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NEWS RELEASE
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Town of Wrightsville Beach Announces Paid Parking Rate Reductions and New Real-Time Parking Data Initiative

Wrightsville Beach, NC – The Town of Wrightsville Beach has approved several enhancements to its paid parking program designed to improve accessibility, enhance visitor experience, and ensure long-term, data-driven management of public parking resources.

As part of this effort, the Board of Aldermen, with unanimous consent, approved a reduction in daily parking rates. The daily rate for non-premium parking spaces will be reduced from \$30 to \$25, and premium parking spaces will be reduced from \$35 to \$30.

In addition to the rate adjustment, the Town is partnering with Pivot Parking to launch a new online wayfinding mapping platform that will provide real-time parking availability information. The new mapping link, anticipated to go live in May, will allow users to view current parking availability through a live mapping feature. While availability cannot be guaranteed as spaces may fill, the platform is intended to help visitors make informed parking decisions before and upon arrival, aimed at improving overall traffic flow and convenience. The Town of Wrightsville Beach will provide updates to the community when Pivot Parking sets a launch date for the new wayfinding mapping link.

To ensure continued evaluation and transparency to the paid parking program, the Town will also establish a standing Parking Committee that will meet year-round. The committee will review parking data, assess operational performance, research best practices, and provide annual recommendations to the Board of Aldermen regarding parking rates and related policies. This ongoing review process reinforces the Town's commitment to thoughtful parking management.

These initiatives reflect Wrightsville Beach's continued focus on balancing accessibility, operational efficiency, and responsible stewardship of its infrastructure.

For additional information on the Town of Wrightsville Beach paid parking program, please visit our website, <https://www.townofwrightsvillebeach.com/163/Parking>.

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