

Parking Summit - Categorized Notes

Comments were collected during each of the three summit sessions on January 31, 2014. Comments were transcribed and categorized into five topical areas. The areas are Data, Pricing, Management, Management/Parking Plan, and Behavior/Perception.

Data

1. # of employees downtown (700 FT/PT at Carr Mill only) – a survey is suggested as necessary to figure out need in relation to number of spaces
2. Engage with chapel Hill about lessons learned in their over 10 year evaluation/planning for downtown parking

In parking planning/survey mode

Experience with designing, operating, and charging for parking deck – costs, decisions, et cetera

Park and Ride; separate from other downtown parking issues

3. Perception is reality

Mall experience is different

Customer v. employee behavior is unpredictable (i.e. Not what you would expect).

4. Changes in businesses (type – shift away from doctors, lawyers and others with non-retail, walk-in trade) in Chapel Hill due to changes in parking.
5. Shared parking 'free riders' approach works up to a point. We are past that point.
6. People can't come downtown. There is not enough space.
7. Dynamic of each businesses
 - a. Timing/offsets
 - b. Safety/(late departures, park closest, carrying \$/deposits)
8. Prioritize data collection- # employees and # spaces available first month of study, would be good
9. Gym Property
10. Think of large properties
11. Single greatest impact. Park & Walk for employees
12. Town has 150 2 hour spaces in the deck during the day.
13. Rescue squad shares @ Carr Mill no charge, but may limit (to have) # of spaces
14. Cringe about fireplace shop, if renovated to restaurant
15. Roberson St. lot more in play
16. Vision- Rescue Squad to South Greensboro lot. Phase 1 surface parking?
 - a. Phase 2-deck there
17. Ask town to check its supply, neighborhoods weigh in too
18. UNC lots downtown- could help w/ employee parking (near Breadmens)

19. Lot on Roberson full much of the day (for this and previous item, will want to collect data on the #s of users, types of users and times they are using)
20. Lot behind Weaver Street Realty, double parking. Leasing 4 spaces from Tom Robinson.
21. Deck serves W. Franklin better than neighbors.
22. May need deck at South Greensboro, too, but also other options to explore.
23. Folks in Chapel Hill are seeking spaces in deck
24. How much parking @ 300 E Main? W/ deck addition @ build out 750
 - a. Some dedicated to hotel
25. Time Carrboro is leasing spaces in deck-? 5 years 150(D) 250(N)
26. How are parking arrangements structured, indemnification? Don't know , have to check.
27. Then what happens when 5 years of deck lease is up?
28. What do we know we have? For how long?
29. Problem-seems to be employees/daytime. Night seems to be okay.
30. How full @ Open Eye/S. Greensboro lot? Pretty full. But, people are staying beyond time limits.
31. What are limits @ Town Hall?
32. Another 50 employees @ Carr Mill with new office use upstairs.
33. Issue - getting more parking
34. What is story w/ parking deck?
 - a. Town leases 150 (d) 250 (n) free, but time limited.
 - b. Spaces available for lease otherwise
35. Expect use to increase as Boyd St open and people find it /get used to it.
36. Soft enforcement rather than hard due to costs implications of enforcement (not insignificant) began to limit due to changes in park park and ride lots (shift to pay-for parking).
37. Concerns that demand exceeds supply?
38. Concern about employee parking overflow to public lots
39. Competition w/ businesses that are leasing their excess spaces.
40. How many available for lease?
41. See sticky notes – Some available also some in parking deck
42. Summary of needs/offers
 - a. Needs
 - i. W. Weaver - 27 spaces (employee)
 - ii. W. Main - 1 space (employee)
 - iii. W. Main – 12 spaces (employee and clients)
 - iv. W. Weaver – 10 spaces (day)
 - v. W. Rosemary – 4-5 spaces (day/night)
 - b. Offers
 - i. W. Weaver – 12-15 (evenings, weekends)
 - ii. W. Weaver – 10 (nights, weekends)
 - iii. W. Main Street – 8-10 (evenings, weekends)
 - iv. E. Main Street – 3 (nights)

