

City of Flagstaff

Downtown Curbside Assessment: Project Update and Draft Direction

**City Council Work Session
May 26, 2026**

DIXON
Resources Unlimited

Our Team



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Dixon Resources Unlimited

Tailored parking & mobility solutions

Award winning leadership

Collaborative & community-focused

Data-driven pioneers

Comprehensive municipal expertise



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.

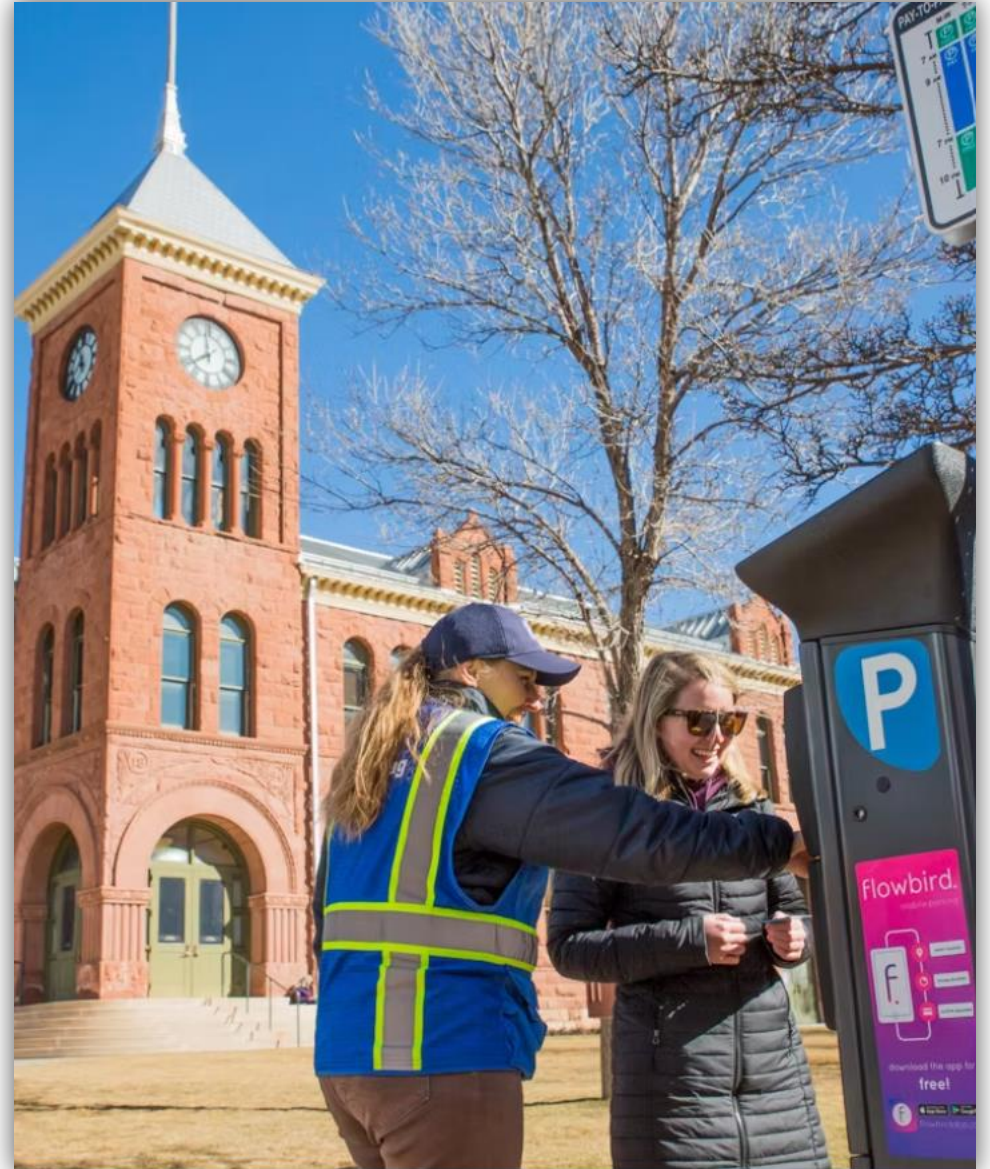


Photo credit: ParkFlag

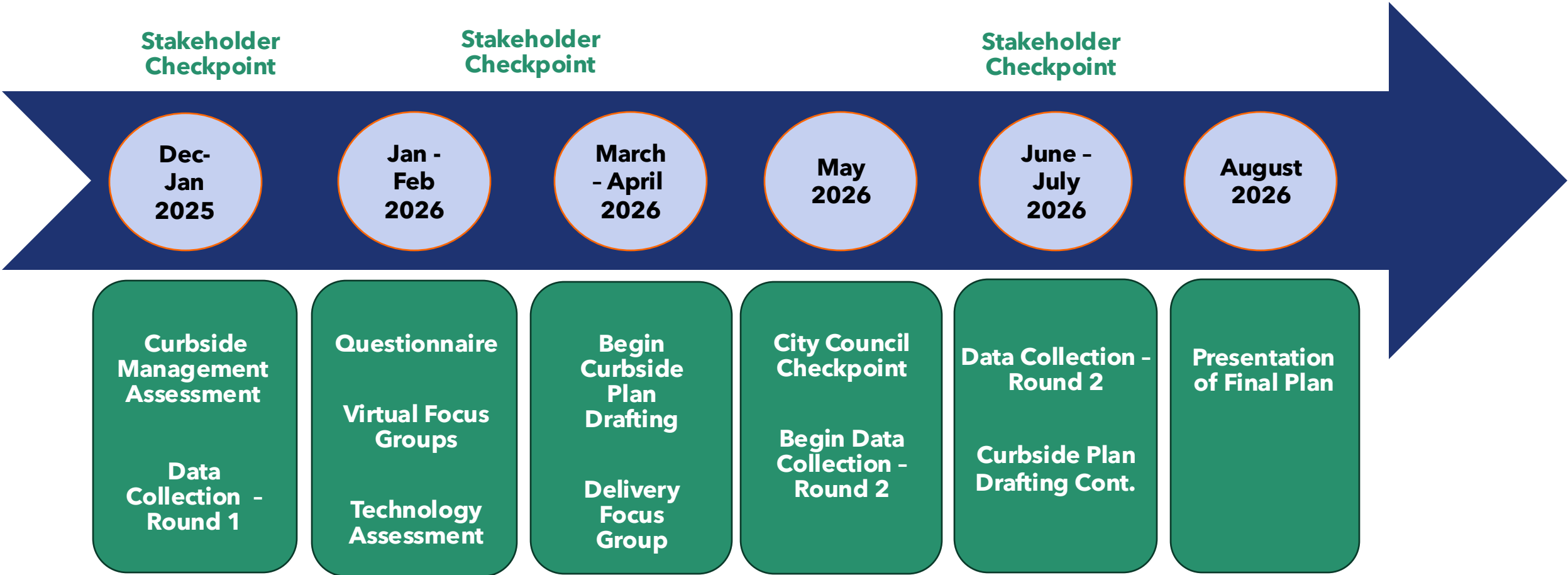
Scope of Work

1. Existing Conditions Review
2. Stakeholder Engagement
3. Data Collection & Analysis
4. Curbside Needs Assessment
5. Technology Review
6. Curbside Management Action Plan



ParkFlag Service Area Map

Schedule



Curbside Needs Assessment



**Existing
Conditions
Review**

**Job
Shadowing**

**Staff
Interviews**

**Stakeholder
Conversations**

Areas of excellence:

- ✓ Organizational transparency, communication and collaboration
- ✓ Customer service orientation
- ✓ Mission and service delivery alignment

Opportunities for continued growth:

- ✓ Increased operational efficiency
- ✓ Enhanced use of technology tools
- ✓ Commitment to data-driven decision making

