



Park On The Hill

Town of Chapel Hill Parking Demand Report

Q4FY21-22 – Q1FY22-23

Town of Chapel Hill
Parking Services
www.parkonthehill.com





Introduction

This is a report on public parking demand for Q4FY21-22 – Q1FY22-23 in the Town of Chapel Hill. Transaction data from these quarters was aggregated and analyzed in comparison with the prior calendar year. Counting the number of paid parking sessions per month and by location in a year-over-year comparison shows changes in overall parking volume and other trends, yielding useful insights without the need to conduct a parking study.

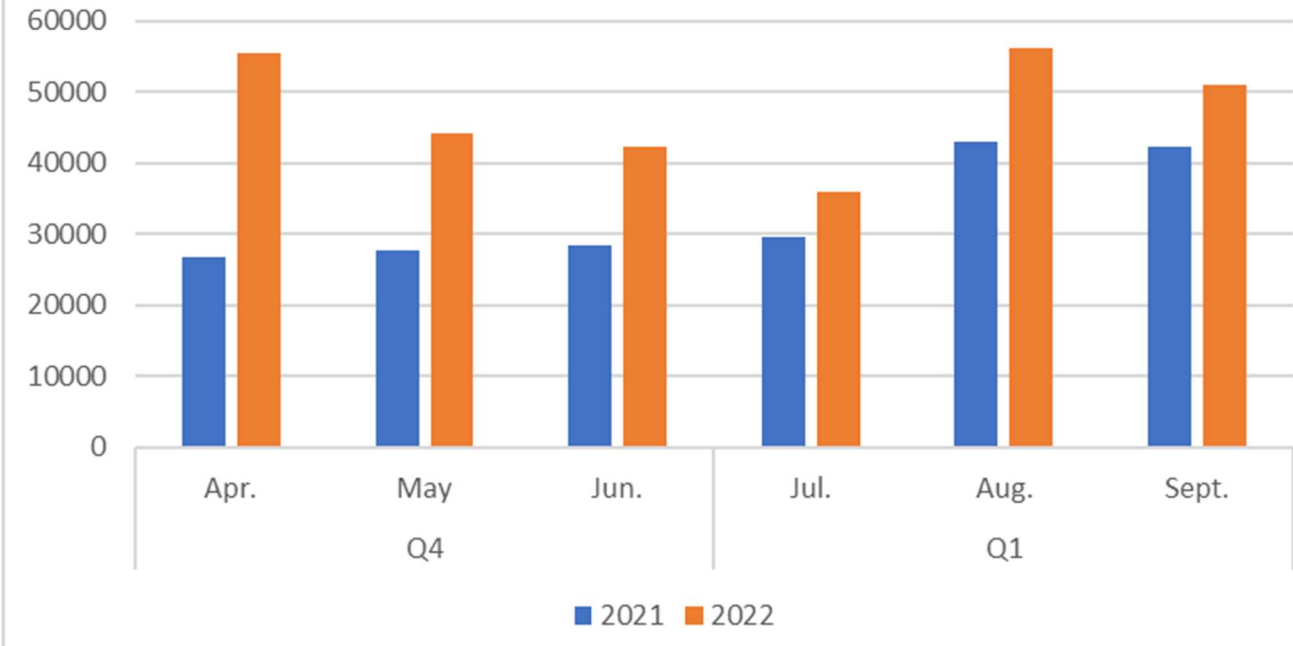
Summary

- From Apr. '22 – Sept. '22, Town Parking overall has significantly outperformed 2021.
- Fall parking volume has already matched peak Spring demand in 2022. Assuming otherwise normal conditions and continued pandemic recovery, a further increase from Fall into Spring 2023 is expected.
- Q1 FY22-23 On-street parking matched previous year's volume despite reduced capacity due to West Franklin restriping.
- The most dramatic year-over-year increase is seen in Q4 due to major reopening activity from COVID-19 starting since 2021. Q1 increases are more modest but steady.
- Promotional campaigns for the West End Courtyard and Mallette St. Lots have driven a volume increase significantly higher than the Town-wide average (see pp. 8-9 below).
- Downtown visitors' parking sessions increased by approximately 10 minutes on average in 2022 compared with the previous year.

