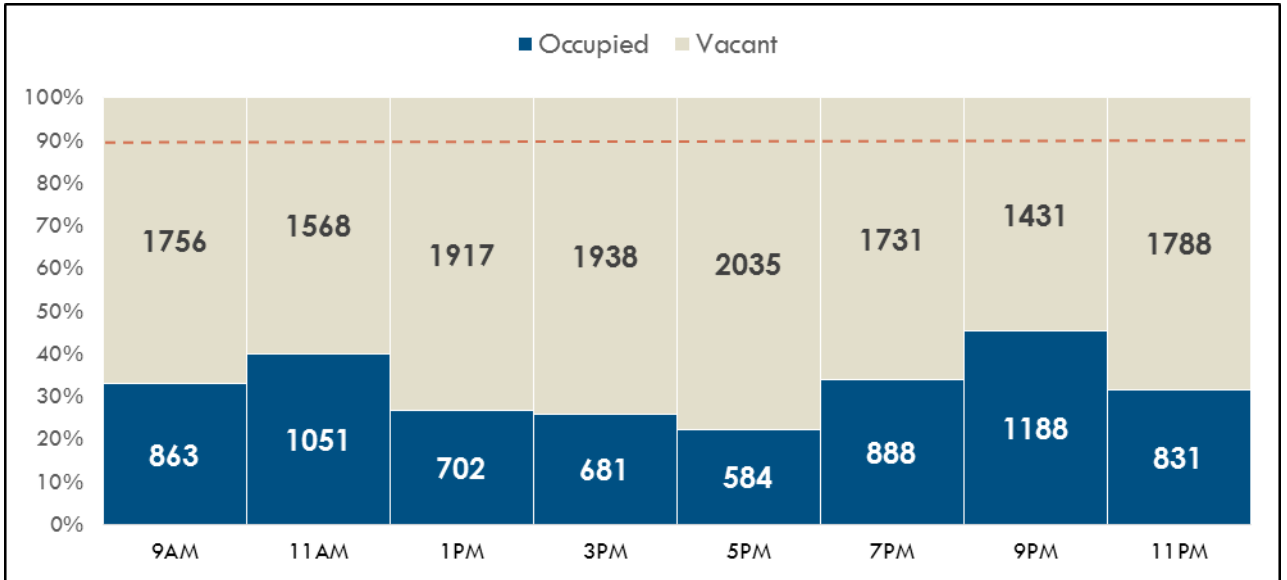
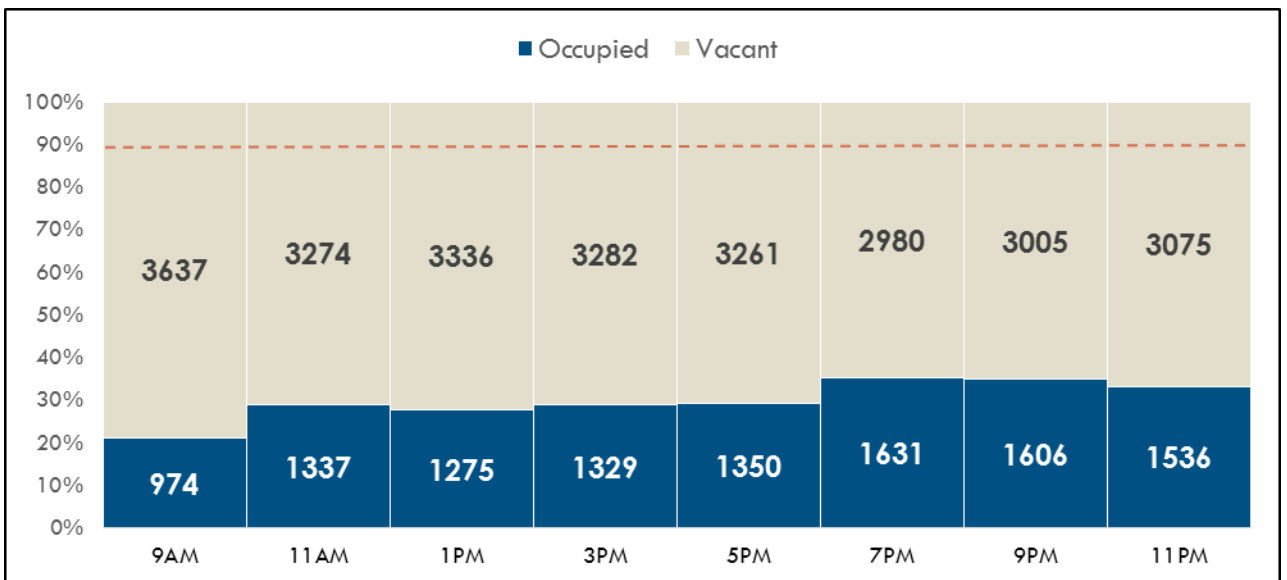


Figure 41 Privately Owned Off-Street Parking Utilization - Saturday



Publicly-Accessible vs. Restricted-Access Off-Street Utilization

As opposed to Thursday trends, restricted-access facilities see little variation in occupancy and lower utilization on Saturday than those that are publicly-accessible. During the evening peak, the garages and lots that are available for public use are utilized at a much higher rate (over 50% occupied) than the facilities where access is restricted (about 30% occupancy). Despite increased use during peak periods, over 1,000 publicly-accessible off-street parking spaces remain unused at all times.

Figure 42 Publicly Accessible Off-Street Parking Utilization - Saturday

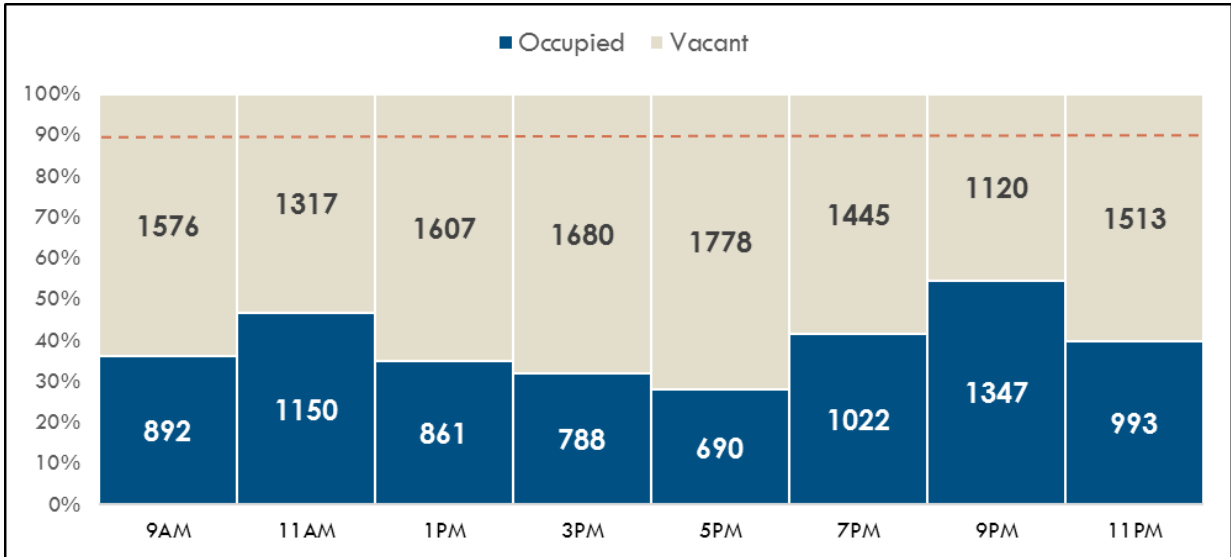
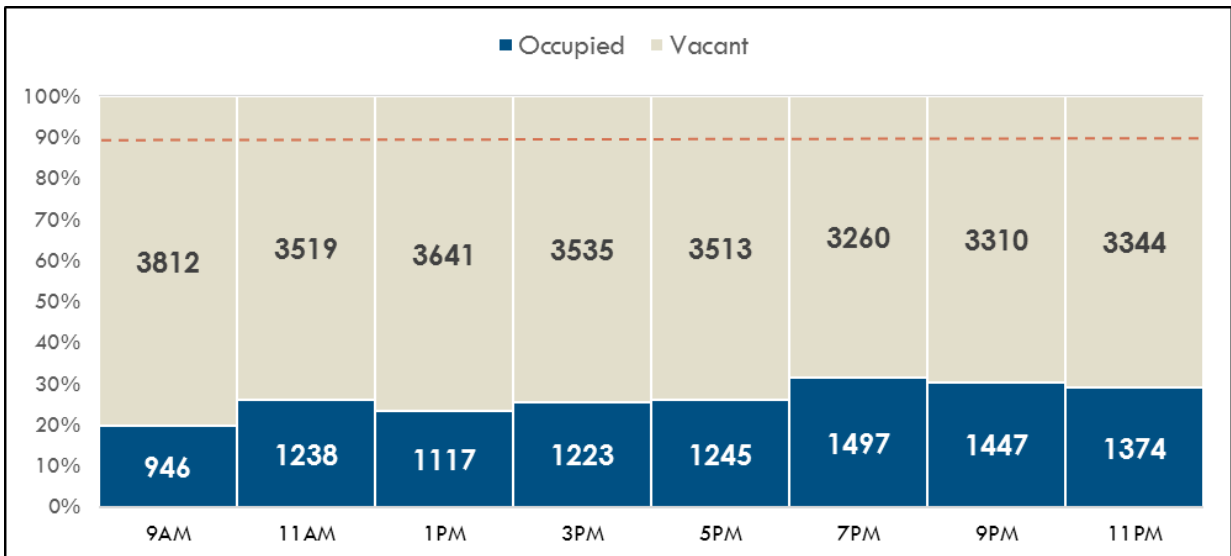


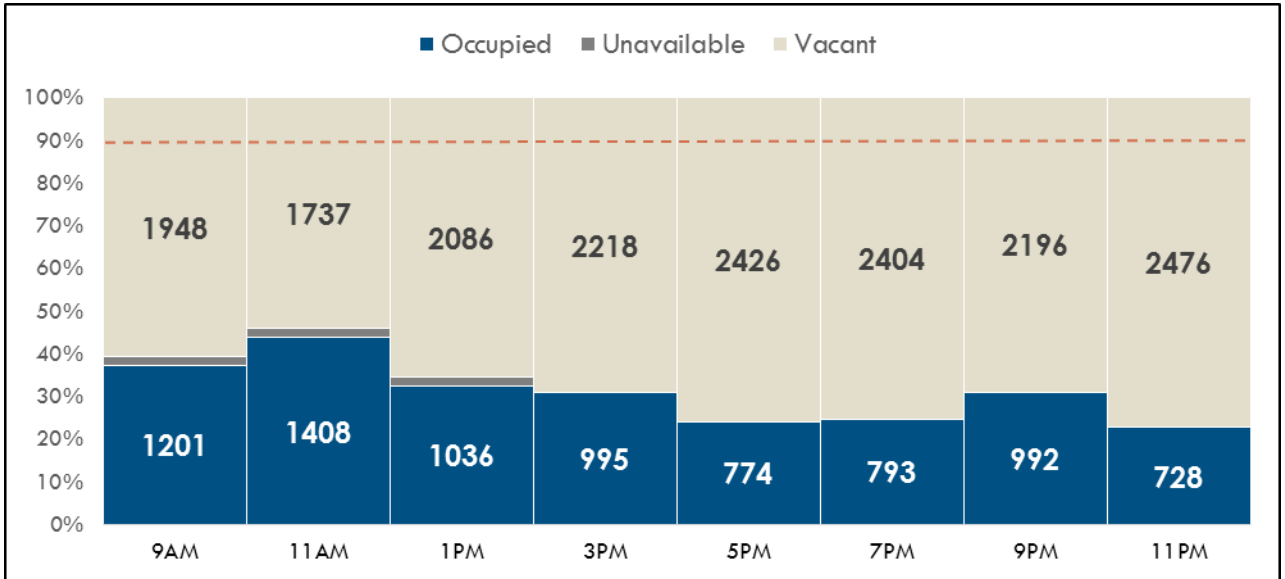
Figure 43 Restricted Access Off-Street Parking Utilization - Saturday



Downtown Business District vs. Entertainment District Utilization

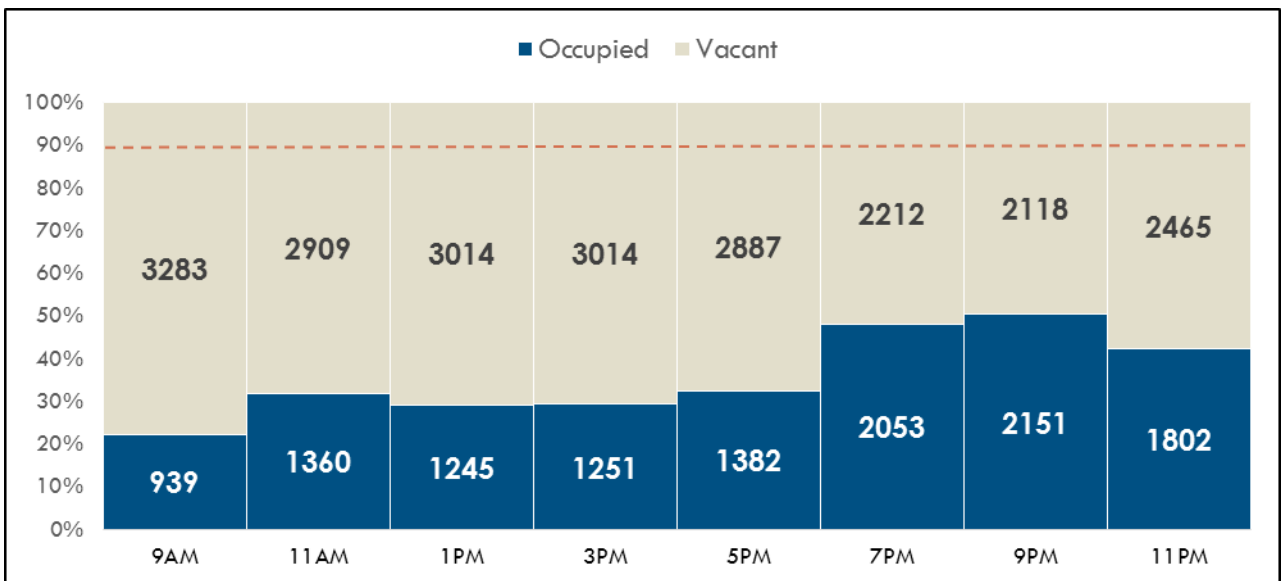
On Saturdays, parking utilization in the two districts has an inverse relationship. As was the case during the week, peak utilization in the Downtown Business District occurs around the noon hour due to the Farmers Market held on the Downtown Square. There is a small uptick in activity at 9 p.m., likely due to Entertainment District spillover and some demand from Block Street bars and restaurants.

Figure 44 Downtown Business District Parking Utilization - Saturday



In the Entertainment District, occupancy grows throughout the day, peaking in the late evening. Some Farmers Market spillover is noted at midday, but before 7 p.m., there are consistently almost 3,000 unoccupied spaces.

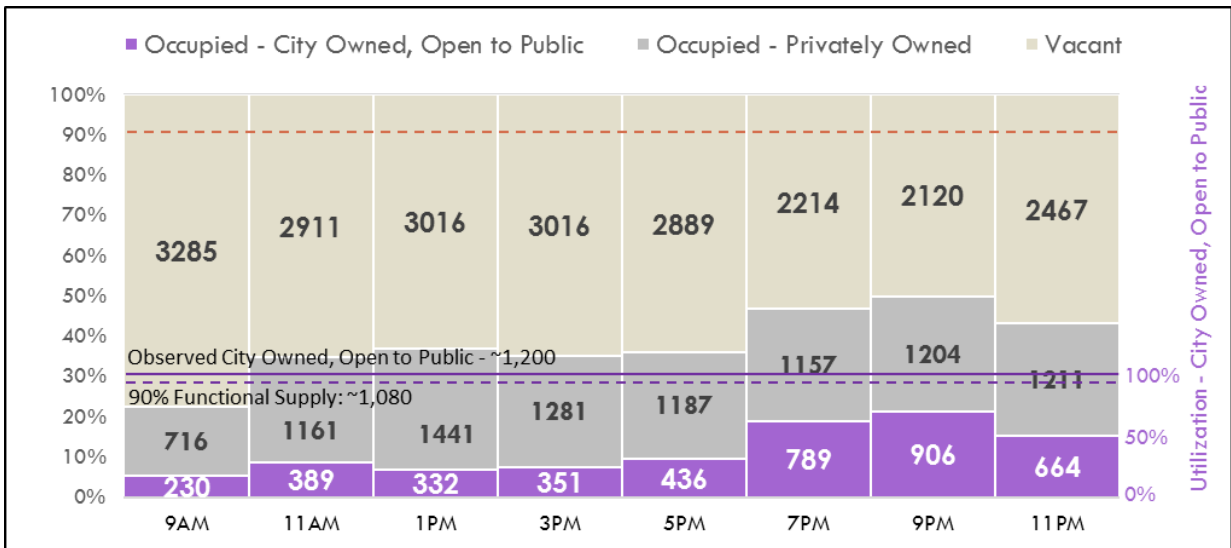
Figure 45 Entertainment District Parking Utilization - Saturday



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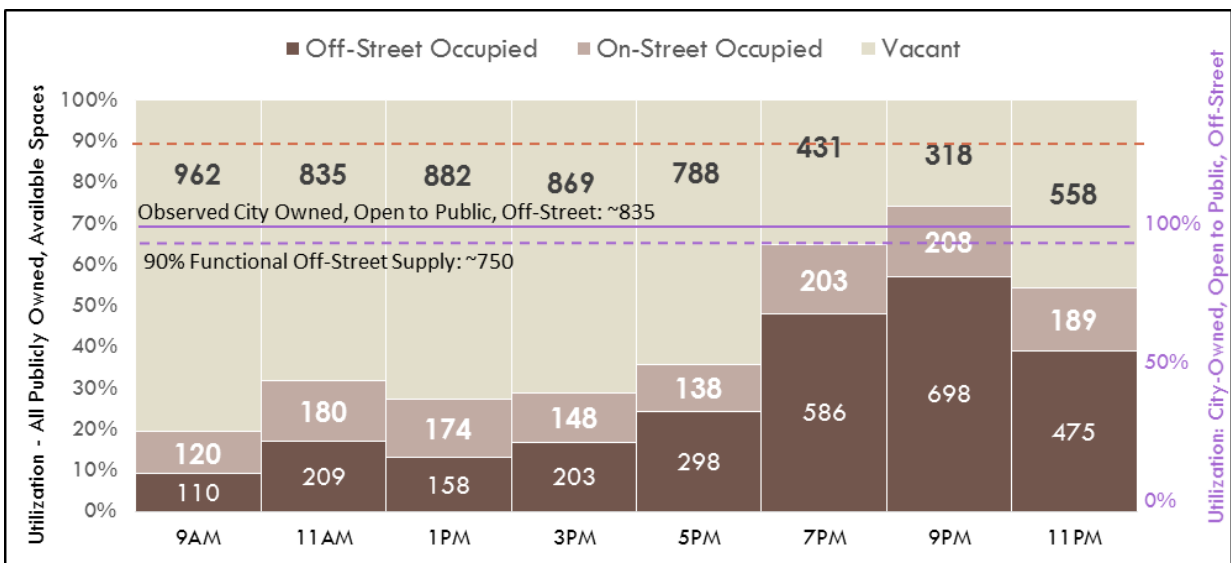
Figure 46 provides a comparison of the utilization of publicly owned, open to the public spaces with utilization of privately owned and/or restricted spaces. In the evening, publicly owned parking is quite busy, with approximately 75% of spaces utilized, which is close to functionally full.

Figure 46 Publicly Owned and Open to the Public v. Privately Owned and Restricted Parking Utilization - Entertainment District - Saturday



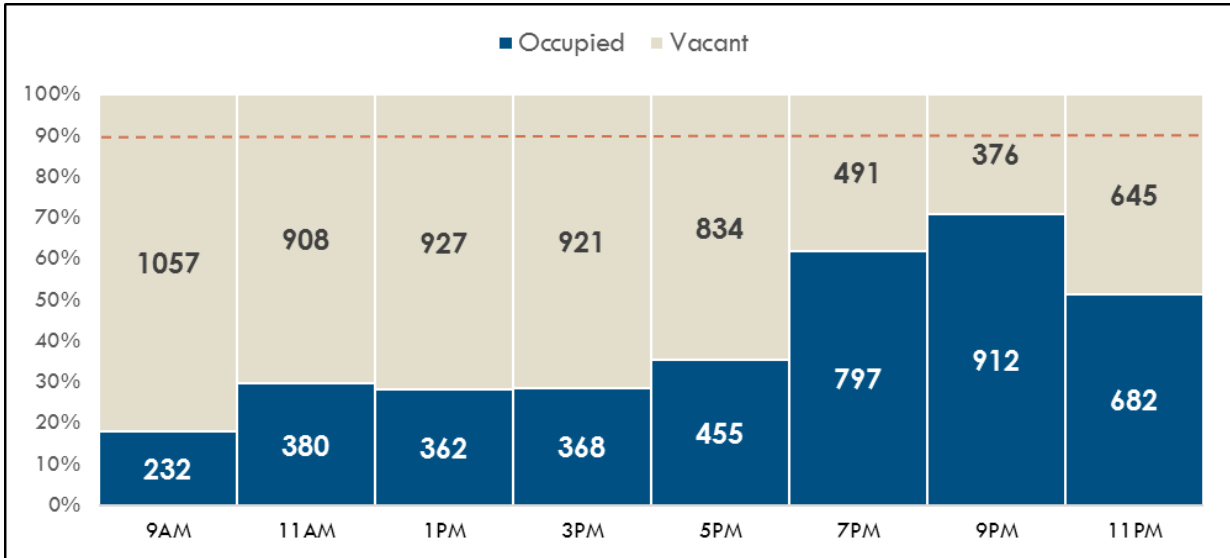
Looking more specifically at these publicly owned spaces reveals that at peak on a weekend, the observed publicly owned off-street facilities approach functionally full, while capacity remains on-street (Figure 47). On-street parking spaces can be less intuitive to the user hunting for long-term parking and thus be overlooked. This parking demand profile can lead to scenarios where users hunting for parking can't find a space and become frustrated. If the on-street capacity is not easy and intuitive to find, frustrated users may simply leave.

Figure 47 City-Owned, Open to Public Spaces in the Entertainment District - Saturday



Some privately owned lots are open to the public in the Entertainment District, particularly on weekends. Figure 48 shows that these lots provide some relief to the system, with 375 spaces unoccupied at peak.

Figure 48 Publicly Accessible Off-Street Spaces in the Entertainment District, Saturday



On-Street Meters

Utilization of metered spaces is higher, reaching capacity, in the morning in the Downtown Business District. This reflects activity from the Farmers’ Market. Throughout the rest of the day, there are over 70 unused metered spaces at any given time in the Downtown Business District. There is a slight increase in use of these spaces after 7:00 p.m.

In contrast, use of metered spaces in the Entertainment District is highest in the evening. Utilization peaks at 7:00 p.m. when 70 spaces go unused. Interestingly, utilization of these spaces is consistent before and after the 1:00 p.m. data collection time when these spaces become priced. When the price goes up at 5:00 p.m., these spaces remain well-utilized despite the price increase, as many are front-door, prime spaces. In fact, the peak demand for this type of space occurs at 7:00 p.m. Nonetheless, even at peak time, approximately 30% of spaces are unused, and the majority of these are west of West Avenue or north of Dickson Street – one or two blocks away from the center of activity.

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Figure 49 Downtown Business District On-Street Metered Parking - Saturday

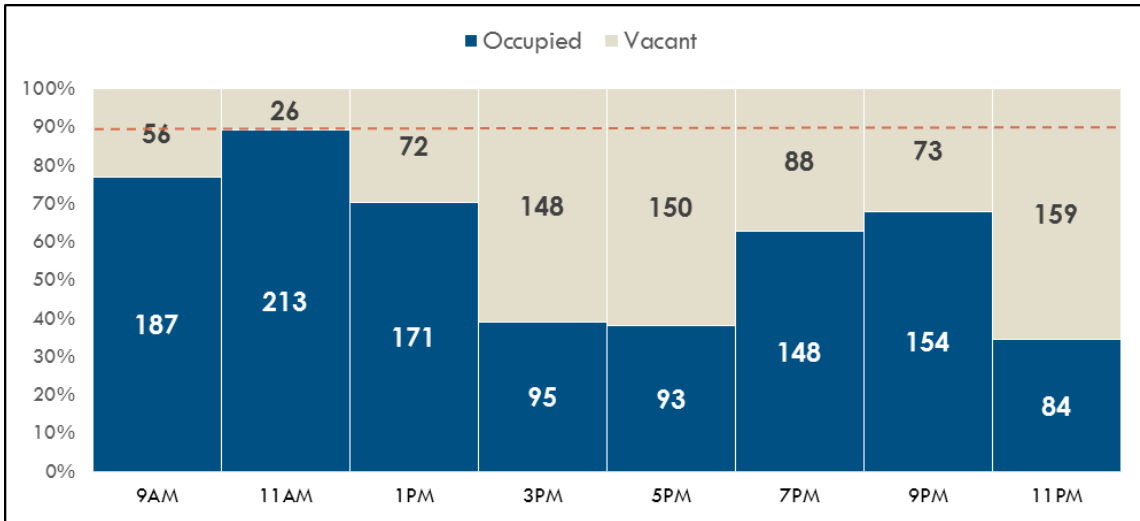
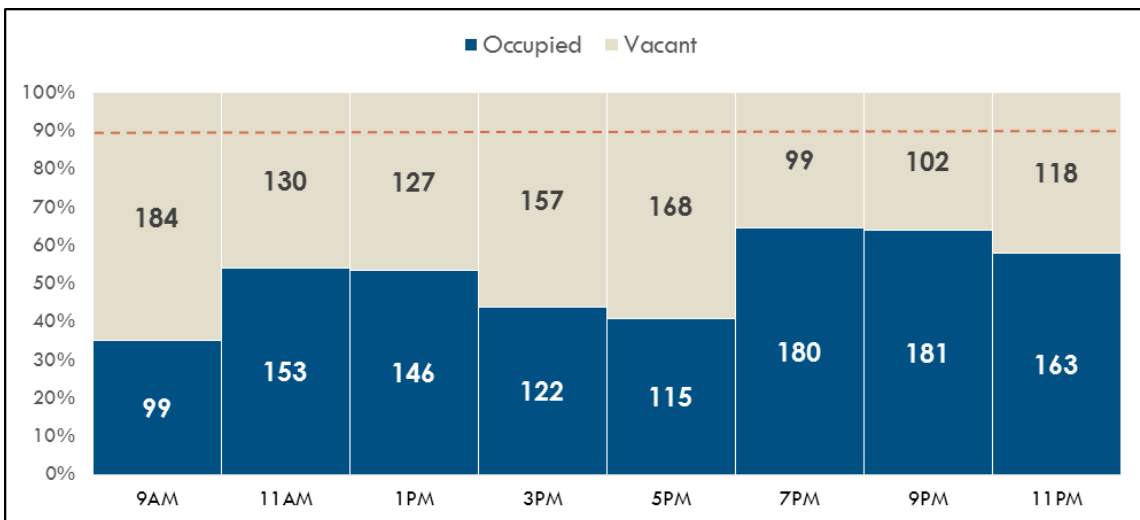


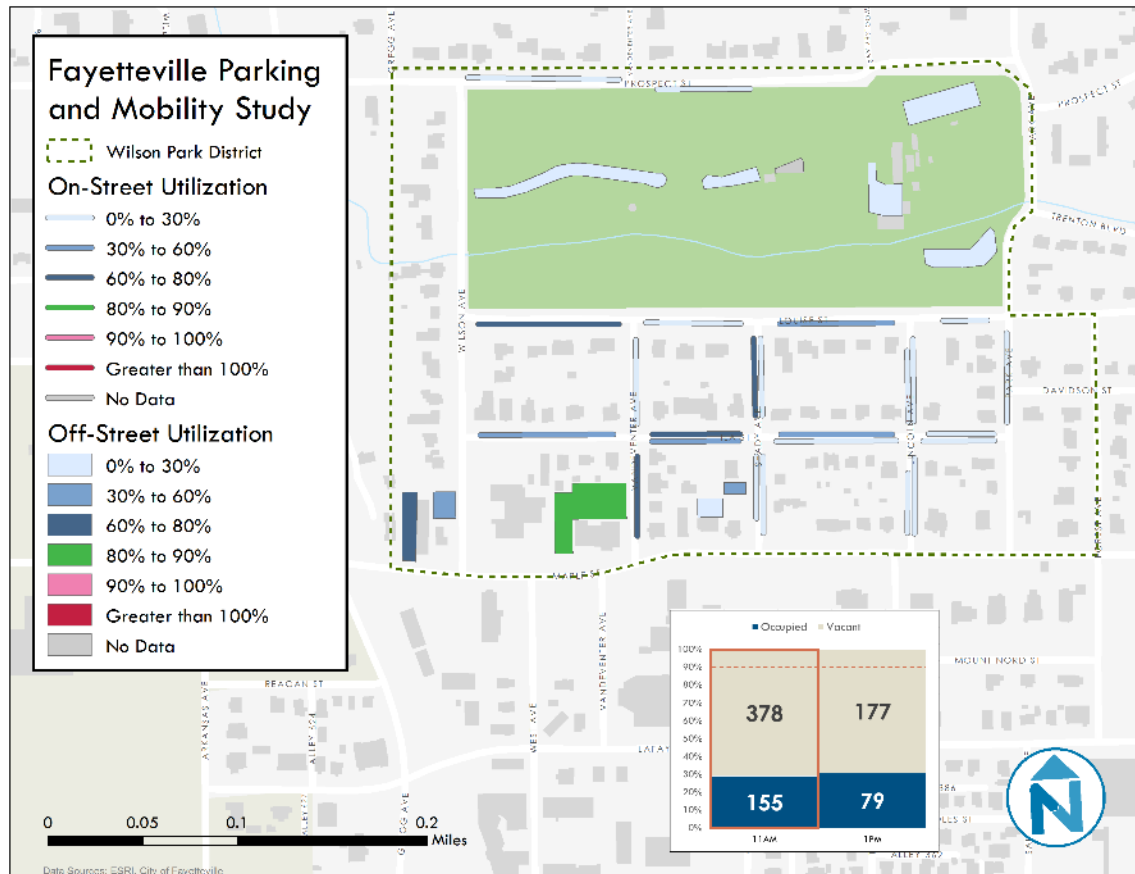
Figure 50 Entertainment District On-Street Metered Parking - Saturday



WILSON PARK: WEEKEND UTILIZATION

Full data collection occurred in the Wilson Park focus area from 11:00 a.m.-1:00 p.m. on Saturday, April 30, 2016 with roughly half of the parking assets surveyed again from 1:00-3:00 p.m. The utilization of this focus area's parking inventory was about 30% all day. The only well-used facility during the Saturday data collection period is the off-street lot associated with the University of Arkansas' Kappa Delta house.

Figure 51 Wilson Park Overall Utilization – Saturday, April 30, 2016, 11:00 a.m.-1:00 p.m.

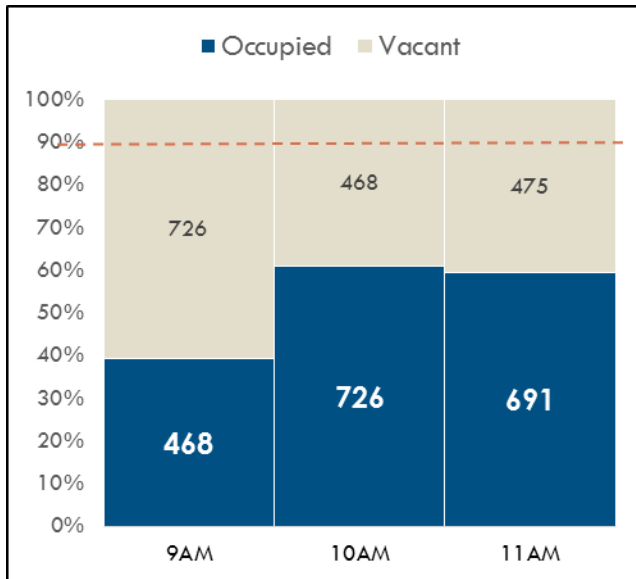


SUNDAY DATA COLLECTION

To supplement the Saturday counts, the City conducted some Sunday spot checks in the northeast corner of the study area. In particular, these counts sought to capture demand during peak church hours.

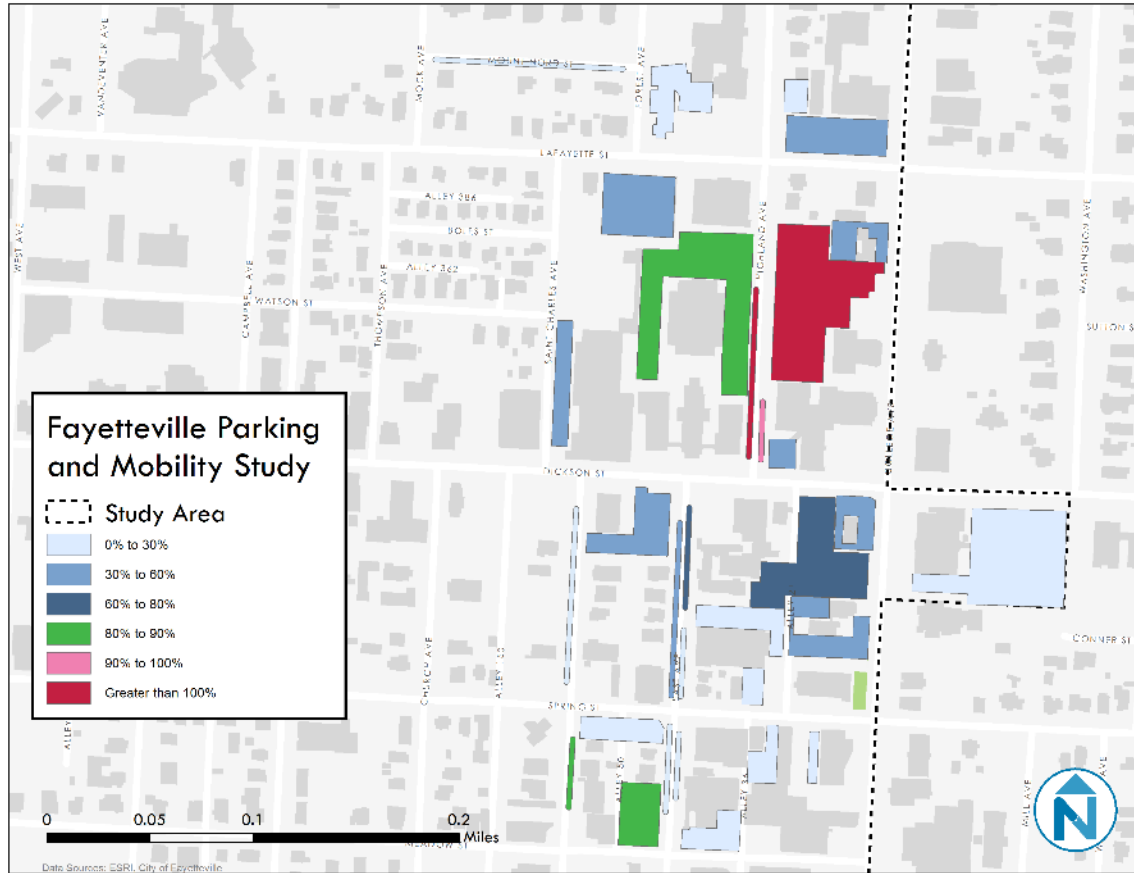
These counts revealed that at peak time, there are over 450 spaces available. However, the lot behind Fayetteville Baptist Church is over capacity, as are streets right outside on Highland Avenue. In contrast, surrounding lots have significant amounts of unoccupied spaces that may not be accessible to the public.

Figure 52 Sunday Parking Utilization - Focus Area



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Figure 53 Sunday Parking Utilization – 10:00 a.m.





PARKING MANAGEMENT

Fayetteville Parking and Mobility Study

August 2017

PARKING MANAGEMENT MEMORANDUM | PARKING & MOBILITY STUDY
City of Fayetteville, AR

WHAT IS PARKING MANAGEMENT?

At the heart of a safe and welcoming central business district should be a well-managed parking system where parking spaces are easy to find, priced according to need, and complimented by programs and features that foster easy walking, shopping, dining and working. The tools of an effective parking management program start with well-placed and convenient parking spaces, legible and intuitive regulations, carefully-calibrated pricing that reflects the value users place on convenience, streamlined payment technologies, and an efficient and friendly system of enforcement. When these tools are well-managed, the experience of parking becomes positive as customers perceive that it is available, comfortable and convenient.

This memorandum documents how current parking management practices affect the experience of parking in central Fayetteville. At the busiest time of the day (11:00 a.m. on Thursday), about half of the total parking spaces are occupied, and there are unused spaces in both the Downtown District and the Entertainment District. We will seek to answer whether the other half of parking spaces are truly available: as in, how are they regulated and enforced? What information exists to find those spaces? Can the general public use them, and if so, when?

Parking is also about what people do after they park, particularly as every person who parks a car becomes a pedestrian on the way to their destination. Critical to this is the degree to which parking supply is integrated with Fayetteville’s overall transportation network and variety of destinations. With free rides for the public on Razorback Transit and several high-quality bicycle trails, Fayetteville offers more than just driving and parking. How are these multimodal options integrated into Fayetteville’s street, sidewalk, and parking system? How well do the multimodal options connect to major destinations? And how does this affect parking demand? Parking management is explored in this memorandum under the following headers:

| | Page |
|---------------------------------------|-------------|
| What Is Parking Management? | 2 |
| Price and Time Limits..... | 3 |
| Technology and Payment Systems | 19 |
| Enforcement..... | 24 |
| Governance | 27 |
| Signage and Information | 29 |
| Multimodal Connections..... | 35 |
| Zoning Review | 41 |
| Parking Provision..... | 41 |
| Parking Provision Best Practices..... | 46 |
| Best Practice Summary..... | 49 |

PRICE AND TIME LIMITS

KEY FINDINGS

- Entertainment District prices are designed to create availability in the Entertainment District in the afternoon and evening by charging a higher price at metered spaces in the later hours of the day. Pricing spaces is typically meant to encourage drivers to buy only the amount of time they need at a given space, thus encouraging availability at prime front-door spaces.
- The daytime span of the Downtown Business District pricing reflects heavier demand during working hours and lower evening and weekend demand.
- Fayetteville's Downtown District includes a greater mix of rates and time-limits – including free parking on weekends – than the Entertainment District, likely in response to a greater mix of users.
- There are five privately-owned facilities where the public may pay to park in the Entertainment District.
- Several off-street facilities, such as churches, provide informal free parking during the week. This parking is not clearly marked, so is only available to those who know about it.
- The all-day off-street parking rates in the Downtown Business District are 50% or less compared to the Entertainment District.
- At any given time, there are many spaces in the entire study area that are open for permit holders at a great discount over regular hourly prices. Most of these facilities are only 60% occupied at peak, although some in the core areas of demand can reach maximum capacity at peak times.
- For those who hold City-issued permits or coupons, the maximum parking price in both the Downtown Business District and Entertainment District is \$0.30 per hour (Annual Parking Permit, Municipal Parking Monthly Permit). An Entertainment District employee working from 5:00 pm to 1:00 am would pay approximately \$0.50 per day (90% of the \$5 all day option).
- By Ordinance, the City of Fayetteville has the ability to implement special event parking rates when the Walton Arts Center is host to shows of a certain size. Event parking requires customers to carry cash to pay the \$5.00 fee, and it is not always obvious to consumers when event parking might be in effect before they arrive in the Entertainment District.
- Event parking is more common at the West Lot than the Spring Street Deck. On average, weekly West Lot event parking income is \$15.00 per space, while the Deck is closer to \$7.00. The customer entry fee during event parking periods is \$5 per vehicle.

Parking Districts

The City of Fayetteville manages parking pricing and time-limits via two distinct areas: the Entertainment District parking zone and the Downtown Business District parking zone (Figure 1). The City established these zones to manage pricing and time regulations based on the respective nature of activity in each of these zones.

Entertainment District

The Entertainment District, also known on wayfinding signage as the Dickson Street District, is located north of downtown and just east of the University of Arkansas. Destinations within the district include the Walton Arts Center and the majority of the shops, restaurant, bars, and entertainment venues lining Dickson Street.

Parking facilities in the Entertainment District parking zone, also known as the Dickson Street Area, includes on-street spaces of varying regulations and permit structures, public and privately-owned publicly-accessible off-street facilities, and off-street lots that are restricted from public use.

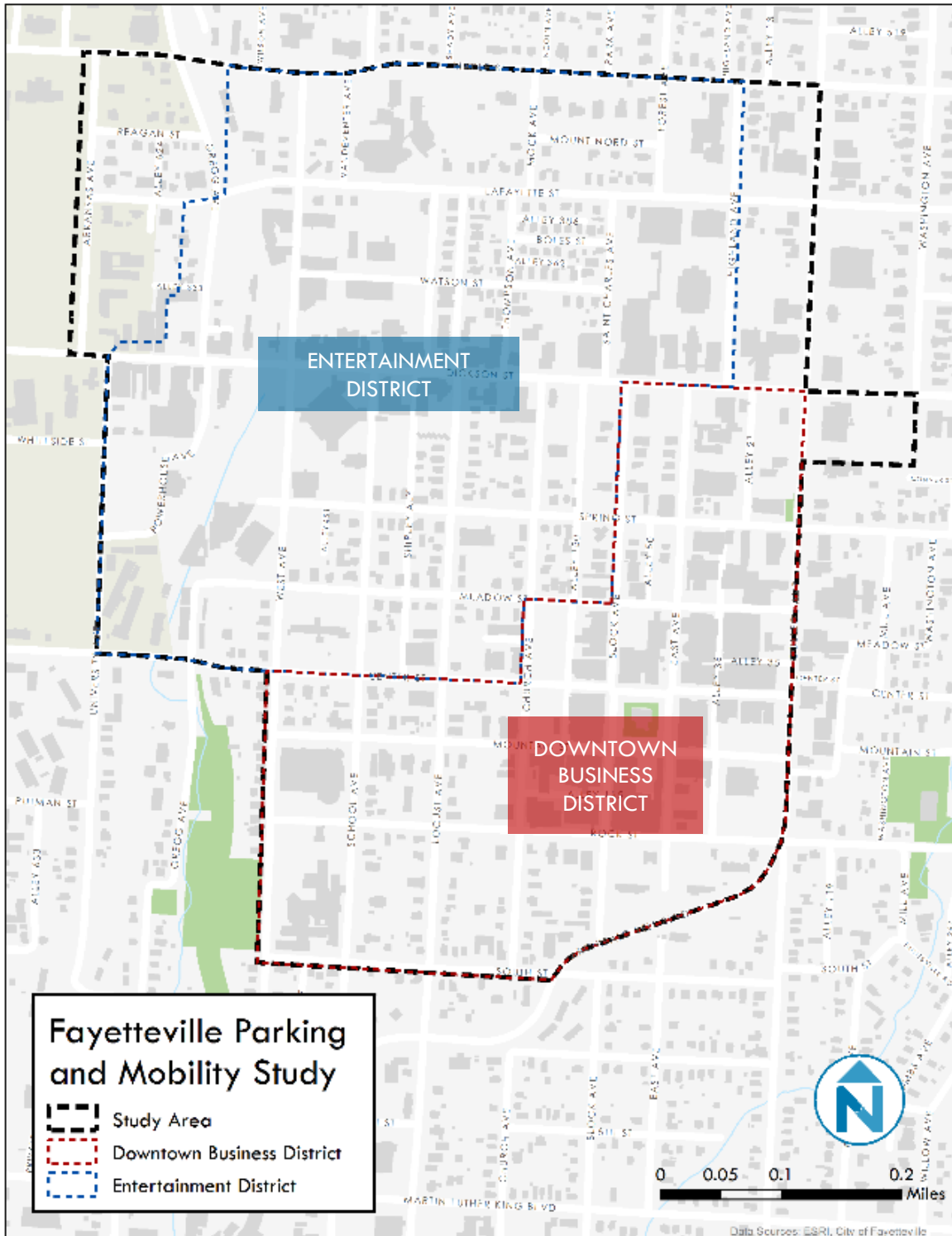
Downtown Business District

The Downtown Business District, also known as the Square Area, is immediately southeast of the Entertainment District and comprises the commercial and employment area surrounding the greater Downtown Square. Destinations within this district include:

- Fayetteville Farmer’s Market (on Tuesdays, Thursdays, and Saturdays)
- The Historic Square and Gardens
- Shops and restaurants lining Block Avenue, Center Street, and Mountain Street
- Lights of the Ozarks
- Fayetteville Visitors Center
- Fayetteville Town Center
- Fayetteville Public Library
- Federal Building
- Washington County Courthouse
- City Hall

Parking within the Downtown District comprises various types of facilities including on-street parking, City-owned parking decks and lots, privately-owned publically-accessible off-street facilities, and private and publicly-owned facilities that are restricted from general public access.

Figure 1 Entertainment District and Downtown Business District



On-Street Regulations

This section reviews on-street parking regulations only. Additional information on off-street parking facilities is in the following section. Regulations listed below and off-street regulations listed on subsequent pages are those that were in-effect at the time of manual data collection in Fayetteville (April 28-30, 2016).

While a majority of the on-street parking in the study area is available for use by any member of the public (80%), there are on-street spaces which require permits, as well as University-only spaces and spaces reserved for municipal use. As there is no charge associated with residential permit parking, only 42% of on-street parking is priced. An even smaller percentage of on-street parking is time-limited (30%).

Figure 2 On-Street Parking Rates and Regulations

| On-Street Weekday Regulation/Rate, Time Limit, and Time Span(s) | Total | % |
|---|--------------|-----|
| Unrestricted | 408 | 32% |
| \$0.25/Hour, 2 Hour Limit until 6PM | 282 | 22% |
| Residential Permit Only | 191 | 15% |
| \$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM), \$5/Day Option | 146 | 11% |
| Residential Permit or Metered (\$0.50/Hour (2-5PM), \$1/Hour (5PM-2AM)) | 86 | 7% |
| Free, 2 Hour Limit (in 4 Hour Period) | 77 | 6% |
| Loading Zone | 35 | 3% |
| Police Parking Only | 14 | 1% |
| \$0.15/Hour, long-term parking | 15 | 1% |
| Motorcycle | 9 | <1% |
| Free, 10 Minute Limit from 8AM to 6PM | 8 | <1% |
| University Parking Only | 3 | <1% |
| Total | 1,274 | |

Entertainment District

Parkers are required to pay for parking at metered spaces in the Entertainment District between the hours of 2:00 p.m. and 2:00 a.m. every day. The time spans and price of priced on-street parking within this District are as follows:

Weekday Price and Time Spans – On-Street

- \$0.50 per hour from 2:00 p.m. to 5:00 p.m., no time-limits
- \$1.00 per hour from 5:00 p.m. to 2:00 a.m., no time-limits
- Free and no time-limit from 2:00 a.m. to 2:00 p.m.

Weekend Price and Time Spans- On-Street

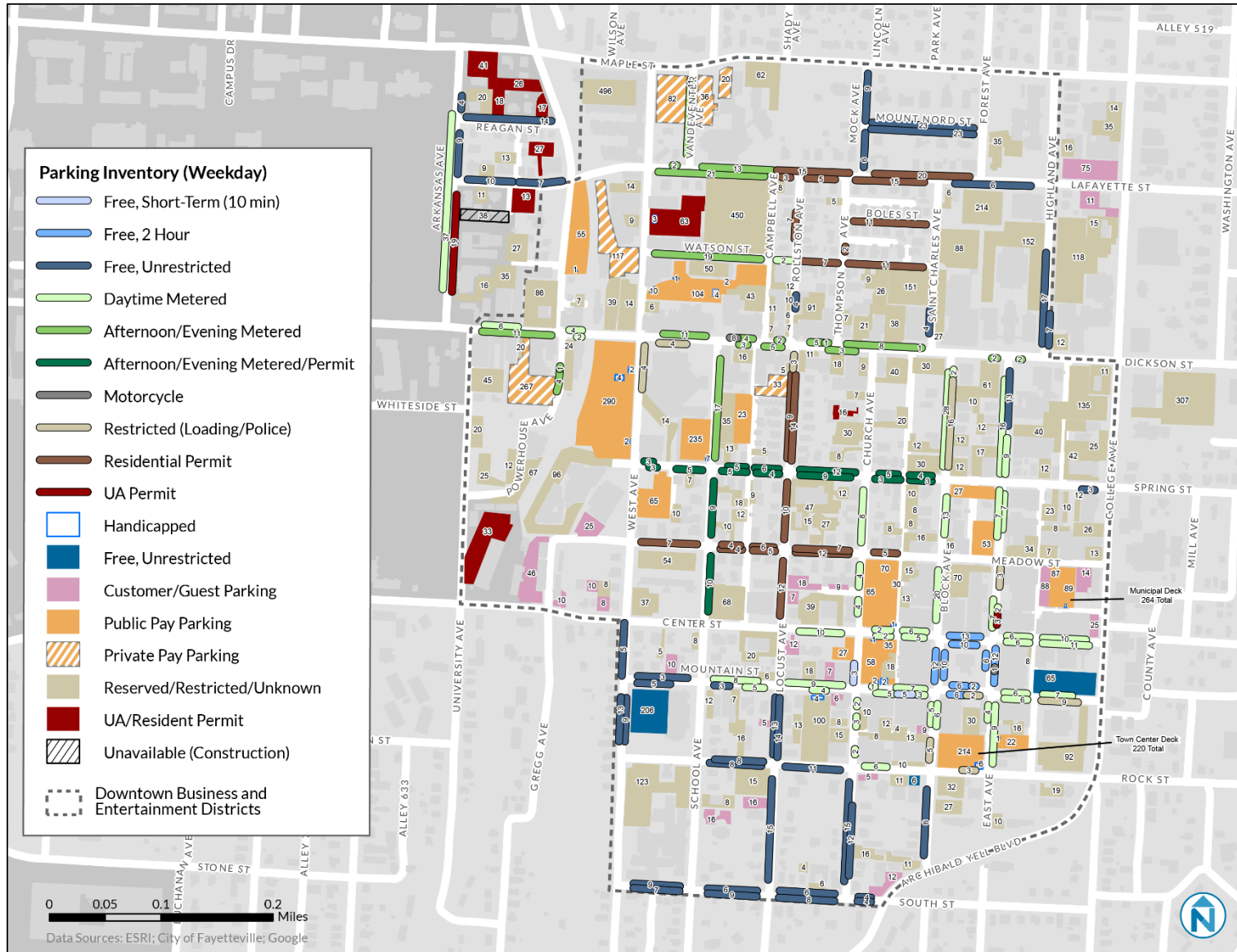
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- \$0.50 per hour from 2:00 p.m. to 6:00 p.m., no time-limits
- \$1.00 per hour from 6:00 p.m. to 2:00 a.m. , no time-limits
- Free and no time-limit from 2:00 a.m. to 2:00 p.m.

The current pricing structure is designed to create availability in the Entertainment District in the afternoon and evening by charging a higher price at metered spaces in the later hours of the day. Rates are generally similar on weekdays and weekends, with the exception of the hour at which the price increases during the day; it is priced at the higher rate an hour earlier on weekdays (5 p.m.) than on weekends (6 p.m.).

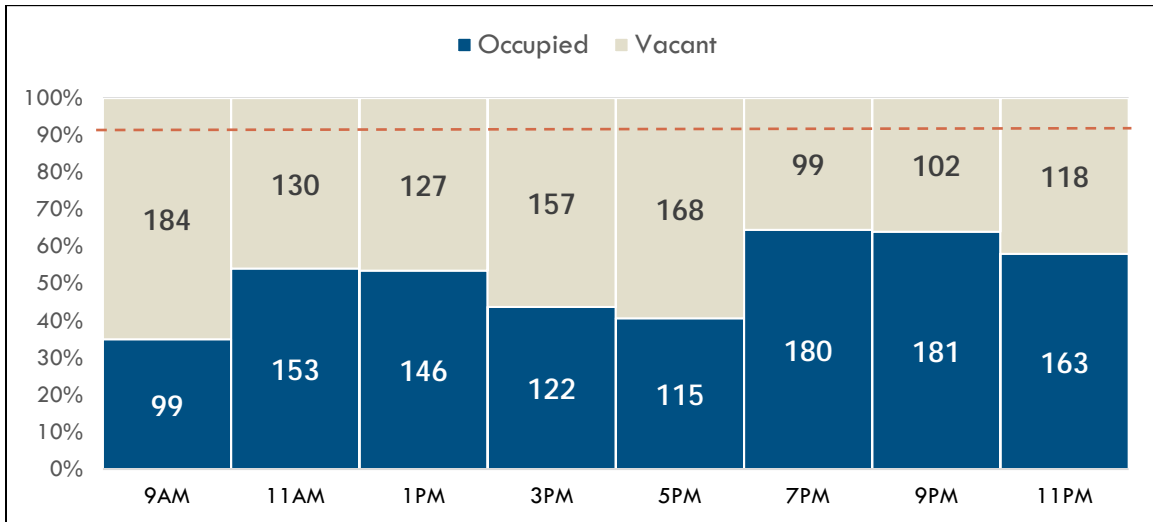
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Figure 3 Parking Inventory and Regulations



Within this district, parkers have a location choice; they can park for free outside the metered area (on-street spaces on Highland and Mock Avenues, Lafayette and Mt. Nord Streets) and farther from the core of activity, or they can pay the higher price per hour to park closer to their destination. Similarly, the time-of-day price change reflects increased evening activity; as the bars and restaurants along Dickson Street become more active, the parking associated with these destinations is in higher demand. This trend is pronounced on Saturdays as seen in Figure 4.

