Town of Rockport

DOWNTOWN ROCKPORT PARKING PLAN

February, 2019

dhcd Massachusetts

Stantec

ONE WAY
STOP
NO PARKING
TOW AWAY ZONE
Canterbury Hill
OF ROCKPORT

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INTRODUCTION

INTRODUCTION

The Town of Rockport used funding from a "Massachusetts Downtown Initiative Technical Assistance Program" from the State Department of Housing and Community Development (DHCD) to prepare the Downtown Rockport Parking Plan. The Town staff provided oversight and review of the parking management plan, final report, and final presentation. In addition, Town businesses, residents, visitors, and employees provided insight and input into this study through a series of stakeholder meetings and a public open house held in October, 2018.

On behalf of DHCD and the Town of Rockport, the study team would like to thank all stakeholders and public participants for their constructive inputs.

Your Town: Rockport

The Town of Rockport is located 40 miles northeast of Downtown Boston. Rockport is a historical New England town with a population of nearly 7,000. The Town is accessible via Route 127, and MBTA service is provided by the Rockport station on the Newburyport/ Rockport commuter rail line.

Downtown Rockport consists of a dense, historic core including shops, galleries, restaurants, and cultural facilities, many of which have second and third story residences. The subdividing of existing units into multi-unit dwellings has put increasing pressure on an already limited parking supply. Historically, there has been a running debate and tension between the parking needs of the Downtown residents and local businesses.

The scarcity of spaces to park Downtown is most acute during the summer, resulting in parking saturation by mid-day into the evening, seven days a week. During the summer months the volume of vehicles downtown triples. The winter season has its own unique challenges with older, narrow streets requiring vehicles to relocate to accommodate road treatment and snow removal.

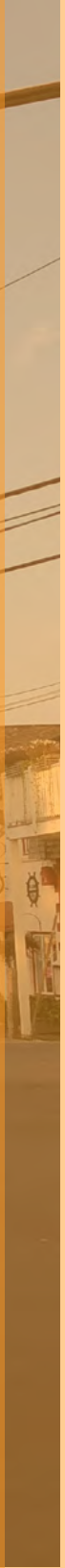
The Rockport Planning Board has been continually working on parking issues, most recently through the parking section of the 2011 Downtown Master Plan. Other ongoing efforts include the marketing and use of the Park & Ride lot at the Transfer Station, which provides free parking for tourists who ride the trolley to the Downtown area during the summer.

What is the Downtown Rockport Parking Plan trying to achieve?

As the Town continues to experience growth during the peak season, reevaluating the current parking system and adjusting it to create a new, structured parking management plan is of utmost importance for Downtown and the residents. Specific goals for the study include the following:

- **Implement a parking management strategy that will calm traffic and alleviate Downtown congestion**
- **Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists**
- **Better accommodate tourist parking demand during peak seasons**

EXISTING CONDITIONS



EXISTING CONDITIONS

This section documents existing parking conditions within Downtown Rockport. Data was collected in the Summer of 2018 , including existing parking supply, regulations, levels of utilization, and the Town's current parking management strategies.

EXISTING CONDITIONS | STUDY AREA

To effectively measure parking usage across Downtown, the study team and Town identified a study area that generally includes King Street, Pools Lane, Broadway, High Street, and the Atlantic Ocean. This study area also includes the Rockport commuter rail station and Front Beach.

The study area also encompasses various private lots along Beach Street, Main Street, and Bearskin Neck that serve business patrons, employees, and residents. Businesses rely heavily on surface parking lots for customer and employee parking, as on-street parking in the Town Center is limited.

EXISTING CONDITIONS | PARKING INVENTORY

Within the Downtown study area, there is a total of 1,540 parking spaces. Of this inventory, 335 spaces are on-street and 1,205 spaces are off-street.

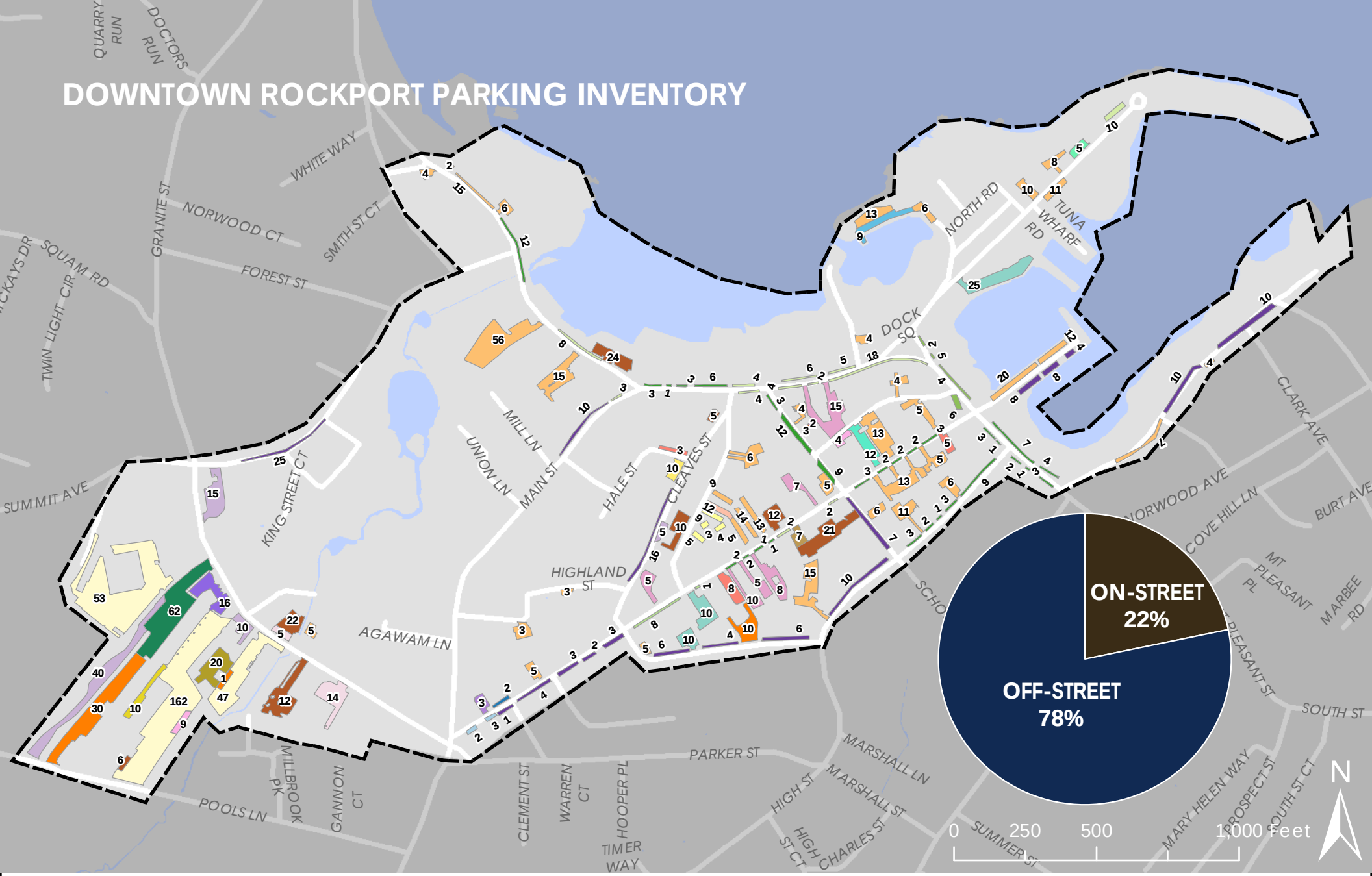
In order to gather the most accurate understanding of Rockport's existing parking, the team recorded regulations within the study area as they would be viewed by a "visitor" or Downtown Rockport "guest". A breakdown of parking supply by regulation is reflected in the tables below and to the right.

ON-STREET

Regulation	Definition	Parking Supply	Percentage
Unregulated	No regulation or signage	117	35%
Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	"$1/hr, 4hr limit, 10am-6pm, Monday-Sunday" signage	105	31%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	"$1/hr, 4hr limit, 10am-6pm, Monday-Sunday" signage	67	20%
Residential Parking	"Resident parking only" signage	22	7%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open	"$1/hr, 4hr limit, 10am-6pm, Monday-Sunday, 30 minute limit when post office open" signage	9	3%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour	"No parking	8	2%
15 Minute Parking	"15 minute parking only" signage	5	1%
Drop-Off/Pick-Up Only	"Drop-off & Pick-up parking only" signage	2	1%

OFF-STREET

Regulation	Definition	Parking Supply	Percentage
Residential Parking	"Resident sticker parking only" signage	340	28%
1 Hour Parking, Customers Only	"1 hour parking for customers only" signage	262	22%
Reserved Parking	"Reserved parking only" signage	120	10%
Unregulated	No regulation or signage	91	8%
Commuter Rail Parking, 72 Hour Limit	"MBTA Commuter Rail parking only, 72 Hour Limit" signage	62	5%
Customer/Employee Parking Only	"Customer & employee parking only" signage	53	4%
Authorized Vehicles Only	"Authorized vehicle parking only" signage	41	3%
72 Hour Limit, No Public Parking, Resident Sticker Required	'Library patrons parking only" signage	25	2%
Town Hall Parking Only	"Town Hall parking only" signage	21	2%
Private Parking	"Private or reserved parking only" signage	20	2%
Post Office Parking Only	"Post office vehicle parking only" sigange	20	2%
Customer Parking Only	"Customer parking only" signage	19	2%
Unregulated, No Parking After 9 AM	"No parking after 9AM" signage	16	1%
Motel Parking Only	"Motel guest parking only" signage	15	1%
Employee Parking Only	"Employee parking only" signage	13	1%
Employee/Resident Parking	"Employee & resident parking only" signage	12	1%
Library Parking Only	"Library patrons parking only" signage	12	1%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/ Hour	"$1/hr, 4hr limit, 10am-6pm, Monday-Sunday" signage	10	1%
Loading Zone	'Loading zone only" sigange	10	1%
Boat Owners Parking	"Boat owners parking only" signage	9	1%
Church Parking Only	"Church visitors parking only" signage	8	1%
Police and Fire Vehicles Only	"Emergency vehicle parking only" signage	8	1%
Hotel Guests Only	"Hotel guests parking only" signage	8	1%
10 Minute Parking	"10 minute parking only" signage	7	1%
Unregulated, No Overnight Parking	"No parking overnight" signage	3	0%



Rockport Town Center Parking Regulations

On-Street Regulations

- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Employee/Resident Parking
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour
- Residential Parking
- Town Hall Parking Only
- Unregulated

- Study Area

Off-Street Regulations

- 1 Hour Parking, Customers Only
- 10 Minute Parking
- 72 Hour Limit, No Public Parking, Resident Sticker Required
- Authorized Vehicles Only
- Boat Owners Parking
- Church Parking Only
- Commuter Rail Parking, 72 Hour Limit
- Customer Parking Only
- Customer/Employee Parking Only
- Employee Parking Only
- Hotel Guests Only
- Library Parking Only
- Loading Zone
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Private Parking
- Reserved Parking
- Residential Parking
- Unregulated
- Unregulated, No Overnight Parking
- Unregulated, No Parking After 9 AM

Parking Utilization Process

Periodic counts of parking occupancy provided data for a time series of parking demand and patterns, at different times of a weekday and weekend in the study area. The team worked with the town to identify a busy summer weekday and weekend in order to capture peak demand in Downtown Rockport. To gather this data, the team counted parked cars along each on-street segment and every off-street facility in the study area, beginning at 8am on the weekday and 11am on the weekend.

Mapping the resulting parking utilization data helped to identify clear patterns of high and low usage, including the impact of regulations. Land usage, regulations, topography, and signage can drastically impact how neighboring parking assets are utilized.

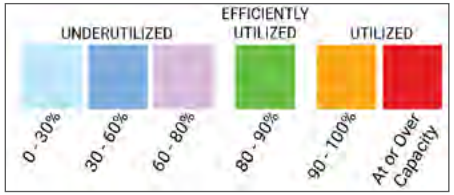
To ensure efficient parking management operations, it is ideal to have at least one empty space on each block of street parking, to ensure easy customer access to businesses. This typically equates to about 1 out of 10 spaces free, or a target of 10% vacant or per block. Similarly a goal of at least 10% vacancy is considered ideal in off-street lots. If any facility has less availability, it is effectively at its functional capacity and drivers perceive a lack of availability. Facilities with lower utilization have excess capacity and can accommodate additional parked cars.

The study team conducted parking occupancy counts on a typical summer weekday and weekend. Based on meter revenue data, July and August are the busiest months of the year. Utilization counts were conducted on a Wednesday in August from 8am to 8pm, and a Saturday in August from 11am to 9pm.

Spatial Analysis of Parking Utilization: General Analysis

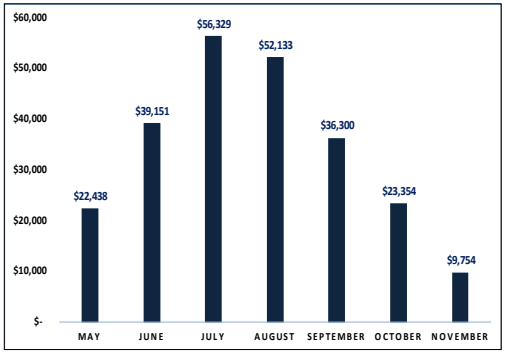
The utilization maps included in this report describe the overall occupancy and availability levels of all parking spaces within Downtown Rockport. Maps for all time periods can be found in the appendix.

Parking Utilization Rates



▲ Parking utilization rates are categorized in three groups, where 0-60% occupancy reflects low utilization, 60-80% is slightly busier, 80-90% is optimal, and 90%+ is at or over capacity

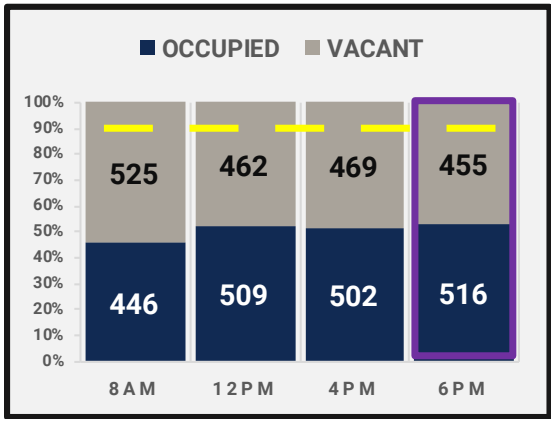
Monthly Parking Kiosk/Meter Revenues (2018)



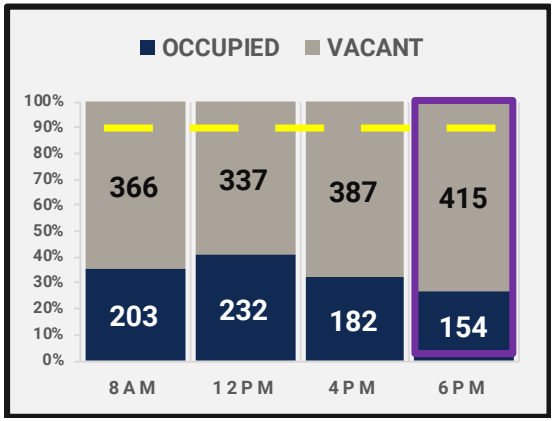
▲ Based on kiosk/meter revenue from 2018, July and August are Downtown Rockport's busiest months

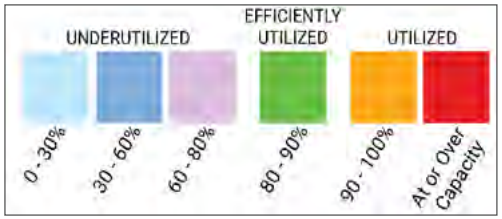
PARKING UTILIZATION | PEAK DOWNTOWN CORE WEEKDAY - 6:00 PM

DOWNTOWN CORE

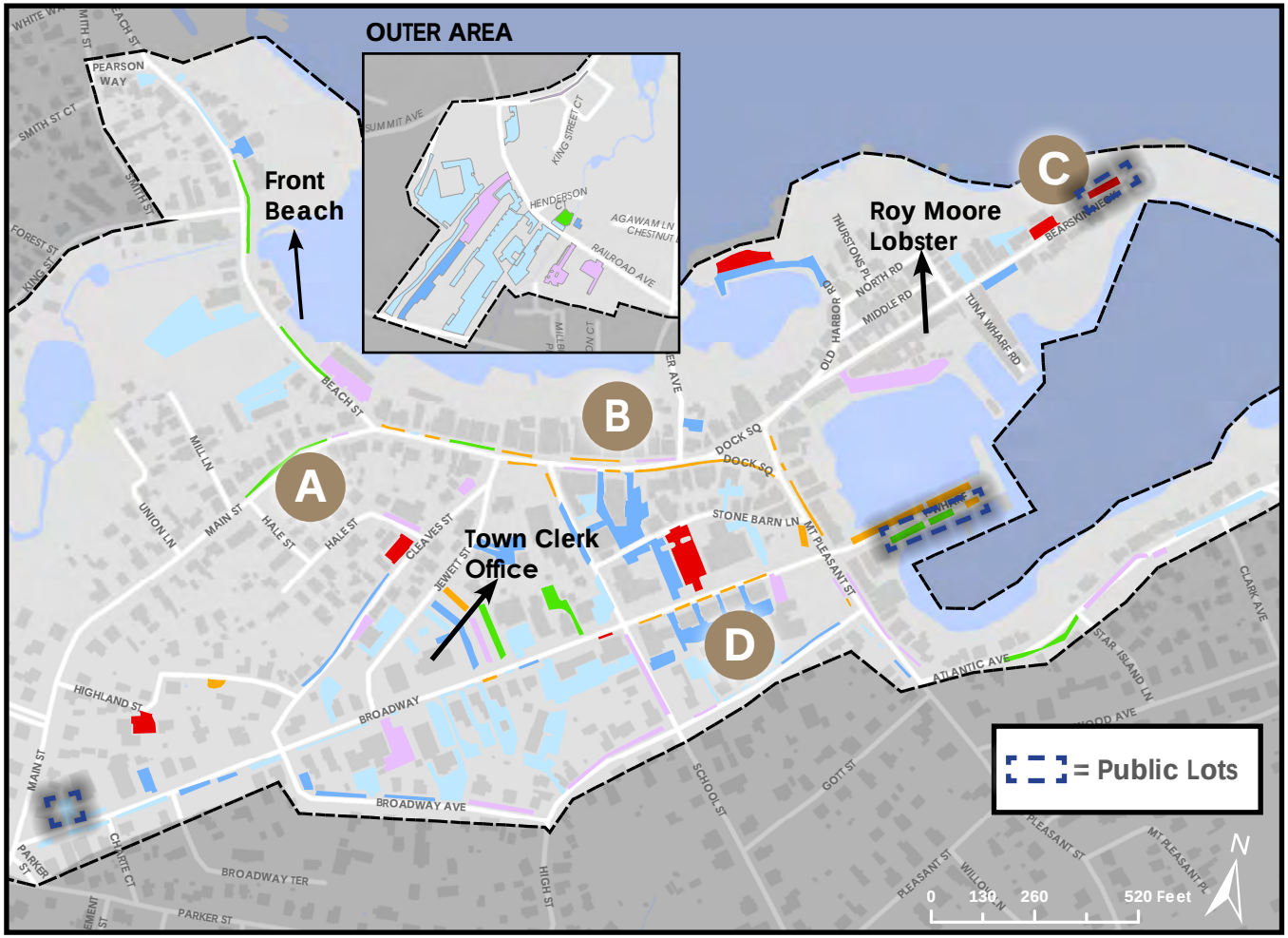


OUTER AREA





= Optimal parking capacity



A Main Street well utilized

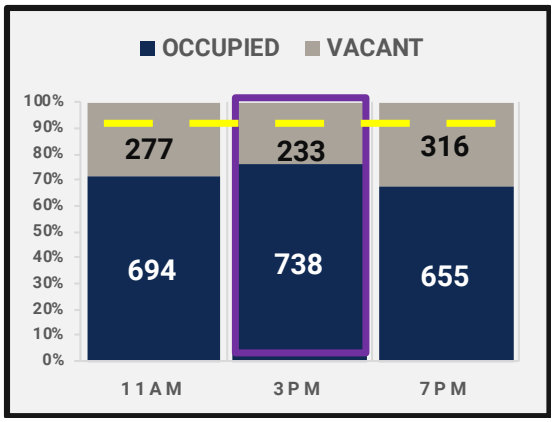
B Downtown parking is busy in the evening for dinner rush

C Bearskin Neck public lot and hotel parking over capacity

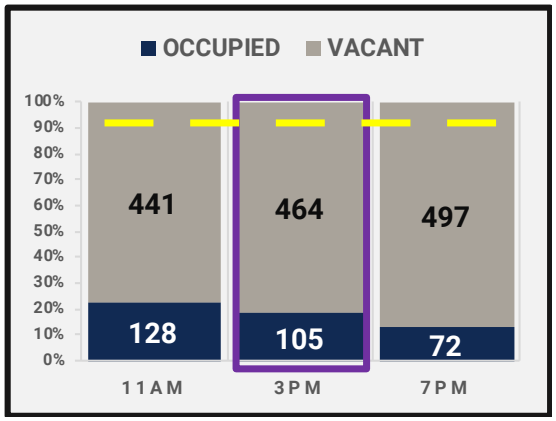
D Upper Broadway on-street spaces highly utilized

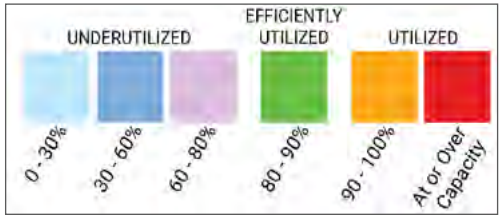
PARKING UTILIZATION | PEAK DOWNTOWN CORE WEEKEND - 3:00 PM

DOWNTOWN CORE

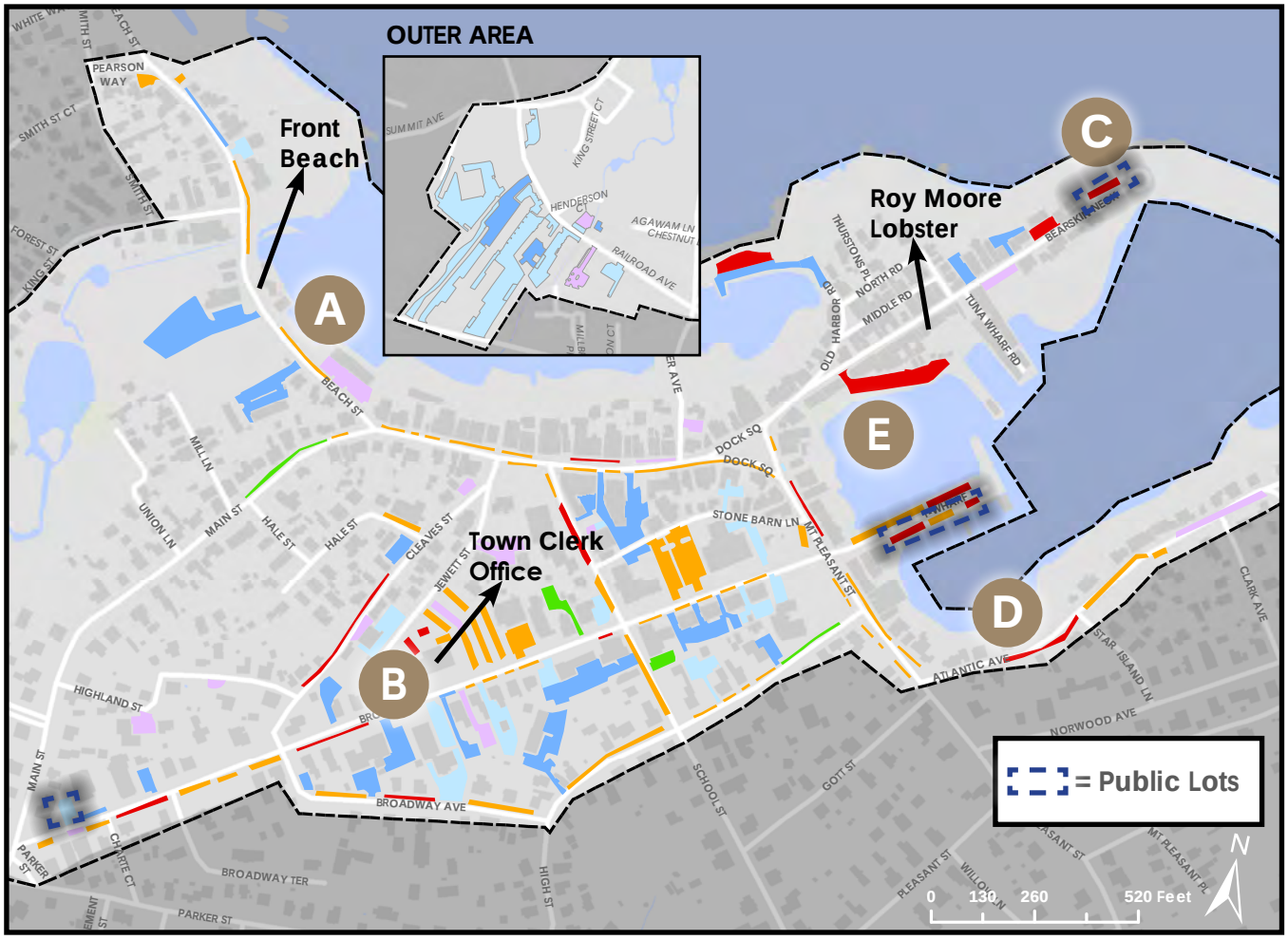


OUTER AREA





= Optimal parking capacity



A Front Beach parking very full

B Town Clerk Office & resident spaces at capacity

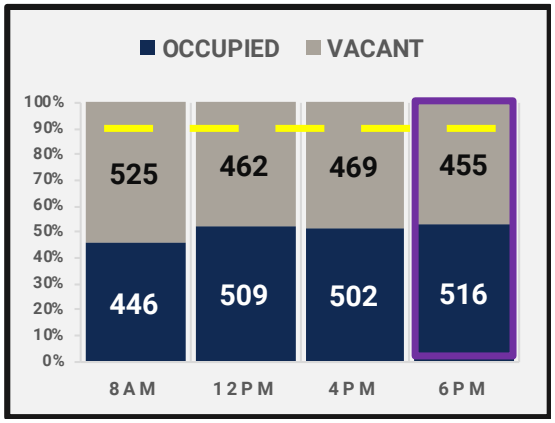
C Public metered parking over capacity

D Unregulated on-street parking very full

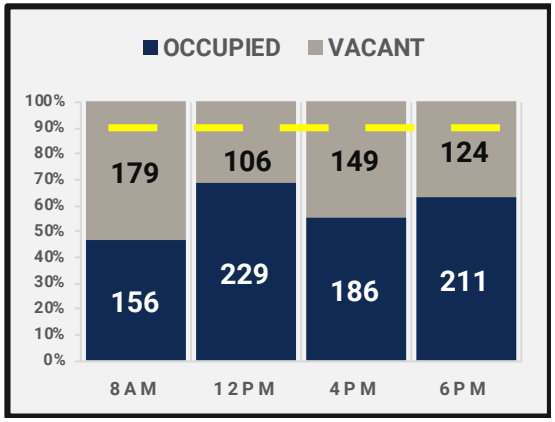
E Resident only parking at Bradley Wharf over capacity

