

# Greensboro Downtown Parking Plan

## Results from Greensboro's Parking Surveys

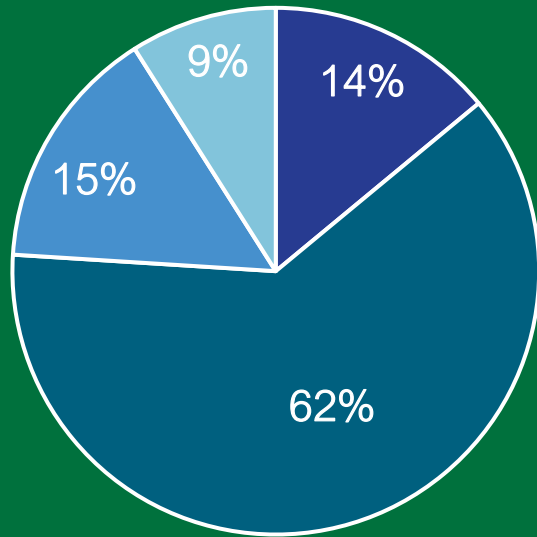


June 2023

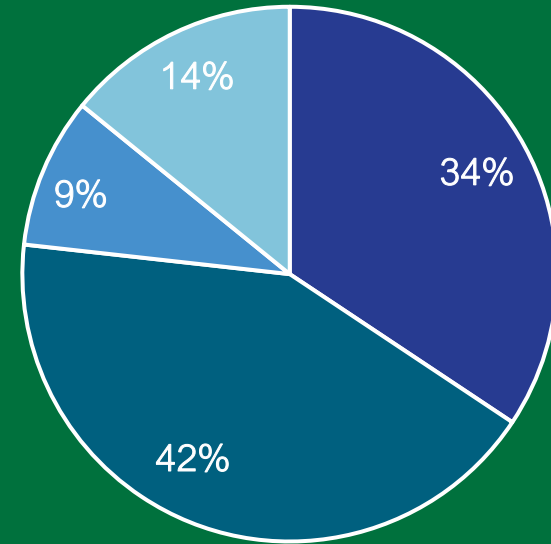
# General Information from the Parking User Survey

**968 people**

responded to the Greensboro Parking User Survey



Location of Primary Residence



Location of Work/School

Legend

Downtown

Greensboro

Guilford County

Other

# Top 5 Reasons for Visiting Downtown\*



Dining

#1 Dining: ~90% of respondents



Entertainment

#2 Entertainment: ~75% of respondents



Special Events

#3 Special Events: ~50% of respondents



Work

#4 Work: ~40% of respondents



Shopping

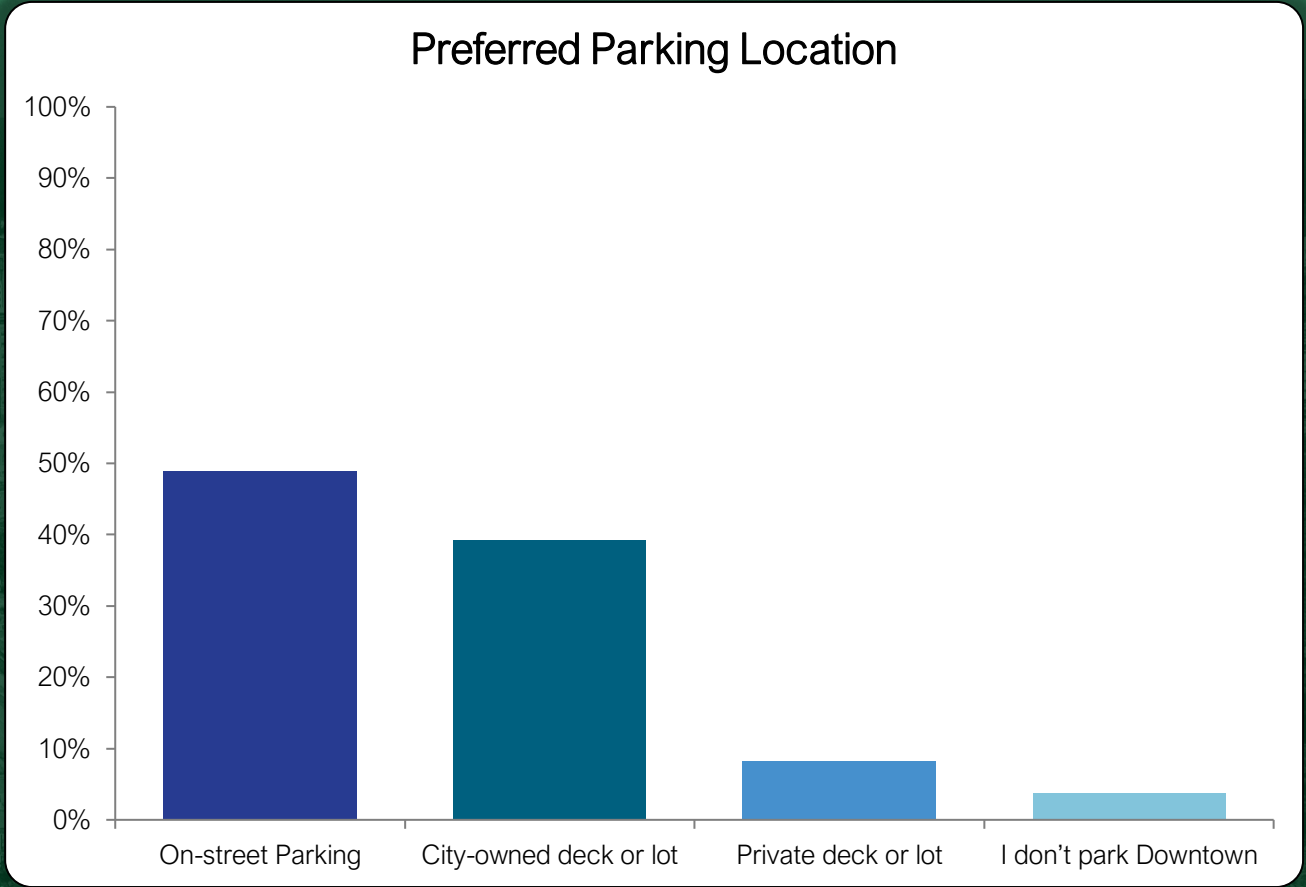
#5 Shopping: ~35% of respondents

\*Respondents were able to select more than one option. Percentage limited to total votes ranked 3 or higher.

