

Fayetteville Parking Master Plan Implementation: PHASE 1

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

	<i>RECOMMENDATION</i>	<i>ACTION ITEM</i>	<i>STATUS</i>
1.	Customer Service	Rebranded parking ambassadors to promote a friendly and informative customer service approach to enforcement	Complete
2.	Event Management	Coordinated with WAC and TheatreSquared to implement agreed upon event management strategies such as prepaid parking.	Complete
		Continue to explore validity of valet parking.	Ongoing
3.	Upgrade Technology & Event Management	Updated enforcement software and hardware to replace outdated legacy system. Real-time access allows for “friendly” enforcement methods.	Complete
		Implement ability to take credit card payment in field for event parking	Complete
		Implement permitting system that expands permit options and timeframes and gives end users control.	Ongoing – 75% complete; estimated soft roll-out in Q4 of 2021
4.	Streamline Signage	Enhance customer service by redesigning consistent, easy to understand rate signage for publicly owned lots. Identify areas to install additional parking wayfinding signage.	Complete
5.	Multimodal Improvements	Work with Transportation and Engineering to identify pedestrian improvements to connect parking facilities.	In Progress: Bond project prioritization: Lighting, streetscape, and sidewalk improvements are in progress in several downtown areas (Meadow, Church, Spring, Square, Prairie/West, Dickson)
6.	Customer Service	Develop a communication and outreach plan for parking constituents. Actively partnering with DSMA and Experience Fayetteville on marketing efforts centered around parking and the downtown experience in general.	In progress & Ongoing

7.	Increase Available Supply	<p>Add additional on-street parking and begin shared parking agreement negotiations with owners of underutilized private lots.</p> <p>Install consistent signage in private lots and add to database as agreements are brokered.</p> <p>Consider permit system for shared lots where property owners may be uncomfortable with full public sharing.</p>	<p>Ongoing: Converted residential reserved spaces on Lafayette to mixed-use public spaces.</p>
8.	Multimodal Improvements	<p>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.</p>	<p>Ongoing</p>
9.	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>	<p>On Hold – Funding/rate determinant</p>
10.	Upgrade Technology	<p>Research options for expanding mobile parking apps in private lots and Downtown Business District.</p>	<p>Downtown Parking Modernization Proposal</p>