PARKING UTILIZATION | WEEKDAY FINDINGS

DOWNTOWN CORE

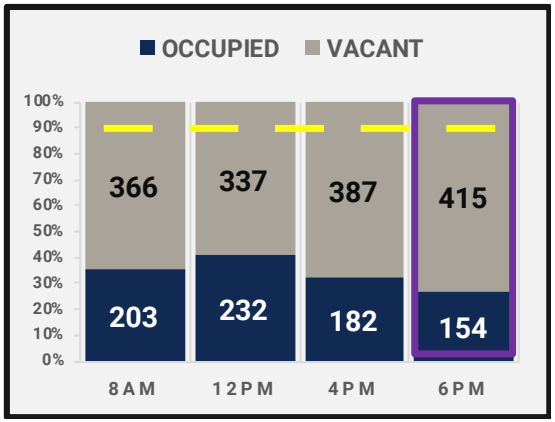


ON-STREET

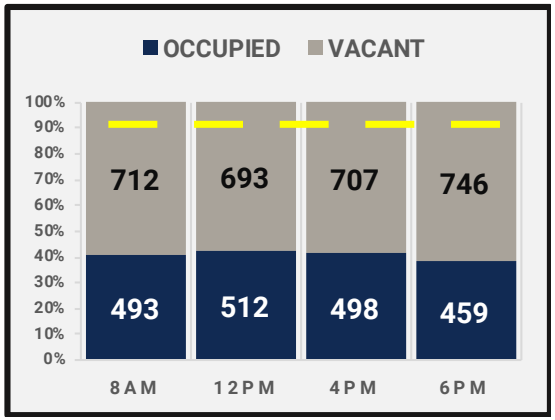


- Peak Downtown core utilization at 6PM (around 50%)
- Outer area off-street spaces never above 40% utilized
- Peak on-street spaces at 12PM (around 70%) utilized
- Off-street spaces underutilized

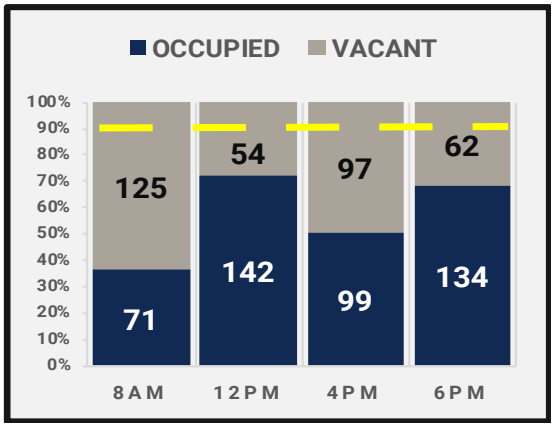
OUTER AREA



OFF-STREET

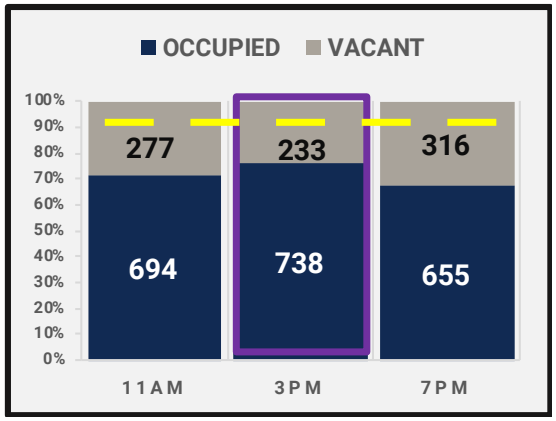


DOWNTOWN CORE ON-STREET

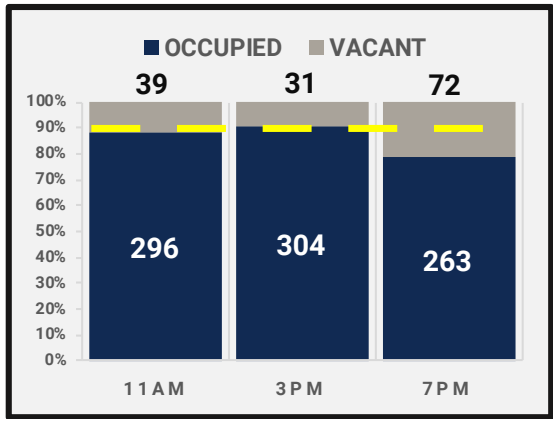


PARKING UTILIZATION | WEEKEND FINDINGS

DOWNTOWN CORE

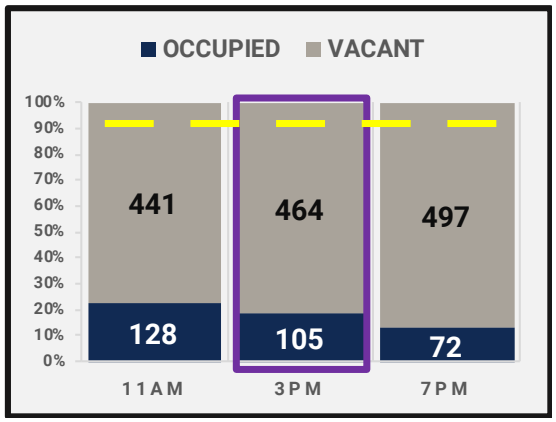


ON-STREET

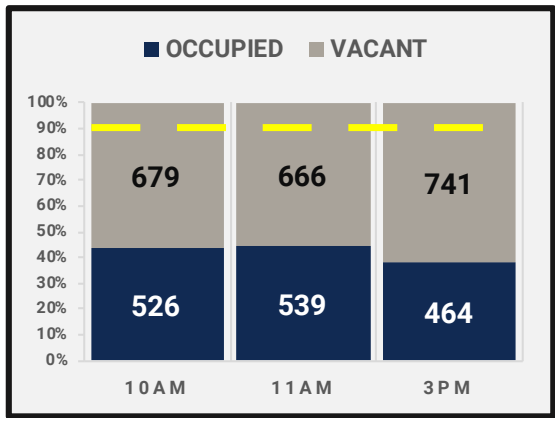


- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and Downtown core on-street spaces at and exceeding capacity
- By brunch time, Downtown is over capacity

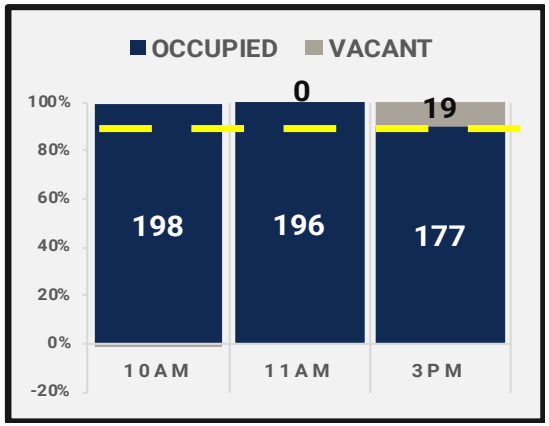
OUTER AREA



OFF-STREET



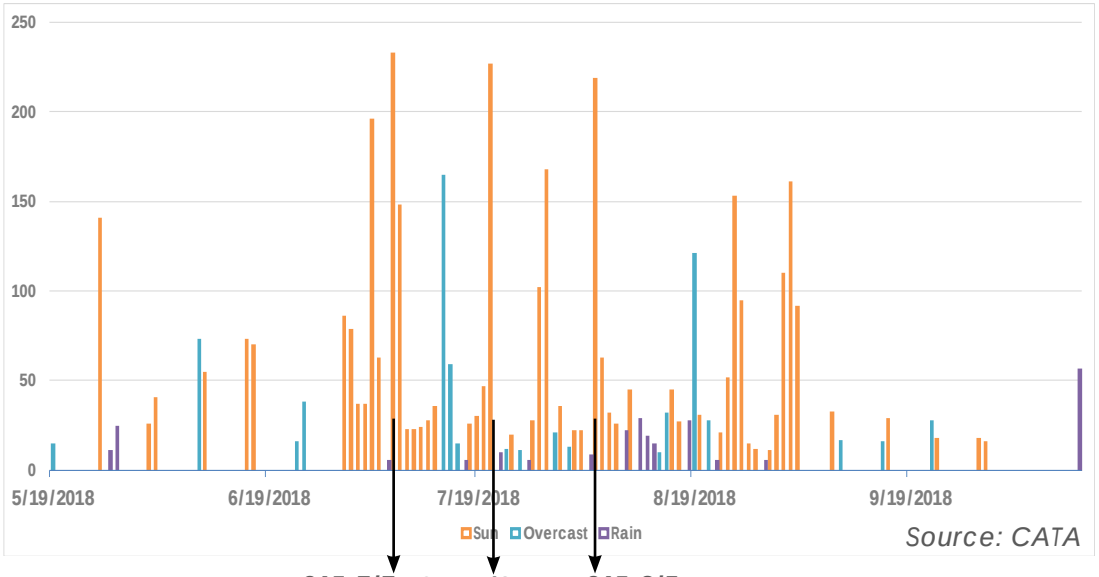
DOWNTOWN CORE ON-STREET



Although not within the study area, the Town operates a remote parking lot during the summer months at the Transfer Station (Park & Ride lot). The Cape Ann Transportation Company (CATA), operates a shuttle funded by the Town that serves trips to and from the Park & Ride lot and Downtown. The shuttle runs every 15 minutes and costs $1, although parking is free. This may disincentivize people from using this facility, since it costs the same price to park in downtown metered spaces. Increasing the price to park in the Downtown core from $1 to $2 yields around a $20,000 increase in revenue (as seen in recommendation 1, page 32), which could potentially cover the cost of making the shuttle fare-free (as the shuttle received $22,000 in fares in 2018). Some key findings from this evaluation includes:

- The busiest days in the Park & Ride lot reflect peak tourist weekends in July and August
- Parking patterns are heavily weather dependent on weekends, which necessitates a flexible system

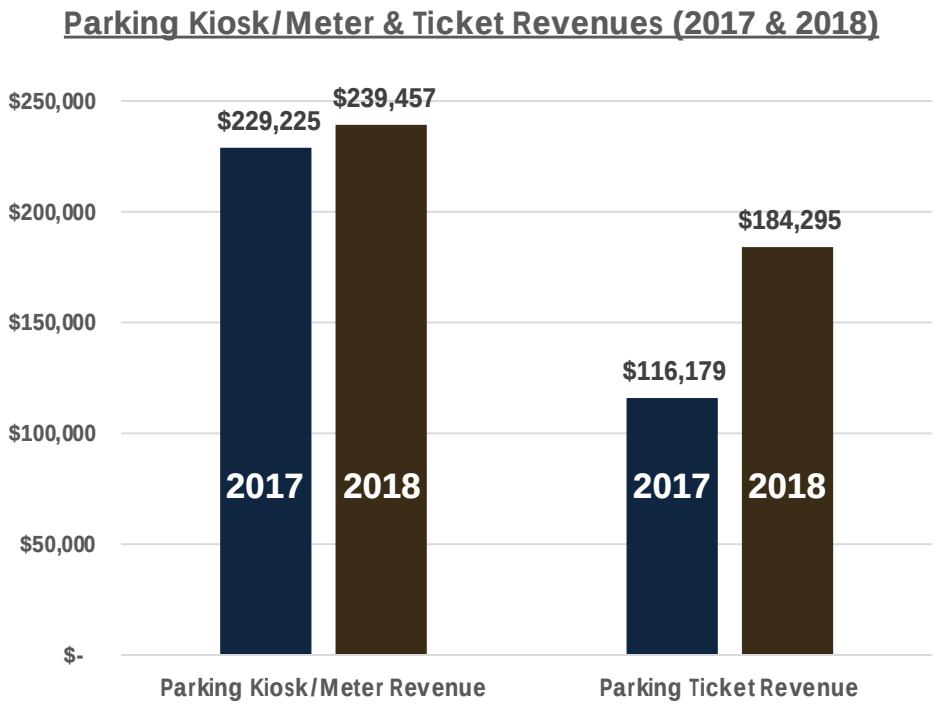
Number of Cars Parking in Park & Ride lot by Day



CATA shuttle brochure promoting the beach and Downtown shuttle service and free parking

The study team conducted an additional analysis on parking kiosk/meter and ticket revenues from 2017-2018. Changes to parking management such as increased violation fees, parking control officers, and an extension to the pay-to-park season resulted in the following improvements:

- Meter revenue increased by almost 5% between 2017 and 2018. This is likely due to the replacement of some meters with pay-and-display kiosks, which do not allow people to use time left on a meter from a previous vehicle
- Parking ticket revenue increased by nearly 60% from 2017-2018. This is likely due to an increase in some violation fees and additional parking control staff.



▲ Parking kiosk/meter and ticket revenues have increased in the past year

Key Findings

The comprehensive review of parking inventory and utilization provided an important baseline understanding for the study. In addition, this data is excellent background information for the Town as it considers changes such as new development or adjustments to roadway infrastructure.

Key findings from Downtown's parking inventory and utilization include observations around highly utilized, prime on-street spaces and surface lots in the Downtown core.

OVERALL

- High priced beach parking creates spillover into Downtown
- Periphery area on- and off-street experiences low utilization levels all day (60% and below)
- On-street spaces are in high demand
- The Park & Ride lot is free but the cost to ride the shuttle puts it at the same price point as Downtown parking, despite being less convenient

WEEKDAY

- Downtown core experiences 50% utilization most of the day
- Bearskin Neck and T-wharf are 80%+ utilized around 4PM
- Town Hall & resident parking area are underutilized (below 60% all day)

WEEKEND

- Downtown core highly utilized all day
- Off-street spaces are never above 45% utilization all day
- On-street spaces over capacity in Downtown area
- Off-street lots underutilized (0-30%) next to over utilized on-street spaces (90-100%) (especially at 7PM)
- Periphery on-street spaces well-used at peak

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PUBLIC PROCESS

PUBLIC PROCESS

Public outreach is integral to the parking study, helping to reveal how the parking system is used, perceived, and areas for potential improvement. The study team facilitated both targeted stakeholder interviews and a public open house in October 2018. These events provided valuable feedback from local residents, merchats, and the Chamber of Commerce.

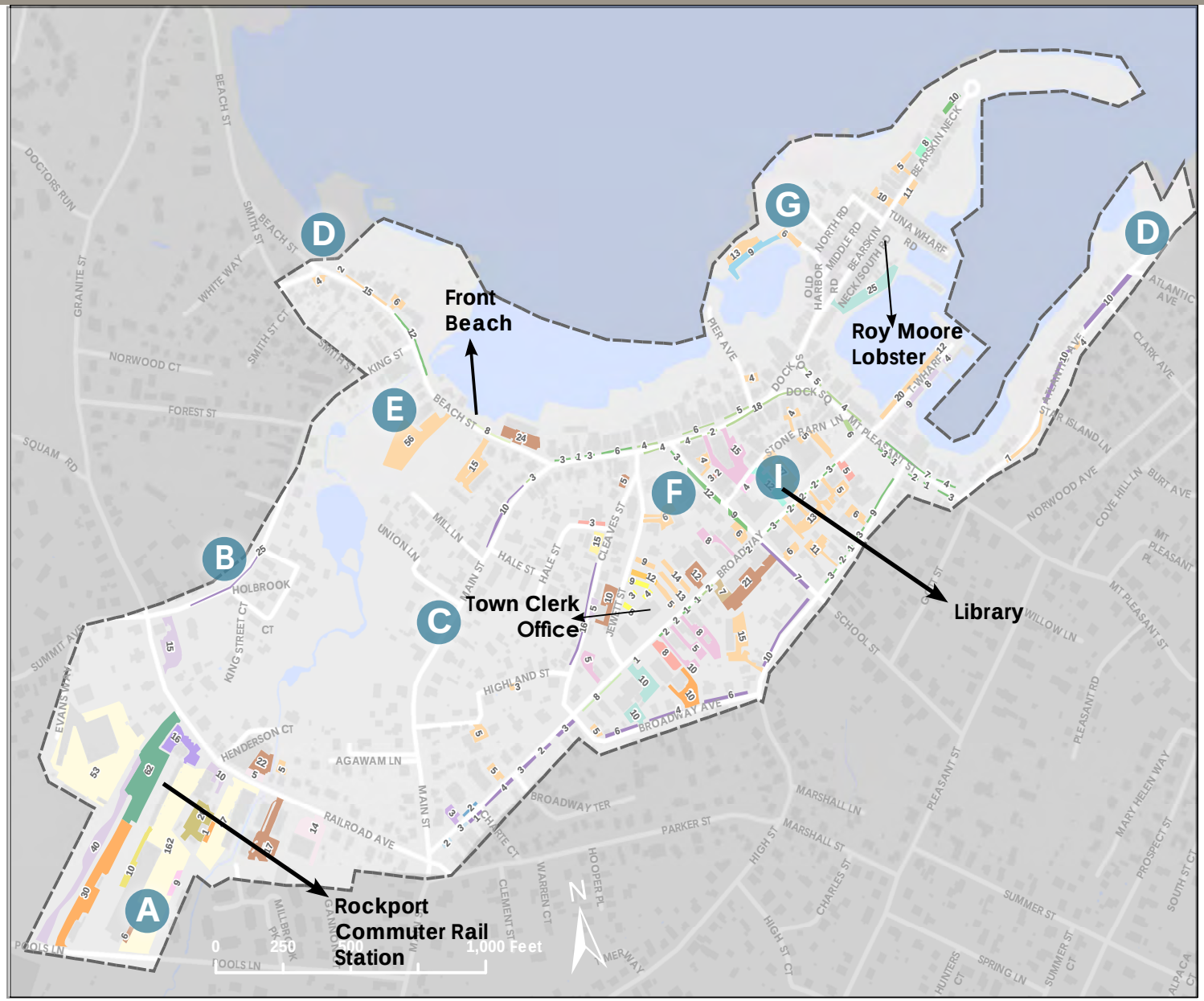
PUBLIC PROCESS | STAKEHOLDER MEETINGS & PUBLIC WORKSHOP

On October 30, 2018, the study team and Town invited key community stakeholders including local merchants, residents, the Chamber of Commerce, Police Department, and the Traffic & Parking Committee to participate in stakeholder meetings to address and discuss parking issues and concerns. The public was then invited to the Community House the same night to participate in a hands-on "Open House" to give feedback and provide input on the parking study. The open house gave the parking study team an opportunity to markup maps and get a more detailed understanding of local parking challenges and opportunities.

Another stakeholder meeting took place on December 12th, 2018, where the study team presented findings on utilization data and draft recommendations.

Why stakeholder meetings?
Stakeholder meetings are an integral part of the parking study as they allow individual, confidential, pertinent conversations with key stakeholders identified by the Town to understand the perception of parking for various groups.

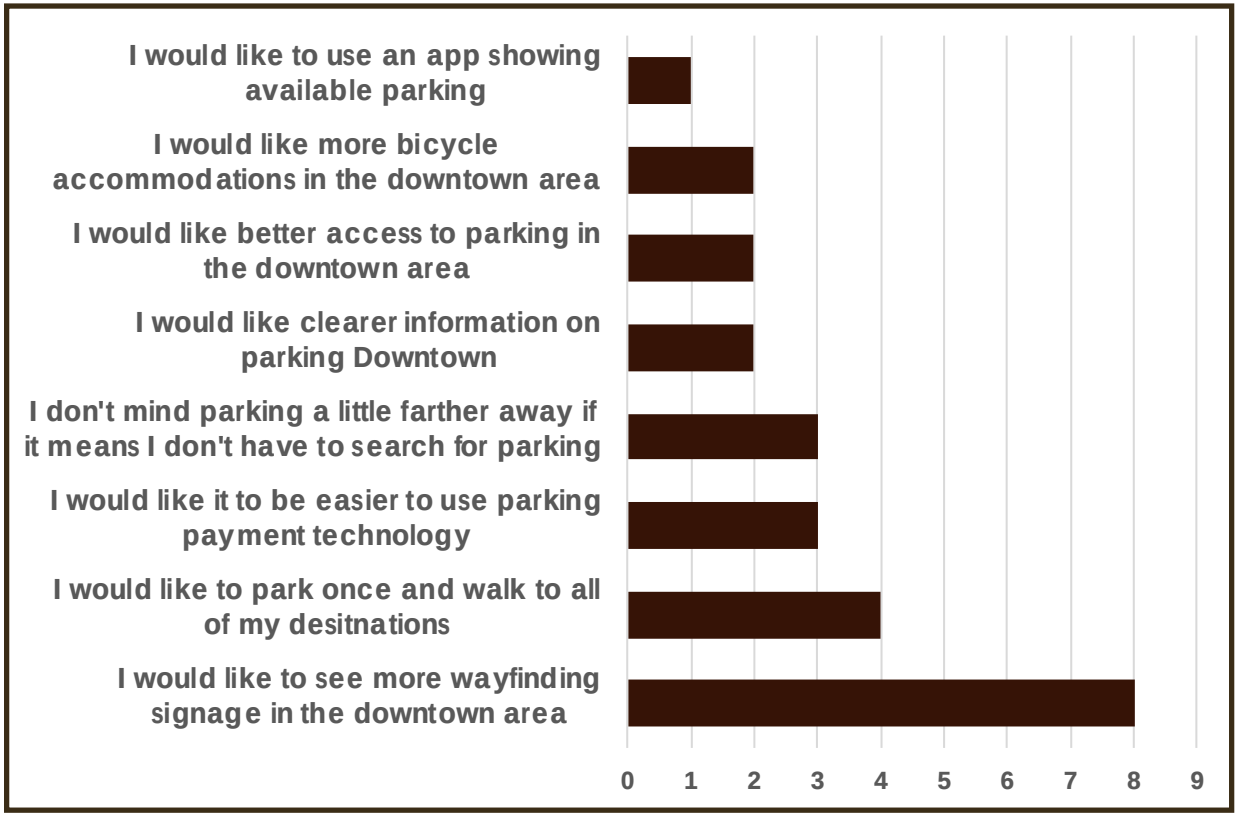
PUBLIC PROCESS | OPEN HOUSE PARKING COMMENTS SUMMARY

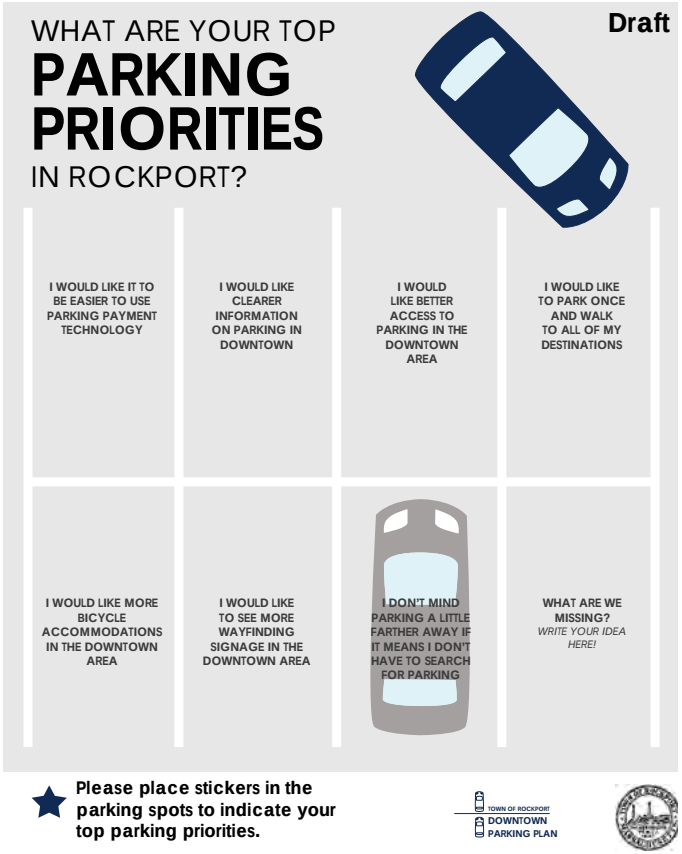


- **A** Little parking signage in this general area
- **B** Poor pedestrian conditions
- **C** Informal street parking along Main St.
- **D** Complete Streets project currently waiting for funding
- **E** $20/day informal parking
- **F** Parking meters are broken
- **G** No signage
- **H** Small parking lot without clear regulations
- **I** Shared parking opportunity

PUBLIC PROCESS | PARKING PRIORITY EXERCISE

At the open house, participants voted for their "top parking priorities." Each participant had a set number of votes that they could assign to multiple priorities, with the option to put multiple or all of the votes on something about which they felt strongly.