# Preferred Parking Location

**~50%** prefer on-street parking

**~40%** prefer a city-owned deck or lot



# **On-Street Parking Key Takeaways**



**~78%**

prioritize being close to their destination

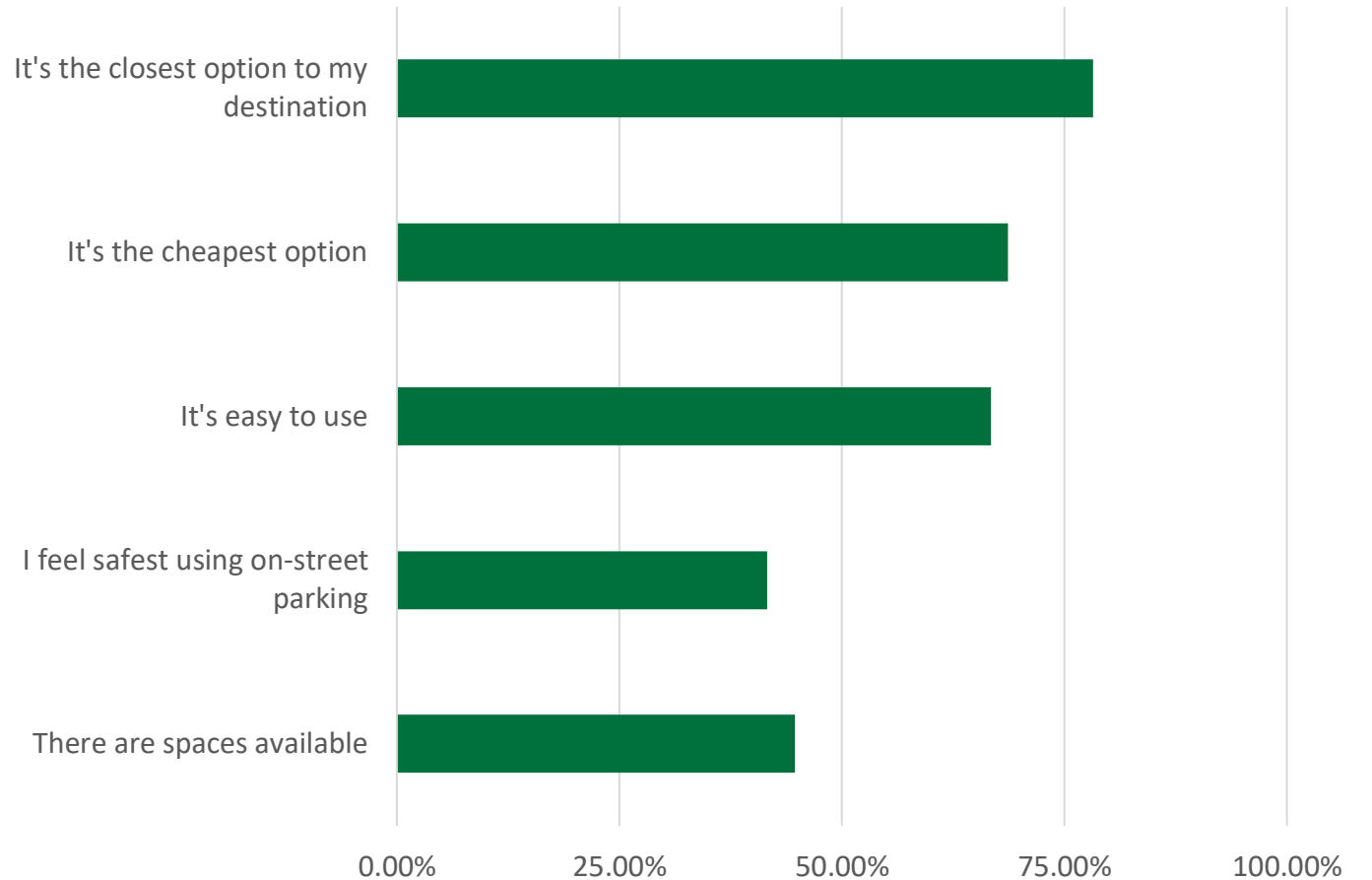
**~69%**

prioritize price

**~67%**

prioritize ease of use

## Reasons for Parking On-Street\*

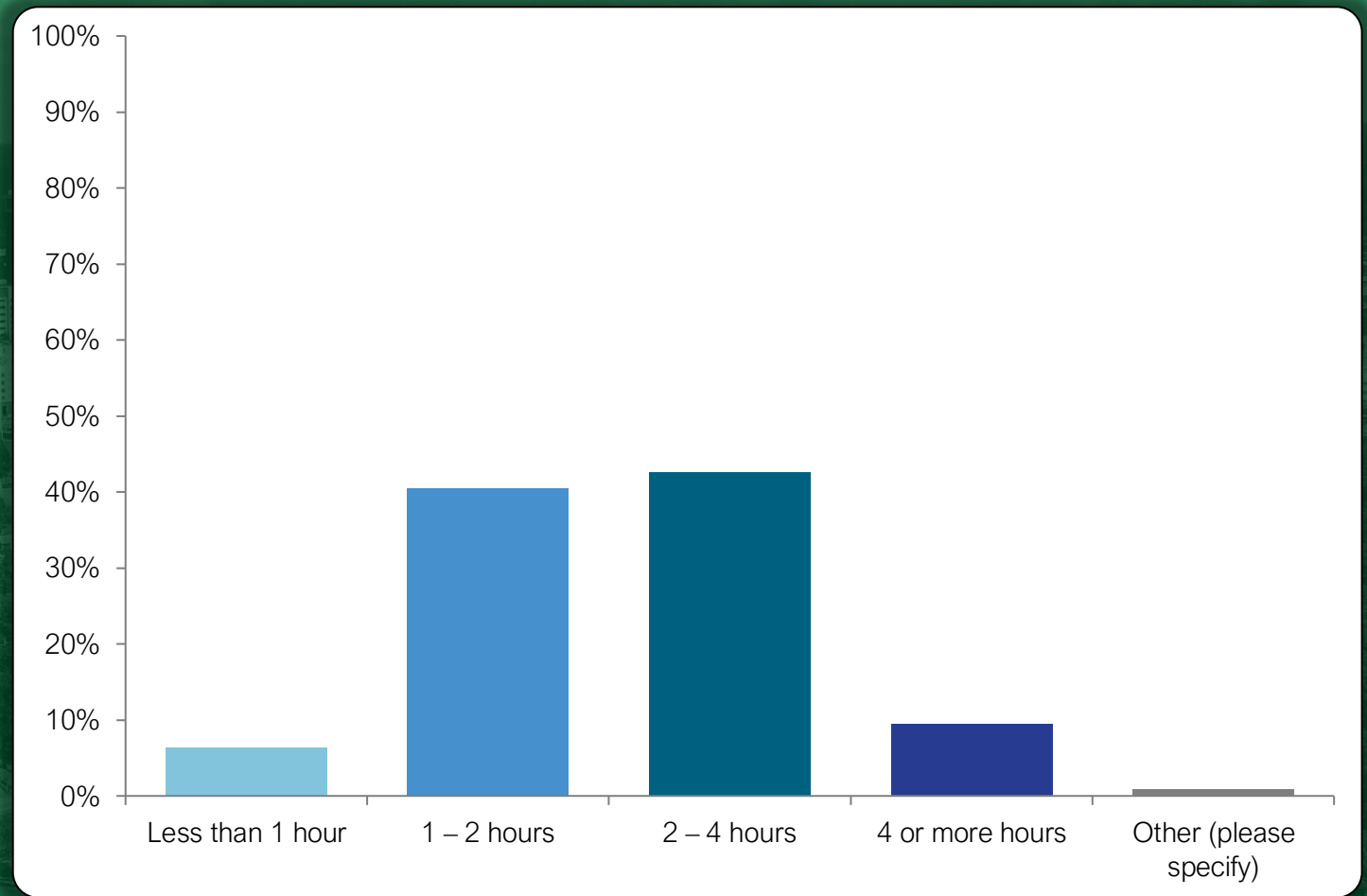


\*Respondents were able to select more than one option. Percentage limited to total votes ranked 3 or higher.