Figure 4 Saturday Metered On-Street Parking (Entertainment District)



NOTE: the total number of observed spaces may vary by time period up to 10% due to data collection error.

Downtown Business District

Fayetteville’s Downtown includes a greater mix of rates and time-limits than the Entertainment District. On-street parking in this District is regulated as follows (see Figure 3):

Weekday Price and Time Spans

- Free 2-hour time-limited parking (predominantly surrounding the Downtown Square)
- \$0.25 per hour for up to 2 hours 8:00 a.m. – 6:00 p.m.
- \$0.15 cents per hour for parking in metered, long-term spaces off-street, on Church Avenue, and on Center Street
- From 6:00 p.m. to 8:00 a.m., all metered spaces are free and without time-limits
- Some loading zones that are striped on the street but allow unregulated parking from 5:00 p.m. – 7:00 a.m. (Figure 5)

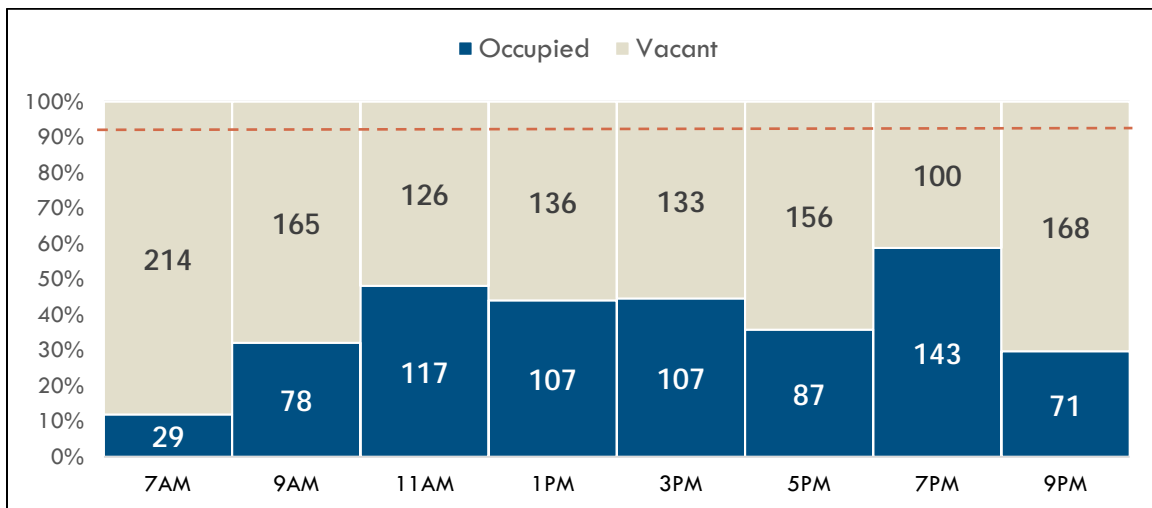
Figure 5 Striped Loading Zones on Block Street¹



Weekend Price and Time Spans

- Free and without time-limits at all spaces at all times
- Some loading zones that are striped on the street but allow unregulated parking from 5:00 p.m. – 7:00 a.m.

Figure 6 Weekday Metered On-Street Parking (Downtown District)



NOTE: the total number of observed spaces may vary by time period up to 10% due to data collection error.

¹ Image Source: Google Streetview

The Downtown Business District pricing reflects its heavier daytime demand, during working hours, and its lower evening and weekend demand. A variety of time limits aim to give visitors options between short-term higher-turnover parking spots and a cheaper price for a longer stay. Time-limits, while intended to encourage turnover in order to free up spaces for potential new customers, unfortunately also tell already-visiting customers that they have to leave. In contrast, correctly managed pricing can reflect the value of parking and allow customers to pay for the length of stay they want without fear of a ticket. Metered spaces do not experience high use during the weekday (Figure 6), but do see a spike in activity during the evening after pricing regulations expire.

Off-Street Regulations

Off-street parking includes all public and private parking in garages and surface lots in the study area. There are 198 off-street parking facilities in the study area. **Publicly-Owned Garages and Lots** are owned by the City of Fayetteville, Washington County, and the United States Government, but not all are available for public use. Some of these facilities provide a mix of public, resident permit, and customer parking while others – such as the Washington County courthouse – do not make their supply available to the public. **Privately-Owned Garages and Lots** are owned by private landowners or private institutions. Some of this parking supply is available for public use for a fee. However, most is restricted to residents or reserved for employees and/or customers.

Entertainment District Off Street Facilities

City-Owned Off-Street Facilities

For City-owned facilities within the Entertainment District, the same rates and time spans apply as they do for public on-street parking, including the flat fee, all-day rate option. There are long-term options for parking, which the next section covers in detail. Paid parking in the Entertainment District operates 7 days a week unless the mayor designates a free parking day or days. The off-street pricing structure in this District is as follows:

Weekday Price and Time Spans

- \$0.50 per hour from 2:00 pm to 5:00 pm, no time-limits
- \$1.00 per hour from 5:00 pm to 2:00 am, no time-limits
- Free and no time-limits from 2:00 a.m. to 2:00 pm
- An “all day option” for a flat fee of \$5.00 in publicly owned facilities such as West Lot and Spring Street Deck
- On designated event nights, one can only park for a flat \$5.00 fee in a limited number of facilities (no hourly option available during event times). This is detailed further on p. 18

Weekend Price and Time Spans

- \$0.50 per hour from 2:00 pm to 6:00 p.m., no time-limits
- \$1.00 per hour from 6:00 pm to 2:00 a.m., no time-limits
- Free and no time-limits from 2:00 a.m. to 2:00 pm
- An “all day option” for a flat fee of \$5.00 in the West Lot and Spring Street Deck
- On designated event nights, one can only park for a flat \$5.00 fee in a limited number of facilities (no hourly option available during event times). This is detailed further on p. 18

Privately-Owned Publicly-Accessible Off Street Facilities

Most of Fayetteville’s privately-owned publicly-accessible parking facilities are located in the Entertainment District (Figure 7). Many of these facilities charge a fee to motorists on an hourly or per-use basis and do not sell monthly or annual permits.

Figure 7 Entertainment District Paid Private Facilities Open to the Public

| Facility Name | Inventory (Total) | Facility Location | Transient Rates |
|--|--|---|--|
| UA Lot 53 | 63 | West Ave | After 5:00 p.m. on weekdays, Lot 53 rates are the exact same as City facilities in Entertainment District facilities. |
| Lot 70 (Dickson Street Improvement District) | 55 | Gregg Ave | \$0.50 per hour, 24 hours a day, 7 days a week, |
| Fayetteville Depot | 156 (some spaces restricted at certain times of day) | 548 W Dickson Street | \$1.00 per hour (24/7 Sunday to Tuesday, 4:00 a.m. to 5:00 p.m. Wednesday to Saturday) \$2.00 per hour (5:00 p.m. to 4:00 a.m. Wednesday to Saturday) |
| Underwood Plaza/The Dickson | 267 | 609-611 W Dickson Street | \$2.00 per hour; Daily Maximum of \$5.00 after three hours |
| Bakery Building | 33 | Locust Street behind Dickson Street Inn | \$2.00 per hour (Evenings, 6:00 p.m. to 6:00 a.m., 7 Days a Week) |

*At the time of data collection. These lots are now permit-only lots.

Some segments of these private facilities are reserved for customers of an adjacent building during business hours but are then open to the general public outside of business hours. Regulations and payment directions are conveyed in a variety of signs prioritizing different pieces of information at each facility, which can lead to confusion for motorists looking for a parking space in the district.

Figure 8 Mixed Regulations at Privately-Owned Facilities



In addition to these private facilities, **some facilities provide informal public parking during the week.** In particular, staff noted that Central Methodist Church owns two lots and a deck, totaling over 350 spaces. These spaces are indicated on Razorback Transit’s route maps as a

“Park and Ride” (Figure 27, p. 37) but are not formally marked on the ground. Drivers may also be able to park at certain buildings such as the lot outside of Wasabi Restaurant, which has become a privately-owned pay lot. There are no signs noting that this parking is available, thus it is not formally part of the public supply. However, those who feel comfortable using these spots may do so.²

Downtown Business District Off Street Facilities

City-Owned Off Street Facilities

The off-street facilities which are owned and managed by the City in the Downtown Business District charge monthly or a flat daily rate upon entry on all weekdays. They are:

- \$4.00 for the Town Center Parking Deck
- \$4.00 for entry to the 1st level of the Municipal Parking Deck
- \$50.00 monthly permits for the 2nd level of the Municipal Parking Deck
- \$3.00 for entry to the 3rd level of the Municipal Parking Deck
- \$0.15 cents per hour for parking in metered, long-term off-street spaces
- \$0.25 cents per hour for parking in metered, off-street spaces.

The all-day off-street parking rates in the Downtown Business District are one to two dollars less than in the Entertainment District.

Privately-Owned Publicly-Accessible Off Street Facilities

There is only one privately-owned parking facility open to public use in the Downtown District. This facility, located at 16-20 E. Mountain Street, does not charge for parking.

In addition to these private facilities, **some facilities provide informal public parking during the week.** In particular, staff noted that the St. Paul’s Episcopal Church parking (about 60 spaces), Center St. Church of Christ (about 70 spaces), and the Washington County Courthouse (just outside the study area, approximately 307 spaces) parking is available to the public. However, like the Methodist Church Parking in the Entertainment District, the lack of formal designation means that only those in the know will use these facilities.

² At the time of inventory (Spring/Summer 2016), the Methodist Church also had ongoing shared parking agreements with nearby residences, a best practice in efficient parking use.

Permit and Discount Parking Programs

The Fayetteville Parking Management division offers a variety of permits and coupon discounts for regular parkers in the heart of Fayetteville. The details of those are as follows:

Entertainment District

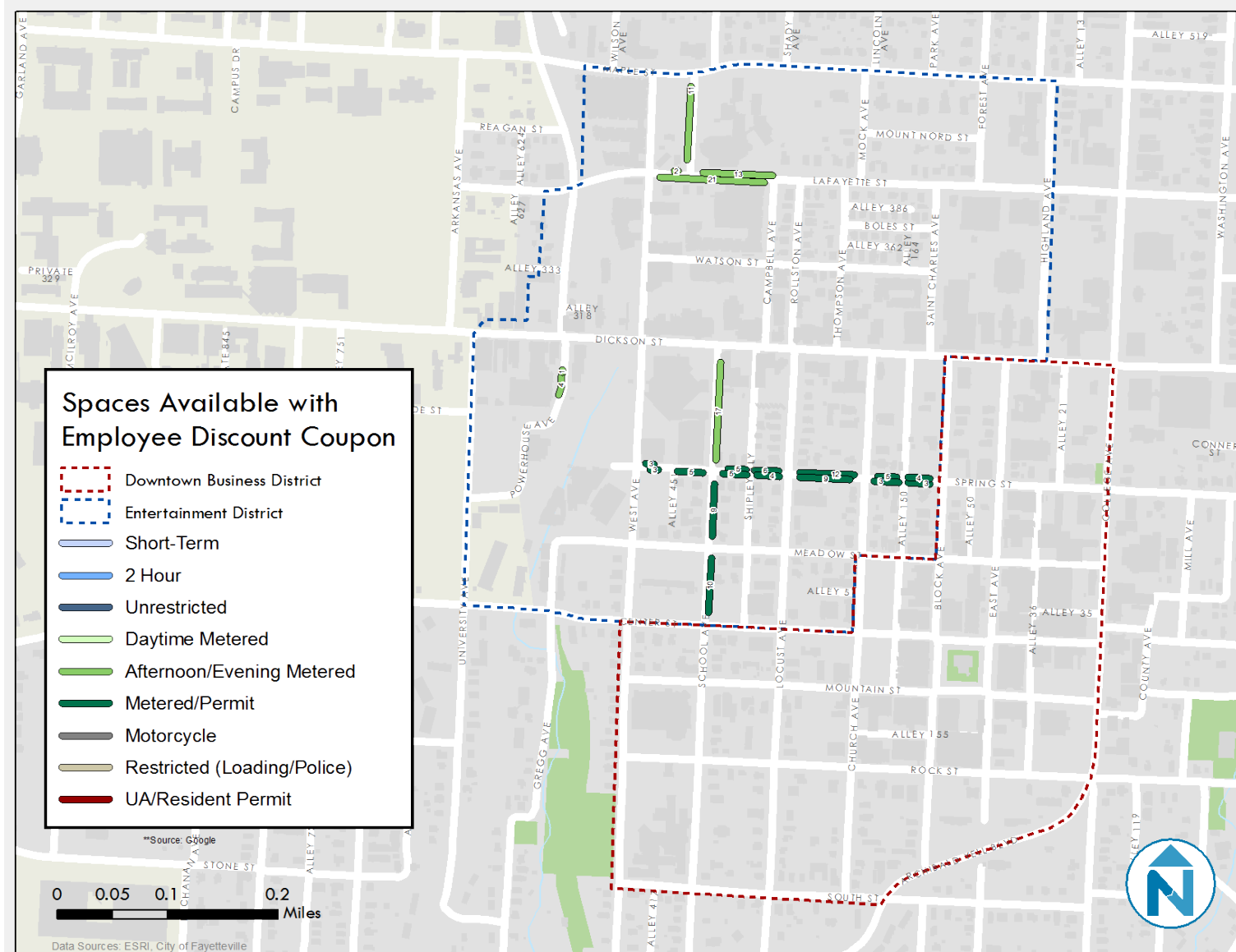
- **Annual Parking Permit:** In the Entertainment District, any member of the **public** may purchase an annual permit in the District for \$600. These permits are not valid for residential permit spaces, but are valid anywhere else in the Entertainment District paid spaces. If a permit holder parked for 8 hours a day during business days, this is approximately **\$0.30 per hour**.³
- **Residential Parking:** A **resident** is allowed a permit via a windshield permit plus a “guest pass” hangtag. Residents are permitted to park within one of two sub-areas within the Entertainment District, depending on their address. The dividing line between the two sub-areas is Dickson Street. Residential parking spaces are physically identified and numbered on the street. Similar to paid parking in the Entertainment District, permits are required from 2:00 p.m. to 2:00 a.m., 7 days a week. Enforcement starts at 10:00 am by City ordinance. These permits are **free of charge**.
- **Employee Parking Discount:** Employees of businesses operating within the district are eligible for a coupon code. These coupon codes, also called “cards,” apply to “certain paid parking spaces” and may be discounted by up to 90% of normal parking rates (Figure 9). Full-time employees can receive up to 22 coupons per month, while part-time employees get a maximum of 11. With this coupon code, employees pay approximately **\$0.06 to \$0.08 per hour**.⁴
- **Additional coupon programs:** Employers and other entities may purchase coupons or enroll in a coupon program linked to designated spaces at the discretion of the Parking Management office.

³ Assumes parking 260 days/year for 8 hours/day.

⁴ Assumes discounts on either \$5/day or \$0.50 and \$1/hour rates. Employees who park during unpaid time receive an even deeper discount.

PARKING MANAGEMENT MEMORANDUM | PARKING & MOBILITY STUDY
 City of Fayetteville, AR

Figure 9 Employee Discount Coupon Parking



Downtown Business District

In the Downtown Business District, the following permits are available and open to anyone:

- **Hangtag Permits:** A hangtag permit for long-term (10 hour, red-top) parking meters for \$90.00 per annual quarter (3 months). This is approximately **\$0.17 per hour**.⁵
- **Gated Lot Permit:** A permit to access gated lots for \$90.00 per annual quarter. This is approximately **\$0.17 per hour**.⁶
- **Municipal Parking Monthly Permit and Town Center Deck Monthly Permit:** A parking card permit providing access to either the Municipal Parking Deck's 2nd level or the Town Center Parking Deck for \$150.00 per annual quarter. This is approximately **\$0.30 per hour**.⁷
- **Town Center Parking Deck Coupon Code:** A coupon code for entering the Town Center Parking Deck, set at \$4.00 per single entry, or \$133.00 per 100 entries. The Town Center does not purchase these codes from the City, but does distribute them. Converted to hourly rates, this is either **\$0.50 per hour (for a single-entry pass) or \$0.16 per hour (for a 100 entry pass)**.⁸

Permit and Coupon Prices

Figure 10 provides a comparison between permit types, prices, and facility utilization. Overall, these permits make parking relatively cheap in Fayetteville compared to hourly rates for the public. Those that are priced higher are ostensibly more valuable to the user, while those that are cheaper or free should be less valuable. The cheaper permits provide access to surface lots, while the more expensive permits allow access to structured parking or on-street spaces. At any given time, there are a total of over 2,000 spaces that are accessible for a variety of permit holders at a great discount over regular prices. Holding a permit does not grant one access to all of these spaces, but not holding a permit limits access to these spaces either by price, time, or both. Facilities open to permit holders generally have at least 40% unoccupied spaces at the daytime and evening peak, meaning that permit holders can likely always find a space.

⁵ Assumes parking 260 days/year for 8 hours/day.

⁶ See footnote 2

⁷ See footnote 2

⁸ Assumes parking 8 hours/entry

PARKING MANAGEMENT MEMORANDUM | PARKING & MOBILITY STUDY
City of Fayetteville, AR

Figure 10 Permit and Coupon Prices, Access, Utilization and Revenue⁹

| Permit | Access | Price Per Hour | Total Spaces Accessible to Holder | Peak Weekday Utilization (11 am) | Evening Weekday Utilization (9pm) | Annual Revenue 2015* | Permits Issued |
|--|--|----------------|-----------------------------------|----------------------------------|-----------------------------------|----------------------|----------------|
| Residential Parking Permit | Entertainment District Residential Permit ONLY On-Street Spaces | Free | 191 | 37% | 35% | \$ | 277 |
| | Entertainment District Residential Permit MIXED On-Street Spaces | Free | 86 | 30% | 67% | | |
| Employee Parking Coupon | Entertainment District On-Street Paid Spaces | \$0.06 – 0.08 | 162 | 48% | 50% | <i>unknown</i> | <i>unknown</i> |
| Hangtag Permit | Downtown Business District Long Term Meters | \$0.17 | 223 | 69% | 18% | \$41,860 | 138 |
| Gated Lot Permit ¹⁰ | Lot 5, Lot 7 in Downtown Business District | \$0.17 | 218 | 68% | 3% | \$34,490 | 125 |
| City-Issued Parking Card | Lot 5, Lot 7 in Downtown Business District | \$0.17 | 218 | 68% | 3% | | 125 |
| Town Center Parking Deck Coupon | Town Center Parking Deck | \$0.16 - 0.33 | 226 | 54% | 19% | \$2,616 | |
| Annual Parking Permit | Paid Entertainment District Spaces | \$0.30 | 1,453 | 48% | 50% | \$1,875 | 9 |
| Municipal Parking Monthly Permit and Town Center Deck Monthly Permit | Municipal Parking Deck Town Center Parking Deck | \$0.30 | 321 | 53% | 14% | \$70,704 | 113 |

⁹ 2015 Permit revenue information provided by COF.

¹⁰ On August 1st, 77 spaces in Lot 7 (D lot) are being converted to permit parking only. Folks with parking cards are being switched to hang-tags so they can park in Lot 7 or any red top meters. Note that we are not putting meters in Lot 7.

Event Parking

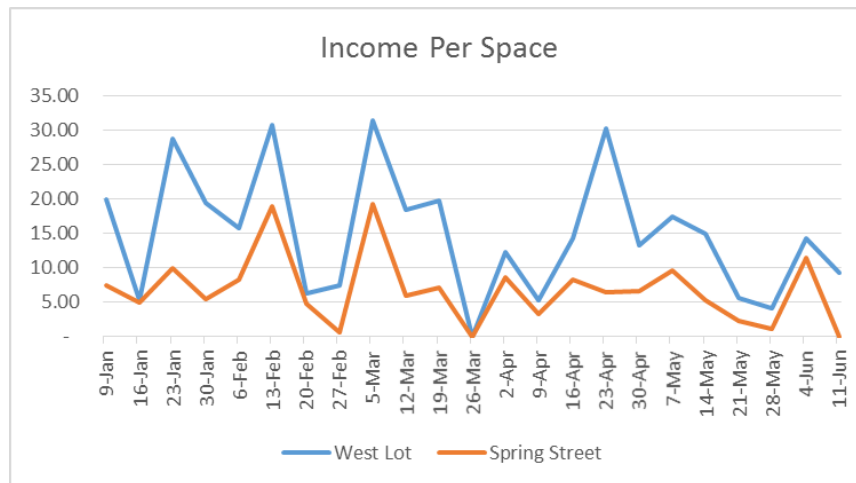
Working with the Walton Arts Center (WAC), the Parking Management division can switch to an “Event Parking” system to process a large volume of vehicles within a short period of time. This has recently been piloted for U of A football games as well, with a shuttle taking people to the stadium.

The WAC has a tentative schedule of all shows that are expected to reach the 600 ticket sales necessary for event parking to be in place. The City schedules staff based on this schedule, as well as up to 3 additional shows per year. The specifics of Event Parking are below:

- **Rate:** \$5, flat fee. Vehicles that are already parked at the time when event parking management begins can pre-pay for parking at the normal rate.
- **Payment Method:** Cash only, paid on the way into parking. This is to avoid long lines at kiosks.
- **Locations:** If the show has sold more than 600 tickets, Event Parking is in the West Avenue lot. If the show has sold more than 850 tickets, event parking is provided in the Spring Street Deck and West Avenue Lot (525 spaces in total)
- **Parking Attendant Staffing:** 5-10 individuals
- **Timespan:** Event parking begins 2 to 3 hours prior to the start time of the event.
- **Wayfinding and Availability Indicators:** In the past, the City has used a mascot (Rooty the Recycling Pig) to direct traffic to the Spring Street Deck. The City also uses a sandwich board directing traffic to event parking locations. PEOs use walkie-talkies to communicate with one another and help to direct traffic to empty spaces.

Event parking is more popular at the West Lot than the Spring Street Deck. On average, weekly West Lot event parking income is \$15.00 per space, while the Deck is closer to \$7.00. Figure 11 shows a comparison of revenue per space in each facility. Parkers buy fewer spaces in the Spring Street Deck than the West Lot, likely because the West Lot is more convenient and visible but priced at the same rate.

Figure 11 Event Sales Comparison per Space for West Lot and Spring Street Deck 2016¹¹



¹¹ Source: Revenue and Utilization Information from COF, as of June 3, 2016

TECHNOLOGY AND PAYMENT SYSTEMS

KEY FINDINGS

- Technology varies throughout the study area
- Kiosks in the Entertainment District accept coins, certain monetary bills, credit cards, and pay-by-phone
- Coin-operated meters in the Downtown accept quarters, nickels, and dimes. Traditional, mechanical, coin-operated meters are no longer fully supportive of 21st-century consumer expectations
- Kiosks are pay-by-space, requiring users to enter additional numbers on a keypad.
- Pay-by-phone is available in the Entertainment District

Today, there are multiple ways to pay for parking in Fayetteville and multiple technologies depending on the type, location and ownership of parking. Paid on- and off-street parking in the Entertainment District (roughly half the on-street supply) is predominantly managed by parking kiosks, whereas on-street metered spaces in the Downtown District are exclusively mechanical meters (Figure 13). All spaces controlled by kiosk also accept mobile payments whereas the single-head mechanical meter spaces in Downtown do not. Other City-owned lots and garages use a combination of gate arms that respond to proximity cards or require in-person payment and coin-operated meters for payment.

Figure 12 City On-Street Spaces by Payment Machine Type

| Payment Machine Type | Total On-Street Spaces |
|----------------------|------------------------|
| Multi-Space Kiosk | 250 |
| Single-Space Meter | 283 |
| Grand Total | 533 |

With a parking system built out over time and with different ownership structures, it is very easy to end up with a wide variety of payment technologies, but this outcome can result in confusion to parking users. The challenge is how to integrate these different technologies into a comprehensive and legible whole in a way that doesn't leave the user stranded in the rain hunting for change or trying to interpret rules on a kiosk. The overall integration of different technologies impacts the perception of the entire system. Even if fees are not high, a frustrating payment experience can incent customers and visitors to leave the area and spend their money elsewhere where parking is more convenient. The subsequent review provides further detail on Fayetteville's meter, kiosk, and mobile phone technology and payment systems.



Gated Parking Facilities

Gated facilities in Fayetteville work off of either a proximity card or a combination of cards and in-person payments. The following provides a summary by gated facility:

- **Municipal Parking Deck:** The Chancellor Hotel has full control over payment in Levels 1 and 3 of the municipal parking deck. Level 1 is reserved for hotel guests while Level 3 can be made available to the public for \$3.00 required upon entry. Patrons can purchase a Municipal Parking Deck permit and access Level 2 with a proximity card.
- **Town Center Parking Deck:** Town Center Parking Deck allows visitors and downtown employees to park at any time for a \$4 entry fee. A discount coupon code may also be purchased in advance. A parking card can be purchased for a monthly fee for unlimited entry into the deck.
- **Lots 5 and 7:** These two lots are gated, with access via proximity card only (Gated Lot Permit) until Fridays at 4:30 p.m. Parking Management controls whether the gates are raised or lowered.¹²

Currently, the gate technology does not provide any data on occupancy in real-time.

Meters

The traditional coin-operated parking meter, which uses a single point of sale to apply to a specific on-street space, is the predominant technology used throughout downtown's on-street supply and in many of the city-owned publically-accessible off-street facilities.

The City uses Duncan brand meters in this area which accept nickels, dimes, and quarters. Depending on the location and regulation, one quarter can cover 60 minutes of parking (on-street, "short-term" meters) to 100 minutes of parking ("long-term" meters). The time purchased is displayed prominently within the meter head. As posted on meters, the City does not offer refunds for payments in broken meters and can ticket for parking in a space with a non-functional meter.

Figure 13 Existing Single-Space Parking Meters in Downtown Fayetteville



¹² Lot 7 is no longer gated as of August 2016. For consistency with other report documents, all inventory is reported as a "snapshot in time" and this information was recorded before this change.

Although the meter is convenient to the vehicle, intuitive to most people, and conveys basic information on the time-limits and cost of parking at the space it serves, traditional, mechanical, coin-operated meters are no longer fully supportive of 21st-century consumer expectations. These single-head meters especially do not accept any form of payment other than coins, forcing those that need to extend their stay to find coins and feed the meter.

Additionally, in some instances, single-space meters take up excessive sidewalk space and obstruct sidewalk access especially for those in wheelchairs, as shown in Figure 14 along South Church Street:

Figure 14 Single-Space Meters Causing Obstruction on Church Street



Kiosks

Kiosks in the Entertainment District are relatively new “pay by space” LUKE pay stations by T2 Systems (formerly Digital) that provide several modern conveniences in comparison to coin-operated mechanical meters. The City phased in the kiosks along with other streetscape improvements to the Dickson Street area and the greater Entertainment District Parking Zone. For parking where payment is made at a kiosk, the user must enter the parking space number on the machine's keypad. Parking space numbers are located on the asphalt or curb next to the space. There is a level of convenience since the user does not need to return to the parked car to display any proof of payment.

Payment options are somewhat restrictive: pay stations only accept bills less than \$5.00, coins, or credit cards. This requires users to have change, small bills or use a credit card. Moreover, kiosks do not give change, which means cash users will likely spend time trying to find exact change, an inconvenience in an age of growing digital pre-payment for parking.

Figure 15 Point of Sale for Parking Kiosks in the Entertainment District



Mobile

Another option for people parking within the Entertainment District is the ability to pay for parking with their mobile phone. Through a contract with PayByPhone, a company offering similar services to locales as diverse as Ann Arbor, MI, Galveston, TX, and the City of London, a parker simply can pay for parking by calling the listed number and entering a code assigned to Fayetteville. The user can also access the PayByPhone mobile app to pay for parking within the Entertainment District.

This is advertised on every kiosk next to the keypad as well as on signage though out the district. The City also provides drink coasters and table toppers in many of the restaurant and businesses in the district.

Figure 16 Pay by Phone Information on a Parking Payment Kiosk



ENFORCEMENT

KEY FINDINGS

- Fayetteville's Parking Enforcement Officers (PEOs) have a stated mission to give assistance and discourage violations
- PEOs use handheld computers for enforcement, but part of the process is manual
- Most violations are less than \$100. 91% of all tickets issued as of Summer 2015 were for meter violations at \$15/ticket.
- The majority of violations occur in the Entertainment District (as of Summer 2016, 68%)
- Although the City does *not* tow and boot regularly, private operators do, and this aspect does negatively affect the parking user experience. The Police Department may tow vehicles for a special event, with advance notice.

Parking Enforcement Officers

There are four employees of the Parking Management Division known as Parking Enforcement Officers (PEOs) that lead parking enforcement, as well as one supervisor. Each officer's mission is "to prevent unauthorized parking and control parking by giving assistance or issuing parking citations to discourage violations of City of Fayetteville Parking Regulations."¹³ Highlights of the enforcement program include:

- Shifts are staggered throughout the day to ensure continuous coverage for 17 hours on weekdays, 11 on Saturday, and 12 hours on Sunday.
- PEOs are trained and instructed in important customer service approaches, such as wearing specific uniforms that are required to be in good repair and answering questions politely while avoiding arguments.
- Each officer is assigned a specific work area, provided a radio and handheld computer for entering violations, and expected to be visible and report all parking facility maintenance needs. The portable radio communicates to Fayetteville Police Central Dispatch.
- PEOs also carry a cell phone to assist customers with questions or parking equipment assistance (a land line is forwarded to the on-call or on-duty PEO 24/7 assistance). A number to reach the PEO on duty is listed on all of a parking equipment for customers.
- Each PEO also carries an iPad to check for unpaid parking stall violations in the Entertainment District and to get emailed alarms when equipment has issues needing attention.
- PEOs also wear body video cameras as part of their uniform requirements.

PEO's handheld computers take pictures for public record, but license plate numbers must be manually entered. Other characteristics of this technology include:

- Computers communicate via Bluetooth with portable O'Neal printers (attached to PEO's belts) that print citations

¹³ City of Fayetteville Parking Management Division, Parking Enforcement Officer Policy and Procedure Manual, August 2010, p. 1

- Enforcement officers apply chalk on tires to track how long the vehicle has been parked; the action of placing chalk must also be entered in the handheld, as this provides a “timestamp” on when the car was last noted.¹⁴

Fines and Violations

Violations may be issued up to three times a day per vehicle. Possible fines include:

- \$15 - Meter Violation
- \$15 – Parking over the time limit (2 hours, 15 min, or in the Square)
- \$15 - Against the flow of traffic
- \$15 - Across the line
- \$15 - Over 18 inches from curb
- \$70 - Prohibited and Restricted Parking (roadway, blocking driveway, no parking zone, double parked, too close to corner, sidewalk)
- \$195 - ADA Violation

Figure 17 Courtesy Drop-Off Box for Parking Citation Payments



Parking citations can be paid online the following day, at the Parking Management Office or City Hall, or via 24-hour drop boxes located throughout the Downtown District and in City off-street parking facilities (Figure 17). The Parking Manager is empowered to reduce the fine “for good cause shown by the driver/operator prior to forwarding the ticket to the City Prosecutor’s Office.” Appeals must occur within 14 days of issuance.

In 2015, there were 15,725 net (issued minus voided) citations, and \$261,306 in revenue was collected. The majority of these citations occurred in the Entertainment District, which is consistent with the perception of this area as drawing more visitors - who may be unfamiliar with parking regulations - as compared to people who park regularly. Of the 17,308 total citations issued, there was an average

amount of \$14.53 collected per issued citation in 2015, reflecting the fact that not all citations are paid. As of Summer 2016, 91% of all tickets issued were for meter violations at \$15 and 60% of all violations occurred in the Entertainment District.

¹⁴ City of Fayetteville Parking Enforcement Officer Policy and Procedure Manual

Figure 18 Breakdown of Violations and Fines by District: 2015

| District | Citations Issued | Amount Issued | Citations Voided | Amount Voided |
|---------------|------------------|---------------|------------------|---------------|
| Entertainment | 11,067 | \$205,545 | 1,576 | \$45,465 |
| Downtown | 6,913 | \$116,760 | 679 | \$16,820 |
| Total | 17,980 | \$322,305 | 2,255 | \$62,285 |

Towing and Booting

Parking management does not tow or boot from any City-operated parking facilities, but towing and booting does occur in Fayetteville in privately owned lots and decks. The Police Department is authorized to tow vehicles for multiple reasons, including vehicles that have been parked for more than 72 hours on street or in a City lot for more than 24 hours if “space is needed for a reserved or special event.”¹⁵ The PEO manual indicates that Parking Management does indeed have the authority to tow and/or boot, even though the City chooses not to do so.

In private decks and lots, operators may also tow and boot, which leads many users attributing private enforcement actions to the City. The municipal code requires signage to alert the user to this possibility. The University of Arkansas has a standardized policy on booting and towing.¹⁶ Although Parking Management does *not* tow and boot, this aspect does affect the parking user experience. Customers towed from privately owned but publicly accessible lots may not realize that it is not the City who has towed their vehicle.

¹⁵ The Fayetteville Police may also tow for the following violations: hazard, obstructing driveway, prohibited tow zone area, parked continuously upon any street for more than 72 hours (unless the vehicle is permitted in a residential zones and has a current registration), parking in the same location on any street for longer than 14 days, parking in a gated lot for more than 24 hours, or parking without a valid license plate.

¹⁶ As described in City of Fayetteville Parking Management Division, Parking Enforcement Officer Policy and Procedure Manual, August 2010, p. 13

GOVERNANCE

KEY FINDINGS

- The Parking Manager has limited authority to set regulations outside of the Municipal Code
- Governance of parking regulations may be administratively cumbersome as it requires code amendments, approval from the mayor, or both

Today, parking operations are centrally managed as part of the City's Department of Sustainability and Parking, which is responsible for facilitating sustainable transportation, living, and business choices in Fayetteville. Most of the job functions related to parking, including maintenance, enforcement, and customer service all answer to the same division manager. The Parking Manager then reports to the Director of Sustainability and Parking who then reports to the Mayor's Chief of Staff (Figure 19).

The Parking Manager has limited authority to set regulations outside of the Municipal Code. The Fayetteville Municipal Code governs parking regulations, including pricing, time-limits, and time span. In the code, the Parking Manager is specifically given the authority to determine the location of two-hour time-limited spaces. Otherwise, priced blocks are specifically listed in the code, i.e. "On street parking spaces on Spring Street from Block Avenue to West Avenue and on School Avenue from Center Street to Spring Street shall be available to the public for paid parking..."¹⁷"The mayor, or his duly authorized representative" may set up meter zones, not the Parking Manager.¹⁸Therefore, governance of parking regulations may be administratively cumbersome as it requires code amendments, approval from the mayor, or both.

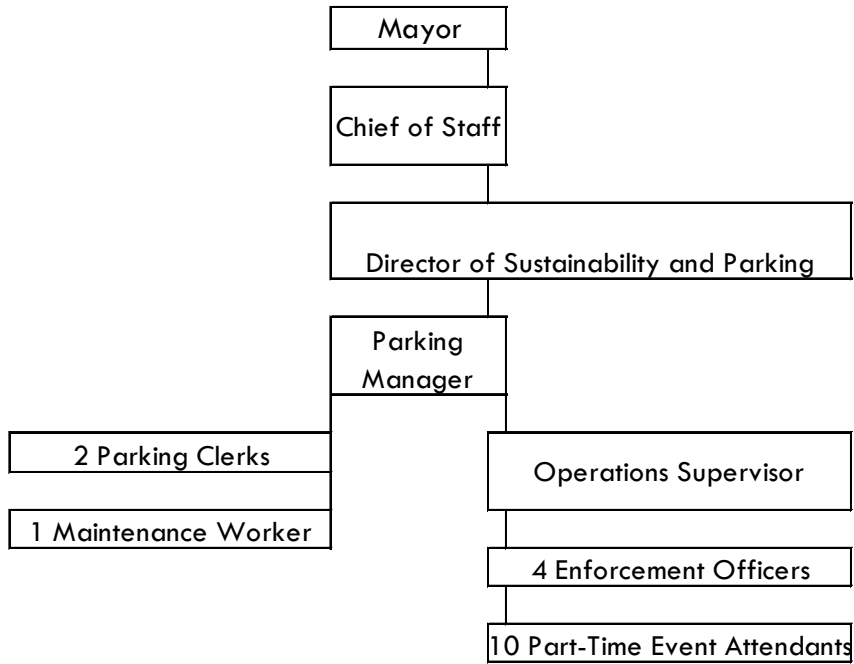
Most routine parking management activities are entirely under the Parking Manager's control, including parking office administration, enforcement, maintenance, and fee collections, as shown in the organizational chart below. The Parking Manager can reduce the fine if the driver/operator provides a "good cause."¹⁹ Unpaid tickets are referred to the City Prosecutor for hearings.

¹⁷ Fayetteville Municipal Code, section 72.18.F. Accessed via municode.com, 6/20/2016.

¹⁸ Fayetteville Municipal Code, section 72.57.A. Accessed via municode.com, 6/20/2016.

¹⁹ Fayetteville Municipal Code, section 72.99 E Accessed via municode.com, 6/20/2016.

Figure 19 City of Fayetteville Parking Organization Chart (with # of employees)²⁰



²⁰ Adapted from City of Fayetteville information

SIGNAGE AND INFORMATION

KEY FINDINGS

- There is detailed parking information online; but the Visit Fayetteville webpage does not clearly link to it.
- Public parking information on the street is consistent in color scheme
- Some information – such as green text on a white background for parking signs or paint on the curb – may be difficult for drivers to read from afar
- City regulations do not require private lots to provide standardized information about payment rates or use, which has resulted in a variety of private signage that is confusing to the user.


Finding parking is rarely the main goal for anyone visiting Fayetteville. However, without adequate signage or information, it may become the main thing people remember, which can threaten the enjoyment of meeting friends, shopping or dining out. Effective signage and information can avoid having the parking experience eclipse the overall Fayetteville experience. Strong, intuitive signage systems encourage an environment of “park once” or “park and walk” behavior, focused not just on getting cars into parking facilities, but getting people to visit multiple destinations on foot once they have parked.

When planning how to direct an individual to their final destination, it is vital to consider all decision points along the journey. This includes providing directional information in advance of a traveler starting their engine, providing guidance and reassurance during their journey, and ultimately generating a sense of arrival and welcoming.

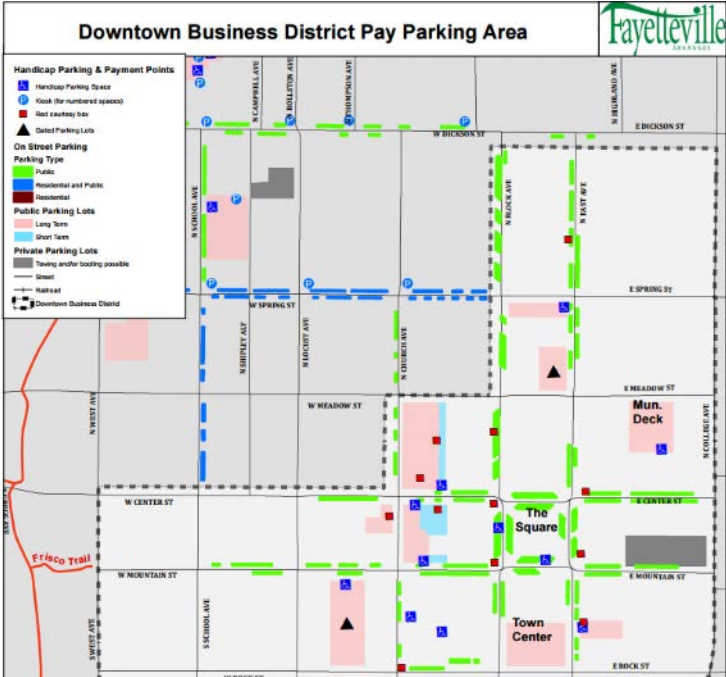
Before Arrival

Parking Resources

- [Entertainment District Parking Locations Map \(PDF\)](#)
- [Pay Station Locations and Instructions](#)



Entertainment District Parking Location Map



Downtown Business District Pay Parking Area

Handicap Parking & Payment Points

- Handicap Parking Space
- Zone (for numbered spaces)
- Not cashless zone


On Street Parking

Parking Type

- Public
- Residential and Public
- Residential
- Public Parking Lots
- Long Term
- Short Term
- Private Parking Lots
- Towing and/or loading possible
- Garage
- Railroad
- Downtown Business District

Government
Services
Community
Doing Business
How Do L...





Share

Enjoy Local

- Pay Parking Ticket
- Make a Payment
- Downtown Parking
- Entertainment District
- Violation Rates & Appeals
- Special Event Permits & Information
- Frequently Asked Questions

Home > Government > City Departments > Parking

Parking Management

The goal of the Parking Management Division is to make parking convenient and user-friendly throughout the Entertainment and Downtown Business Districts.

The primary duties of the Parking Management Division are implementing parking rules and regulations, increasing public awareness of the ordinances which regulate parking, and responding to the needs of citizens regarding inquiries and complaints concerning parking matters.

We welcome your comments, questions, and suggestions.

Hours of Enforcement

Downtown Business District (Square Area)
 Monday - Friday, 8 a.m. - 6 p.m. (FREE after 6 p.m.)
 Saturday and Sunday, FREE All Day

Downtown Square
 Monday - Friday, 7 a.m. - 6 p.m. (FREE, 2 Hour Limit)
 Saturday and Sunday, FREE All Day

Contact Us


Parking Management
[Email](#)

City Hall
 113 W. Mountain Street
 Rooms 134A - 143A
 Fayetteville, AR 72701

Phone: 479-575-8280
 Fax: 479-575-8250

Hours
 Monday - Friday
 8 a.m. - 5 p.m.

[Staff Directory](#)



There are many available resources on transportation and parking through the City of Fayetteville’s website, which can be accessed via the aptly named Internet URL:

www.fayettevilleparking.com

Figure 20 Parking Information Page from the 2016 Fayetteville Visitor’s Guide



This includes information regarding parking rates and regulations, presented in both HTML and PDF formats to the visitor. The “Parking Flyer,” provides a map of all public parking outlets in the central neighborhoods of Fayetteville, including Downtown and the Entertainment District. The flyer describes the Entertainment District and Parking Zone as “The Dickson Street Area,” which is an informal description, but it does not match how the area is described on signs later in the journey.

With the benefit of regional and academic partners alike, the City has the ability to advertise the many convenient parking options available, but sometimes the key information—or even the basic header of “Parking”—gets buried under other information. One such resource (which may be more likely to be accessed by a visitor to Fayetteville and the University of Arkansas) is the Fayetteville Visitor’s Bureau web site (www.experiencefayetteville.com) and printed visitors guide. Although there is a “Getting Around” page dedicated to transportation access linked from the banner on all pages, the link to parking locations is not called out in a separate category. Instead, a link to the City’s site

and the “Parking Flyer” exists under the “Maps” section. There are also no links to the University of Arkansas pages dedicated to their parking and transportation information. Nevertheless, in the printed visitors guide (accessible as a PDF), there is a full page clearly explaining the parking and multimodal access options in Fayetteville. These guides are commonly distributed at many travel and tourism sites throughout Northwest Arkansas.

At Arrival

While not uniform throughout downtown, most public parking facilities and regulations are identified on signage using green text on a white background with City of Fayetteville insignia included (Figure 21).

In the Business District, long-term meters are “red-top” meters. The red paint conveys that long-term (10 hour) parking is available at those meters. Colloquially, “red-top meters” refer to “long-term parking.” (See Figure 3 for a map of long-term meters).

Figure 21 Fayetteville Public Parking Signage and Painted Curb



On-street in the Entertainment District, as users approach parking spaces, there are several indicators of where to park and how to pay:

- The curbs are painted in several areas to indicate regulations. The red curb intuitively reveals where it is always illegal to park.
- Numbered spaces painted on-street indicate designated on-street spaces. In residential areas, this numbering makes it clear to a visitor that they can safely park without blocking a driveway.
- Numbers are painted on the curbs at the front of the vehicle and the rear of the vehicle.
- Residential on-street parking also has large numbers, with “RESIDENTIAL PARKING ONLY” painted in white next to the number.
- Signage indicates where pay stations are located and notes that users should pay for parking at the pay stations.

Figure 22 Parking Information and Markings on Spring Street



Figure 23 A High-Contrast Sign in the West Ave Lot



This information is aimed at drivers, but it may be difficult to understand and use. The thin green text on a white sign could be difficult for a user to read (Figure 22) until very close to the parking location. A higher-contrast sign, similar to Figure 23, together with a consistent color scheme, may be more useful to drivers.

Private Lot Signage

City regulations require private lots to provide signage if booting or towing is possible, but that is the limit of regulations. The municipal code notes that, “at the owner's option, the sign may show the hourly rate and any maximum day or evening rate for parking in the lot.”²¹ Without consistent design, layout, font size, color, etc. requirements for signage in privately owned lots, signage is not standardized. For the user, the resulting mix of signage is confusing and could be a deterrent to parking.

²¹ Fayetteville Municipal Ordinances, 72.71.C.4

During Your Stay

After arriving in central Fayetteville and parking, the pedestrian-level wayfinding system eases navigation and comfort while walking around Downtown and the Entertainment District. The locations of public off-street parking facilities serving both districts, such as the Meadow Street Deck and the Spring Street Deck, are integrated into Fayetteville’s wayfinding system as a destination. The signage also directs people to walk to many destinations beyond the Districts, including government buildings, arts institutions, and multimodal transportation options (such as the Frisco Trail).

Figure 24 Pedestrian-Level Wayfinding outside the WAC



This type of signage helps users “park once” and access multiple destinations on foot. When users can understand how parking connects to where they are going, they are often willing to walk farther. For example, a driver at a traditional suburban mall may park a ten-minute walk from their actual destination, but be willing to walk as they understand how to get there. Wayfinding signage in a downtown has a similar effect.

MULTIMODAL CONNECTIONS

KEY FINDINGS

- Almost the entire study area is within a 15 minute walk of a transit route, but most services are infrequent.
- Fayetteville does not have any formal park and ride facilities although some unofficial facilities currently exist, such as the Central United Methodist Church Lot.
- Key holes in the walking network – such as the lack of sidewalks along Gregg Avenue – are barriers for people choosing to park and walk to local destinations.
- Bicycle facilities in Fayetteville are remarkable, particularly off-street. A lower density of on-street facilities, however, means that direct access to shops and restaurants from the robust trail system may be more difficult.

The parking study is part of a broader Multimodal Plan for the City of Fayetteville which will examine access and transportation in more detail. Thus, this section provides some preliminary findings related specifically to parking and its interaction with other modes in the heart of Fayetteville.

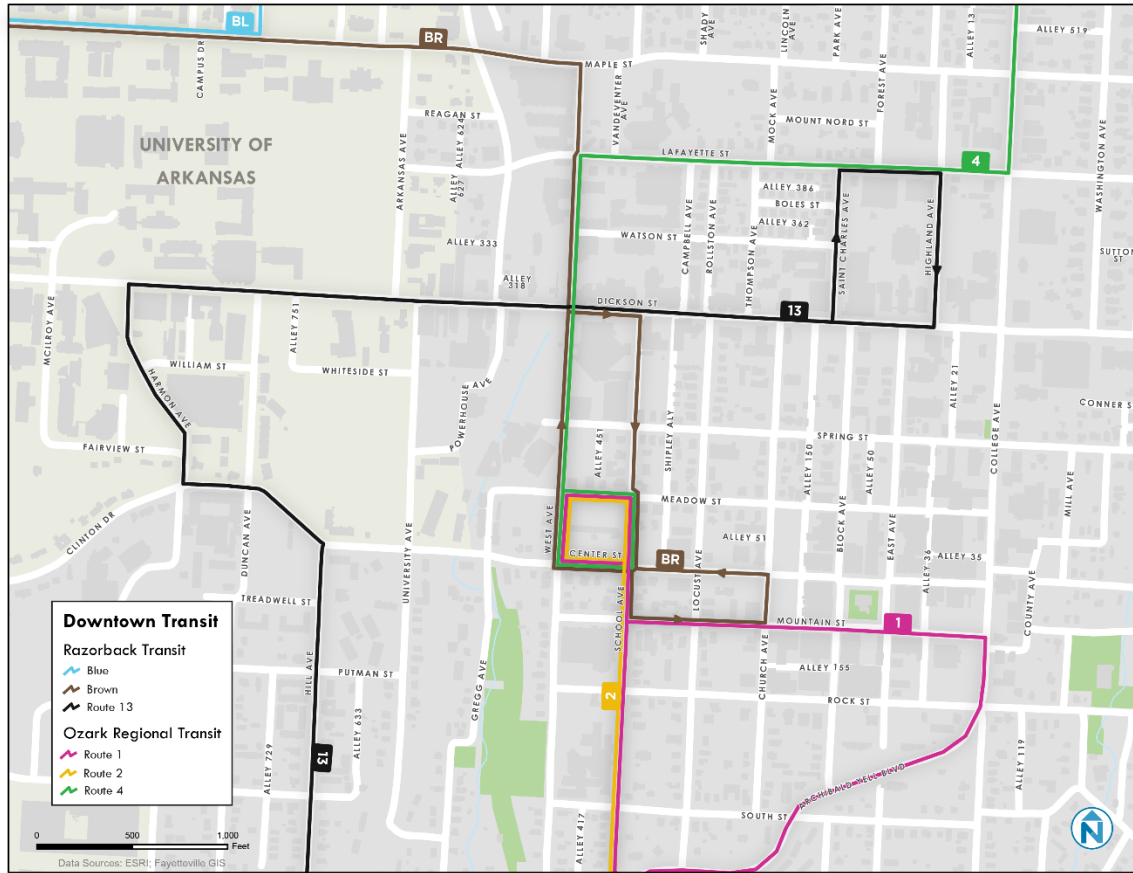
Transit Connections

Both Razorback Transit and Ozark Regional Transit (ORT) provide regular if infrequent service to Fayetteville’s Downtown Business and Entertainment Districts. Almost the entire study area is within a 15 minute walk of a transit route. Razorback Transit is free of charge, while ORT fares are \$1.25 per ride. Frequency, the primary driver of ridership, is low on all routes except the Brown route. However, the regular headways of the low-frequency ORT routes make them intuitive to the user who just needs to remember the time past the hour when a bus will arrive. Figure 25 provides an overview of transit in the study area.

Figure 25 Bus Services in Downtown Fayetteville

| System | Route | Destination 1 | Destination 2 | Service Start | Service End | Peak Frequency |
|------------------------|-------|-------------------------|------------------------------|---------------|-------------|----------------|
| Razorback Transit | Brown | UA Union Station | UMC Parking Deck | 6:49AM | 5:49PM | 13 min |
| Ozark Regional Transit | 1 | Walmart Supercenter | Washington County Operations | 6:00AM | 7:30PM | 60 min |
| Ozark Regional Transit | 2 | Karcher North America | The Cliffs Apartments | 6:00AM | 7:30PM | 60 min |
| Ozark Regional Transit | 4 | Northwest Arkansas Mall | Downtown (Hillcrest Towers) | 6:30AM | 7:30PM | 60 min |

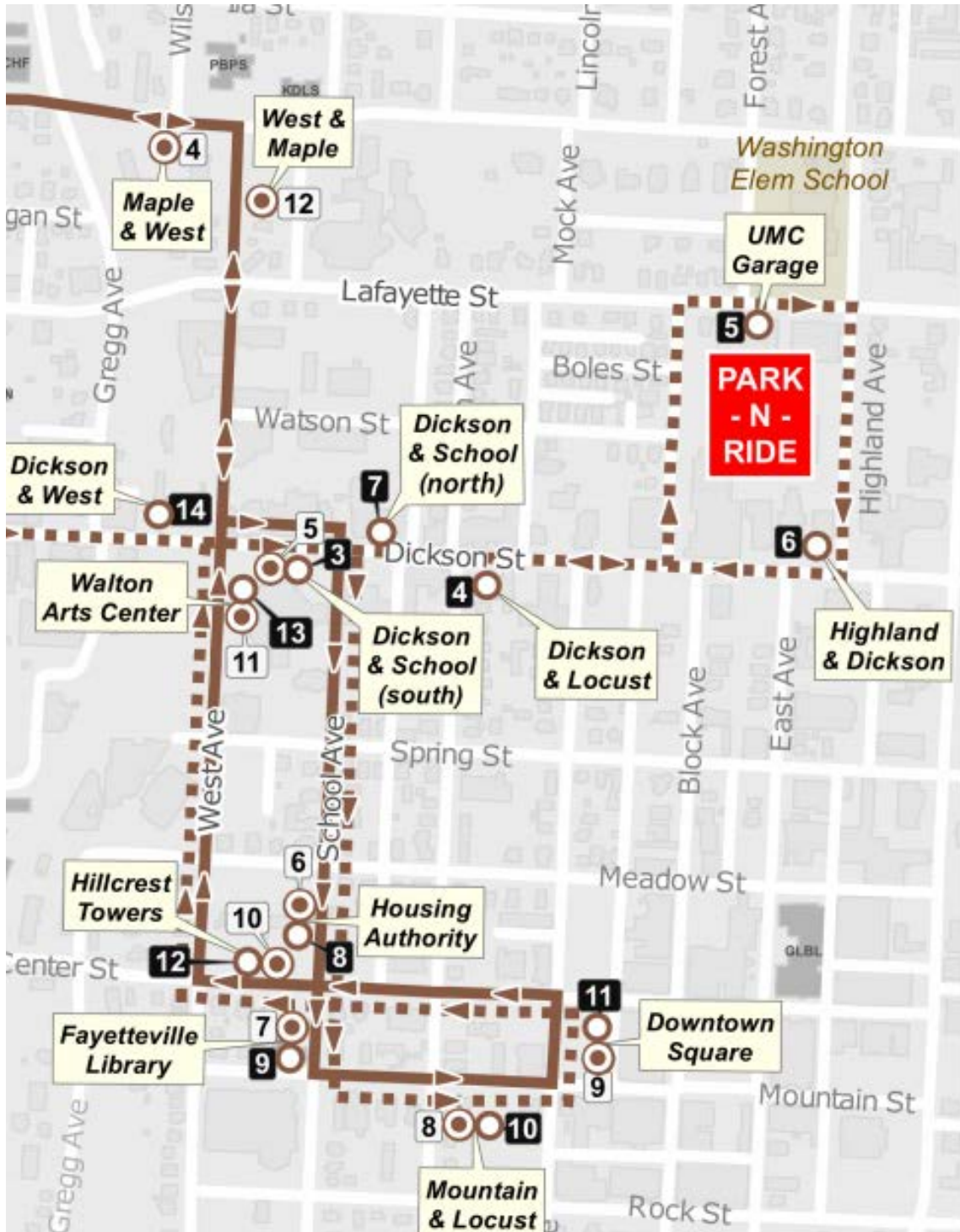
Figure 26 Transit in Downtown Fayetteville (as of Winter 2016)



Note: This map does not include the "Brown Reduced" variant of Razorback Transit's Brown Route. That route is detailed on the following page.