Key Findings

- A lot of unclear parking signage leads to confusion during the busy summer months
- Resident stickers are difficult to see
- There is a need for a valet system for larger events
- Need for improved signage:
  - Invest in signage along roadways like Blue Gate Lane to promote the Park & Ride lot at the Transfer Station
  - Invest in wayfinding signage, specifically at the train station, Park & Ride lot and Downtown
- Need for multimodal improvements:
  - Increase number of bike lanes
  - Implement a bike share system
  - Distribute safe biking map created by bike committee
  - Increase number of crosswalks
- Make better use of existing parking suply by encouraging informal shared parking agreements between different uses

RECOMMENDATIONS

RECOMMENDATIONS

There is room in Rockport's current parking system to create a more flexible, customer-friendly, and coordinated system. The following is an overview of recommended strategies:

1. Manage areas of high demand with pricing
2. Expand Cape Anne Transit Authority (CATA) shuttle service to remote parking and eliminate fare
3. Invest in outer area lots for beach parking and Downtown employees
4. Implement a residential "Super Permit"
5. Expand metered parking zone
6. Upgrade and promote the Park & Ride lot for Downtown visitors
7. Enhance signage and wayfinding
8. Use Parking Benefit District for multimodal improvements

Project Goals

- Implement a parking management strategy that will calm traffic and alleviate Downtown congestion
- Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists
- Better accommodate tourist parking demand during peak seasons

1. MANAGE AREAS OF HIGH PARKING DEMAND WITH PRICING

It is recommended that the pricing in core areas of Downtown is adjusted to match demand. This means increasing pricing at on-street meters in areas of high demand and directing demand to lower-price spaces. This will help alleviate the perceived "parking crunch" that occurs during peak times. Creating a tiered parking system within Downtown Rockport will incentivize visitors and residents to park in less utilized on-street spaces on lower Broadway. The current parking demand illustrates that parking rates can be adjusted, as beachgoers are already paying a high price in private, off-street parking lots to be close to their destination. The following is recommended:

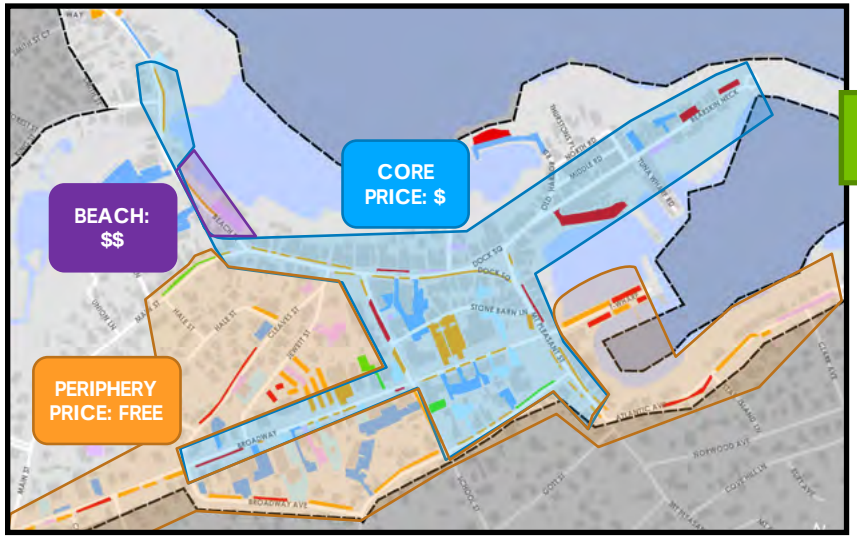
- Expand the metered area or "core" parking zone to include parking near Front Beach, the T-Wharf, and Atlantic Avenue (see Recommendation 5)
- Absorb the beach parking along Beach Street into the new core metered zone
- Increase weekend and weekday prices within the core
- Increase the periphery zone pricing system that has no time limit

To properly set weekday and weekend prices in the core and periphery zones and achieve an overall target utilization rate of 85%, the Town can use baseline utilization data from this study to monitor changes, implement pay-by-phone to allow users to extend parking remotely, and provide pricing information on a centralized map on the Town website. Stantec's estimates show that increasing the price in the core from $1 to $2 and pricing the "periphery" on-street spaces (with the inclusion of T-Wharf and Atlantic Avenue as seen in Recommendation 5) could result in as much as a $20,000 revenue increase for the Town over the course of one month in the highest season.

PHASE	PRICE CHANGES
1	• Increase weekend price in Core • Peak season only (June-July-Aug)
2	• Consider pricing periphery on weekends • Peak season only (June-July-Aug) • No time limits
3	• Increase price in core for weekdays • All season
4	• Price periphery on weekends • No time limits

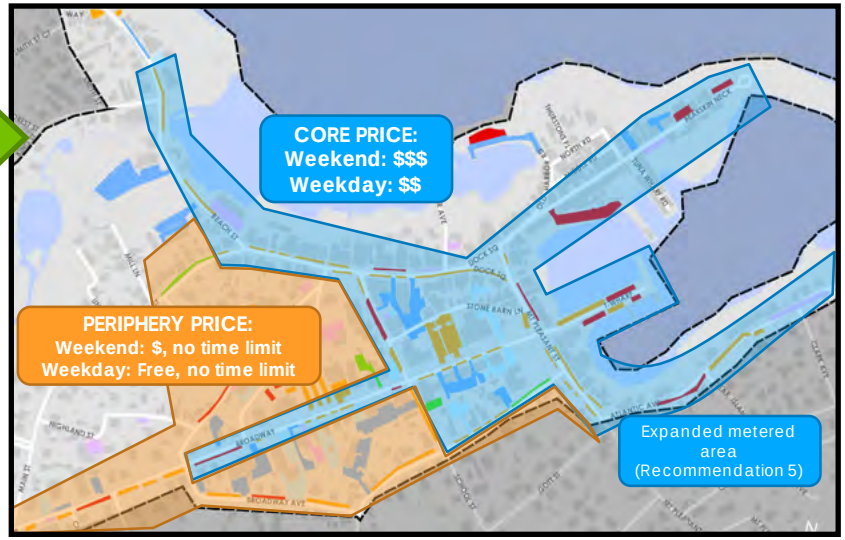
▲ This phasing plan presents an approach to adjusting price to match demand in Downtown. The Town may consider making these adjustments in a different order.

EXISTING



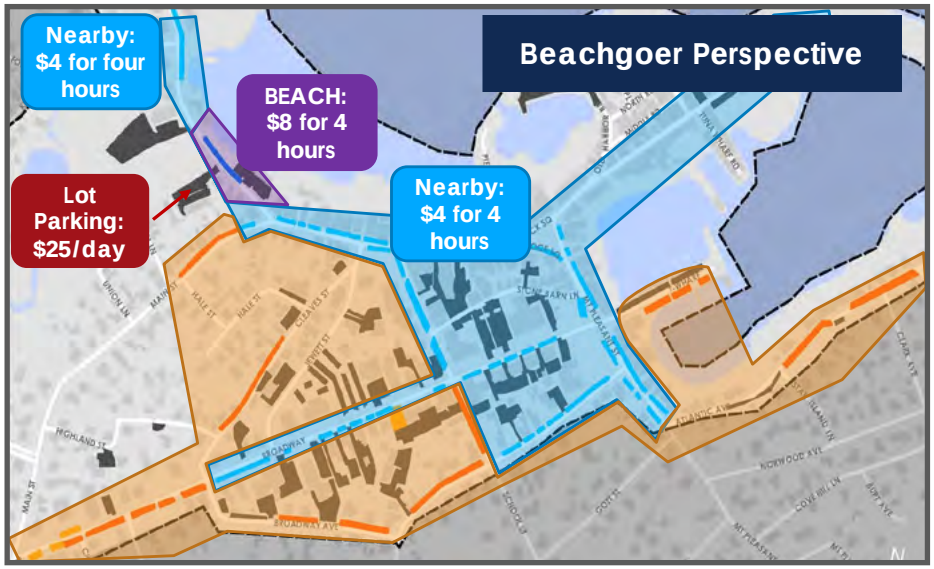
Current parking pricing does not reflect parking demand during peak season (peak weekend utilization shown)

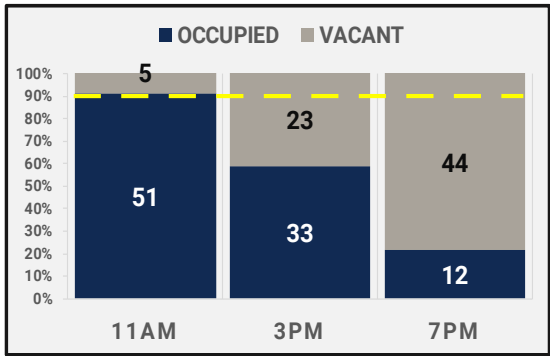
PROPOSED



The future pricing system can help alleviate the "parking crunch" experienced during the peak summer season (peak weekend utilization shown)

Informal beach parking for $25/day at the Peg Leg Inn lot





The Peg Leg Inn Lot is full during the day on weekends, supporting the idea hat people will pay more (even if up to $25/day) for convenience

2. EXPAND CAPE ANNE TRANSIT AUTHORITY (CATA) SHUTTLE SERVICE TO REMOTE PARKING AND ELIMINATE FARE

Improved CATA shuttle service will provide better access to parking in the periphery zone, the Park & Ride Lot at the Transfer Station and the MBTA Commuter Rail stop. Increasing the route loops and stops will encourage visitors to park in a lot further away, which will shift parkers from highly utilized lots in the Downtown core to larger lots like the Park & Ride lot.

Providing a free shuttle service also incents visitors to use the Park & Ride lot. To cover the loss of the shuttle fare revenue, the Town can use the new peak month net parking revenue of approximately $20,000 from raising the Downtown core parking prices (as seen in Recommendation 1).

RECOMMENDED CATA ROUTES

Two shuttle routes can run on a loop to access the beaches, MBTA Station, Park & Ride lot, and Downtown businesses.

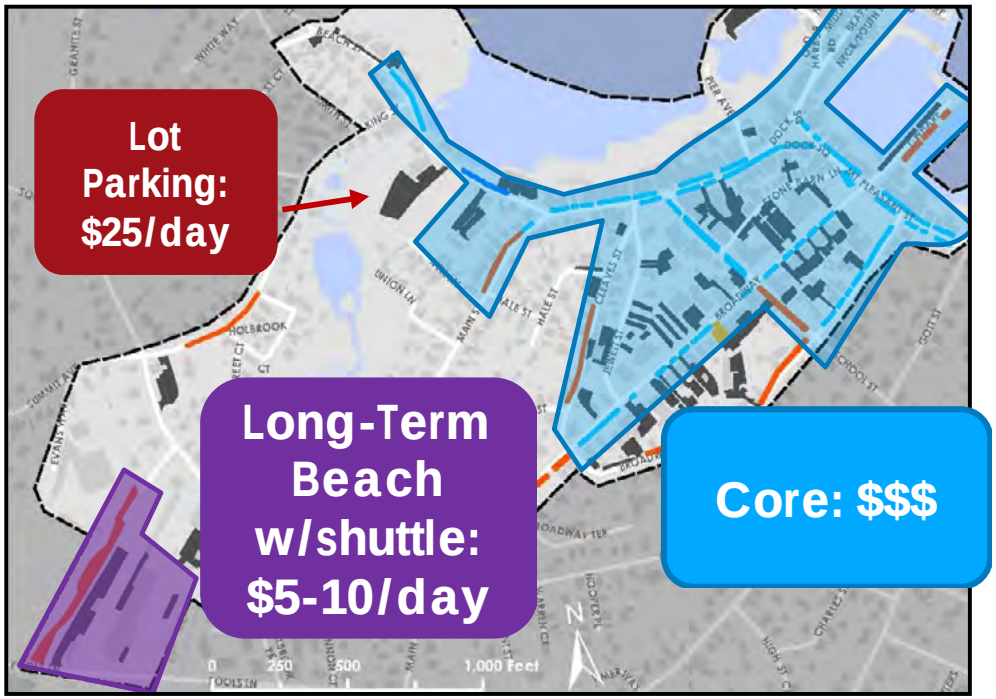
The CATA shuttle that currently runs through Downtown Rockport

3. INVEST IN MBTA AREA LOTS FOR BEACH PARKING AND DOWNTOWN EMPLOYEES

Incenting long-term parkers out of the Downtown core will help to alleviate parking congestion and give short-term parkers such as cusomers and visitors the opportunity to park closer to their destination. To attain this, the Town should explore using the MBTA and Park & Ride lots as remote parking for beachgoers and Downtown employees.

Pursuing shared parking agreements between the Town, business owners, and MBTA can be a way to open up underutilized parking in the Park & Ride lots to the public. In particular, the MBTA and Peg Leg Inn lots can be used as long-term beach parking facilities that charge approximately $5-10/day and give parkers the ability to access Downtown through the shuttle service.

To incentivize participation in shared parking agreements, the Town can provide in-kind services, such as plowing, maintenance, improved walking connections to Downtown and signage in exchange for property owners allowing the public to use their parking. Including a revenue sharing agreement also acts as an incentive for owners to give the public access to their parking facilities, especially during the peak season.



Surface lots in the MBTA Commuter Rail stop area can serve as parking for long-term beachgoers and Downtown visitors who will walk farther from their destination for a lower price to park

4. IMPLEMENT A RESIDENTIAL "SUPER PERMIT"

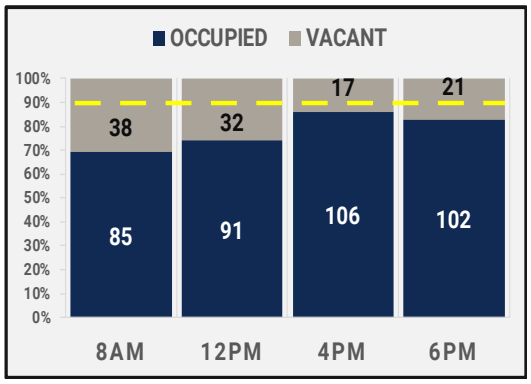
Providing residents with a "super permit" that allows them privileges to parking in particular areas such as Broadway and School Street will give the Town the ability to allow residents to run errands, access Downtown, and potentially reduce the number of resident-only parking spaces in the Downtown core area. Targeted lots that currently house resident area parking and experience high utilization levels during the week and weekend include spaces within the T-Wharf, the Town Hall lot, Bradley Wharf, and the Old Harbor Road lot.

The super permit can include the following benefits:

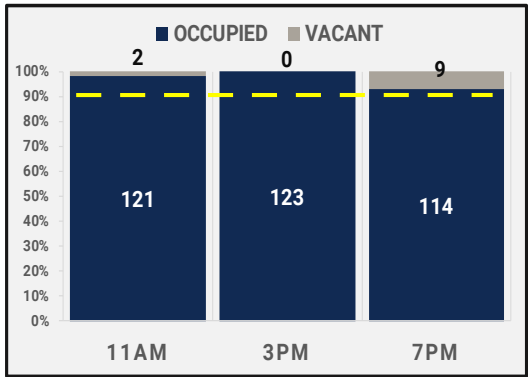
- Access to specific streets: periphery area / near town hall
- 2 hours free at meters
- Easy kiosk payment methods though the use of a super permit personal code

The surface lots outlined above are for resident sticker parkers only. These lots are located in popular areas, which when full, push Downtown visitors out of prime parking locations

WEEKDAY



WEEKEND



The current resident only surface lots (as outlined in the graphic above) show high utilization rates during both the weekday and weekend

5. EXPAND METERED PARKING ZONE

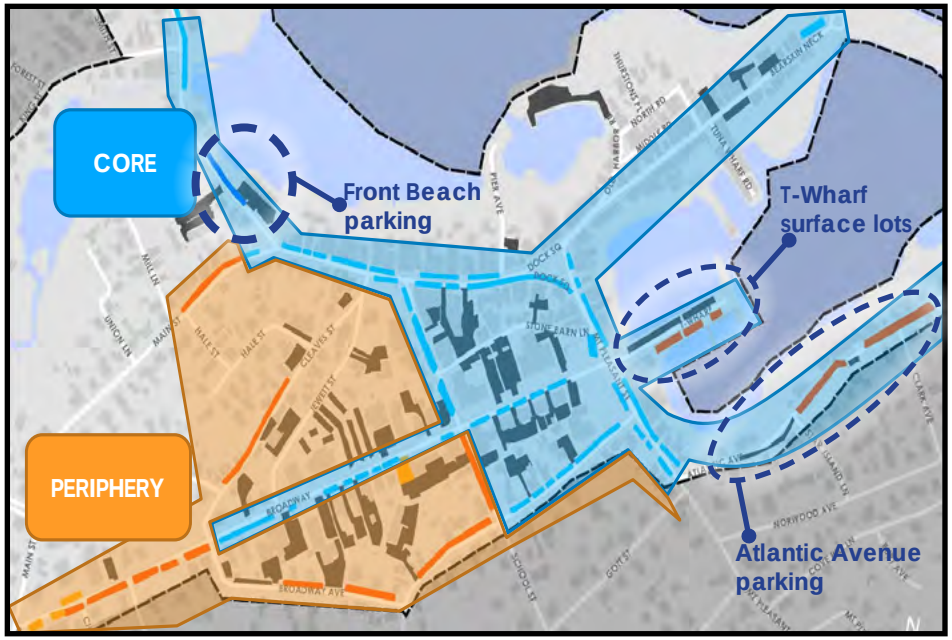
T Wharf and Atlantic Avenue both experience high levels of parking demand and congestion. It is recommended that the metered area is expanded to include these areas to help reduce pressure for limited spaces.

The plan recommends expanding the existing metered zone to include:

- On-street spaces on Atlantic Avenue
- Surface lots on T-Wharf
- Streamline Front Beach parking into core zone

EXISTING METERED ZONE

PROPOSED METERED ZONE

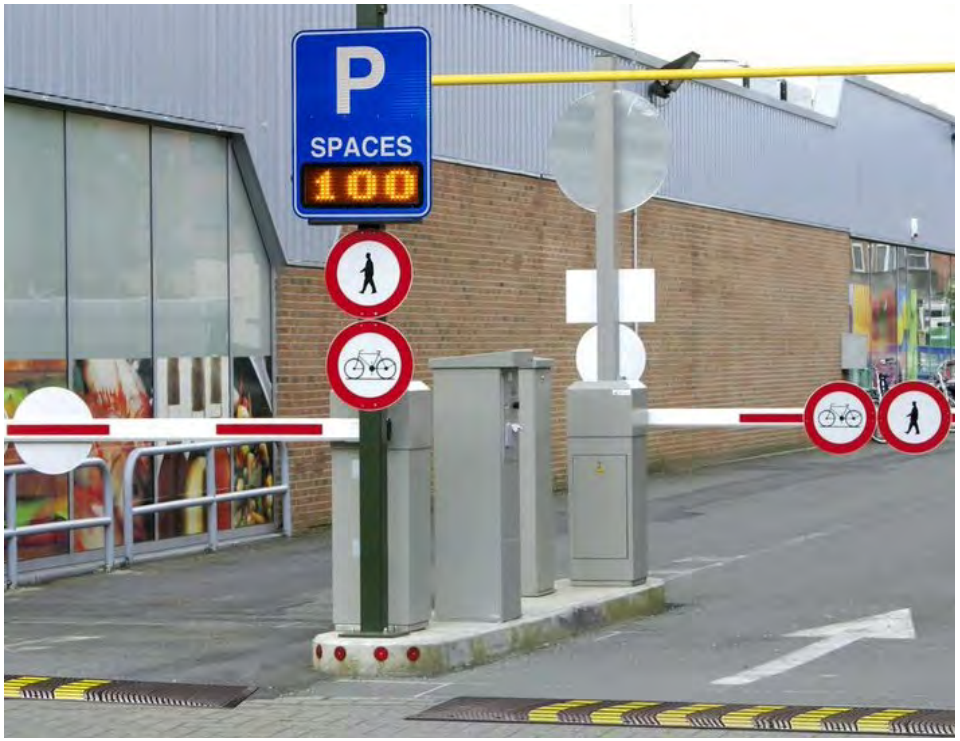


6. UPGRADE AND PROMOTE THE PARK & RIDE LOT FOR DOWNTOWN VISITORS

Improving infrastructure at key public lots incentivizes Downtown Rockport visitors to park in off-street spaces as opposed to crowding on-street parking resources. Providing the public with a safe and upgraded public parking lot will help foster a park once environment in the study area, which encourages people to travel between destinations on foot instead of making multiple trips by car.

Investments in the Park & Ride Lot might include:

- Improved landscaping and fencing
- Permanent, real-time availability signage (When lot is closed, display “CLOSED”)
- Upgrading sidewalk infrastructure
- Increased shuttle hours for employee parking
- Creating a safe shuttle center stop for CATA riders where real-time shuttle information is displayed
- Bikeshare accommodations and bicycle accommodations



▲ Estimated cost of a real time parking sign is approximately $15,000 *(Source: Parking Logix India: https://twitter.com/Parkinglogix_in/status/844107997441921025)*

7. ENHANCE SIGNAGE AND WAYFINDING

Many Public Open House participants ranked wayfinding and signage as a high priority improvement. Creating signage with clear guidance for patrons unfamiliar with the area will help to create a visitor-friendly environment.

Wayfinding signage should highlight on and off-street parking options. The signage should clearly indicate where the public is allowed to park. Additionally, wayfinding signage should:

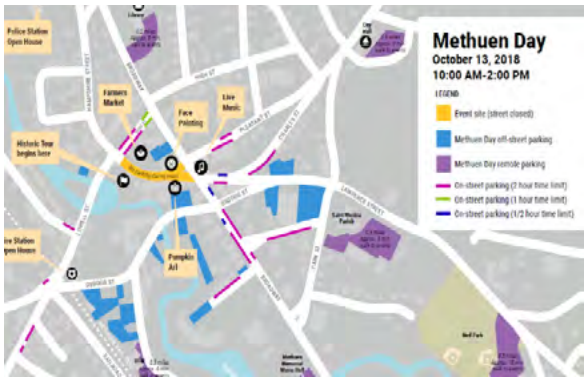
- Define clear parking rules
- Identify public parking, including free and long-term parking (both on-and off-street, especially unregulated spaces)
- Identify major points of interest
- Guide people walking to destinations Downtown – and importantly back to parking locations

The Town should use wayfinding and signage to:

- Intercept vehicle traffic before it reaches Downtown
- Direct people to different locations Downtown
- Provide estimated walk times
- Help customers return to their vehicles
- Implement a voluntary program for business owners where the Town covers payment and installation of private parking lot signage along public sidewalks
- Work with private landowners to create standardized signage. The Town can offer this as a voluntary program, which will help private landowners who otherwise may not be able to place signs on the sidewalk or public way.
- Direct parkers to parking that is less easy to find and at a distance from Downtown destinations
- The Town should also publish a user-friendly parking map on the Town website to describe available parking resources and help visitors easily find the right parking.