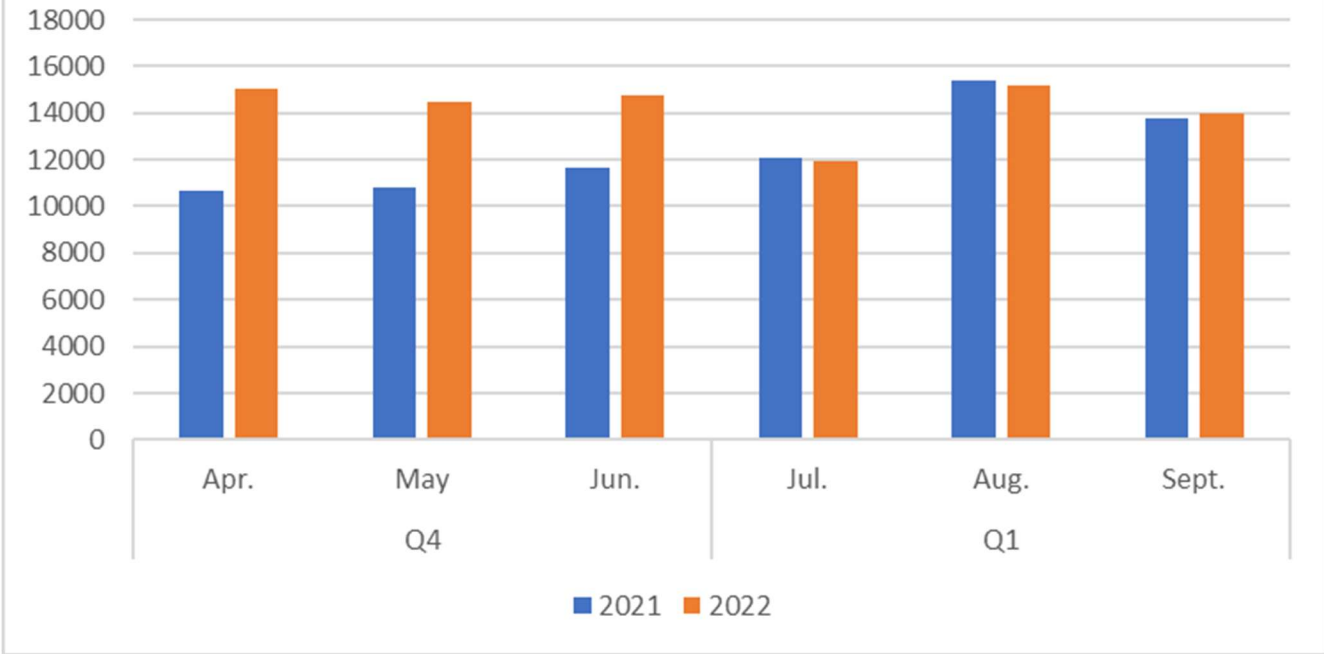
Notes:

- "Parking Volume" refers to the total number of vehicles served by a parking supply over a given time period. Because the purpose of this report is to reveal broader trends in demand, the data shown here include only vehicles that have paid to park by the hour in Town facilities.
- The slight decrease from Aug. to Sept. is more pronounced in '22 than '21 because we had two home games in Sept. of 2021 and one in Aug., whereas for 2022 Aug. and Sept. have had one home game each.