“Park-and-ride” facilities are a common strategy to relieve congestion and demand for core area parking by providing cheap remote parking and frequent transit service. This allows a driver to curtail core-area automobile travel by parking at an outlying transit station and riding the bus for the remainder of the journey. Although the State of Arkansas has not designated any commuter park-and-ride facilities within Fayetteville some “unofficial” park and ride arrangements already exist. One of the most prominent examples is the utilization of the Central United Methodist Church’s parking deck at 19 West Lafayette Street which is directly served by Razorback Transit’s Brown Reduced Line, providing a quick, free ride to the Downtown Business District, the Entertainment District, and the University of Arkansas campus. Although not formally designated by the State, the official Razorback Transit map designates this location as a park-and-ride facility. By concentrating commuter parking in a church parking facility that would otherwise be underutilized during the weekdays, the demand experienced along Dickson Street and the Downtown Square areas may be relieved.

Figure 27 Razorback Transit Brown Route with Park and Ride in Entertainment District²²



²² Source: Razorback Transit, <http://parking.uark.edu/resources/documents/17-7-Brown.pdf>, accessed December 1, 2016

Walking Network

The way the parking supply is used is directly affected by the availability or lack of a walking network. At some point, every person who parks becomes a pedestrian. When pedestrians feel comfortable and safe they are willing to park once and may even want to walk much farther between destinations. In this way a comprehensive pedestrian network can significantly expand the reach and effectiveness of a parking system.

Fayetteville's sidewalk network is relatively consistent in the study area, although there are some gaps. In the heart of commercial areas, there are high-quality amenities such as textured crosswalks (Figure 28). However, barriers exist; certain key intersections are wide and hard to cross on foot, and in some locations sidewalks are lacking. For example, the intersection of Dickson Street and West Avenue is a busy pedestrian intersection and may be a good contender for a pedestrian "scramble" to allow people to traverse multiple roadways at once. Currently, pedestrians walking from the West Lot to bars and restaurants on the northern side of Dickson must wait to cross both West and Dickson. Similarly, the lack of sidewalks along Gregg Avenue is a barrier for people parking at the City lot and choosing to walk to local destinations.

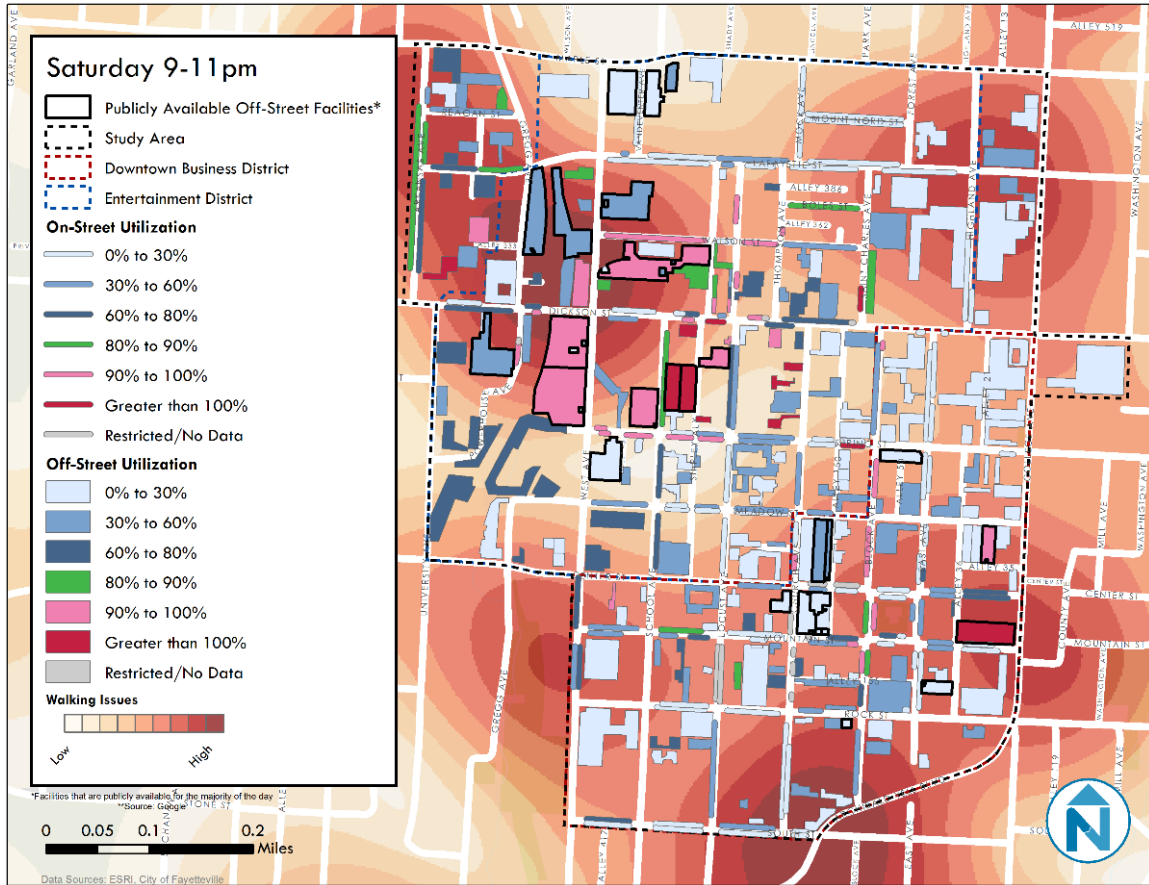
Figure 28 Example of Textured Crosswalk - Dickson Street



Figure 29 compares parking utilization on a busy weekend night with noted walking issues from the public, showing that some facilities may be underutilized due to walking connection issues. As part of the public engagement for the larger Mobility Study, participants were asked to note areas of concern on a map, both online and in-person.²³ Comparing these noted issues with parking utilization shows that some publicly available facilities near the WAC may be underutilized as the public perceives that the walking environment in that area is unsafe.

²³ For more information on this public outreach and its results, please refer to Mobility Study materials.

Figure 29 Wikimap Walking Issues Compared to Weekend Utilization



Bicycle Connections

Bicycle infrastructure in Fayetteville is plentiful and mostly off-street. The infrastructure both serves people on bikes and as a highly visible reminder to Fayetteville residents and visitors alike that travelling around town by bike is convenient and comfortable. This includes multi-use trails and an even geographic distribution of public bicycle racks. A lower density of on-street facilities, however, means that direct access to shops and restaurants from the robust trail system may be more difficult.

Expanding bicycling options in Fayetteville is another way to alleviate parking pressures. Bicycle share programs have proliferated in many cities and towns across the United States and across the country. Despite this boom and the presence of potential significant latent demand both in Fayetteville and at nearby UA, there is currently no City bike share program. Currently, the closest bicycle share program is based on the University of Arkansas campus and not marketed to the general public.

In addition, signage geared towards drivers can play a role in the comfort and safety of bicyclists and support an overall sense that Fayetteville is a City for cyclists. While there is signage to warn drivers about maintaining a 3-foot minimum distance when passing bicycles, there is no reminder for drivers to look in their mirror when turning right or to look behind them before opening their car door into the right-hand lane—the lane most bicycles intuitively use.

Figure 30 Example of Bicycle Wayfinding Sign in Fayetteville



ZONING REVIEW

The Code of Ordinances of the City of Fayetteville, Arkansas, were adopted in August 2004 and codified most recently in March 2016. Chapter 72, titled “Parking Regulations,” defines parking regulations and requirements for general uses and joint facilities. Within the Unified Development Code (UDC), Chapter 172 (“Parking and Loading”) establishes regulations for the development of parking areas, structures, and loading areas.²⁴ The Code of Ordinances covers many topics in great detail, but this memorandum focuses solely on the provisions related to parking and transportation demand. The parking-related ordinance (Chapter 72) covers the entire City of Fayetteville, including the Downtown Business District and Entertainment District.

Zoning often controls and requires the provision of parking, which has impacts on the viability, cost, and form of proposed developments in a community. In a comprehensive parking review, reviewing zoning requirements and policy in service of larger downtown goals becomes necessary. As downtowns evolve, the level and mix of uses change; code often necessitates that parking demand is continually re-evaluated and updated to match the prescribed requirement. This section reviews Fayetteville’s current zoning ordinances and compares them to national best practices.

KEY FINDINGS

- Fayetteville uses parking maximums with no minimums for all of its non-residential use categories—a best practice in parking standards.
- For residential uses, the code provides ratios that serve as both a minimum and a maximum.
- Many of Fayetteville’s required parking maximums still allow for more parking than accepted national standards from the Institute of Transportation Engineers (ITE) would typically expect.
- Developers can relatively easily adjust maximums upward.
- Provisions for shared parking exist within the Code of Ordinances but are limited to residential uses and purposes.
- The Code of Ordinances includes detailed requirements for bicycle parking, but it does not account for additional multimodal measures such as electric vehicle parking or transportation demand management programs.

PARKING PROVISION

Fayetteville’s non-residential parking maximums and residential parking minimums are higher than the peak parking demand rates found in *Parking Generation 4th Edition* (Institute of Transportation Engineers, 2010), as illustrated in Figure 32 and Figure 33. ITE produces this periodic report, which is the prevailing national standard in determining parking demand for a development. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. These rates are a comparative starting point to determine baseline assumptions.

²⁴ Accessed via municode.com, July 2016

Although widely considered an industry standard, the peak parking demand rates found in the ITE guide are primarily derived from studies conducted in auto-dependent single-use suburban sprawl settings where data can be easily collected. When applied as requirements in a more complex, denser, and mixed-use environment, these tend to project parking demand at a rate that could reproduce a similar auto-dependent suburban sprawl pattern.

Fayetteville’s application of **maximums with no minimums for non-residential uses—a best practice in parking standards**—can curb this type of sprawl; however, many of Fayetteville’s parking maximums still exceed even these suburban ITE rates for the described land uses. Figure 32 and Figure 33 compare Fayetteville’s zoning requirements to ITE projected parking demand for a cross-section of uses; note that for some uses, Fayetteville’s requirements are below ITE rates—most notably for hospitals and medical/dental offices. Parking requirements are important as they guide the amount of parking—and therefore land and construction cost—needed to develop an existing or new property in the City. Most of the requirements shown in Figure 32 are general City requirements.

Most parking requirements take into account only two variables, land use and the size of development. As with the requirements in the Code of Ordinances, these are typically expressed in terms of number of spaces required per a certain square footage of a particular land use; or per residential unit; or (for restaurants and theaters) number of seats.

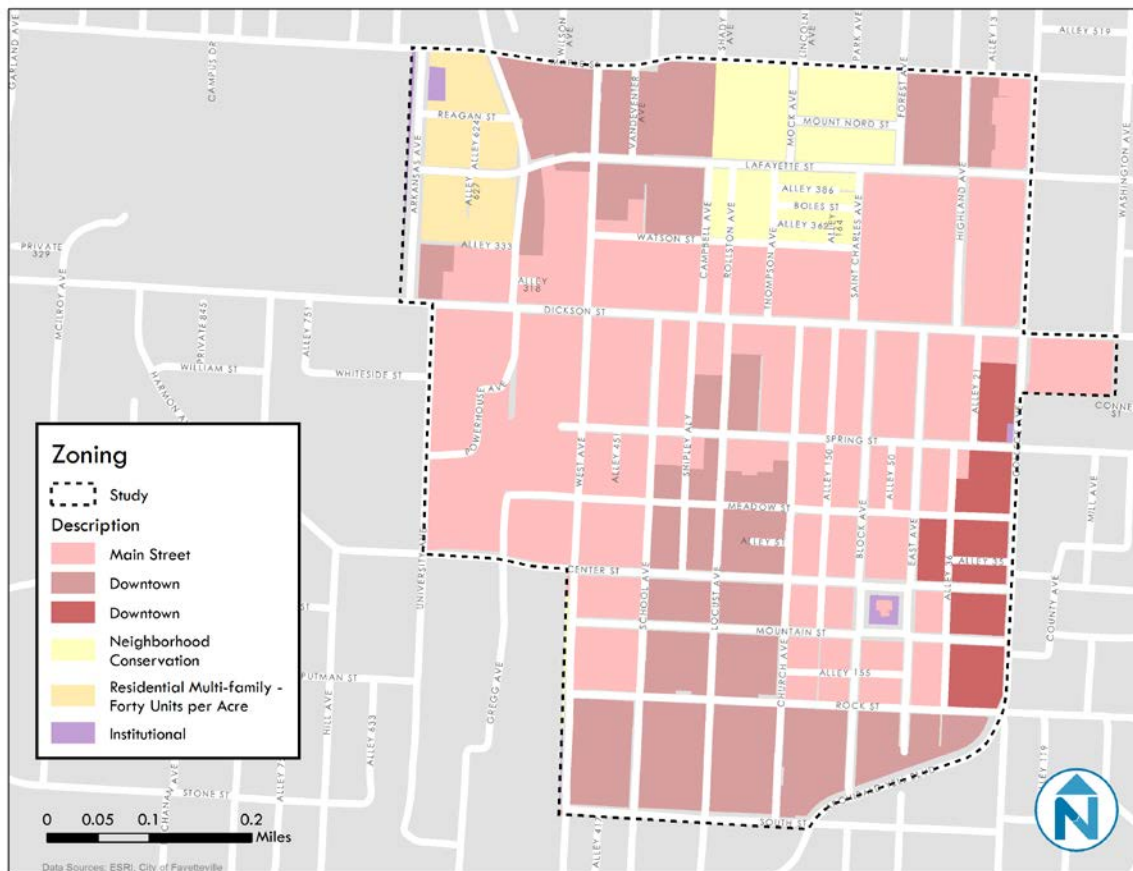
As currently configured, Fayetteville’s Code of Ordinances allows some **flexibility in its minimum and maximum requirements—another best practice**. Several regulations allow for reduced residential parking requirements, such as transit provision or on-street parking. Conversely, developers may increase the number of off-street parking spaces for a non-residential use if specific conditions are met.

Most of downtown Fayetteville falls into the Districts listed below, which have specific use requirements.²⁵ These districts also have specific setback requirements, including a “build-to” zone between the front property line and 25 feet from the front property line. Districts in the study area (Figure 31) include:

- Downtown General
- Main Street Center
- Downtown Core

²⁵ Code of Ordinances, Chapter 161.

Figure 31 Parking Study Area Zoning



Residential Parking

Fayetteville’s required minimum parking regulations for residential zones are contained in “Standards For The Number Of Spaces By Use” (Chapter 172.05) and are fairly broad: two parking spaces are required for each single-family, duplex, or triplex dwelling unit; for multifamily or townhouse dwelling units, one parking space is required per bedroom (Figure 32). These parking minimums also serve as maximums.

Fayetteville’s zoning allows for up to a 10-15% decrease in residential parking requirements based on context, reflecting some of the realities of parking demand. These context factors include: proximity to transit stops (one-quarter mile radius), the inclusion of motorcycle and scooter spaces or bike racks, and the implementation of shared parking. On-street parking located adjacent to a development’s frontage can also count toward the site’s total parking requirements. These factors reflect how facilities for alternative modes can change parking demand – i.e. it is more likely for a person to ride a bicycle if there is a safe place to park it at home, or to take transit if it is located nearby.

Other factors also play a role in parking demand and are not included in Fayetteville’s regulations. These factors include the mix of adjacent land uses, demographic characteristics of the community, availability of other alternatives (biking/walking), traffic demand management programs, vehicle ownership rates, housing unit size, share of affordable housing units, etc.

Figure 32 provides a comparison of residential parking minimums/maximums to ITE standards. Fayetteville’s parking minimums for residential uses are higher than ITE-predicted peak demand. Thus, even in the evening (which is the time of day when most vehicles are parked at residential uses) there are likely spaces unoccupied at developments built to these standards.

Figure 32 Residential Parking Ratios

| Principle Use | | Fayetteville Required Minimum Spaces | ITE Peak Parking Demand Rates | Fayetteville vs. ITE |
|---------------|-----------------------------------|--------------------------------------|-------------------------------------|----------------------|
| Residential | Single-family, duplex, or triplex | 2.0 spaces per dwelling unit | 1.2 per Dwelling Unit ²⁶ | Above |
| | Multifamily or townhouse | 1.0 spaces per bedroom | 1.2 per Dwelling Unit | Above |

Non-Residential Parking

In contrast to minimum parking requirements, Fayetteville’s parking maximums for non-residential uses restrict the total number of spaces that can be constructed. Reasons for setting maximum requirements may include a desire to restrict traffic from new development, promote alternatives to the private vehicles, or limit the amount of valuable downtown land that is devoted to parking. Parking maximums can be introduced in any place where there are or could be measures in place to combat spill-over parking to nearby properties or streets. While the policy is most likely to be appropriate in transit corridors, downtown, and areas with high levels of traffic congestion, it can be useful in any district that wants to limit traffic or the amount of land devoted to parking.

Fayetteville’s parking maximums can be adjusted relatively easily by developers. Developers can automatically increase off-street parking by 15% above the maximums listed in Figure 33. In exchange for stormwater mitigation such as bioswales or pervious pavement, or planting trees, a developer can increase the parking maximum by an additional 15%. Thus, some of the maximums in both Figure 32 and Figure 33 can be increased up to 30% depending on other aspects of a given development.

²⁶ Urban Low/Mid-Rise Apartment (ITE code 221)

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Figure 33 Sample of General Parking Ratios under Fayetteville's Code of Ordinances

| Principle Use | | Fayetteville Required Maximum Spaces | ITE Peak Parking Demand Rates | Fayetteville vs. ITE |
|---------------|--|---|-------------------------------|----------------------|
| Medical | Hospital | 1.00 per bed | 4.49 per Bed | Below |
| | Convalescent Home, Assisted Living, Nursing Home | 0.50 per bed | 0.35 per Bed | Above |
| | Medical/dental office | 4.00 per 1,000 sq ft | 4.94 per 1,000 sq ft | Below |
| | Funeral Homes | 0.25 per seat in main chapel, plus 1.00 per two employees, plus 1.00 reserved for each vehicle used in connection with the business | 0.20 per seat* | Above |
| Civic | Community Center | 4.00 per 1,000 sq ft | 3.20 per 1,000 sq ft | Above |
| | Church/religious institution | 0.25 per seat (main auditorium); 1 per 40 sq ft (assembly area)** | 0.20 per seat | Above |
| Industrial | Wholesale | 1.00 per 1,000 sq ft | 0.5 per 1,000 sq ft | Above |
| | Warehousing | 0.5 per 1,000 sq ft | 0.5 per 1,000 sq ft | (same) |
| Entertainment | Bowling Alley | 6.00 per lane | 3.13 per lane | Above |
| | Golf Course | 3.00 per hole | 3.56 per hole (Weekday PM) | Below |
| | Theater | 0.25 per seat | 0.46 per seat^^ | Below |
| Commercial | Retail Stores and Shops | 4.00 per 1,000 sq ft GFA | 2.87 per 1,000 sq ft | Above |
| | Hotels and Motels | 1.00 per guest room, plus 75% of spaces required for accessory uses | 0.95 per occupied room^ | Above |
| | Furniture and Carpet Store | 2.00 per 1,000 sq ft GFA | 1.22 per 1,000 sq ft | Above |
| | Professional Office | 3.33 per 1,000 sq ft | 2.84 per 1,000 sq ft | Above |
| | Sales Office | 5.00 per 1,000 sq ft | 2.84 per 1,000 sq ft | Above |
| | Restaurants | 10.00 per 1,000 sq ft, plus 4 stacking spaces per drive-thru window | 0.47 per seat | Below** |

*APA standards; ** Whichever metric provides more spaces; ^ average of hotel and motel demand; ^^ Movie Theater with Matinee (Saturday, Peak Hour); Required minimum spaces standardized for comparison.

** Assuming 50 sq. ft. per 4-seat dining table, Fayetteville requires 0.125 spaces per seat.

PARKING PROVISION BEST PRACTICES

Figure 34 compares best practices for urban parking management to Fayetteville’s existing practices. While Fayetteville is not hyper-urban, the heart of downtown is a walkable, mixed-use environment that lets residents and visitors alike enjoy a more urban lifestyle. Parking regulations often underpin development decisions and should be carefully considered for their impact on the built environment.

Fayetteville’s zoning follows several best practices in parking provision, including parking maximums, encouragement of shared parking, and bicycle rack provision. These elements taken together can help to shape a more efficient parking system that encourages travel by multiple modes and regulates the overall number of parking spaces provided.

However, in other ways, the zoning code could be updated to facilitate a more multimodal planning environment. For example, no regulations exist that encourage safe pedestrian access across driveways or promote transportation demand management programs.

Figure 34 Parking Best Practices Compared to Fayetteville Policies

| | Best Practices | Existing Regulation |
|----------------------|---|--|
| Parking Requirements | <p>Reduced Parking Minimums: In a number of municipalities, parking minimum requirements can be reduced when certain conditions are met, such as central business districts, or with a specific percentage of affordable housing.</p> <p>Removed Parking Minimums: Some places have done away with minimum parking requirements for the entire municipality while others have targeted specific zoning districts.</p> <p>Parking Maximums: In a growing number of municipalities, parking minimums have been replaced with parking maximums. In some cases, the amount required as a minimum is directly converted to a maximum. In others, the current standards are rejected altogether and a new analysis is carried out based on local auto ownership rates and commuting patterns.</p> | <p>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</p> <p>Parking Maximum Increases: Developers are automatically allowed to increase the number of off-street parking spaces by 15% above the City’s maximum. Developments are allowed to further increase parking spaces another 15% by using alternative stormwater treatment techniques or planting trees (more or less trading one environmentally positive treatment for another).</p> <p>Residential Parking Reductions: Minimum required residential parking can be reduced under the following circumstances:</p> <ul style="list-style-type: none"> • Properties located within a quarter-mile radius of a transit stop (max 15% reduction). • Replace vehicle parking spaces with a motorcycle/scooter space (max 10% reduction). • Replace vehicle parking spaces with a bicycle rack (max 10% reduction). |
| Shared Parking | <p>Remote off-site parking Shared parking up to 1,000 foot walking radius is common.</p> <p>Park-once Required parking spaces for all uses in all districts need not be limited to use by residents, employees, occupants, guests, visitors, or customers of such uses and may be used for general public parking. This enhances the inherent “park-once” efficiency</p> | <p>Shared parking is allowed for groups of uses including residential uses only. Shared parking requires an agreement and is permitted only where the peak parking demand of the existing or proposed occupancy occur at different times (either daily or seasonally)—both of which limit the ability and incentive to share. Three arrangements exist in Fayetteville’s Code of Ordinances:</p> |

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| | | |
|--------------------------------------|---|--|
| | <p>of a downtown area. Shared parking can be provided on-site or in other private facilities through agreements.</p> <p>Sharing public parking</p> <p>Potential to consider public parking (on- or off-street) as part of shared supply.</p> | <ul style="list-style-type: none"> • Shared Parking Between Developments: Formal arrangement encouraged between uses with non-conflicting parking demands (e.g. bank and church). • Shared Parking Agreement: To be filed if a privately owned parking facility is serving two or more separate properties. • Shared Spaces: A complex regulation states that: "Individual spaces identified on a site plan for shared users shall not be shared by more than one (1) user at the same time." (172.05) |
| Change-of-use Exemption | <p>Accommodation of small parcels</p> <p>When buildings and parcels are converted to new uses, exemptions from parking requirements may be granted when providing the required amount of parking on-site is infeasible.</p> <p>Promotion of small commercial reuse</p> <p>Allow for exemptions in cases where overall building and parcel in use is below a certain size (e.g. 5,000 sq ft).</p> <p>Allow for exemptions in cases where building and parcel in use is to a lower parking intensity.</p> | <p>Parking requirements are entirely waived for Change of Use in three districts, regardless of project size (a best practice): Downtown Core, Main Street Center, and Downtown General.</p> |
| In-Lieu Fees | <p>Funding shared parking with in-lieu fees</p> <p>Where zoning requirements for minimum numbers of parking spaces exist, a parking in-lieu fee or payment has found great success at reducing parking supply for dense mixed-use areas that have lower parking demand or high potential for sharing. Fees vary widely.</p> | <p>None.</p> |
| Parking Location Requirements | <p>Improving walkability</p> <p>No front yard parking in downtown area.</p> <p>Reduced or eliminated minimum building setback requirements in downtown area.</p> | <p>Front yard parking is not prohibited, but landscaping requirements make its provision difficult. For property lines adjacent to the Master Street Plan, 15-foot wide landscaped areas must be provided. Setbacks of less than 15 feet may be allowed in "Urban Zoning Districts". For residential zones (excluding single family and two-family uses) and non-residential zones, all developments must feature a 15-foot landscaped setback (177.04).</p> <p>Note, right-of-way requirements for streets are designated by the Master Street Plan (166.18).</p> |
| Curb Cuts | <p>Reduction in curb cuts</p> <p>In downtown or village center zoning districts, development reviews emphasize a prohibition of curb cuts and driveway openings along key transit, bicycle, and/or pedestrian routes whenever possible.</p> <p>Pedestrian accommodation</p> <p>Where curb cuts are present, standards expect a level crossing for pedestrians (raised driveway) and</p> | <p>Fayetteville's Code of Ordinances includes specific provisions regulating curb cuts and driveways for vehicle ingress and egress based on property use and street typology (166.08.F).</p> <ul style="list-style-type: none"> • Unless shared, curb cuts must be a minimum of five-feet from adjoining property lines. Curb cuts must be a minimum of 250-50 feet from the nearest intersection or driveway depending on street type. • Curb cuts are discouraged for single-family homes on arterial or collector streets. |

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| | | |
|-------------------------------------|--|---|
| | <p>clear sightlines for exiting motorists to see pedestrians.</p> <p>Access management</p> <p>Encourage joint access to multiple lots through shared driveway/curb-cut access.</p> | <ul style="list-style-type: none"> If a new curb cut is granted for a parking lot that was constructed before the Code of Ordinances was passed, the parking area must be brought into compliance with all existing ordinances. <p>No regulations exist related to pedestrian access across curb cuts.</p> |
| Car-Share Provision | <p>A minimum number of car share spaces are required to be provided free of charge to car share services (such as Zipcar), in relation to the amount of parking provided and proximity to transit.</p> | <p>None.</p> |
| Unbundled Parking | <p>Any parking spaces offered to tenants of a new development offered as a fee-based option distinct from charges established for renting, leasing, or purchasing primary-use space within the development. These fees shall reflect market realities (i.e., the actual value of parking).</p> <p>Unbundled parking makes housing more affordable for tenants or buyers who do not have a vehicle (or who have fewer vehicles than standards would indicate) without affecting price for others. In addition, it makes the cost of providing parking clear to residential and commercial tenants and buyers, and to help them make more informed decisions about their transportation needs.</p> <p>Typically, unbundled parking leads to reduced parking demand (10-30%²⁷), which in turn lets developers build less parking and more of the functional building space (whether that is living units, commercial space or office space). A conservative approach may be to ease minimum requirements by 20%.</p> | <p>None.</p> |
| Bicycle Parking Requirements | <p>Minimum bike parking facilities are provided in relation to the scale of development, and minimum APBP-compliant design standards for such parking facilities are specified.</p> | <p>All new building construction or expansion requiring five or more off-street vehicle parking spaces must provide bicycle parking. Non-residential developments are required to provide one bicycle rack for every 20 vehicular parking spaces, with a minimum of one rack per development. Residential developments are required to provide one bicycle rack for every 30 dwelling units, with a minimum of one rack per development.</p> <p>Up to 10% of required vehicle parking may be substituted with bicycle parking at the following rate: one additional bicycle rack per one automobile space. This regulation is allowed in addition to other variances, reductions, and shared parking agreements (§ 172.05).</p> |

²⁷ Todd Littman, Victoria Transport Policy Institute.

| | | |
|--|---|--------------|
| Transportation Demand Management Program Requirements | <p>Regulations to encourage Transportation Demand Management (TDM) programs by building managers. A sample of TDM programs includes:</p> <ul style="list-style-type: none"> ▪ Pre-Tax transit benefits – Employees are provided with access to “transit checks,” vouchers, or debit card systems that allow the use of pre-tax income for purchase of transit fares. ▪ Preferential parking for carpooling, for instance 10% of all parking spaces are set aside for carpool vehicles prior to 9:00 AM on weekdays, or provide carpool parking in prime locations. ▪ Provide ride-sharing services, such as a carpool and vanpool incentives, customized ride-matching services, a transportation information package for new employees and residents, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents. | <p>None.</p> |
|--|---|--------------|

BEST PRACTICE SUMMARY

Overall, Fayetteville’s zoning requirements follow several national best practices, including allowing for shared parking, robust bicycle parking requirements, and maximum parking requirements for many uses, rather than parking minimums. However, the City can influence travel behavior and reduce parking demand through multiple additional forward-thinking strategies:

- **Unbundling parking spaces from multi-unit residential developments permits developers to construct and include less parking, lowers the cost of housing, and raises the likelihood that new residents will travel by public transit, biking, or walking.**
- **Transportation demand management programs incentivize employees and residents alike to use public transit or carpool, and reduces their reliance on a personal vehicle.**
- **Promoting car-share by designating downtown parking spaces for car-share services such as Zipcar provides downtown residents with flexible access to a car, and enables those who wish to forgo owning a personal vehicle.**

These strategies, in combination with Fayetteville’s existing parking practices, could promote multimodal transportation downtown and lower the need for dedicated parking facilities.



LAND USE AND FUTURE PARKING DEMAND

Fayetteville Mobility Study

June 2017



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1 INTRODUCTION

Parking does not exist independently; it is intricately intertwined with the overall mix of land uses and activities it serves. As Fayetteville evolves and attracts a variety of land uses, this relationship is critical. This memorandum explores the relationship between land use patterns and observed parking demand to project what may be expected in the future.

Fayetteville has taken progressive measures to capitalize on its mix of uses and walkable environment with active small-scale retail, restaurants, and bars. Careful consideration of how the land is zoned or used (built environment, roadways, open space, or parking) has a significant impact on the vitality of any business district. Current national trends are moving towards more residential and infill development with less parking; this is helping Fayetteville achieve broader economic development goals.

Zoning has shaped past and current land uses and parking supplies, and it must continue to evolve in tandem with the changing needs and desired environment in Fayetteville. A separate zoning review and best practices summary that links the land use topic to parking supply requirements has been prepared and can be found in the Parking Management Memorandum.

ABOUT THIS DOCUMENT

This memorandum includes a land use and parking analysis for three focus areas in Fayetteville using an adapted parking model. The model is based on the concepts that parking demand for different types of land uses changes over the hours of the day and that people parking in a mixed-use downtown like Fayetteville's are regularly sharing spaces for more than one land use. By calibrating the model to match real observed demand (determined during utilization counts), potential parking demand as future developments are proposed and implemented can be ascertained.

In addition, the team modeled two development scenarios for each of the three focus areas to determine the expected parking demand. This demand can be compared to existing supply to understand how parking may need to change in the future to support demand and to meet City goals.

2 LAND USE AND PARKING ANALYSIS METHODOLOGY

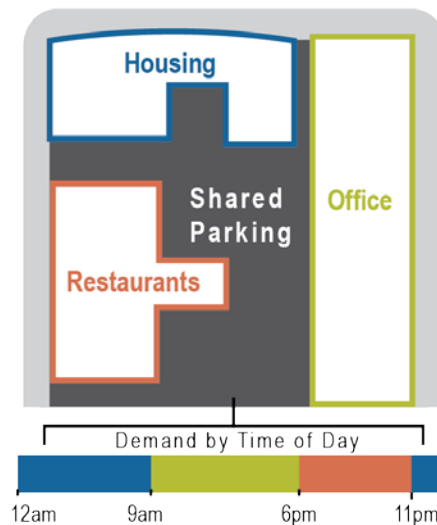
This analysis examines the relationship between land use, parking supply, and parking demand (estimated and observed) for both today and the future in Fayetteville. The methodology uses observed parking utilization data (detailed in the *Existing Conditions Parking Inventory and Utilization* memorandum) together with national standards and practices to understand the sufficiency of parking supply throughout the day. The methodology, as described below, uses ratios adapted for Fayetteville to calibrate a model that is appropriate the context of Fayetteville's mixed-use focus areas.

METHODOLOGY DETAILS

Understanding the relationship between land use patterns and parking demand is critical. The studied areas have distinct parking districts and user profiles which pose challenges to managing resources. Traditional development expectations often assume that parking will be provided for each separate development with little or no consideration of shared parking or access among different uses. This may be applicable to suburban sites with lots of space and isolated single land uses, but is not appropriate in a mixed-use environment like Fayetteville's Downtown Square Business District and Dickson Street Entertainment District.

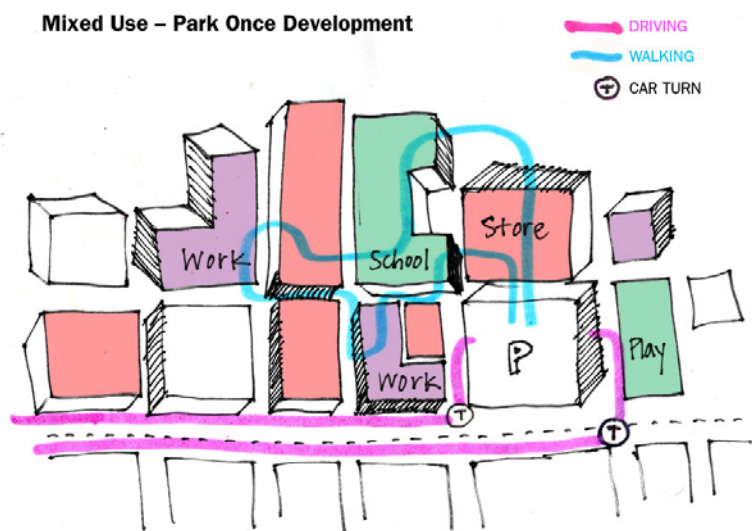
In a proven principle often referred to as “**staggered peaks**,” the actual demand for parking varies by use throughout the hours of a day and days of a week: office space generates parking demand during traditional weekday business hours; parking for residential housing is often highest overnight as many residents use their cars during the day; and the parking demand generated by bars and restaurants is highest during meal times and into the evening (Figure 1). If parking is shared between multiple uses, the aggregated parking demand by time of day is less than the total that would be programmed separately for each use.

Figure 1 Parking Demand Varies by Use throughout the Day



A second principle of shared parking in a mixed use area is often referred to as “**internal capture**,” whereby a single parking space that is used for one use at a single time may serve another use at the same time simply by the virtue of someone walking to a second destination after parking at their first destination. For example, stepping out of work to grab a sandwich next door eliminates demand for a parking space at the sandwich shop; buying coffee before heading upstairs to your office eliminates demand for a parking space at the coffee shop; and picking up dry cleaning around the corner after parking at home eliminates demand for a parking space at the dry cleaner (see Figure X). Mixed use areas naturally promote this type of shared parking which eliminates the need for many redundant parking spaces.

Figure 2 Parking Demand Is Reduced When People Visit More Than One Destination on Foot



Mixed use areas typically experience reductions in traditional parking demand expectations as a result of both **staggered peaks** and **internal capture** to varying degrees, depending on how well uses are mixed together and what the walking environment is like between them. There are several anecdotal ways in which Fayetteville’s Downtown Square Business District and Dickson Street Entertainment District already support similar shared parking patterns, and the methodology shown in this memorandum is based off of those findings. In particular:

- Patrons of restaurants who also visit bars are sharing parking
- Drivers who park in church parking lots Monday through Saturday to go to restaurants/offices etc. are sharing parking
- An informal shared agreement exists between residents and employees downtown and a neighboring church that allows people to use the church parking lot except during church service/event times on Wednesday and Sunday.
- Other informal agreements allow restaurant employees to use daytime worker spaces at night.
- Evening patrons of the Walton Arts Center and other entertainment venues who park for a show and then eat dinner and/or get a drink are sharing parking. Additionally, parking is shared by a lunch crowd during the day.

The analysis methodology used in this memorandum is different than a traditional parking generation exercise due to the "staggered peaks" and "internal capture" shared parking principles observed in Fayetteville. Most often, parking generation analyses rely on the Institute of Transportation Engineers' (ITE) periodic report titled *Parking Generation*, which is the prevailing national standard in determining parking demand for a development. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. The most recent parking generation manual available is the 4th edition (2010) and *is used as a comparative starting point to determine baseline assumptions*. However, as described previously, to model a mixed-use business district environment, Nelson\Nygaard used an adapted parking model with inputs from the Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) and Fayetteville-specific land use and parking data to accommodate staggered peaks and internal capture.

To model the parking demand based on land use, the team used the following steps:

1. **Existing Land Use:** Categorize and aggregate existing land uses (by focus area) to determine the built square footage that attracts parking demand and adjust for known vacancy rates.
2. **Traditional Parking Demand Model:** Calculate and compare how much parking would be "needed" if each land use had its own, dedicated supply of parking based on the Institute of Transportation Engineers' (ITE) *Parking Generation* guidebook using existing land uses in the study area.
3. **Adapted Parking Model:** Apply an adapted parking model derived from the Urban Land Institute's (ULI) *Shared Parking Manual* to show the expected parking demand throughout the course of an average weekday, adjusted for staggered peaks and internal capture.
4. **Observed Parking Demand:** Compare the adapted model-generated parking demand to observed parking utilization counts collected in Spring 2016 and calibrate the model if necessary to match observations.
5. **Future Land Use:** Add future development scenarios to the existing land uses and model the new expected parking demand. Future development is more likely to behave like current observed demand, so the future model relies on the outputs from the Adapted Model with existing land uses.

Activity Areas

Working with the City of Fayetteville, the project team selected three smaller focus areas within the overall parking study area that provide different contexts for parking demand. Each area has an approximate 2-minute walk radius (4-minutes across) and represents where drivers going to certain land uses might park. A close examination of parking demand and land use intensity in these areas provides insight into the relationship between the two. Each focus area has unique characteristics, and all enjoy the walkable, mixed-use, and vibrant character of the Downtown Business and Entertainment Districts. These areas are shown in Figure 3. Regarding the proximity of one focus area to another, it is noted that the analysis cannot fully account for cross-activity, such as if a driver parks in one focus area and visits another.

The land use analysis is presented in three focus areas:

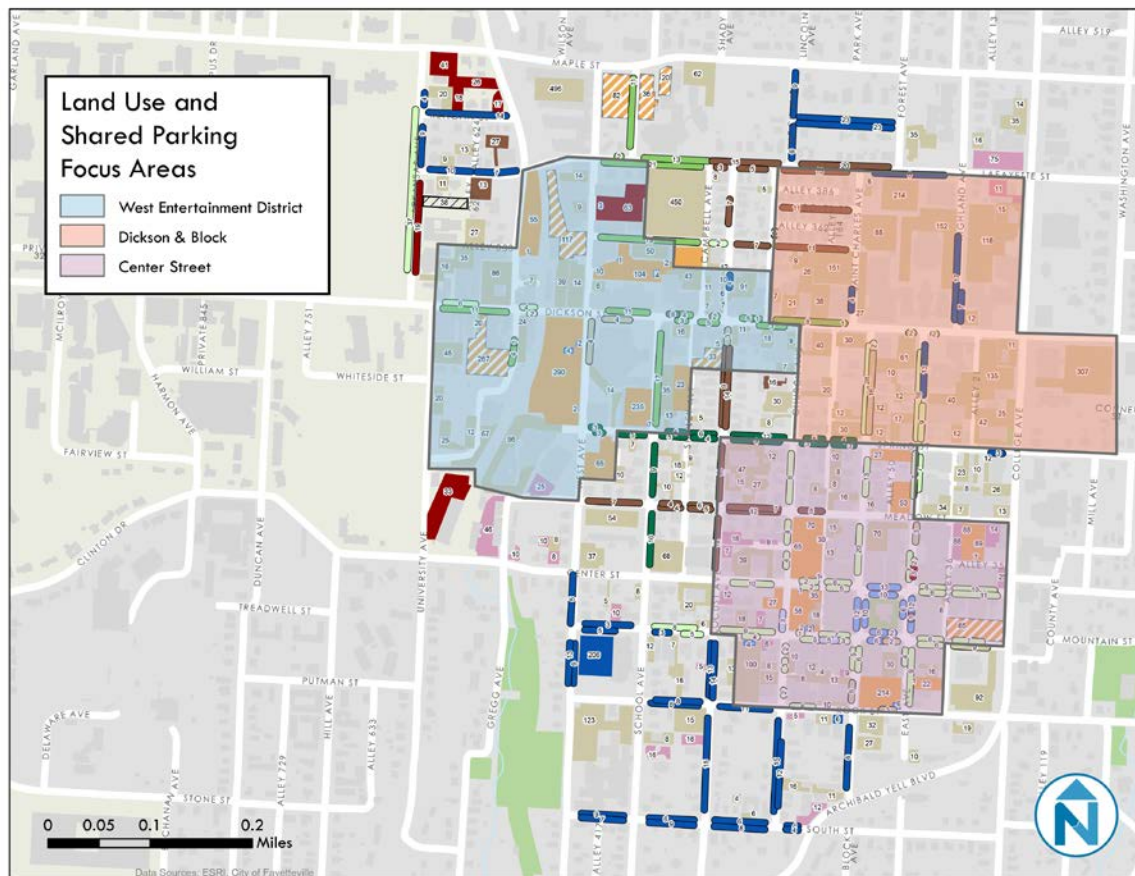
- **Dickson & Block:** A focus area that contains some businesses along Dickson, the Washington County Circuit Court, and several law, accounting, and newspaper offices.

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Boundaries include Lafayette and Spring Streets on the north and south and a combination of College, Church, and Thompson Avenues on the east and west. This area also contains a large concentration of churches.

- **Center Street:** This area represents the traditional downtown core mostly located within the Downtown Business District. Land uses are currently dominated by office buildings, banks, and general retail, with some residential and hotel uses. The thrice-weekly Fayetteville Famers' Market takes place at the center of this focus area.
- **West Entertainment District:** This area contains the busiest portions of the Entertainment District, including both the Walton Arts Center and the significant retail and restaurant concentration along Dickson Street. It includes large municipal parking facilities such as the West Lot and the Spring Street Deck.

Figure 3 Land Use and Shared Parking Focus Areas



Existing Land Use

Washington County's 2016 Assessors Database, which includes land use type and gross floor area by building, is the basis for the focus area land use analysis. The team cross-checked the database with observations of downtown and City staff to confirm its accuracy, then separated the information by focus area into use categories that are compatible with ITE and ULI/Nelson\Nygaard parking demand equations. Parks, parking lots, vacant parcels, and vacant buildings are excluded as non-regular parking generators. Single family, two-family, and three-family housing were also excluded in this modeling exercise because these developments typically have their own driveway parking and do not rely on other parking resources. The existing land use summary of all focus areas is shown in Figure 4.

To adjust the existing land use database to reflect today's conditions, the team applied a 10% vacancy rate for retail and 13% vacancy rate for office space, as identified in a commercial real estate market summary (2016)¹. A residential vacancy rate was not applied. The same vacancy rates were applied in all three focus areas.

¹ University of Arkansas Center for Business and Economic Research (2016) Commercial Real Estate Market Summary for Benton and Washington Counties.

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Figure 4 Existing Land Use in Focus Areas

| Land Use | Dickson & Block Sq. Ft./Units | Center Street Sq. Ft./Units | West Entertainment District Sq. Ft./Units |
|----------------------------|-------------------------------------|--|---|
| Bank | | 92,000 Sq. Ft. | 1,000 Sq. Ft. |
| Church | 91,000 Sq. Ft. | | 8,000 Sq. Ft. |
| Cleaners/Laundromat | | 21,000 Sq. Ft. | 13,000 Sq. Ft. |
| Coffee/Donut Shop | | 13,000 Sq. Ft. | |
| Convenience Market | 3,000 Sq. Ft. | | |
| Farmers Market | | 100,000 Sq. Ft. ² | |
| Fast Food | | | 7,000 Sq. Ft. |
| Funeral Home | | 7,000 Sq. Ft. | |
| General Retail | 43,000 Sq. Ft. | 75,000 Sq. Ft. | 106,000 Sq. Ft. |
| Government Office | 145,000 Sq. Ft. | 11,000 Sq. Ft. | |
| Hotel | | 206 Rooms | 10 Rooms |
| Low to Mid Rise Apartment | | 132 Units | 325 Units |
| Medical/Dental Office | 7,000 Sq. Ft. | 9,000 Sq. Ft. | 2,000 Sq. Ft. |
| Office | 112,000 Sq. Ft. | 360,000 Sq. Ft. | 30,000 Sq. Ft. |
| Quality Restaurant | | 6,000 Sq. Ft. | 16,000 Sq. Ft. |
| Residential Condominium | 16 Units | | |
| Sit-Down Restaurant/Bar | 4,000 Sq. Ft. | 27,000 Sq. Ft. | 65,000 Sq. Ft. |
| Sit-Down Restaurant/No-Bar | | 56,000 Sq. Ft. | 18,000 Sq. Ft. |
| Theater | | | 2,590 Seats |
| Total | 405,000 Sq. Ft. 16 Units | 677,000 Sq. Ft. 132 Units 206 Hotel Rooms +Farmers Market | 266,000 Sq. Ft. 325 Units 10 Hotel Rooms 2,590 Theater Seats |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area counts.

² Equivalent for use as grocery store land use type

Modeling Parking Demand

Traditional Parking Analysis

The Institute of Transportation Engineers (ITE) produces a periodic report titled *Parking Generation*, which is the prevailing national standard in determining expected parking demand for a development or set of land uses. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. These studies are often based on peak hour demands of suburban sites with isolated, single land uses which have free parking³. To calculate the parking “required” for a development, an analyst compares peak parking demand by use to the size of the use and assumes that **the peak amount of parking is required all day every day exclusively for that use.** (Figure 5)

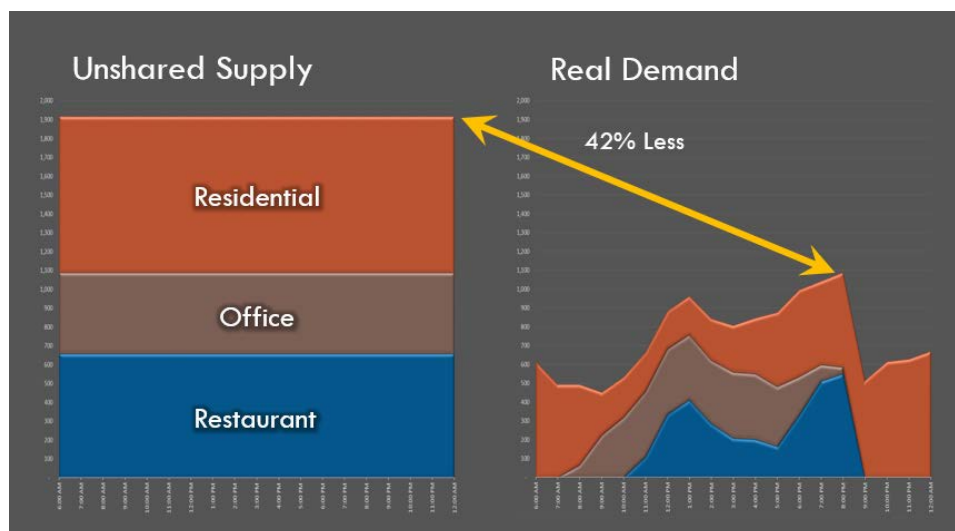
The approach for Fayetteville includes ITE peak period parking demand rates as guidelines to benchmark how the existing parking supply in each focus areas compares to its land uses, enabling the team to confirm that parking in Fayetteville is shared and to what degree.

Adapted Parking Model

Nelson\Nygaard’s experience indicates that projections using standard ITE parking rates tend to overestimate demand for areas like the Fayetteville parking study area. Mixed-use areas offer the opportunity to share parking supply between various uses. Throughout the day, different uses have different peak demands: for example, an office may have a high demand until 5 p.m., and a restaurant open for dinner may have a high demand only after 5 p.m. This reduces the total number of spaces required to accommodate demand by the same land-uses in stand-alone developments (Figure 5).

Both ITE and the Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) report demand by time of day for most land uses. By layering this information with peak parking ratios, an analyst can determine a more realistic peak parking demand for all uses in a given area.

Figure 5 Example: Traditional Expected Parking Demand v. Real Demand Profile



³ Institute of Transportation Engineers, *Parking Generation* 4th Edition, 2010, page 2

To model this mixed-use environment, Nelson\Nygaard used an adapted parking model as described in Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) plus applied context factors specific to Fayetteville. Adjustments to the model include:

Time of Day: Time of day adjustment factors for demand by use provide a more accurate depiction of different land uses' parking demand profiles throughout the course of a day. For example, residential land uses generate greater demand during the early morning and evening peaks when residents are at home, and traditional office buildings generate greater parking demand during the morning and into the early afternoon periods when people are at work. These factors help to produce "staggered peaks" for different land uses and create a more accurate depiction of how parking supply is actually used throughout the course of a day.

Internal Capture: Unlike traditional stand-alone developments, mixed-use and walkable environments in Fayetteville's Downtown Business and Entertainment Districts encourage and provide opportunities for customer, visitors, and employees to visit multiple destinations using one parking space, rather than having to drive and park multiple times during a visit. For example, an office employee who walks to a sandwich shop does not generate any additional parking. This type of behavior is classified as "internal capture." A conservative percentage of internal capture reductions were applied to activity areas based on results of the land use mix, as well as observations of the existing walking, bicycling, and transit environment to convey people after parking.

Transportation Demand Management: Another parking demand reduction factor included in the analysis is an adjustment for transportation demand management (TDM). These types of programs work collectively to change how, when, where, and why people travel and provide people the options to reduce reliance on the single-occupant vehicle. TDM measures include a range of cycling, walking, transit, and carpooling incentives that can range from simple infrastructure such as bicycle parking, bus shelters, and sidewalks to more advanced information campaigns and financial incentives to leave the car at home. A TDM measure that many cities use is paid parking, which clarifies the real cost of parking provision for the user and may encourage some to use a more cost-effective mode of transportation such as walking, biking, or taking transit. The model applies limited TDM factors to employee and residential parking demand.

Parking Demand User Groups: These factors impact the final calculation by defining the average share of peak parking demand attributable to non-office employees and office visitors, which often have varying parking demand rates from traditional office employees. The factors are kept constant throughout all Fayetteville focus area. Twenty percent of peak parking demand is assigned to employees while seven percent of parking demand is assigned to office visitors. These numbers represent national averages derived from research efforts.⁴

Transit Access: This factor adjusts for the impact of transit on retail/restaurant access. Shopping centers with access to transit services appear to have lower peak parking demand than those sites without transit service.⁵ As all focus areas are located within Fayetteville's central business district and are served by the same transit lines, this value is kept constant at eight percent.

⁴ Shoup, D. C., & American Planning Association. (2005). The high cost of free parking. Chicago: Planners Press, American Planning Association.

Smith M.S., & Urban Land Institute. (2005). Shared Parking Second Edition.

⁵ Institute of Transportation Engineers. (2010). Parking Generation, Fourth Edition.

Model Calibration

In the spring of 2016, a parking utilization survey of all parking assets in the combined Fayetteville study area was conducted to accurately capture the downtown’s parking demand throughout the course of a weekday and weekend day. To understand how closely the modeled demand matches actual demand, this analysis compares the modeled results by time of day to observed utilization. A full analysis of the parking demand data is included in the Parking Inventory and Utilization Existing Conditions memorandum.

Development Scenarios

Using the Adaptive Model, a series set of analysis was performed to quantify the parking demand of potential future land uses with the current parking supply and demand. The goal of this exercise is to understand how parking needs will change as development intensifies, based on existing patterns.

The Nelson\Nygaard team worked with the City of Fayetteville to create two development scenarios for each focus area and determine how parking supply would support those scenarios. Scenario 1 represents a degree of development expected in the short-term, while Scenario 2 provides an insight as to how parking can support longer-term developments.