Free parking wayfinding sign in Woodstock, VT that helps visitors hunting for parking find the remote but cheaper option. *Source: Google Maps*

Customer parking sign concept design that clearly exhibits parking facilities for visitors



Created for a Downtown "Methuen Day" in Methuen, MA, this parking map clearly delineates parking locations and regulations in a public-friendly format

8. USE PARKING BENEFIT DISTRICT FOR MULTIMODAL IMPROVEMENTS

Downtown Rockport's existing Parking Benefit District (PBD) gives the Town a head start on investing in the improvements described in this report. With a PBD it is also easier for stakeholders to see the benefits of increased parking rates which can be re-invested in public domain improvements.

Through enhanced PBD legislation, the Parking Committee can identify priority investments in Downtown including:

- Free shuttle to remote parking at the Park & Ride lot / increased shuttle hours
- Improved crosswalks, sidewalks, etc.
- Wayfinding and signage (real-time availability signs in remote parking lots)
- Additional multimodal improvements (such as better bicycle infrastructure)

▲ A PBD gives municipalities the opportunity to use parking revenue for community improvements

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DOWNTOWN PARKING STRATEGY RECOMMENDATIONS PRIORITIZATION PLAN

The table to the right summarizes recommendations in the short, medium, and long-term. The matrix also illustrates how each recommendation addresses the goals of the Downtown Rockport Parking Plan goals.

Impact on achieving goals

N/A = Does not meet this goal

○ = Low

◎ = Medium

● = High

	Goals Met		
	Implement a parking management strategy that will calm traffic and eliminate Downtown congestion	Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists	Better accommodate tourist parking demand during peak seasons
Manage areas of high demand with pricing (P)	●	◎	●
Expand Cape Anne Transit Authority (CATA) shuttle service to remote parking and eliminate fare (S)	●	●	◎
Enhance signage and wayfinding (W)	◎	●	○
Invest in outer area lots for beach parking and Downtown employees (B)	●	●	◎

Years 1-2	Years 2-4	Years 5+
P1. Establish an on-street availability goal of 85% through municipal code or other official means P2. Adjust core pricing, including "beach parking," to higher price. Consider raising the price on weekends only at first. P3. Absorb T-Wharf and Atlantic Ave parking into Core	P4. Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target P5. Consider pricing periphery area on weekends. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing) P6. Raise core pricing on both weekdays and weekends during peak season	P7. Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target P8. Price periphery area on both weekdays and weekends during peak season P9. Consider eliminating time limits and using price to control demand
S1. Make shuttle from Park & Ride lot fare-free to encourage use S2. Add signage at Dock Square stop to heighten visibility S3. Pending outcome of B1, below, work with CATA to implement shuttle route directly from beach parking to beach	S4. Continue shuttle routes to serve remote beach parking lot S5. Co-market shuttle from beach parking with MBTA Commuter Rail $10 weekend fares if possible	S6. Monitor and adjust
W1. Add shuttle signage at Dock Square to raise visibility W2. Pursue real-time availability signage for lot / Downtown parking W3. Continue to maintain "diamond" Downtown wayfinding program	W4. Implement real-time availability signage for lot / Downtown parking W5. Pursue real-time arrival information for shuttle at lot and Dock Square W6. Consider enhancing wayfinding signage to include walk times, esp. to remote parking options W7. Consider Town-wide (or Downtown-wide) wayfinding program	W8. Implement Town-wide wayfinding, including parking, cultural destinations, and shops. Signage should be for both people driving (directing to parking) and people walking.
B1. Work with private property owners near MBTA station to create revenue sharing agreement / beach parking. Charge approximately $10/day	B2. Monitor and adjust pricing as necessary B3. As utilization picks up, offer in-kind services (maintenance, striping, etc.) to private property owners	S1. Monitor and adjust

DOWNTOWN PARKING STRATEGY RECOMMENDATIONS PRIORITIZATION PLAN

Impact on achieving goals

N/A = Does not meet this goal

○ = Low

◎ = Medium

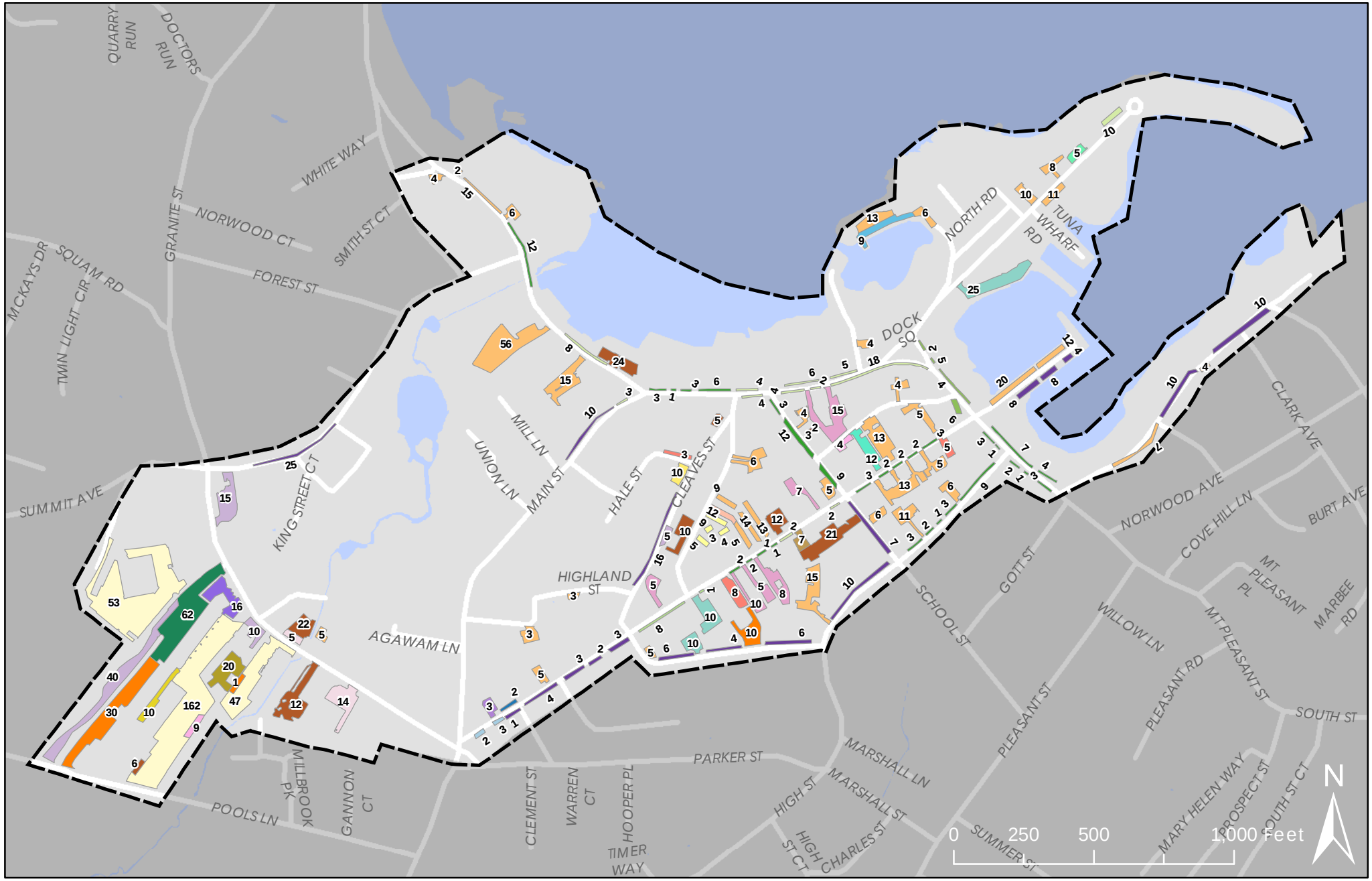
● = High

	Goals Met		
	Implement a parking management strategy that will calm traffic and eliminate Downtown congestion	Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists	Better accommodate tourist parking demand during peak seasons
Expand metered parking zone (M)	●	●	●
Implement a residential "super-permit" (R)	●	◎	●
Upgrade and promote the Park & Ride lot for Downtown visitors (A)	●	●	◎
Use Parking Benefit District for multimodal improvements (PB)	○	●	○

Years 1-2	Years 2-4	Years 5+
M1. Absorb T-Wharf and Atlantic Ave parking into Core M2. Monitor and adjust	M3. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing) M4. Monitor and adjust	M5. Monitor and adjust
R1. Determine with kiosk vendor if could issue code / use plates to allow residents to access discount parking R2. Convene resident groups to discuss potential "Residential Super Permit"	R3. Implement pilot "Super Permit" that allows residents to park for free for short periods of time (for example 2 hours) at kiosks/ meters (if technology allows). Weekdays only. R4. Monitor "resident only" lots in core for utilization R5. Continue meeting with resident advisory group	R6. If pilot is successful, open "resident only" lots in core to all R7. Consider extending "Super Permit" to weekends
A1. Make shuttle from Park & Ride lot fare-free to encourage use. Fund, if necessary, using surplus from new core pricing. A2. Add shuttle signage at Dock Square to raise visibility A3. Consider increasing shuttle hours for employee parking A4. Pursue real-time availability signage for lot / Downtown parking	A5. Implement real-time availability signage for lot / Downtown parking A6. Pursue real-time arrival information for shuttle at lot and Dock Square A7. Consider multi-modal improvements such as landscaping and/or additional bathrooms	R1. Monitor and adjust price as necessary
PB1. Consider using established PBD parking revenues to fund additional multimodal improvements, starting with shuttle to Park & Ride lot PB2. Develop prioritized list of potential multimodal improvements for PBD to fund	PB3. As revenues increase, use PBD funds to support improvements PB4. Advertise PBD on meters/kiosks - "Your Parking Dollars at Work" PB5. Consider meeting with Downtown merchants/residents to gather their input on PBD funding initiatives	PB6. As revenues increase, use PBD funds to support improvements

TECHNICAL APPENDICES

APPENDIX A | PARKING INVENTORY AND UTILIZATION MAPS



Rockport Town Center Parking Regulations

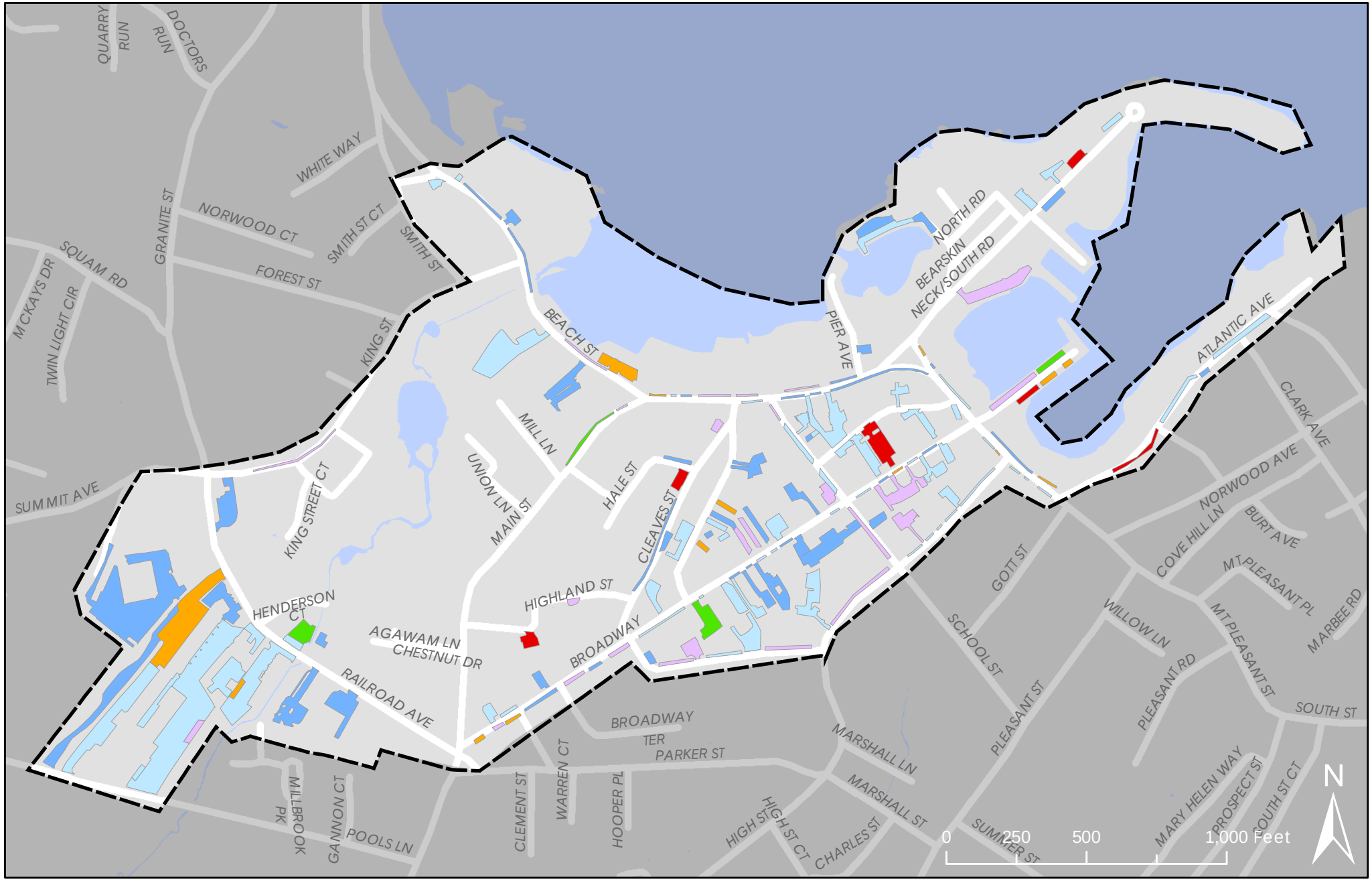
On-Street Regulations

- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Employee/Resident Parking
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour
- Residential Parking
- Town Hall Parking Only
- Unregulated

- Study Area

Off-Street Regulations

- 1 Hour Parking, Customers Only
- 10 Minute Parking
- 72 Hour Limit, No Public Parking, Resident Sticker Required
- Authorized Vehicles Only
- Boat Owners Parking
- Church Parking Only
- Commuter Rail Parking, 72 Hour Limit
- Customer Parking Only
- Customer/Employee Parking Only
- Employee Parking Only
- Hotel Guests Only
- Library Parking Only
- Loading Zone
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Private Parking
- Reserved Parking
- Residential Parking
- Unregulated
- Unregulated, No Overnight Parking
- Unregulated, No Parking After 9 AM