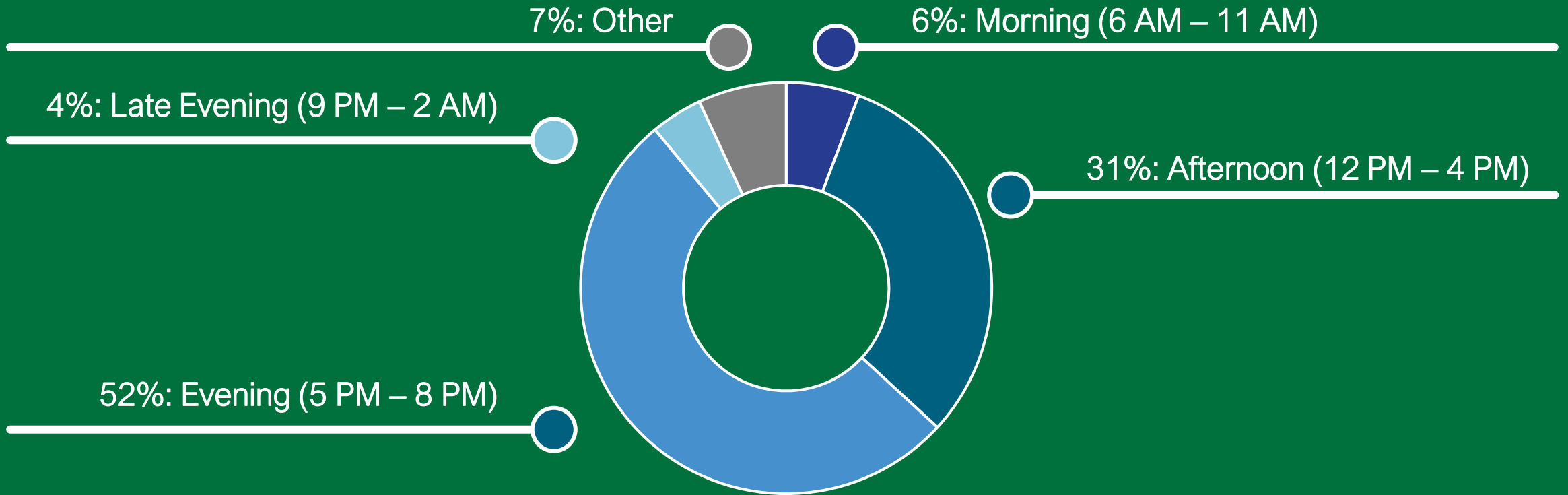
# Typical On-Street Parking Session

**~52%**

report parking longer than the maximum time limit of 2 hours



# On-Street Parking Demand

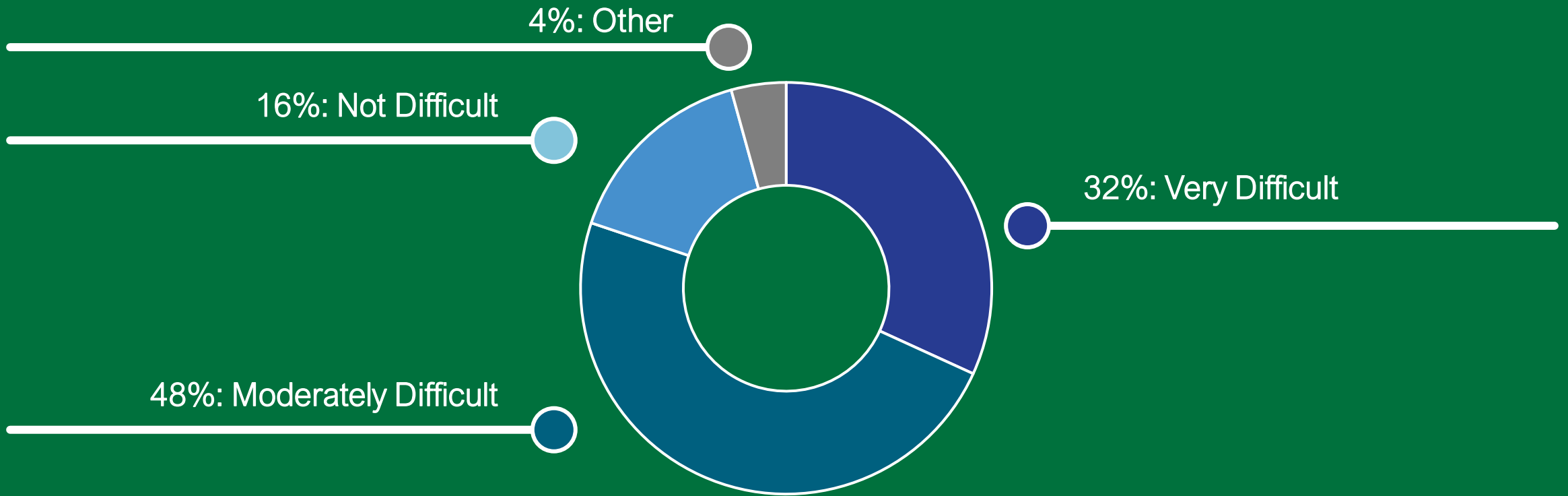


**5 PM - 8 PM**

is when on-street parking has its highest demand



# On-Street Parking Demand



**~80% of people**  
find it difficult to park on-street after 6 PM

# Overall Satisfaction

**~43%**

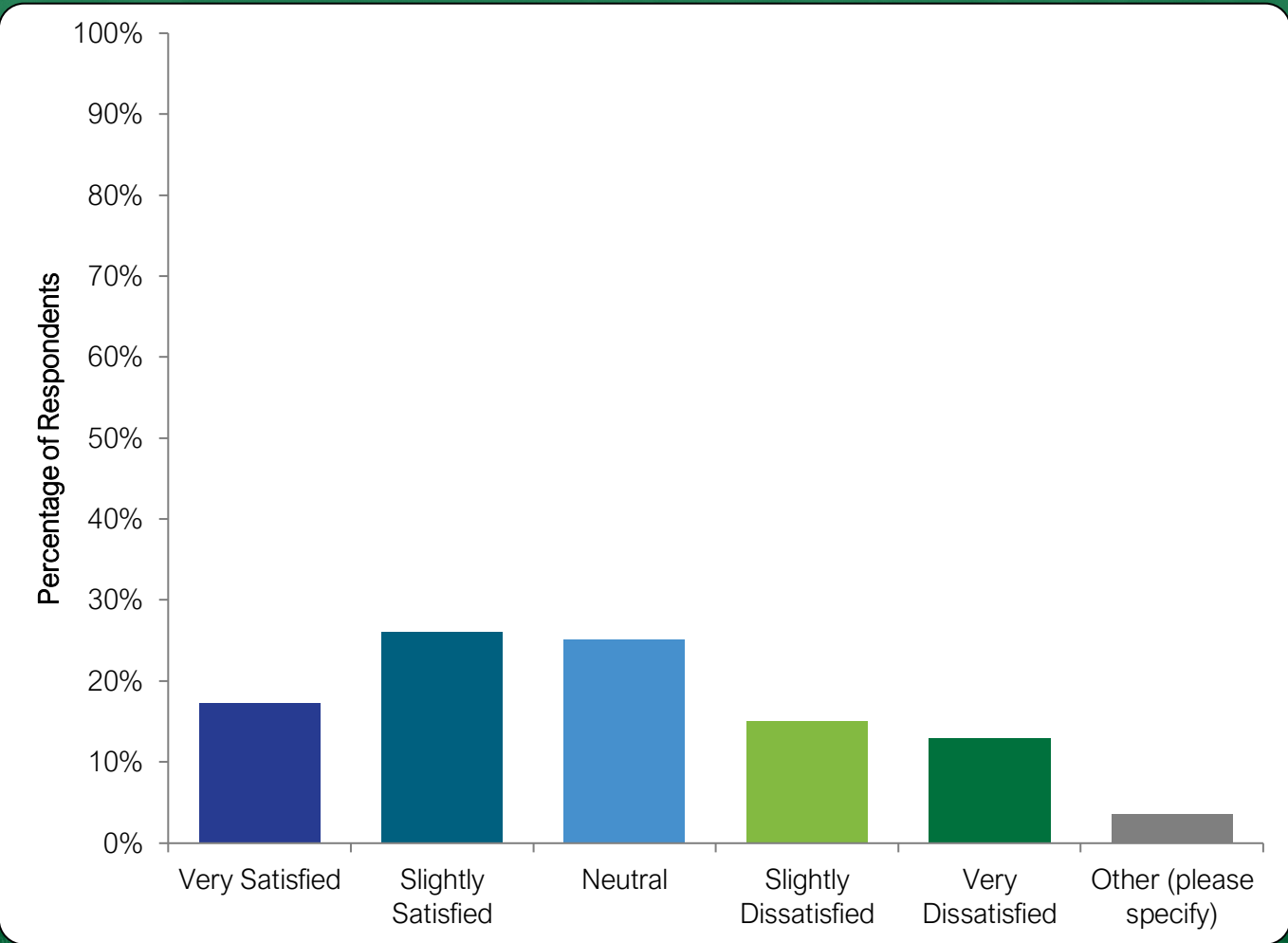