Figure 6 Development Scenarios Overview

| Additional Land Use | Dickson & Block | | Center Street | | West Entertainment District | |
|------------------------|-----------------|------------|---------------|------------|-----------------------------|------------|
| | Scenario 1 | Scenario 2 | Scenario 1 | Scenario 2 | Scenario 1 | Scenario 2 |
| Apartment Units | 150 | 350 | 375 | 375 | 50 | 500 |
| Retail Square Feet | 10,000 | 20,000 | 25,000 | 25,000 | 5,000 | 30,000 |
| Restaurant/Bar Sq. Ft. | | | | 40,000 | | |
| Theatre Seats | | | | | 500 | 500 |
| Movie Screens | | | | | 5 | 5 |

3 EXISTING AND FUTURE LAND USE & PARKING ANALYSIS

This section compares land use to parking supply and demand in the three focus areas. The model determines how much parking would be needed assuming that parking is used between land uses and people (customers, employees, visitors) visiting multiple destinations according to methodologies described above. The combined results of these analyses are then compared to the actual observed parking demand. The assumptions used in the existing land use analysis will also be applied to project future land use development and parking demand.

This analysis assumes that typically no more than 90% of the parking supply should be full⁶. This creates a "10% reserve," of parking spaces that can be used for overflow during events, overlap during peak times, and additional operational reserve. Thus, the charts in this memorandum include an "existing parking supply" and "reserve parking supply" which is 90% of the existing parking supply.

DICKSON & BLOCK FOCUS AREA

KEY FINDINGS: DICKSON & BLOCK FOCUS AREA

- The parking supply that exists in the area (over 1,700 spaces) is comparable to what a traditional, single-use suburban environment might require.
- Demand patterns show that parking is overbuilt. Almost 1,000 parking spaces remain unused throughout a typical weekday, with much more availability in the evening.
- The focus area has modeled peak parking demand ratios of 1.13 spaces per residential unit and 1.93 spaces per 1,000 square feet of usable non-residential floor area⁷.
- For each future development scenario, modeling indicates that there is enough supply in the focus area to satisfy the projected parking demand.
- The focus area can accommodate additional residential and retail infill development.

Existing Land Use

The Dickson & Block focus area consists of a relatively small mix of land uses with more than 300,000 square feet of retail and office space plus a large concentration of churches, and over 1,700 parking spaces. There are only a few residential units⁸. Land uses are grouped as accurately as possible into categories created by the Institute of Transportation Engineers Parking Generation 4th Edition (2010). Figure 8 shows the breakdown of land uses by category in the focus area; the square feet and units shown are not adjusted for any existing vacancies, but vacancy rates are included in parking demand calculations.

⁶ Pierce, G., Wilson, H., & Shoup, D. (2015, July 28). Optimizing the use of public garages: Pricing parking by demand. *Transport Policy*, 44, 89-95.

⁷ Peak hour is defined as 12 a.m. on a weeknight for residential demand and 11 a.m. on a weekday for non-residential demand

⁸ Since analysis was performed, Gather Dickson Apartments at St. Charles Avenue and Watson Street has opened with 90 apartment units and 151 parking spaces.

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Figure 7 Dickson & Block Focus Area Parking Supply Map

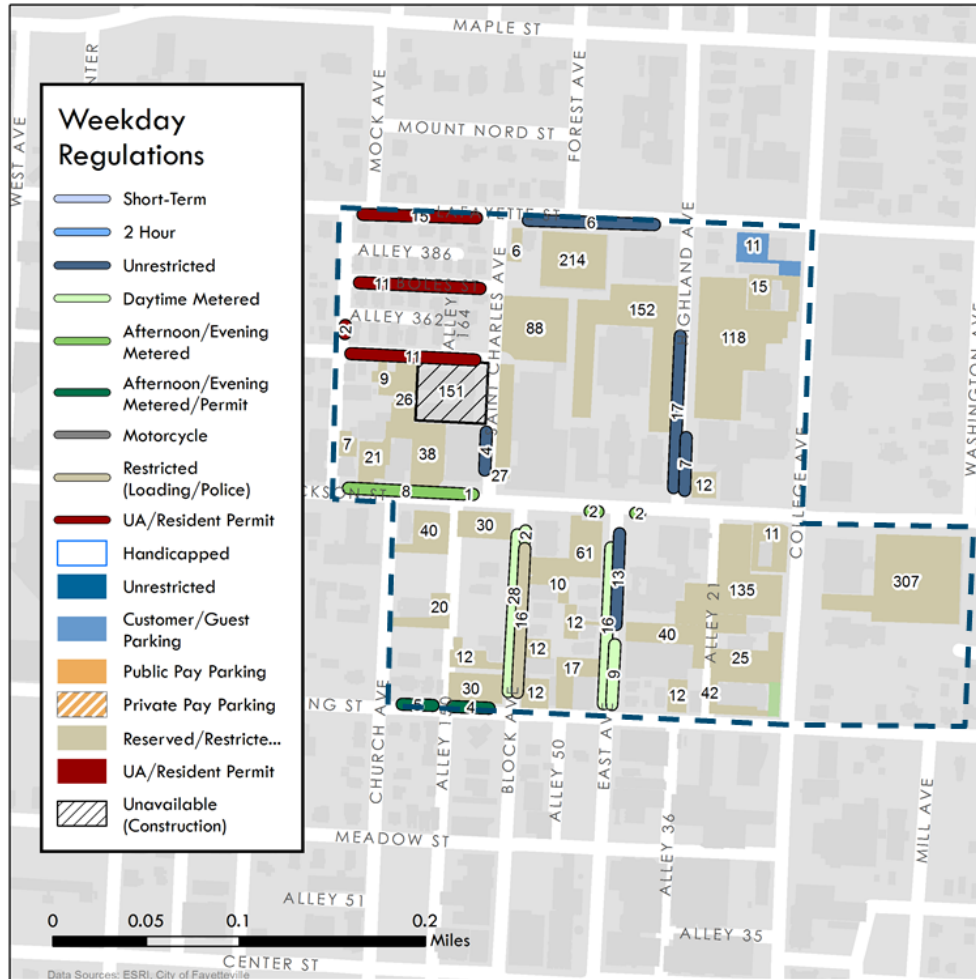


Figure 8 Dickson & Block Focus Area Existing Land Use and Parking Supply

| Land Use | FA/Units* |
|-------------------------|--------------------------------------|
| Bar/Nightclub | 4,000 SF |
| Church | 91,000 SF |
| Convenience Market | 3,000 SF |
| General Retail | 43,000 SF |
| Government Office | 145,000 SF |
| Medical/Dental Office | 7,000 SF |
| Office | 112,000 SF |
| Residential Condominium | 16 Units |
| Total | 405,000 SF 16 Units |

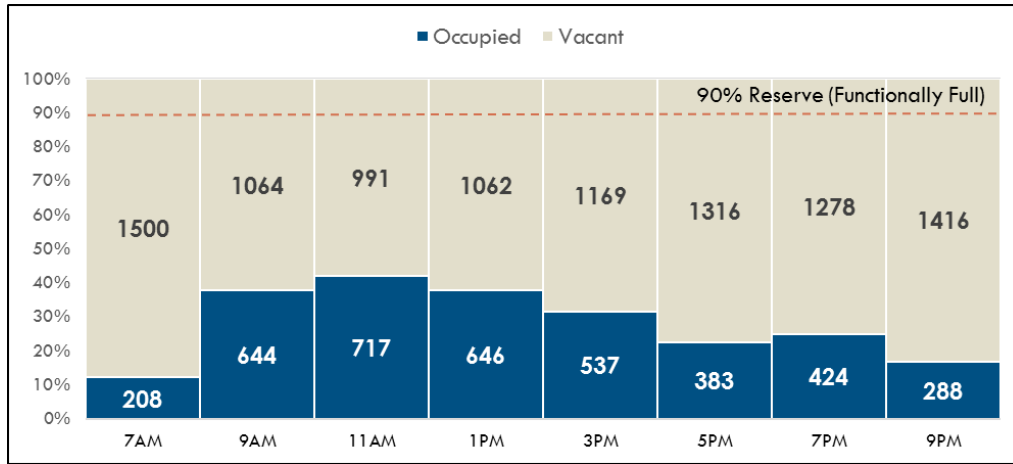
| Parking Supply | # of Spaces |
|---------------------------------------|--------------|
| Off-street Total | 1,572 |
| Off-street Publicly Available Parking | 0 |
| Off-street Private/Restricted Parking | 1,572 |
| On-street Total | 179 |
| Total | 1,751 |

Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.

Existing Parking Supply and Demand

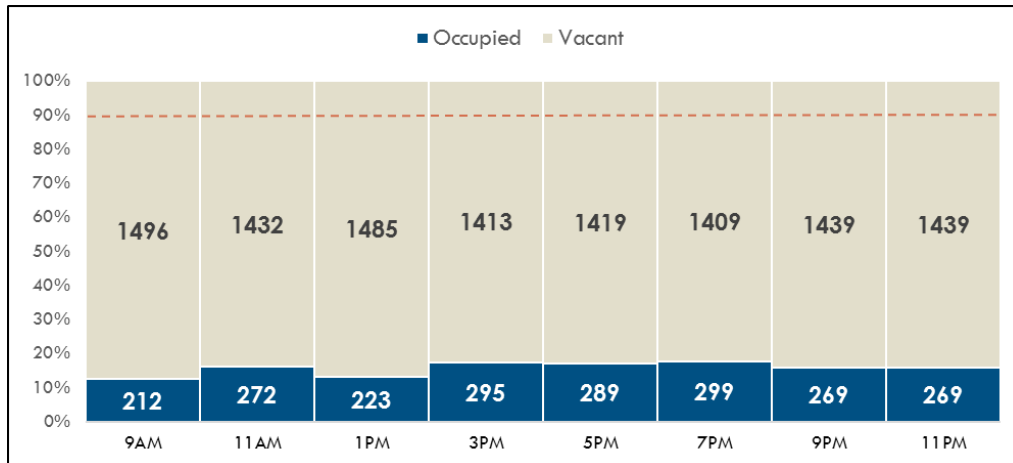
In the Dickson & Block focus area, there were 1,751 total parking spaces at the time of the data collection, as 151 new residential spaces were still under construction and not yet available. As Figure 9 shows, during the weekday midday peak, about 700 parked cars occupied about 40% of the parking supply. On the weekend, parking occupancy is much lower.

Figure 9 Dickson & Block Focus Area Observed Utilization (Weekday)



Utilization charts reflect observed vacancies and occupancies. Normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Therefore, the total number of observed spaces may vary by time period up to 10%.

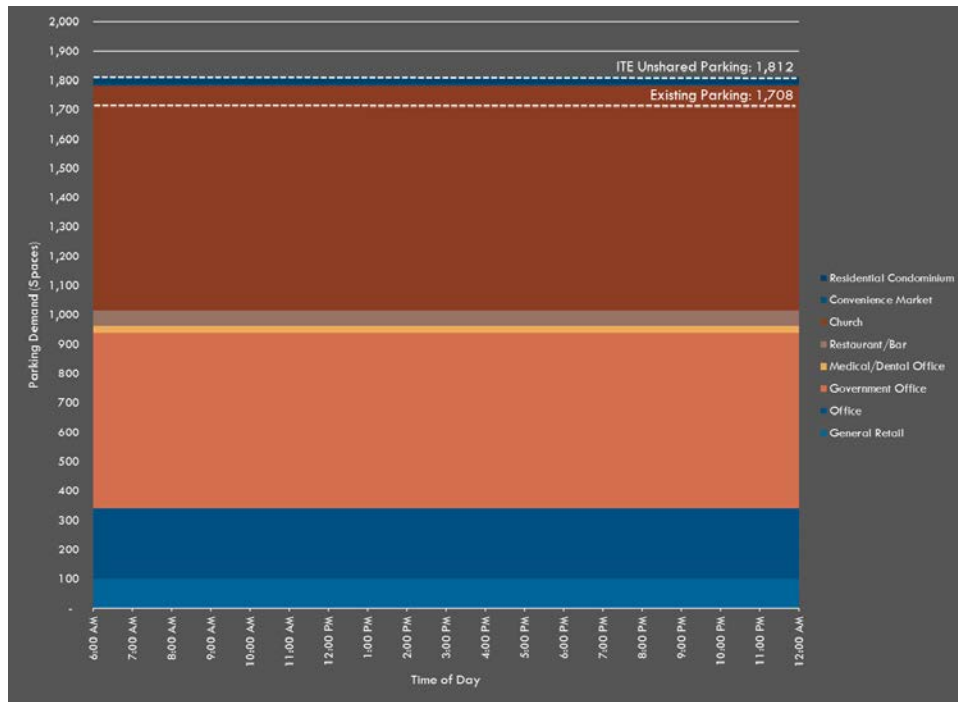
Figure 10 Dickson & Block Focus Area Observed Utilization (Saturday)



Existing Land Use Analysis

According to national parking generation rates from ITE (Figure 11), the needed number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 1,812 spaces. The Dickson & Block focus area has an existing supply of 1,751 spaces (excluding lots under construction at the time of data collection). Thus, the parking supply is about 100 spaces less than what national standards would suggest is needed, assuming each land use had its own separate parking supply.

Figure 11 Dickson & Block Focus Area Existing Parking Demand (ITE)



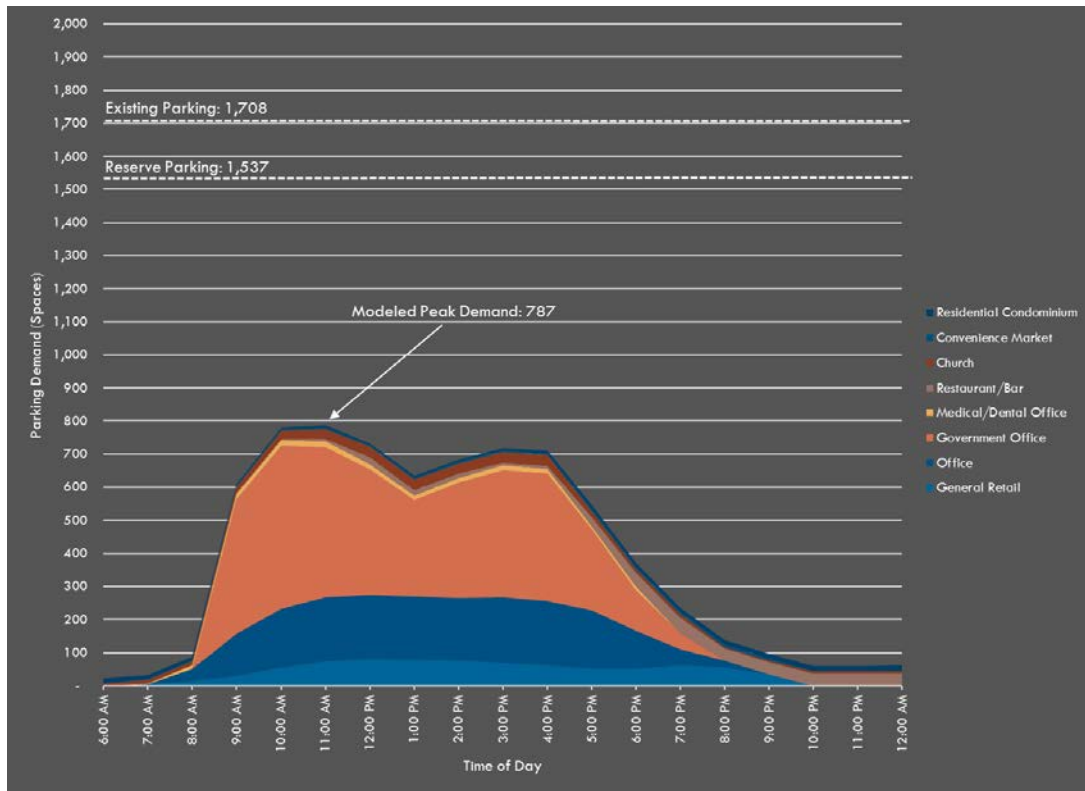
The model contains variables that account for different land use contexts as described in the preceding methodology section. The variables in Figure 12 are specific to the Dickson & Block focus area for weekday and Saturday cases.

Figure 12 Dickson & Block Focus Area Parking Demand Reduction Variables

| | Weekday | Saturday |
|--|---------|----------|
| Commercial Internal Capture | 14% | 0% |
| Residential Internal Capture | 14% | 0% |
| Employee TDM Program (Parking Pricing) | 5% | 0% |
| Resident TDM Program (Parking Pricing) | 5% | 0% |
| Retail Transit Access Effect | 5% | 0% |

While ITE estimates would require more than 1,800 parking spaces, the weekday parking demand model for the Dickson & Block focus area estimates a peak demand at 11 a.m. of 787 spaces (Figure 13) and a surplus of approximately 750 empty spaces, not including the 10% reserved supply. This finding indicates that overall the land uses in this area generate much less parking demand than national standards might require and that existing parking is overbuilt.

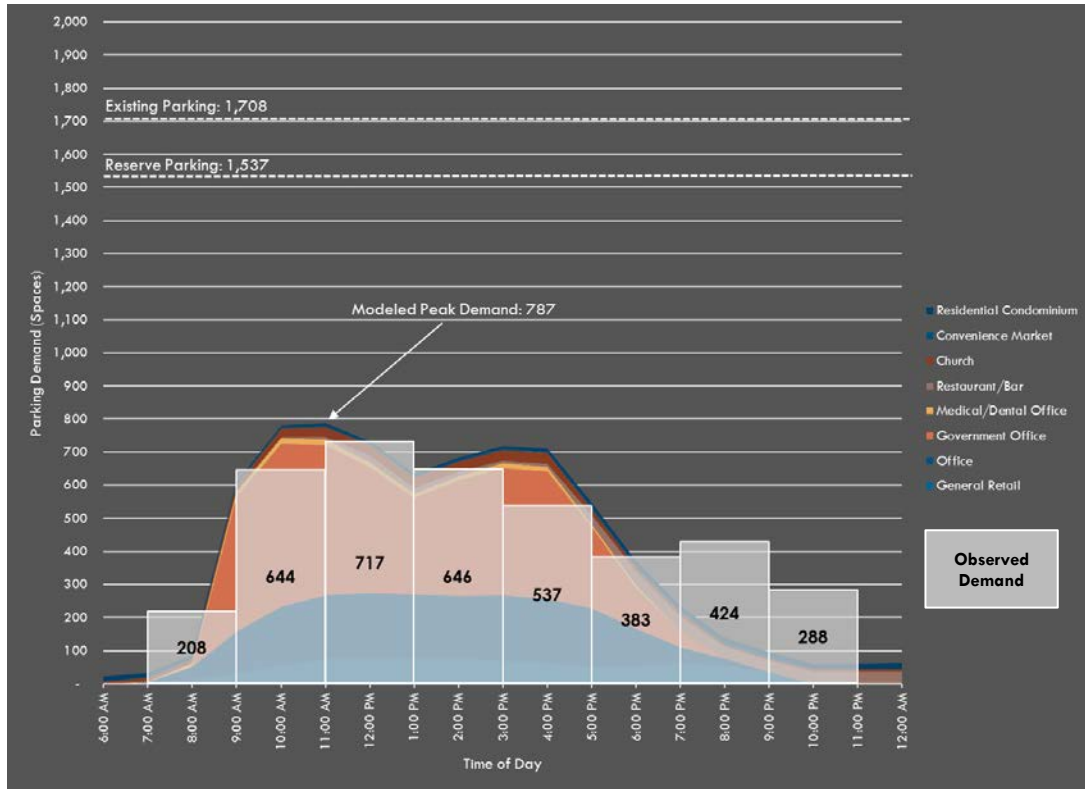
Figure 13 Dickson & Block Focus Area Modeled Weekday Parking Demand



The peak observed demand (Figure 14) occurs between 11 a.m. and 1 p.m. during which time there is a surplus of approximately 820 spaces. The bulk of this demand is from the government office use. The modeled and observed demand show similar trends throughout the course of a day, which indicates that the parking demand estimated by land use correlates to the area’s observed parking demand. However, modeled evening demand is lower than observed, likely indicating a “spillover effect” – parking demand generated by uses outside of this particular area - from adjacent focus areas that have more active retail/restaurant businesses.

Overall, there is still ample parking supply in the evenings. Not all of the parking is currently open to the public, which may need to change to accommodate future development. Opportunities for future land uses which generate both daytime and evening demand could occur if there was additional formal and informal shared parking.

Figure 14 Dickson & Block Focus Area Modeled and Observed Weekday Parking Demand



Saturday parking demand, as seen in Figure 15, is minimal. The model slightly under-predicts demand—again, potentially due to spillover parking from the core of the Entertainment District. Sunday demand, however, is far more significant owing to the concentration of churches. Even during this peak use period from 8 a.m. to 3 p.m. on Sundays, modeled demand is 750 spaces less than the reserve supply (Figure 16).

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Figure 15 Dickson & Block Focus Area Saturday Modeled and Observed Demand

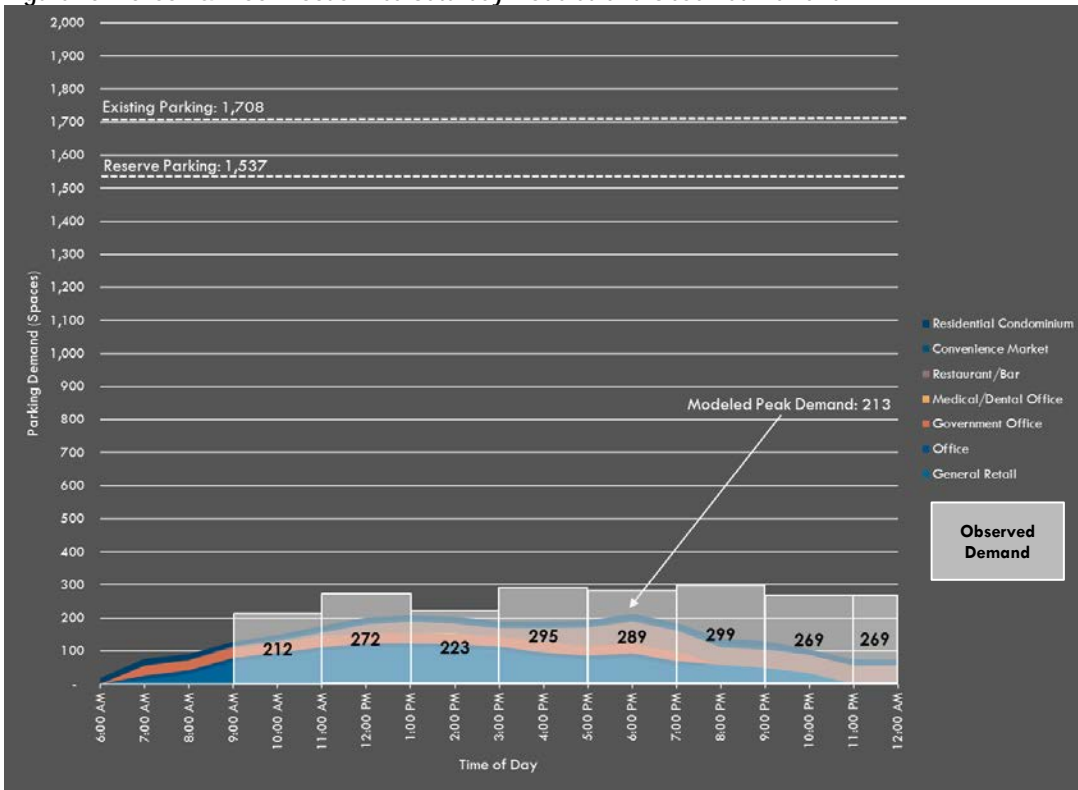
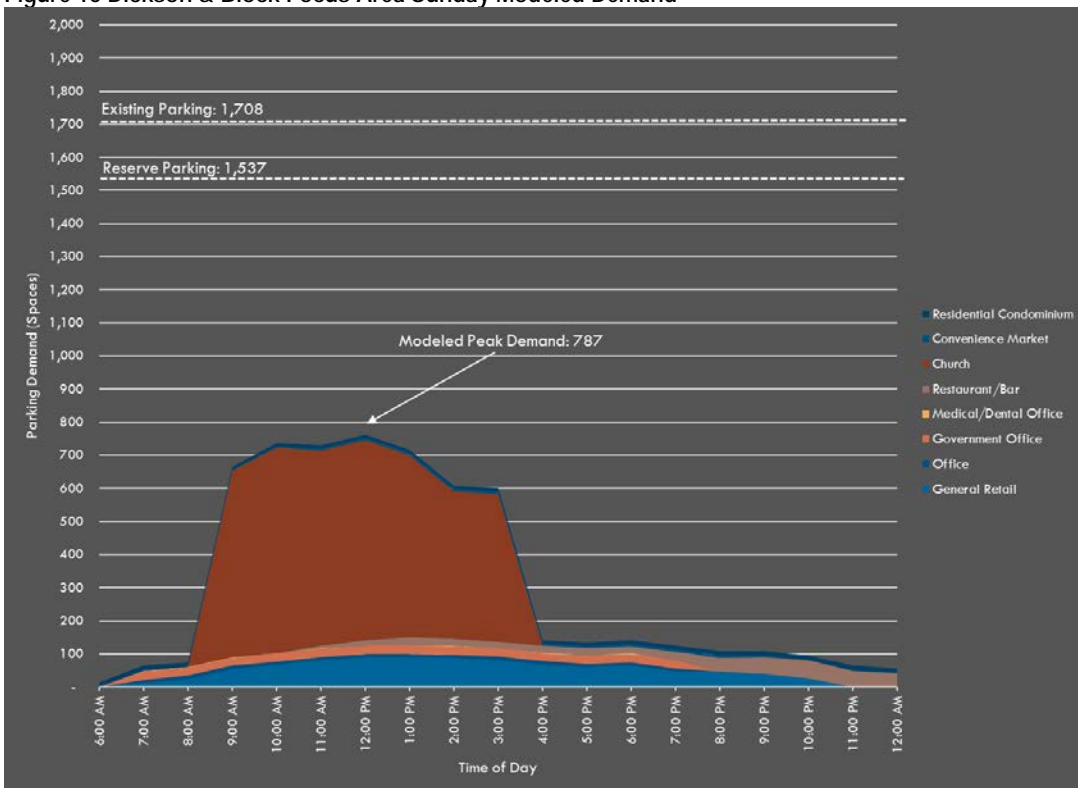


Figure 16 Dickson & Block Focus Area Sunday Modeled Demand



Future Development Scenarios

The team worked with the City of Fayetteville to create generic development scenarios based on known and theoretical developments in the area. Modeling these generic development scenarios quantifies the potential effects of future mixed-use development on parking demand and the resultant impact on the adequacy of the current supply. These development scenarios do not prescribe a specific location for the developments proposed as this is contingent on many factors, including land acquisition and financing, and is outside of the scope of this study.

In this example—as well as in all subsequent development modeling presented in this document—some parking supply may be lost to the development itself as construction is likely to take place on existing parking lots. Some developments may build replacement parking, and some may be able to share parking that exists today. Since specific supply changes are unpredictable, the parking supply line is kept constant in each future scenario.

The first scenario would introduce 150 residential units to an area that is currently home to very few residences. As part of such a development, 10,000 square feet of accompanying retail floor area would be included in a mixed-use configuration.

Figure 17 Dickson & Block Focus Area Development Scenario #1 - Land Use

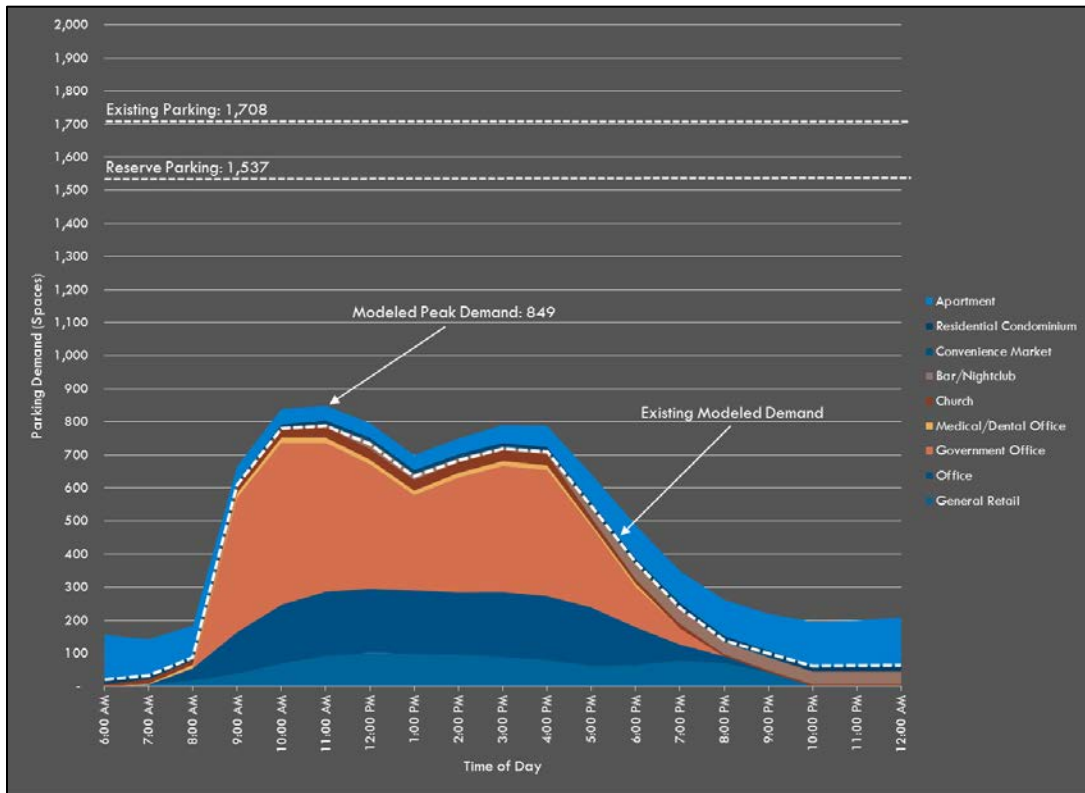
| Scenario #1 Land Use | Added Floor Area /Units | Total Floor Area/Units (including development scenario) | % Increase |
|-----------------------|-------------------------|---|------------|
| Restaurant/Bar | | 4,000 SF | |
| Church | | 91,000 SF | |
| Convenience Market | | 2,600 SF | |
| General Retail | 10,000 SF | 53,000 SF | 23% |
| Government Office | | 145,000 SF | |
| Medical/Dental Office | | 7,000 SF | |
| Office | | 112,000 SF | |
| Residential | 150 Units | 166 Units | 938% |
| Total | | 415,000 SF 166 Units | |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

The demand analysis in Figure 18 shows that such a development produces a new weekday demand peak of almost 850 parking spaces between 10 a.m. and 11 a.m. This level is still approximately 700 spaces fewer than the reserve supply in the study area. The most significant change in parking demand throughout the day occurs early in the morning and in the evening, when residents would be parked at home. Note that the standards do assume that some residents leave their cars at home during the day.

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Figure 18 Dickson & Block Focus Area Development Scenario #1 Modeled Demand



A second development scenario for the Dickson & Block focus area would see 350 residential units added; a scale comparable to new housing developments recently completed in the Fayetteville parking study area. In this scenario, 20,000 square feet of retail floor area would be added to serve the additional residents.

Figure 19 Dickson & Block Focus Area Development Scenario #2 - Land Use

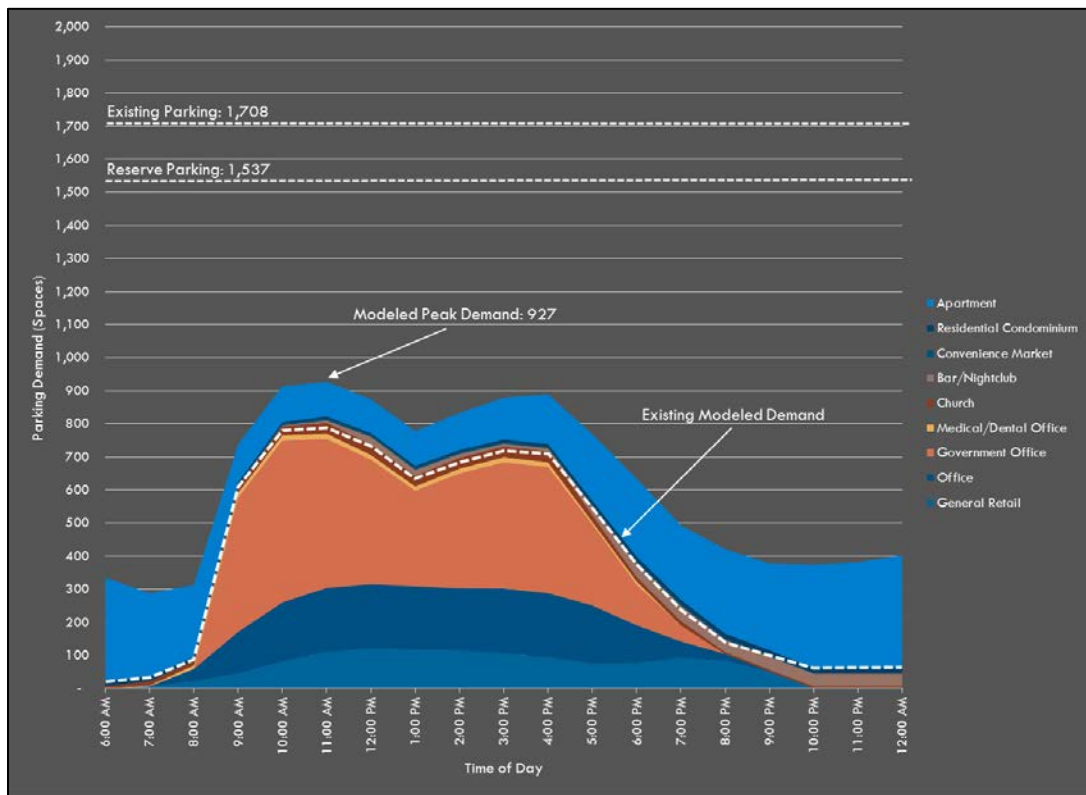
| Land Use | Added Floor Area /Units | Total Floor Area/Units (including development scenario)* | % Increase |
|-----------------------|-------------------------|--|------------|
| Bar/Nightclub | | 4,000 SF | |
| Church | | 91,000 SF | |
| Convenience Market | | 3,000 SF | |
| General Retail | 20,000 SF | 63,000 SF | 46.7% |
| Government Office | | 145,000 SF | |
| Medical/Dental Office | | 7,000 SF | |
| Office | | 112,000 SF | |
| Residential | 350 Units | 366 Units | 2188% |
| Total | | 425,000 SF 366 Units | |

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Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

Figure 20 shows that this new development creates a higher weekday demand peak of almost 930 parking spaces between 10 a.m. and 11 a.m. and a secondary peak of almost 900 parking spaces at 4 p.m. This level is still approximately 600 spaces less than the reserve supply in the focus area. The largest increases in parking demand occur at and after 7 p.m. as new residents return home for the night. This was a minimal demand period in the existing land use analysis. Parking management methods such as sharing parking between complementary uses could easily absorb this new demand without the need for parking facility construction in this focus area.

Figure 20 Dickson & Block Focus Area Development Scenario #2 Modeled Demand



CENTER STREET FOCUS AREA

KEY FINDINGS: CENTER STREET FOCUS AREA

- More than 950 parking spaces remain unused today throughout a typical weekday, with much more availability in the evening. This indicates that parking is overbuilt in this area.
- The focus area has modeled peak parking demand ratios of 0.70 spaces per residential unit⁹ and 1.63 spaces per 1,000 square feet of usable non-residential floor area^{10 11}.
- For each future development scenario, modeling indicates that there is enough supply in the focus area to satisfy the projected parking demand.
- On-site parking as part of all new developments would maintain a very healthy reserve.

Existing Land Use

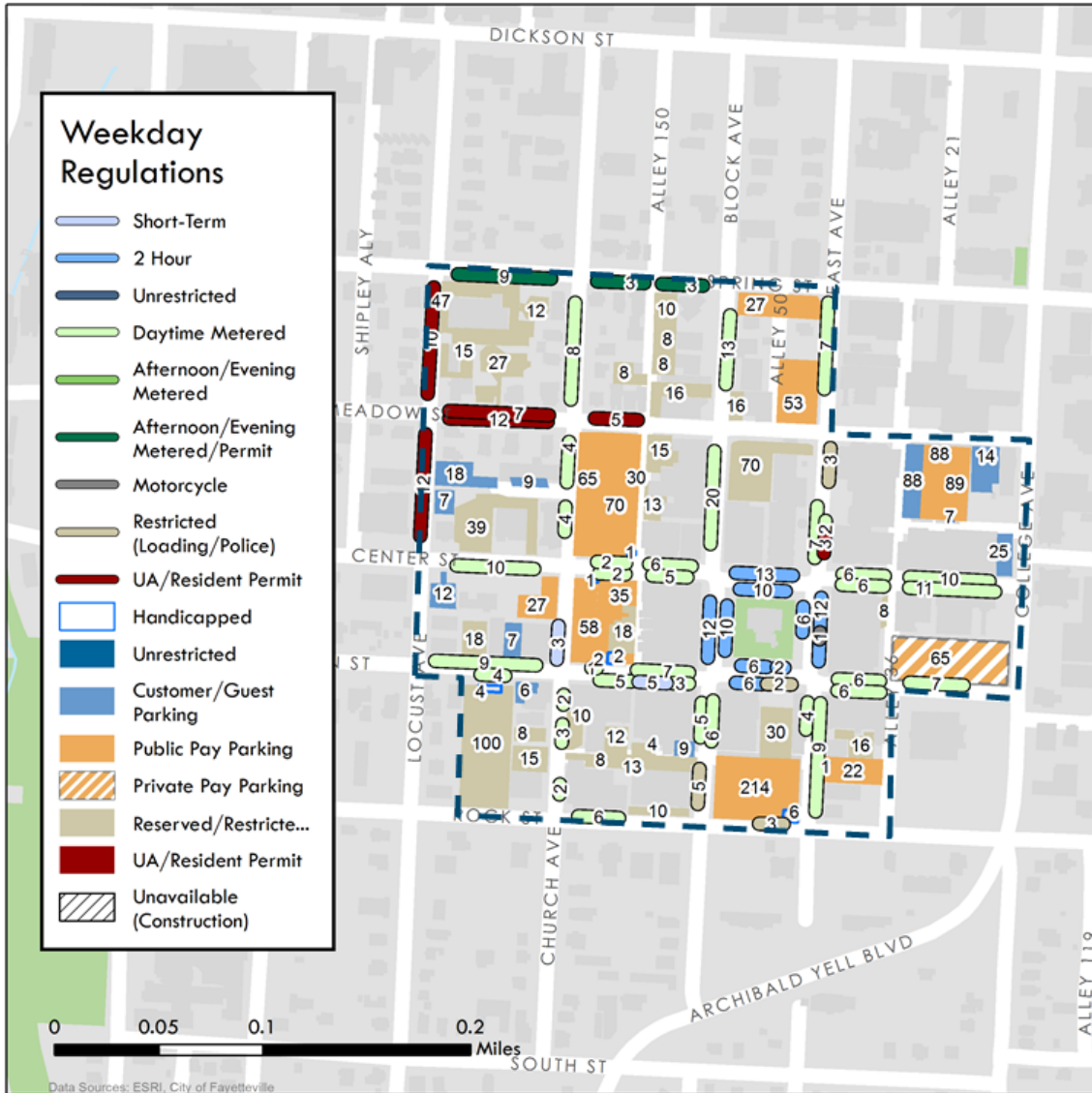
The Center Street focus area is composed of a greater mix of commercial retail, banking, office, residential, restaurant, and hotel facilities. The focus area is also home to a significant periodic use; the Fayetteville Farmers' Market operates on Tuesday and Thursday from 7 a.m. to 1 p.m. and on Saturdays from 7 a.m. to 2 p.m. around the historic Fayetteville Square. This use is modeled as 100,000 square feet of supermarket space for the purpose of calculating generated demand. Land uses are grouped as accurately as possible into categories created by the Institute of Transportation Engineers Parking Generation 4th Edition (2010).

⁹ This figure does not include hotel parking demand or room count

¹⁰ This figure does not include parking demand or square footage attributed to the Fayetteville Farmers Market

¹¹ Peak hour is defined as 12 a.m. on a weeknight for residential demand and 12 p.m. on a weekday for non-residential demand

Figure 21 Center Street Focus Area Parking Supply Map



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Figure 22 shows the breakdown of land use by category in this focus area. As discussed, a vacancy rate is applied in the modeling process.

Figure 22 Center Street Focus Area Existing Land Use and Parking Supply

| Land Use | FA/Units* | Parking Supply | # of Spaces |
|----------------------------|--|---------------------------------------|--------------|
| Bank | 92,000 SF | Off-street Total | 1,636 |
| Cleaners/Laundromat | 21,000 SF | Off-street Publicly Available Parking | 955 |
| Coffee/Donut Shop | 13,000 SF | Off-street Private/Restricted Parking | 681 |
| Funeral Home | 7,000 SF | On-street Total | 371 |
| General Retail | 75,000 SF | Total | 2,007 |
| Government Office | 11,000 SF | | |
| Medical/Dental Office | 9,000 SF | | |
| Office | 360,000 SF | | |
| Quality Restaurant | 6,000 SF | | |
| Sit-Down Restaurant/Bar | 27,000 SF | | |
| Sit-Down Restaurant/No Bar | 56,000 SF | | |
| Farmers Market** | 100,000 SF | | |
| Hotel | 206 Rooms | | |
| Low to Mid Rise Apartment | 132 Units | | |
| Total | 677,000 SF. 206 Hotel Rooms 132 Units +Farmers Market | | |

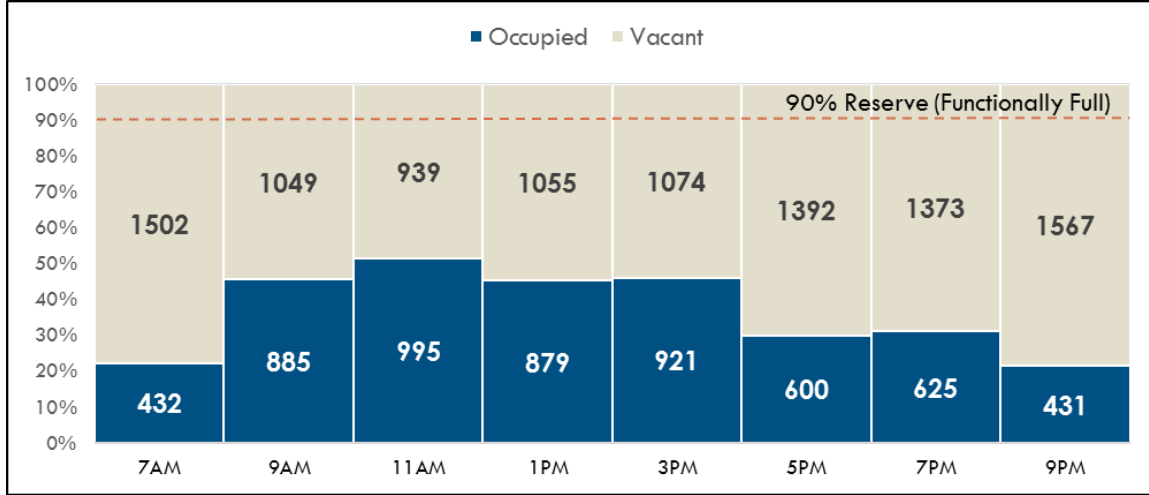
Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.

** Farmers Markets only held Tuesday, Thursday, and Saturday mornings. Represents a grocery store during those periods.

Existing Parking Supply and Demand

In the Center Street focus area, there are 2,007 total parking spaces. As Figure 23 shows, during the weekday peak from 11 a.m. to 1 p.m., 55% of the parking supply is occupied by almost 1,000 vehicles.

Figure 23 Center Street Focus Area Observed Utilization (Weekday)

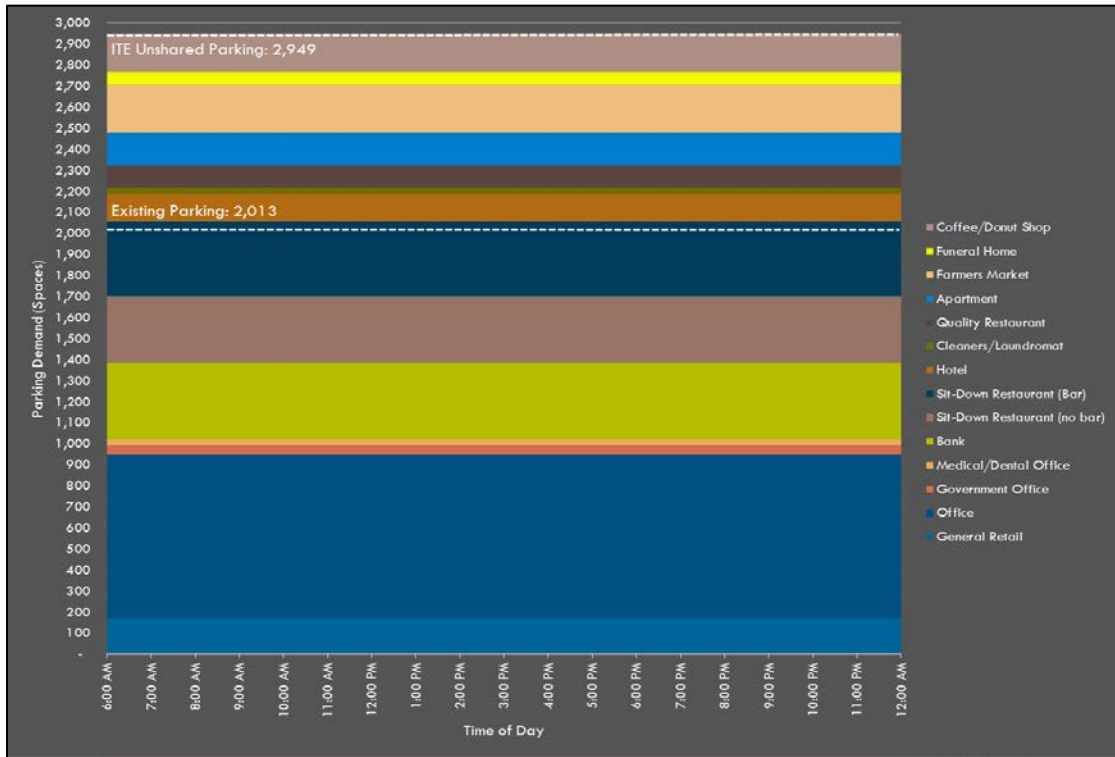


Due to variability in collection, not all spaces were counted at all times of the day. Uncounted spaces account for less than 3% of the total capacity during all count periods.

Existing Use Analysis

According to national parking generation rates from ITE, the needed number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 2,949 spaces. The Center Street focus area has a total supply of 2,013 spaces, which is about 900 spaces less than what national standards would suggest. This comparison alone indicates that parking demand in the focus area is lower than a typical analysis would predict.

Figure 24 Center Street Focus Area Existing Parking Demand (ITE)



As previously discussed, the adapted model contains variables to account for the land use and built environment context in Fayetteville. The variables in Figure 25 are specific to the Center Street focus area for weekday and Saturday cases.

Figure 25 Center Street Focus Area Shared Parking Reduction Constants

| | Weekday | Saturday |
|--|---------|----------|
| Commercial Internal Capture | 32% | 32% |
| Residential Internal Capture | 31% | 31% |
| Employee TDM Program (Parking Pricing) | 15% | 15% |
| Resident TDM Program (Parking Pricing) | 16% | 16% |
| Retail Transit Access Effect | 8% | 5% |

The adapted model for the focus area estimates a peak demand at 12 p.m., when less than 1,200 spaces would be required (Figure 26). During this timeframe there is a surplus of more than 600 vacant spaces not including the 10% reserved supply. Currently, all of these spaces may not be open to the public; they represent the potential to accommodate demand without building new parking.

When overlaying the observed demand (Figure 27), the peak demand period occurs between 11 a.m. and 1 p.m. during which time there is a surplus of more than 800 spaces. The observed and modeled demand show similar trends throughout the course of the day, which indicates that the parking demand estimated by land use is calibrated properly (and somewhat conservatively) to the area’s observed parking demand. There is an opportunity to increase the concentration of developed land in both the daytime and evening throughout this focus area.

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Figure 26 Center Street Focus Area Modeled Generated Weekday Parking Demand

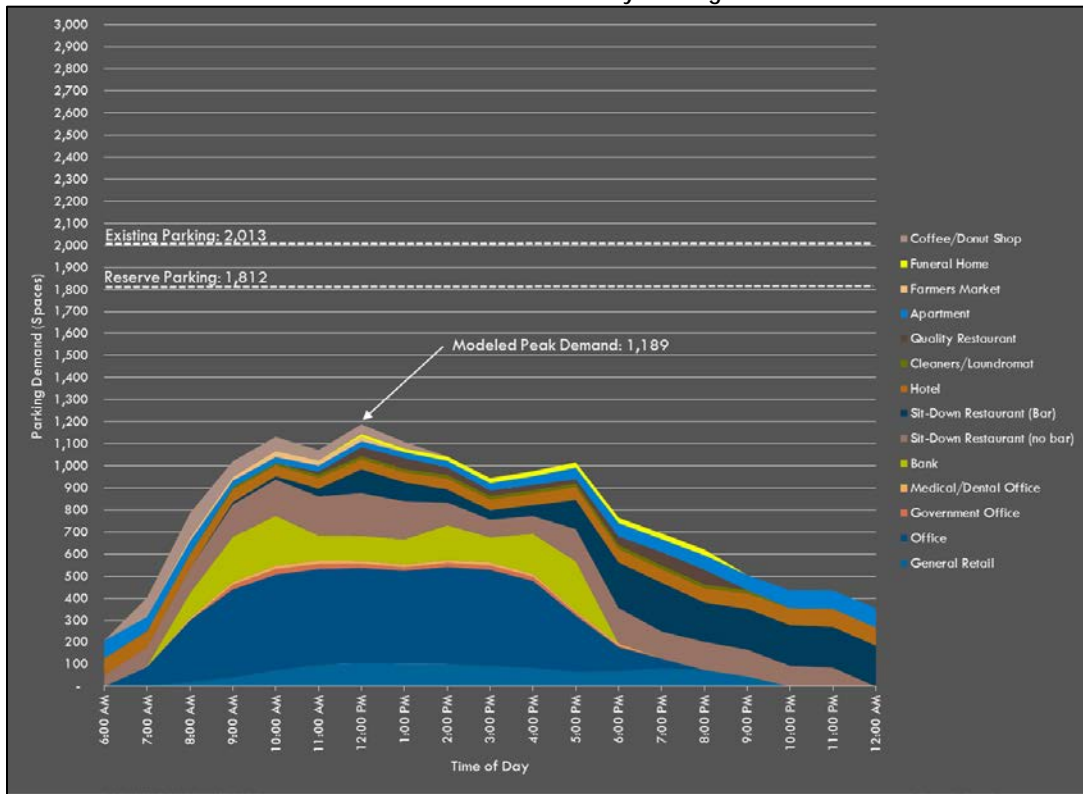
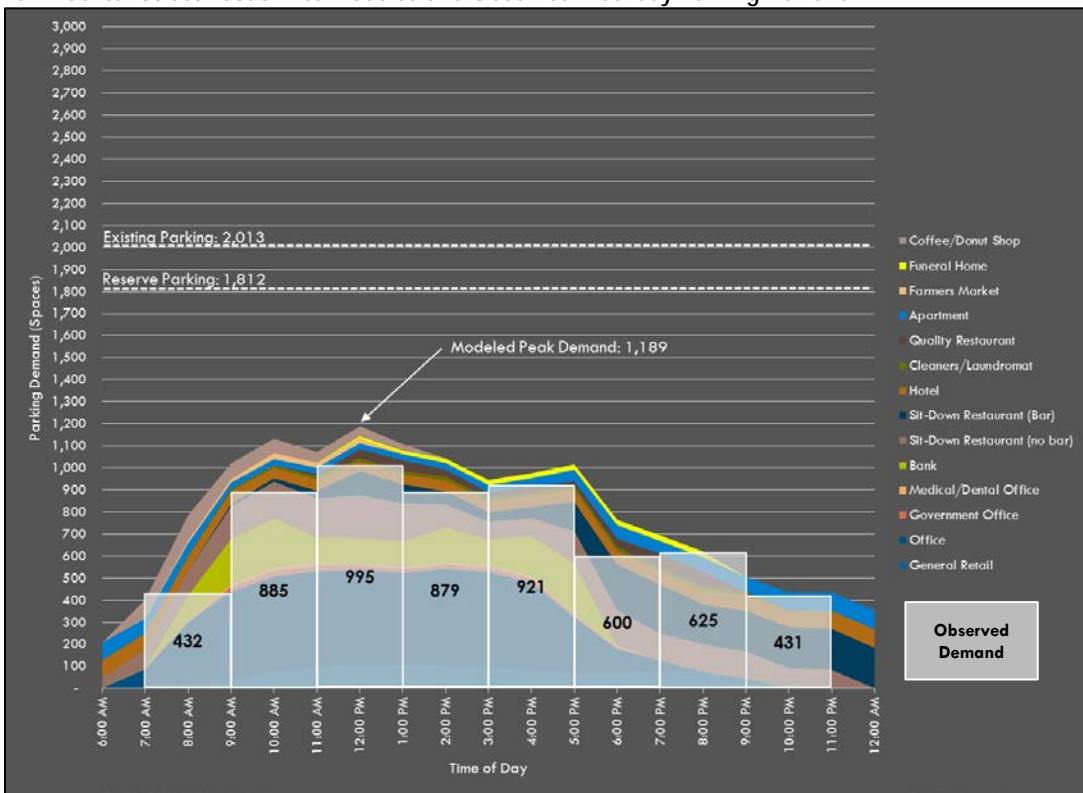
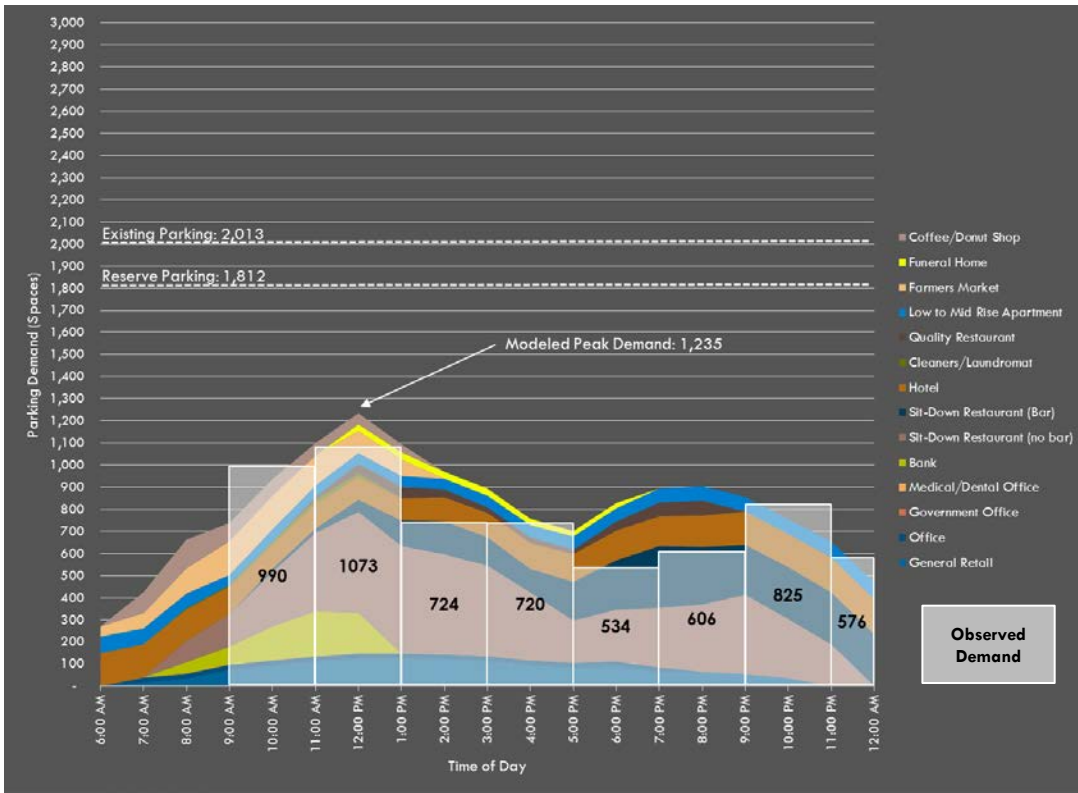


Figure 27 Center Street Focus Area Modeled and Observed Weekday Parking Demand



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Figure 28 Center Street Focus Area Modeled and Observed Weekend Parking Demand



Future Development Scenarios

As noted previously, the team worked with the City of Fayetteville to create generic development scenarios. Nothing is known about net parking supply changes, so the parking supply line remains constant in the future.

