

Enforcement of the core lots identified above are essential to this strategy to keep parking open and available for downtown customers. Staff is working on a plan to begin enforcement of the two-hour limited parking in these lots. Finally, our communication strategy will include temporary signage to direct users to available parking, updated story mapping at parkcarrboro.com, and a strong social media campaign on where to park in Carrboro.

Implementation of this plan will require participation on everyone's part. We are beginning with our own town employees and have had several meetings to discuss issues around parking including reasonable walking distances, alternative modes of transportation, and the special considerations that need to be considered in a shift in parking patterns. Staff has also begun to reach out to downtown businesses that utilize public parking lots for employees to inform them of the strategy for short term parking.

Parking Associated with The 203 Project

Information on the parking program for building users and those who presently park in the public parking lot at this location will be presented by Iain Banks with parking consultants Nelson-Nygaard.

FISCAL & STAFF IMPACT: Cost and budgets for lease and/or up fit of parking lots are still being developed/negotiated, but will be included in the budget for the 203 Project.

RECOMMENDATION: Staff recommends the Board receive the report.