Rockport Town Center Parking Utilization

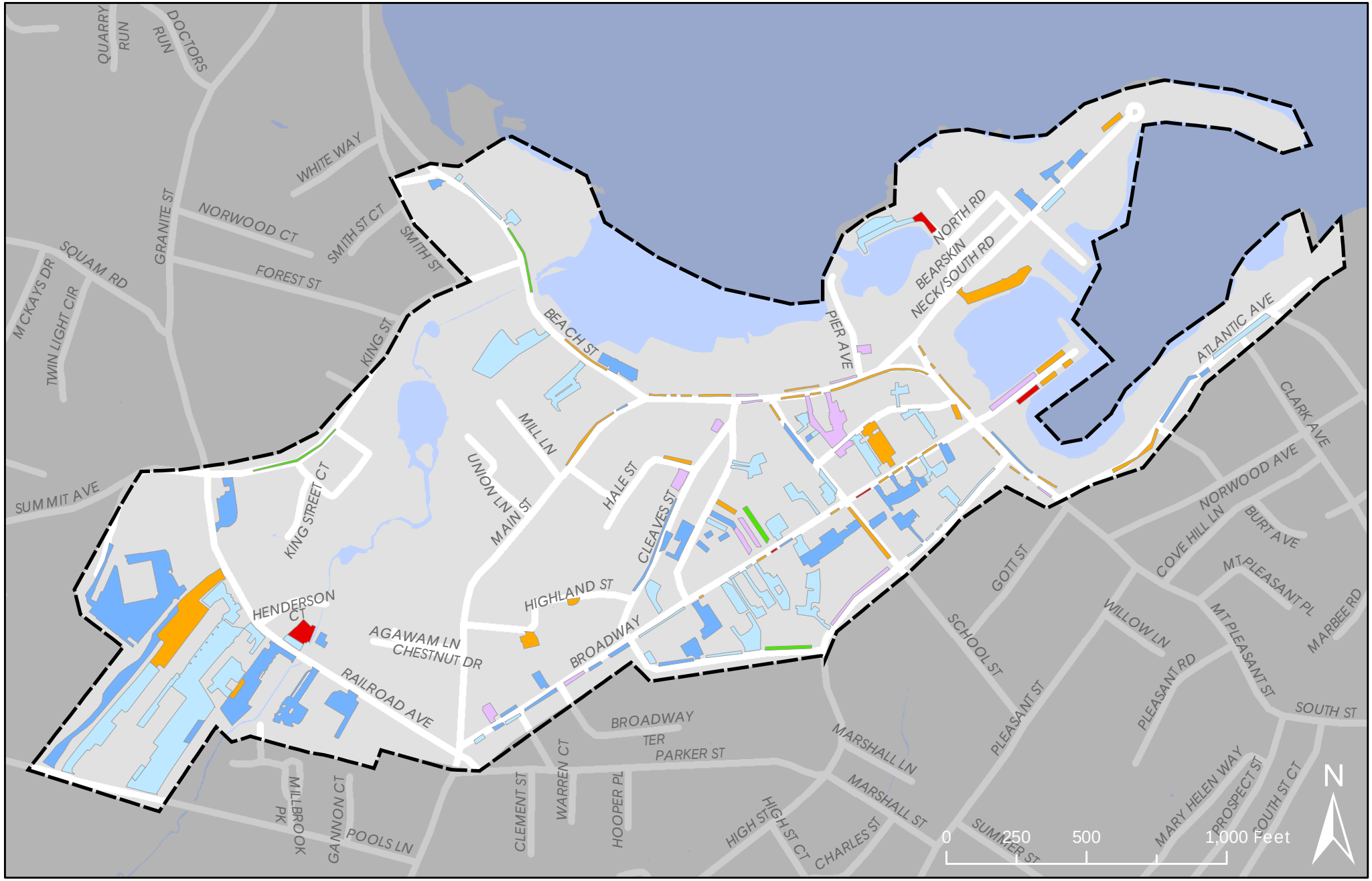
Weekday Morning

Data Collected:
August, 2018
8:00 AM

Study Area

Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +



Rockport Town Center Parking Utilization

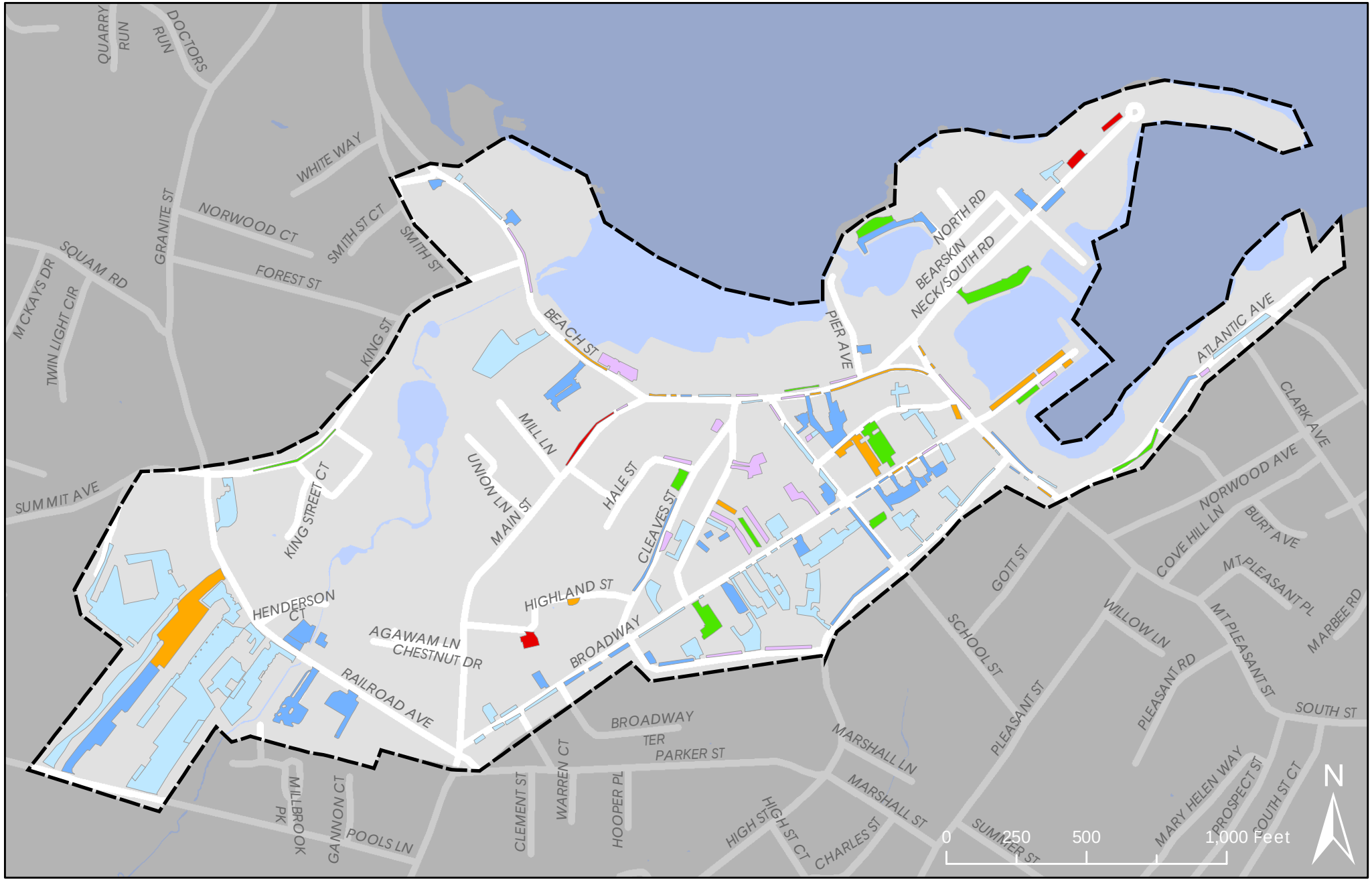
Weekday Afternoon

Data Collected:
August, 2018
12:00 PM

Study Area

Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +



Rockport Town Center Parking Utilization

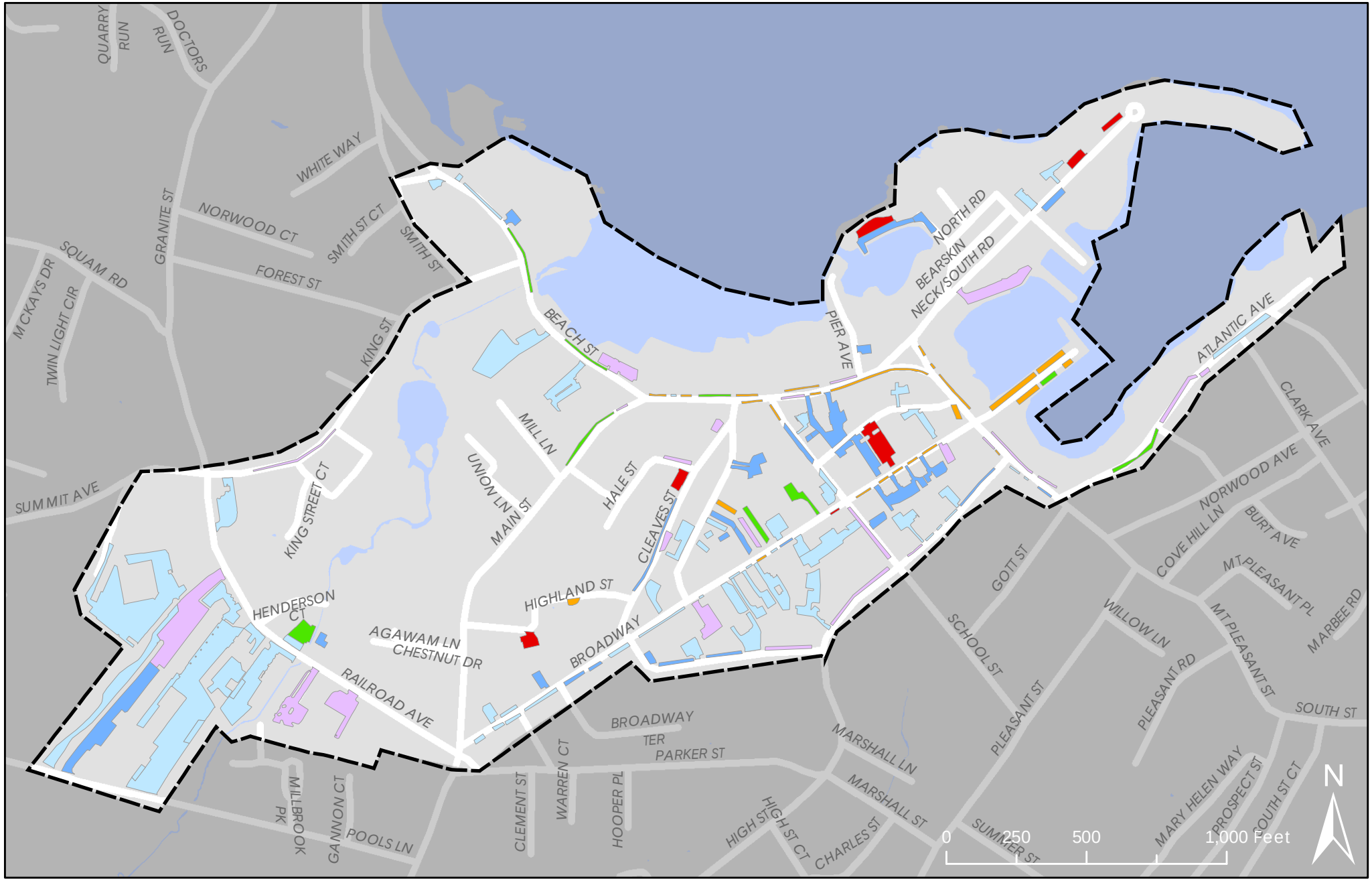
Weekday Afternoon

Data Collected:
August, 2018
4:00 PM

Study Area

Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +



Rockport Town Center Parking Utilization

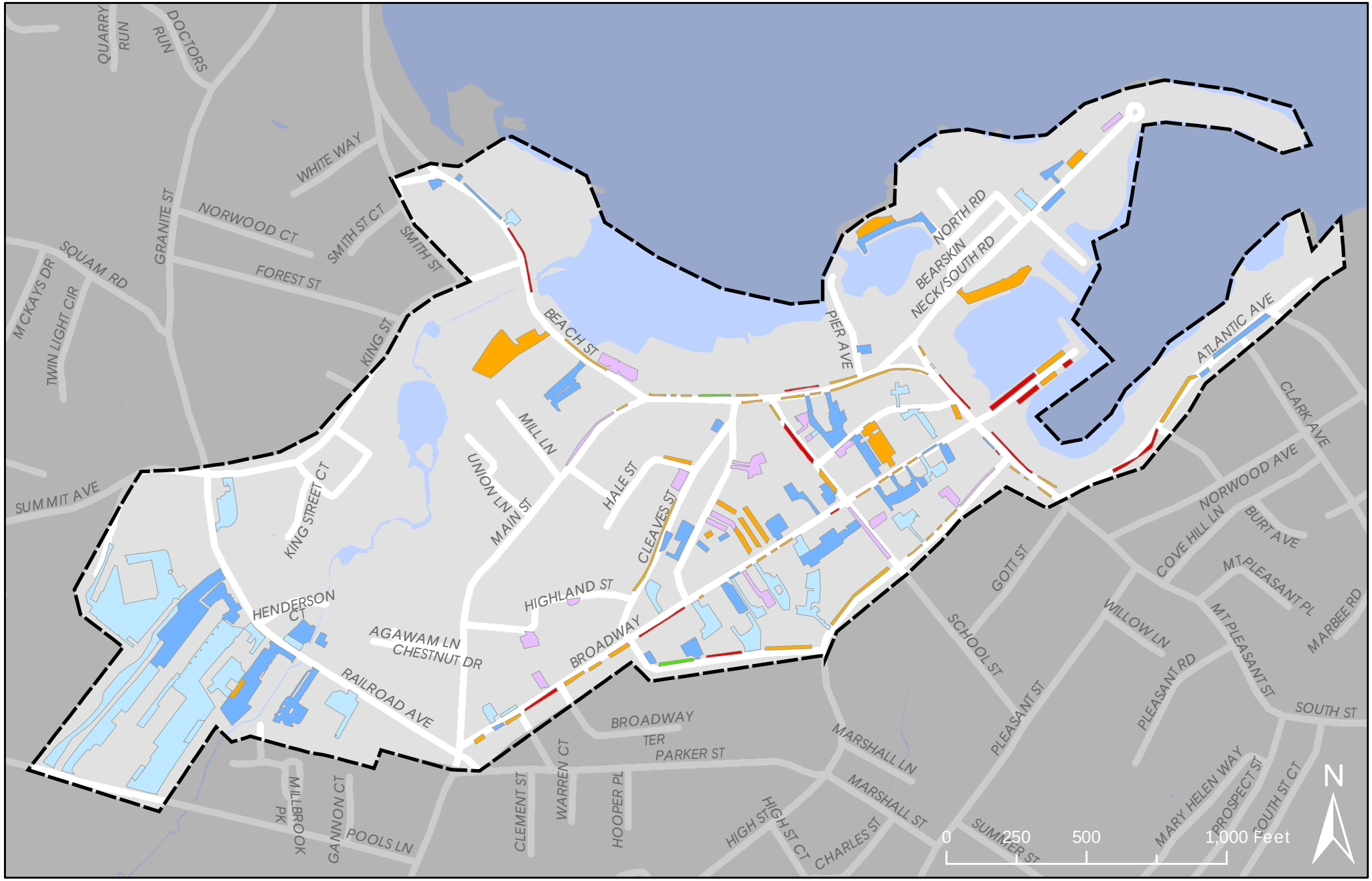
Weekday Evening

Data Collected:
August, 2018
6:00 PM

Study Area

Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +



Rockport Town Center Parking Utilization

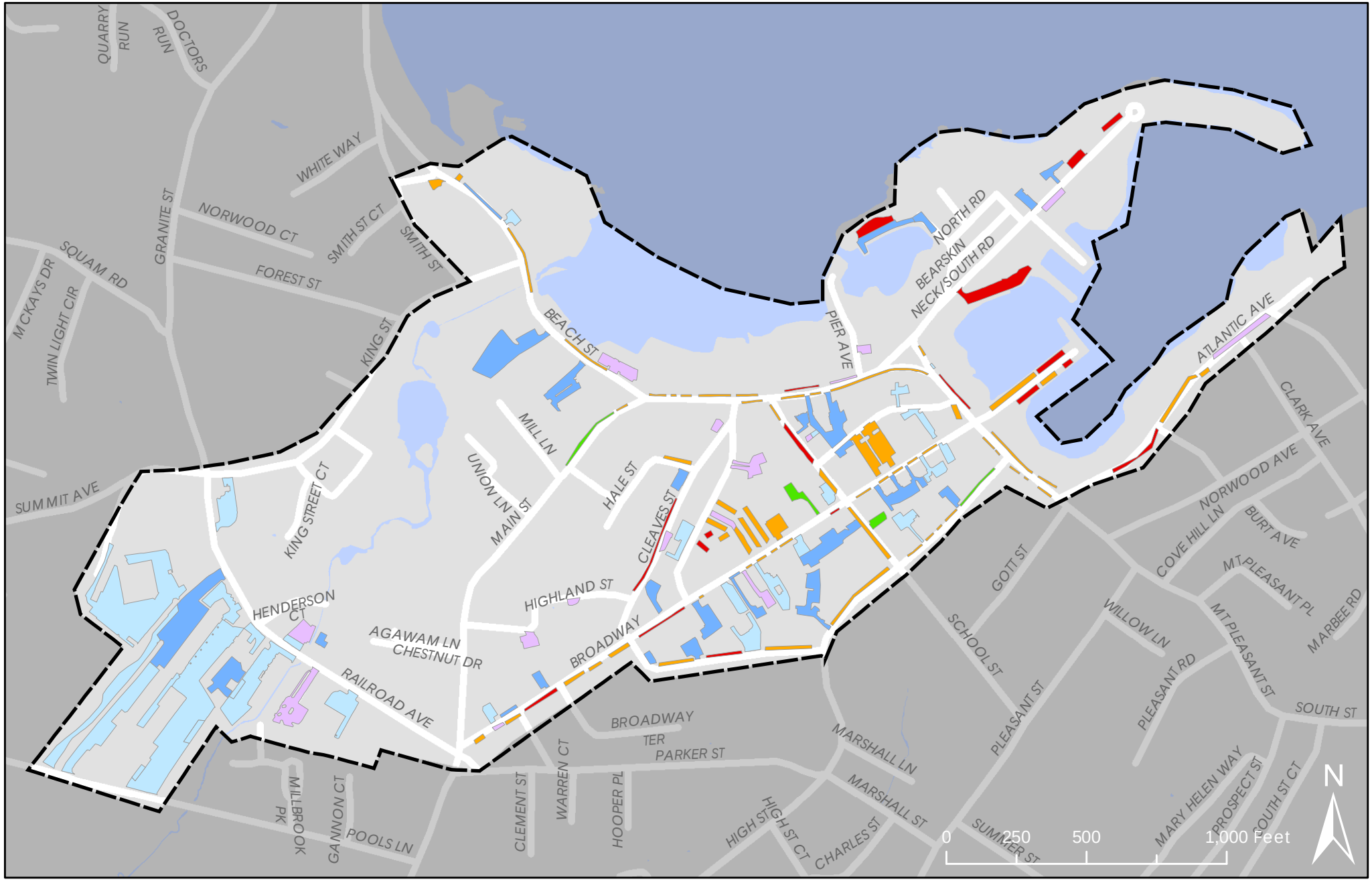
Weekend Morning

Data Collected:
August, 2018
11:00 AM

Study Area

Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +



Rockport Town Center Parking Utilization

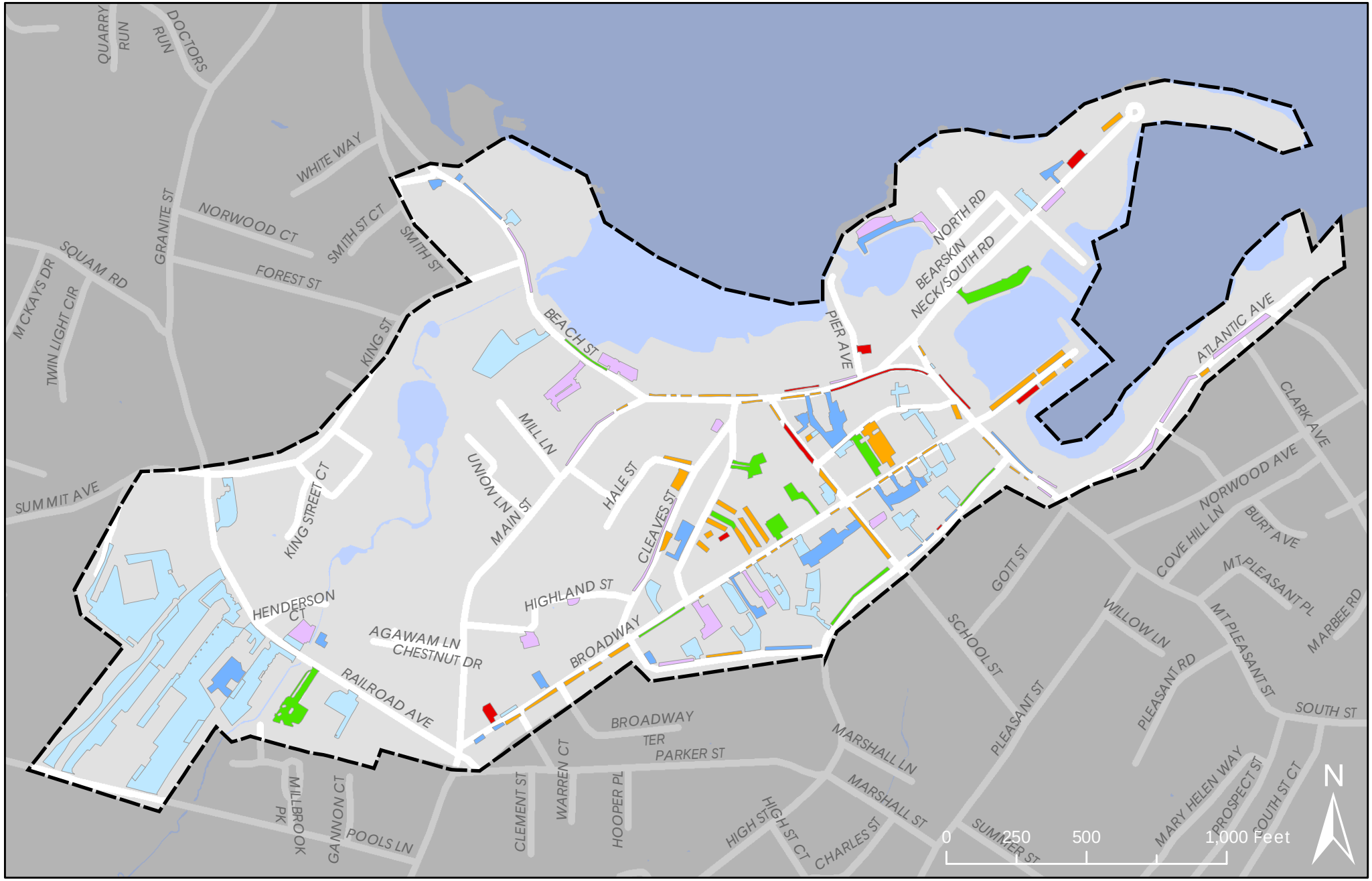
Weekend Afternoon

Data Collected:
August, 2018
3:00 PM

Study Area

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +



Rockport Town Center Parking Utilization

Weekend Evening

Data Collected:
August, 2018
7:00 PM

Study Area

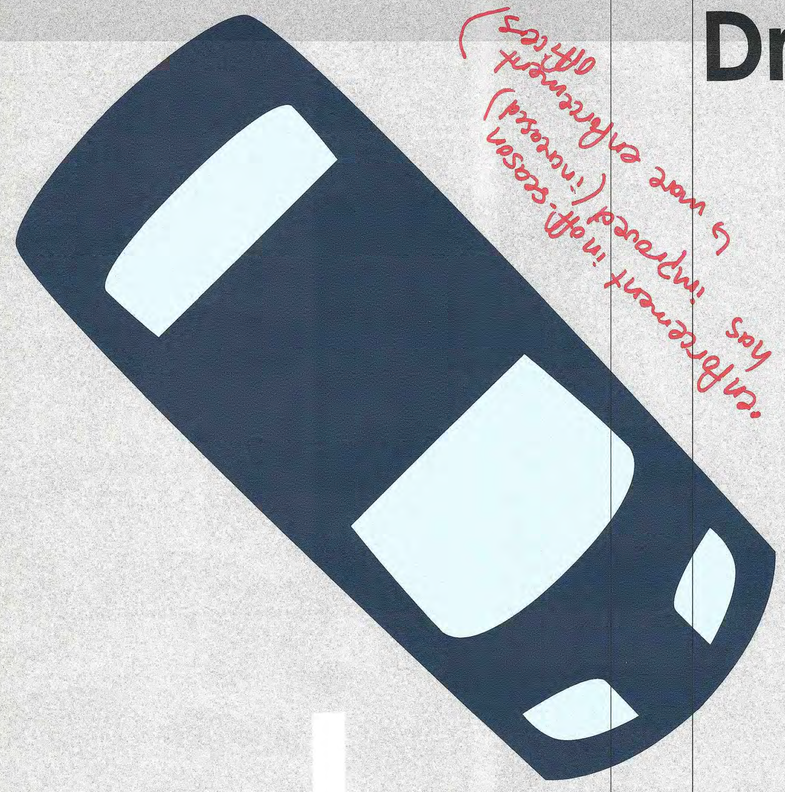
Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +

APPENDIX B | PARKING PRIORITY EXERCISE

Draft

WHAT ARE YOUR TOP **PARKING PRIORITIES** IN ROCKPORT?



I WOULD LIKE IT TO BE EASIER TO USE PARKING PAYMENT TECHNOLOGY

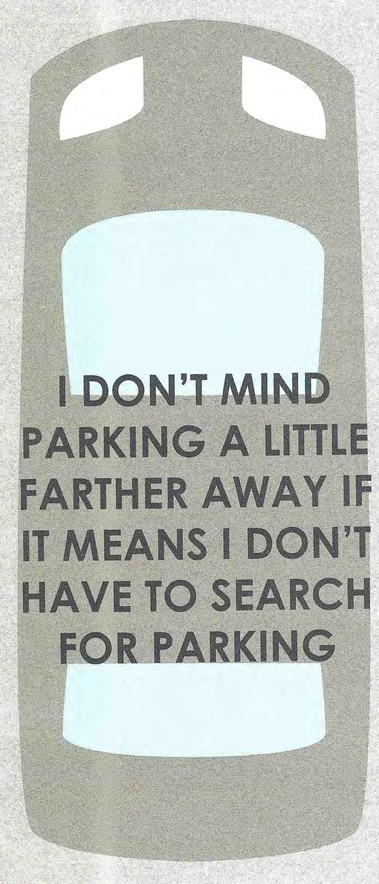
I WOULD LIKE CLEARER INFORMATION ON PARKING IN DOWNTOWN

I WOULD LIKE BETTER ACCESS TO PARKING IN THE DOWNTOWN AREA

I WOULD LIKE TO PARK ONCE AND WALK TO ALL OF MY DESTINATIONS

I WOULD LIKE MORE BICYCLE ACCOMMODATIONS IN THE DOWNTOWN AREA

I WOULD LIKE TO SEE MORE WAYFINDING SIGNAGE IN THE DOWNTOWN AREA



I DON'T MIND PARKING A LITTLE FARTHER AWAY IF IT MEANS I DON'T HAVE TO SEARCH FOR PARKING

WHAT ARE WE MISSING?
WRITE YOUR IDEA HERE!

an app showing available parking

Please place stickers in the parking spots to indicate your top parking priorities.

TOWN OF ROCKPORT
DOWNTOWN
PARKING PLAN

TOWN OF ROCKPORT MASSACHUSETTS INCORPORATED FEB. 27. 1840.

APPENDIX C | PUBLIC OUTREACH MAPS

DRAFT

Downtown Parking Plan

MAP

PARKING INVENTORY

Rockport Parking Inventory

- Study Area

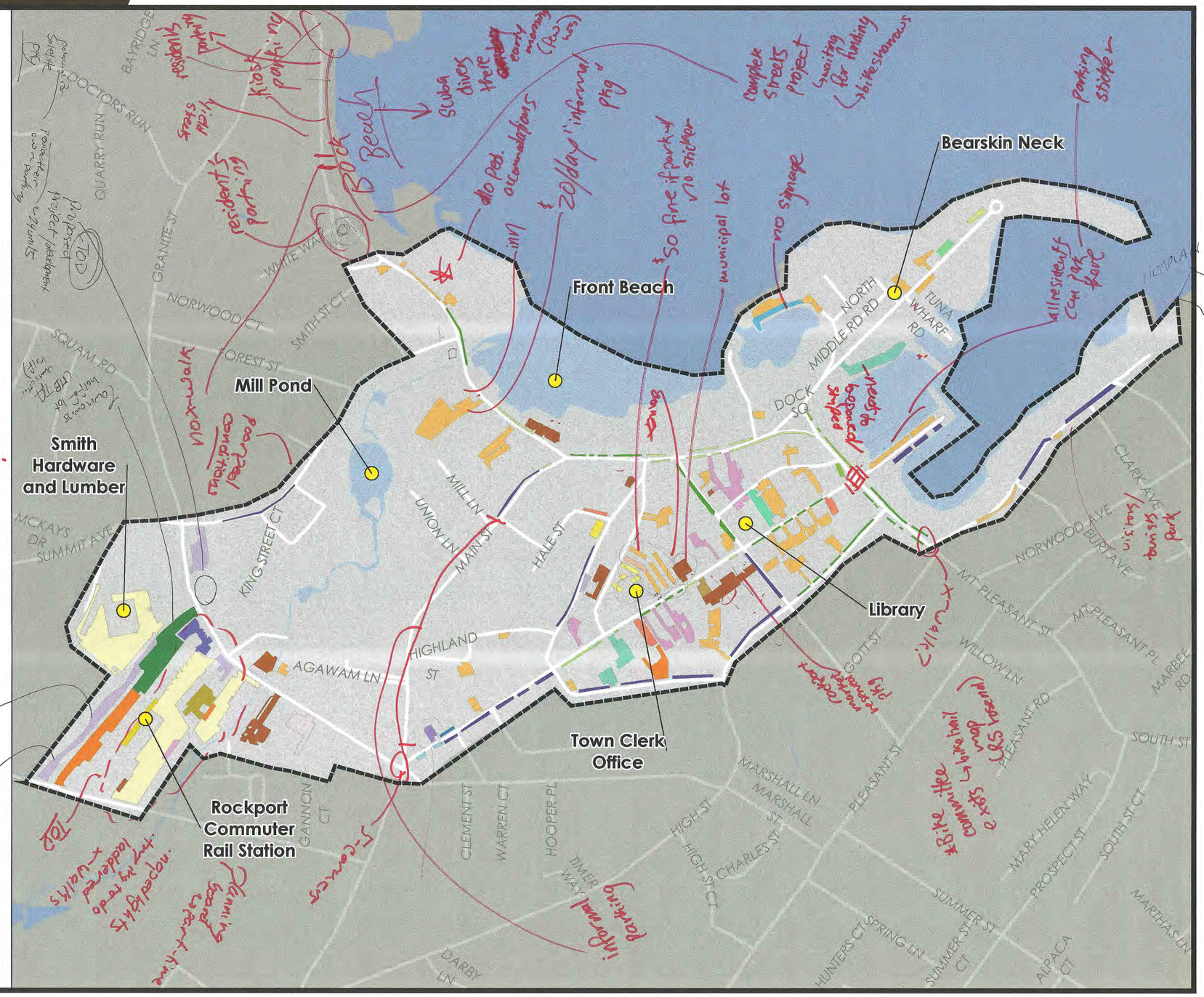
On-Street Regulations

- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Employee/Resident Parking
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour
- Residential Parking
- Town Hall Parking Only
- Unregulated

Off-Street Regulations

- 1 Hour Parking, Customers Only
- 10 Minute Parking
- 72 Hour Limit, No Public Parking, Resident Sticker Required
- Authorized Vehicles Only
- Boat Owners Parking
- Church Parking Only
- Commuter Rail Parking, 72 Hour Limit
- Customer Parking Only
- Customer/Employee Parking Only
- Employee Parking Only
- Hotel Guests Only
- Library Parking Only
- Loading Zone
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Private Parking
- Reserved Parking
- Residential Parking
- Unregulated
- Unregulated, No Overnight Parking
- Unregulated, No Parking After 9 AM

0 200 400 800 Feet



TOWN OF ROCKPORT
DOWNTOWN PARKING PLAN

Please use a marker to note issues and opportunities connected with the parking system and areas for improvement.

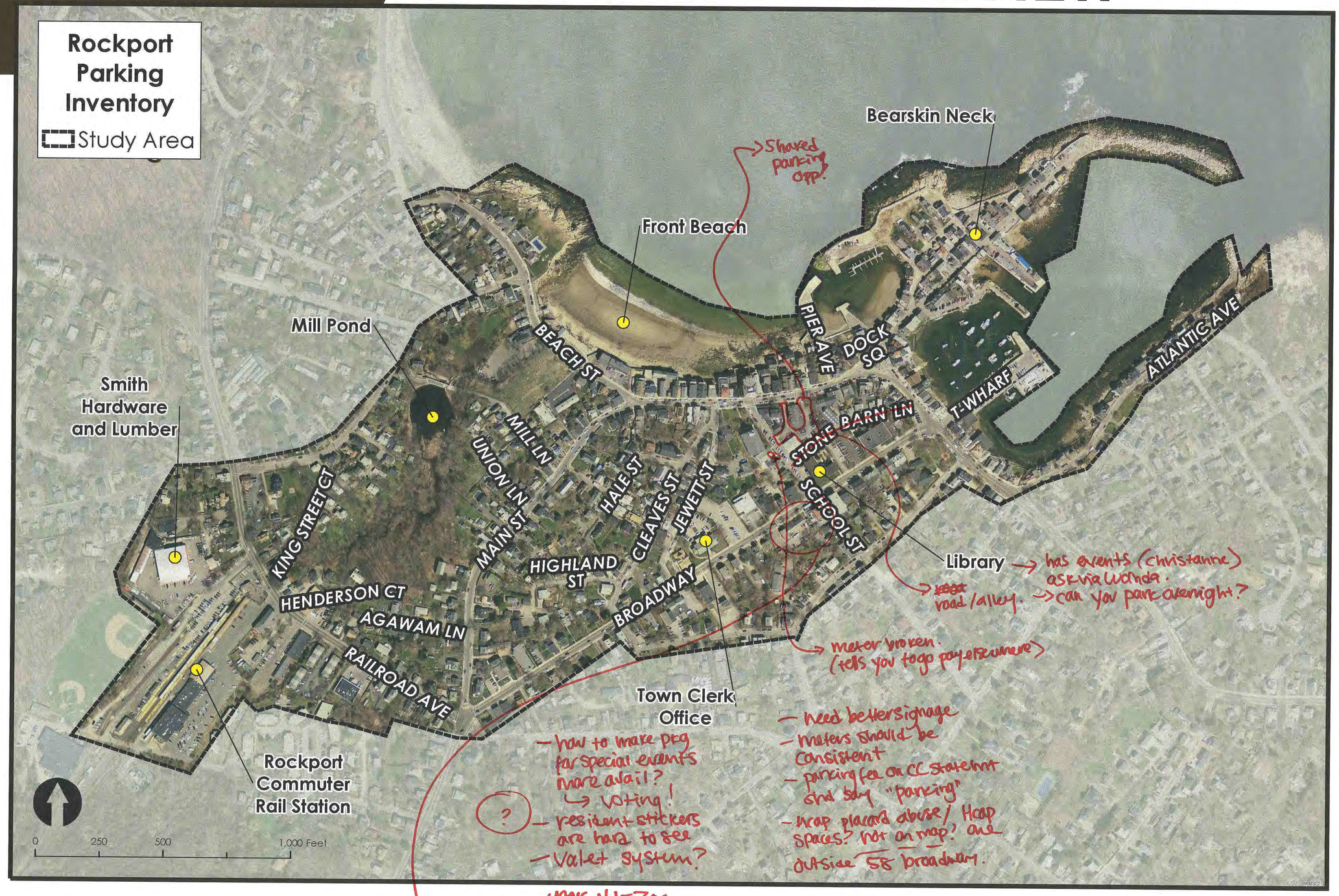
Examples include issues with time limits, difficulty finding a space, walking, lighting challenges, poor signage.

