

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> |
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| 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 |

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| 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 |