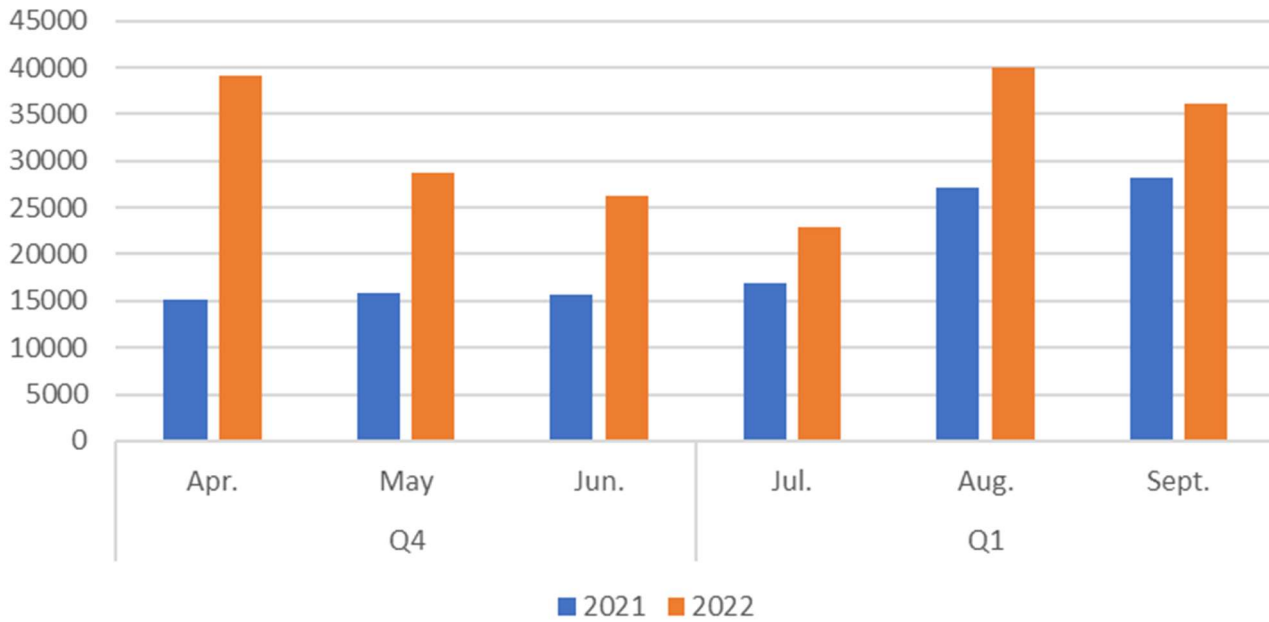
All Parking Volume by Month



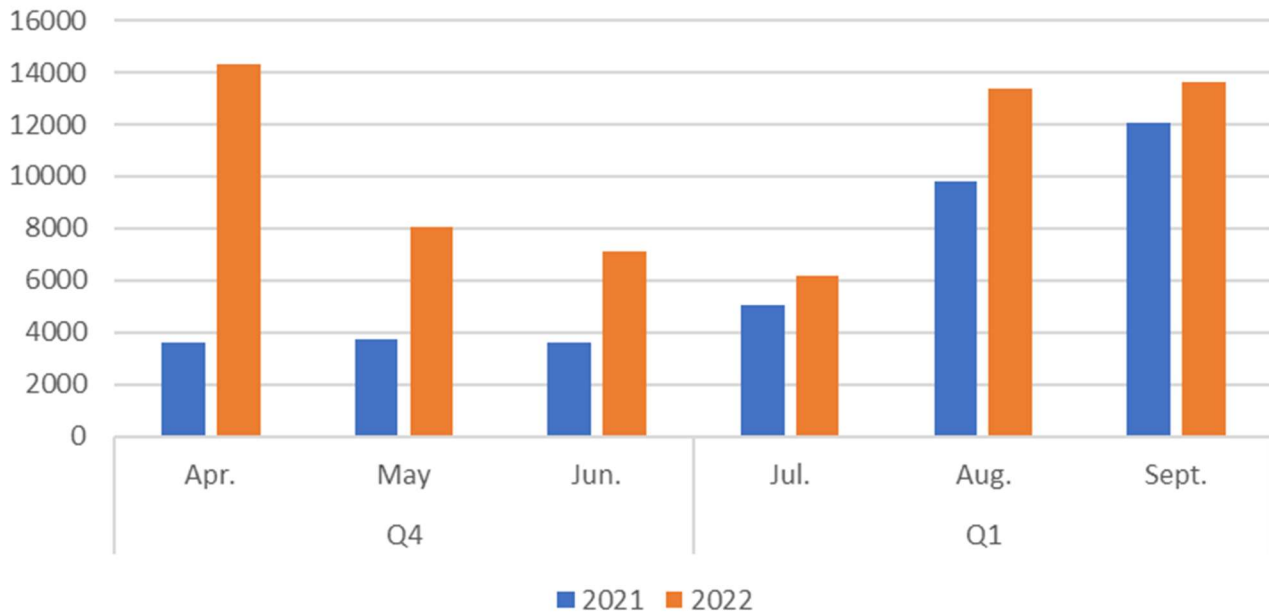
On-Street Volume by Month



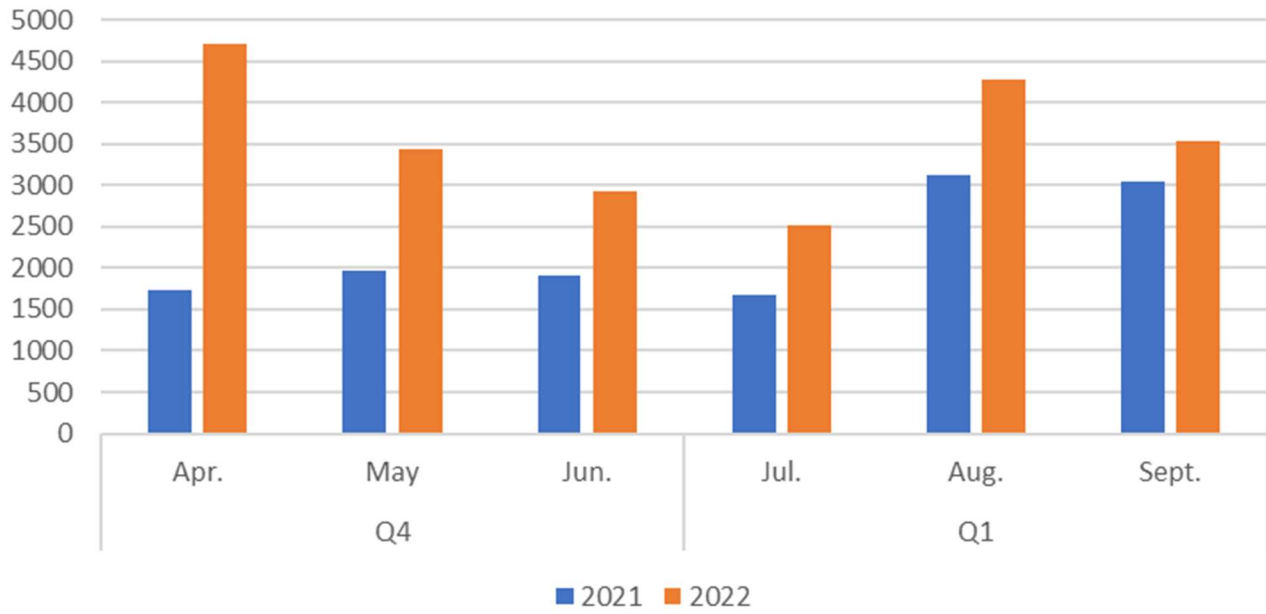
