

City of Flagstaff

Curbside Management Action Plan

City Council
September 15, 2026

DIXON
Resources Unlimited

Our Team



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Project Goals

- Evaluate existing parking programs, policies, use of technology and asset management.
- Assess current curbside use; recommend strategies to optimize parking and curbside access for all users.
- Listen to the needs and concerns of local businesses, residents, visitors and customers.

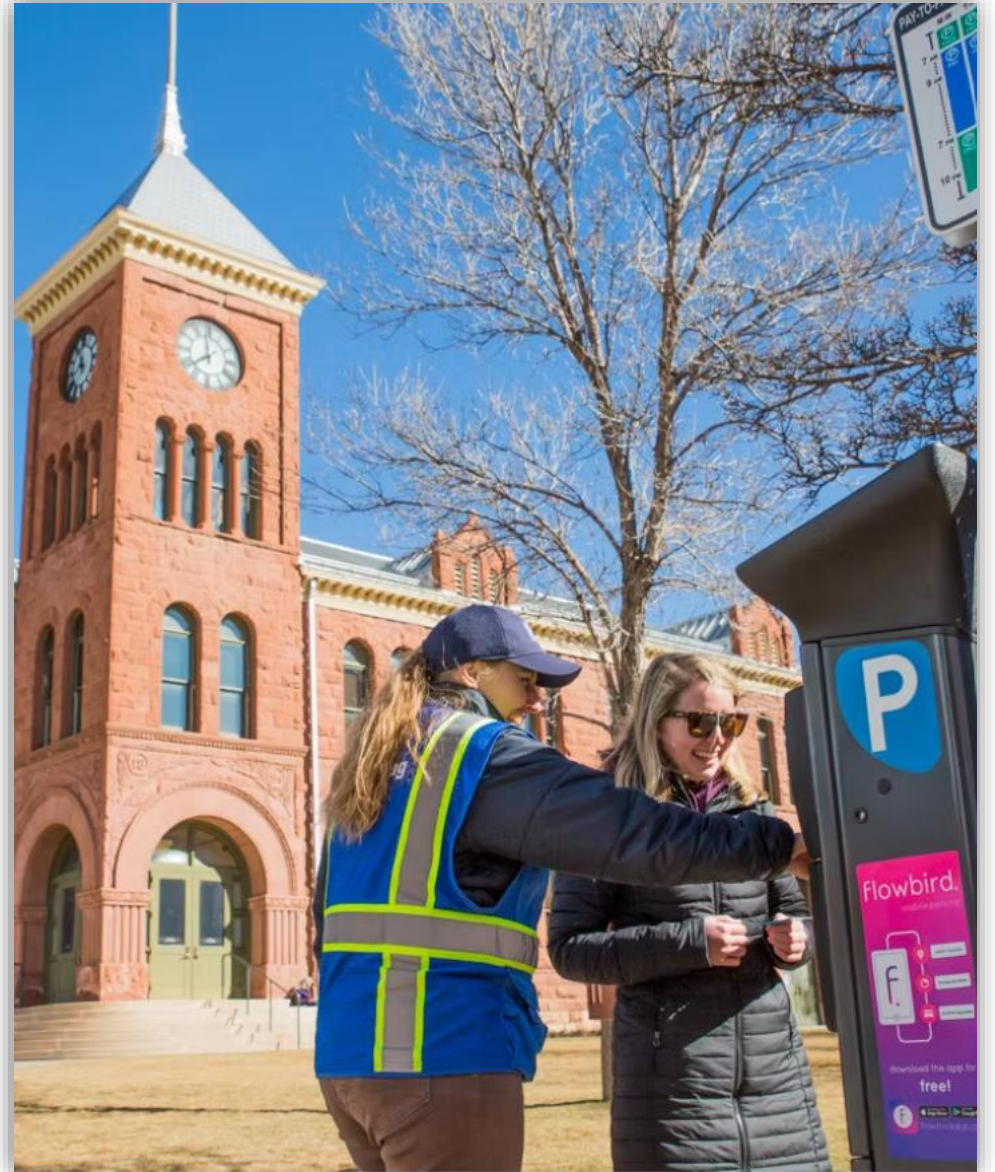
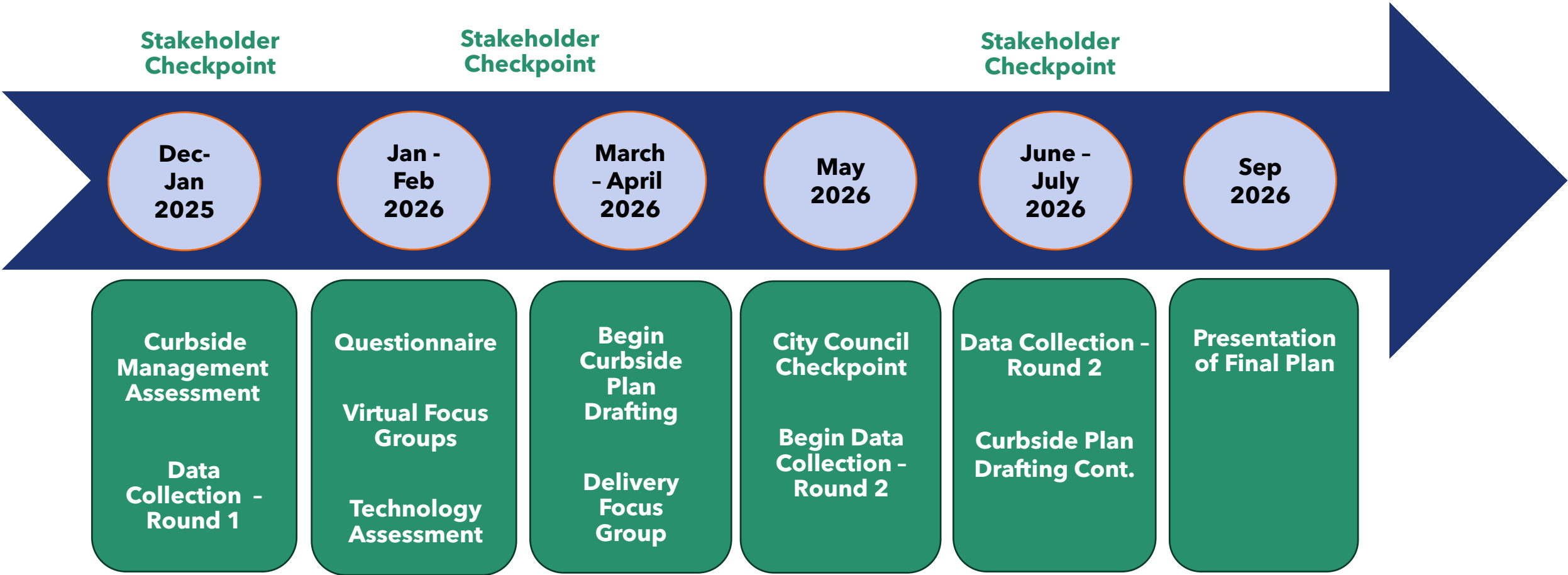


