

PAID PARKING PUBLIC ENGAGEMENT RESULTS



TOWN OF CARRBORO • NC

Background & Outreach

- March 5, 2024 Town Council directed Town Staff to develop a draft Ordinance
- Draft originally scheduled for June 18, 2024 meeting
 - Tabled due to time limitations
- Engagement period: June 13, 2024 through July 19, 2024
 - News Flashes
 - Social Media channels
 - Direct emails to downtown businesses
 - Weekly Town E-Newsletter
 - Town Information Centers
 - Partner Organizations – NAACP, El Centro, and Carrboro Business Alliance
- Met one-on-one and in groups with various stakeholders

Survey Structure

- Three selection questions
 - Components of the ordinance in a rating style
 - Payment method satisfaction
 - Changes in maximum parking time
- Two open-ended questions
 - General comments
 - Specific comments or suggestions
- 1,703 surveys completed
 - 928 Residents
 - 76 Downtown Business Owners/Managers
 - 102 Downtown Workers
 - 602 Household Income Under \$80,000

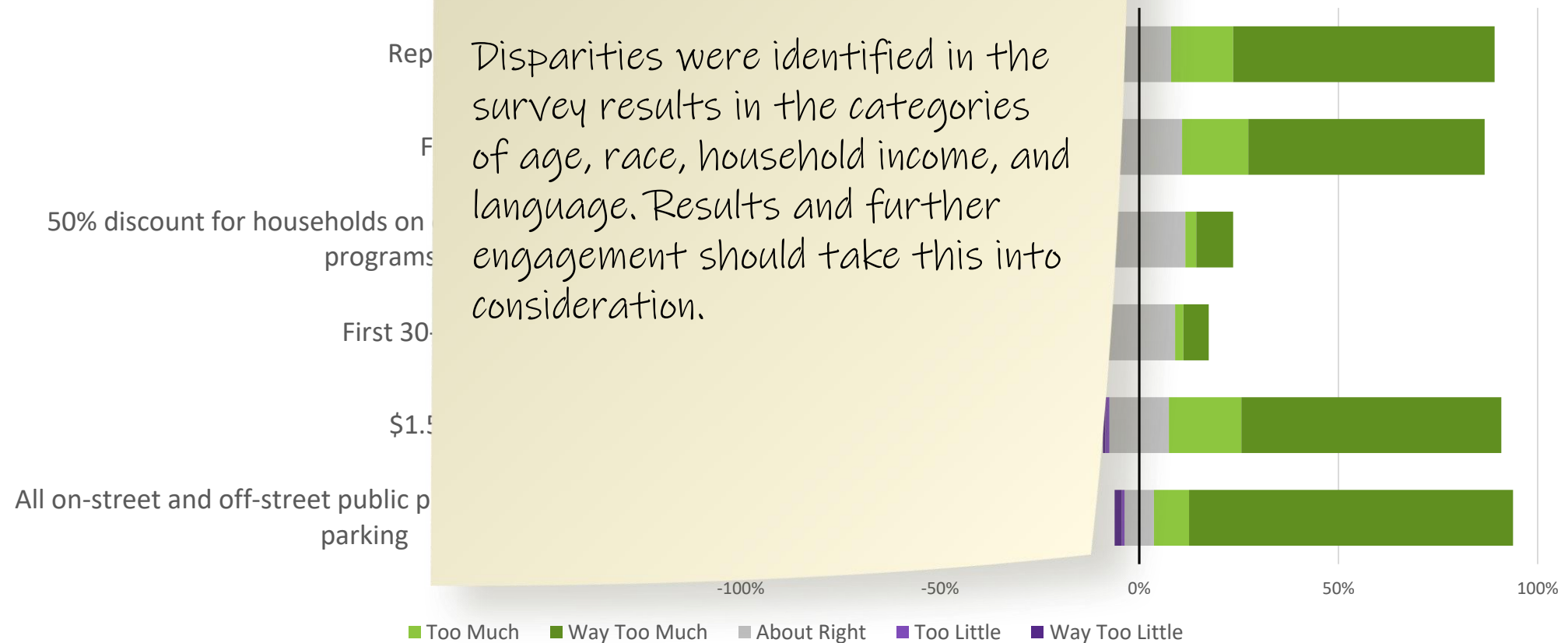
Survey Results

Responses to "Please share your opinion

ice."