Pricing

1. Nice to have free spaces. Different from the Chapel Hill (the experience)
2. Need to get away from the notion that parking spaces are free. Parking spaces at Carr Mill cost approximately \$115,000 per year.
3. Maybe need to establish free customer parking
4. Parking is not free!
5. Problem to say it will continue to be free.
6. Could call it pre-paid (free through taxes) public spaces
7. Control supply, increase price, can change employee behavior (comment on experience of university in Chapel Hill)
8. Paid parking – pricing to deter students; allow validation for customers (e.g. American Tobacco – negotiated price, special events- business owners was fine to pay)
9. Nominal pay for parking – can be a deterrent to students.
10. Validation of customer parking - @ Brightleaf there were concerns that student seeks validation for all day when only small purchase/short time at the business
11. Boone example – nominal cost deters students
12. Can't allow restaurant in Fire place or addition @ vision
13. Employees have to get buy-in-maybe they have to pay?
14. Would have to charge competitively
15. There are costs, the question is who pays?
16. Community used to free parking, but there is not enough
17. Idea floated earlier that the town gets involved in leasing the top of the deck.
18. Carr Mill has no separate source of financing for parking – Costs covered by tenants
19. Need to see paid parking. In order to enforce, it needs to be paid for.
20. Maybe parking enforcement staff?
21. Will need to cover costs.
22. People pay for convenience – it is really a necessity
23. Either need buy-in from downtown businesses or have to charge for all spaces.
24. Not free if using something that belongs to everyone all day long – it is not free

Management

1. Excess spaces at the deck for the future development. Temporary solution is holding up progress. Business is hindered by parking.
2. Be better if could force employees to park in deck, but still a temporary solution.
3. Public use of private spaces – may be a separate issue.
4. If there's no business, no customers. Need to have someplace for employees, but they can move around.
5. How do we deal with longer-term?
6. Park at Rogers-Triem? Employees **[Possible Solutions?]**

- a. Five year plan for employees, phased with expected development
- 7. Pushing employee parking on others is not a great idea; Elmos' employees park in lot near Grist Mill instead of walking to employee lot on Roberson; Tyler's does not tow, but does keep an eye on behavior. Uses notes and talks to folks to let them know the spaces are for customers.
- 8. Ticketing/enforcement also needed if charging – to make it work
- 9. Doesn't tow, but likes the central location of s. Greensboro
- 10. Market the deck spaces . Need to.
- 11. Reminder of temporary nature of additional spaces in deck
- 12. Solution will be in hand in five (5) years
- 13. Expects a plan; wants action
- 14. Not a concern w/ customers parking and shopping elsewhere
- 15. Does keep an eye on employees and asks them not to
- 16. Private lots allowing public use when the business is not open (e.g. Chapel Hill Tire)
- 17. Today, looking for short term solutions.
- 18. Lease, such as @ the deck
- 19. Transfer enforcement authority- Town tickets on Carr Mill instead of towing
- 20. Could use payment (pay stations gates)
- 21. Carrboro properties- do not want to put large private lots in play for public use, unless as part of comprehensive solution.
- 22. Still sounds like need sfor more employee parking Where? Does town have ideas, proposals.
- 23. Employees (Town) park elsewhere and shuttle in. Make Town lots at Century Center and Town Hall available otherwise.
- 24. Renegotiate to allow employee parking in the deck- currently, contract doesn't function for that need – time is limited to allow turnover of spaces for businesses at 300 E. Main.
- 25. All parking doesn't need to be downtown
- 26. Currently co-locating Rescue Squad @ Firestations
- 27. What would, if comprehensive solutions, would Carr Mill be able to put in play?
- 28. Can't happen until big expensive study. Carr Mill has to be part of it and make sure it works for its businesses. Piecemeal approach needs to stop; can't allow it to continue.
- 29. When solutions, locations identified, will be talking about details. When effort is serious, will get involved.
- 30. Ready to be involved-at least a year?
- 31. Would like to not pay \$80,000 for parking lot security. There because doesn't see community doing something else.
- 32. Town Hall lot, empty @ night? Shuttle from there to downtown.
- 33. Needs to understand use of town lots, opportunities for sharing
- 34. Figure out lots on Roberson for parking deck. (expecting/known 300 E. deck not permanent) longer tem plan.
- 35. Chapel Hill discussing circulator to get folks to park & ride. Late night businesses, \$, Safety
- 36. Today- part of 'manage it better' strategy; other steps will be taken to understand shorter and longer term problems.
- 37. As a new manager, immediate concern about availability of public parking.

