



HOTEL
MONTE VIS

ParkFlag Update

Discussion



This is presented to:

Identify key accomplishments, partnerships, challenges, achievements...a general “state of parking”

Request input on several items before moving forward with needed processes





Why Parking?



Program History

- Downtown Flagstaff struggled with parking for 25 years
 - Lack of public and employee parking lots
 - Employees used prime parking locations during shifts
 - Parking issues in Southside and other residential zones
- 2017 ParkFlag was implemented to “Create a fair and balanced parking system providing the most benefit for all.”
 - Better manage existing parking supply and provide a positive parking experience
 - Set aside funds for future parking supply (lock box)



Initial Success



Operations 2017-1019

- ParkFlag operated successfully for 2+ years
 - Parking became fluid and available
 - Supported downtown vibrancy
 - ParkFlag was fully staffed
 - Observed improvements in poor parking behaviors
 - Approximately \$800,000 saved in lock box fund
- In 2019 we re-assessed the parking program
 - To meet needs of the community
 - To meet needs of the program





Program Improvements



City Council Review

- February 2020 ParkFlag provided Council the following information including:
 - Parking studies
 - Community input
- Provided options and requested input on possible program changes

Improvements

- Adjusted Hours
 - 9:00 AM – 5:00 PM Sunday through Thursday
 - 9:00 AM – 8:00 PM Friday and Saturday
- Reduction in Cost of Employee Permit
 - From \$45 to \$10 monthly
 - From \$540 to \$120 annually

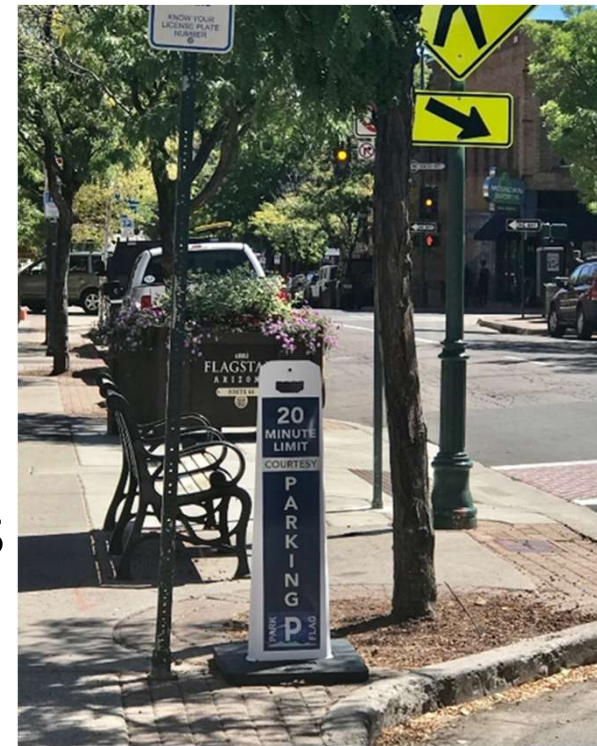


Program Suspension



COVID Pandemic

- 1 year program suspension
- Supported
 - Local Community
 - Businesses
 - Visitors
- Implemented 20 min Curbside Pickup Zones
- Designed/Installed Improved Signage
- Hooded Kiosks
- Installed Improved Back-Office Operating Software





Re-Implementation



Provided Council Update Late 2020

Reimplementation Strategy Options


Took into consideration

- Parking Counts/Studies
- Community Feed back

Council decided to Resume Operations

March 1st, 2021

- Supported Holiday Visitation
- Time for Public Outreach




PAID PARKING RESUMES

MARCH 1, 2021

WHAT HAS CHANGED:

You asked, we listened. We've made the following enhancements to the parking program.