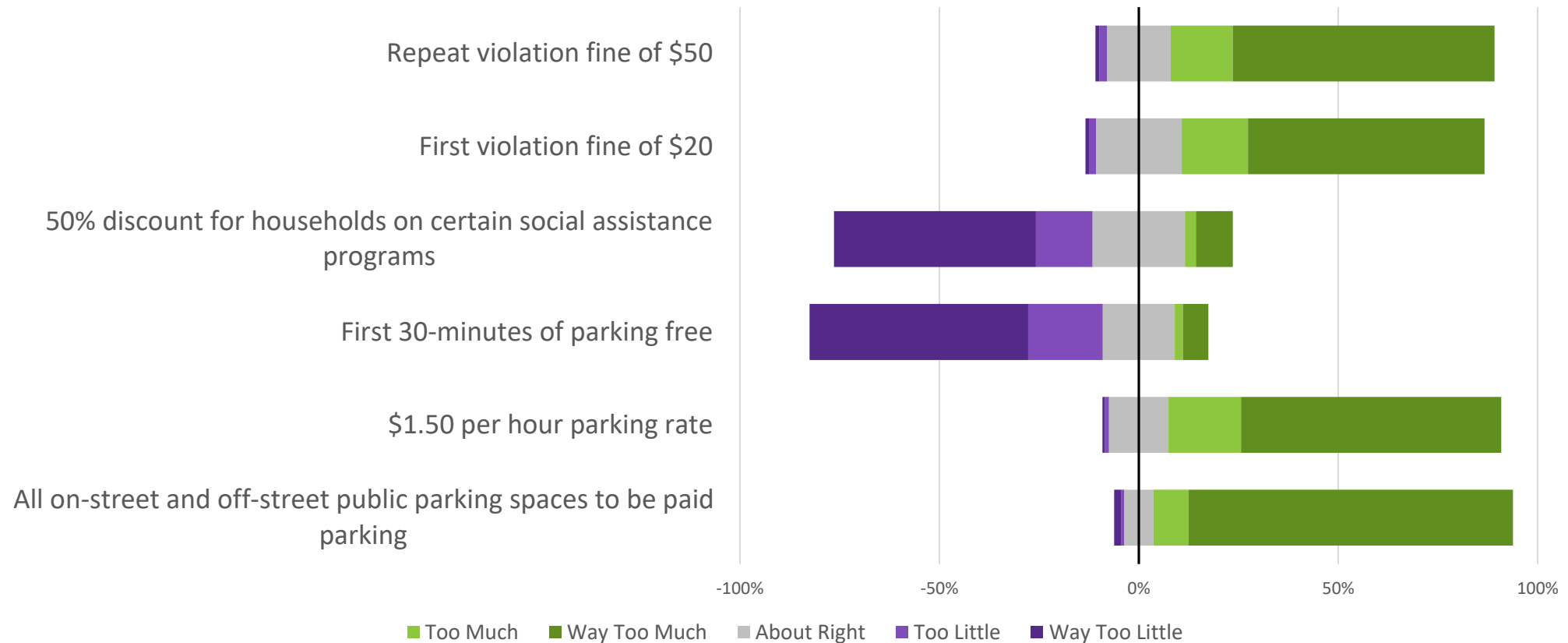
Please Note

Disparities were identified in the survey results in the categories of age, race, household income, and language. Results and further engagement should take this into consideration.



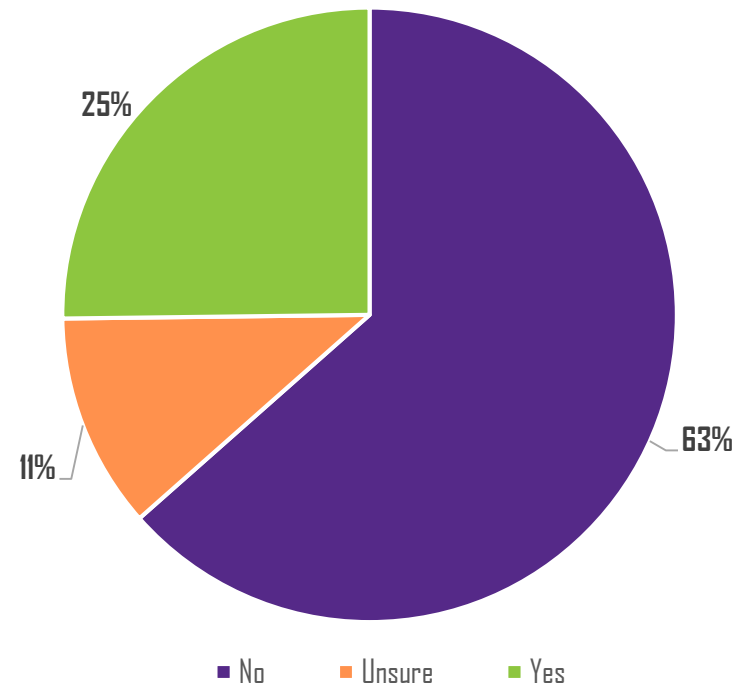
Survey Results

Responses to “Please share your opinion regarding the following components of the proposed ordinance.”