satisfied with on-street parking

**~28%**

dissatisfied with on-street parking

**~29%**

neutral or other



# On-Street Parking Improvements\*

~91%

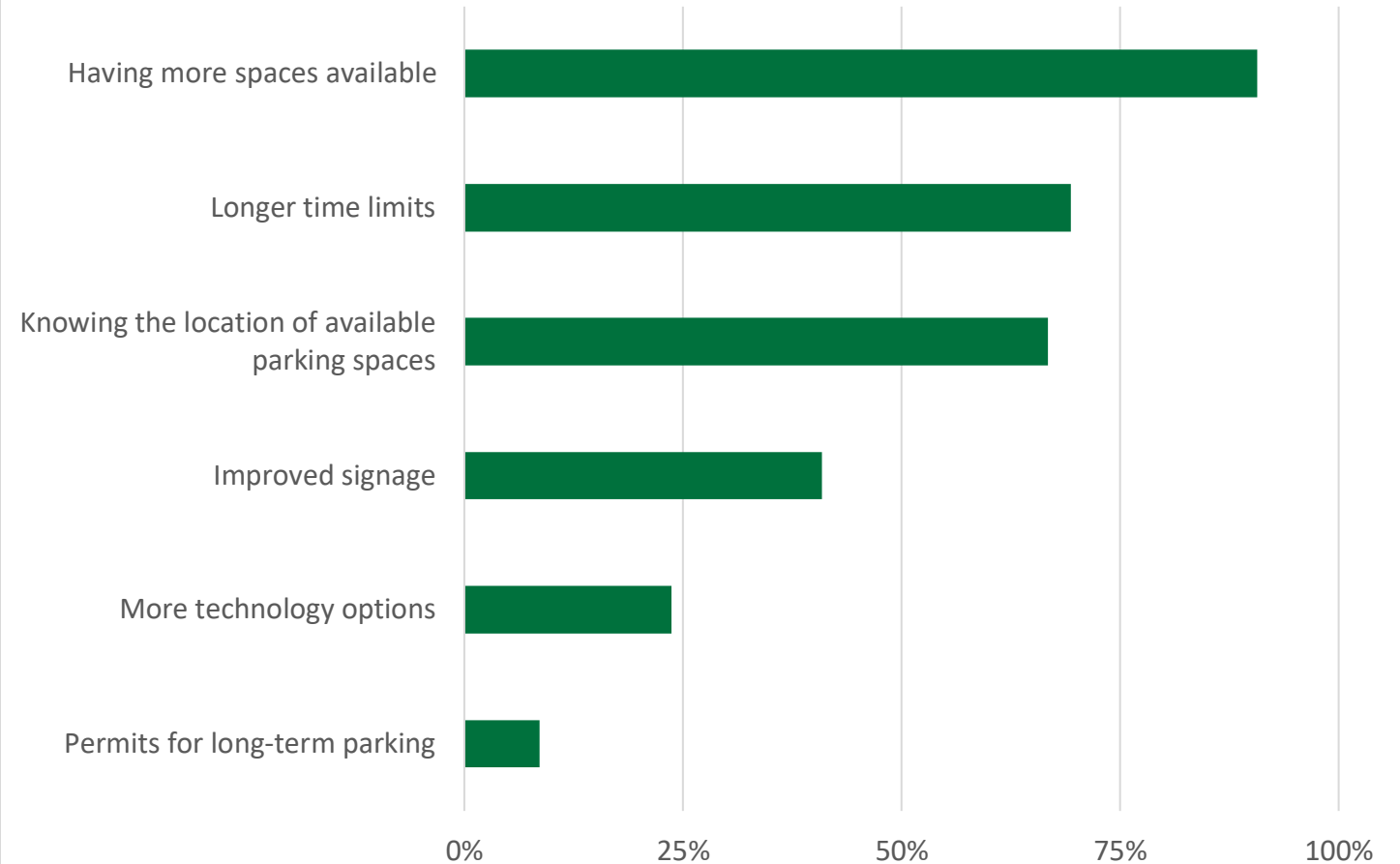
of users want more spaces available

~69%

of users want longer time limits

~67%

of users want to know the location of available parking spaces



