

Parking Management Plan Frequently Asked Questions

Why do we need a Parking Management Plan?

Parking has been an issue in Downtown Flagstaff for more than 10 years. Because of the high cost of land and the City's Charter limits, a parking garage has not been feasible. On street parking is one of the major assets of the community. Much of that parking is being used for long term parking. The Parking Management Plan has been developed in cooperation with property owners, businesses and the City.

But why meters? Won't that chase my customers away?

Meters are a proven tool for parking management. Paying \$1 per hour is better than getting a ticket for most customers. Meters turn spaces over, allowing your customers to find convenient parking. Controlled parking also lessens traffic congestions since people won't have to keep driving around blocks looking for convenient parking.

How much will parking cost and how will it be customer friendly?

Parking will be \$1 per hour and customers will be able to pay for three hours at a time. If a customer wishes to stay longer, they will be able to purchase additional time. Time purchased will be displayed on a sticker in their window. Time will be purchased from solar powered kiosks that will be located throughout the Downtown, about three per block. The City will be selling merchants bulk tokens that are valued at \$1 each. The cost to the merchant will be eighty cents. This will allow merchants to reward their customers with free parking.

How will the Downtown Parking and the Downtown be managed?

There will be staff of Parking Ambassadors who will be mobile (bikes and electric cars). They will monitor the meters along with providing the public with Downtown information like directions. They will be working from early in the morning until late into the night on the weekends. Ambassadors will also have direct access to the Police Department in case of emergencies. They will report to a Downtown Manager whose responsibilities will include merchant outreach and coordination, Downtown marketing and maintenance. An additional maintenance worker will be added for Downtown who will be responsible for cleaning sidewalks and alleys.

What about employee parking?

The City will be constructing and metering employee lots on Phoenix Avenue. These lots will allow all day parking for several dollars. The residential neighborhoods that surround Downtown have asked for residential only parking

permits to move employees off their streets. The City is also adding bicycle parking racks throughout Downtown.

What about transit?

The City has been working with the Mountain Line on a new Downtown Transfer Center that will be located on Phoenix. Eventually, there may be a Downtown Shuttle that runs through Downtown, NAU and to Flagstaff Medical Center. That shuttle will likely be put to the voters in 2008. Employees today will be able to take a bus Downtown and walk to work. The bus operator, NAIPTA, has already sold annual bus passes to the City of Flagstaff (ECO Pass) for its employees and would consider a similar bulk sale to Downtown employers.

How will all this be funded?

The City has set aside capital money in the 2008 budget to fund the installation of the meters, additional cleaning equipment and construction of employee lots. The parking meter revenue is projected to cover the costs of the management of the Downtown area including costs for the Downtown Manager, Parking Ambassadors and the increased level of maintenance.

But I already pay taxes? Why can't the City pay for all of this?

The majority of property taxes do not go to the City but are used to fund the County, Community College and School District. Sales taxes generated throughout the City pay for essential City services like police and fire for all citizens. The City does not have the financial resources to increase the service level to Downtown. The meter revenue should provide adequate financial resources to provide services.

What about a parking garage?

Cities first need to manage their on street parking. The City has plans for parking garages on a number of sites but these will have to be built in partnership with the private sector. The current cost per parking space for structured parking, not including land, is anywhere from \$25,000 to 60,000 per space, depending on location. The current market Downtown for monthly parking is \$60 to \$70 per space, which would only cover the cost of maintenance and security. Any garage will require substantial public subsidy.