Photo credit: ParkFlag

Schedule

Important note: Project cadence was adjusted mid-project to accommodate additional data collection and stakeholder engagement, resulting in a more tailored set of recommendations.



Project Overview

Curbside Needs Assessment

- ✓ Existing conditions review
- ✓ Job shadowing
- ✓ Staff interviews
- ✓ Stakeholder conversations

Technology Review

- ✓ Functionality
- ✓ Ease of Use
- ✓ Data reporting and usability
- ✓ Upgrades versus replacements

Stakeholder Engagement

- ✓ Project steering committee
- ✓ Online questionnaire
- ✓ Downtown Business Alliance board and member presentation
- ✓ Commercial delivery focus group
- ✓ Interdepartmental coordination
- ✓ City Council check-in
- ✓ City Commission open house



Data Collection: What Was Included?

- Study Area: Downtown and Southside Neighborhood
- Data collection included:
 - On-street
 - Off-street (parking lots)
 - Permit areas
 - Unregulated areas
 - Loading zones
- Collection times: 9am, 12pm, 3pm, 6pm
- Peak and average occupancy
- Turnover

Data Collection Rounds

Winter collection: December – January 2026

Summer collection: May – July 2026

Historical collection: January – December 2023

Data Collection - Round 1 (Winter)

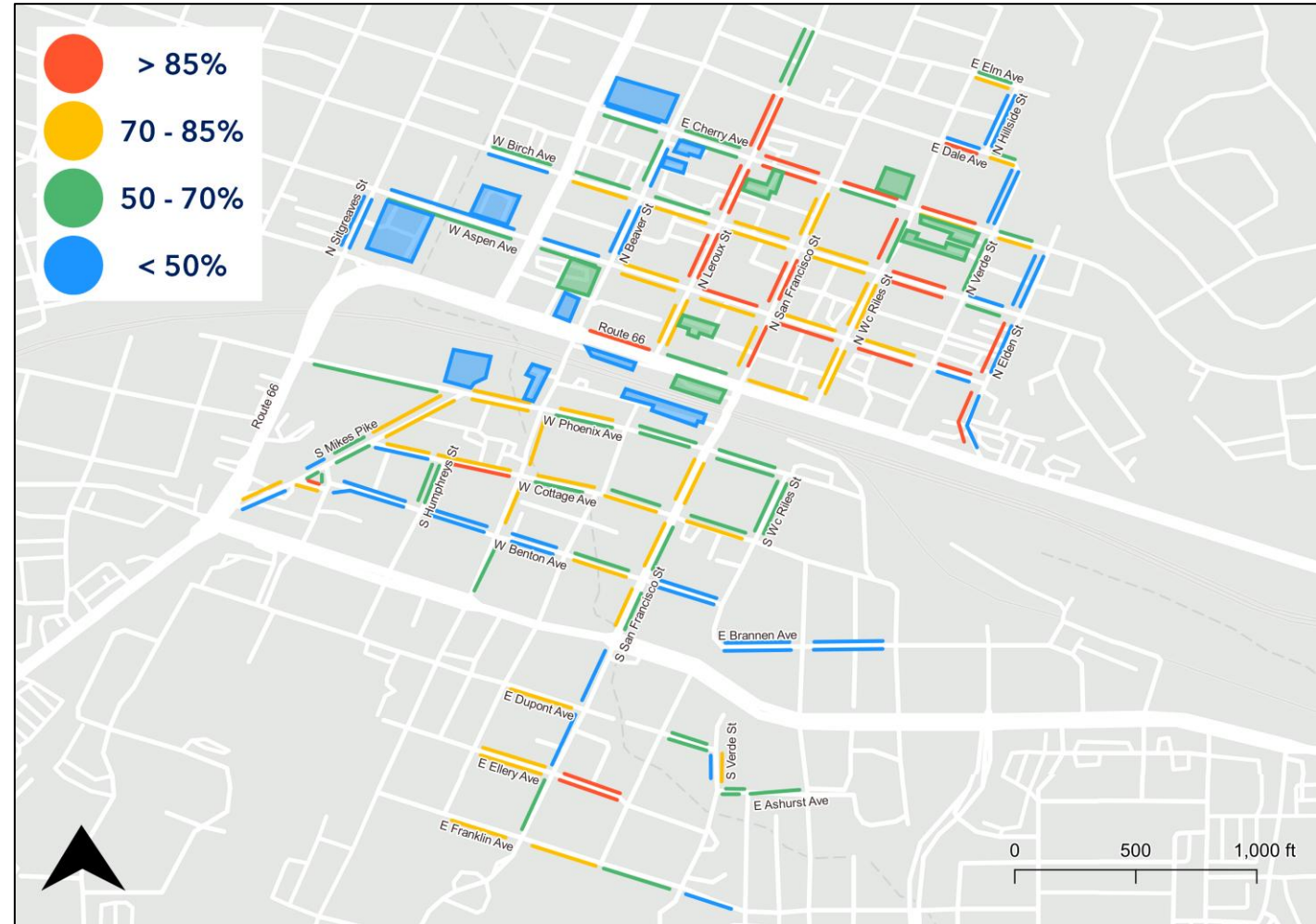
On-Street Occupancy

Day of the Week	9 a.m.	12 p.m.	3 p.m.	Average
Monday	68%	69%	72%	69%
Tuesday	69%	69%	70%	69%
Wednesday	60%	67%	56%	63%
Thursday	64%	74%	73%	70%
Friday	64%		77%	69%
Saturday	62%	67%		63%
Average	64%	68%	73%	67%

Off-Street Occupancy

Day of the Week	9 a.m.	12 p.m.	3 p.m.	Average
Monday	40%	46%	42%	42%
Tuesday	46%	53%	48%	48%
Wednesday	39%	45%	19%	42%
Thursday	32%	63%	46%	42%
Friday	37%		43%	40%
Saturday	28%	38%		29%
Average	39%	48%	44%	42%

Winter 2025 Average Occupancy - All Times



Data Collection - Round 2 (Summer)