\*Respondents were able to select more than one option. Percentage limited to total votes ranked 3 or higher.

# **Off-Street Parking Key Takeaways**



~82%

prioritize knowing there are spaces available

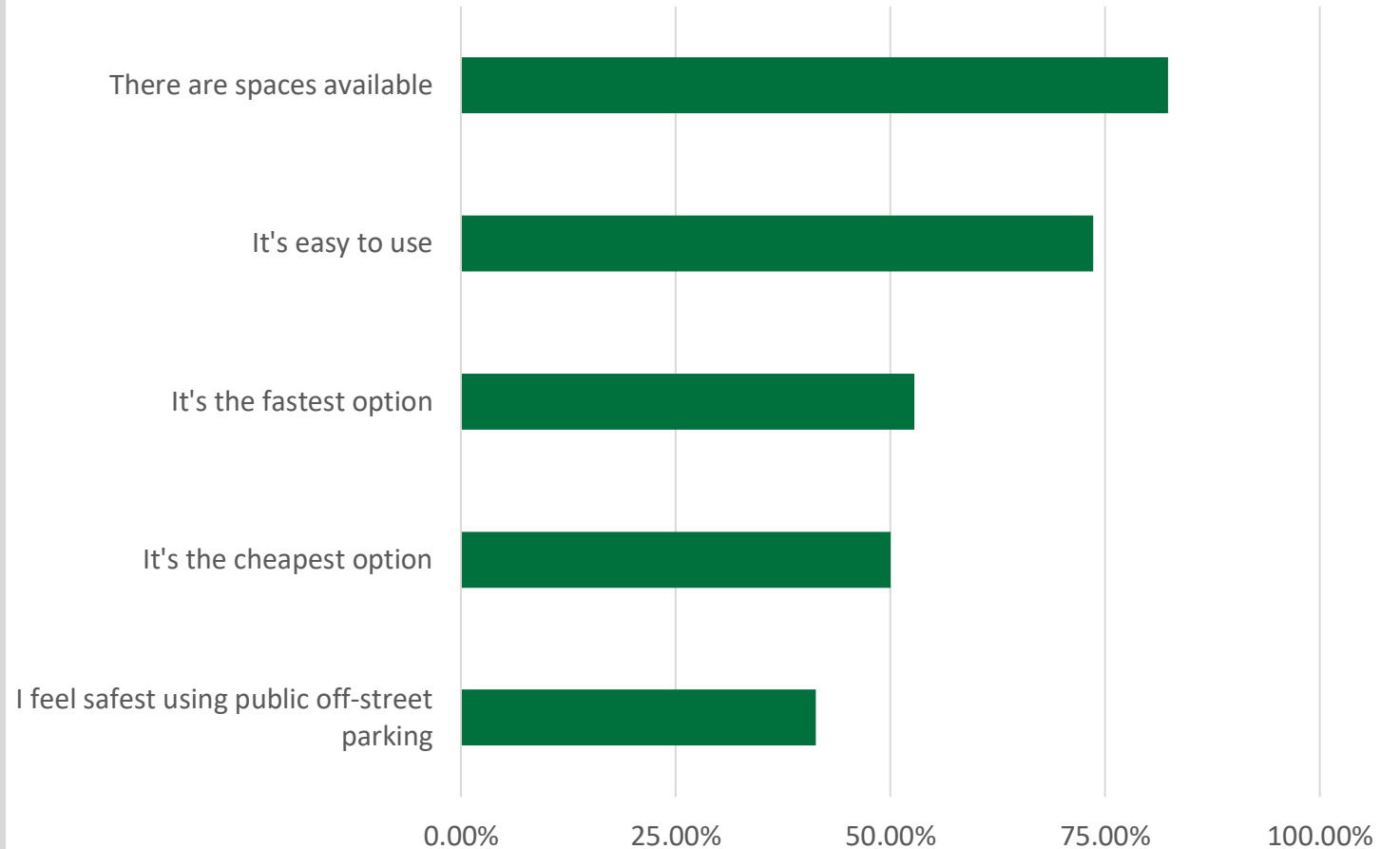
~74%

prioritize ease of use

~53%

prioritize being able to park quickly

## Reasons for Parking in City-Owned Facilities\*



\*Respondents were able to select more than one option. Percentage limited to total votes ranked 3 or higher.