Stantec

DRAFT

Downtown Parking Plan

MAP STUDY AREA OVERVIEW



TOWN OF ROCKPORT
DOWNTOWN PARKING PLAN

Please use a marker to note issues and opportunities connected with the parking system and areas for improvement.

Examples include issues with time limits, difficulty finding a space, walking, lighting challenges, poor signage.

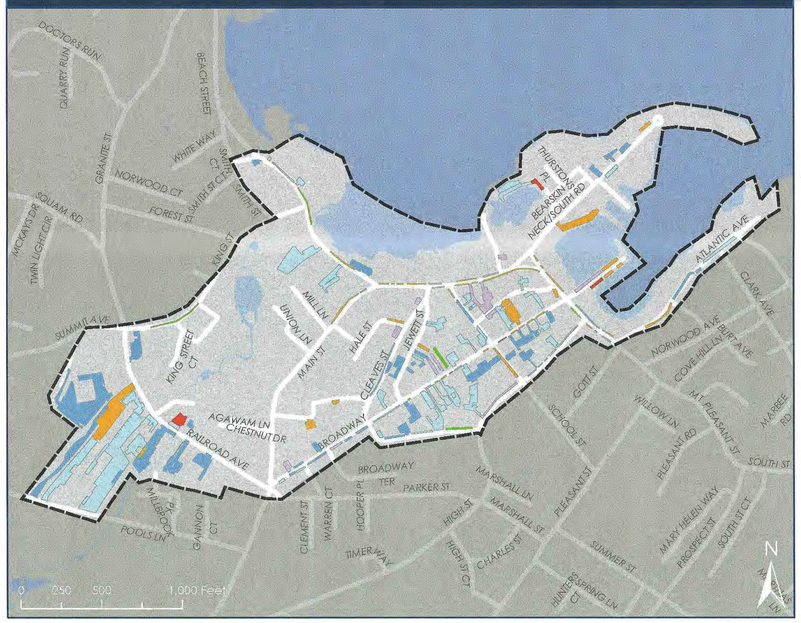
Stantec

DOWNTOWN PARKING PLAN

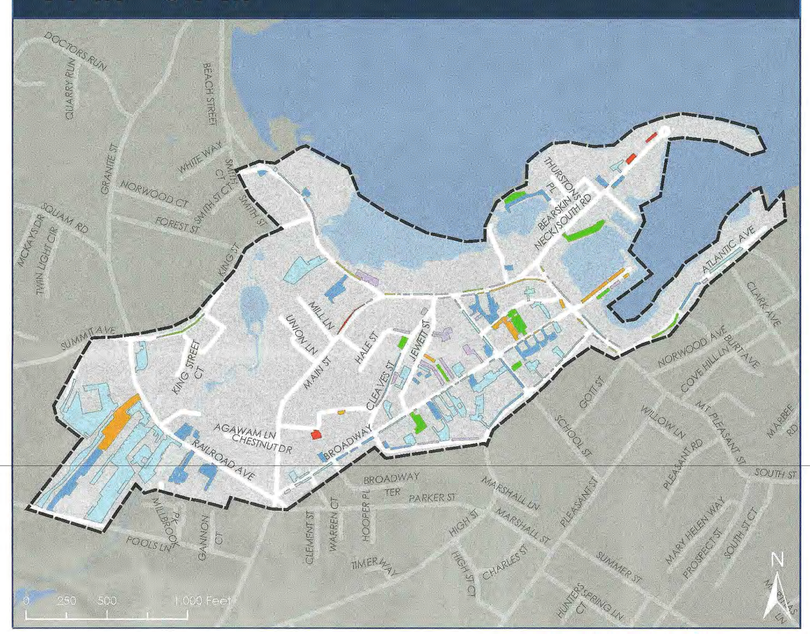
WEEKDAY PARKING UTILIZATION

8 AM - 10 AM

12 PM - 2 PM

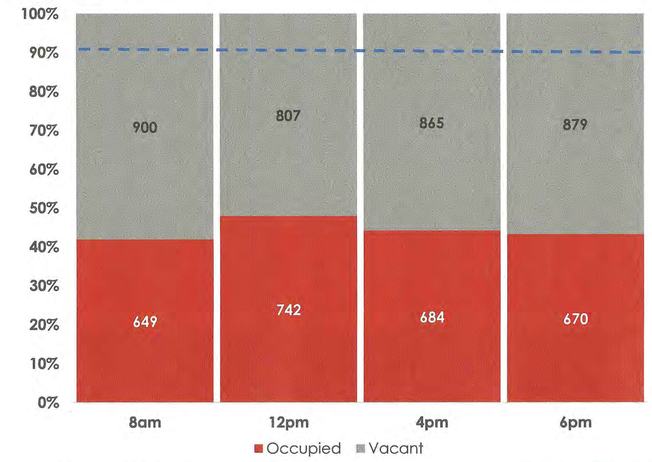


4 PM - 6 PM



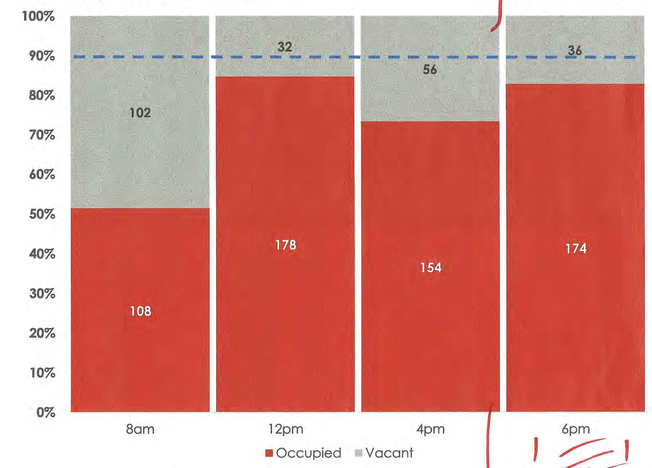
6 PM - 8 PM

Full Study Area



On-Street "Downtown Core"

meters off



Parking Utilization

0% - 30%	80% - 90%
30% - 60%	90% - 100%
60% - 80%	100% +

Data Collected Summer 2018

DRAFT

→ advertise park + ride lot by address: 7 bluegate lane.
→ enhancements to park + ride to make it more appealing?

→ pay by phone?
→ parking lots on waze app? Rockport Inn guesses what to town

→ bikeshare?
↔ bike committee has made a map of safe biking
→ diamond wayfinding map @ train station

Stantec | TOWN OF ROCKPORT | DOWNTOWN PARKING PLAN

APPENDIX D | STAKEHOLDER MEETING PRESENTATION

Town of Rockport

DOWNTOWN ROCKPORT PARKING PLAN

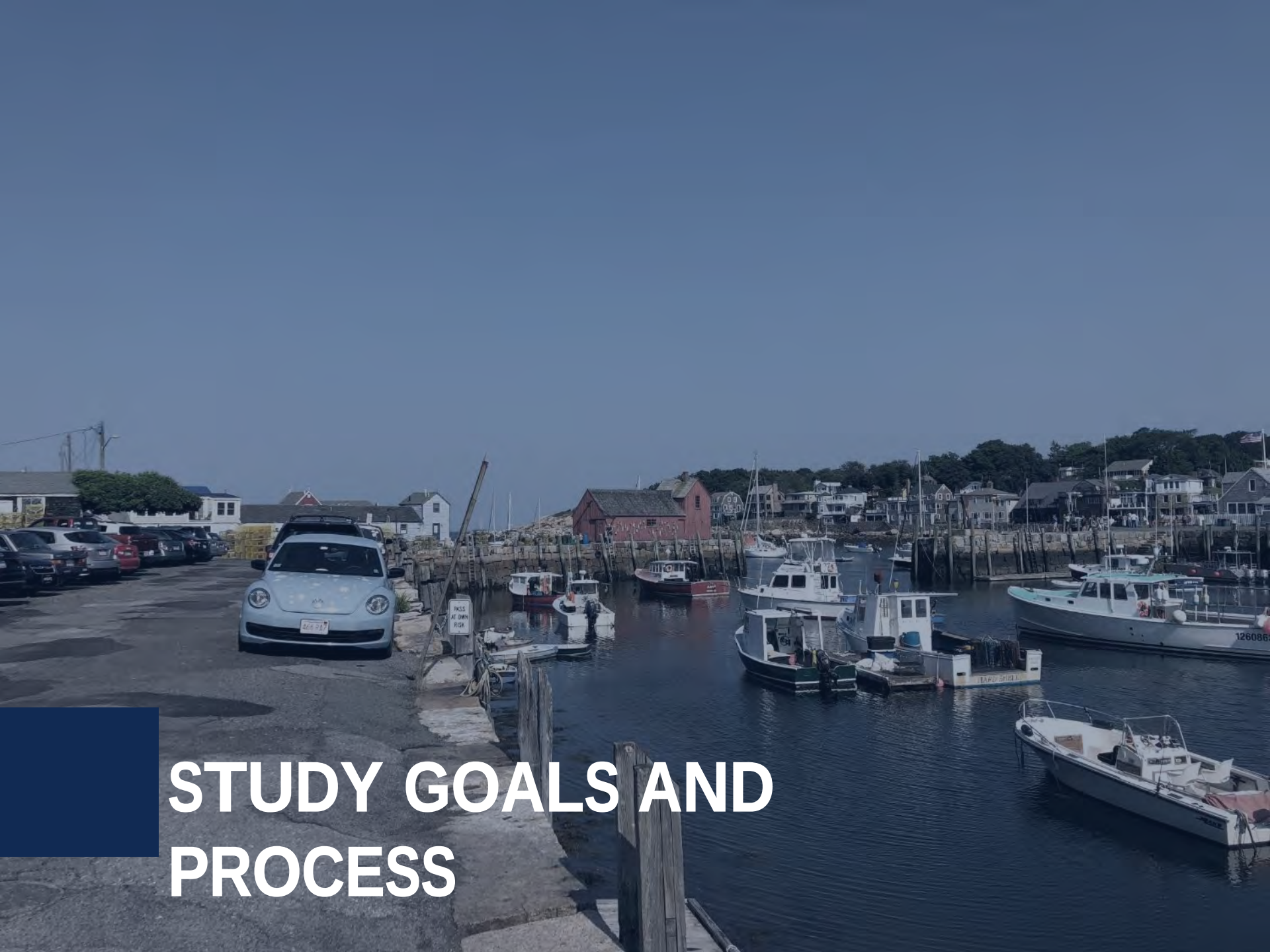
DRAFT STRATEGIES

December 12, 2018

Stantec

AGENDA

- Introductions
- Study Goals & Process
- Parking Inventory
- Parking Utilization
- Public Outreach
- Multimodal Conditions
- Parking Activity Evaluation
- Recommendations



STUDY GOALS AND PROCESS

STUDY GOALS AND PROCESS

- **Implement a parking management strategy that will calm traffic and alleviate downtown congestion**

- **Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists**

- **Better accommodate tourist parking demand during peak seasons**

STUDY PROCESS

Parking Inventory

Parking Utilization

Public Outreach

Draft Strategies

Final Report & Presentation

Summer 2018 — Fall 2018 — Winter 2018

PARKING INVENTORY

PARKING INVENTORY: CATEGORIZATION

Recorded and analyzed from the perspective of a "visitor"

Examples:

REGULATION	DEFINITION
10 Minute Parking	"10 minute parking only" signage
Customer/Employee Parking Only	"Customer & employee parking only" signage
Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	Paid space (kiosk for payment) with price & time limits
Private Parking	"Private parking" signage
Reserved Parking	"Private parking", or "Reserved parking" or signage
Unregulated	No regulation or signage (visitor unclear if parking is public)

PARKING INVENTORY

On-Street Regulations

- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour
- Residential Parking
- Unregulated

Off-Street Regulations

- 1 Hour Parking, Customers Only
- 10 Minute Parking
- 72 Hour Limit, No Public Parking, Resident Sticker Required
- Authorized Vehicles Only
- Boat Owners Parking
- Church Parking Only
- Commuter Rail Parking, 72 Hour Limit
- Customer Parking Only
- Customer/Employee Parking Only
- Employee Parking Only
- Employee/Resident Parking
- Hotel Guests Only
- Library Parking Only
- Loading Zone
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Private Parking
- Reserved Parking
- Residential Parking
- Town Hall Parking Only
- Unregulated
- Unregulated, No Overnight Parking
- Unregulated, No Parking After 9 AM

PARKING INVENTORY: DOWNTOWN CORE

On-Street Regulations

- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
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- 10 Minute Parking
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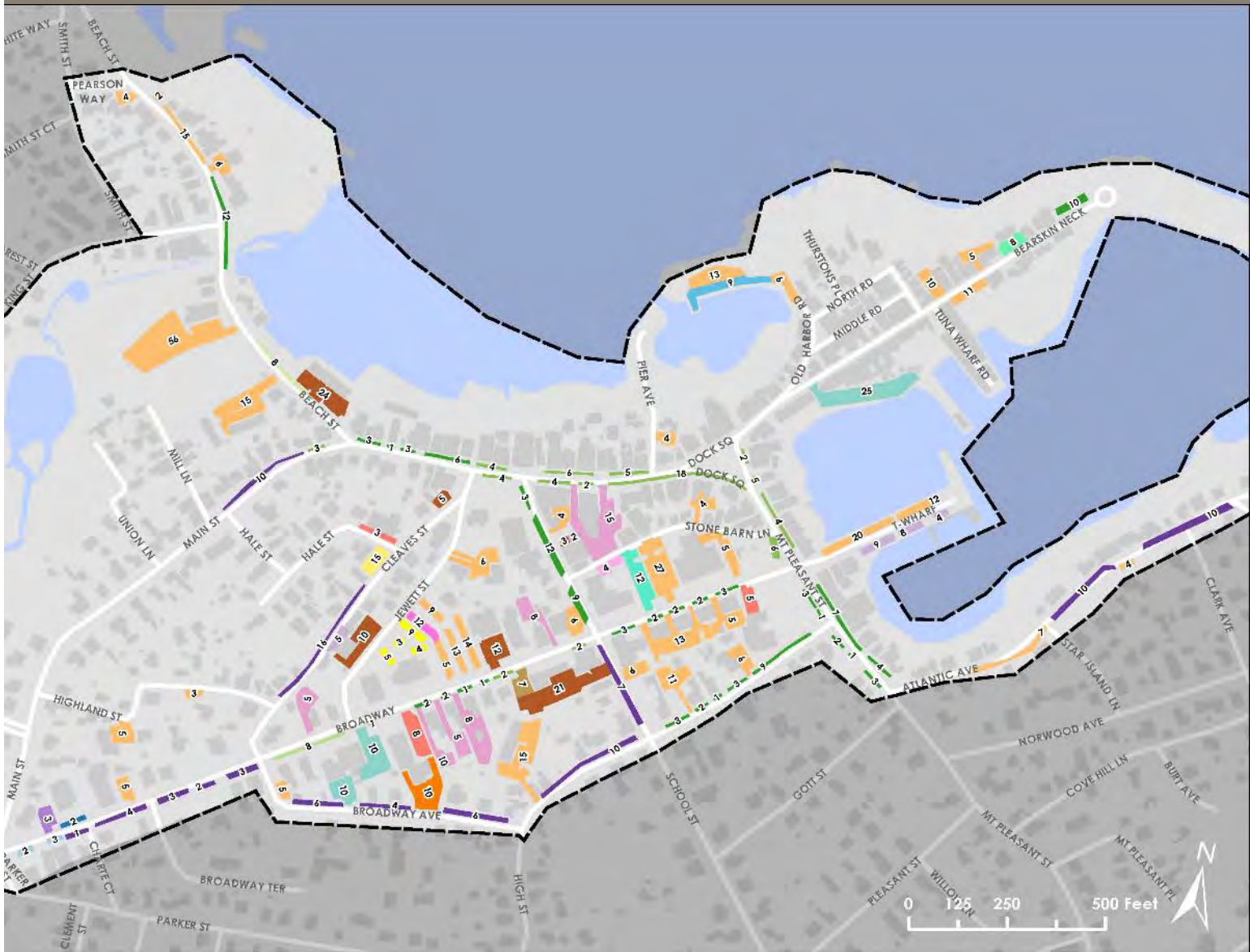
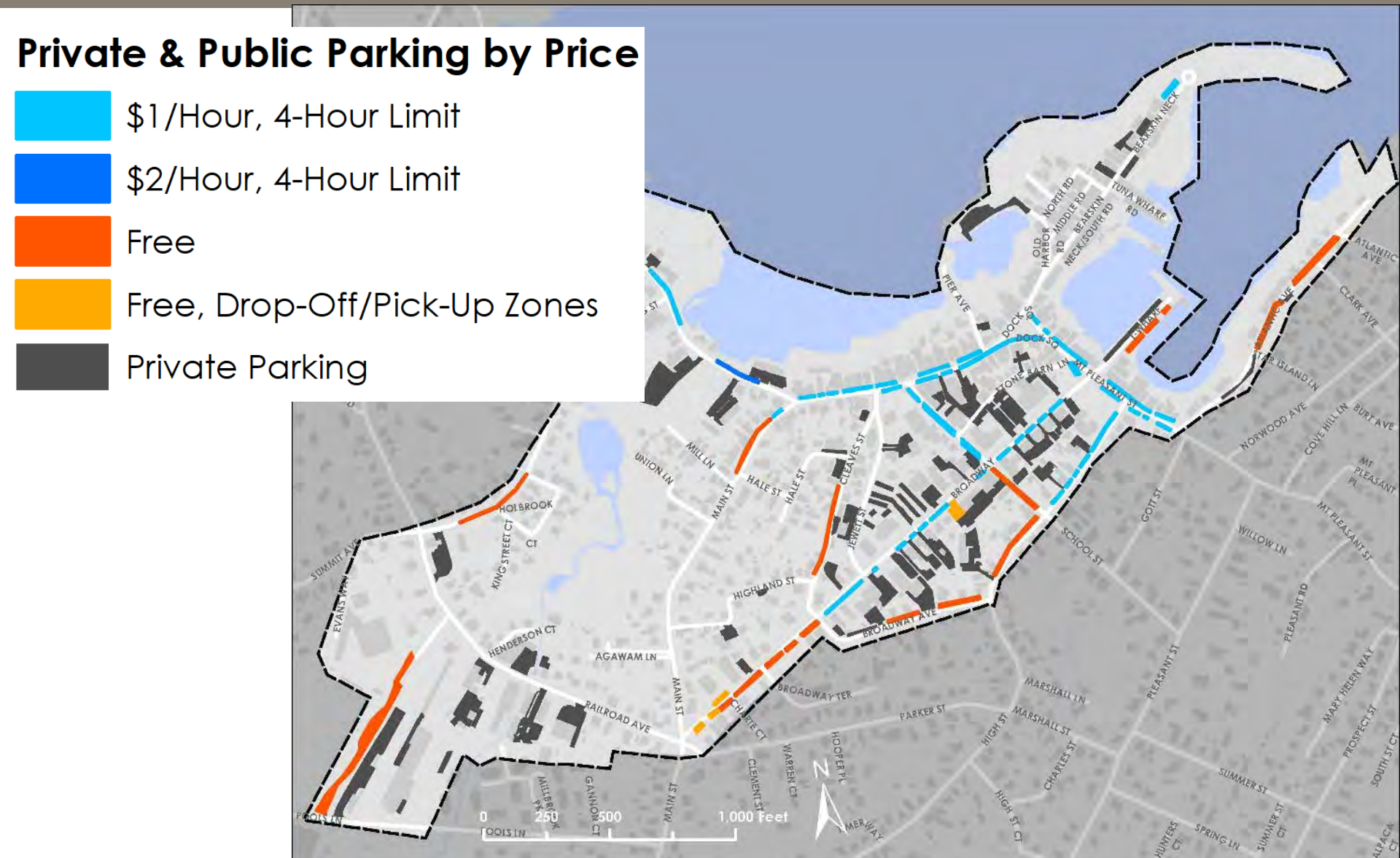


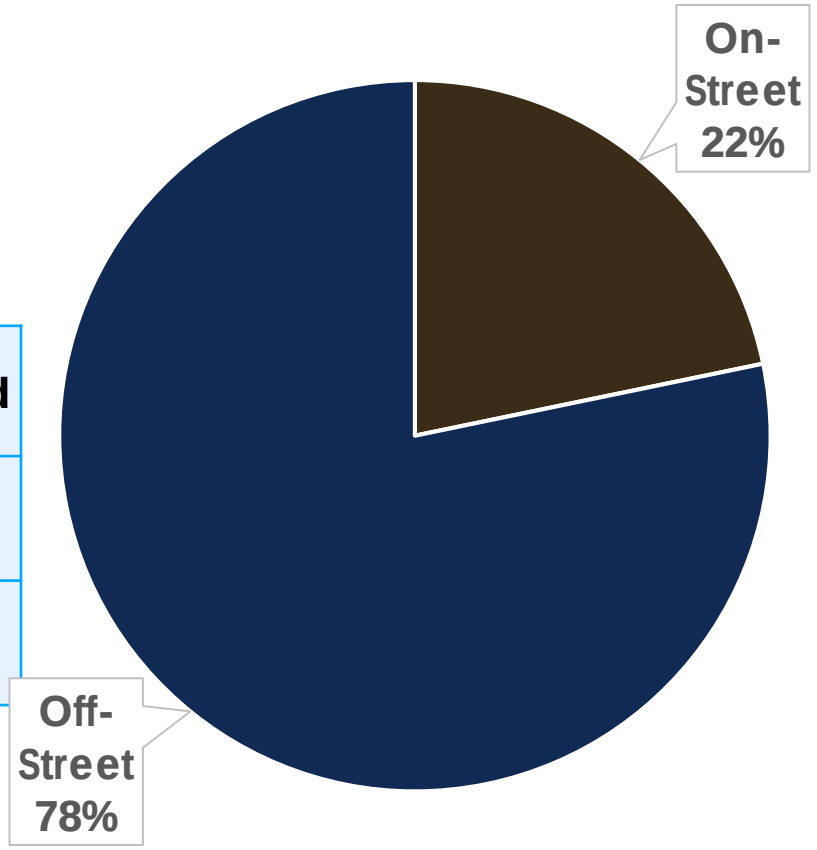
EXISTING CONDITIONS | PARKING INVENTORY by PRICE



Total Parking Spaces

- 1,540 Spaces

Parking Type	# of Spaces	% Public	% Restricted
On Street	335	92%	8%
Off Street	1,205	12%	88%



EXISTING CONDITIONS | KEY FINDINGS

Off-Street Parking

Residential Parking	28%
1 Hour Parking, Customers Only	22%
Reserved Parking	10%
Unregulated	8%
Commuter Rail Parking, 72 Hour Limit	5%
Customer/Employee Parking Only	4%
Authorized Vehicles Only	3%
72 Hour Limit, No Public Parking, Resident Sticker Required	2%
Town Hall Parking Only	2%
Private Parking	2%
Post Office Parking Only	2%
Customer Parking Only	2%
Unregulated, No Parking After 9 AM	1%
Motel Parking Only	1%
Employee Parking Only	1%
Employee/Resident Parking	1%
Library Parking Only	1%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	1%
Loading Zone	1%
Boat Owners Parking	1%
Church Parking Only	1%
Police and Fire Vehicles Only	1%
Hotel Guests Only	1%
10 Minute Parking	1%
Unregulated, No Overnight Parking	0%

Large chunks of off-street parking are restricted

35% on-street parking has unclear regulations

On-Street Parking

Unregulated	35%
Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	31%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour	20%
Residential Parking	7%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open	3%
Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour	2%
15 Minute Parking	1%
Drop-Off/Pick-Up Only	1%

PARKING UTILIZATION

- **Wednesday, August 29, 2018**
- **Saturday, August 25, 2018**

WHERE?