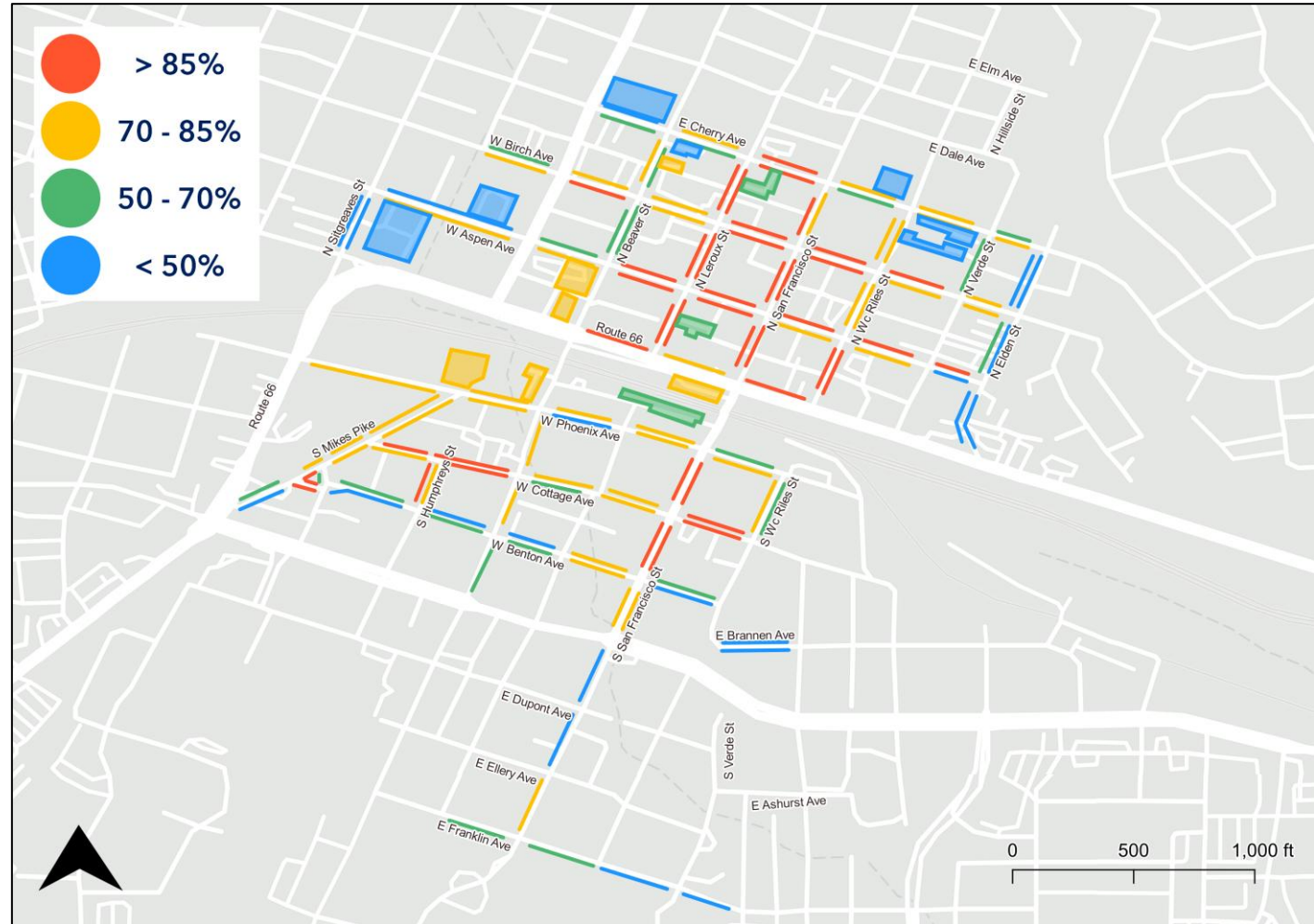
On-Street Occupancy

Day of the Week	9 a.m.	12 p.m.	3 p.m.	6 p.m.	Average
Monday	69%	67%	58%		64%
Tuesday	67%	66%	62%	71%	67%
Wednesday	71%	71%	67%	82%	73%
Thursday	63%	73%	71%	81%	72%
Friday	56%	76%	85%	87%	82%
Saturday				88%	88%
Average	66%	71%	71%	83%	74%

Off-Street Occupancy

Day of the Week	9 a.m.	12 p.m.	3 p.m.	6 p.m.	Average
Monday	48%	58%	42%		51%
Tuesday	51%	58%	53%	42%	50%
Wednesday	56%	56%	57%	54%	55%
Thursday	53%	53%	53%	52%	53%
Friday	54%	56%	69%	64%	63%
Saturday				64%	64%
Average	53%	56%	57%	55%	56%