The first scenario would add 375 residential units with 25,000 square feet of accompanying retail floor area included in a mixed-use configuration.

Figure 29 Center Street Focus Area Development Scenario #1 - Land Use

| Land Use | Added Floor Area /Units | Total Floor Area/Units (including development scenario)* | % Increase |
|----------------------------|-------------------------|--|------------|
| Bank | | 92,000 SF | |
| Cleaners/Laundromat | | 21,000 SF | |
| Coffee/Donut Shop | | 13,000 SF | |
| Funeral Home | | 7,000 SF | |
| General Retail | 25,000 SF | 100,000 SF | 33.4% |
| Government Office | | 11,000 SF | |
| Medical/Dental Office | | 9,000 SF | |
| Office | | 360,000 SF | |
| Quality Restaurant | | 6,000 SF | |
| Sit-Down Restaurant/Bar | | 27,000 SF | |
| Sit-Down Restaurant/No Bar | | 56,000 SF | |
| Farmers Market** | | 100,000 SF | |
| Hotel | | 206 Rooms | |
| Residential | 375 Units | 507 Units | 284% |
| Total | | 702,000 SF. 206 Hotel Rooms 507 Units +Farmers Market | |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

The estimated parking demand pattern for the first future development scenario is quite different on a weekend day than during the week. While weekday demand is largely driven by office and bank functions, forecasted weekend demand is a result mostly of restaurant, hotel, and farmers market activity. The larger of the two peaks occurs on Saturday at 12 p.m.—during the farmers market—when demand is estimated at 1,417 spaces (Figure 30). The parking surplus is diminished at this time to less than 400 spaces below the 10% reserve, which will be needed to mitigate some of the lost supply during market operations. There is still an opportunity to add evening uses or accommodate overflow parking from the nearby West Entertainment District focus area during events at the Walton Arts Center.

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Figure 30 Center Street Focus Area Development Scenario #1 Weekday Modeled Demand

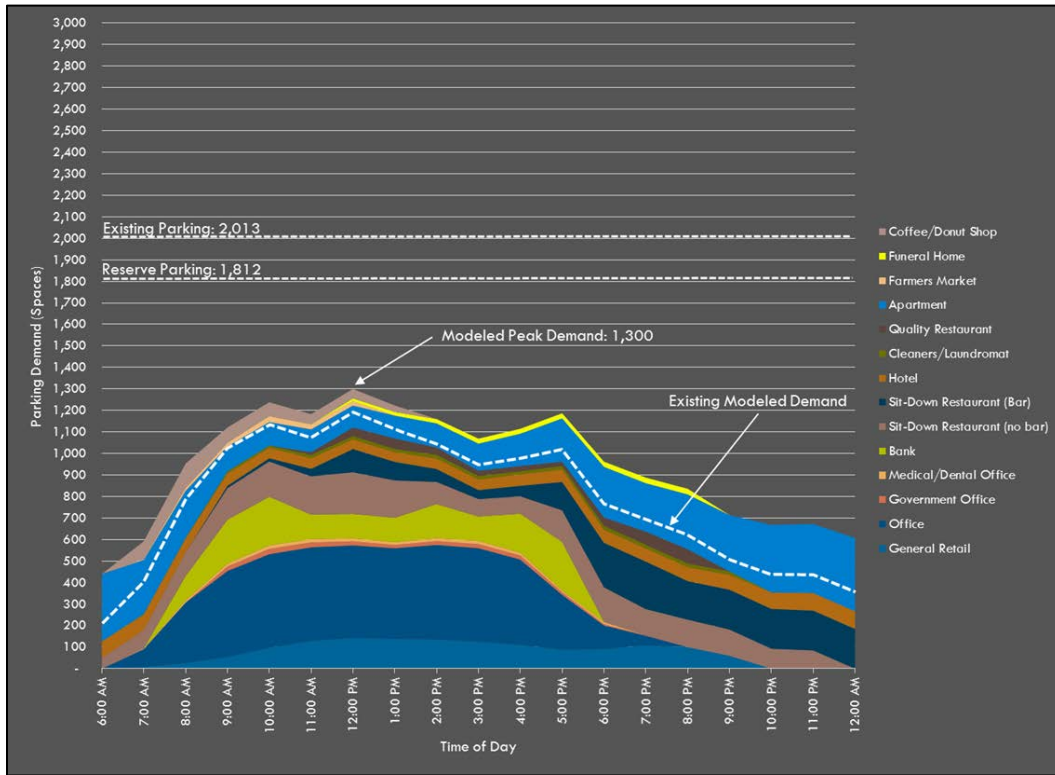
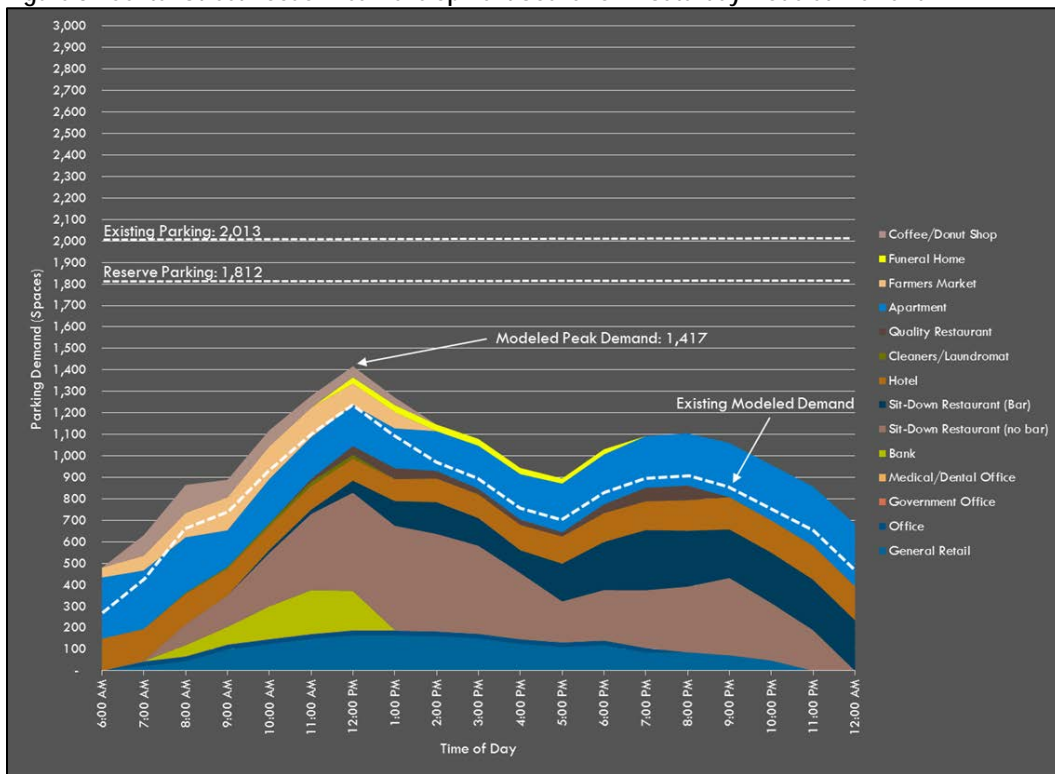


Figure 31 Center Street Focus Area Development Scenario #1 Saturday Modeled Demand



A second development scenario for the Center Street focus area would add 40,000 square feet of restaurants with a bar to the Scenario #1 addition of residential and retail (Figure 32).

Figure 32 Center Street Focus Area Development Scenario #2 - Land Use

| Land Use | Added Floor Area /Units | Total Floor Area/Units (including development scenario)* | % Increase |
|----------------------------|-------------------------|--|------------|
| Bank | | 92,000 SF | |
| Cleaners/Laundromat | | 21,000 SF | |
| Coffee/Donut Shop | | 13,000 SF | |
| Funeral Home | | 7,000 SF | |
| General Retail | 25,000 SF | 100,000 SF | 33.4% |
| Government Office | | 11,000 SF | |
| Hotel | | 206 Rooms | |
| Low to Mid Rise Apartment | 375 Units | 507 Units | 284% |
| Medical/Dental Office | | 9,000 SF | |
| Office | | 360,000 SF | |
| Quality Restaurant | | 6,000 SF | |
| Sit-Down Restaurant/Bar | 40,000 SF | 67,000 SF | 149% |
| Sit-Down Restaurant/No Bar | | 56,000 SF | |
| Farmers Market** | | 100,000 SF | |
| Total | | 742,000 SF. 507 Units 206 Rooms +Farmers Market | |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

Figure 33 shows that this set of new development creates a second demand peak at 7 p.m. due to the now dominant restaurant demand that even exceeds the midday demand peak. Peak demand now requires more than 1,500 spaces, shrinking the margin between forecasted demand and reserve to approximately 300 spaces. Parking management methods such as transportation demand management (TDM) incentives and appropriate pricing can potentially absorb this new demand without the need for parking facility construction in this focus area.

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Figure 33 Center Street Focus Area Development Scenario #2 Weekday Modeled Demand

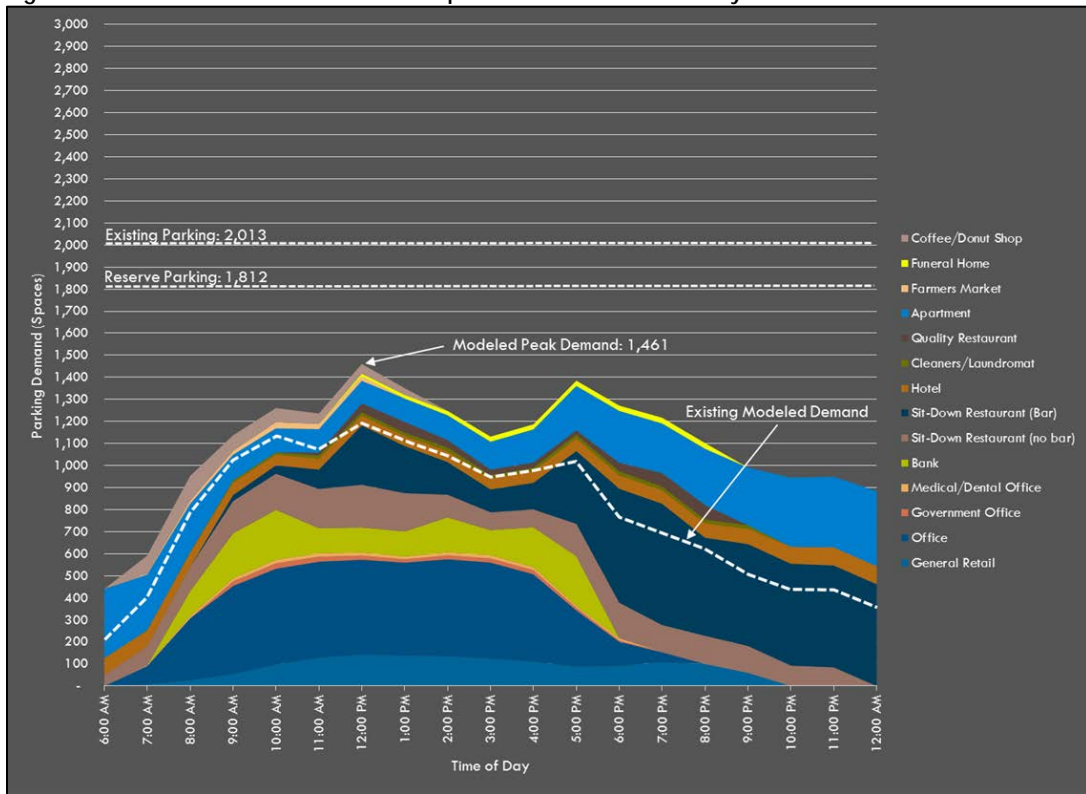
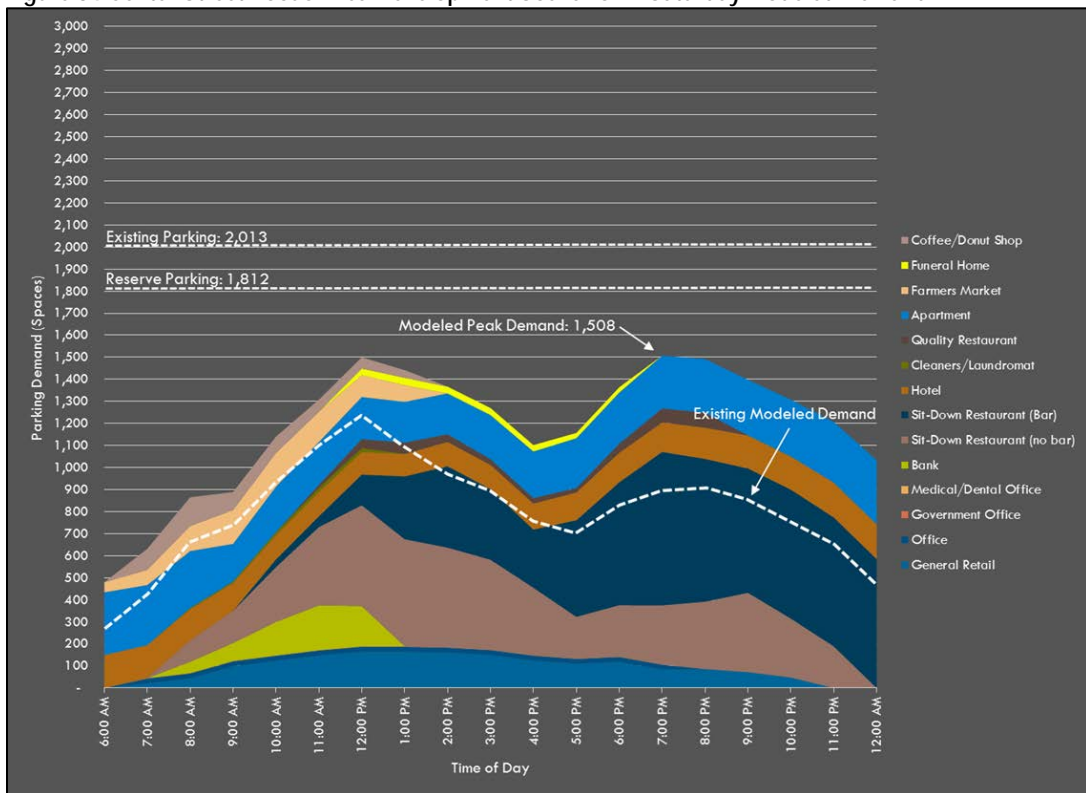


Figure 34 Center Street Focus Area Development Scenario #2 Saturday Modeled Demand



WEST ENTERTAINMENT DISTRICT FOCUS AREA

KEY FINDINGS: WEST ENTERTAINMENT DISTRICT FOCUS AREA

- During the Saturday evening peak demand, 32% of the total parking inventory in the focus area is unused. Availability is much higher during the morning.
- This focus area has modeled peak parking demand ratios of 0.86 spaces per residential unit¹² and 4.13 spaces per 1,000 square feet of usable non-residential floor area^{13 14}.
- As development scenarios intensify, modeling indicates that both the reserve and total parking supply in this immediate focus area will be exhausted by the projected parking demand.
- A development scenario that expands demand at peak times will require access to almost 300 additional parking spaces

Existing Land Use

A variety of land uses comprise the West Entertainment District focus area with just over 150,000 square feet of commercial, retail service, and office spaces as well as a large performing arts theatre, and 325 residential units¹⁵. The area is known for its high concentration of restaurants and bars, which comprise 40% of the total usable floor space, as well as multiple entertainment options at the Walton Arts Center, TheaterSquared, and the UArk Bowl. Land uses are grouped as accurately as possible into categories created by the *Institute of Transportation Engineers Parking Generation 4th Edition* (2010). Figure 34 shows the breakdown of land use by category in the focus area; again, the square feet and units are adjusted for existing vacancies only in the model results.

¹² This figure does not include hotel parking demand or room count

¹³ This figure does not include parking demand or seat count attributed to the Walton Arts Center

¹⁴ Peak hour is defined as 12 a.m. on a weeknight for residential demand and 6 p.m. on a Saturday for non-residential demand

¹⁵ Since analysis was performed, The Academy at Frisco at West Avenue and Lafayette Street has opened with 219 apartment units and 496 parking spaces.

Figure 35 West Lot Focus Area Parking Supply Map

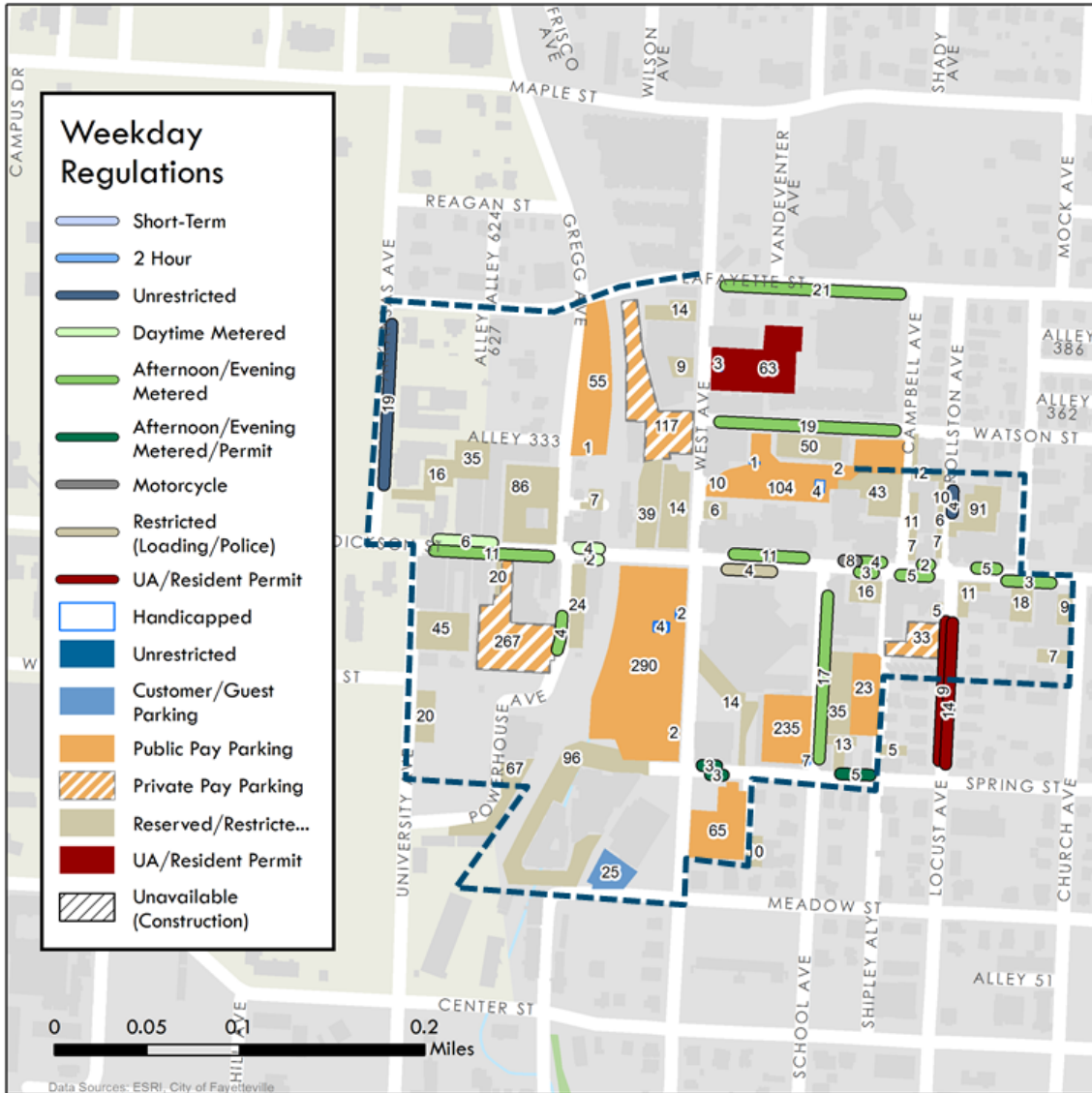


Figure 36 West Lot Focus Area Existing Land Use and Parking Supply

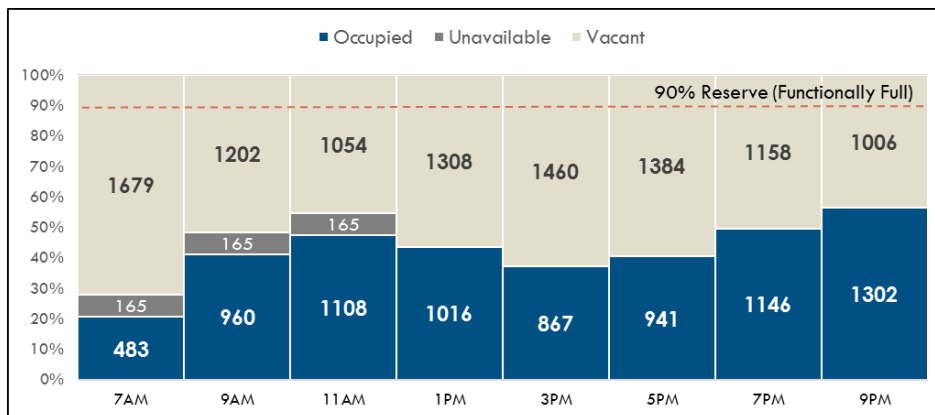
| Land Use | FA/Units* | Parking Supply | # of Spaces |
|----------------------------|---|---------------------------------------|--------------|
| Bank | 1,000 SF | Off-street Total | 2,191 |
| Church | 8,000 SF | Off-street Publicly Available Parking | 1,327 |
| Cleaners/Laundromat | 13,000 SF | Off-street Private/Restricted Parking | 864 |
| Fast Food | 7,000 SF | On-street Total | 186 |
| General Retail | 106,000 SF | Total | 2,377 |
| Hotel | 10 Rooms | | |
| Low to Mid Rise Apartment | 325 Units | | |
| Medical/Dental Office | 2,000 SF | | |
| Office | 30,000 SF | | |
| Quality Restaurant | 16,000 SF | | |
| Sit-Down Restaurant/Bar | 65,000 SF | | |
| Sit-Down Restaurant/No Bar | 18,000 SF | | |
| Theater | 2,590 Seats | | |
| Total | 266,000 Sq. Ft. 325 Units 10 Hotel Rooms 2,590 Theater Seats | | |

Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.

Existing Parking Supply and Demand

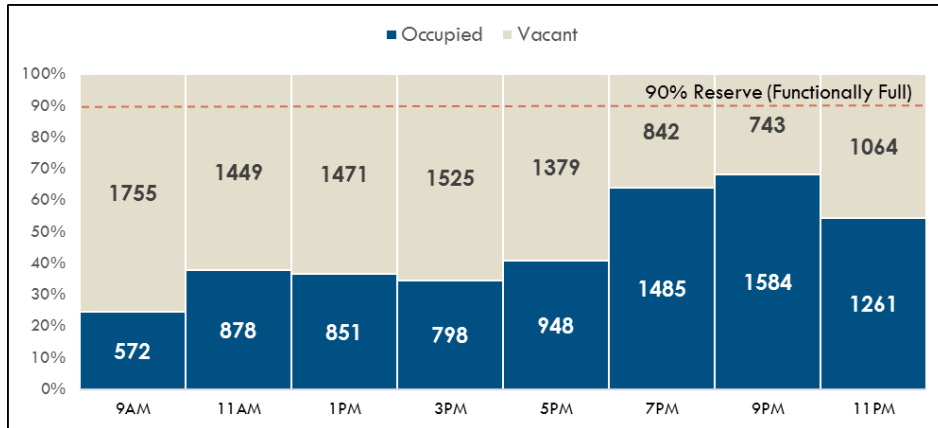
As Figure 38 shows, the weekend peak in this focus area occurs during the evening from 9 p.m. to 11 p.m., as the behavior in this focus area largely mirrors that of the Entertainment District as a whole. The baseline sees 68% of the parking supply occupied by 1,584 vehicles.

Figure 37 West Entertainment District Focus Area Observed Utilization (Weekday)



Utilization charts reflect observed vacancies and occupancies (and unavailable spaces due to events or other conflicts). Normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Therefore, the total number of observed spaces may vary by time period up to 10%.

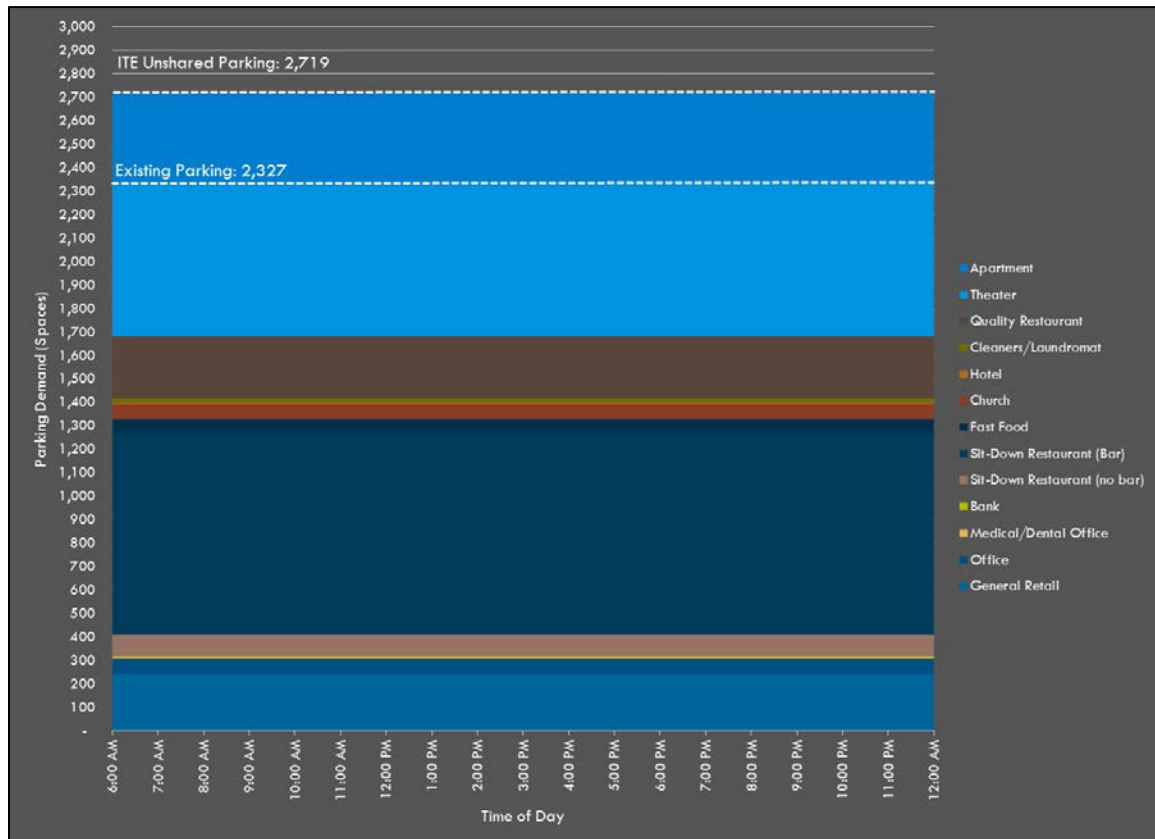
Figure 38 West Entertainment District Focus Area Observed Utilization (Saturday)



Existing Use Analysis

According to national parking generation rates from ITE, the required number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 2,719 spaces. The West Lot focus area has a total supply of 2,327 spaces, which is about 400 spaces below industry standards.

Figure 39 West Entertainment District Focus Area Existing Parking Demand (ITE)



The adapted model contains variables that account for Fayetteville’s land use context and built environment. The variables in Figure 40 are specific to the West Entertainment District focus area for weekday and Saturday cases.

Figure 40 West Entertainment District Focus Area Shared Parking Reduction Constants

| | Weekday | Saturday |
|---------------------------------|---------|----------|
| Commercial Internal Capture | 30% | 30% |
| Residential Internal Capture | 30% | 20% |
| Employee Parking Pricing Effect | 15% | 10% |
| Resident Parking Pricing Effect | 20% | 10% |
| Retail Transit Access Effect | 8% | 1% |

The land use model for the West Entertainment District focus area estimates a peak Saturday demand at 6 p.m., persisting through the 9 o’clock hour. At peak, it is estimated that 1,734 spaces would be used (Figure 41). During this timeframe there is a surplus of more than 350 spaces not including the 10% reserve supply. These spaces may not all be open to the public currently and could be used if regulations were different.

The peak demand period occurs between 9 p.m. and 11 p.m. during which time there is a surplus of over 500 spaces (Figure 42). The observed and modeled demand diverge temporally to some degree, owing to the model’s treatment of generic theater schedules (with matinées) and its treatment of maximum bar/restaurant demand. The model assumes maximum theater demand from 1 p.m. to 3 p.m. and again from 6 p.m. to 9 p.m. on Saturdays which may or may not be indicative of Walton Arts Center’s program schedule on a given night. The model treats bars as sit down restaurants as well, thus maximum demand is generated at 6 p.m. The bars and restaurants of Fayetteville’s Entertainment District operate differently, thus explaining the extended peak in the observed parking demand trends. Only the morning period shows predicted and observed ample availability in the West Entertainment District area. Nonetheless, the model provides a conservative peak demand estimate that is useful for future scenario projections.

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Figure 41 West Entertainment District Focus Area Modeled Generated Saturday Parking Demand

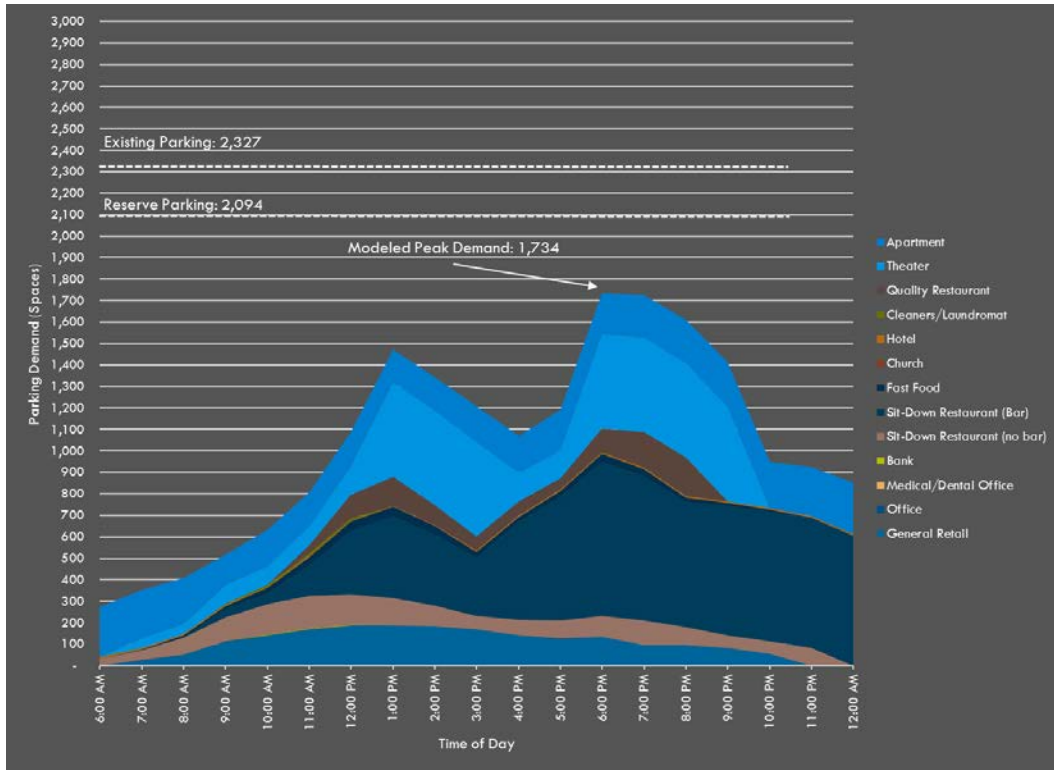
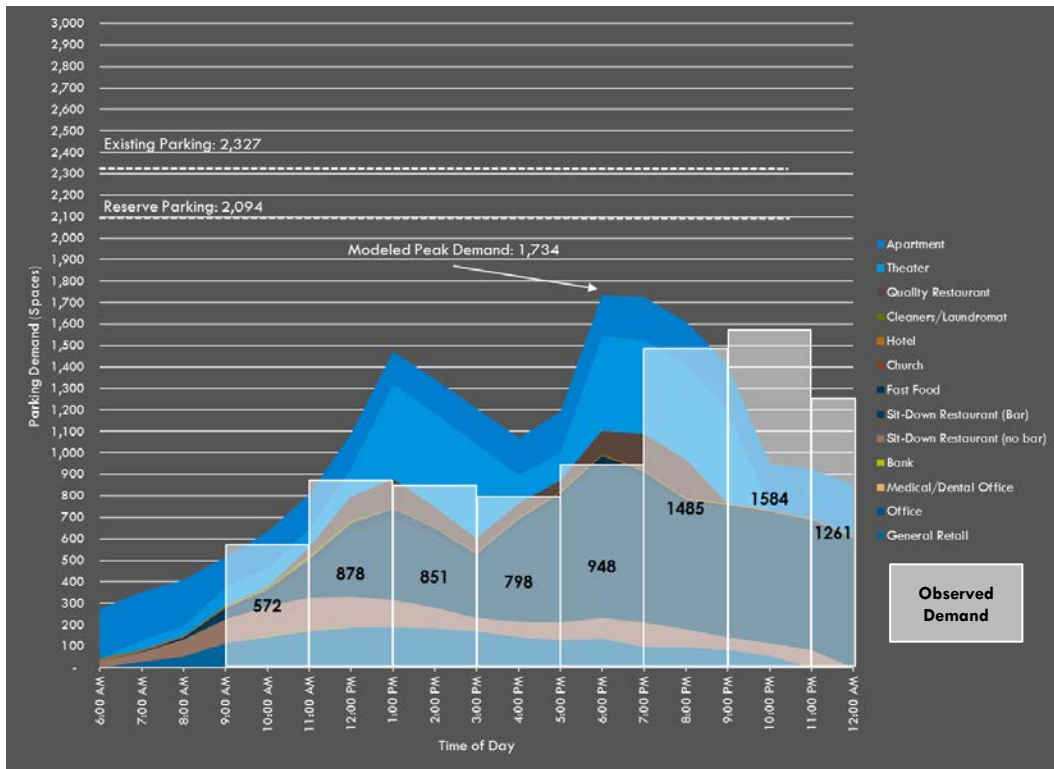


Figure 42 West Entertainment District Focus Area Modeled and Observed Saturday Parking Demand



Future Development Scenarios

As in the other focus areas, the team worked with the City of Fayetteville to create development scenarios to model the effects of future development on parking demand and on the adequacy of the current supply. Nothing is known about net parking supply changes, so the parking supply line remains constant in the future.

The first scenario for the West Entertainment District focus area would introduce a modest amount of additional general retail (5,000 square feet) and 50 residential units to an area that is already home to 325 units. Uniquely, this development scenario also would involve a 500-seat performing arts theater in the area and the addition of a five screen movie theater to the area.

Figure 43 West Entertainment District Focus Area Development Scenario #1 - Land Use

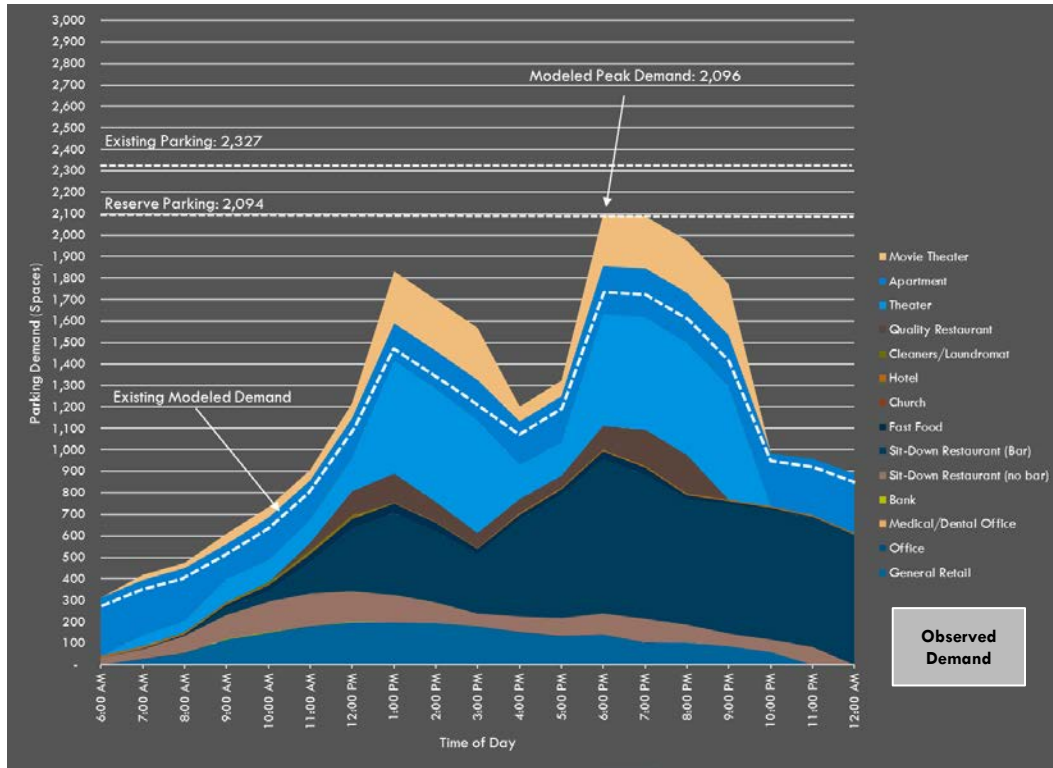
| Land Use | Added Floor Area /Units | Total Floor Area/Units (including development scenario)* | % Increase |
|----------------------------|-------------------------|--|------------|
| Bank | | 1,000 SF | |
| Church | | 8,000 SF | |
| Cleaners/Laundromat | | 13,000 SF | |
| Fast Food | | 7,000 SF | |
| General Retail | 5,000 SF | 111,000 SF | 4.7% |
| Medical/Dental Office | | 2,000 SF | |
| Office | | 30,000 SF | |
| Quality Restaurant | | 16,000 SF | |
| Sit-Down Restaurant/Bar | | 65,000 SF | |
| Sit-Down Restaurant/No Bar | | 18,000 SF | |
| Hotel | | 10 Rooms | |
| Low to Mid Rise Apartment | 50 Units | 375 Units | 15.4% |
| Theater | 500 Seats | 3,090 Seats | 19.3% |
| Movie Theater | 5 Screens | 5 Screens | -% |
| Total | | 271,000 Sq. Ft. 10 Hotel Rooms 375 Units 3,090 Theater Seats 5 Movie Screens | |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

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The estimated parking demand for future development Scenario #1 again occurs at 6 p.m., when demand is forecasted to reach 2,096 spaces (Figure 44). This figure, driven by theater, movie theater, and high evening restaurant activity, represents a case where demand has matched the reserve supply. As such, all future development beyond this scenario will need to consider parking accommodation in development plans.

Figure 44 West Entertainment District Focus Area Development Scenario #1 Modeled Demand



LAND USE AND FUTURE PARKING DEMAND MEMORANDUM | PARKING & MOBILITY STUDY
City of Fayetteville, AR

A second development scenario for the West Entertainment District focus area would see 500 housing units added; a scale comparable to the new housing development recently completed immediately north of the focus area. This time, the retail increase is more substantial (30,000 square feet).

Figure 45 West Lot Focus Area Development Scenario #2 - Land Use

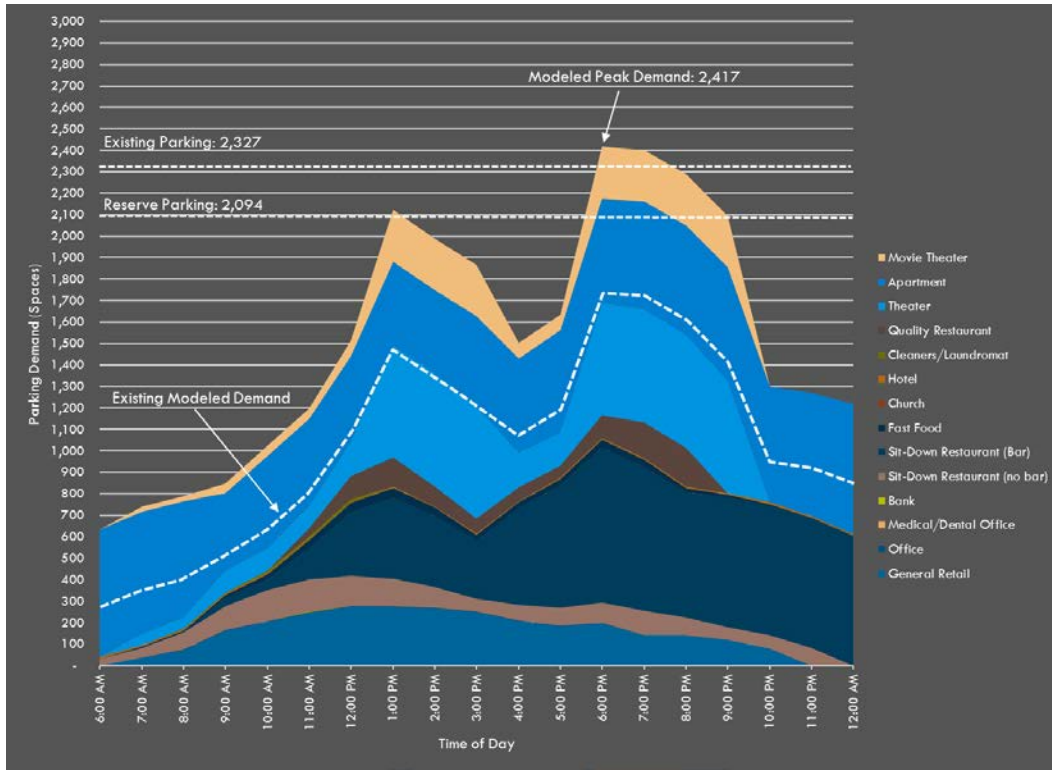
| Land Use | Added FA/Units | Total FA/Units* | % Increase |
|----------------------------|----------------|--|------------|
| Bank | | 1,000 SF | |
| Church | | 8,000 SF | |
| Cleaners/Laundromat | | 13,000 SF | |
| Fast Food | | 7,000 SF | |
| General Retail | 30,000 SF | 136,000 SF | 28.4% |
| Hotel | | 10 Rooms | |
| Low to Mid Rise Apartment | 500 Units | 825 Units | 154% |
| Medical/Dental Office | | 2,000 SF | |
| Movie Theater | 5 Screens | 5 Screens | -% |
| Office | | 30,000 SF | |
| Quality Restaurant | | 16,000 SF | |
| Sit-Down Restaurant/Bar | | 65,000 SF | |
| Sit-Down Restaurant/No Bar | | 18,000 SF | |
| Theater | 500 Seats | 3,090 Seats | 19.3% |
| Total | | 296,000 Sq. Ft. 825 Units 10 Hotel Rooms 3,090 Theater Seats 5 Movie Screens | |

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

As seen in Figure 46, forecasted demand for this development scenario exceeds not only the reserve supply but also the total parking supply of the focus area. The new demand of over 2,400 spaces requires over 300 new spaces to re-establish a reasonable reserve. The largest increases in parking demand in this scenario are due to the new residential units, though these do realize a larger internal capture rate, limiting even larger parking need. This scenario shows that both new housing plus a potential movie theater requires new parking construction in this focus area, though both can be accommodated in Fayetteville’s nearby focus areas without new parking construction.

LAND USE AND FUTURE PARKING DEMAND MEMORANDUM | PARKING & MOBILITY STUDY
City of Fayetteville, AR

Figure 46 West Entertainment District Focus Area Development Scenario #2 Modeled Demand



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 | <p>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.</p> <p>Actively broker shared parking agreements between developers and other private lot owners and, as needed, update code to reflect shared parking best practices.</p> | 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 | <p>Form stakeholder group to discuss recommendations for residential parking program (mixed use parking and/or Residential Benefit District proposals).</p> <p>Form stakeholder group to begin discussion on current utilization, permit programs, current rates, and rate change recommendations from Study.</p> <p>Meet with Downtown business stakeholders to discuss minimum pricing for smart meters and consider incorporating pay by space/plate system in lots downtown.</p> | 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). |



113 West Mountain
Street Fayetteville,
AR 72701
(479) 575-8323

Resolution: 68-16

File Number: 2016-0104

RFQ #15-08 NELSON/NYGAARD CONSULTING ASSOCIATES, INC.:

A RESOLUTION TO AWARD RFQ #15-08 AND AUTHORIZE A CONTRACT WITH NELSON/NYGAARD CONSULTING ASSOCIATES, INC. IN THE AMOUNT OF \$584,978.00 FOR THE DEVELOPMENT OF A TRANSPORTATION MASTER PLAN AND DOWNTOWN/ENTERTAINMENT DISTRICT PARKING AND MOBILITY REPORT, TO APPROVE A PROJECT CONTINGENCY IN THE AMOUNT OF \$14,740.00, AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, Resolution No. 221-13, which was passed on November 5, 2013, expressed the intent of the City Council to fund the development of an updated Transportation Plan.

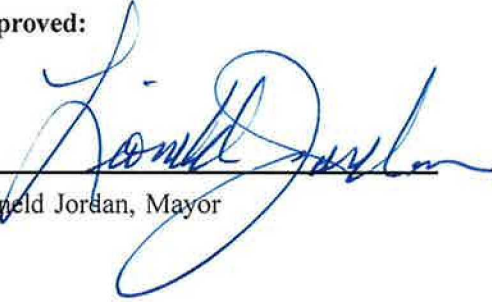
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby awards RFQ #15-08 and authorizes a contract with Nelson/Nygaard Consulting Associates, Inc. in the amount of \$584,978.00 for the development of a Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report, and further approves a project contingency in the amount of \$14,740.00.


Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.

PASSED and APPROVED on 3/15/2016

Approved:


Lionel Jordan, Mayor

Attest:


Sondra E. Smith, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2016-0104

Agenda Date: 3/15/2016

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: D. 1

RFQ #15-08 NELSON/NYGAARD CONSULTING ASSOCIATES, INC.:

A RESOLUTION TO AWARD RFQ #15-08 AND AUTHORIZE A CONTRACT WITH NELSON/NYGAARD CONSULTING ASSOCIATES, INC. IN THE AMOUNT OF \$584,978.00 FOR THE DEVELOPMENT OF A TRANSPORTATION MASTER PLAN AND DOWNTOWN/ENTERTAINMENT DISTRICT PARKING AND MOBILITY REPORT, TO APPROVE A PROJECT CONTINGENCY IN THE AMOUNT OF \$14,740.00, AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, Resolution No. 221-13, which was passed on November 5, 2013, expressed the intent of the City Council to fund the development of an updated Transportation Plan.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby awards RFQ #15-08 and authorizes a contract with Nelson/Nygaard Consulting Associates, Inc. in the amount of \$584,978.00 for the development of a Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report, and further approves a project contingency in the amount of \$14,740.00.

Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.

City of Fayetteville Staff Review Form

2016-0104

Legistar File ID

3/15/2016

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Chris Brown

2/26/2016

Engineering /
Development Services Department

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Approval of a Contract with Nelson\Nygaard Consulting Associates, Inc. in the amount of \$584,978.00 for development of a transportation master plan and downtown/entertainment district parking and mobility report, approval of a budget adjustment in the amount of \$100,000, and approval of a contingency amount of \$14,740.

Budget Impact:

4470.9470.5314.00; 1010.6600.5315.00

Professional Services/Contract Services

Account Number

Fund

14021.1

Transportation Master Plan

Project Number

Project Title

Budgeted Item? Yes

Current Budget \$ 499,718.00

Funds Obligated \$ -

Current Balance \$ 499,718.00

Does item have a cost? No

Item Cost \$ 584,978.00

Budget Adjustment Attached? No

Budget Adjustment \$ 100,000.00

Remaining Budget \$ 14,740.00

V20140710

Previous Ordinance or Resolution # _____

Original Contract Number: _____

Approval Date: _____

Comments:



CITY COUNCIL AGENDA MEMO

MEETING OF MARCH 15, 2016

TO: Mayor and City Council

THRU: Don Marr, Chief of Staff
Jeremy Pate, Director of Development Services

FROM: Chris Brown, P.E., City Engineer *CB*

DATE: February 26, 2016

SUBJECT: **Transportation Master Plan/Downtown and Entertainment District Parking and Mobility Study-Contract with Nelson\Nygaard Consulting Associates, Inc.**

RECOMMENDATION:

Staff recommends approval of a contract with Nelson/Nygaard Consulting Associates, Inc. for development of a Transportation Master Plan and a Downtown/Entertainment District Parking and Mobility Report, in the total amount of \$584,978, including \$489,978 for the overall master plan, and \$95,000 for the focus area parking study. The City Council Transportation Committee reviewed the Master Transportation Plan scope at their February 23rd meeting and recommended approval of the overall master plan scope by a vote of 3-0. (The parking study scope was not available for review at the Committee meeting.)

A budget adjustment in the amount of \$100,000 from the general fund reserve balance is also requested to fund the parking study portion of the project. Finally, a contingency fund in the amount of \$14,740 to allow for additional items of work and/or expenses that may arise during the project is requested.

BACKGROUND:

In 2013, the City Council passed Resolution 221-13, expressing the intent to fund an updated Transportation Plan in the amount of up to \$500,000.

In 2014, staff began the process of procuring a consultant using the City's consultant selection procedures, with the intent of bringing a proposed contract and budget adjustment to the City Council. However, during negotiations with the selected consultant, it became apparent that the work scopes developed by the consultant were not in line with the City's vision for the project, and negotiations were ended with the consultant.

The City re-initiated the consultant procurement process in 2015, and on December 29th, 2015, a selection committee consisting of City staff members and City Council Member Matthew Petty selected the team of Nelson Nygaard Consulting Associates, Inc. and Garver, Inc. to provide consulting services for the Transportation Master Plan.

Following the selection of the consulting team, the City recognized the need to add an additional task in the Transportation Master Plan that provides detailed analysis of Parking and Mobility in the Downtown and Entertainment District areas. The purpose of this study would be to analyze

parking inventory and utilization as well as existing and future demand and recommend refinement to existing parking management strategies and system design.