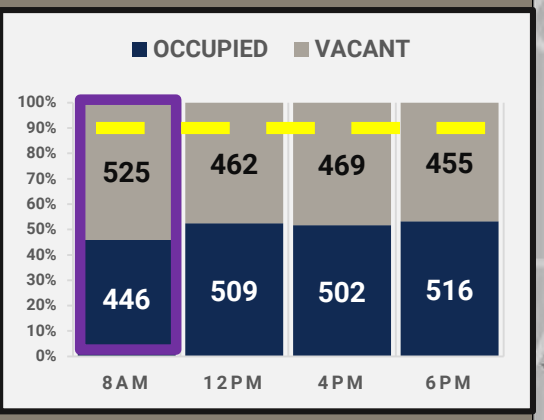
- All public, private, on-and off-street parking spaces and lots

WHY?

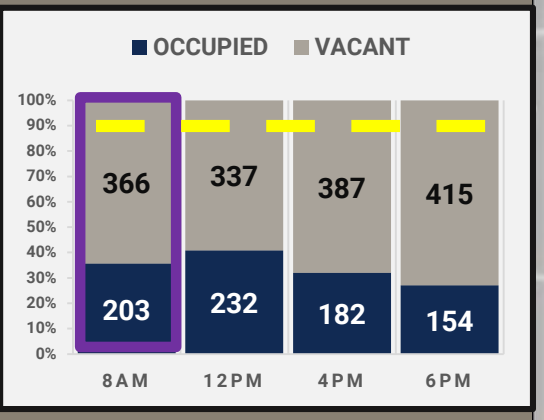
- Understand parking demand levels
- Assess parking occupancy during Rockport peak activities

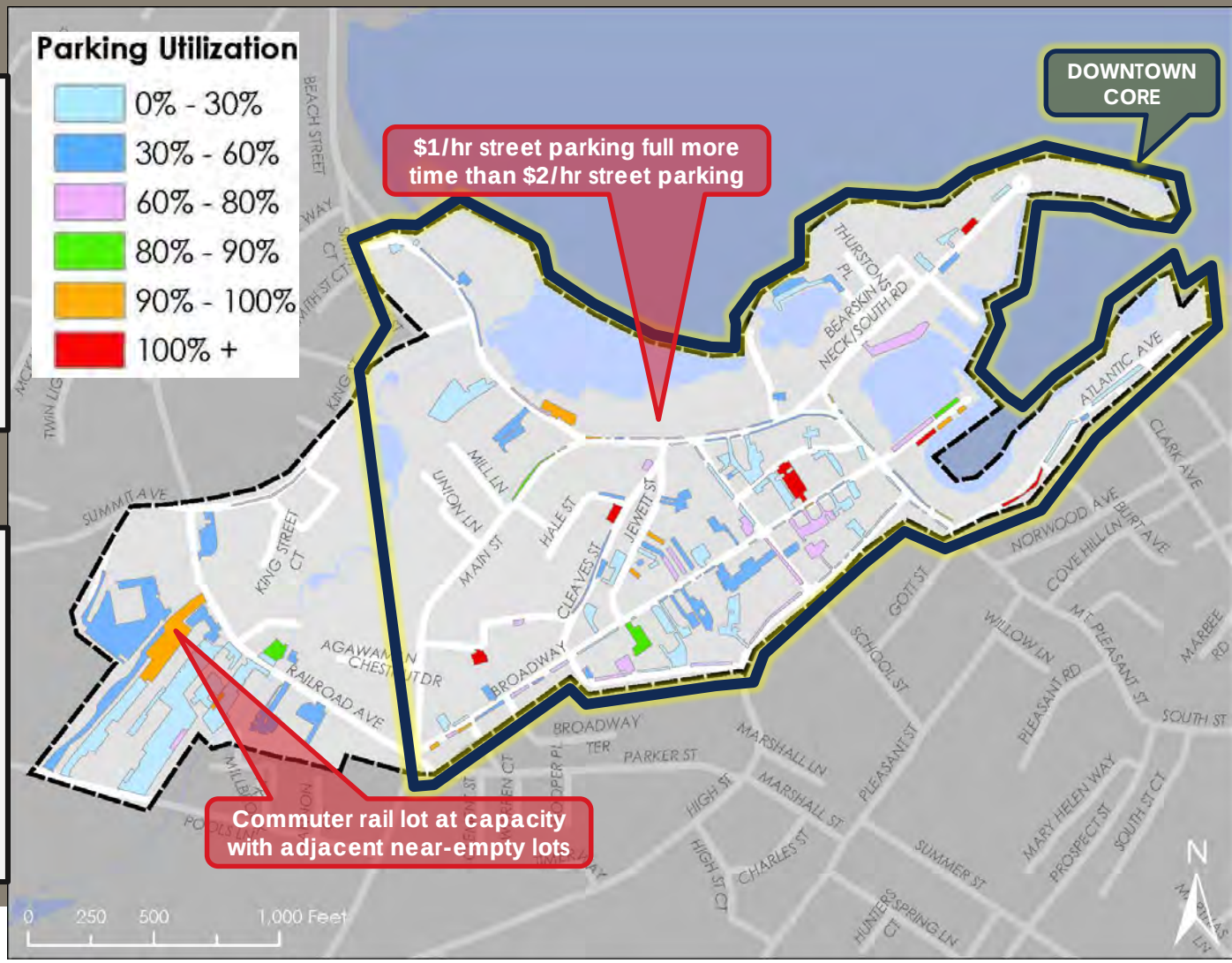
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (8:00 AM)

DOWNTOWN CORE



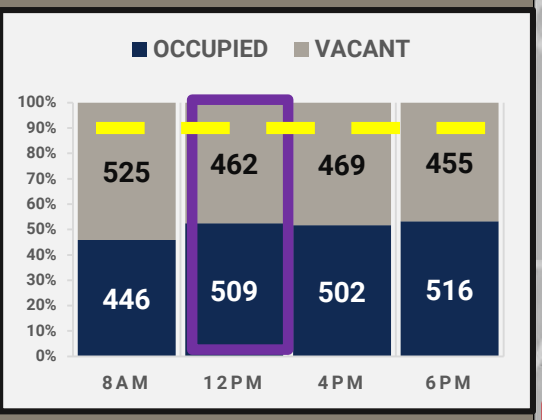
OUTER AREA





EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (12:00 PM)

DOWNTOWN CORE



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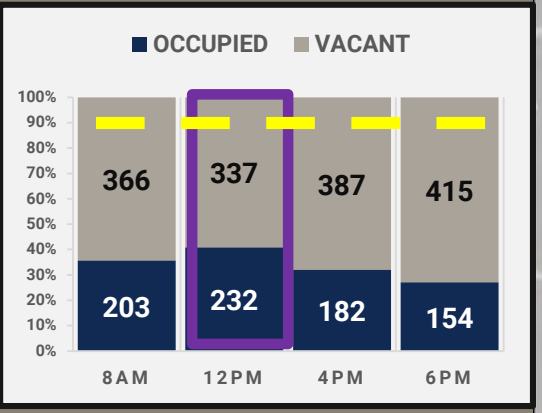
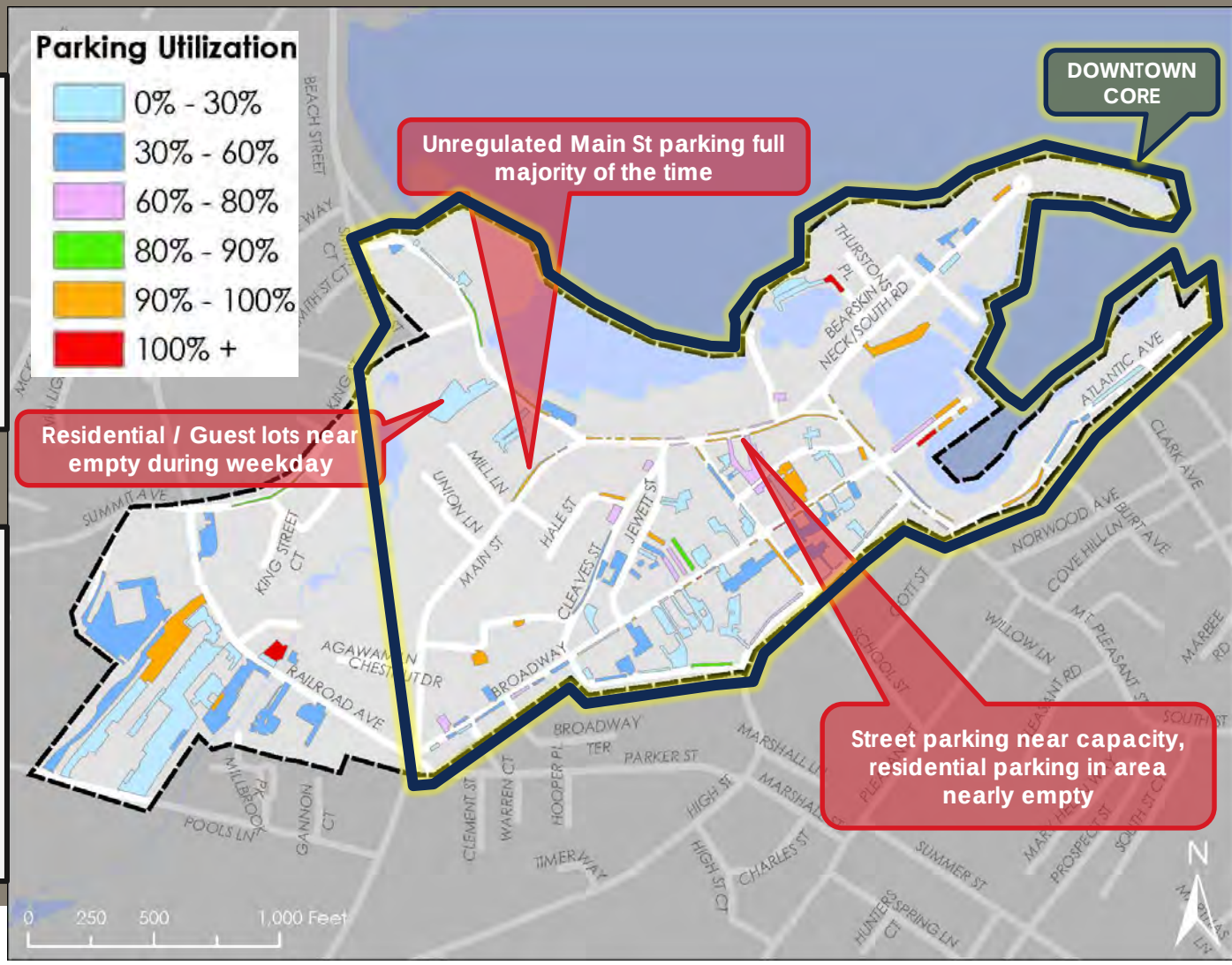
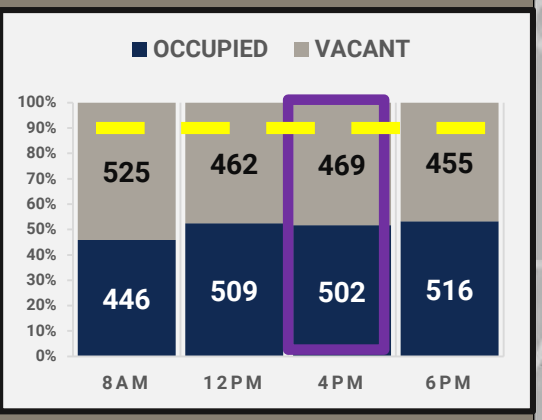




EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (4:00 PM)

DOWNTOWN CORE



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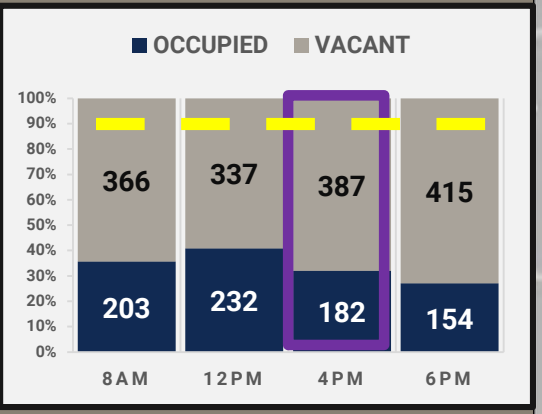
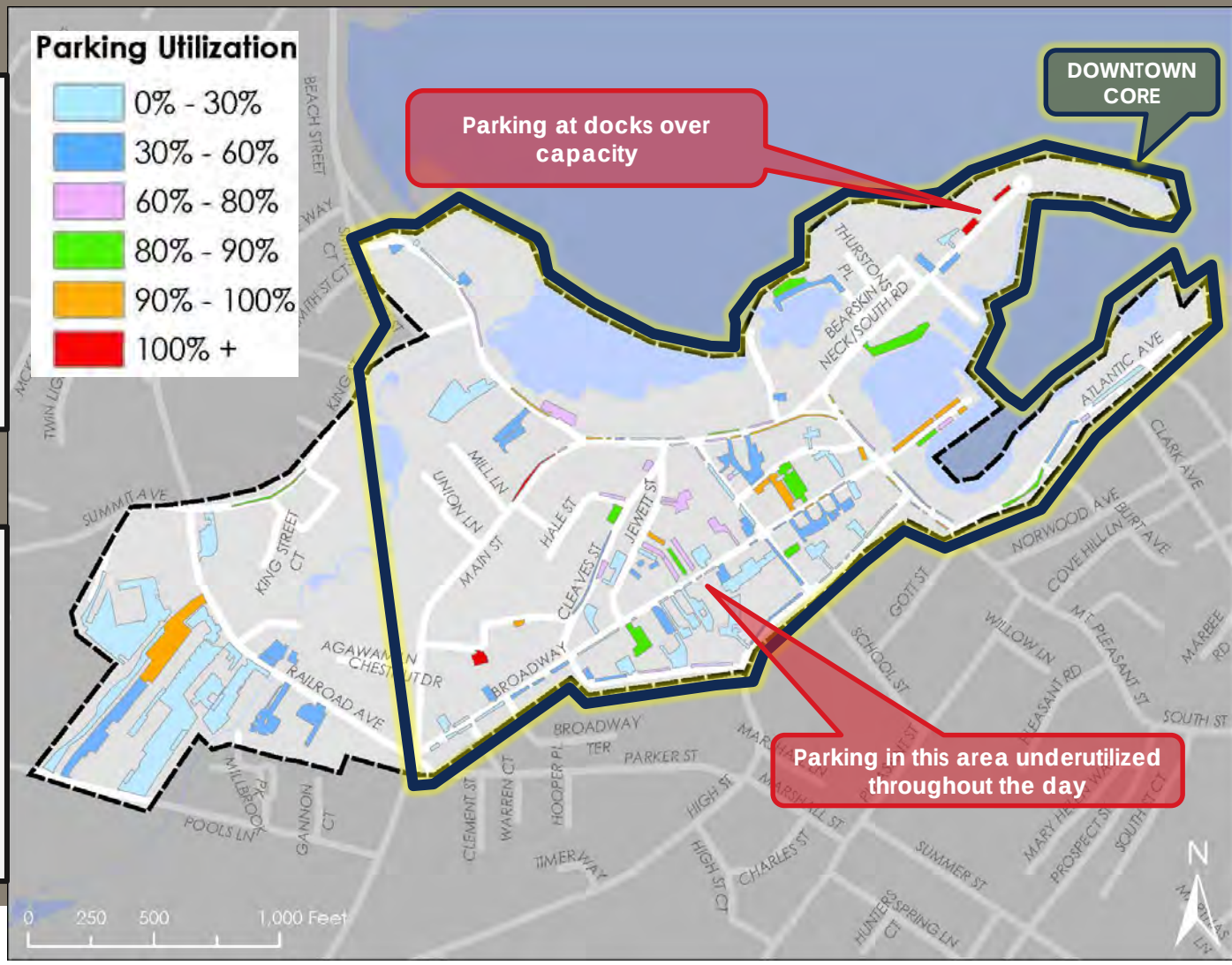
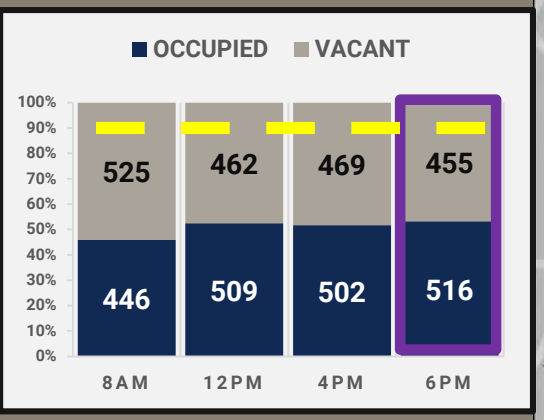


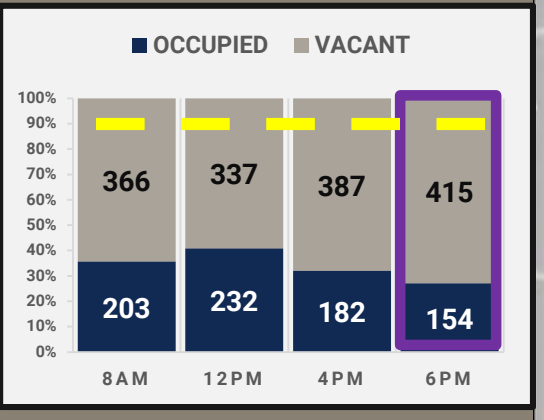


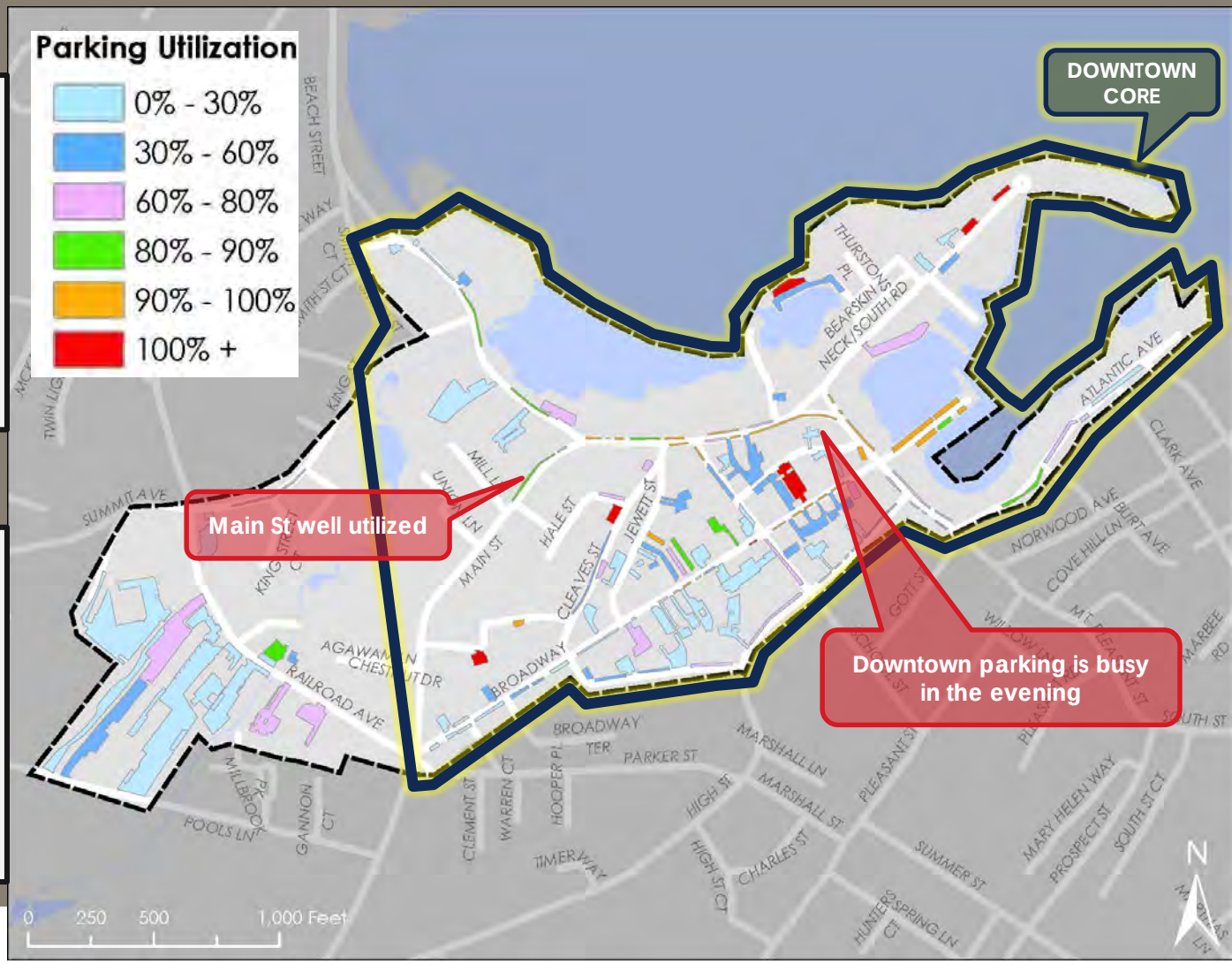
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (6:00 PM)