- ▶ **New Hours / New Signs** – The number of free parking hours have been extended, and paid parking will be managed fewer hours.
 - Sunday thru Thursday 9:00 AM to 5:00 PM
 - Friday and Saturday 9:00 AM to 8:00 PM
- ▶ **FREE Curbside Pick-Up Zones**
 - Multiple parking spaces allocated for 20-minute periods to accommodate quick in-and-out business access on north and south sides of the tracks.
- ▶ **Added Employee Parking**
 - 200 N. Leroux St.
 - 100 W. Birch Ave.
 - 200 N. Beaver St.
- ▶ **Employee Permits are now \$10**
- ▶ **Kiosk Care – Daily Disinfecting**



**DOWNTOWN
PAY-TO-PARK**

**SUN-THUR
9 AM-5 PM**

**FRI-SAT
9 AM-8 PM**


WHAT REMAINS THE SAME:

- ▶ Parking cost remains \$1.00 an hour
- ▶ Know your LICENSE PLATE NUMBER – keep a photo/note in your phone
- ▶ Touchless options available with the Flowbird App  and online at ParkFlag.NuPark.com
- ▶ Cash payment options available at the Flagstaff Visitors Center and 4 (four) cash and credit kiosks downtown
- ▶ Free ECO passes (bus) available for downtown employees
- ▶ Free parking in city and county lots daily after 5 pm and on weekends; free two-hour parking on Route 66



BENEFITS:

- ▶ Manages limited parking for residents and businesses
- ▶ Promotes safe parking practices
- ▶ Sets aside funds for future parking supply



PARKFLAG.ORG - CITY OF FLAGSTAFF - DOWNTOWN BUSINESS ALLIANCE



Current State of the Program

Ambassadorship Enforcement Model

- Warning over Citation
 - Manage over 100 square blocks including 14 residential zones
 - Successfully achieve behavior change with a gentler approach
- Warnings issued since inception → 44,920
- Citations issued since inception → 12,266
 - Warnings issued 2021/2022 → 5,549
 - Citations issued 2021/2022 → 1,291



Current State of the Program



Revenue

- Generated Parking Revenues @70%
- Parking Revenues 2021/2022
 - Approx. \$1,060,000
- Lock Box Total as of 6/30/22
 - \$1,037,660
- Parking Rates Remain \$1 hour





Current State of the Program



Staffing

- Operating with four (4) staff members
 - Parking Manager
 - Lead Parking Aide
 - Two Fulltime Parking Aides
- Recruitment Budget
 - 1 Fulltime Parking Aide
 - 2 Part Time Parking Aides
 - 1 Parking Aide to support Airport Paid Parking Program



Current State of the Program



Program Improvements

- VIP Commuter Program
- Two New Surface Lots
 - 154 spaces
 - Multi-Use
- Loading Zones





Future Agenda Item



License Plate Reader

- Background
 - Small Staff
 - 100+ managed blocks
 - Lots including 2 new pay to park lots
- Intended Uses
 - Time limited parking
 - Permit permissions
 - Parking counts/durations

Information

- Budget has approved purchase
- CCR was provided to previous council
- No personal information stored
- Contract approval scheduled for Council in February



Requesting Input



Ordinance Changes

- Repeat offenders have 3 or more outstanding citations
 - \$250,000 in total
- No current management
- Unfair
 - To paying Customers
 - To Enforcement Staff

Information

- Would like to reword current city ordinance to give the Office of the Parking Manager, as well as the Municipal Court, authority to create and manage a scofflaw list.
- **Is Council in support of us bringing back this ordinance change?**



Requesting Input



Multi-Use Permit

- Background
 - No Permits offered for Multi Family Unit Residents
 - Excess Employee Permits Available
- Intended Uses
 - Provide Permits for Downtown Residents
 - At a reasonable rate

Input

- Suggested Rate
 - \$45 per month
- Application Process
 - Lottery
- **Is Council in support of offering this permit at the proposed rate?**



Requesting Input

South Leroux Street Non-Residential Mgmt. Request

- South Leroux
 - Title 9 management only
 - Requested by local property owner. Supported by limited outreach.
 - Further outreach will be conducted prior to action.





Requesting Input



Staff Recommendation

- Install 2 hr. time limited parking with employee south permit exemptions.

Council Input

- **Is Council in support of including this block in managed parking with provided staff recommendation?**

ParkFlag Update

January 31, 2023



Thank you for your time and
input.