CONSULTANT BACKGROUND AND QUALIFICATIONS:

Nelson\Nygaard Consulting Associates (with Garver, Inc. as their sub-consultant) was chosen over 4 other consultant teams that submitted statements of qualifications. Nelson\Nygaard is a 123 person firm specializing in transportation planning for all modes of transportation. Their statement of qualifications lists such projects as a mobility and parking study in New Orleans, complete streets design guideline development in Chicago, participation in moveDC, Washington D.C.'s long range transportation plan, and leading an in-progress master planning effort in Boston. Locally, they are in the final stages of completing a Campus Transportation Plan for the University of Arkansas.

Nelson\Nygaard was also the lead consultant on the NACTO Urban Street Design Guide, a manual that has been adopted by numerous cities nationwide and provides a new set of standards for creation of city streets that are more safe and inviting, and provide service to all modes of transportation. This manual has recently been adopted by the City as a reference document in our Minimum Street Standards Manual.

The Nelson Nygaard project team for this includes Project Manager Jason Schrieber, Deputy Project Manager Lisa Jacobson, Zabe Bent, and Boris Palchik, among others. Mr. Schrieber has spent time in Fayetteville serving as Principal in Charge of the University of Arkansas Transportation Master Plan, and Ms. Jacobson is the Project Manager for the UA project.

The local team from Garver includes Ron Petrie and Jeff Webb, both of which have managed multiple projects for the City, the latest being the Spring Street Parking Deck. Mr. Petrie's past experience as the Fayetteville City Engineer gives him insight into the challenges and constraint the City's transportation system faces, which will be a valuable asset to the team.

Excerpts from the project team's Statement of Qualifications, which provide additional detail, resumes, and past experience on similar projects, are attached.

TRANSPORTATION MASTER PLAN SCOPE DISCUSSION:

Exhibit "A" to the contract is the scope of work which details the tasks to be completed by the consulting team. After initial kickoff meetings, and establishment of detailed goals and objectives, the consulting team will review the City's existing codes, policies, master plans, and other data in order to fully understand the existing conditions of the City's transportation systems. Once the initial review is completed, a "Mobility Facts Book" will be delivered, that will summarize existing conditions and provide a review of best practices from peer communities.

Public Participation will be an integral part of the plan development. Using the Mobility Facts Book and other outreach materials, the consultant will host multiple workshops throughout the project, and will develop a website and online interaction tools in order to engage as many citizens as possible across all demographics and in all areas of the City.

Using the existing conditions analysis and the information gathered during the public involvement process, the consultant will identify network needs across all modes of transportation, and will develop lists of issues and opportunities within the City's transportation system. Ultimately the final plan will be developed with both broad recommendations of policy and overall direction of multimodal mobility for the City, along with detailed project priorities, and strategies for implementation of the plan. Critical deliverables with the final plan include:

- Planning and design policy recommendations

- Tools for evaluation and prioritization of projects
- Implementation and Financial Plans

PARKING AND MOBILITY SCOPE DISCUSSION

Task 5.8 of the scope of work (attached as Exhibit "A" to the contract) details the parking study tasks to be completed by the consulting team. After initial kickoff meetings (which will be scheduled in conjunction with Transportation Master Plan kickoff) the consulting team will review existing studies, data and mapping. Next Nelson/Nygaard will conduct a detailed parking system inventory and evaluate existing utilization and use that data to perform a future parking demand analysis and evaluate parking expansion needs.

The consultant team will also conduct a thorough review of existing parking management and system design and develop a suite of parking management options including supply and demand management strategies and administration and customer service improvements. The Downtown and Entertainment Districts will be evaluated as separate districts but the strategies developed will either apply to both or be modified appropriately for each context. Public input will be integral to the Parking & Mobility Study with workshops, surveys and up to six meetings with stakeholders.

SCHEDULE AND FEE

Nelson Nygaard has scheduled this work to be completed over a period of approximately 15 months. This schedule will be modified and updated as the project progresses. The overall plan and the parking study will progress separately, but consultant visits, public meetings, and final plan development will be scheduled together to minimize travel costs and other expenses. The schedule is attached as Exhibit "B" to the contract.

The proposed fee for the work scope detailed above is \$584,978, of which \$489,978 is allocated for the overall master plan, and \$95,000 is allocated for the parking study. Detailed fee information is also attached to this memo.

A contingency amount of \$14,740 is also requested, to allow for additional items of work and/or expenses that may arise during the project.

BUDGET/STAFF IMPACT:

This project will be funded from the Transportation Master Plan project budget. Currently this project has \$499,718 in funds available; a budget adjustment in the amount of \$100,000 is needed to provide the full project funding. The general fund reserve balance is the proposed source of funding for the additional amount.

Attachments:

Proposed Contract with Ex. A Scope of Work Ex. B Schedule
 Fee Spreadsheets
 Budget Adjustment
 Purchase Order Request
 Additional Consultant Information
 Resolution 221-13



City of Fayetteville, Arkansas
Contract for Transportation Master Planning
And Parking Analysis Services

This contract executed this 15 day of March 2016, between the City of Fayetteville, Arkansas, and Nelson\Nygaard Consulting Associates, Inc. In consideration of the mutual covenants contained herein, the parties agree as follows.

WITNESSETH:

WHEREAS, the City of Fayetteville has previously determined that it has a need for a Transportation Master Plan; and

WHEREAS, the City of Fayetteville is also in need of a detailed downtown and entertainment district parking analysis and plan; and

WHEREAS, the City of Fayetteville, after soliciting statements of qualifications for such services pursuant to City of Fayetteville RFQ 15-08 (herein after referred to as Request for qualifications or RFQ), has awarded this contract to Nelson\Nygaard Consulting Associates, Inc.; and

WHEREAS, Nelson\Nygaard Consulting Associates, Inc. has represented that it is able to satisfactorily provide these services according to the terms and conditions of the RFQ, which are incorporated herein by reference, and the terms and conditions are contained herein;

NOW THEREFORE, in consideration of the above and mutual covenants contained herein, the parties agree as follows:

1. **Services to be Performed:** Nelson\Nygaard Consulting Associates, Inc. hereby agrees to provide the City with transportation planning and parking analysis services, as requested and more specifically outlined in the RFQ, this agreement, and the attached Exhibit "A" *Scope of Work*.
2. **Time of Service:** Time is of the essence in this Agreement, and services shall be performed as identified in the Timeline found in Exhibit "B" attached hereto, subject to revisions mutually agreed upon.
3. **Compensation:** As compensation for Nelson\Nygaard Consulting Associates, Inc. providing services to the City as described herein, the City shall pay Nelson\Nygaard Consulting Associates, Inc. an amount not to exceed

\$584,978.00 inclusive of out-of-pocket expenses, based on the submission of invoices for work completed and properly authorized. The fee will be payable as follows:

Nelson\Nygaard Consulting Associates, Inc. shall submit invoices at minimum 1 month intervals to the City. The invoices shall include charges for all labor and costs in accordance with Contract.

Payment will be made for hours worked at standard hourly rates in effect at the time work is performed, plus reimbursable expenses. Reimbursable expenses include travel expenses, purchase of material, and other direct expenses, including work performed by subcontractors. Payment for reimbursable expenses shall be at actual cost, supported by paid invoices or other acceptable documentation of expenses.

The City agrees to pay all approved invoices within thirty (30) days of receipt. The City shall not be obligated to pay any invoices which are not in accord with the terms of this Contract.

Nelson\Nygaard Consulting Associates, Inc. reserves its rights to stop all work on this project if, at anytime, an approved invoice remains unpaid for a period exceeding sixty (60) days.

4. **Insurance:** Nelson\Nygaard Consulting Associates, Inc. shall provide and maintain in force at all times during the term of the services contemplated herein insurance for Workers' Compensation, Commercial General Liability, Automobile Liability, and Professional Liability. Such policies shall be issued by companies authorized to do business in the State of Arkansas. Evidence of such coverage is to be submitted with contract approval. Minimum amount for Commercial General Liability and Professional Liability is \$1,000,000 aggregate. Notwithstanding any other provision, Nelson\Nygaard Consulting Associates, Inc. will not be required to include City as an additional insured on its Professional Liability coverage.

5. **Term of Agreement:** Services performed pursuant to this Contract shall commence upon execution of this agreement and continue for the period specified in the Timeline in Exhibit "A" attached hereto, unless canceled or terminated within thirty (30) days written notice by either party. Nelson\Nygaard Consulting Associates, Inc. will be compensated for services performed in accordance with the terms of this Contract prior to the effective date of termination.

6. **Amendment of Contract:** This Contract may be amended only by mutual agreement of the parties.

7. **Legal Compliance:** Nelson\Nygaard Consulting Associates, Inc. is responsible for full and complete compliance with all applicable laws, rules, regulations and licensing requirements imposed by any public authority having jurisdiction.

8. **Approval of Agent:** The City reserves the right to require Nelson\Nygaard Consulting Associates, Inc. to replace the assigned agent with another agent of the same company if, in the opinion of the City staff, the agent is not rendering or is incapable of rendering the quality of service and cooperation required.

9. **Auditable Records:** Nelson\Nygaard Consulting Associates, Inc. shall maintain such accounts and records in connection with its performance of services for the City as may reasonably be required by the City. Nelson\Nygaard Consulting Associates, Inc. shall, at any reasonable time during the term and for a period of one year following the completion of work under the contract, afford the City's agents and auditors reasonable facilities and access for examination and audit of its records pertaining to its performance and shall, upon request by the City, produce and exhibit all such records.

10. **Assignment and Subcontracting:** Nelson\Nygaard Consulting Associates, Inc. shall perform this contract. In the event of a corporate acquisition and/or merger, Nelson\Nygaard Consulting Associates, Inc. shall provide written notice to the City within thirty (30) business days of such notice of action or upon the occurrence of said action, whichever occurs first. The right to terminate this contract, which shall not be unreasonably exercised by the City, shall include, but not be limited to, instances in which a corporate acquisition and/or merger represent a conflict of interest or are contrary to any local, state, or federal laws. Action by the City awarding a proposal to a Proposer, which has disclosed its intent to assign or subcontract in its response to the RFQ, without exception shall constitute approval for purposes of this Agreement. No assignment or additional subcontracting shall be allowed without the prior written consent of the City.

11. **Cancellation:** Either party reserves the right to cancel this Contract, without cause, by giving thirty (30) days' notice of the intent to cancel, or with cause if at any time either party fails to fulfill or abide by any of the terms or conditions specified.

Failure of Nelson\Nygaard Consulting Associates, Inc. to comply with any of the provisions of this contract may be considered a material breach of contract and shall be cause for termination of the contract at the discretion of the City of Fayetteville. In the event of such a breach, the City of Fayetteville will promptly notify Nelson\Nygaard Consulting Associates, Inc. which will have five (5) days to cure the failure to City's satisfaction.

In the event that sufficient budgeted funds are not available for a fiscal period, the City shall notify Nelson\Nygaard Consulting Associates, Inc. of such occurrence and the Contract shall terminate on the last day of the then current fiscal period without penalty or expense to the City. The City reserves the right to terminate within the thirty (30) day notice because of budgetary issues.

12. **Indemnification:** Nelson\Nygaard Consulting Associates, Inc. shall indemnify, pay the cost of defense, including but not limited to attorneys' fees, and hold harmless the City from all suits, actions or claims of any character brought on account of any injuries or damages received or sustained by any person, persons, or property by or from the said negligence of Nelson\Nygaard Consulting Associates, Inc.; or by, or in consequence

of any neglect in safeguarding the work; or on account of any negligent act or omission, neglect or misconduct of Nelson\Nygaard Consulting Associates, Inc.; or by, or on account of, any claim or amounts recovered under the Workers' Compensation Law or of any other laws, by-laws, ordinances, order of decree, except only such injury or damage as shall have been occasioned by the sole negligence of the City of Fayetteville. The first ten dollars (\$10.00) of compensation received by Nelson\Nygaard Consulting Associates, Inc. represents specific consideration for this indemnification obligation.

Furthermore, Nelson\Nygaard Consulting Associates, Inc., in performing its obligations under this contract, is acting independently and the City assumes no responsibility of liability for the Nelson\Nygaard Consulting Associates, Inc.' acts or omissions to third parties, and Nelson\Nygaard Consulting Associates, Inc. shall agree to indemnify and hold harmless, the City, its officers and employees against any and all claims, lawsuits, judgments, costs and expenses for which recovery of damages is sought, suffered by any person or persons, that may arise out of or be occasioned by Nelson\Nygaard Consulting Associates, Inc.' breach of the terms or provisions of contract, or by any negligent act or omission of Nelson\Nygaard Consulting Associates, Inc., its officers, agents, employees, or invitee, in the performance of this contract; except that the indemnity specified in this paragraph shall not apply to any liability resulting from the sole negligence of the City, its officers, or employees. In the event of joint and concurrent negligence of both Nelson\Nygaard Consulting Associates, Inc. and the City, responsibility and indemnity, if any, shall be apportioned comparatively in accordance with the laws of the State of Arkansas, without, however, waiving any governmental immunity available to the City under Arkansas law and without waiving any defense of the parties under Arkansas law. This paragraph is solely for the benefit of Nelson\Nygaard Consulting Associates, Inc. and the City and is not intended to create or grant any rights, contractual or otherwise, to any other person or entity.

13. **Governing Law & Jurisdiction:** Legal jurisdiction to resolve any disputes shall be Washington County, Arkansas with Arkansas law applying to the case.

14. **Severability:** The terms and conditions of this agreement shall be deemed to be severable. Consequently, if any clause, term, or condition hereof shall be held to be illegal or void, such determination shall not affect the validity of legality of the remaining terms and conditions, and notwithstanding any such determination, this agreement shall continue in full force and effect unless the particular clause, term, or condition held to be illegal or void renders the balance of the agreement impossible to perform.

15. **Changes in Scope or Price:** Changes, modifications, or amendments in scope, price, or fees to this contract shall not be allowed without a prior formal contract amendment approved by the Mayor (if the total cost of the contract with such proposed changes, modifications or amendments does not exceed the approved City of Fayetteville, AR

Contract for Transportation Master Planning Services (RFQ 15-08)

Page 4 of 5

contract price including any approved project contingency) or the City Council (if the total contract cost with such proposed changes, modifications or amendments exceeds the approved contract price including any approved project contingency) in advance of the change in scope, cost or fees.

16. **Freedom of Information Act:** Documents prepared while performing City contractual work are subject to the Arkansas Freedom of Information Act. If a Freedom of Information Act request is presented to the City of Fayetteville, Nelson\Nygaard Consulting Associates, Inc. will do everything possible to provide the documents in a prompt and timely manner as prescribed in the Arkansas Freedom of Information Act (A.C.A. §25-19-101 et. seq.) Only legally authorized photocopying costs pursuant to the FOIA may be assessed for this compliance.

17. **Documents Comprising Contract:** The contract shall include this Agreement for Transportation Master Planning services, as well as the following documents, which are attached:

- a. Exhibit "A" Scope of Services
- b. Exhibit "B" Fayetteville TMP Schedule

If there is a conflict between the terms of this Agreement and the above referenced documents, the conflict shall be resolved as follows: the terms of this Agreement shall prevail over the other documents, and the terms of the remaining documents shall be given preference in their above listed order.

WITNESS OUR HANDS THIS 15 DAY OF March, 2016.

NELSON NYGAARD CONSULTING ASSOCIATES, INC.

By:

Paul A. Jewel
Printed Name & Title
President
+
CEO

CITY OF FAYETTEVILLE, ARKANSAS

Lionel Jordan
LIONEL JORDAN, Mayor

ATTEST:

Chris Fletcher
Name: Chris Fletcher

ATTEST:

Sondra E. Smith
Sondra Smith, City Clerk

116 New Montgomery Street, Suite 500
Business Address

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Date Signed: 26 Feb 2016

Date Signed: March 17, 2016



City of Fayetteville, AR

Transportation Master Plan Project

Exhibit A - SCOPE

TASK 1 PROJECT INITIATION

1.1 *Project Kick-Off Meeting*

The Consultant will meeting with City staff, any key stakeholders identified by the City, and potentially a Steering Committee to discuss the final scope of work and project schedule, establish communication protocols, coordinate preparation activities, and collect studies, data, and other information that will be used throughout the project. During the kick-off, the Consultant will conduct a brainstorming session to clarify key roles, schedules, community event types / dates/ locations, and consistent graphics elements for outreach materials.

1.2 *Final Scope of Work and Project Schedule*

Based on the discussions at the project kick-off meeting and follow-up correspondence, the Consultant will work with the City to finalize the Scope of Work and Project Schedule, including the Community Outreach Schedule.

DELIVERABLES: Meeting Notes
Final Scope of Work and Project Schedule

TASK 2 VISION, GOALS, OBJECTIVES

Knowledge of the community's values is necessary to effectively produce network typologies, design standards, measurement tools, and an implementation plan. The Consultant will incorporate the goals of the City Plan 2030, Downtown Master Plan, and other guiding documents. The Consultant will also talk to citizens, stakeholders and elected officials about how the transportation plan can improve their lives through and inclusive public participation process that receives input from sometimes disengaged users and from all areas of the city, not just special interest groups and downtown areas (see Task 4 for details). With robust public input, designs for transportation solutions can be tailored entirely to the community context and preferences. Such a system is only effective, however, if the solutions are reflective of Fayetteville's values. A small (as small as possible), tailored set of community-based project goals will be developed during Task 4 before any network priorities are set. This process will necessarily involve and inform key stakeholders who may not fully appreciate the community's vision, such as AHTD, large institutions and employers, and members of the community itself.

The overall goals, when set, will lead to a set of measurable evaluation criteria in Task 7 designed to meet the objectives included in the Request for Qualifications. These measures will encompass choice modes of travel such as bus, bicycling, bikeshare, walking, carshare, taxi, scooter, etc. with careful attention paid to the need to balance automobile throughput against other community needs.

DELIVERABLES: Goals Statement Measurement, Prioritization Framework and Criteria

TASK 3 EXISTING CONDITIONS

The following subtasks are intended to be conducted in parallel with overlapping input and feedback informing each subtask's analysis and conclusions.

3.1 *Review of City Codes, Policies, Standards, and Design Guidelines*

The Consultant will conduct a review of all appropriate municipal codes and ordinances that support or should support plan development, as well as other broader goals identified early in Task 2. These go beyond standard elements such as vehicle lane dimensions, crosswalk standards, curb ramp designs, other traffic, street or sidewalk elements and extend further into elements such as parks and recreation, parking regulations, land use and growth policies, development regulations, , and citywide zoning. In addition, the Consultant will work with City staff to fully understand existing street design, evaluation, and implementation practices across applicable City divisions, as well as curb management practices.

3.2 *Review of How Streets Are Classified*

Traditional roadway functional classification is an ordering system that defines “the part that any particular road or street should play in serving the flow of trips through a network.” Functional classification, by most definitions, is mono-modal; it focuses on one type of traffic, in this case, motorized vehicles. Classification systems that are more relevant to settings like Fayetteville should include non-driving modes and non-travel uses of streets that allow for flexibility in street design.

The Consultant will conduct a review of Fayetteville’s existing circulation patterns, capacity (planning level), traffic volumes, and non-motorized usage to identify how these factors align with the classification of existing streets. This information will guide recommended street typologies developed in Task 6, considering community-based criteria on circulation, environmental protection, neighborhood livability, land use, and other factors to provide additional context sensitivity. Doing so will help ensure that Fayetteville’s streets are planned and designed to serve a variety of uses and not simply vehicular movement.

3.3 *Review of Street Cross-Sections*

Based on information provided by the City, a close review of the City’s Master Street Plan cross sections and field reconnaissance, the Consultant will develop a spatial map of the City’s street widths with overlays of existing traffic volumes, land use, and density. This effort will feed into Task 3.2 above and help to develop Complete Streets typologies and design guidance in Task 6, where the Consultant will highlight areas that show opportunities for repurposing of right-of-way and areas with constrained street width (areas, for instance, that can potentially be addressed by adding to the pedestrian realm through easements or during development projects).

An important part of this subtask will be evaluating curb management practices throughout the city and especially in downtown where the Master Plan calls for changes to parking management practices. On-street parking can greatly impact the environment for motorists, bus drivers, bicyclists, and pedestrians depending on where it is placed relative to street width, design speed, cross-streets, and adjacent land uses. The Consultant will identify where parking or its management conflicts with broader study goals and the implementation of complete streets.

3.4 *Transit System Evaluation*

The Consultant will draw upon its established understanding of local transit systems to develop a cost-effective evaluation of City opportunities based on current and likely bus transit operations in Fayetteville. The Consultant already has a firm understanding of ridership patterns and service productivity from its work at the University of Arkansas, including underlying system strengths and weaknesses and proposed routing changes. The Consultant will prepare evaluations of the context around transit stops and routes, including infrastructure assessments, amenities, walking environment, connectivity to land uses, etc. The analyses will use existing data as available, including service characteristics, ridership volumes and patterns, compatibility with other street functions, amenities, and other factors relevant to the creation of Complete Streets.

3.5 *Level of Service and Multimodal Analysis*

Traditionally, motor vehicle Level of Service (MVLOS) standards have been focused solely on vehicle delay and travel time, and they may therefore have a detrimental effect on non-motorized users and on the implementation of Complete Streets. Multimodal Level of Service (MMLOS) has been adopted by some communities as a new performance standard. However, the high data requirements of MMLOS may be limiting for some jurisdictions.

As part of this task, the Consultant will provide an evaluation of how MMLOS can be applied in Fayetteville. The Consultant will then present its full recommendations on Level of Service standards or alternative performance metrics that should be adopted by the City of Fayetteville.

To develop guidelines for street standards and typologies, the Consultant will then conduct the preferred analysis on as many streets in Fayetteville as the methodology allows within the approved budget. The methodology should be conducted by the City now and in the future as a way to prioritize future streets projects and project elements according to the final community-based criteria.

The Consultant team will analyze no less than six major corridors, and at least 24 intersections (specific corridors to be determined in Task 1.2).

3.6 *Geographic Information System Geodatabase*

Benefitting from existing in-house GIS data and skills, the Consultant will quickly develop a base geodatabase of the City's streets that will eventually contain recommended typologies and eventually be a City-maintained asset, incorporated into other planning initiatives in the future. The team will focus significant effort on compiling and reviewing multimodal transportation data. While all of the following elements may not be readily available for the expected budget, the Consultant will work with the City to incorporate as much static and field information as possible, including but not limited to:

- Sidewalk coverage: conditions
- ADA deficiencies
- Curb ramp locations: compliance status
- Signalized intersections; phasing & timing
- Turning movement counts
- AADT volumes
- Crash locations
- Transit stops, shelters, and routes
- Recent boarding counts

The Consultant will deliver this GIS database as early in the project as possible since it forms the basis for much analysis in later tasks, but the Consultant is expected to continue to add to it throughout, incorporating recommendations and results from performance measurement tools at later stages.

3.7 *Fayetteville Mobility Facts Book*

The Consultant will produce a highly-accessible report on all above existing conditions that can be loaded to a project website and distributed as a complete package. This format is an alternative to the unwieldy and overwhelming technical existing conditions reports that are of little use to anyone but well-informed staff.

The Fayetteville Mobility Facts Book would be a product of field study and review of existing conditions through data analysis, outreach, interviews and review of past planning efforts. The Facts Book will also provide a review of best practices from relevant peer communities. It will be designed with a graphic, internet-

ready focus, employing maps, illustrations, and photo imagery. The information it contains will serve as the content basis for much of the outreach program. It will be linked to existing data sources where possible.

DELIVERABLES: City Policies and Ordinances Memo
Street Classification Memo
Street Widths Memo
Level of Service and Multimodal Analysis Memo
Transit Evaluation Memo
GIS Geodatabase
Fayetteville Mobility Facts Book

TASK 4 ON-GOING PUBLIC PARTICIPATION

Prior to outreach, the Consultant will consult the City for initial stakeholder contacts, possible mobile workshop and community meeting locations, and consistent graphics elements for outreach materials. The process described below represents the initial proposal for outreach, based on successful public outreach on other projects. These details and the actual meeting schedule will be refined based on input from the City, Steering Committee, and other key stakeholders. At all times the intent of the outreach will be to receive input from sometimes disengaged users and from all areas of the city, not just special interest groups and downtown areas.

4.1 Public Education Campaign and Outreach Materials

The Consultant will develop a public education campaign and outreach materials to educate the community about planning for Complete Streets. Implementation of Complete Streets can be a significant paradigm shift for some residents, so educational materials will emphasize why it is important to balance all modes of transportation and how this balance is achieved. This task and the materials will be developed and refined in close collaboration with City staff.

4.2 Mobile Workshops

The core of the outreach strategy will utilize the “mobile workshop” concept, allowing integration with existing events, rather than creating a whole new outreach effort. The preferred format employs interactive maps, guides, and touchpad-based input tools stationed at a simple table with visible pop-up tent, all quickly packed into and out of a van. By being mobile, the team can ensure the outreach campaign receives input from sometimes disengaged users and from all areas of the city. The purpose of focusing on mobile workshops, rather than a static location, is to engage as diverse of a population as possible, including diverse geographies.

The first two substantial public engagement efforts will be mobile:

1. **Values Mobile Workshop** serves as a welcome and public kickoff for the project. It will include a project overview and be focused on participant input on the goals and objectives for the project. During the workshops, participants will have hands-on exercises to prioritize values and highlight areas of opportunity and concern.
2. **Concepts Mobile Workshop** will be the forum where the Consultant presents preliminary concepts and alternatives for street and network typologies, cross-sections, and evaluation criteria. This workshop should be scheduled midway through the project. The mobile format will include both educational materials as well as provide opportunity for participant input.

These mobile workshops assume 3-4 consultant staff with assistance from the City in up to 10 locations total.

The mobile workshop exercises will be replicated in online versions (Task 4.4) to maximize participation.

4.3 *Community Workshop*

A community workshop represents the major public involvement event necessary to review the draft Transportation Master Plan components and to share and solicit feedback from the public on draft plans. It could follow a charrette process, where the meetings for plan reviews, and much of the final production work, takes place in a compressed period – sometimes even a few days. It is recognized that Fayetteville citizens are familiar and comfortable with this format as evidenced by other recent planning initiatives.

This **Draft Plan Workshop** will present the Draft Transportation Master Plan. Citizen input at this meeting is anticipated to be primarily public comment and map markup to confirm that the input provided at earlier meetings is incorporated into the document.

4.4 *Community Survey*

Surveys reach community members who are unwilling or unable to attend workshops. The survey will include questions about vision and goals as well as specific items related to policy and street design. The survey is not intended to be a statistically significant and is instead fun, brief, and informative. It will be distributed in paper, by email, on social media, and via the City's website in a format to be finalized in coordination with the City.

4.5 *Project Website and Social Media*

An effective project website will help fill in the gaps for those who cannot or who choose not to attend meetings and provide up-to-date study information while soliciting feedback in-between meetings. The project website provides a fast and simple way to keep up to date with the project. The website provides a single location for study announcements, updates, contact information, meeting results, and work products. Social media will supplement this by providing frequent updates and link users to the project website.

DELIVERABLES: Workshop Notes
Survey and Results Memo
Project Website and Social Media
Education and Outreach Materials

TASK 5 IDENTIFYING NETWORK NEEDS

Building directly upon the existing conditions review of Task 3 and the public input developed during Task 4, the Consultant will work with City staff and potentially a Steering Committee to identify key areas of need in Fayetteville's streets (both topical and geographical). Key questions to be asked are:

- Where must we improve street user safety?
- Where should we work hardest to enhance the City's bicycle/pedestrian friendliness?
- Where do barriers to transit, bicycling, and walking need to be overcome?
- Where can we increase and incentivize multimodal opportunities?
- Where are additional street linkages, intersection improvements (both capacity and safety), and other capacity improvements needed?

As issues and likely opportunities are identified, the Consultant will also identify the tradeoffs they represent. For example, proposed improvements such as cycle tracks or rapid bus treatments would require that more roadway space be used for transit and bikes, with less for regular traffic. This road capacity trade-off may benefit congestion in general but directly affect a subset of drivers on targeted corridors. A major issue for this study will be how far the city is willing to accept these trade-offs to shift to alternative modes.

5.1 Street Opportunities

Fayetteville's street system is its front door. Every building, plaza, and open space abuts a street, and most places are reliant on streets for direct access. The quality and condition of streets is, therefore, of paramount concern to most residents, whether they be a motorist, cyclist, walker, or transit rider.

The Consultant will focus on locations where a mix of modes is not seen because the street is too threatening for anything besides cars or through buses. The Consultant will also identify clear system gaps, conflicts, pinch points, and other barriers to seamless and safe movement by all modes and illustrate these as a "gap analysis."

Particular consideration will be given to policies that influence the demand for driving. Many communities have recognized that dramatic shifts to alternative modes of transportation are possible with the right set of public and private incentives, including:

- Parking pricing/cash-out
- Free rides home
- Web-enabled ridesharing
- Car-sharing
- Bike-sharing
- Flex-hours
- Secure bicycle parking

Vehicular congestion and safety analysis will be performed to identify needed improvements, through better signal timing, revised lane utilization, additional linkages, improvements to roadway geometry, construction of additional capacity, or other structural or non-structural improvements.

5.2 Transit Opportunities

Transit improvements provide one of the best opportunities to shift very large number of travelers out of single-occupancy automobiles, allowing streets to transform. After the transit service evaluation, the Consultant will evaluate community-based options to address identified opportunities. These may include:

- Sources of Operational Delay
- Stop Consolidation to make transit service faster
- Bus Stop and Area Improvements
- Land Uses and Zoning

5.3 Bicycling Opportunities

As it works with the City and Steering Committee to focus on preferred street typologies, the Consultant will work to identify biking improvements to resolve the gaps in the system identified by the Active Transportation Plan that can enhance bicycling. These may not only resolve facility gaps but intersection delays, needed lighting, conflicting vehicle movements, and information and wayfinding gaps. Some of the strategies that can further enhance Fayetteville's streets and intersections for bikers include:

- Bicycle boulevards
- Cycle tracks
- Median lanes
- Bike signals
- Bike jug-handles
- Bus-bike lanes

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- Shared-use markings
- Contra-flow lanes
- Multi-use paths
- Bike stations

The Consultant will work with the City and committee to test these strategies and how they might fill gaps in Fayetteville by showing how best practice examples from around the country have been applied.

5.4 *Pedestrian Opportunities*

Several pedestrian design principles should be maintained in Fayetteville, as described below. These will be assessed citywide during this task.

- Connectivity
- Safety
- Accessibility
- Traffic Engineering Elements
- Landscaping and Aesthetics

While the Consultant brings national experts at evaluating walking systems, it will rely heavily on the input of the public for finding the best opportunities. The Consultant will be clear about its approach to pedestrian design as part of educating the public about the improvements that can happen in their neighborhoods.

5.5 *Land Use and Urban Design Opportunities*

The demand for any form of transportation rests solely with the land uses that generate residential, commute, shopping, and tourist trips. The Transportation Master Plan must emphasize the types of land uses that support alternative modes in order to inform the upcoming City Plan 2030 process. Typically, multimodalism increases when following these basic land use principles, which will be explored with the City, Steering Committee, and other stakeholders:

- Creating a matching live-work mix locally
- Providing a sufficient mix of affordable locally-serving retail
- Increasing residential density
- Promoting a horizontal and vertical mix of uses
- Concentrating density near transit nodes
- Limiting the geography for exclusive residential use
- Integrating a minimum but restricted amount of open space

5.6 *Livability and Economics*

The effect of the transportation costs is a principle factor in mode choice. For the average motorist, the perceived cost to drive is simply the cost of gasoline, and in most instances, this is less than the equivalent transit fare. However, this cost entirely ignores the tremendous amount of hidden subsidies for automobile travel such as insurance premiums, registration costs, taxes, and maintenance. More progressive cities have realized the true value of the land occupied by excess road and parking surface by reclaiming this space for infill development; thus reducing vehicle trips while offsetting growing budget deficits.

The Consultant will work with the City, the Steering Committee, and the public to reveal the real economics of parking and transportation as part of identifying possible regulatory opportunities that will promote vehicle trip reduction in Fayetteville. In the downtown especially, this will be closely tied to a parking management strategy that addresses merchant and business perceptions about the need to preserve parking supply.

5.7 *Sustainability and Carbon Emissions*

At the forefront of recent transportation debates has been the impact of greenhouse gas (GHG) emissions on global climate change. Recent debate has minimized public fears somewhat, even though the scientific community is nearly unanimous in its conclusions about the ill-effects of tailpipe emissions on the planet. Other local impacts of GHGs include increased asthma rates along high-volume roadways, incidence of cancer pockets near Interstates, local smog effects, and water pollution from particulate runoff.

Furthermore, the extra space needed to accommodate automobile travel and parking means greater building heating and cooling costs due to reduced density; increased remote pollution impacts from paving materials production; and greater fossil fuel consumption and utility distribution costs to serve auto-oriented land uses.

The Consultant will work with the City and the Steering Committee to identify clear policy and infrastructure gaps that are contributing to adverse climate change.

5.8 *Downtown and Entertainment District Parking and Mobility Study*

Focus area parking and mobility study scope and sub-tasks are included in detail at the end of Transportation Master Plan scope.

DELIVERABLES: Streets Needs Memo
 Biking Needs Memo
 Walking Needs Memo

Land Use and Urban Design Memo
Livability and Economic Memo
Sustainability and Carbon Emissions Memo

TASK 6 STREETS PLAN

6.1 *Development of a Street Typology/Prioritization*

The Consultant will work with City staff to identify “families” of streets based on accepted utilization, context, land use, and other measures. Building on the Master Street Plan Cross Sections, the Consultant will develop conceptual cross-sections for each family as well as conceptual plan views in areas where families intersect. Proposed solutions to better accommodate all users (pedestrians, bicyclists, transit, and motor vehicles) - as deemed appropriate based on the context of the street - will be shown for each family, including features such as curb-and-gutter, bulb-outs, medians, lane markings, parking space marks, crosswalks, driveways, sidewalks, bike lanes and other bike facilities, transit facilities, and streetscape features.

6.2 *Establishment of Design Standards and Green Streets Network*

The Consultant will use the Task 3 existing conditions analysis, street typology recommendations, and Task 5 needs analysis to develop a comprehensive design guideline manual that includes, but is not limited to, all improvements relating to pedestrian and bicycle facilities, street lighting, transit stops, on-street parking, utilities, landscaping and signage. This manual will recommend revisions to city codes, policies, standard drawings, design guidelines, and City signage, as reviewed in Task 3. The design guidelines are anticipated to include recommendations related to a range of factors such as lane widths for motor vehicles and bike lanes, pedestrian realm (sidewalks and furniture zones), street trees and other landscaping, lighting (pedestrian-scale and roadway), intersection design details (corner radii, curb extensions, signal displays and timing, etc.), transit-supportive streetscape design, medians, islands, and pedestrian refuges, parking lane treatments, parking management practices, traffic calming and roundabouts.

These design guidelines will include design modules and overlays for each of the street types that allow for the integration of design features associated with Low Impact Development in the “Green Streets Network,” the downtown zone, or other identified focus areas. For instance, the incorporation of green streets features into an urban main street environment will require a different design approach from that for a street lined by single-family residences.

6.3 *Transit Service Improvements*

The Consultant will complete a series of recommended improvement plans for Razorback Transit and Ozark Regional Transit that work to meet the goals outlined in Task 2, is reflective of the needs collected in Task 5, relates to existing and new transit-oriented development areas, and complements the streets typology and design standards. Service improvements will be summarized according to normal measures used by the local providers, such as total service hours. Capital improvements such as shelters, benches, and other passenger amenities are expected to be incorporated as part of the street design standards. Recommended improvements also will include coordinated policies as they relate to parking pricing, demand management, transit-oriented development opportunities, other forms of transit (including transportation network providers), and transit information. While it is expected that the majority of

recommendations will be for the existing fixed route bus system, the Consultant will also provide high-level recommendation for demand-responsive service and future fixed-guideway plans (bus rapid transit, light rail, streetcar, etc.)

6.3 City Coordination Plan

Implementing Complete Streets in Fayetteville will require notable changes to City policy, regulations, and governance. The Consultant will work closely with City staff to lay the groundwork for Departmental policy changes, re-evaluating roles, budgets and authority. The City Coordination Plan will be supported by performance criteria derived in Task 7. Change of this scale can be difficult and incremental, but the opportunity to rejuvenate City policies is tremendous given the potential and interest in pushing for growth and change in Fayetteville.

DELIVERABLES: Street Typology/Prioritization Networks
Green Streets Network
Transit Services Improvements
Streetscape Design Guidelines
City Coordination Plan

TASK 7 PERFORMANCE AND MEASUREMENT TOOLS

For this task, the Consultant will develop a set of performance and measurement tools that can be used to evaluate the quality of City streets and impacts of future projects. Based directly on the goals and criteria developed in Task 2 as prioritized during public outreach (Task 4), the measures will be multimodal in nature and reflect community-based considerations of land use, health impacts, safety based on public input. While the accepted measures will be used to finalize the Master Plan, the tools that utilize these measures are intended to live on with City staff for future planning efforts.

These tools may include:

- **Automobile Movement Compensator** – Candidate road projects could be tested. Measures should acknowledge that throughput is not the same as delay (i.e. a skinny street or intersection can handle as much throughput as a wide road that is poorly managed, but the skinny street has safer speeds that may mean greater – but acceptable – delay).
- **Bicycle & Pedestrian Evaluation Tools** – One of the most insightful and current evaluation criteria is from the League of American Bicyclists, which named Fayetteville as a bicycle friendly community in 2010. The League's evaluation is goal-focused and contains dozens of performance measures that could be considered as part of a City evaluation tool. A GIS-integrated method for prioritizing sidewalk improvements should also be developed.
- **Transit Evaluation Tool** – Leveraged by best practices across the country, this tool would evaluate system changes with simple quantitative criteria (peak passenger load, travel time factor, hours of service, etc.) and qualitative factors (comparison to other future transit service, land use plans, zoning, etc.).
- **Street Design Assessment** – This tool would include assessments of sidewalk characteristics, location and quality of crosswalks, signing and protective measures, compensated spatially based on proximity to key land uses, such as schools, transit stations/stops, and activity centers.

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- **Health and Safety Evaluator** – This tool would assess linkages between physical infrastructure and health by considering factors such as emissions, VMT, crash rates, vehicle speeds, sound impacts, and other variables.
- **Economic Evaluator** – This tool would evaluate the potential economic benefits of a project and relate those to long-term municipal revenue growth, individual wealth creation, and more equitable allocation of costs and benefits.

Any of the above tools can be supplemented, modified, and tailored to Fayetteville's needs, based on the prioritized goals and needs that are identified. All are intended to be part of regular planning activities and to be easily maintained by City staff for years to come.

DELIVERABLES: Performance and Measurement Toolkit
Evaluation of Recommended Projects

TASK 8 FINAL PLAN

8.1 *Draft Transportation Master Plan*

The Consultant will work with City staff to develop an outline of the report based on the findings from Tasks 2 through 5 and the recommendations of Task 6. The Consultant will then assemble the Draft Transportation Master Plan and guide it through a review process involving City staff and the public. Based on the comments and feedback received, the Consultant will produce a final version and present it to City leadership.

Following the evaluation of streets and improvement projects versus the performance and measurement tools during Task 7, public feedback will help to confirm that the right projects and typologies are rising to the top. During these sessions the Consultant will also begin to discuss funding constraints and opportunities to gain a sense of whether there are enough highly desirable projects to expand the pool of funding.

Following the input received at the prioritization sessions, the Consultant will assemble the results into a final draft. The plan will include street standards, street typologies, possible capital projects, City policy recommendations, City policy positions regarding partner agency projects, and other elements described above. This includes recommendations on travel demand management, parking policy, traffic and bicycle system enforcement, community education, etc. The Consultant will recommend practical steps toward implementation, bringing experience from other communities that have had success with various programs and providing insight regarding the keys to their success.

9.2 *Draft Implementation Strategy*

Successful plan implementation is the greatest challenge for any planner. With so much at stake for Fayetteville, the Transportation Master Plan cannot run the risk of being an end point, regardless of how well-developed, documented, and implementable it might appear. While the Transportation Master Plan must have a forward-thinking vision that ensures it is only the beginning of a process, the Plan must be well-grounded in the realities that City staff, lawmakers, business-owners, and landowners must face every day. The Plan's **Capital Plan** will be accompanied by a real on-going Maintenance and Operations Cost Program that acknowledge the realities stakeholders will face once the Plan is complete. The implementation steps and timeline will be grounded in a sequence that is realistic, given time, budgets, and regulatory constraints.

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Nonetheless, the Transportation Master Plan process should create the kind of motivation and support from all internal and external stakeholders necessary to keep implementation on track.

The Implementation Strategy will include three components for each recommended initiative: a Capital Plan, a Maintenance and Operations Cost Program, and a Financial Plan. The Strategy also will identify the parties that will be responsible for implementation and funding. The Financial Plan will outline the costs associated with each individual project, as well as potential costs and strategies for long-term Citywide projects. For example, the Consultant will likely quantify the costs for the development of a completed citywide bicycle network, but that network would be implemented over a period of years. In this case, the Consultant would also propose annual funding levels that would allow the system to be developed over a set number of years.

For each of these measures, the Consultant will also propose potential funding sources. This may mean becoming involved in community discussions on topics about revenue capture, such as tax increment financing, that relate to local funds. It will mean helping Fayetteville understand the latest Federal funding programs as well as State of Arkansas priorities.

Once recommendations are prioritized, the Consultant will develop the Implementation Strategy that incorporates a Capital Plan, Maintenance and Operations Cost Program, and Financial Plan, and includes details such as the following elements:

- Specific implementation steps for each recommendation
- Thresholds or triggers to undertake actions - for example, public streetscape projects that will couple with privately constructed new network
- Responsibilities for each action
- The level of effort that will be required
- Interrelationships between activities and agencies
- Recommended travel demand management policies (both public and private) along with the potential for Transportation Management Association (TMA) structures.

A Draft Implementation Strategy will be circulated to City staff and key stakeholders as established by the City. Comments will be solicited, and comments received will be reviewed with the City. Appropriate modifications will be made to the Draft Report.

9.3 *Final Plan*

The Final Mater Plan will convey the recommended mobility policy, related strategies, and priority projects for the City of Fayetteville. The report will be detailed to include a work program broken down by year along with costs and schedules, as well as broad, including recommendations of policy and overall direction of multimodal mobility for the City. Detailed implementation and financial considerations may be in a separate document for City consumption.

DELIVERABLES: Draft Plan
 Implementation & Financial Strategy
 Final Plan

5.8 Downtown and Entertainment District Parking and Mobility Study Scope of Work

TASK 5.8.1 EXISTING PARKING FACILITIES SUPPLY AND DEMAND

A. *Kick-off and Background*

Project Initiation

Nelson\Nygaard can use the citywide Transportation Master Plan effort kick off meeting to begin the parking study effort. At the kick-off meeting, the Consultant will work to identify exact study area boundaries.

Plan Review

Nelson\Nygaard will work with City staff to identify and collect all relevant and available data, reports, and studies related to parking in Fayetteville, including but not limited to:

- **City studies and reports:** downtown parking studies, economic development plans, Entertainment District studies, etc.
- **Parking data:** digital files of parking inventory and regulations data by block and by lot, as available
- **Parking management practices:** enforcement practices, revenues and expenses, parking technology information, permit information, specialized parking arrangements (i.e. event, employee, resident permit parking, etc.), parking signage location inventory and locations
- **Land use information:** existing, proposed, and expected future land use information, including type and gross square footage for all buildings in the study areas
- **Regulations:** zoning code, related City ordinances
- **Geographic Information Systems (GIS) files:** a specific list of GIS shapefiles will be requested

B. *Parking Inventory and Utilization*

Parking Inventory

Utilizing in-house Geographic Information Systems (GIS) skills and experience, the Consultant will build on existing parking inventory information provided by the City. The Consultant will work with the City to conduct a full field inventory to verify existing public on- and off-street data. The Consultant and the City will add to the public parking facility inventory by adding all privately owned parking facilities, excluding private driveways and lots fewer than five spaces.

The Consultant will build a GIS shapefile and develop parking inventory maps that include the private and public on- and off-street facilities, including elements such as regulations, permits, enforcement period, special use restrictions, compliance with parking ordinances, and price (when applicable). All data will be collected by block face for on-street and by individual for off-street lots. All information will be geocoded and submitted to the City.

Parking Utilization

Nelson\Nygaard is well practiced at leading, conducting, and analyzing parking utilization data. More importantly, Nelson\Nygaard presents this data in a way that is easy for stakeholders and the public to understand how the parking system is being utilized, where the hotspots are, and places that are underused. This data is critical to reflecting back to Fayetteville stakeholders how parking actually functions.

The Consultant will train City staff to conduct field surveys of parking accumulation and utilization for all identified publicly and privately owned parking lots and all on-street parking within the study area to identify the vacancy rates throughout typical days, including loading zones, bus stops, and other "live" areas. These surveys will establish the peak daily parking accumulation and daily utilization for the study area's parking.

The Consultant agrees that adequate parking utilization data is a necessary component to building sound analysis and recommendations. It recommends focusing data collection efforts when public school and the University of Arkansas are in session, on non-holiday days. At minimum, the City (working with the Consultant) will conduct:

- One (1) full weekday utilization counts, from 7am - 9pm (unless otherwise discussed), likely a Wednesday and/or Thursday
- One (1) full weekend utilization counts, from 9am - 11pm (unless otherwise discussed), on a Saturday

If the City would like more sample utilization counts, the Consultant can conduct them on a time and materials basis (through an add-on task), or the Consultant will provide materials and train City interns or staff to conduct the counts. The Consultant will provide all data collection materials and training to City staff; the Consultant will be available in person if needed for the primary utilization count day.

The Consultant will develop detailed maps of parking supply versus utilization for Fayetteville to identify patterns of use over time and space.

C. Existing and Future Parking Demand Analysis

Evaluation of the Existing Conditions

Today's parking utilization rates and patterns will be analyzed to assess whether the existing supply meets current demand. The analysis will evaluate system-wide demand, as well as subgroups such as public parking lots, employee spaces, private lots, and on-street spaces. Data by user groups (visitors, employees, residents, commuters) will be tabulated to understand behaviors and trends among particular population subsets. Charts will be created to represent the dynamics of the supply and demand relationship across the day and throughout the study area, the different facility types, locations, including five minute walk radii, and user groups.

Evaluation of Parking Expansion Needs

A summary parking Excel model starts with data from the Parking GIS database, developed in Task 1.B Parking Inventory and Utilization, in order to analyze the relationship between supply and demand in the entire study area, plus sub-areas as identified in coordination with the City.

The Consultant will account for potential parking demand in the next three-, five-, and ten-year horizons as determined from:

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- Existing and on-going development projects
- Planned and anticipated projects
- Residential and commercial population shifts
- Residential and commercial demand
- Vehicle and foot traffic patterns
- Available parking distance from major destinations/trip attractors and venue locations
- Transit service improvements, dedicated bicycle facility additions, and transportation demand management (TDM) programs

This work stems from data collection efforts in Task 1.B but takes the data one step further by relating it to surrounding land uses and adjusting national standards in order to determine if parking supply is sufficient. This analysis will lead the Consultant to incorporate projections on future parking supply and demand based on changes in land use (i.e. potential development, build out of underutilized sites) in the study area. More specifically, this task will analyze:

- Existing land use in downtown Fayetteville
- Future land use in downtown Fayetteville
- Expected parking demand based on downtown land use relative to the Institute of Transportation Engineers and a Fayetteville parking generation rate
- Observed parking demand relative to the Institute of Transportation Engineers and a Fayetteville parking generation rate
- Shared use analysis (peaking by time of day)
- Ratio between parking spaces and built square footage, existing and future
- Scenario adjustments based on mode split and future planned uses

Nelson\Nygaard has experience all over the country in developing Excel spreadsheet tools that can be easily adjusted based on new land uses, parking supply, and mode split. In similar studies, the Consultant has found that traditional parking projections overstate demand. Downtowns offer the opportunity to share parking spaces between various uses throughout times of the day and week, thereby reducing the total number of spaces required compared to the same uses in stand-alone developments. This is a primary benefit in mixed-use contexts.

The Consultant will develop detailed projection scenarios of potential future demand, drawing upon parking demand in Task 1.B, Urban Land Institute (ULI) methodologies, and the Fayetteville context. Existing land use and projections will be based on information provided from the City and other stakeholders in the study, plus potential development scenarios based on vacant sites, sites identified for redevelopment, and development permitted through existing zoning.

D. Stakeholder and Public Participation

Nelson\Nygaard understands that parking utilization data alone does not tell the whole story of the parking situation in town. Hearing from residents, employees, customers, visitors, commuters, and others on the day-to-day and seasonal parking issues helps to paint a more complete picture. As well as hearing first-hand why parking works in some parts of downtown and not work in others, what signage is confusing, or whether or not time limits impact behavior; substantially aids in determining how the downtown's parking functions for different users of the system. The Consultant will engage the users of Fayetteville's parking system via three primary

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methods: stakeholder interviews, public workshop (followed by a public meeting in Task 3), and an online survey.

Stakeholder Interviews

To help inform the project, the Consultant will coordinate and conduct up to six (6) interviews and meetings with identified stakeholders. Stakeholders may include City of Fayetteville staff, downtown and Entertainment District merchants, small business owners, Chamber of Commerce, key property owners, employers, developers, neighborhood groups, and others. The City may decide to include individual interviews with specific interviewees or “key stakeholders” with input from the project Consultant.

Public Workshops

The Consultant will integrate parking study elements into the proposed Transportation Master Plan public outreach efforts.

Online User Survey

To gain a better understanding of the way parking is used in Fayetteville, the Consultant can create an online user survey accessible from the City’s website, local newspapers, city email lists, and other sources, as identified by City staff. Information collected from surveys will be used to identify use patterns, perceptions of the parking system, and the potential willingness to accept changes. The goal is to get as many completed surveys as possible from a diverse set of users.

These surveys will specifically address the following end-user issues for groups such as shoppers, diners, employees, commuters, residents, and tourists through questions including:

- Demographic information
- Parking location
- Parking location preference
- Parking turnover/length of stay
- Reasons influencing location selection
- Final destination
- Purpose of visit
- Perception of parking availability
- Perception of parking costs & price sensitivity
- Awareness of alternate parking locations
- Use of alternate parking locations
- Conditions for use of alternate parking locations
- Awareness of alternate mode options

Deliverables Technical Memorandum #1: Parking Supply and Demand

TASK 5.8.2 REVIEW CURRENT MANAGEMENT STRUCTURE

A. *Document Current Management Practices*

Parking Management

Nelson\Nygaard will work with City staff to identify and collect all relevant and available data, reports, and studies related to parking and relevant transportation programs in Fayetteville.

The Consultant will work closely with City staff to identify and document:

- Parking permit sales and pricing structure (historical and current)
- Specialized parking arrangements (i.e., event, valet, resident permit parking, etc.)
- ADA access
- Equipment and technology
- Enforcement and revenue collection, including staffing, responsibilities, routes and protocols, and schedules
- Existing Transportation Demand Management (TDM) programs
- Planned transit service improvements
- Planned pedestrian safety improvements
- Expected new bicycle facilities, including dedicated lanes and parking
- Planned vehicular traffic circulation improvements, including evaluation of one-way to two-way conversions
- Parking violation fees and fines, including associated revenues and expenses by category
- Parking-related zoning ordinance

B. *Document Supportive Elements that Impact Parking Management*

Many blocks in Fayetteville are wonderful places to walk, with many downtown destinations under a five-minute walk from each other. The City's recent development projects are expected to add to the sidewalk-level activity. However, challenges such as topography and proximity of major destinations can be a barrier to a "park once" effort.

Every motorist becomes a pedestrian upon exiting the car. Thus, the Consultant will evaluate how a "parker" would access destinations from parking locations throughout the study areas on foot, based on both on-the-ground observation and national statistics. This will include the identification of specific barriers to walking such as distance, topography, incomplete or inadequate sidewalk networks, lengthy or dangerous intersection crossings, vehicular circulation barriers, land use mix, and more.

Deliverables Technical Memorandum #2: Current Management Structure

TASK 5.8.3 RECOMMENDED PARKING MANAGEMENT STRATEGIES AND SYSTEM DESIGN

A. *Initial Parking Management Strategies*

Based on Task 1 and Task 2 findings, Nelson\Nygaard will develop a suite of parking management alternatives that will be evaluated and vetted with the City. Parking management strategies

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include supply-side options (additional off-street parking, shared parking, striping efficiencies, etc.), demand-side options (pricing adjustments, wayfinding/signage, real-time parking information, time limit adjustments, transportation demand management strategies, etc.), and administration & customer service (permit programs, policy strategies, management structure, etc.).

The Downtown and Entertainment District will be evaluated as separate districts, but the strategies developed will either apply to both or be modified appropriately for each context. The plan could consider strategies including:

- **Pricing strategies:** appropriate on-street and off-street pricing, event or evening pricing, leasing of private spaces (shared parking), graduated parking rates, etc.
- **Parking regulatory strategies:** appropriate parking time limits, shared parking, parking benefit districts, etc.
- **Parking technologies:** use of smart parking meters, kiosks, pay by cell technology, electronic permits, etc.
- **Parking permit programs:** employee permits and residential parking stickers/permits
- **Supportive parking strategies:** regulatory or information signage, information distribution, bike and pedestrian access, transit improvements, transportation demand management (TDM), enforcement practices, curb management, etc.
- **Parking information program:** wayfinding signage, directional signage, regulatory signage, permit information, online visitor information, major destination/special event parking practices, etc.
- **Optimization of existing supply and additional supply:** structured parking, shared parking of private lots, reconfiguration of public lots, etc.

