

Problem: Parking is a constant source of angst for the community

How might we create a paid parking option?

Parking Tiers (like the airport)

Questions to answer:

- What locations would have a fee?
- How would collections take place:
 - Lot kiosks
 - Parking app
- How do we educate people about this?
- Could certain businesses validate parking? (essential vs non-essential)
- How will we enforce parking regulations?
- Is this equitable?

Ideas

- Pre-paid parking option — those who visit town often could pre-pay for a certain amount of time to avoid the hassle of going to the kiosk every trip
- Businesses could pay for designated parking spots
- Scan app in essential businesses to validate parking (doctor's offices)

How might we make parking easy to find?

Add a Parking App

Ideas

- App would show where parking lots are located
- It would also show availability of spaces in each area
- Put physical maps posted around town so people can get familiar with where to park
- Post QR code in businesses that leads to the parking map
- All businesses include parking map on their websites/social media platforms
- Update signage to indicate paid + free parking lots
- Have Davidson walking maps available everywhere so people are more inclined to walk instead of move to different parking lots
- Show where handicap parking is located on the app
- Show walking distance to various places from each parking lot
- Have free wifi in town so easy to use app/access maps without data on phone

How might we implement an employee parking program?

Create Designated Employee Parking Lots + Parking Pass

Questions:

- What about employees with disabilities?
- How do we communicate/educate all employees?

Ideas

- Add a shuttle from the lot

- Give all employees a special poncho and umbrella for inclement weather
- Allow them to use the parking pass even when they aren't working
- Sign the lot well
- Do special things for employees parked in the lot
 - Car washes
 - Oil changes
 - On hot days, go out and hand out cold water
- Make it a perk!
- Couple this with paid parking lots to employees more likely to use it

Incentivize Carpool/Bike/Walk Among Employees

Ideas:

- Create collaboration among business owners
- Use technology to enable employees to schedule match/coordinate rides
- Have ebikes at employee lots
- Financial bonus to employees for not driving - given quarterly

How might we educate the community about these changes?

- Printed maps
- Street signage that directs to parking; start at:
 - Catawba + Main
 - Baker
 - Roosevelt Wilson Park
- Online maps
 - Town website
 - All businesses
- Rent billboard
- Use electronic signs, especially for big events
- Get rid of bad signage so new signs stand out
- Social media
- Special newsletter
- Random acts of Kindness Ambassador
- Put step markers on sidewalk to encourage walking