

GREENSBORO DOWNTOWN PARKING PLAN

DRAFT

OVERVIEW OF RECOMMENDATIONS | JANUARY 2024

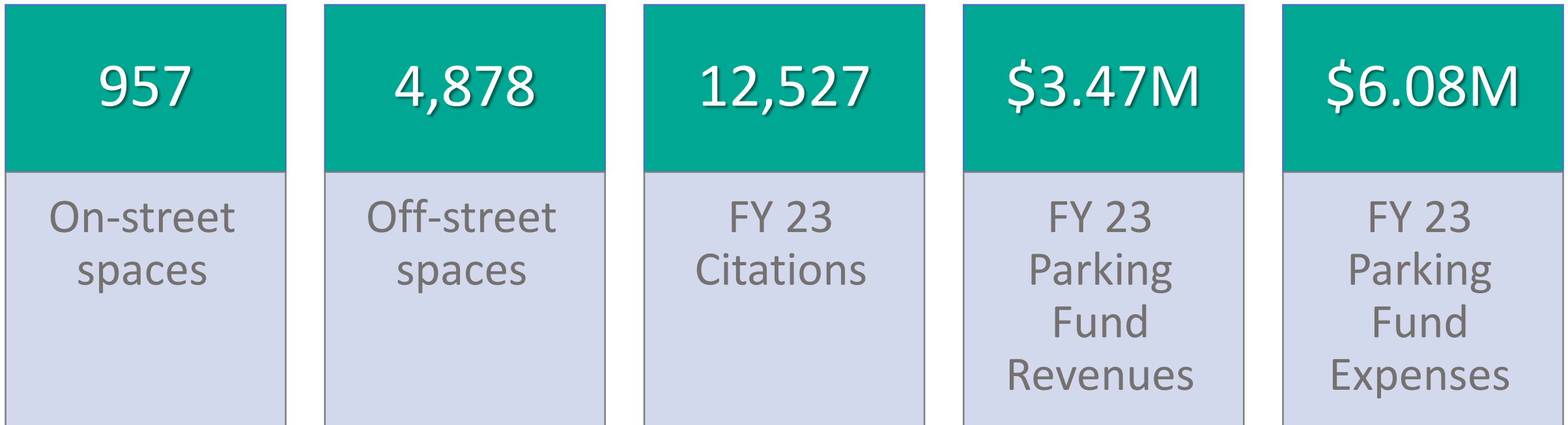


GREENSBORO

DOWNTOWN PARKING SNAPSHOT

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The Department of Transportation's mission is to provide Greensboro safe, seamless, and equitable transportation choices.



\$3.56M FY 23 General Fund Transfer

GOALS OF THE DOWNTOWN PARKING PLAN

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IMPROVE LEGIBILITY



INCREASE EQUITY



ENHANCE EFFECTIVENESS



ENSURE SUSTAINABILITY

RELATIONSHIP TO CITY VALUES, GOALS & PRIORITIES

BIG IDEAS



Filling In Our Framework



Creating Great Places



Becoming Car Optional



Building Community Connections



Prioritizing Sustainability

Core Values



Council Priorities



Safest City



Most Connected City

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KEY FINDINGS

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OF THE **968** SURVEY RESPONDENTS...



KEY TAKE AWAYS

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OUTDATED POLICIES

Legacy policies and procedures decrease the efficiency and sustainability of the parking system.



INEQUITABLE DISTRIBUTION

Parking supply is not equitably distributed downtown, leading to a long-term parking shortage in the South End.



INEFFICIENT UTILIZATION

Parking turnover has not been prioritized, resulting in fewer available parking spaces during high demand times of day.



LAGGING INVESTMENTS

Investment in the existing public parking decks has been deferred, resulting in a backlog of maintenance needs.



SAFETY CONCERNS

Safety and the perception of safety impact the customer's parking experience.



ABUNDANCE OF PARKING

The high number of parking options hinders the public parking system from being financially sustainable.



RECOMMENDATIONS

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01

Modernize and simplify policies and procedures.

Align with Greensboro's mobility goals and future needs.

02

Invest to off-set displaced parking in the South End.

Ensure parking is priced to create financial sustainability.

03

Update curb management strategies to generate more parking turnover.

Meter parking in high-demand areas.

04

Invest in maintenance and technology to enhance and simplify the customer parking experience.

05

Implement a modern asset management program that supports businesses, employees, and Greensboro's mobility goals.

OPERATIONS RECOMMENDATIONS

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Hourly Rate:
\$1.50 per hour in core,
Scaling to free in fringe

Hours of Operation:
8:00 AM – 8:00 PM

Days of Operation:
Monday – Saturday

System Change:
Long Term: Meter Elm Street

Technology Change:
Transition to pay stations

ON-STREET
PARKING
SYSTEM

OFF-STREET
PARKING
SYSTEM

Hourly Rate:
First hour free
\$2.00 per hour after

Hours of Operation:
24 Hours a Day
Cap daily rate

Days of Operation:
Monday – Saturday

System Change:
Offer specialty programs

Technology Change:
Offer business validations

KEY ACTION ITEMS: YEAR 1

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IMPROVE LEGIBILITY

Implement clear, simple rules and update signage
Provide consistent enforcement

INCREASE EQUITY

Implement clear, simple rules across downtown
Provide consistent enforcement
Develop specialty parking programs

ENHANCE EFFECTIVENESS

Promote higher turnover in high-demand areas
Right size fees to generate turnover
Right size enforcement to promote compliance

ENSURE SUSTAINABILITY

Invest in maintenance and address backlog
Right size fees, enforcement and revenues
Invest in future South End public parking

NEXT STEPS

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PLAN ADOPTION

Public review and comment period
Schedule Council consideration

DETAILED IMPLEMENTATION PLAN

Refine 1, 3 and 5 year work plans

- Capital Investments
- Staffing
- Finalize metrics and reporting mechanism

Questions and Discussion

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