B. Public Input to Refine Initial Parking Management Strategies

The Consultant will use the Transportation Master Plan's outreach process to vet initial recommendations. This process is critical to refine ideas and strategies with everyday system users. The recommendations will be presented as a draft set of ideas, open to public input. The input will be incorporated as appropriate, and used to create a preferred parking management plan.

The Consultant will first present draft options to the City for review and will incorporate comments/input into the strategy options. The revised set of strategies will then be presented to key stakeholders, such as the merchant/downtown business community, likely in a morning meeting, and then to the general public as part of the Transportation Master Plan.

C. Draft and Final Parking Management Strategies and System Design

Draft Parking Plan

Based on a single set of consolidated non-conflicting comments, the Consultant will refine the draft strategies into a draft Parking Management Plan that includes summaries of all work from Tasks 1, 2, and 3. The plan will include:

- Study process
- Key findings

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- Appropriate maps, charts, and diagrams
- Case studies from comparable communities and national best practices
- Strategies/recommendations that are focused on sound parking management principles to support downtown vitality
- Timeframe for immediate, short- and long-term actions
- Planning-level capital cost estimates, where applicable
- A planning-level pro forma with expected revenue and expenses, based on recommendations

The budget assumes a draft will be submitted for one (1) round of revisions before moving on to creating a final document.

Final Parking Plan

The final report, along with all maps, graphics, presentation materials, and other materials will be submitted to the City as raw electronic files and PDF formats.

In addition to a series of technical memorandums, presentations, and an electronic final report, the deliverables will also include all parking data collected in ArcGIS format, HTML text, graphics for the City's website, and electronic copies of presentation and meeting materials.

Final Presentations

The Consultant will present the final plan to the core City team and the City government (Mayor and City Councilors) as part of the Transportation Master Plan.

Deliverables Draft and Final Reports

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Exhibit B - SCHEDULE

Fayetteville TMP Schedule

| Task | Description | 2018 | | | | | 2017 | | | | | | | | | | | | | | | | | | | | | | | | | |
|------|--|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|----|---|----|----|----|---|---|----|----|----|---|----|----|----|--|
| | | March | April | May | June | July | August | September | October | November | December | January | February | March | April | May | June | | | | | | | | | | | | | | | |
| 1 | Project Kick-Off | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | |
| 1.1 | Project Kick-Off | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2 | Final Scope of Work and Project Schedule | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Vision, Goals, and Objectives | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1 | Goals, Vision and Objectives | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Existing Conditions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.1 | Review of City Codes, Ordinances and Policies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.2 | Review of Street Classification | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.3 | Review of Street Cross Sections | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.4 | Transit System Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.5 | Level of Service and Multi-Modal Analysis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.6 | Graphic Information System, Geodatabase | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.7 | Fayetteville Mobility Funds Book | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.8 | Public Participation and Outreach Materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Values Workshop --> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.1 | Public Education Campaign, Outreach Materials | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.2 | Mobile Workshops | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.3 | Community Workshops | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.4 | Community Survey | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.5 | Project Website and Social Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Concepts Workshop --> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.1 | Benchmark Network Needs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.2 | Street Opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.3 | Transit Opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.4 | Bicycling Opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.5 | Pedestrian Opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.6 | Land Use and Urban Design Opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.7 | Liability and Economics | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.8 | Sustainability and Carbon Emissions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Draft Plan Workshop --> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.1 | Street Typology/Classification | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.2 | Establishment Design Standards and Green Streets | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.3 | Transit Service Improvements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.4 | City Coordination Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Performance Measurement Tools | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.1 | Performance and Measurement Tools | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Final Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.1 | Draft Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.2 | Draft Implementation and Financial Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.3 | Final Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PARKING AND MOBILITY STUDY

| Task | Description | March | April | May | June | July | August | September | October | November | December | January | February | March | April | May | June | |
|--------|---|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|----|
| 5.8 1A | Project Management, Kick-Off and Background | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 |
| 5.8 1B | Parking Inventory and Utilization | | | | | | | | | | | | | | | | | |
| 5.8 1C | Existing and Future Parking Demand Analysis | | | | | | | | | | | | | | | | | |
| 5.8 1D | Stakeholder and Public Participation | | | | | | | | | | | | | | | | | |
| 5.8 2A | Document Current Management Practices | | | | | | | | | | | | | | | | | |
| 5.8 2B | Document Supportive Elements for Impact Parking Program | | | | | | | | | | | | | | | | | |
| 5.8 3A | Initial Parking Management Strategies | | | | | | | | | | | | | | | | | |
| 5.8 3B | Public Input to Refine Initial Strategies | | | | | | | | | | | | | | | | | |
| 5.8 3C | Draft and Final Strategies and Design - Deliverables | | | | | | | | | | | | | | | | | |

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FEE SUMMARY

| TASK | LABOR | DIRECT | TOTAL |
|-------------------------------|------------------|-----------------|------------------|
| PM/QA/QC | \$9,720 | | \$9,720 |
| Project Initiation | \$11,080 | \$3,375 | \$14,455 |
| Vision, Goals and Objectives | \$5,890 | \$0 | \$5,890 |
| Existing Conditions | \$78,282 | \$0 | \$78,282 |
| Ongoing Public Participation | \$53,932 | \$21,700 | \$75,632 |
| Identifying Network Needs | \$84,942 | \$0 | \$84,942 |
| Streets Plan | \$95,412 | \$0 | \$95,412 |
| Performance Measurement Tools | \$49,818 | \$0 | \$49,818 |
| Final Plan | \$74,052 | \$1,775 | \$75,827 |
| Parking and Mobility | \$93,770 | \$1,230 | \$95,000 |
| TOTAL | \$556,898 | \$28,080 | \$584,978 |

City of Fayetteville - Purchase Order Request (PO)

(Not a Purchase Order)

All PO Requests shall be scanned to the Purchasing e-mail: Purchasing@fayetteville-ar.gov.
Purchase shall not be made until an actual PO has been issued.

| | |
|------------------|------------------------|
| Requisition No.: | Date: 2/26/2016 |
| P.O Number: | |

| | | | |
|---|--|--|------------------------------|
| Vendor #: | Vendor Name: Nelson\Nygaard Consulting Associates, Inc. | Mail <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | Registrar#: 2016-0104 |
| Address: 116 New Montgomery St., Suite 500 | | FOB Point: | Expected Delivery Date: |
| City: San Fransisco | State: CA | Zip Code: 94105 Ship to code: | |
| Requester: Chris Brown | | Requester's Employee #: 2695 | Extension: 8207 |

| Item | Description | Quantity | Unit of Issue | Unit Cost | Extended Cost | Account Number | Project.Sub# | Inventory # | Fixed Asset # |
|------|-----------------------|----------|---------------|------------|---------------|-------------------|--------------|-------------|---------------|
| 1 | Professional Services | 1 | | 489,978.00 | \$489,978.00 | 4470.9470.5314.00 | 14021.1 | | |
| 2 | Contract Services | 1 | | 95,000.00 | \$95,000.00 | 1010.6600.5315.00 | 14021.1 | | |
| 3 | | | | | \$0.00 | | | | |
| 4 | | | | | \$0.00 | | | | |
| 5 | | | | | \$0.00 | | | | |
| 6 | | | | | \$0.00 | | | | |
| 7 | | | | | \$0.00 | | | | |
| 8 | | | | | \$0.00 | | | | |
| 9 | | | | | \$0.00 | | | | |
| 10 | | | | | \$0.00 | | | | |
| * | Shipping/Handling | | Lot | | \$0.00 | | | | |

| | |
|-----------------------|--|
| Special Instructions: | Subtotal: <u> \$584,978.00</u> Tax: <u> \$0.00</u> Total: <u> \$584,978.00</u> |
|-----------------------|--|

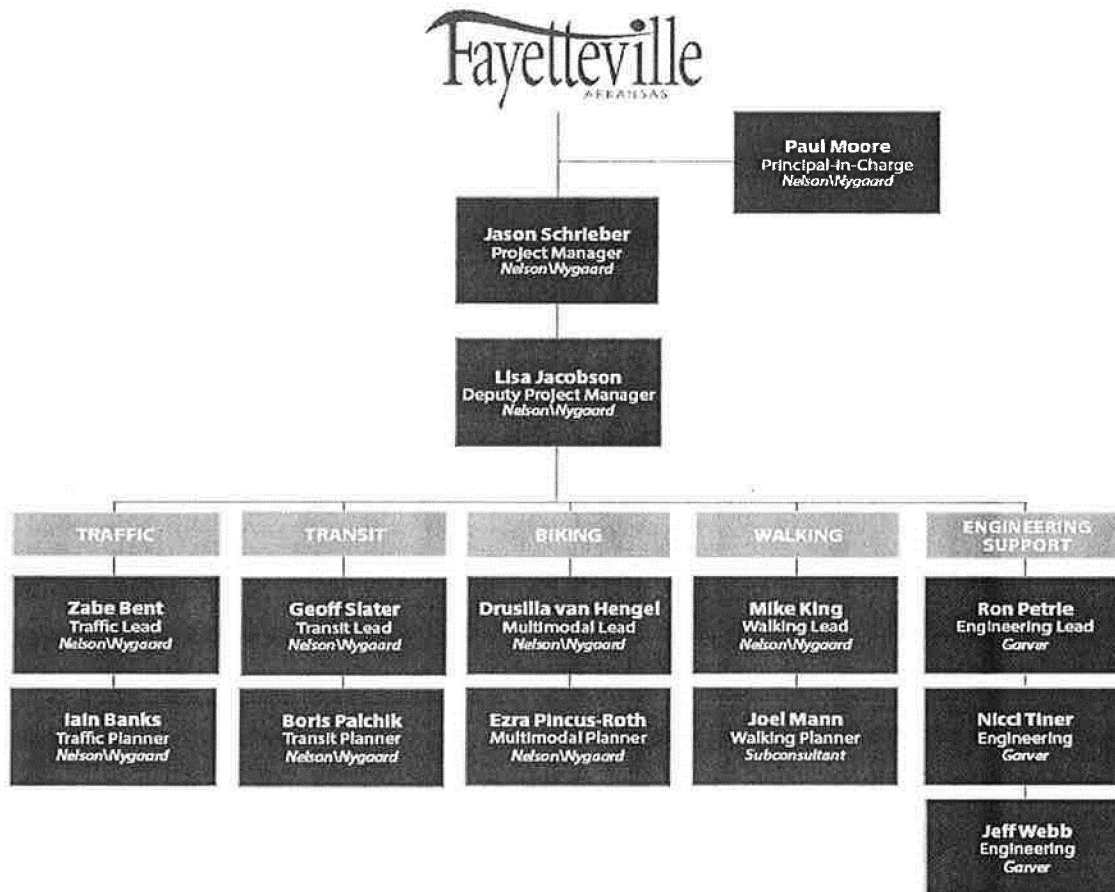
Approvals:

| | | |
|--------------------------------|----------------------------|---------------------------|
| Mayor: _____ | Department Director: _____ | Purchasing Manager: _____ |
| Chief Financial Officer: _____ | Budget Director: _____ | IT Director: _____ |
| Dispatch Manager: _____ | Utilities Manager: _____ | Other: _____ |

PROJECT TEAM ORGANIZATION

ORGANIZATION CHART

The proposed staffing for this project is described in the organization chart below. Core team member's cameos are included right after. Detailed resumes for each member of the team are provided in Appendix A.



KEY PERSONNEL

Paul Moore, Principal, Nelson\Nygaard | Role: Principal-In-Charge



Paul Moore oversees and manages major urban design, land use and transportation planning, and engineering projects. He has over 25 years of experience in developing major transportation and transit planning projects, small area planning and redevelopment studies, traffic engineering and design manuals and studies, and livable transportation solutions. He has national experience with clients including Pittsburgh, Atlanta, Los Angeles, Miami, Memphis, Albuquerque, and Omaha, NE, among many others.

Paul specializes in working with communities who want to use transportation spending as a tool to make broad community improvements. Paul has spoken at and led workshops with communities focused on transportation and its broad impacts for the ULI Rose Fellowship (Oakland, CA), Quebec Ministry of Health, University of Southern California, Georgia Tech Healthy Places Research Group, Texas Christian University, Toronto Strategy Institute, and the Meeting of the Minds conference (Portland).

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Jason Schrieber, Principal, Nelson\Nygaard | Role: Project Manager



Jason leads Nelson\Nygaard's Boston multimodal practice and represents an ideal mix of progressive transportation planning knowledge, design development, and installation oversight that he has been able to channel into wide-ranging design processes for public and private clients. With almost 20 years of private and public sector experience, Jason provides multimodal planning and design skills with a unique understanding of municipal needs, private development priorities, and community concerns. Before joining Nelson\Nygaard, Jason managed transportation planning at the City of Cambridge's traffic department, permitting more than 12 million square feet of new development,

including: the five million square foot North Point TOD; the three million square foot Cambridge Research Park; and the two million square foot Discovery Park. Importantly, Jason's broad transportation planning background has made him an expert at seeking a balance between all modes and developing the supportive arguments for reducing automobile dependence. He employs this knowledge both as an expert facilitator as well as an analyst and writer.

Lisa Jacobson, Sr. Associate, Nelson\Nygaard | Role: Deputy Project Manager



Lisa brings transportation planning experience in the public, private, and non-profit sectors. She focuses frequently on multimodal transportation studies, which encompass best practices for integrating flows among pedestrians, bicyclists, drivers, and transit. She has strong spatial, analytical, and quantitative skills that will contribute to the success of this project. Lisa has recently been leading university campus transportation plans where she has excelled at managing complex on-campus and town-gown outreach processes by incorporating innovative yet simple and efficient outreach methods that have become examples for many of Nelson\Nygaard's projects elsewhere. Before joining

Nelson\Nygaard, Lisa was a fellow with the National Complete Streets Coalition, where she worked on federal, state, and local policies.

Zabe Bent, Principal, Nelson\Nygaard | Role: Traffic Lead



Zabe has over 12 years of experience in transportation planning and urban development, with a focus on transit service planning, complete streets and urban design, and policy design and development. During her recent tenure in the public sector, she shepherded a range of complex feasibility studies, from congestion pricing in San Francisco to BRT on high-volume, multimodal, constrained corridors. These include feasibility study and environmental clearance efforts for BRT on Geary Blvd, as well as conceptual design for Geneva BRT, which traverses three cities and two counties. She also led San Francisco's update to the long-range transportation plan and various neighborhood plans geared at near-term improvements to transit, bicycle, and pedestrian access. Zabe finds innovative ways to devise and communicate the features of projects and initiatives, critical project tradeoffs, and ultimately the solutions necessary to advance the effort to the next stage of implementation. Her portfolio includes strong coordination with local stakeholders and agency partners, local and regional transit agencies and MPOs, and federal agencies such as Federal Transit Administration (FTA) and Federal Highway Administration (FHWA), as well as public outreach to diverse, often multilingual communities.

Iain Banks, PTP, Sr. Associate, Nelson\Nygaard | Role: Traffic Planner

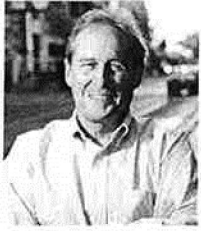


Iain Banks, who will lead the transportation and mobility study, is a personal transportation and parking specialist with 14 years of experience, in both the private and public sector. His projects have included city-wide bicycle master plans, parking management programs, transit development plans, capital improvement programs, community planning and transit operations. Most recently in the City of Annapolis, Maryland, Iain was the lead in the City's Mobility program focusing on the interrelationships between transit operations, off-street and on-street parking resources and non-automobile facilities.

This program successfully implemented a circulator bus service connecting the downtown parking garages, increasing transit ridership and garage occupancy while decreasing on-street parking demand in the local residential communities. Iain is also an expert in transit oriented development and transportation demand management plans, having completed numerous projects for the Maryland State Highway Administration, the District of Columbia, and Prince George's County, MD.

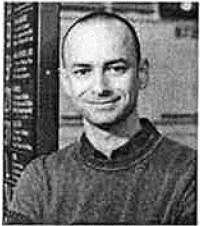
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Geoff Slater, Principal, Nelson\Nygaard | Role: Transit Lead



Geoff is a co-lead of Nelson\Nygaard's transit practice and one of Nelson\Nygaard's most experienced and successful project managers and transit practitioners, playing a lead or leading role in many of the firm's most transformative and successful transit service design projects. Geoff brings more than 30 years of experience in the transit industry to Nelson\Nygaard. He has held senior management positions for government agencies and is well-versed in the day-to-day as well as long-range expectations for transit operators and regional planning agencies. Among his prominent recent projects are the restructuring of Port Authority transit service and Pittsburgh and a restructuring of KCATA service in Kansas City. The Port Authority project entailed one of the most comprehensive transit restructuring projects ever in the United States, while the Kansas City project, while less extensive, produced meaningful improvements throughout the system to make service better for existing riders and attract new riders at lower cost. Geoff also developed one of the country's first BRT lines (Boston's Silver Line) and brings international experience from redesigning commuter rail service throughout post-apartheid South Africa. Prior to his work in the private sector, Geoff served as Director of Planning for the MBTA, the fifth largest transit agency in the United States. In that role, he was responsible for all MBTA planning activities, including strategic planning, service planning, operations planning, and scheduling.

Boris Palchik, Sr. Associate, Nelson\Nygaard | Role: Transit Planner



Boris is an experienced transit planner with more than 15 years in the public transportation industry. He has developed service plans for large and small transit systems, both as a consultant and as a staff planner for several transit agencies. Boris has worked extensively in communities that host major institutions, such as universities and military installations, and has designed transit services that improve ridership and system productivity while addressing the sometimes competing needs of various stakeholder and rider groups. At Nelson\Nygaard, Boris has led several comprehensive service analysis and service design projects including serving as Project Manager for recent transit studies in Rock Hill, SC; Hartford, CT; Wichita, KS; Bloomington-Normal, IL, and Pensacola, FL. He also has experience in scheduling, run-cutting, and Google Transit implementation projects. Prior to joining Nelson\Nygaard, Boris held senior planning positions at Denton County (TX) Transportation Authority (DCTA) and Dallas Area Rapid Transit (DART).

Drusilla van Hengel, PhD, Principal, Nelson\Nygaard | Role: Biking Lead



Drusilla will serve as principal-in-charge for this effort. Dru has over 20 years of transportation planning and operations experience, including 10 years of research. She focuses on bicycle and pedestrian master planning and project development, project evaluation, healthy communities, and safe routes to schools and parks. Her academic background and public sector work in land development, traffic operations, and community planning provide a unique perspective and rich depth of experience that has benefitted clients from Chicago to rural eastern Washington. While working for the City of Santa Barbara, Dru's efforts doubled the number of bike lanes, initiated the Safe Routes to School Program, and earned the City both Walk Friendly and Bicycle Friendly Community Status.

Ezra Pincus-Roth, Associate, Nelson\Nygaard | Role: Biking Planner



Ezra has more than seven years experience working in municipal policy and urban planning. His expertise is rooted in interpreting government accessibility standards and transit-oriented planning practices. His experience in transportation planning, including the assessment of bus stop compliance with ADA guidelines for the Massachusetts Bay Transportation Authority, a comprehensive review of Bay Area station area plans and EIRs, and mobility management studies for state and county governments. While a management and budget analyst with the City of New York's Parks Department, Ezra monitored agency compliance with ADA standards and City ordinances across all public facilities and parklands.

Transportation Master Plan
City of Fayetteville, AR

Michael King, RA, Principal, Nelson\Nygaard | Role: Walking Lead



Michael has more than 20 years of experience helping transportation agencies prioritize investments to meet long-term community goals for livability, mobility, access, safety, and economic development. He served as project manager for the Lake Tahoe Basin's Regional Transportation Plan, which programmed transportation investments over a 20-year timeframe. His previous work for the City of San Francisco's Municipal Transportation Agency, Vancouver TransLink, and Bay Area Rapid Transit (BART) included developing performance measures and assessing return on investment from alternative scenarios. He is currently managing a study for BART that will account for the need for major investments in state of good repair and new capacity, model the consequences of failing to make these investments, and lay out the District's case to regional stakeholders for a new revenue measure. He is also contributing to a regional transit fare equity study now underway for the San Francisco Bay Area's Metropolitan Transportation Commission.

Joel Mann, AICP, Sr. Associate, Nelson\Nygaard | Role: Walking Planner



Joel is a planner with 10 years of experience in transportation planning and transportation-focused contributions to development codes, comprehensive plans, and community master plans. Joel's career pursuits have grown from an intersection of personal passions and commitments, including bicycle and pedestrian mobility, streets as vital urban public spaces, and use of public resources to provide the best possible returns for citizens and their quality of life. He has had extensive experience in plans that feature changes to streets as cornerstone elements of placemaking and quality of life, such as road diets, one-way to two-way conversions, and strategic improvements to key intersections along corridors. He understands the dynamics of traffic and street design within the context of community needs and is skilled at explaining the technical elements of transportation decision-making in accessible language that increases community awareness and builds trust in project recommendations.

Ron Petrie, PE, Project Manager, Garver | Role: Engineering Lead



Ron is a senior project manager with 24 years of engineering experience. His responsibilities include managing the local government transportation team, which involves team member management, project quality control, and client representation at public meetings. His previous experience includes serving as the City of Fayetteville's City Engineer, managing a staff of 22 employees with an operating budget of \$1.2 million and an average yearly capital improvement budget of \$10.2 million for transportation, drainage, and water and sewer infrastructure improvements. His responsibilities included representing engineering issues at the council, street committee, and water and sewer committee meetings as well as to the public and local media.

Nicci Tiner, PE, PTOE, Senior Project Manager, Garver | Role: Engineering



Nicci is a senior project manager who is responsible for managing Garver's Traffic Team. She has 26 years of engineering experience. Her project experience includes traffic signal design; planning studies to determine existing and future needs for cities and to prioritize improvement projects for short-, mid-, and long-term; traffic studies that include intersection analysis, weave capacity, trip generation, interchange justification analysis, and signal warrant analysis; and maintenance of traffic plans for bridge, interstate, highway, and urban street construction.

Jeff Webb, PE, Transportation Engineer, Garver | Role: Engineering



Jeff Webb is a transportation engineer with 15 years of engineering experience. Jeff's responsibilities include project design, coordination, review, cost estimation, and oversight. His project experience includes new and reconstructed roadway, drainage, site, airport, water, and wastewater design.

Jeff has served as interim city engineer and staff engineer for cities in Arkansas and Texas and has worked on major projects involving numerous city street and drainage improvements. Jeff also leads a team that manages Garver's CAD standards, including development and implementation of best practices and new procedures to automate or improve work flows. Jeff is also responsible company-wide maintenance and implementation of Newforma, a software-based project management tool.

SPECIALIZED AND PAST EXPERIENCE

NELSON\NYGAARD

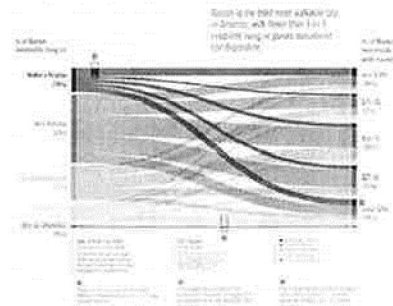
GoBOSTON 2030

2014-ONGOING

Client: Boston Transportation Department – Boston, MA
Contact: Vineet Gupta, Director of Policy and Planning, 617-635-2756, vineet.gupta@cityofboston.gov

Boston is a world class city, an old city, and in many ways, an adolescent city. The Boston region is home to some of the most innovative brains in technology that have ever lived; Facebook, Bridj, and Zipcar were all born here. And yet the city struggles to manage the narrow, winding streets of its medieval stronghold.

How Easy Is It to Walk?



The city faces a number of challenges: How can it marry new technologies with old infrastructure to maintain the mobility demanded by all? How can the city build a bold future, when climate change may knock it all down? How can a city known for working class neighborhoods and Ivy League alumni continue to provide a place, and opportunities for all? What role can transportation play in the future?

These are among the many questions at the heart of the GoBoston 2030 initiative. A planning process like none other in the history of Boston, GoBoston is a grassroots up, sky-high down planning initiative. The plan builds from ideas generated in Boston's most innovative and inclusive public engagement strategy – the "question campaign," which created direct input from over 5,000 unique members of the Boston region who broadened planners' perspectives, established new City goals, and challenged political leadership in new ways. By focusing on the values of the traveling public rather than the capacity of known infrastructure, Go Boston 2030 is charting a new course for engaging the mobility revolution. Supported by an unrivaled database of trips across all modes, including shared cars and shared bikes, cross-tabulated with detailed demographic sets from the Dukakis Institute, Nelson\Nygaard is not only documenting Boston's mobility in cutting-edge ways, we are inserting community-based values directly into the mobility networks of the future. In this manner, Nelson\Nygaard can model how the technological "disruptors" that will change how transportation is planned, accessed and delivered will affect the region in the near term (five years) and in the next generation (15 years).

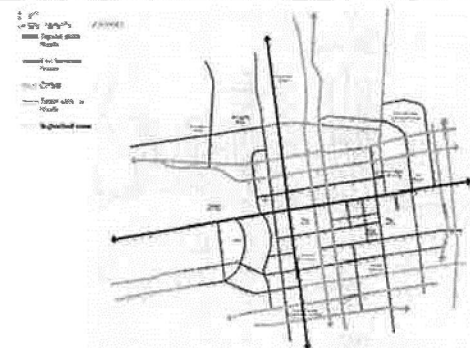
Nelson\Nygaard is serving as the lead planners for Go Boston 2030, working through close collaboration with concurrent processes that crafted public engagement and digested amazing quantities of "big data" to inform both current patterns and future conditions. GoBoston is, at present, a work in progress. It is, however, one of the visionary planning efforts that ask the right questions to ensure that we are investing in ways that solve the problems of tomorrow rather than outmoded approaches to address the issues of today.

CONNECT COLUMBUS

2014-ONGOING

Client: City of Columbus – Columbus, OH
Contact: Patti Austin, City Planning & Operations Administrator, 614-645-3111, PAAustin@columbus.gov

Columbus is among one of the nation's largest and fastest growing cities. However, despite its status in terms of population size and continued growth, Columbus remains the largest city in the U.S. without any form of rail transportation. Driving remains one of the most convenient and attractive forms of transportation for commuters. With approximately four out of every five Columbusites, driving commuters have the advantage of a relatively short commute time and an abundance of low-cost parking options. Columbus continues to offer a rapid auto commute, but few other options for getting around compared to peer cities. The City has recognized the need to modernize their transportation system and approach in investing in multimodal transportation options to support desire growth and economic activity.



Transportation Master Plan
City of Fayetteville, AR

Nelson\Nygaard is leading a team to develop a vision for the future of transportation in Columbus that will build on these efforts and create a cohesive investment strategy to guide the city forward. The plan, entitled Connect Columbus, is a bold and strategic endeavor to recapture and envision the mobility desires and needs of the City while enhancing equitable, healthy, and sustainable transportation access between the places where people live, work, and play. This process has been grounded in participatory community events and workshops that are meant to catch attention, raise awareness, and even meet the community where they are. These events have included a series of week-long, charrette workshops that are open to the public, as well as a number of mobile workshops intended to reach broader and non-traditional public meeting audiences.

Although scope of this project is broad and community and stakeholder driven, the final plan will produce a series of policies, guidelines, and plans that help define, prioritize, and guide Columbus to implementing realistic goals and projects. Final deliverables from this plan will include a Columbus transportation factbook, Complete Street design guidelines, street typologies and classifications, and a multimodal transportation system plan. The Nelson\Nygaard team is currently wrapping up the last of the weeklong workshops and is in the process of collecting potential project candidates and creating evaluation metrics from which to evaluate the projects during the fall of 2015.

UNIVERSITY OF ARKANSAS CAMPUS TRANSPORTATION PLAN

2014-ONGOING

Client: University of Arkansas – Fayetteville, AR
Contact: Jill Anthes, Campus Planner 479-575-3371, janthes@uark.edu

With current enrollment at over 26,000 students, representing 32 percent growth since 2008, and the population of Fayetteville increasing by over a quarter over the last decade, the University of Arkansas knew its traditional approaches to transportation were failing. New garages were not satisfying complaints from the campus population, remote parking was overwhelming key transit stops, and scooters became the noisy solution to difficult intersections and narrow sidewalks. The University hired Nelson\Nygaard to redefine solutions with a user-first approach, rather than an infrastructure-first approach.



Rather than just counting vehicles and pedestrians, Nelson\Nygaard designed a broad outreach program to understand why affiliates were avoiding the bus, upset about abundant parking, and finding more conflict than benefit from bicycling. A campus wide survey received over 5,000 responses, and a three-day publicized workshop brought in a wealth of inputs and details, including unnoticed daily travel needs and locations where improvements were needed. The survey helped identify that student and faculty/staff populations desired greater price flexibility to respect their need to park in different campus locations depending on each day's schedule, allowing Nelson\Nygaard to devise a tiered pricing system. A review of bus rider needs led to an updated transit system design that re-oriented bus service around providing more direct service to campus, minimizing travel time, and interlining service to maximize efficiencies. Finally, affiliates expressed the need to make walking and biking safer and easier. The team proposed several campus gateway design interventions to both keep cars moving and prioritize crossings from campus to adjacent neighborhoods. Using Nelson\Nygaard's parking and transportation demand management model, the University is currently weighing the impact of recommended programmatic and infrastructure improvements on revenues and mode shift.

DOWNTOWN ROCHESTER MOBILITY PLAN

2009-2010

Client: City of Rochester – Rochester, MN
Contact: Richard Freese, P.E., Public Works Director / Traffic Engineer, 507-328-2400, rfreese@rochestermn.gov

In coordination with a major Land Use Master Plan process, managed by Sasaki Architects, Nelson\Nygaard developed mode split targets set to ensure downtown can grow gracefully while accommodating almost twice the volume of peak hour travel. The accomplishment of these goals will lead to the reduction of over 20 full blocks of surface parking or four to five full block parking structures. Nelson\Nygaard first created a series of fact sheets that offered residents and stakeholders an easy way to understand commuting patterns, parking management, the bicycle and pedestrian environment, and existing transit operations.



Transportation Master Plan
City of Fayetteville, AR

Shaped by community input, the Mobility Plan is guided by principles of sustainability, active and healthy transportation, and international economic competitiveness. We created a typology for downtown streets, ensuring that the character and function of each street is balanced to provide safe and reliable access for all modes. We developed a parking and TDM element and a bike network plan. Responding to Rochester's future rail aspirations, the plan also identifies potential corridors for bringing streetcar and light rail into downtown.

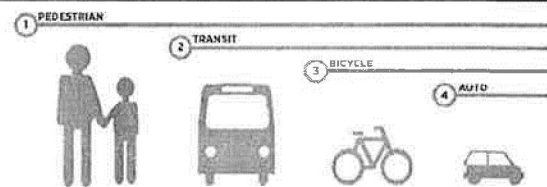
As a result of Nelson\Nygaard's work on the Mobility Master Plan, the City was awarded the Walk Friendly Communities Bronze-level achievement. The award specifically notes the Pedestrian Action Plan, use and continual update of the Pedestrian Environmental Quality Index tool, and the implementation of leading pedestrian intervals in the CBD (as recommended by Nelson\Nygaard) as reasons for their designation.

CHICAGO COMPLETE STREETS DESIGN GUIDELINES

2011-2012

Client: Consortium to Lower Obesity in Chicago in Chicago Children – Chicago, IL
Contact: Luann Hamilton, Deputy Commissioner, 312-744-1987, Luann.Hamilton@cityofchicago.org

Chicago is the first large city in the nation to decisively place pedestrians in its street design hierarchy while also providing safe access for bicyclists, transit users, and automobiles. In 2013, the Chicago Department of Transportation released Complete Streets Chicago, led by Nelson\Nygaard.



The Chicago DOT and the Consortium to Lower Obesity in Chicago Children contracted Nelson\Nygaard to develop policies and processes that will deliver complete streets that will cater to all users. The project included a series of stakeholder interviews, inter-agency workshops and discussions, policy directives, working groups, and training sessions. This process ensured that key processes and elements of the project would be internally championed by Chicago DOT staff, to ensure that complete streets indeed would be implemented within the City.

The final design guidelines includes a variety of critical street design elements including project development process, level of service standards, design vehicle, speed limits, turns on red, street and building typology, legal status, and crash mapping.

"We all want better, safer streets," says Chicago DOT Commissioner Gabe Klein. "This effort will bring the City closer to this goal."

LONG RANGE MULTIMODAL PLAN

2012-ONGOING

Client: Consortium to Lower Obesity in Chicago in Chicago Children – Chicago, IL
Contact: Luann Hamilton, Deputy Commissioner, 312-744-1987, Luann.Hamilton@cityofchicago.org

moveDC is Washington DC's Long Range Transportation Plan to determine modes, projects, and policies for every street within the city for the next 30 years. The Plan will set the long-term vision and implementation actions as DDOT continues to build a world class, sustainable transportation system in a growing and evolving city. In addition to important regional connections, the entire transportation network of the District of Columbia will be considered during the moveDC plan. Each mode of transportation will be evaluated and considered as a part of the development of the multimodal transportation plan, in order to accommodate significant projected growth in population and employment without negatively impacting residents', employees', and visitors' ability to travel around the city and best meet Washington DC's goals of livability, environmental sustainability, and economic competitiveness.



Nelson\Nygaard is leading the pedestrian, bicycle, transit, parking, and Transportation Demand Management elements of the plan, as well as authoring the plan's policy guide. The moveDC draft plan was recently released for public review and can be reviewed at www.wemovedc.org.

Transportation Master Plan
City of Fayetteville, AR

DOWNTOWN DEVELOPMENT DISTRICT MOBILITY AND PARKING STUDY

2008-2009

Client: Downtown Development District (DDD) – New Orleans, LA
Contact: Henry R. Charlot, Jr., 504-561-8927, HCharlot@neworleansdowntown.com

In March 2008, the Downtown Development District (DDD) hired Nelson\Nygaard to lead a team of consultants to prepare a Mobility and Parking Plan for the French Quarter, CBD, Warehouse District, and Marigny Triangle neighborhoods. The plan included sections on mobility policies, site/intersection improvements, and transportation demand management Strategies. Nelson\Nygaard led the mobility element of the study, with a focus on developing a sustainable, multimodal, "Park Once" approach that would both enhance the pedestrian experience and reduce parking demand pressure within these destination-rich, historic districts. Walker Parking Consultants led the parking element of the plan.

Nelson\Nygaard began the mobility review by walking the study area extensively, first with stakeholders and then in survey teams, to identify underperforming components of key mobility networks. Common constraints identified included: poor sidewalk design and upkeep; poor crosswalk design, alignment, and signal support; lack of visual and physical riverfront connections; under-investment in transit stop facilities and placement; and significant bicycle network gaps.

Participants in the field surveys identified assets and opportunities to address existing constraints. The assets formed the basis for Nelson\Nygaard's recommended policies to be applied throughout the study area, including: incorporation of existing neutral grounds (medians) to improve crossings; shortening crossings and calming traffic through curb realignments and re-timing signals; encouraging private investment in sidewalk design and maintenance; providing public valet parking and a parking shuttle to shift demand to under-utilized facilities; improved transit connections; and enhanced wayfinding investments to emphasize transit, walking, and cycling opportunities across the study area.

To emphasize the interconnectedness inherent in many of these strategies, Nelson\Nygaard identified a series of eight transformative, site-specific improvement plans at key multimodal nodes in the study area.

GARVER

CATO SPRINGS ROAD

2006-2013

Client: City of Fayetteville – Fayetteville, AR
Contact: Chris Brown, PE, City Engineer. (479) 575-8207, cbrown@fayetteville-ar.gov

Garver performed traffic studies, design and property surveys, conceptual design, and final design services to improve Cato Springs Road from School Avenue to Razorback Road. The street was reconstructed and widened, including curb and gutter and drainage improvements. The typical section is two lanes (with three lanes at appropriate intersections) with curb and gutter and sidewalks on both sides with variable green space.

Garver also provided engineering services to relocate water and sewer facilities along Cato Springs Road. The water relocations included 5,500 linear feet of primarily 8-inch water lines, and the sanitary sewer relocations included 200 linear feet of 8-inch gravity sewer lines.

Environmental studies consistent with NEPA were included and required completing a Tier III Categorical Exclusion (environmental documentation). This work entailed conducting a stream/wetland delineation; coordinating with the U.S. Fish and Wildlife Service regarding threatened or endangered species, the State Historic Preservation Office regarding cultural resources, and USACE regarding impacts to waters of the United States; and addressing pertinent information related to floodplains, noise levels, hazardous waste, prime farmland, water quality, and other potential impacts associated with the project. USACE coordination involved obtaining a jurisdictional determination of "waters of the U.S." and obtaining a Section 404 Nationwide Permit regarding impacts to waters of the United States.

MOUNT COMFORT ROAD

2006-2011

Client: City of Fayetteville – Fayetteville, AR
Contact: Chris Brown, PE, City Engineer, 479-575-8207, cbrown@fayetteville-ar.gov

Mount Comfort Road, a minor arterial street, was widened for 1.5 miles to improve the link between rapidly developing residential areas and I-49 and to provide better service to two public schools located off Mount Comfort Road. Garver provided professional engineering services to study and design improvements to Mount Comfort Road from I-49 to Ruppel

Transportation Master Plan
City of Fayetteville, AR

Road, approximately 8,000 linear feet; relocate and replace Shiloh Drive with new street construction, approximately 2,600 linear feet; and widen the AHTD ramp, approximately 600 linear feet.

Garver's services included a traffic study, three alternate schematic designs for public involvement meetings, complete design, permitting, bidding, and construction-phase administration. Garver's role also included coordination with the City, the public, and AHTD.

The two-lane road without curb and gutter was expanded to four lanes, and the project incorporated sidewalks, bike lanes, drainage upgrades, turning lanes, and intersection realignments. Improvements also included new traffic control signals at four intersections, off-site drainage improvements, and extensive water and sanitary sewer relocations. The water relocations included 4,400 linear feet of primarily 12-inch water lines, and the sanitary sewer relocations included 5,600 linear feet of primarily 8-inch gravity sewer lines.

An essential element in helping traffic flow better involved improving Mount Comfort Road's connection with I-49, which meant redesigning the way multiple legs of traffic interact. This required widening an I-49 off-ramp, relocating the frontage road to provide additional separation with the I-49 ramps, and moving Deane Solomon Road to interact with a secondary street.

During the construction phase, Garver initiated steps to recycle and reuse waste material to save the City money and resources. Garver's Construction Administration and Observation Team worked with the Contractor to recycle the milled asphalt and reuse excavated material as fill for a future street project adjacent to the site. This included utilizing approximately 5,000 cubic yards of excavated soil in collaboration with plans to extend connecting Ruppel Road.

In addition, a field change during construction added five-foot-wide bike lanes on each side of the road for a mile. The bike lane connects with trails in the City of Fayetteville's trails system.

FRISCO MULTI-USE TRAIN

2012-2013

Client: City of Fayetteville – Fayetteville, AR

Contact: Chris Brow, PE, City Engineer. 479-575-8207, cbrown@fayetteville-ar.gov

Garver provided surveying, design, property acquisition documents, bidding, and construction-phase services for the Frisco Trail. Improvements included extending the Frisco Trail from Martin Luther King, Jr. Boulevard to the trail located in Walker Park, including 0.5 miles of a 12-foot-wide trail with lighting, a 120-foot tunnel under Martin Luther King Jr. Boulevard, two prefabricated bridges, and a pedestrian hybrid beacon crossing at Highway 71B.

During the planning phase, Garver evaluated several alternative trail alignments with a cost analysis to provide design recommendations. The planning phase also included evaluating the crossings of two major arterials, which included evaluating an at-grade crossing, a pedestrian bridge, and a pedestrian tunnel.

Based on the evaluations, recommendations were made to proceed with a tunnel under Martin Luther King Jr. Boulevard and an at-grade crossing of Highway 71B. Two creek crossings were studied to determine the most economical trail crossings, including evaluating an abandoned railroad truss superstructure. Based on the findings of the study, it was determined that a prefabricated bridge be installed at both crossings.

The tunnel under the five-lane arterial, Martin Luther King Jr. Boulevard, consisted of 120 feet of a 12-foot-wide by 10-foot tall prefabricated box culvert complete with drainage, lighting, and retaining walls on all approaches. A detailed traffic control plan was developed to allow for minimal disruption of traffic during construction.

The design of the at-grade crossing of the five-lane arterial, Highway 71B, included a signal warrant analysis for a pedestrian crossing to allow trail users to safely cross this busy roadway. Based on the results of the study, a pedestrian hybrid beacon was recommended and approved by the Arkansas State Highway and Transportation Department.

Based on the findings during the planning phase, Garver designed two prefabricated trail bridges with overall lengths of 81 feet and 71 feet over creeks within designated FEMA floodplains. The design consisted of the end abutments and associated foundations of the bridge structure, hydrology and hydraulic modeling to ensure a no rise of the designated base flood elevations, wetland delineations, and permitting with the U.S. Army Corps of Engineers.

ADDITIONAL BACKGROUND

GLENDALE DOWNTOWN MOBILITY STUDY

2005-2006

Client: City of Glendale Planning Department – Glendale, CA

Contact: Alan Loomis, Principal Urban Designer, 818-548-2140, aloomis@ci.glendale.ca.us

Developing a new comprehensive citywide set of street types and performance measures for streets was a primary focus of the study. Nelson\Nygaard identified a citywide Primary Transit Network: a system of fast, frequent, and reliable transit lines connecting the City's planned growth areas. Primary Transit Streets are designed to support both of Metro's rapid bus lines, the City's own Beeline buses, and future rail service. To implement the transit network, Nelson\Nygaard identified new Quality of Service measures for transit, focused on the customer's experience rather than mere operational efficiency. Finally, Nelson\Nygaard created an analytical framework for helping the City balance the needs of all modes—automobiles, transit, pedestrians, bicyclists, and freight—in each street depending upon its urban context.



The Downtown Mobility Study was adopted unanimously by the Glendale City Council in early 2007. Since the adoption of the plan, Nelson\Nygaard has continued to work with the City of Glendale in project implementation. Recommended parking policies have been implemented in downtown Glendale, resulting in a reduction from 100% occupancy on Brand Boulevard to 85% with a concurrent increase in garage occupancy. Local improvement districts have been implemented and changes in parking code have been enacted, including reducing many parking minimums and introducing an in-lieu fee program. This successful program is often touted by Professor Donald Shoup in his presentations describing successful parking policy changes in smaller cities. This project won several awards: American Planning Association Award for Comprehensive Planning in a Large Jurisdiction and the Southern California Association of Governments President's Excellence Award in Visionary Planning for Mobility, Livability, Prosperity and Sustainability.

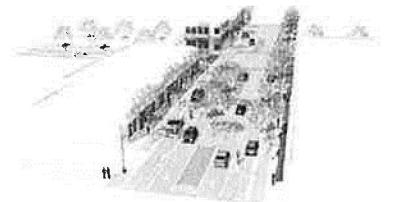
DAVENPORT IN MOTION – TRANSPORTATION MASTER PLAN

2009-2011

Client: City of Davenport – Davenport, IA

Contact: Matthew G. Flynn, Senior Planning Manager, 563-326-7743, mflynn@ci.davenport.ia.us

Nelson\Nygaard developed a comprehensive master plan for Davenport. The methodology for this document takes into account Davenport's unique river culture and status as the economic and cultural hub of the Quad-cities. Prior to the release of the completed master plan, the consultant team produced a transportation Fact Book that provides public representatives, policymakers, and citizens an accessible document that outlines existing conditions for all aspects of the transportation system, guiding principles for the City's transportation future, best practices, and other topical considerations such as environmental impacts of transportation and using active transportation strategies to promote public health. This document has assisted in educating stakeholders on the many complex transportation issues at hand while providing best practices in developing a multimodal transportation system.



The Davenport in Motion process provided the City with more than its first ever comprehensive transportation plan; Davenport in Motion is visionary plan for creating a world class multimodal system in a post-industrial city in the American heartland. To help the City implement this multimodal vision, Nelson\Nygaard developed a set of street types and design guidelines, action plan priorities for the development of a comprehensive bicycle network, transit system development recommendations, and parking management guidelines.

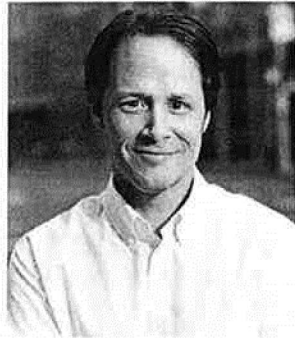
This project won the 2011 American Planning Association-Iowa Chapter Excellence Award for Best Practice.

APPENDIX A

Key Staff Resumes

Paul Moore

Principal



Paul Moore is involved in the oversight and management of major urban design, land use and transportation planning and engineering projects. He has more than 25 years of experience in developing major transportation and transit planning projects, small area planning and redevelopment studies, traffic engineering and design manuals and studies, and livable transportation solutions.

EDUCATION

B.S, Civil Engineering, Georgia Institute of Technology

EXPERIENCE

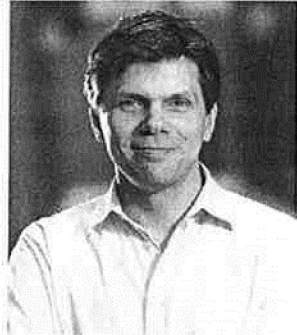
Nelson\Nygaard Consulting Associates, Inc.

Principal, 2012–Present

- **Multimodal Transportation Plan, Louisville, KY.** Project Manager for the development of a strategic multimodal transportation plan to understand and address the current and future transportation needs within Louisville Metro.
- **Multimodal Transportation Plan, Madison, WI.** Project Manager for a citywide transportation plan considering improved transit options, better parking management and building upon the City's Platinum level bike system.
- **Eastside Community Transportation Framework Plan, South Pasadena, CA.** Led the development of high level recommendations for multi-modal projects that could improve quality of life in the subregion.
- **Pomona Corridor Specific Plans, Pomona, CA.** Transportation Lead for these plans for three corridor land use/transportation plans. Recommendations for vehicle, bicycle, parking and greenspace elements were included.
- **Link Spokane, Spokane, WA.** Project Manager for an update to the transportation chapter of the City's comprehensive plan. The effort included updating of the City's traffic impact and concurrency standards and development of new complete street design standards.
- **Memphis Riverside Drive, Memphis, TN.** Worked to analyze the conversion of traffic lanes along Memphis' riverfront to bike facilities and on-street parking. The project was implemented.
- **Cycle Track Analysis, Greenville, SC.** Led technical analysis of a project to convert one lane of a state route through downtown Greenville to a multi-use "cultural corridor" connecting the City's arts campus to downtown and cultural venues.
- **Innovate Albuquerque, Albuquerque, NM.** Lead for the transportation component of this redevelopment that will bridge the gap between downtown Albuquerque and the University of New Mexico.
- **Mariner's Mile Corridor Plan, Newport Beach, CA.** Transportation planner for a multi-modal team tasked with suggesting a more livable, walkable design for this stretch of the Pacific Coast Highway.
- **MOVEPGH, Pittsburgh, PA.** Project Manager of a citywide transportation plan for Pittsburgh. This plan addressed the challenge of an established city with aging infrastructure and substantial funding challenges. The plans also include development of the street design guideline and a world-class bicycle plan.
- **Connect Columbus Transportation Plan, Columbus, OH.** Project Manager for a comprehensive, multi-modal transportation plan including updates to the street and access management standards.
- **West Haywood Master Plan, Asheville, NC.** Transportation lead for a form-based code of this redeveloping corridor. Recommendations included parking regulation and bike/pedestrian improvements.
- **Rivers of Grass Greenway, Miami, FL.** Managed transportation analysis of a multi-use trail corridor stretching across Florida from the Gulf Coast to Miami. Paul provided expertise in coordination with DOT, quantification of trip reduction potential and transportation demand management policy.

Jason Schrieber, AICP

Principal



Jason has become a specialist in understanding how individual travel behaviors are influenced by physical and economic attributes often overlooked in transport systems. By improving pedestrian delay and bicycle accommodation, he has helped cities attract people away from their car. By revealing the cost of parking, he has changed employer and institutional calculus on how employees commute. Working for municipalities, businesses and universities, Jason has advanced wholesale changes to parking pricing, developed demand management programs for new development and helped cities create new ordinances to control trips in places like Portland ME, Denver CO, and Yale University

EDUCATION

Bachelor of Science, Urban Planning
University of Massachusetts, Amherst

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2006–Present

- **University of Arkansas Transportation Plan Update, Fayetteville, AR.** Project manager for updating UA's transportation plan, including strategies to better connect new off-campus housing with the campus core, determining right-of-way for competing modes across the historic campus, and more strategic investments in multimodal hubs.
- **GoBoston 2030, City of Boston Mobility Plan, Boston, MA.** Serving as the lead planner for Go Boston 2030, working through close collaboration with concurrent processes that crafted public engagement and digested amazing quantities of “big data” to inform both current patterns and future conditions.
- **Grounding McGrath: Determining the Future of the Route 28 Corridor, Massachusetts Department of Transportation, Somerville, MA.** Part of a multi-disciplinary team to conduct a conceptual planning study effort to determine the future of the Route 28 Corridor. Worked on right-of-way and intersection designs.
- **Boston Off-Street Parking Policy, Boston Transportation Department and Air Pollution Control Commission, Boston, MA.** Adding expertise to a comprehensive analysis of existing parking management in Boston as well as the development of parking policy changes, Jason is applying his extensive experience in other cities to Boston. The project also includes the creation of Boston's first comprehensive parking database, designed as an open source, integrated government and public information platform.
- **Medford Square Intersection Redesign, Medford MA.** As part of a parking demand assessment for a garage feasibility study led by MassDevelopment, revealed that walking improvements could bring as many vacant spaces within reach as a new garage would, helping to reprioritize infrastructure efforts in the square. Included a redesign of a major intersection to dramatically improve PLOS.
- **Elm Street Crosswalks, Smith College, Northampton, MA.** Led the planning, conceptual design, and design development for six major pedestrian crossings on State Route 9 through the historic heart of campus. Through an inclusive charrette process, Nelson\Nygaard developed a mixed traffic calming, signing and education strategy acceptable to public works and public safety departments in the City. Construction was completed in 2010 and has spawned a push for similar treatments elsewhere in the City.
- **Somerville Bow Street Reverse Angle Parking Services, City of Somerville, Somerville, MA.** Developed program to design and implement reverse angle parking on Bow Street in Union Square to calm traffic, add parking supply, provide a bike facility, and smooth operations in a growing area of the City.
- **Bridge Street Corridor, City of Dublin, Dublin Ohio.** Coordinated a team of planners and designers to develop a complete streets network of varying cross-section “families”; detailed profiles; parking, transit, and biking strategies and networks; and progressive models to support the plan.

Lisa Jacobson

Senior Associate



Lisa Jacobson has transportation planning experience in the public, private, and non-profit sectors. Lisa has played a primary supporting role on a variety of projects, focusing on multimodal transportation planning projects, leading data collection, mapping, and market research efforts, as well as developing recommendations. Before joining Nelson\Nygaard, Lisa was a fellow with the National Complete Streets Coalition, where she worked on federal, state, and local policies to encourage street design to incorporate all users, regardless of age and ability. Lisa's work at the Coalition was recently published in an AARP report, "Planning Complete Streets for an Aging America."

EDUCATION

Master of City and Regional Planning, Concentration in Transportation, University of Pennsylvania
Bachelor of Arts, International Affairs, The George Washington University

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Senior Associate, 2013-Present; Associate Project Planner, 2012-2013, Associate, 2010-2012; Intern, 2009

Multimodal Transportation Projects

- **Saint Paul Parking Study, Saint Paul, MN.** Analyzed existing parking inventory and utilization study to develop an inventory based on a combination of existing data and stakeholder input, the team collected parking utilization information: on-street data were collected by field visits; analyzed the City's parking data in the context of growth models for future scenarios and reviewed how this growth is shaped by the parking-related elements of the Zoning Code. All of this was then taken into consideration to develop strategies to improve the downtown parking system and support the ongoing growth in downtown Saint Paul.
- **Kendall and Central Square (K2C2) Planning Study, Cambridge, MA.** Reviewed and enhanced Cambridge's progressive transportation and sustainability policies to promote transit use, biking, and walking in growing districts in Cambridge.
- **Innovation Square Parking Analysis and Strategy, Gainesville, FL.** Analyzed existing parking facilities, created a district specific parking ratio matrix, documented the location and timeline for temporary surface parking, outlined the impact of transportation demand management strategies, and explored the use of existing facilities such as nearby downtown parking decks.
- **Providence I-95 Development District Design Frameworks Plan, Providence, RI.** Shared parking and complete streets design for the area that remains from the I-195 relocation project.
- **Chicago Children's Memorial Hospital Redevelopment TDM, Chicago, IL.** Developed a TDM plan, shared parking strategy, and trip generation estimate to supplement KLOA's traffic analysis.
- **Grounding McGrath: Determining the Future of the Route 28 Corridor, Somerville, MA.** Worked on evaluating the future use and potential removal of elevated portions of the roadway to enhance livability, environmental health, and transportation access and mobility for all modes of travel.
- **GoBoston 2030, City of Boston Mobility Plan, Boston, MA.** Serving as analyst for Go Boston 2030, working through close collaboration with concurrent processes that crafted public engagement and digested amazing quantities of "big data" to inform both current patterns and future conditions.
- **Centre City Redevelopment, Edmonton Alberta.** Data analyst for the transportation planning and design for a new 30,000 person infill "city within a city" upon former airport lands. Included carbon-neutral plan of new LRT, tram, bus, bikeways, and parking management systems fits within a complete streets "family" oriented around new open space and water features that meet at a dense mixed-use town center.