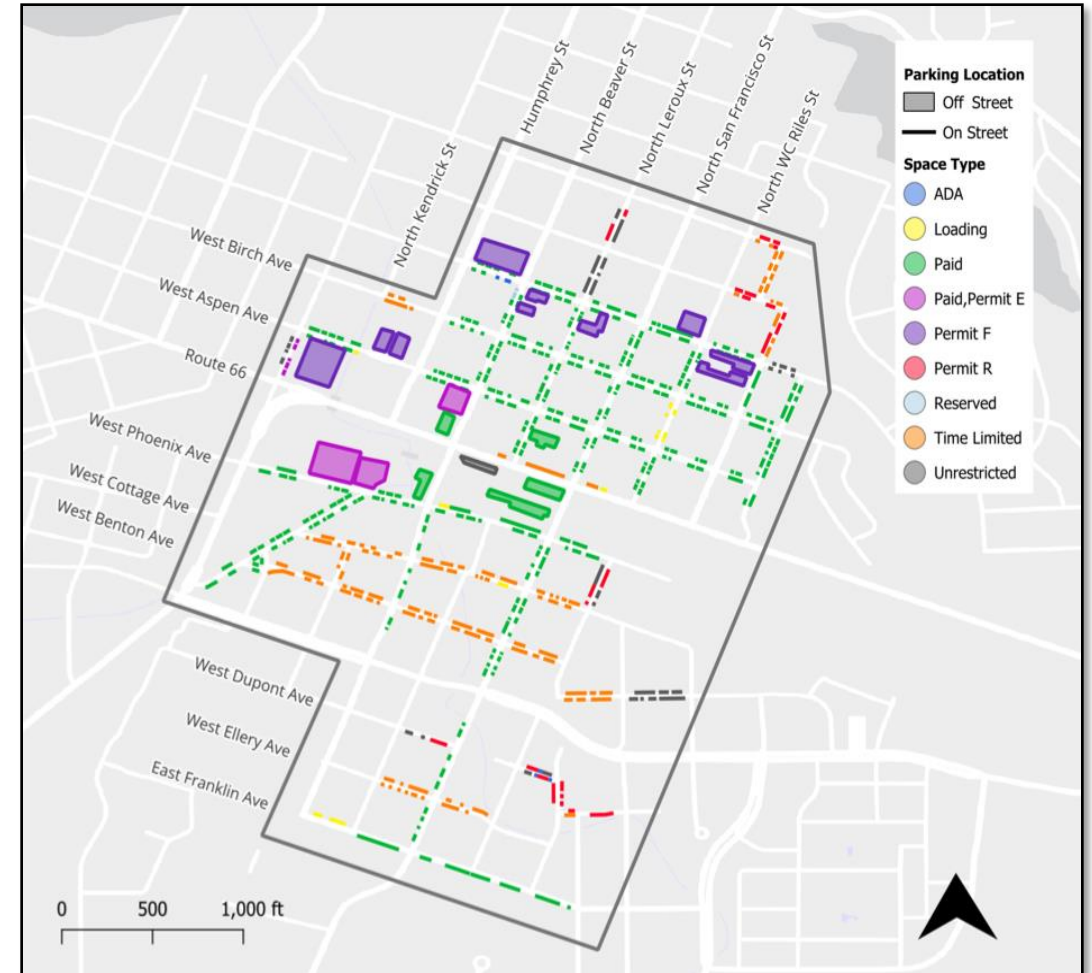
Data Collection & Analysis

- Methodology:
 - Inventory confirmation
 - License Plate Recognition (LPR)
 - Payment data
- Two data collection rounds to account for seasonality (winter and spring/summer)
- Historical LPR data provided fall peak context

Data Collection Rounds

Winter collection: December - January 2026

Summer collection: May - June 2026



Project Inventory Map

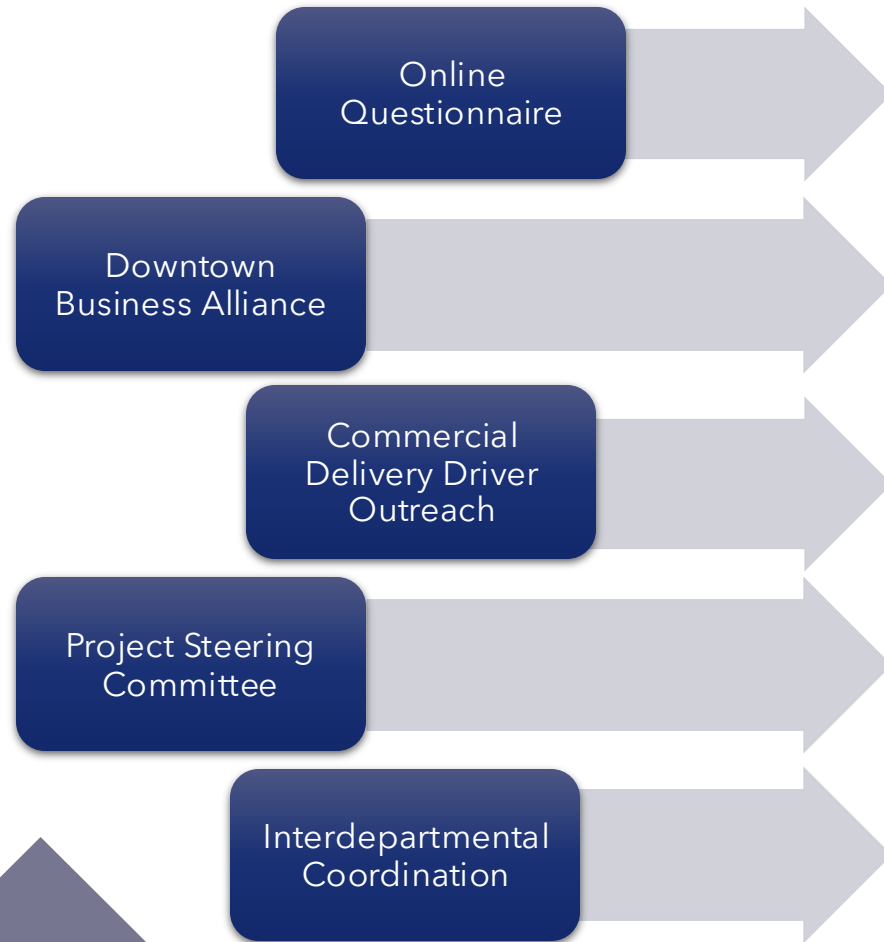
Data Collection - Round 1 (Winter)