Summer 2026 Average Occupancy - All Times



Curbside Plan - Focus Areas



**Operational
Enhancement
& Personnel
Development**



**Technology &
Equipment**



**Accessibility &
Infrastructure**



**Customer
Experience**



**Signage,
Wayfinding, &
Branding**



**Policy &
Program
Development**



**Curb
Management**

Curbside Plan Recommendations

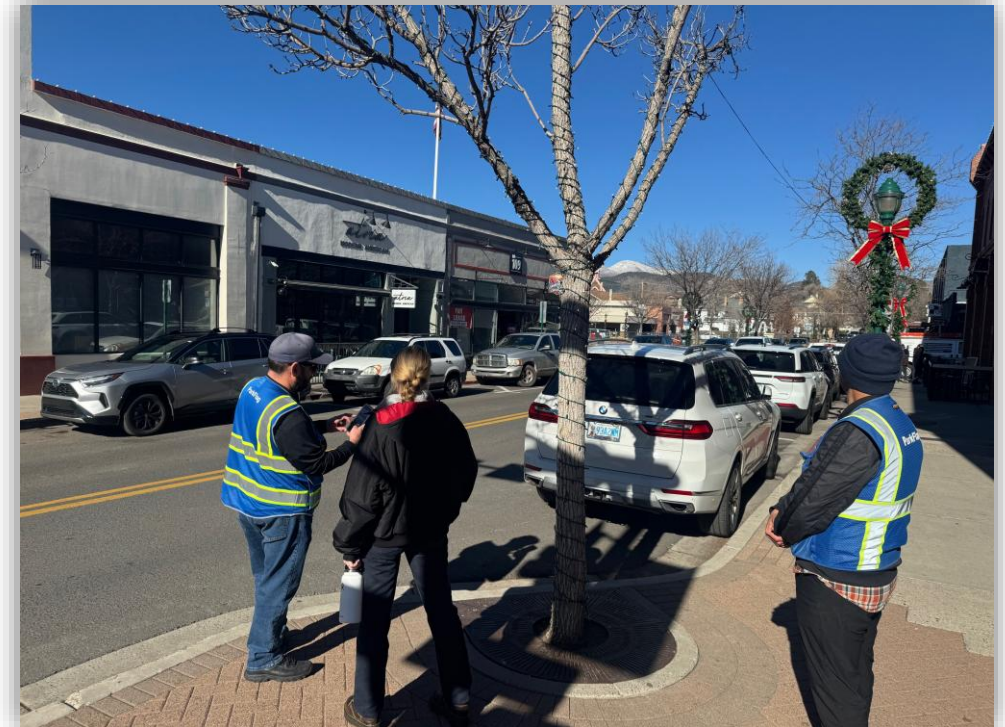
**In progress!*

Near-Term (12-18 months):

- ☐ **Implement annual parking utilization data collection - peak and non-peak seasons.**
- ☐ **Complement efforts to recruit and retain Parking Aides with refreshed and optimized coverage.**
- ☐ Conduct a Parking Aide wage evaluation.
- ☐ Continue documenting current business practices in the ParkFlag Standard Operating Procedures, adding new content/organizational artifacts as appropriate.*



**Operational
Enhancement
& Personnel
Development**



Curbside Plan Recommendations

**In progress!*

Near-term:

- ☐ **Combine (mandatory) pay station compliance updates with investment in upgraded pay station technology**
- ☐ Address data collection and enforcement gaps.*

Mid-term (24 months+):

- ☐ Explore customer-facing parking availability information.
- ☐ Strategically expand ParkFlag's use of data collection and enforcement technology.
- ☐ Implement gateless Parking Access and Revenue Control (PARCS) in future structured parking assets.



Technology & Equipment



Curbside Plan Recommendations

Progress note!

Near-term:

- ☐ Complete an American with Disabilities Act (ADA) Transition Plan.

Mid-term:

- ☐ Implement ADA Transition Plan recommendations.
- ☐ Identify opportunities for additional bike racks in underutilized and/or difficult to program areas.



Accessibility & Infrastructure



Curbside Plan Recommendations

Near-term:

- ☐ Develop a campaign to increase mobile app adoption.
- ☐ Implement an annual customer experience survey.
- ☐ Share ParkFlag's contribution to planned parking and traffic Community Enhancements.
- ☐ Partner with local marketing resources to create a public awareness campaign about downtown parking options - with a special focus on seasonal visitors. Leverage the DBA to amplify messaging through its membership.



Customer Experience



Curbside Plan Recommendations

**In progress!*

Near-term:

- ☐ Reduce regulatory and informational sign stacking.
- ☐ Continue exploring creative and visually-appealing solutions for communicating seasonal, event-based and temporary program changes.*

Mid-term:

- ☐ Expand ParkFlag's colorful and clever brand work, including branded equipment decals, staff apparel and pedestrian-level signage.
- ☐ Expand parking auto-directional and parking destination signage



Signage, Wayfinding, & Branding



Curbside Plan Recommendations

**In progress!*

Near-term:

- ☐ Pursue additional opportunities for Shared Parking Agreements.*
- ☐ Explore a Parking Fee-in-Lieu Program (Fee in lieu of onsite parking).*

Mid-term:

- ☐ **Identify a predictable process and cadence for parking fee adjustments.**
- ☐ Complete a municipal code review to ensure alignment with existing parking and curbside management practices.
- ☐ Conduct a comprehensive review of ParkFlag's parking permit offerings.



**Policy &
Program
Development**



Curbside Plan Recommendations

Near-term:

- ☐ Strategically implement 15-minute flex zones in high-demand locations.
- ☐ Increase enforcement of loading zones, ADA spaces and drive aisle infractions.
- ☐ Continue – and expand where appropriate – ParkFlag's role as an active participant and Subject Matter Expert (SME) in City conversations about curbside programming.*

Mid-term:

- ☐ Conduct a new Curbside Management Study. (~5 yrs)

****In progress!***



**Curb
Management**



Thank You!

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