Zabe Bent

Principal



Zabe Bent has over 14 years of experience in multimodal transportation planning and urban development. She is skilled at project management, conceptual design, transit planning, and evaluation processes. A former Principal Planner at the San Francisco County Transportation Authority, she managed a range of efforts including the City's congestion pricing feasibility study, the update to the long range countywide transportation plan, as well as various bus rapid transit studies. Zabe also offers insight on developing and funding initiatives as they move toward implementation.

EDUCATION

MST, Urban Transportation Systems, Massachusetts Institute of Technology, 2004
MCP, International Development & Regional Planning, Massachusetts Institute of Technology, 2003
BA, Pan African Studies, Architecture, Barnard College, Columbia University, 1996
Languages: French (proficient), Spanish and Italian (working knowledge), Arabic (some knowledge)

EXPERIENCE

Nelson\Nygaard Consulting Associates, Inc.
Principal, 2014–Present

Complete Streets Planning and Design

- **Broadway Complete Streets Plan, Sacramento, California (2014-ongoing).** Project manager focused on advancing a complete streets vision for one of Sacramento's key multimodal corridors. The vision plan considers improved safety for pedestrians, cyclists, transit riders, and motorists as they traverse diverse neighborhoods, requiring a combination of conceptual design, traffic circulation analysis, and outreach activities across multiple neighborhood, business, agency, and advocacy groups.
- **Geneva-Harney Bus Rapid Transit Feasibility Study, San Francisco (2013-ongoing).** Project manager of this study to evaluate BRT alignments and rail concepts, in order to deliver improved transit service to underserved areas and to provide new connections to areas targeted for land use growth and redevelopment. Project includes multi-jurisdictional coordination among three cities and multiple transit providers, as well as coordinated outreach.

Transit Planning

- **LAVTA Comprehensive Operations Analysis, Livermore-Amador Valley Transit Authority, Livermore, CA (2015-ongoing).** Deputy project manager for LAVTA's generational update to operations to increase system ridership and improve underperforming Rapid services. The effort includes compiling systemwide operations analysis, board and stakeholder coordination, public outreach activities, with a particular focus on improving Rapid corridor performance.

Long-Range & Multimodal Planning

- **Alameda Countywide Transportation Plan, Alameda County, California (2015-ongoing).** Principal-In-Charge of effort to update 30-year blueprint to guide investment in the County's transportation system. The Plan will be a synthesis of ongoing mode-specific modal plans, a multidisciplinary evaluation framework, focus groups and white papers on key topics, including equity analysis, freight transportation needs, effects of land use, etc.

PREVIOUS EXPERIENCE

San Francisco County Transportation Authority

Principal Transportation Planner, 2007–2012; Senior Transportation Consultant/Planner, 2005–2007

- **Mobility, Access & Pricing Study, San Francisco.** Project manager responsible for all aspects of analysis, interagency coordination, and outreach for a feasibility study of congestion pricing. Study included coordinating pricing schemes with major investment packages to accommodate demand shifts, and several related studies, including survey of spending patterns by modal choice, focus groups, and microsimulation of key transit corridors.
- **Geary Corridor Bus Rapid Transit, San Francisco.** Delivered the Geary Corridor BRT Feasibility Study and launched its environmental analysis as Project Manager for a BRT project serving one of the highest ridership bus corridors in the Western US. Includes rail-ready analysis, multilingual outreach to diverse populations, and coordination with transit providers for 4-classes of service and local planning and development agencies.

IAIN J. BANKS, PTP

Senior Associate



Iain Banks is a transportation planner and engineer with 14 years of experience. Iain brings a holistic approach to transportation evaluation bringing expertise in traffic analysis, bicycle and pedestrian planning, transit operations, and parking management. Iain's projects have included campus master plans, development project reviews, city-wide bicycle master plans, city-wide parking programs, transit development plans, capital improvement programs, community planning and data analysis. Iain brings experience in both the public and private sectors, most recently serving as transportation planner for the City of Annapolis, Maryland where he was responsible for the city's transit system, active transportation networks, parking properties, and development review. Iain has familiarity in working with the Maryland State Highway Administration and other state, county, and municipal transportation authorities.

EDUCATION

Master of Science, Transportation Engineering and Planning, University of Southampton, England, 2001
Bachelor of Arts in Geography, University of Portsmouth, England, 2000

EXPERIENCE

Nelson\Nygaard Consulting Associates, Inc.

Senior Associate, 2014–present

- **Midcity East Livability Plan, Washington, DC.** Award-winning plan to address and preserve local neighborhood safety, vitality and community access in a core downtown area inundated by commuter traffic. Plan enhances place, environment and community while preserving regional network.
- **Herndon Metrorail Station Access Management Plan Fairfax County, VA.** Senior Associate. This included analysis of the pedestrian and bicycle access and facility recommendations to the pending Herndon Metrorail Stations in Virginia as part of the WMATA Silver Line extension.
- **Urbanized Area Transit Implementation Study, City of Rock Hill, SC.** Deputy Project Manager. This on-going project will include some combination of service modifications, expansion of existing service, and new service options that includes portions of the local, express, trolley, and BRT recommendations from previous study efforts.
- **Public Square Design and Implementation Cleveland, OH.** Analysis of roadway and transit system impacts associated with new development and transit enhancements; expansion of current and planned bicycle facilities and walk networks to support vibrant central place.
- **Prince George's Plaza Transit Development Area, MD.** TOD plan for economic emphasis area of Prince George's County, MD. Plan transforms suburban arterial into vibrant multimodal spine that supports rich network of comfortable and inviting streets, expanded commercial development and housing.

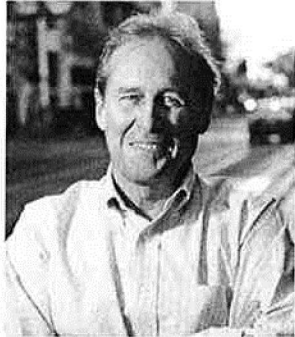
City of Annapolis Dept. of Transportation, Annapolis, Maryland

Personal Transportation and Parking Specialist/Transportation Planner, 2009–2014

- Project Manager for the City's first Bicycle Master Plan. This included procurement of the grant to fund the plan as well as managing the project from community interaction to finalization and Council approval.
- Project Manager for the implementation of the City's shuttle service linking the downtown City Dock with the City owned parking facilities.
- Implementation and analysis of the City's Transit Development Plan for its fixed route transit system.
- Management, administration and reporting of the Department's Federal and State Grant Funding program, overseeing a budget of \$2.0million in grant funds.
- Development, management and administration of the Department's annual \$5 million budget covering all facets of the department's services – transit, parking, taxi services, bicycle & pedestrian planning.

Geoff Slater

Principal



Geoff Slater has extensive experience throughout the United States and internationally that he brings to all of his projects, many of which have transformed transit services from very basic operations to mature, dependable transit systems. Geoff is nationally recognized as an effective and innovative service planner. Notable projects include a complete transformation of Pittsburgh's transit service to provide better service at the same cost, the development of one of the country's first BRT lines (Boston's Silver Line), and the redesign of commuter rail service throughout post-apartheid South Africa.

EDUCATION

Bachelor of Science, Civil Engineering, University of Massachusetts-Lowell, MA

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2007–Present

- **Transit Master Plans** to identify, evaluate, and determine effective strategies for the provision of improved transit services. These studies typically involve multiple modes and address service, institutional, and financial issues. Recent and ongoing projects include Transit Master Plans for the Nashville MTA, the Middle Tennessee RTA, and Fort Worth's the T, the Metro Providence Transit Enhancement Study, and the George Washington Region Transit Policy Plan in the Fredericksburg, VA area.
- **Bus Service Planning**, including the redesign of existing services, market analyses, the development of service improvements, passenger ridechecks and surveys, the assessment of customer demand, and cost estimation. Recent projects include a complete redesign of Pittsburgh's transit system, the redesign of bus service in Pittsburgh, Kansas City, Memphis, Miami, and Providence, RI, the development of bus service improvements for Peoria, AZ, a transit feasibility study for Pinal County, AZ, and bus operations planning for Sky Harbor Airport in Phoenix, AZ.
- **Bus Rapid Transit**, including the development of Boston's Silver Line, which was one of the nation's first BRT lines. More recent BRT projects include the development of nine new Rapid Bus lines in Pittsburgh, a new BRT line in Providence, RI, and the examination of BRT options for Peoria, AZ.
- **Rail Planning**, including the development of new services and improvements to existing lines and systems. Recent projects include a streetcar feasibility study for Saint Paul, MN, the development of new streetcar lines in Kansas City, Minneapolis, and Providence, RI, improvements to Pittsburgh's light rail service, a light rail feasibility study in Peoria, AZ, an evaluation of the use of DMUs on the MBTA's Fairmount Line in Boston, MA.

PREVIOUS EXPERIENCE

Jacobs Engineering/Edwards and Kelcey/KKO and Associates

Manager of Transit Planning, 2006–2007; Senior Associate, 1997–2006

- Managed and conducted a variety of transit studies in North America and overseas designed to develop effective new transit services and to improve existing systems, with a particular focus on rail, bus, and BRT services.

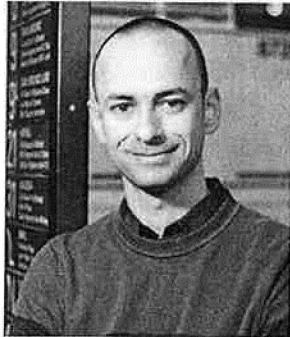
Massachusetts Bay Transportation Authority, Boston, MA

Director of Planning, 1993–1996

- Directed planning activities for the MBTA, the sixth largest transit agency in the United States, providing a mix of rapid transit, light rail, bus, commuter rail, ferry, and paratransit services. Responsible for both technical and policy aspects of short range service planning, long range capital planning, development of new services, assessment of existing services, and the development of improved methods to improve service quality and delivery. Also responsible for environmental compliance, community affairs, and scheduling.

Boris Palchik

Senior Associate



Boris Palchik has more than 15 years of experience in the transit field. He has developed service plans for both large and small transit systems with a focus on improving ridership and system productivity. Boris takes a holistic approach to service development by addressing route and schedule deficiencies, as well as the overall passenger experience in terms of wayfinding, data availability, and bus stop environments. Boris also specializes in Google Transit implementation, schedule run-cutting, and site-specific transit planning for universities and airports.

EDUCATION

Master of City and Regional Planning, University of Texas at Arlington
Bachelor of Civil Engineering, University of Texas at Austin

EXPERIENCE

Nelson\Nygaard Consulting Associates, Inc.

Senior Associate, 2010–Present

KEY PROJECTS

- **Comprehensive Operational Analysis**, Connect Transit (Bloomington-Normal, IL) - Current
- **Campus Transportation Plan, University of Arkansas** (Fayetteville, AR) - Current
- **Portland Hub Link Feasibility Study**, City of Portland (Portland, ME) - Current
- **Transit Performance Analysis**, Wichita Transit (Wichita, KS) - Current
- **Campus Transportation Plan, University of North Texas** (Denton, TX) - Current
- **RFATS Transit Study**, Rock Hill-Fort Mill Area Transportation Study (Rock Hill, SC) - Current
- **Comprehensive Transit Service Analysis for the Greater Hartford Area**, Capital Region Council of Governments (Hartford, CT) - Current
- **CATA Comprehensive Strategic Plan**, Central Arkansas Transit Authority (Little Rock, AR) - Current
- **ECAT Comprehensive Operations Analysis**, Escambia County Area Transit (Pensacola, FL) - 2015
- **St. John's University Plan**, St. John's University (Queens, NY) - 2014
- **New York Downtown Connection Study**, Alliance for New York (New York, NY) - 2014
- **Mid-Coast Maine Transit Study**, Knox County (Rockland, ME) - 2014
- **Comprehensive Service Analysis Study**, Pioneer Valley Transit Authority (Springfield, MA) - 2014
- **Google Transit Implementation Training**, Denton County Transportation Authority (Lewisville, TX) - 2013
- **Dallas/Fort Worth International Airport Transit Access Study**, North Central Texas Council of Governments (Arlington, TX) - 2013
- **Public Transportation Study**, County of Sussex (Newton, NJ) - 2011

PREVIOUS EXPERIENCE

Denton County Transportation Authority (DCTA), Lewisville, TX—Senior Planner, 2008–2010

Dallas Area Rapid Transit (DART), Dallas, TX—Service Planner III, 2004–2008

Drusilla van Hengel, PhD

Principal



Drusilla van Hengel has over 20 years of transportation planning and operations experience, including 10 years of research. Her consulting experience focuses on bicycle and pedestrian master planning and project development, project evaluation, healthy communities, and safe routes to schools and parks. Her efforts while working for the City of Santa Barbara doubled the number of bike lanes, initiated the Safe Routes to School Program, and earned the City both Walk Friendly and Bicycle Friendly Community Status. Dru's academic background and public sector work in land development, traffic operations, and community planning provides a unique, perspective and rich depth of experience that has benefited clients from Chicago to rural eastern Washington.

EDUCATION

MBA, Sustainable Business, Bainbridge Graduate Institute, 2008
PhD, Social Ecology, University of California, Irvine, 1996
MA, Social Ecology, University of California, Irvine, 1993
BA, Psychology and Biology, Dartmouth College, 1985

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.
Principal, 2014–Present

- **City of Calgary Design Consulting Services for Various Bikeway Projects (Calgary, AB)** – Dru is currently providing support services for ten projects and leading the conceptual design for five corridors (Bowness Road NW, Edmonton Trail NW, Northmount Drive NW, 20 Street NW, and Mount Royal University). The work also includes facilitation at city stakeholder meetings, development of design options, multi-modal evaluation, and peer review.
- **Santa Monica Pedestrian Action Plan.** The Santa Monica Pedestrian Action Plan draws from empirical analyses and community engagement to recommend citywide and location specific actions that will improve safety, access to transit, and overall walkability. While working with Alta Planning + Design, Dru provided project management and oversaw each step of the process, including the coordination of four subconsultants, the City Manager's Office, and a multi-department project task force. Dru conducted the collision analysis, and managed the development of priority policy, practice, program and project recommendations holding the community and staff goals as paramount throughout. Dru continues to manage the project through a subconsulting agreement with Nelson Nygaard.
- **Various Rural Wisconsin Bicycle and Pedestrian Plans.** Dru advised the Shawano County Bicycle Pedestrian Plan, Kenosha County Comprehensive Bike Plan, and Whitewater Bicycle and Pedestrian Master Plan. They were transitioned to her for project management because of personnel changes, until each plan's adoption. The three Wisconsin State funded plans established blueprints for increasing the recreational, tourism, and utilitarian trips in these communities.
- **Brookings Transportation System Plan Update, City of Brookings OR.** While at Alta, Dru helped the City negotiate a contract with the State of Oregon Department of Transportation that enabled its Transportation System Plan update to focus on improving conditions for bicycling and walking as a priority. Dru led the evaluation of existing bicycle and pedestrian conditions and conducted field review and workshops before coming to Nelson\Nygaard. The client's satisfaction with this work resulted in a request to renegotiate the contract in such a way that Dru would stay on the team through the project's completion. Dru serves as the Principal in Charge on this project, providing strategic advice, concept development, and quality assurance as a subconsultant to Parametrix.
- **Clackamas County Active Transportation Plan (Clackamas County, OR) 2014** Dru served as project advisor on this project assisting in the development of an evaluation framework for selecting active transportation routes.

Ezra Pincus-Roth

Associate I, Boston, MA

Project Role: Deputy Project Manager



With nationwide experience in municipal and regional policymaking, Ezra Pincus-Roth channels a passion for providing safe and effective transportation options for all people. His expertise is rooted in interpreting government accessibility standards and transit-oriented planning practices. His experience covers many facets of transportation planning, including parking studies for universities, accessible bus stop designs, and mobility management studies for state and county governments.

Previously, Ezra worked as a management and budget analyst for the New York City Parks Department, a consultant for the San Francisco Foundation, and a research fellow for Reconnecting America.

EDUCATION

Master of City Planning, Transportation and Land Use, University of California, Berkeley, CA, 2013
Bachelor of Arts, Politics, Oberlin College, OH, 2008

EXPERIENCE

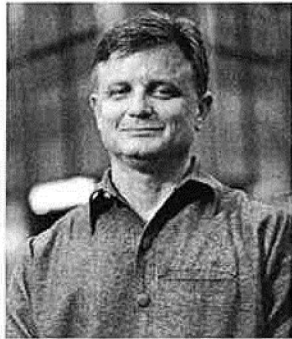
Nelson\Nygaard Consulting Associates Inc.

Associate, 2014–Present; Intern, 2013–2014

- **Planning and Engineering Services, Massachusetts Bay Transportation Authority (Various), 2014.** Managed data collection and analysis behind a bus stop placement and spacing study in South Boston, as well as a bus shelter placement study throughout Somerville, Cambridge, and Watertown. These studies required field measurements and analysis to ensure bus stop modifications were always compliant with agency design guidelines and Americans with Disabilities Act (ADA) standards.
- **Bus Transit to Workplace Study, Shelby County (Memphis, TN), 2013-2014.** Wrote and edited segments of the final report, particularly the profiles of accessibility and mobility options in Memphis area job centers. Conducted additional GIS analysis as needed.
- **Statewide Mobility Management System Analysis and Implementation Plan, Idaho Transportation Department Division of Transportation Performance (Boise, ID), 2014.** Wrote a chapter of the final report summarizing the current landscape of mobility management initiatives at the state and regional level throughout the United States-- giving particular attention to transportation services for special-needs populations, including the elderly and disabled.
- **Transportation and Parking Study, University of Wisconsin (Milwaukee, WI), 2013-2015.** Coordinated all analysis and client correspondence associated with a comprehensive study of an urban research university's traffic circulation, transit operations, parking occupancy, transportation demand management practices, and bicycle/pedestrian infrastructure. He designed a series of pilot street improvements on an arterial road running through the heart of campus.
- **Boston University Transportation Demand Management, Boston University (Boston, MA), 2014-2015.** Led data analysis and graphic design elements of this plan to help remedy the transportation impacts following the closure and redevelopment of multiple campus parking facilities.
- **University Parking & Transportation Master Plan, University of Kentucky (Lexington, KY), 2013-2015.** Wrote memoranda summarizing the existing conditions and future opportunities of transportation demand management (TDM) programs and practices on campus. He also coordinated efforts to model current and future transportation demand based on a variety of scenarios and strategies.
- **Binghamton University Transportation and Parking Study, Binghamton University (Binghamton, NY), 2013-2014.** Using existing GIS analysis, prepared graphics of transit service and parking pricing strategies for the final report. Also co-wrote sections of the final report's recommendations.
- **Savannah Downtown Parking and Mobility Strategic Plan, Chatham County Metropolitan Planning Commission, (Savannah, GA), 2015-ongoing.** Contributing to data analysis, GIS production, and team coordination behind this comprehensive review and plan for parking in one of America's great historic districts and destinations.

Michael R. King

Principal



Michael King plans, draws, designs and writes about complete and sustainable streets and networks. His 20+ year career has arced from traffic calming in New York City, to protected bicycle lanes along BRT routes in Guangzhou, to pedestrian safety in Mexico City, to the USDOT Safe Routes to School Task Force, to shared streets in Santa Monica, to Real Intersection Design workshops, to street design in Abu Dhabi, to road diets in St. Louis, to Complete Streets Chicago, to NACTO's Urban Street Design Guide, to tactical urbanism in Rio de Janeiro. In 2013, Michael was awarded the APBP Private Sector Professional of the Year.

EDUCATION

Master of Architecture, Columbia University, New York City, NY, 1992
Bachelor of Arts, Architecture, Washington University, St. Louis, MO, 1987
Washington University, Urban Design Studio, Barcelona, Spain, 1987

EXPERIENCE

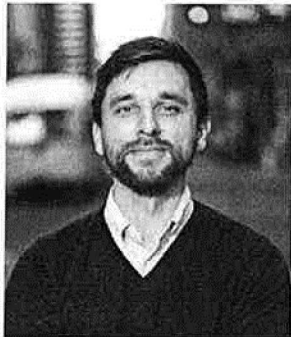
Nelson\Nygaard Consulting Associates Inc.
Principal 2004–Present

DESIGNED, PLANNED, STUDIED, ANALYZED

- Ann Arbor Street Design Framework Plan, 2015 - project advisor
- Promoting Socially Sustainable Transport through Improving Nonmotorized Transport in Vientiane (Laos), Medan (Indonesia) and Davao (Philippines), Asian Development Bank, 2015 - designer and technical advisor
- Temple University Landscape Master Plan and Traffic Analysis, Philadelphia PA, 2014 - project team
- Traffic Circulation and Gateways to the City's Downtown, New Rochelle NY, 2014 - project manager
- Spring Street 2-way Conversion, Ossining NY, 2013 - project manager
- New Haven Bicycle and Pedestrian Gap Analysis, New Haven CT, 2009– project principal
- Bus Rapid Transit non-motorized access planning, Asian Development Bank, Yichang (China), 2012 – project team
- Regional Transportation Strategy, TransLink, Vancouver BC, 2012 – project team
- Minnesota Avenue Redesign, Washington DC, 2012 – project team
- Farragut Square Pedestrian Safety and Access Study, Washington DC, 2011 – project principal
- Fifth Ward Bicycle and Pedestrian Conceptual Plan, Houston TX, 2011– project principal
- Bus Rapid Transit station area planning, Asian Development Bank, Ulanbaatar (Mongolia), 2011 – project team
- Route 34 Road Diet, New Haven CT, 2011 - technical advisor
- Improvement of Pedestrian Safety and Movement in Al Ain (UAE), 2011 – technical project manager
- Manchester Road Corridor Master Plan, St Louis MO, 2011 – project team
- State of Rio de Janeiro (Brasil) Non-motorized Transportation Master Plan, 2011 – project team
- Pedestrian Safety at Bus Stops Study, North Jersey Transportation Planning Authority, 2011 - principal in charge
- World Bank Low-Carbon Urban Transport Initiative, Wuhan (China), 2011 – project team

Joel F. Mann, AICP

Associate



Joel is a planner with 10 years of experience in transportation planning and transportation-focused contributions to development codes, comprehensive plans and community master plans. His career pursuits have grown from an intersection of personal passions and commitments, including bicycle and pedestrian mobility, transit systems as key layers of a community's civic infrastructure, and use of public resources to provide the best possible returns for citizens and their quality of life. Joel has worked both as a master planner for private land developers and as a corridor and transportation planner primarily for public agencies. He has developed expertise in bicycle and pedestrian planning, transportation policy, and street design and has applied this to jurisdiction-wide transportation policies and plans, small-area sector plans and corridor studies, and implementation programs for developing, funding, and advancing capital projects.

EDUCATION

Master of Regional Planning, University of North Carolina at Chapel Hill, 2003
B.A., Urban Studies, New College of Florida, 2001

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.
Associate, 2013–Present

SELECTED PROJECT EXPERIENCE

Comprehensive Transportation Plans

- **Connect Atlanta Plan, Atlanta, GA.** The City of Atlanta's first-ever modern comprehensive transportation plan, which focused on accommodating urban growth through improved connectivity, walkability and transit investment. Joel was the lead project planner on this effort and developed the plan's bicycle route framework, resulting in many of the Core Connection bicycle routes currently being advanced in Atlanta today. He was also closely involved in identifying recommended capital projects and developing plan policies.
- **Omaha Transportation Plan, Omaha, NE.** The city's first coordinated planning effort for transportation projects and policies, this plan coordinated with parallel citywide efforts to minimize environmental footprint and encourage reinvestment in the central city. Joel developed project ideas for bicycle and pedestrian connectivity and led the prioritization of projects for plan implementation.

Transportation Support for Sector Plans and Development Master Plans

- **Downtown Lowell Master Plan, Lowell, MA.** Led a series of redevelopment opportunities and public realm enhancements that were considered with regard to added vehicle trips, changes to traffic flow and circulation, street capacity and traffic signal timing and design.
- **Rockville Pike Neighborhood Plan, Rockville, MD.** Joel contributed to this vision-led redevelopment plan for a maturing suburban commercial corridor by coordinating transportation impact analysis and recommendations for enhanced street network, safety-based bicycle and pedestrian improvements.
- **Livable Claiborne Communities Plan, New Orleans, LA.** Senior Planner for this plan that explored potential transportation futures for a principal thoroughfare corridor in New Orleans, Louisiana and linking these futures to economic and community development opportunities.

RON PETRIE, PE

Public Involvement; Roadway Design

Ron Petrie is a senior project manager with 24 years of engineering experience. His responsibilities include managing the local government transportation team, which involves team member management, project quality control, and client representation at public meetings. His previous experience includes serving as the City of Fayetteville's City Engineer, managing a staff of 22 employees with an operating budget of \$1.2 million and an average yearly capital improvement budget of \$10.2 million for transportation, drainage, and water and sewer infrastructure improvements. His responsibilities included representing engineering issues at the council, street committee, and water and sewer committee meetings as well as to the public and local media.

Ron interpreted and enforced drainage regulations and drainage criteria for the installation of public drainage systems by private developers, managed FEMA floodplain regulations within City limits, and administered NPDES MS4 Phase II Stormwater permit acquisition and Stormwater Nutrient Reduction Plan creation. Ron's responsibilities also included supervising the City trails coordinator position that provided design, land acquisition, and construction management of an average of four miles of multi-use trails per year, including portions of Scull Creek Trail, Frisco Trail, Lake Fayetteville Trail, Hamstring Creek Trail, Clabber Creek Trail, Town Branch Creek Trail, and the St. Paul Trail.

Education

Bachelor of Science in
Civil Engineering

Professional Registrations

Professional Engineer
AR, 9113
OK, 24233

Affiliations

American Public Works
Association

Arkansas Society of
Professional Engineers

The Arkansas Academy of Civil
Engineering

Fayetteville Comprehensive Transportation Plan, Fayetteville, Arkansas

City engineer during the development and implementation of the Comprehensive Transportation Plan, resulting in an actionable Capital Improvements plan for short and long-term improvements. The plan also provided policy recommendations that resulted in implementation of a city-wide traffic calming program. Responsibilities included management of the consultant, assistance in data collection, and presenting the study findings at public meetings. Responsibilities for implementation of the plan included developing the transportation bond program for constructing all identified short-term improvements.

Cato Springs Road, Fayetteville, Arkansas

Senior project manager responsible for supervising the project design team providing roadway widening and reconstruction improvements. This project also included designing water/sewer line relocations and coordinating with all franchise utilities to accommodate the improvements. Utility coordination included holding joint meetings with all affected utilities at the conceptual, preliminary, and final stages of design; developing a relocation corridor; and preparing a general utility easement for the corridor.

Mount Comfort Road, Fayetteville, Arkansas

City engineer responsible for developing the project scope and cost estimates and managing the City's staff and the consulting firm (Garver) as well as the design, surveying, and construction phase services. Responsibilities also included serving as a representative for engineering issues at the public involvement meetings, city council, and street committee meetings.

JEFF WEBB, PE

Roadway Design

Jeff Webb is a transportation engineer with 15 years of engineering experience. Jeff's responsibilities include project design, coordination, review, cost estimation, and oversight. His project experience includes new and reconstructed roadway, drainage, site, airport, water, and wastewater design.

Education

Bachelor of Science in
Civil Engineering

Professional Registrations

Professional Engineer
AR, 12051

Jeff has served as interim city engineer and staff engineer for cities in Arkansas and Texas and has worked on major projects involving numerous city street and drainage improvements. Jeff also leads a team that manages Garver's CAD standards, including development and implementation of best practices and new procedures to automate or improve work flows. Jeff is also responsible company-wide maintenance and implementation of Newforma, a software-based project management tool.

Cato Springs Road, Fayetteville, Arkansas

Transportation engineer responsible for the conceptual design phase of this project. Responsibilities included reviewing all horizontal/vertical geometry, grading, and major drainage.

Johnson Road, Springdale, Arkansas

Transportation engineer responsible for overseeing the design of the roadway and drainage improvements, creek channelization and box culvert crossings, and sidewalk and multi-purpose trail provisions. Responsibilities also included developing technical specifications and contract documents; coordinating with the City of Springdale, utility companies, and state and local review agencies; and overseeing the bidding and construction phases.

26th Street, Rogers, Arkansas

Transportation engineer responsible for developing the final plans. Responsibilities included setting horizontal and vertical alignments; overseeing drainage calculations and storm drainage design, pavement markings, and utility relocations; developing technical specifications and construction cost estimates; and coordinating with utilities.

26th Street Multi-Use Trail, Rogers, Arkansas

Transportation engineer responsible for designing and converting a 5-foot sidewalk to an 8-foot trail during the construction of the 26th Street improvements, including the design of grading and drainage to accommodate the trail, coordination and checking for conflicts with utility companies, checking for additional need for right-of-way and easements, and coordination with the City of Rogers.

McClure Avenue, Lowell, Arkansas

Transportation engineer responsible for overseeing the design of street and drainage improvements, including coordination with the owner and geotechnical engineer.

NICCI TINER, PE, PTOE

Traffic Analysis/Design

Nicci Tiner is a senior project manager who is responsible for managing Garver's Traffic Team. She has 26 years of engineering experience. Her project experience includes traffic signal design; planning studies to determine existing and future needs for cities and to prioritize improvement projects for short, mid, and long term; traffic studies that include intersection analysis, weave capacity, trip generation, interchange justification analysis, and signal warrant analysis; and maintenance of traffic plans for bridge, interstate, highway, and urban street construction.

Cato Springs Road, Fayetteville, Arkansas

Lead traffic engineer responsible for a traffic study at the intersections of Cato Springs Road at Razorback Road and at School Avenue. The objective of the study was to evaluate the need for traffic signals at the two intersections and to recommend geometric improvements at the intersections.

Mount Comfort Road, Fayetteville, Arkansas

Lead traffic engineer responsible for the traffic study for six intersections and the signalization plans for four intersections. The study included trip generation calculations, geometric analyses, and signal warrant analyses.

Norman Comprehensive Transportation Plan, Norman, Oklahoma

Senior project manager responsible for reviewing the existing conditions with regard to the adequacy of the roadway system, traffic signal system, sidewalks, and parking within the City of Norman.

Bentonville City-Wide Traffic Study, Bentonville, Arkansas

Project manager responsible for a city-wide traffic study in Bentonville. The study included evaluating city standards, performing a preliminary analysis to identify 14 intersection projects, performing a detailed analysis of these 14 intersections, and providing recommendations for future long-term corridor projects. Additional duties included presenting the results of the study to the Planning Commission and the City Council.

Program Manager for AHTD Connecting Arkansas Program, Statewide, Arkansas

Lead traffic engineer responsible for traffic forecasting for all projects. Additional responsibilities include overseeing the review of IARs from other consultants and review of signal and signing plans.

Education

Bachelor of Science in
Civil Engineering

Professional Registrations

Professional Engineer
AR, 8141
MS, 15025
TX, 97087
MO, 2008025196
TN, 106896
OK, 20572
KS, 16904
AL, 24001

Professional Traffic Operations
Engineer, 520

Affiliations

Deep South Institute of
Transportation Engineers

Institute of Transportation
Engineers

Missouri Valley Institute of
Transportation Engineers,
President, 2004 - 2005

Oklahoma Transportation
Engineers Association

West Little Rock Rotary Club

RESOLUTION NO. 221-13

A RESOLUTION TO EXPRESS THE INTENT OF THE CITY COUNCIL TO FUND A TRANSPORTATION PLAN IN THE AMOUNT OF \$250,000.00 TO \$500,000.00

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

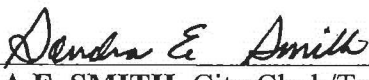
Section 1: That the City Council of the City of Fayetteville, Arkansas hereby expresses its intent to fund a Transportation Plan in the amount of \$250,000.00 to \$500,000.00.

PASSED and **APPROVED** this 5th day of November 2013.

APPROVED:

ATTEST:

By: 
LIONELD JORDAN, Mayor

By: 
SONDRA E. SMITH, City Clerk/Treasurer



City of Fayetteville Staff Review Form

City Council Agenda Items
and
Contracts, Leases or Agreements

11/5/2013

City Council Meeting Date
Agenda Items Only

Peter Nierengarten
Submitted By

Division

Sustainability & Strategic Planning
Department

Action Required:

The purpose of this resolution is to express intent to fund a Transportation Plan for Fayetteville in the amount of approximately \$250,000 – \$500,000.

N/A

Cost of this request

N/A

Category / Project Budget

N/A

Program Category / Project Name

N/A

Account Number

N/A

Funds Used to Date

N/A

Program / Project Category Name

N/A

Project Number

N/A

Remaining Balance

N/A

Fund Name

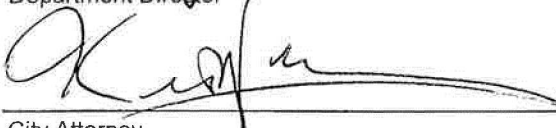
Budgeted Item

Budget Adjustment Attached


Department Director

10/18/17
Date

Previous Ordinance or Resolution # _____


City Attorney


10/18/18
Date


Original Contract Date: _____

Original Contract Number: _____


Finance and Internal Services Director

10-21-2013
Date

Received in City Clerk's Office 10-13-13 01:55 RCVD



Chief of Staff

10-21-2013
Date

Received in Mayor's Office

ENTERED
10/21/13



Mayor

10/21/13
Date

Comments:

CITY COUNCIL AGENDA MEMO

To: Mayor Lioneld Jordan

Thru: Don Marr, Chief of Staff

CC: Jeremy Pate, Development Services Director
Chris Brown, City Engineer *CB*
Paul Becker, Finance Director *PB*

From: Peter Nierengarten, Sustainability & Strategic Planning Director *PW*

Date: October 18, 2013

Subject: Fayetteville Transportation Plan

PURPOSE

The purpose of this resolution is to express intent to fund a Transportation Plan for Fayetteville in the amount of approximately \$250,000 – \$500,000. This plan would be developed in partnership with the University of Arkansas.

BACKGROUND

In 2003 the City of Fayetteville contracted with Bucher, Willis & Ratliff (BWR) in the amount of \$222,382 to conduct a Citywide Traffic and Transportation Study. This study included the development of master street plan cross-sections, multi-modal transportation policies, a traffic calming policy, an access management policy, a development assessment policy, a smart growth policy, traffic analysis and project costs and prioritization. Recommendations from this study have helped guide three phases of transportation bonds for street improvements in Fayetteville. The third phase of the transportation bonds are planned to be issued in the fourth quarter of 2013.

In 2005 the University of Arkansas contracted with Martin, Alexiou & Bryson in the amount of \$520,000 to develop a Campus Transportation Plan. The University's Plan included a parking plan, a travel demand management plan, recommendations for all modes of transportation (transit, walking, biking and automobiles) and recommended improvements to streets. The University of Arkansas is currently developing a Request for Qualifications for a consultant to update their 2005 Campus Transportation Plan, develop and implement transportation policies, analyze parking fees, site their next parking garage and recommend locations for park and ride facilities.

Recognizing the impact that the University of Arkansas has on transportation within Fayetteville, there would be benefits and efficiencies if the University and City Transportation plans were well coordinated. Consulting services should address similar scope items and require coordinating and collaboration on items such as transit, data collection and parking. This arrangement would be spelled in each organization's respective consultant contract.

Considering the direct link between transportation and land use in cities, a new or updated Transportation Plan for the City of Fayetteville should serve the land use goals in City Plan 2030. A plan with an emphasis on transit and active transportation (walking and bicycling) would empower the City to realize the six goals of City Plan 2030. In addition this plan could serve as a blue print for future transportation bond funding.

RECOMMENDATION

Approve a resolution of intent to fund a \$250,000 – 500,000 Fayetteville Transportation Plan. The scope for the City's Transportation Plan could include:

- An update of the 2003 BWR Traffic and Transportation Study
- Review of Pedestrian/Bicycle Limitations and Recommendations for Safety Improvements
- Public Participation
- Transit Route Recommendations
- Recommendations for Transit Center Locations
- Identification and prioritization of Transit Oriented Development (TOD) Opportunities
- Identification and prioritization of Redevelopment Opportunities Thoroughfares
- The development of a Complete Streets Policy
- A review of Minimum Street Standards and Master Street Plan Cross Sections and Traffic Calming Policy
- The develop of congestion management strategies/policies and Bond Funding Prioritization

The detailed scope and budget for the project would be negotiated with the selected consultant and the completion of the RFP process.

BUDGET IMPACT

Approximately \$250,000 of leftover funds from recently completed street projects is currently available in the Sales Tax Capital Fund. If the cost of the project exceeds \$250,000, additional funding could be provided from the Street Right of Way/Intersection/Cost Sharing project within the Sales Tax fund or from other sources.

RESOLUTION NO. _____

A RESOLUTION TO EXPRESS THE INTENT OF THE CITY COUNCIL TO FUND A TRANSPORTATION PLAN IN THE AMOUNT OF \$250,000.00 TO \$500,000.00

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby expresses its intent to fund a Transportation Plan in the amount of \$250,000.00 to \$500,000.00.

PASSED and APPROVED this 5th day of November 2013.

APPROVED:

ATTEST:

By: _____
LIONELD JORDAN, Mayor

By: _____
SONDRA E. SMITH, City Clerk/Treasurer

City of Fayetteville, Arkansas - Budget Adjustment Form (Legistar)

| | | |
|--------------------|------------------------------------|--------------------------|
| Budget Year | Division: Engineering | Adjustment Number |
| 2016 | Dept.: Development Services | |
| | Requestor: Chris Brown | |

BUDGET ADJUSTMENT DESCRIPTION / JUSTIFICATION:

\$100,000 for the parking portion of a Transportation Master Plan.

| | | |
|--------------|--------------------|-----------------------|
| | COUNCIL DATE: | 3/15/2016 |
| | LEGISTAR FILE ID#: | 2016-0104 |
| | | <i>Kevin Springer</i> |
| | | 2/24/2016 5:22 PM |
| | Budget Director | Date |
| | TYPE: | |
| DESCRIPTION: | | |
| GLDATE: | | |
| POSTED: | / | |

RESOLUTION/ORDINANCE

| TOTAL | 100,000 | | 100,000 | | | | | v.20160125 |
|-------------------|----------------|--|--------------|----------|----|---------------------|--|------------|
| | Account Number | Increase / (Decrease) Expense Revenue | Project | Sub | AT | Account Name | | |
| 1010.6600.5315.00 | 100,000 | - | 14021 | 1 | EX | Contract Services | | |
| 1010.0001.4999.99 | - | 100,000 | | | RE | Use of Fund Balance | | |
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City of Fayetteville Staff Review Form

2017-0225

Legistar File ID

N/A

City Council Meeting Date - Agenda Item Only

N/A for Non-Agenda Item

Paul Libertini

4/21/2017

Engineering /
 Development Services Department

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Staff recommends approval of contract Amendment No. 1 to the Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report which requires the Mayor's signature. Amendment No.1 adds the additional tasks of digitizing and mapping Sunday parking and Wilson Park utilization counts, and a memorandum addressing the development of the West Lot. The cost of Amendment No. 1 is \$7,245 which increases the total study cost to \$592,223.

Budget Impact:

| | |
|--------------------------------|--|
| 1010.090.6600-5315.00 (\$4500) | General Misc./Sales Tax Capital Imprvmnt.Non |
| 4470.800.8820-5314.00 (\$2745) | Departmental.Str Imprvmnts |
| Account Number | Fund |
| 14021.1 | Transportation Master Plan |
| Project Number | Project Title |
| Budgeted Item? Yes | Current Budget \$ 259,629.00 |
| | Funds Obligated \$ 245,544.51 |
| | Current Balance \$ 14,084.49 |
| Does item have a cost? Yes | Item Cost \$ 7,245.00 |
| Budget Adjustment Attached? No | Budget Adjustment |
| | Remaining Budget \$ 6,839.49 |

V20140710

Previous Ordinance or Resolution # 68-16

Original Contract Number: 2409

Approval Date: 4-28-17

Comments:



STAFF MEMO

TO: Mayor Lioneld Jordan

THRU: Don Marr, Chief of Staff
Andrew Garner, City Planning Director
Chris Brown, City Engineer

FROM: Paul Libertini, Staff Engineer *PL*

DATE: April 21, 2017

SUBJECT: Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report - Contract Amendment No. 1

RECOMMENDATION:

Staff recommends approval of contract Amendment No. 1 to the Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report which requires the Mayor's signature.

BACKGROUND:

In 2013, City Council passed Resolution 221-13, expressing the intent to fund an updated Transportation Plan in the amount of up to \$500,000.

On March 15, 2016, City Council passed Resolution 68-16 authorizing a contract with Nelson\Nygaard Consulting Associates for the development of a Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report in the amount of \$584,978.

DISCUSSION:

Amendment No. 1 adds the additional tasks of digitizing and mapping Sunday parking and Wilson Park utilization counts, and a memorandum addressing the development of the West Lot. The cost of Amendment No. 1 is \$7,245 which increases the total study cost to \$592,223.

BUDGET/STAFF IMPACT:

This amendment will be funded from the contingency funds set aside in the Transportation Master Plan project budget.

Attachments:

Contract Amendment No. 1 – Nelson\Nygaard
Resolution 68-16
Resolution 221-13



April 20, 2017

Re: Contract Amendment No. 1 – Transportation Master Plan and Downtown and Entertainment District Parking and Mobility Study

Whereas Nelson\Nygaard Consulting Associates, Inc. and City of Fayetteville previously entered an agreement dated 15th of March, 2016 ("Agreement"), and by this first amendment desire to amend the terms and conditions of this Agreement in consideration of the ongoing promises and obligations of the parties and hereby agree as follows: Nelson\Nygaard continues to recognize that the Parking Study is complex and requires significant education for both targeted stakeholders as well as the general public. To address these concerns, the original scope of the study evolved significantly from what was originally envisioned to necessitate additional deliverables. These additional tasks are outlined below, and a detailed report by hours and cost is attached and incorporated by reference herein. These tasks have exhausted the budget that was originally available to produce a final report and presentation.

- Digitizing and mapping Sunday parking utilization counts and Wilson Park utilization counts
- Development of West Lot memorandum

The total overage for these additional tasks is \$7,245. Exhibit A is expanded to include the services set forth herein, and the amount not to exceed in Article 3 is increased by \$7,245.00 to \$592,223.00. All other terms of the original contract including hourly pay rates remain unchanged.

In witness whereof, the parties have executed this amendment by their authorized signatories effective as of the date first written above.

Nelson\Nygaard Consulting Associates, Inc.

By: Paul Gavel

Name: Paul A. Gavel

Title: Managing Director

Attest: Chris Fletcher

Name: Chris Fletcher

Nelson\Nygaard Consulting Associates, Inc.
116 New Montgomery Street, Suite 500
San Francisco, CA 94105

Date Signed: 4/20/2017

City of Fayetteville, Arkansas

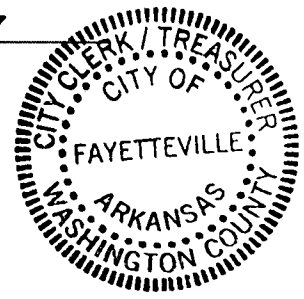
By: Lionel Jordan

Lionel Jordan, Mayor

Attest: Sondra E. Smith

Sondra Smith, City Clerk

Date Signed: 4-28-17



FAYETTEVILLE PARKING AND MOBILITY STUDY
City of Fayetteville

ORIGINAL PARKING STUDY BUDGET:

| Fayetteville TMP Budget 2/24 | | | Nelson\Nygaard Labor Costs | | | | | | | | |
|-----------------------------------|---|--|----------------------------|-----------------|--------------------|-------------|--------------|---------------|-----------------|-------|----------|
| | | | Paul Moore | Jason Schrieber | Lisa Jacobson | Associate 1 | GIS Services | Ralph DeNisco | Elizabeth Cohen | Hours | Cost |
| | | | Principal 7 | Principal 4 | Senior Associate 1 | Associate 1 | GIS Services | Principal 3 | Associate 3 | | |
| Base Rate | | | 89.26 | 69.42 | 47.93 | 26.45 | 49.59 | 64.46 | 42.98 | | |
| Overhead | 175.00% | | 156.20 | 121.49 | 83.88 | 46.28 | 86.78 | 112.81 | 75.21 | | |
| Profit | 10% | | 24.55 | 19.09 | 13.18 | 7.27 | 13.64 | 17.73 | 11.82 | | |
| Total Billing Rate | | | \$270.00 | \$210.00 | \$145.00 | \$80.00 | \$150.00 | \$195.00 | \$130.00 | | |
| Task Description | | | | | | | | | | | |
| PARKING AND MOBILITY STUDY | | | | | | | | | | | |
| Task Description | | | | | | | | | | | |
| 5.8.1 A | Project Management, Kick Off and Background | | | 10 | 10 | 12 | | 8 | 6 | 46 | \$6,850 |
| 5.8.1 B | Parking Inventory and Utilization | | | 6 | 12 | 30 | 24 | | 24 | 96 | \$12,120 |
| 5.8.1 C | Existing and Future Parking Demand Analysis | | | 4 | 16 | 40 | | 2 | 24 | 86 | \$9,870 |
| 5.8.1 D | Stakeholder and Public Participation | | | 12 | 16 | 12 | | 4 | 24 | 68 | \$9,700 |
| 5.8.2 A | Document Current Management Practices | | | 6 | 8 | | | 2 | 24 | 40 | \$5,930 |
| 5.8.2 B | Document Supportive Elements that Impact Parking Mgmt | | | 4 | 8 | 12 | | 4 | 12 | 40 | \$5,300 |
| 5.8.3 A | Initial Parking Management Strategies | | | 12 | 16 | 40 | | 4 | 24 | 96 | \$11,940 |
| 5.8.3 B | Public Input to Refine Initial Strategies | | | 12 | 12 | | | | 18 | 42 | \$6,600 |
| 5.8.3 C | Draft and Final Strategies and Design + Deliverables | | | 30 | 44 | 20 | | 4 | 80 | 178 | \$25,460 |
| TOTAL P&M TASK HOURS | | | | 68 | 142 | 166 | 24 | 28 | 236 | 692 | |
| TOTAL P&M TASK COST | | | \$0 | \$20,160 | \$20,930 | \$13,280 | \$3,600 | \$5,460 | \$30,680 | | \$93,770 |

UPDATED PARKING STUDY BUDGET

| Fayetteville TMP Budget 2/22/2017 | | | Nelson\Nygaard Labor Costs | | | | | | | | | | |
|-----------------------------------|--|--|----------------------------|-----------------|--------------------|-------------|--------------|---------------|-----------------|-------|-----------|----------|----------|
| | | | Paul Moore | Jason Schrieber | Lisa Jacobson | Associate 1 | GIS Services | Ralph DeNisco | Elizabeth Cohen | Hours | Cost | Original | Complete |
| | | | Principal 7 | Principal 4 | Senior Associate 1 | Associate 1 | GIS Services | Principal 3 | Associate 3 | | | | |
| Base Rate | | | 89.26 | 69.42 | 47.93 | 26.45 | 49.59 | 64.46 | 42.98 | | | | |
| Overhead | 175% | | 156.20 | 121.49 | 83.88 | 46.28 | 86.78 | 112.81 | 75.21 | | | | |
| Profit | 10% | | 24.55 | 19.09 | 13.18 | 7.27 | 13.64 | 17.73 | 11.82 | | | | |
| Total Billing Rate | | | \$270.00 | \$210.00 | \$145.00 | \$80.00 | \$150.00 | \$195.00 | \$130.00 | | | | |
| Task Description | | | | | | | | | | | | | |
| PARKING AND MOBILITY STUDY | | | | | | | | | | | | | |
| Task Description | | | | | | | | | | | | | |
| 5.8.1 A | Project Management, Kick Off and Background | | | 10 | 10 | 12 | | 8 | 6 | 46 | \$6,850 | \$6,850 | 100% |
| 5.8.1 B | Parking Inventory and Utilization (Out of scope: Digitizing and mapping Sunday parking utilization counts and Wilson Park parking utilization counts) | | | 6 | 24 | 30 | 28 | | 32 | 120 | \$15,500 | \$12,120 | 128% |
| 5.8.1 C | Existing and Future Parking Demand Analysis (Out of scope: West Lot Memorandum) | | | 10 | 25 | 40 | | 2 | 34 | 111 | \$13,735 | \$9,870 | 139% |
| 5.8.1 D | Stakeholder and Public Participation | | | 12 | 16 | 12 | | 4 | 24 | 68 | \$9,700 | \$9,700 | 100% |
| 5.8.2 A | Document Current Management Practices | | | 6 | 8 | | | 2 | 24 | 40 | \$5,930 | \$5,930 | 100% |
| 5.8.2 B | Document Supportive Elements that Impact Parking Mgmt | | | 4 | 8 | 12 | | 4 | 12 | 40 | \$5,300 | \$5,300 | 100% |
| 5.8.3 A | Initial Parking Management Strategies | | | 12 | 16 | 40 | | 4 | 24 | 96 | \$11,940 | \$11,940 | 100% |
| 5.8.3 B | Public Input to Refine Initial Strategies | | | 12 | 12 | | | | 18 | 42 | \$6,600 | \$6,600 | 100% |
| 5.8.3 C | Draft and Final Strategies and Design + Deliverables | | | 30 | 44 | 20 | | 4 | 80 | 178 | \$25,460 | \$25,460 | 100% |
| TOTAL P&M TASK HOURS | | | | 102 | 163 | 166 | 28 | 28 | 254 | 741 | | | |
| TOTAL P&M TASK COST | | | \$0 | \$21,420 | \$23,630 | \$13,280 | \$4,200 | \$5,460 | \$33,020 | | \$101,016 | \$93,770 | 108% |



113 West Mountain
Street Fayetteville,
AR 72701
(479) 575-8323

Resolution: 68-16

File Number: 2016-0104

RFQ #15-08 NELSON/NYGAARD CONSULTING ASSOCIATES, INC.:

A RESOLUTION TO AWARD RFQ #15-08 AND AUTHORIZE A CONTRACT WITH NELSON/NYGAARD CONSULTING ASSOCIATES, INC. IN THE AMOUNT OF \$584,978.00 FOR THE DEVELOPMENT OF A TRANSPORTATION MASTER PLAN AND DOWNTOWN/ENTERTAINMENT DISTRICT PARKING AND MOBILITY REPORT, TO APPROVE A PROJECT CONTINGENCY IN THE AMOUNT OF \$14,740.00, AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, Resolution No. 221-13, which was passed on November 5, 2013, expressed the intent of the City Council to fund the development of an updated Transportation Plan.

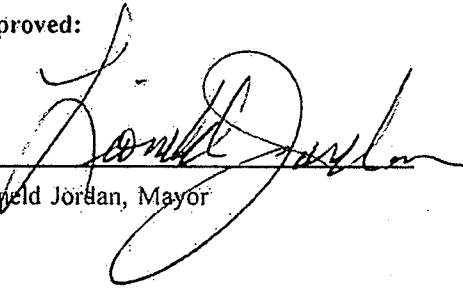
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby awards RFQ #15-08 and authorizes a contract with Nelson/Nygaard Consulting Associates, Inc. in the amount of \$584,978.00 for the development of a Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report, and further approves a project contingency in the amount of \$14,740.00.


Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.

PASSED and APPROVED on 3/15/2016

Approved:


Lionel Jordan, Mayor

Attest:


Sondra E. Smith, City Clerk Treasurer





City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
(479) 575-8323

Text File

File Number: 2016-0104

Agenda Date: 3/15/2016

Version: 1

Status: Passed

In Control: City Council Meeting

File Type: Resolution

Agenda Number: D. 1

RFQ #15-08 NELSON/NYGAARD CONSULTING ASSOCIATES, INC.:

A RESOLUTION TO AWARD RFQ #15-08 AND AUTHORIZE A CONTRACT WITH NELSON/NYGAARD CONSULTING ASSOCIATES, INC. IN THE AMOUNT OF \$584,978.00 FOR THE DEVELOPMENT OF A TRANSPORTATION MASTER PLAN AND DOWNTOWN/ENTERTAINMENT DISTRICT PARKING AND MOBILITY REPORT, TO APPROVE A PROJECT CONTINGENCY IN THE AMOUNT OF \$14,740.00, AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, Resolution No. 221-13, which was passed on November 5, 2013, expressed the intent of the City Council to fund the development of an updated Transportation Plan.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby awards RFQ #15-08 and authorizes a contract with Nelson/Nygaard Consulting Associates, Inc. in the amount of \$584,978.00 for the development of a Transportation Master Plan and Downtown/Entertainment District Parking and Mobility Report, and further approves a project contingency in the amount of \$14,740.00.

Section 2: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached to this Resolution.

RESOLUTION NO. 221-13

A RESOLUTION TO EXPRESS THE INTENT OF THE CITY COUNCIL TO FUND A TRANSPORTATION PLAN IN THE AMOUNT OF \$250,000.00 TO \$500,000.00

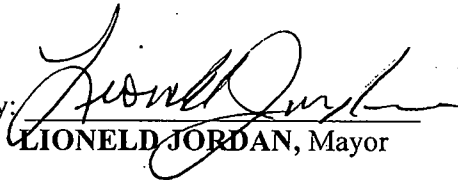
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

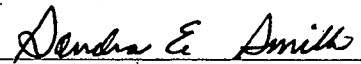
Section 1: That the City Council of the City of Fayetteville, Arkansas hereby expresses its intent to fund a Transportation Plan in the amount of \$250,000.00 to \$500,000.00.

PASSED and APPROVED this 5th day of November 2013.

APPROVED:

ATTEST:

By: 
LIONELD JORDAN, Mayor

By: 
SONDRA E. SMITH, City Clerk/Treasurer