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



Round 1 (Winter) Collection, Peak Occupancy, 12 p.m.

Stakeholder Engagement



Technology Review

Pay Stations

Mobile Payment

License Plate Recognition

Wayfinding

**Back Office/
Dashboards**

- ✓ Functionality
- ✓ Efficacy
- ✓ Ease of:
 - Customer use
 - Staff use
 - Integration
- ✓ Data reporting and usability
- ✓ Upgrade vs. replace

Key Considerations

Curbside Plan - Focus Areas



**Operational
Enhancement
& Personnel
Development**



**Technology &
Equipment**



**Accessibility &
Infrastructure**



**Customer
Experience**



**Signage,
Wayfinding, &
Branding**



**Policy &
Program
Development**



**Curb
Management**

Curbside Plan - Draft Direction

**In progress!*

Near-Term (12-18 months):

- Implement annual parking utilization data collection - peak and non-peak seasons.
- Refresh and optimize Parking Aide coverage, with an emphasis on continued consistency across ParkFlag's entire service area.
- 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 - Draft Direction

**In progress!*

Near-term:

- Combine (mandatory) payment compliance updates with new touchscreen technology.
- Address License Plate Recognition system gaps.*

Mid-term (24 months+):

- Introduce customer-facing parking availability information.
- Strategically expand ParkFlag's use of LPR.
- Implement gateless Parking Access and Revenue Control (PARCS) in future structured parking assets.



Technology & Equipment



Curbside Plan - Draft Direction

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



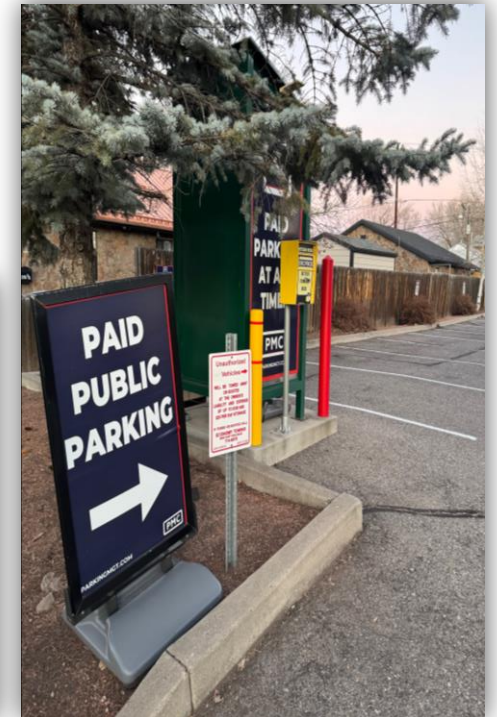
Curbside Plan - Draft Direction

Near-term:

- Develop a campaign to increase mobile app adoption and promote the multi-app environment.
- Implement an annual customer experience survey.
- Share ParkFlag's contribution to planned Community Enhancements, tying parking revenues to direct community benefit.
- Partner with Discover Flagstaff 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 - Draft Direction

**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 - Draft Direction

**In progress!*

Near-term:

- Pursue additional opportunities for Shared Parking Agreements.*
- Explore a Parking Fee-in-Lieu Program.*

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 - Draft Direction

Near-term:

- ❑ Strategically implement 15-minute 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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