Off-Street Volume by Month



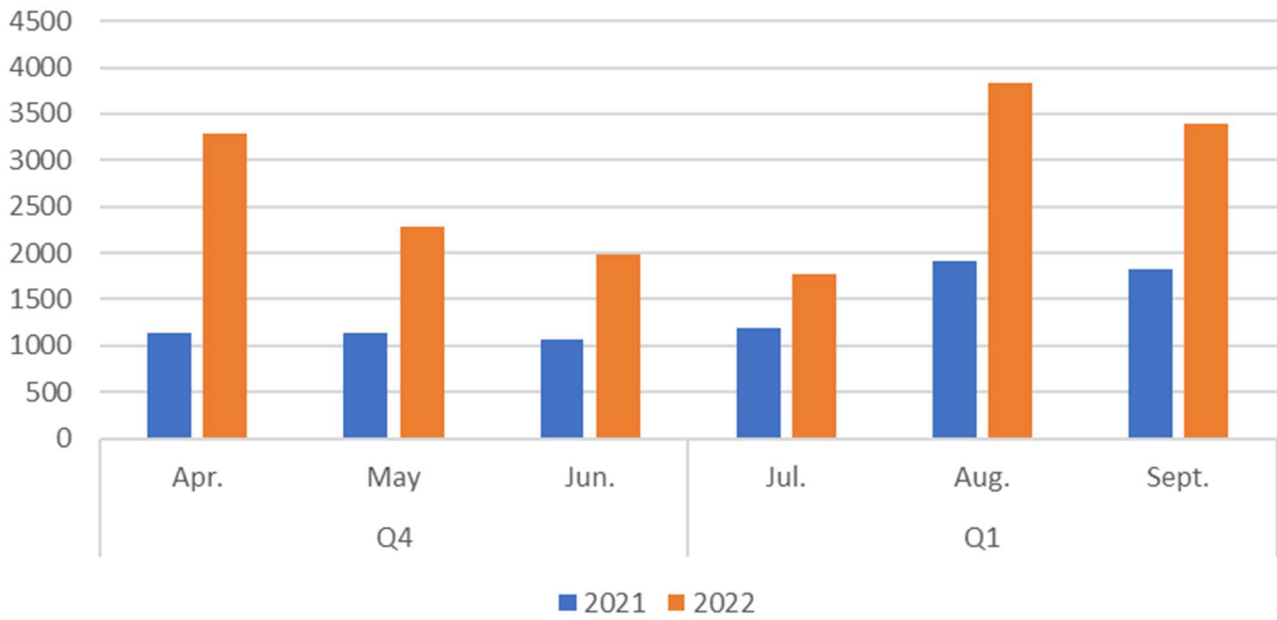
Wallace Deck Volume by Month



140 West Deck Volume by Month



Mallette St Lot Volume by Month



Courtyard Lot Volume by Month