# Typical Off-Street Parking Session

**~67%**

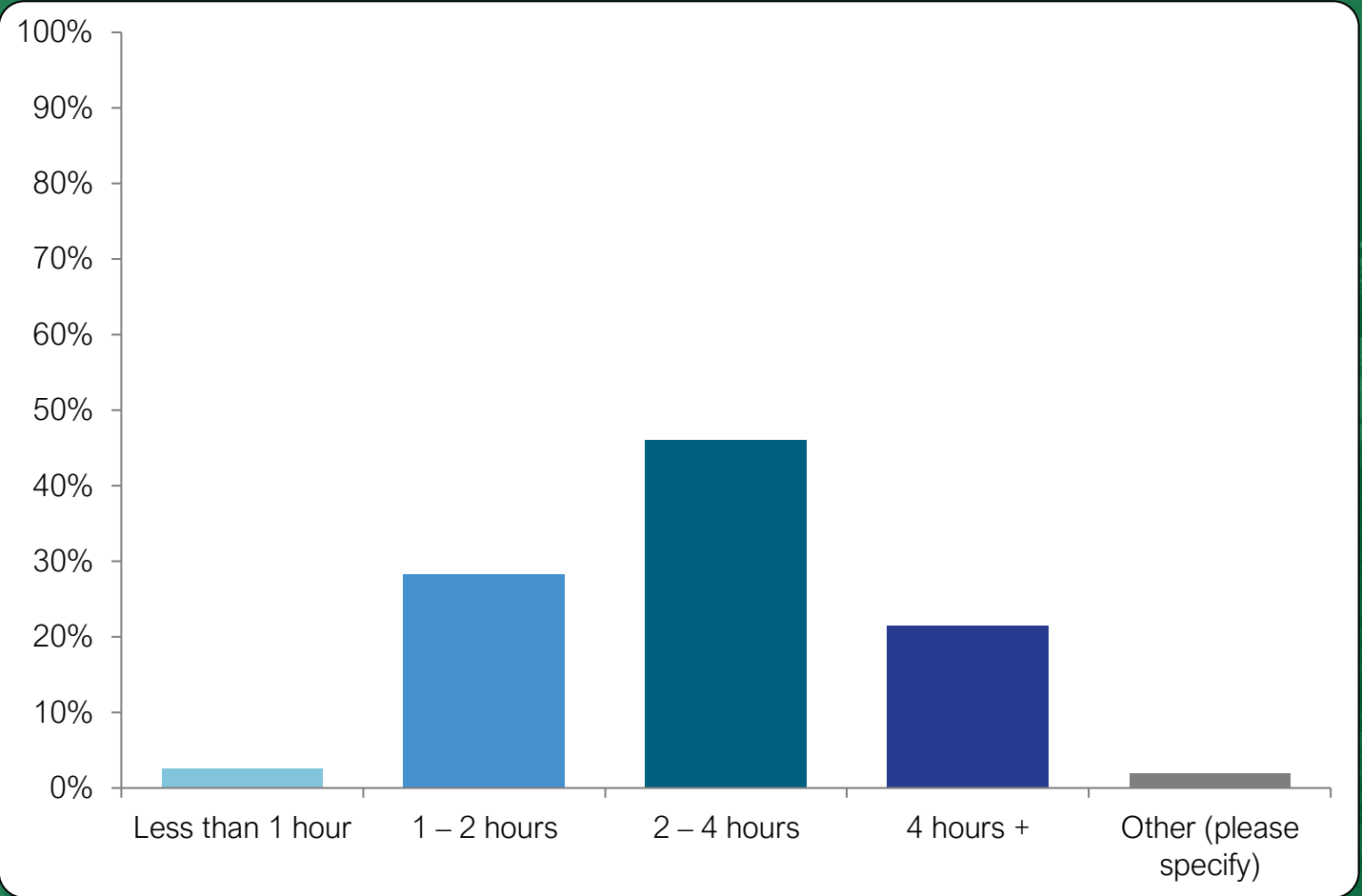
park at a public off-street facility for 2 hours or more

**~46%**

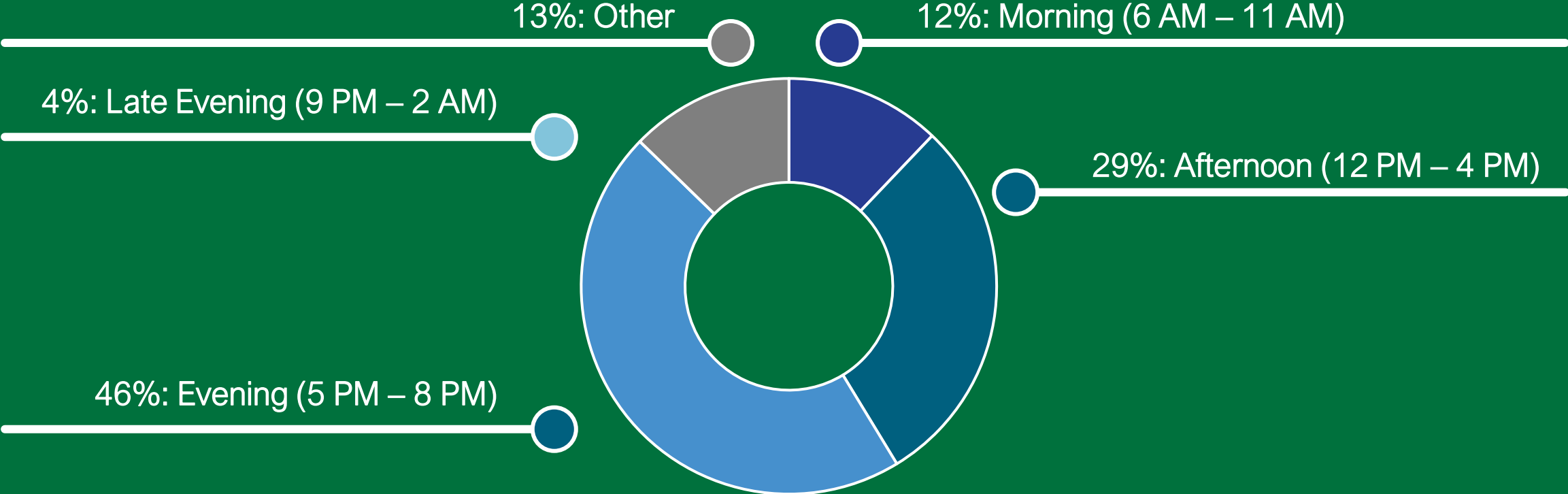
park at a public off-street facility between 2 – 4 hours