38. 2nd wind having to police its lot
39. 2 hour time limit too short
40. Employees park @ Jones Ferry Park & Ride. Shuttle bus employees to downtown
41. Increase time limits to 3 hours
42. Bought lot, showed need for parking
43. Ongoing obligation to obtain parking (where flexibility allowed to have little or none) in the LUO.
44. Those businesses should be contacted, encouraged to obtain spaces in the deck, since it is available now.
45. This would help some in the short term
46. E.G. Milltown- no parking required due to flexible administration. Town should tell them to go to deck.
47. Follow-up has not happened, ongoing obligation to provide rests with permit holder.
48. Town lease top of the deck-charge for hang tags?
49. Prefer town controls deck, issues hang tags.
50. Is there a liability issue if something happens in a lot of one business that is allowing another to use off hours and there is an accident?
51. Customers, employees using deck should be for/from Carrboro not UNC/CH.
52. What would be the costs if Carrboro leases deck. Subleasing to businesses?
53. Administrative costs, but expect would be less than enforcing surface lots.
54. Shuttle from Jones Ferry? Lease lots at Jones Ferry, make changes to # of stops, timing.
 - a. Adjust bus schedule to support.
55. If had to use other public lots, would shift from Weaver to Town Hall.
56. Wee hours parking issue.
57. Hangtags- What would be the problems?
 - a. Admin/cost – need to monitor
58. Town gets involved in top of deck for employees.
59. Seems Town has to take the head interests of the Town. New paradigm of being downtown, having to pay for it, to make it work.
60. Thought of a park and ride? Like one suggested earlier, a variation (CHT P & R) noted
61. Mini bus from P&R lot also suggested, but to be explored.
62. If there is a parking agreement between private parties, Town needs to see it (if part of meeting ordinance requirement) otherwise, look at example of parking agreements in Chapel Hill for off-hours public parking.
63. New idea for Town to be providing employee parking , yes but frees up pressure on customer parking, have to create parking to achieve successful downtown for work, live, play.

Management/Parking Plan

1. Timing of plan; cost share w/ DCHC MPO
2. Should expand to include- Chapel Hill, partner w/ Downtown, seek some \$ for ½ cent sales tax.
3. Involve Chapel Hill to look at entertainment district – at least one more walking circle.

Behavior/Perception

1. What if people use deck but due to perception won't walk west to center?
2. Deck/boyd street not fully used at present.
3. Deck will take a while for people to get used to it, based on experience with decks in Chapel Hill.
4. Approach has always been short-sighted; can't continue. Way of thinking has to change.
5. Things will get worse.
6. Chamber gets calls about towing.
7. Will need to train folks to use any new lots after we identify them, clean them up.
8. Meeting & getting folks to meet regularly-build buy-in
9. Other things-deal w/ 2 am safety - So in twos, police station, understand concerns about safety
10. Bigger concern- where will customers park. Employees can walk 2 ½ minute walk from deck.
11. If employees have to walk from deck, won't quit
12. Concern about leased spaces going away- devastating to some (Weaver example)
13. Safety concerns- loading/unloading; carrying cash.
14. Dealing with perceptions, resistance to paying, walking to spaces off site.
15. A shift in thinking, need to deal with it.
16. How get business owners to do this (require employees to park off-site)?
17. Right now no incentive for employers to be engaged until problem which results in need to actively pursue a solution, won't get sense of urgency.
18. What's going to happen – get the people on board. Everyone participates, will pay.