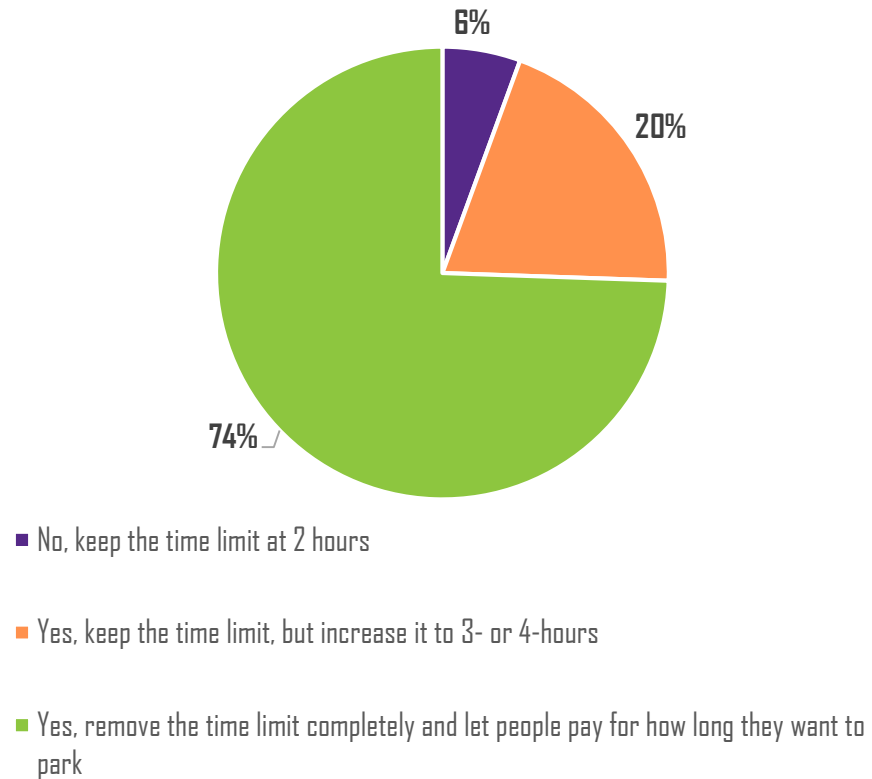
Survey Results

Responses to "The proposed ordinance requires that payment be accepted through a mobile app, text messaging, or a phone call. Do you feel that these are acceptable and adequate methods of payment?"



Survey Results

Responses to "As currently proposed, you would not be able to park longer than 2 hours in a public parking space. Do you believe that once paid public parking is implemented, this time limit should be removed or modified?"



Survey Results

Responses to “Is there any other general feedback you would like to share with the Town regarding the proposed Paid Parking Ordinance?”

10 Most Common Points

- Opposition to Paid Parking
- Concerns for Local businesses
- Impact on Low-Income Residents and Employees
- Inadequate Time Limits
- Access and Inclusivity Issues
- 203 Building Parking Deck’s Role
- Comparisons to Chapel Hill
- Requests for Alternatives
- Survey Design and Process Concerns
- Call for Transparency and Accountability

Survey Results

Responses to “If you have any specific comments or recommendations about a section of the ordinance, please write those comments below, beginning with the section separated by the dash. For example: d) - [Comment]”

8 Most Common Points

- Opposition to Paid Parking
- Concerns Over Payment Accessibility
- Time Limit Issues
- Impact on Local Businesses
- Impact on Downtown Employees
- Community and Equity Concerns
- Request for Transparency and Revenue Use
- Negative Sentiment towards Survey Design

Email and Written Comments

- 1 Written and 26 Email Comments were received

- Top 5 Most Common Comments

- Concerns Over Local Business
- Accessibility and Equity Issues
- Parking Availability and Limits
- Economic Viability of Carrboro
- Communication and Feedback Process

Recommendations and Options

- Recommendations for Downtown Vibrancy with Limited Parking:
 - Increase Residential Density in and near Downtown (bring customers closer to the businesses)
 - Increase Micro-Mobility Option in Downtown (bike-share, electric scooters, etc)
 - Increase Bus Frequency in and near Downtown
- Options Going Forward
 - Proceed with Paid Parking
 - Proceed with Modified Paid Parking (paid after 2-hours, paid for higher occupancy/central lots, etc)
 - Proceed with Parking Enforcement (2-hour limit)
 - Do Nothing at this Time