**~02%**

park at a public off-street facility for less than 1 hour



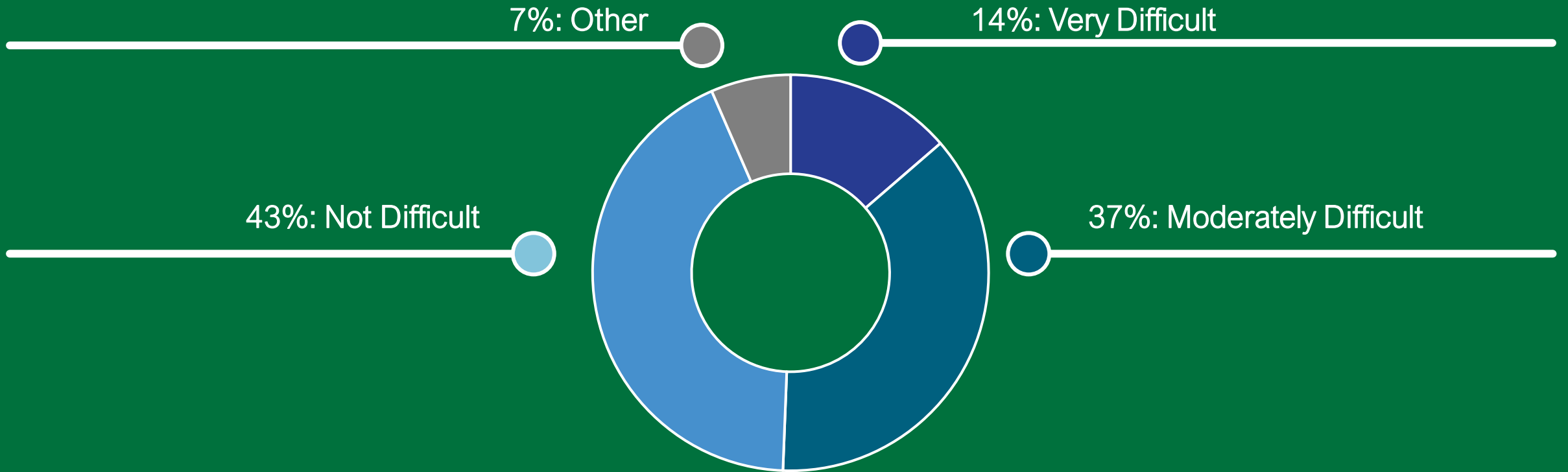
# Off-Street Parking Demand



**5 PM - 8 PM**

is when off-street parking has its highest demand

# Off-Street Parking Demand



**~51% of people**  
find it difficult to park off-street after 6 PM



# Off-Street Parking Overall Satisfaction

**~47%**

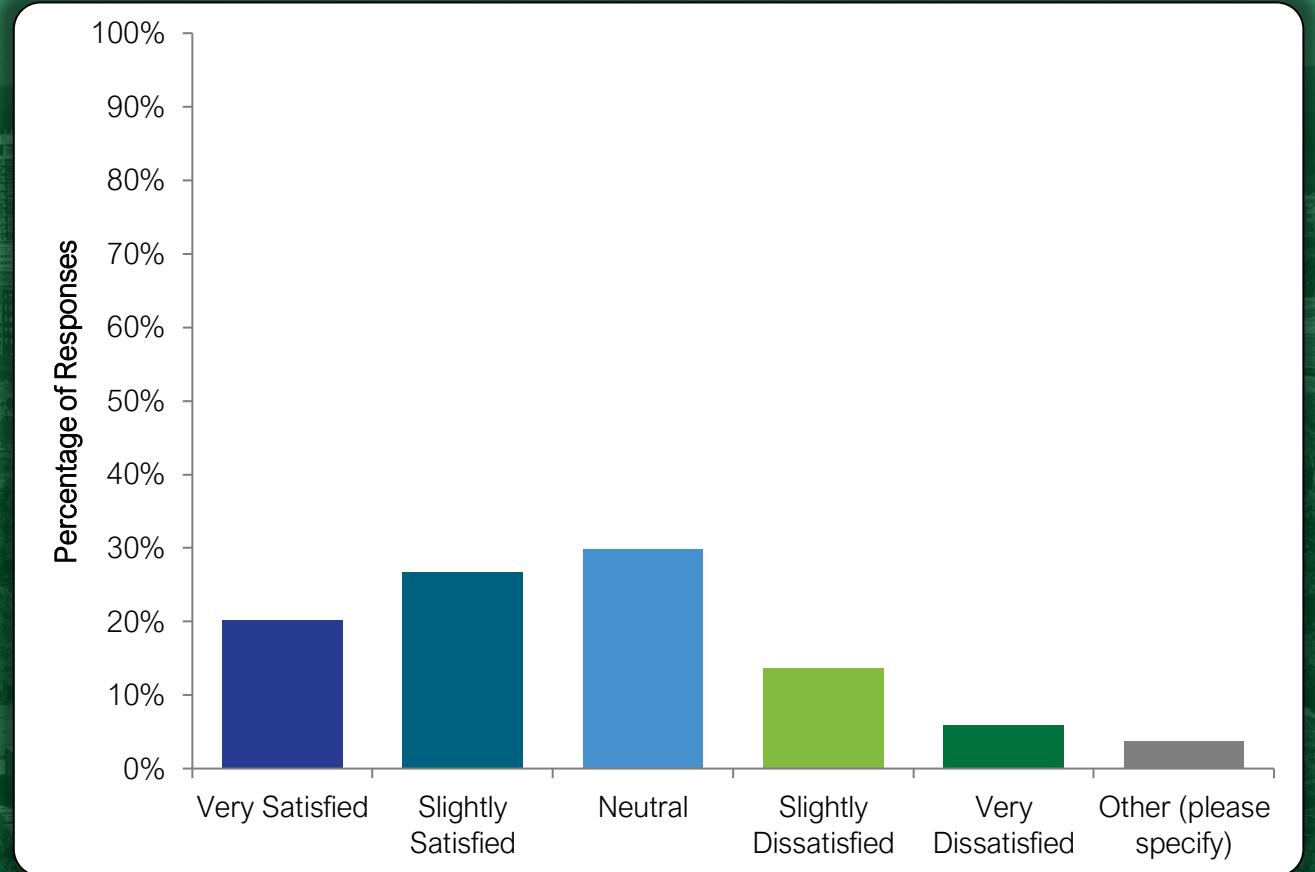
satisfied with off-street parking

**~20%**

dissatisfied with off-street parking

**~33%**

neutral or other





~86%

of users want more spaces available

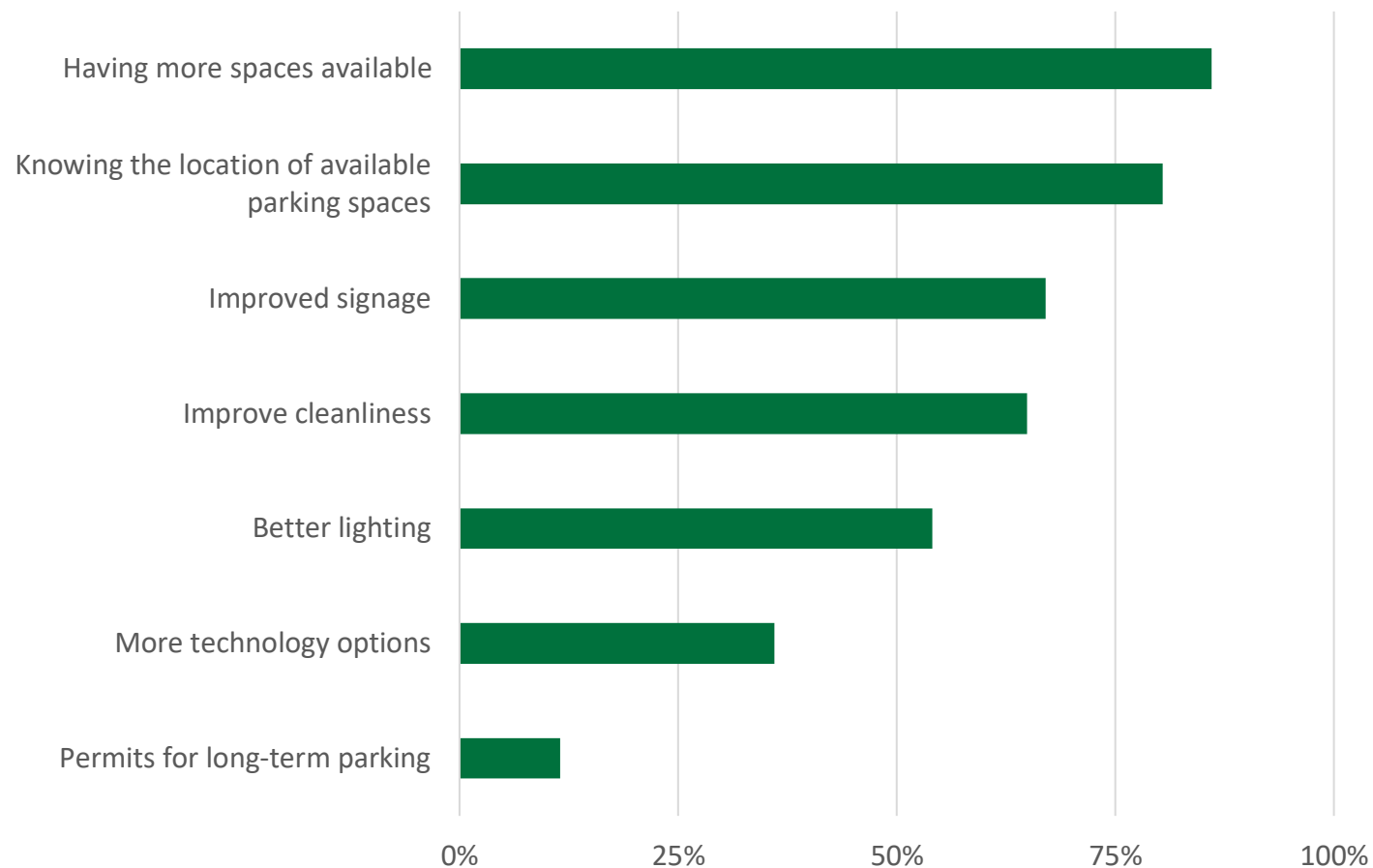
~80%

of users want to know the location of available parking spaces

~67%

of users want improved signage

## Off-Street Parking Improvements\*



\*Respondents were able to select more than one option. Percentage limited to total votes ranked 4 or higher.

# Parking System Summary

The top reason why people visit downtown?



#1 Dining

The #1 factor in determining parking location?



On-street parking

Distance to destination



Off-street parking

Availability of spaces

When is the demand for parking highest?



Time period

Evenings from 5 PM – 8 PM

Is it difficult finding available parking after 6 PM?



On-street parking

~80% have difficulty finding parking



Off-street parking

~51% have difficulty finding parking

# Parking System Summary

What is the overall satisfaction rate?



On-street parking

Off-street parking

~43% report being satisfied or very satisfied

~47% report being satisfied or very satisfied

What is the most common improvement request?



On-street parking

Off-street parking

Have more spaces available

Have more spaces available