DOWNTOWN CORE

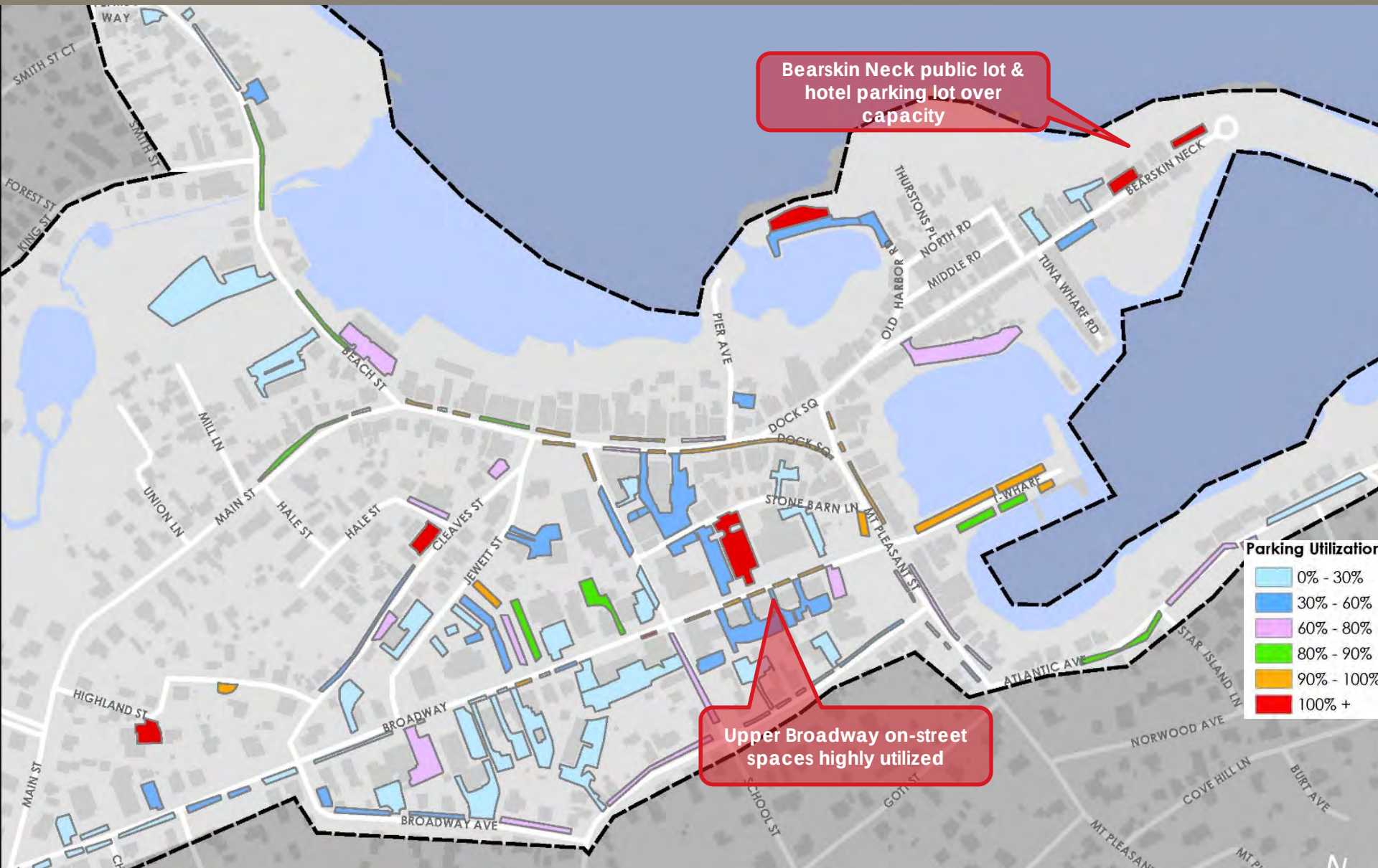


OUTER AREA

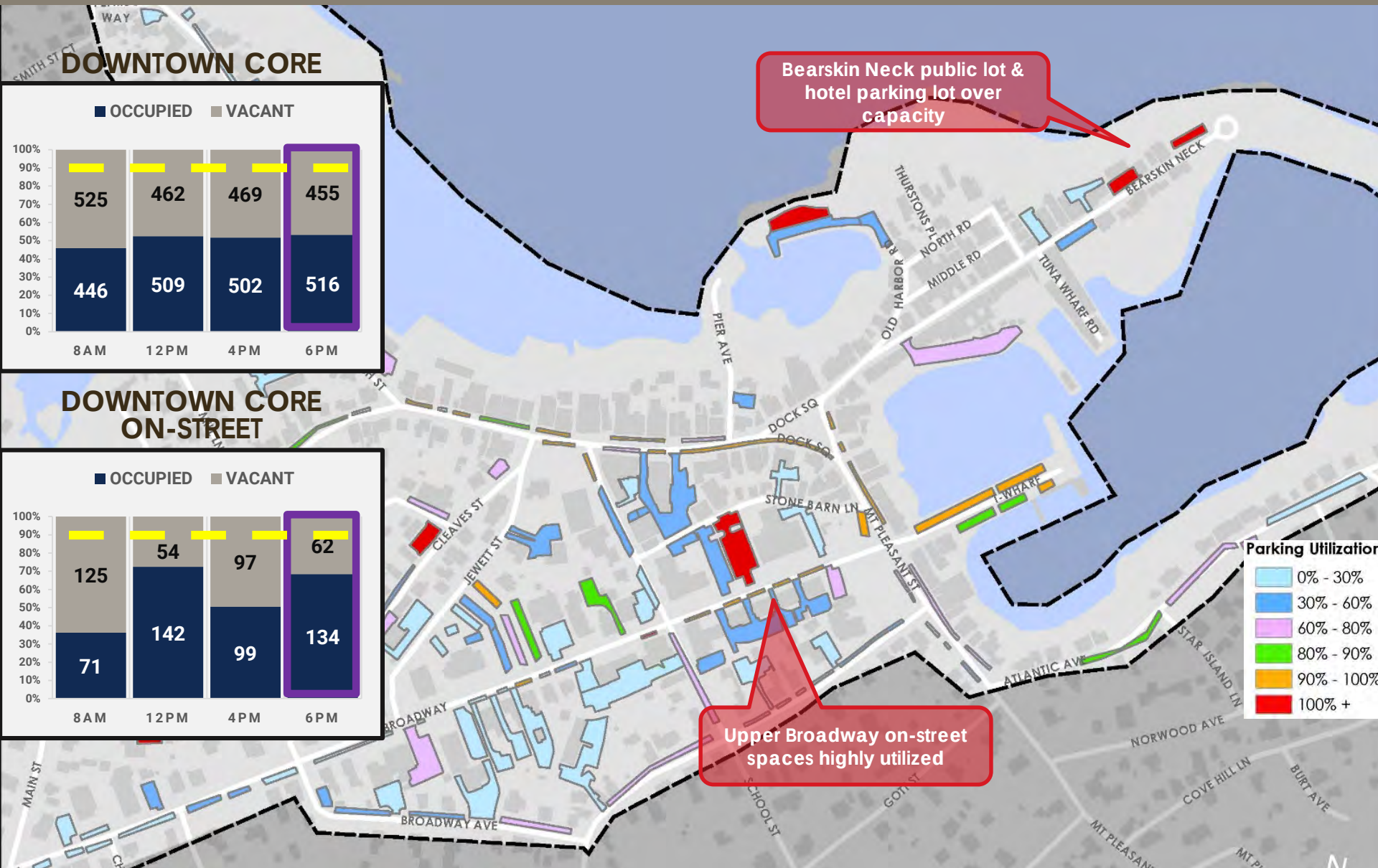




DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKDAY (6:00 PM)

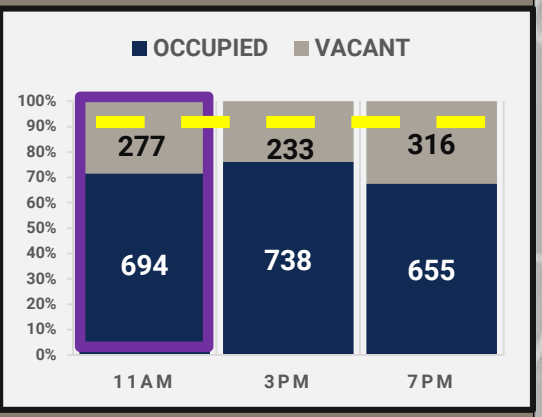


DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKDAY (6:00 PM)

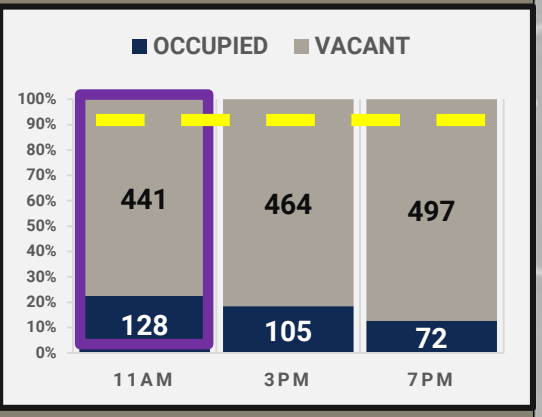


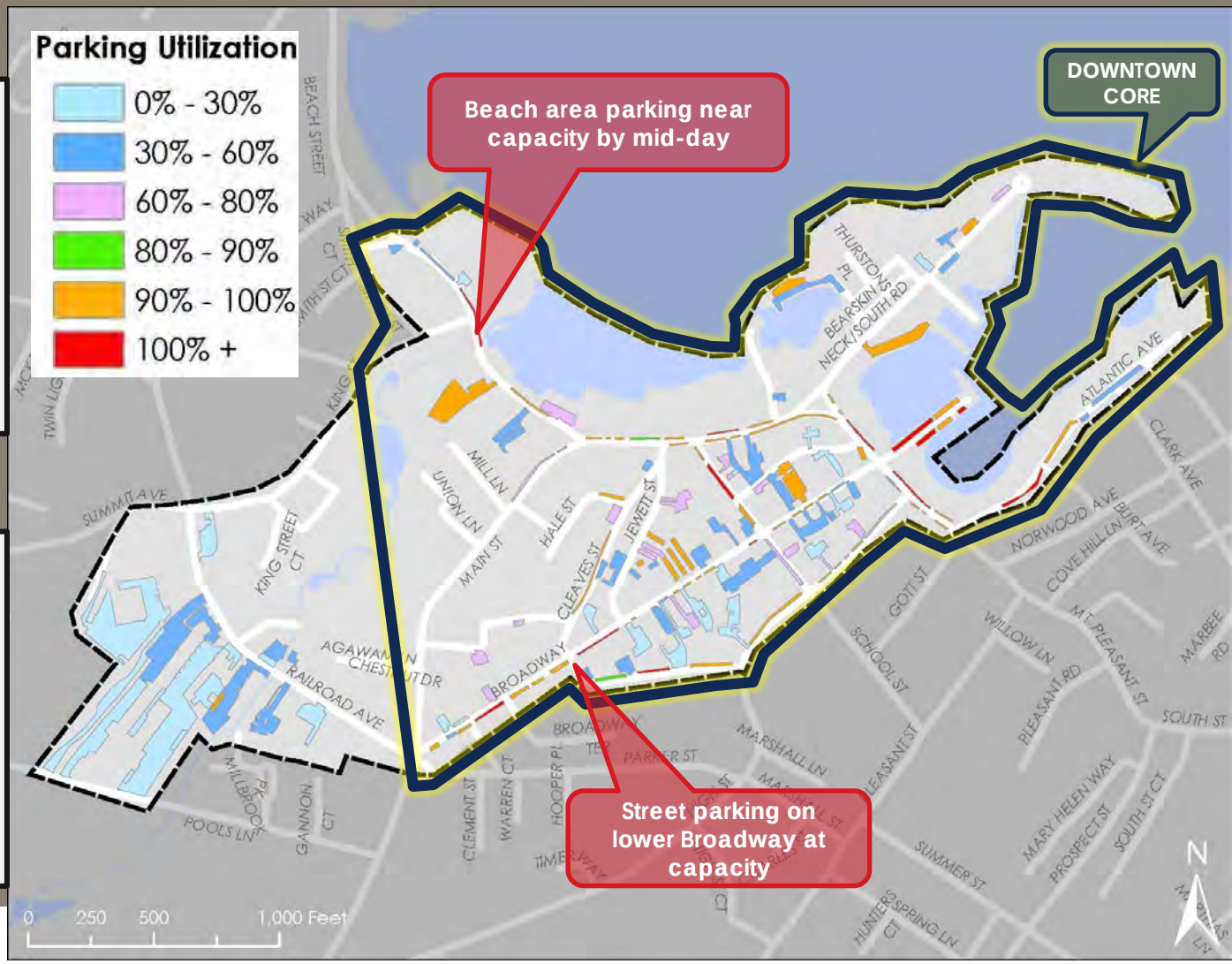
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (11:00 AM)

DOWNTOWN CORE



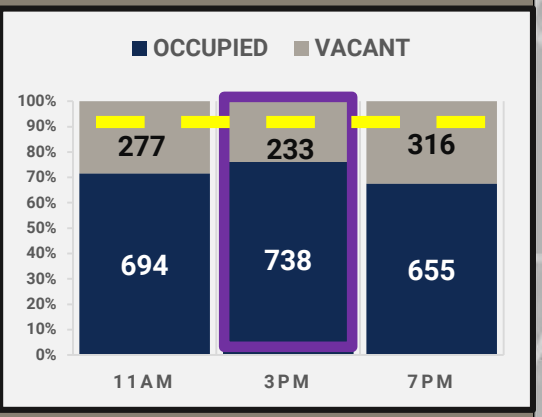
OUTER AREA



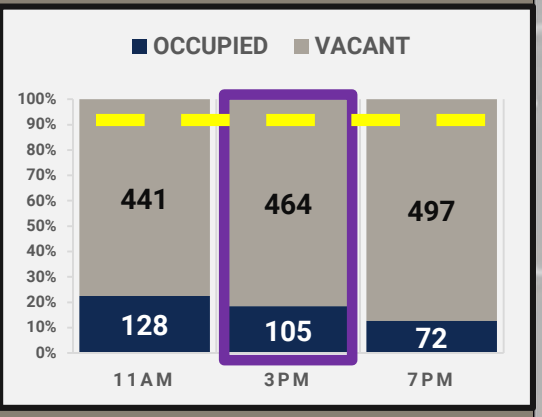


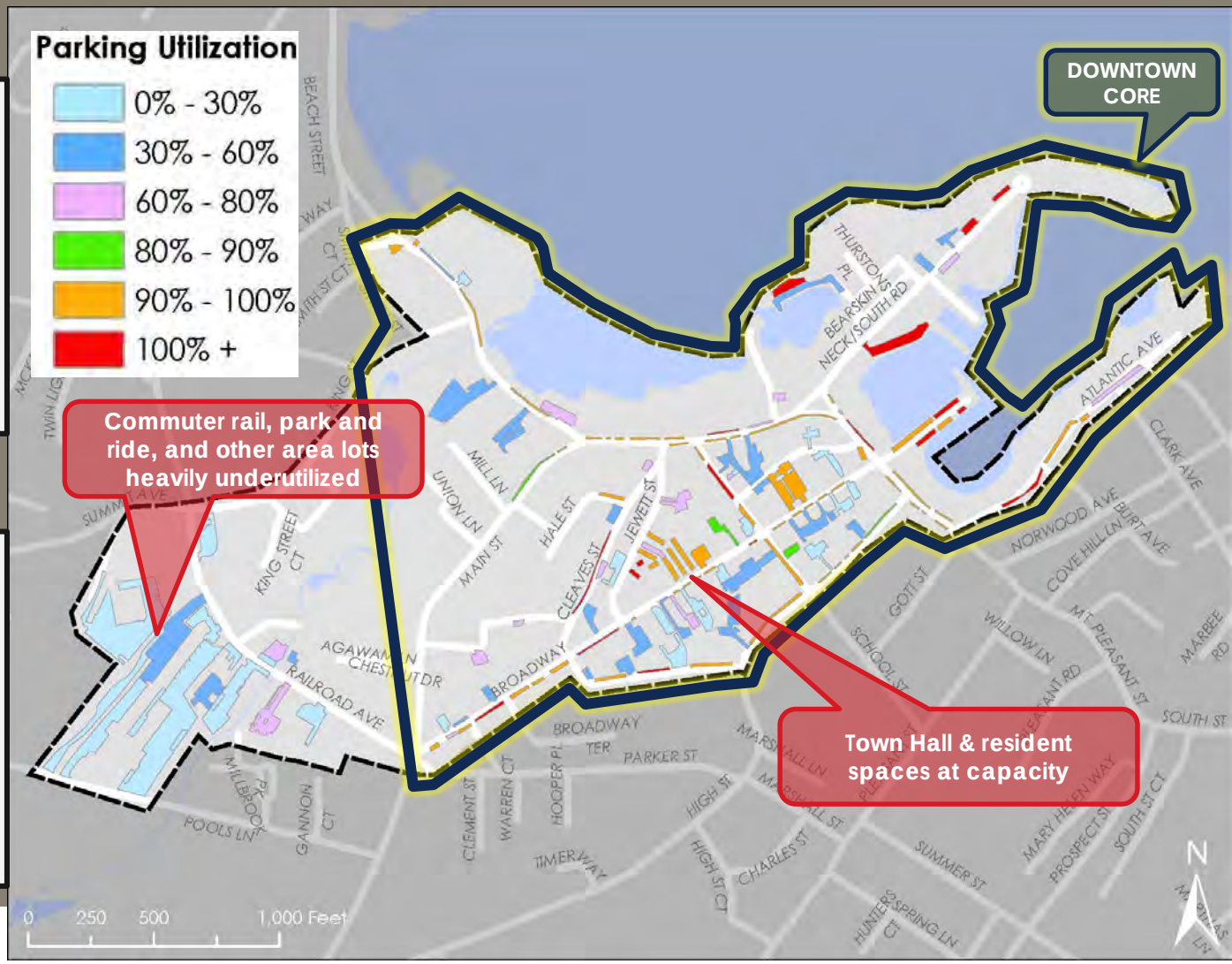
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (3:00 PM)

DOWNTOWN CORE



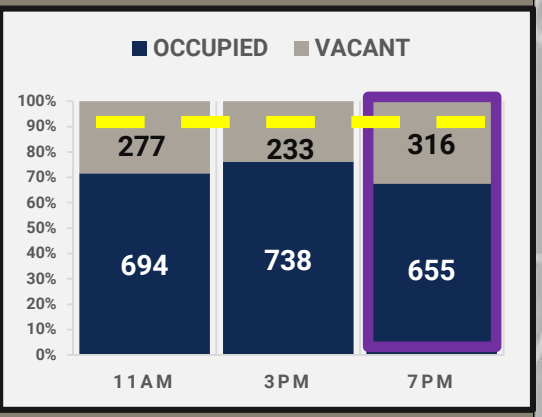
OUTER AREA



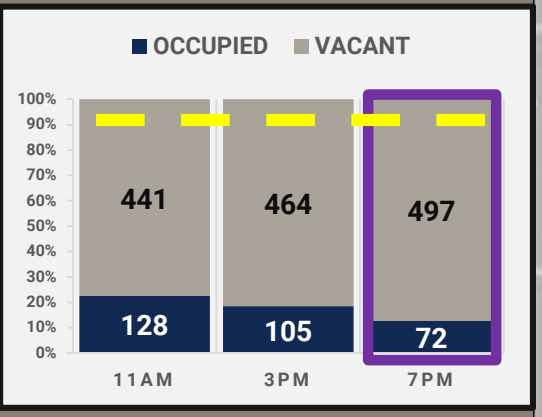


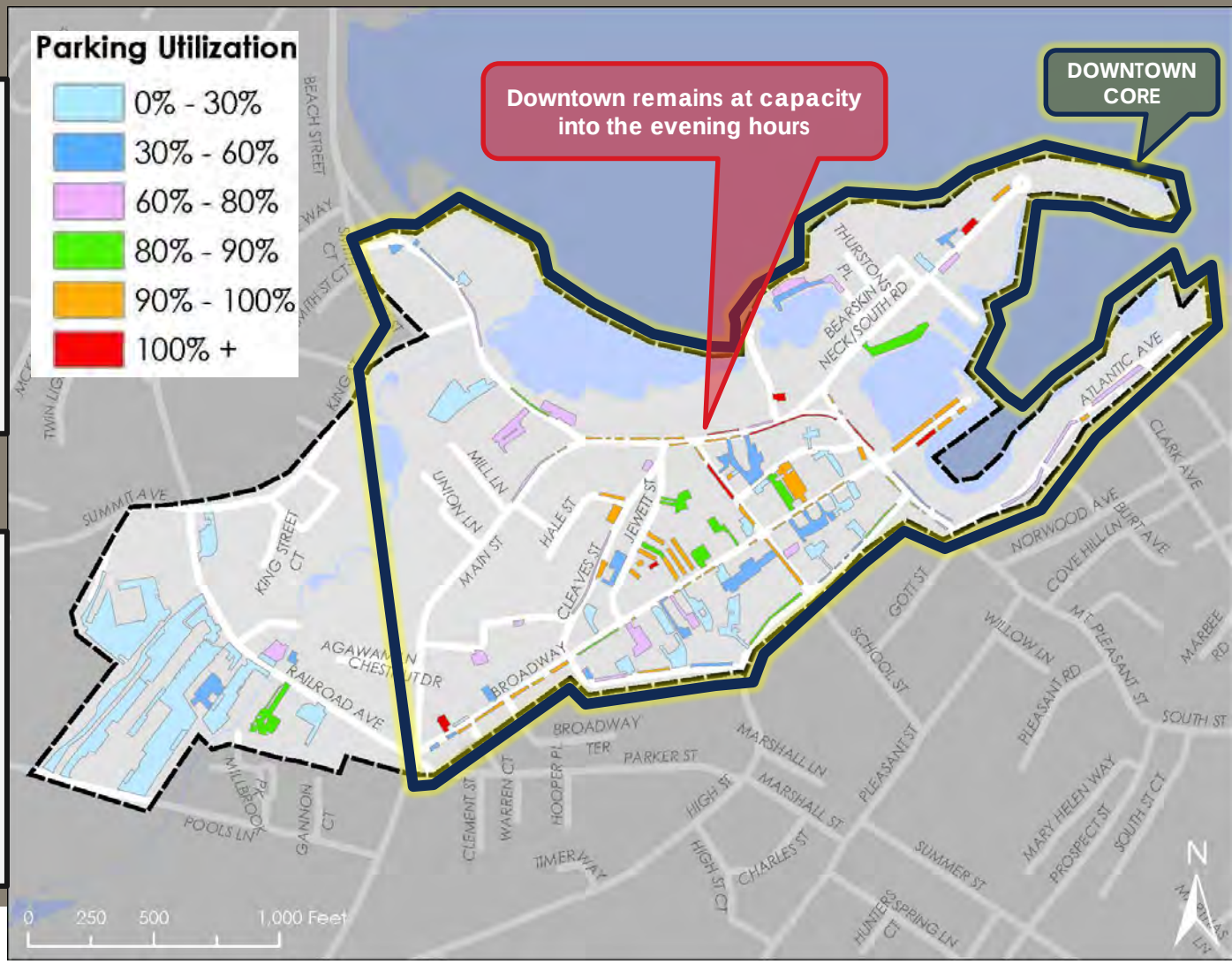
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (7:00 PM)

DOWNTOWN CORE



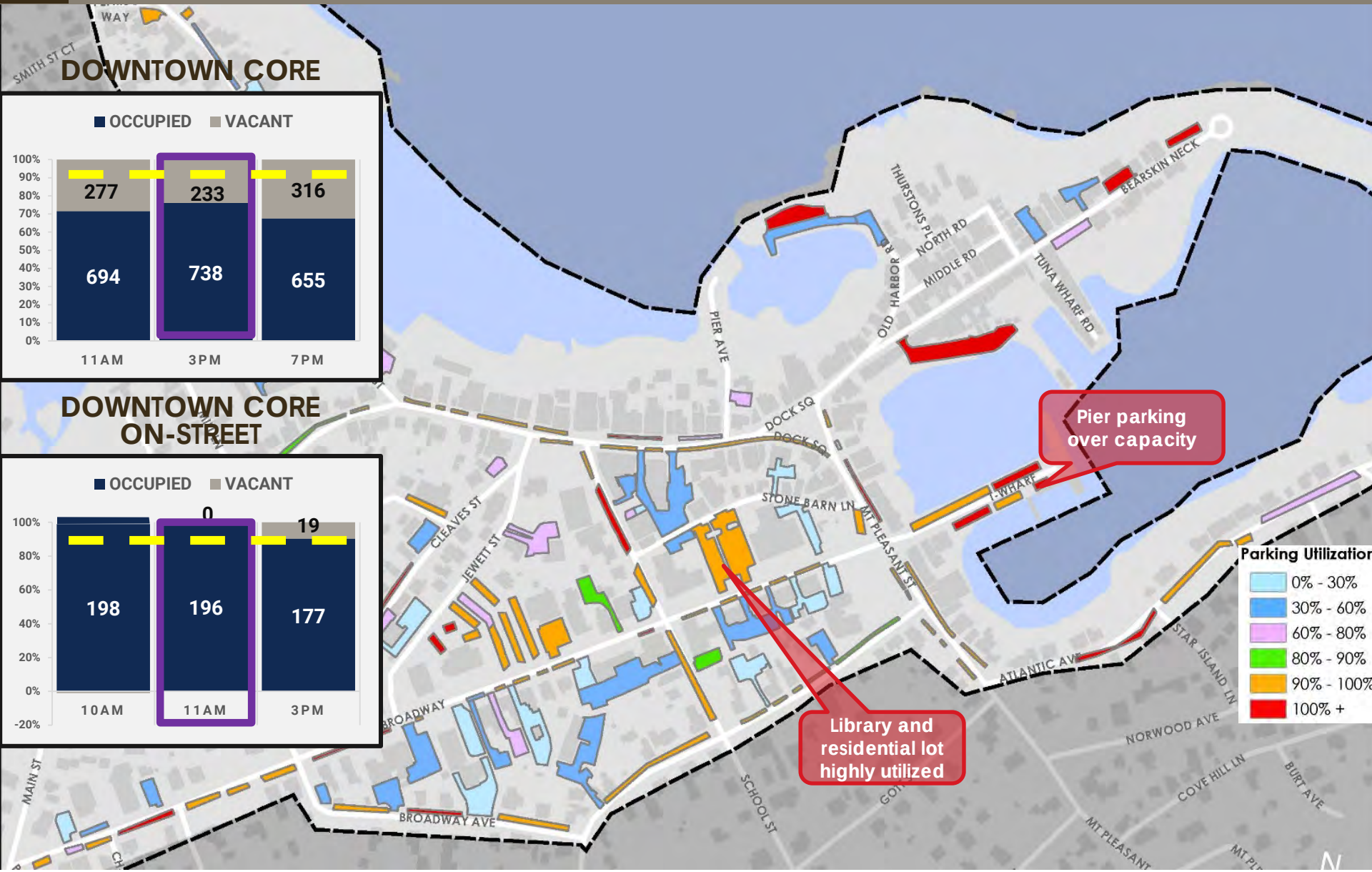
OUTER AREA





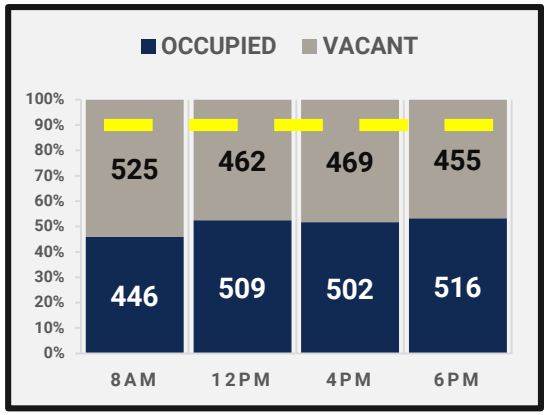
DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKEND (3:00 PM)

DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKEND (3:00 PM)

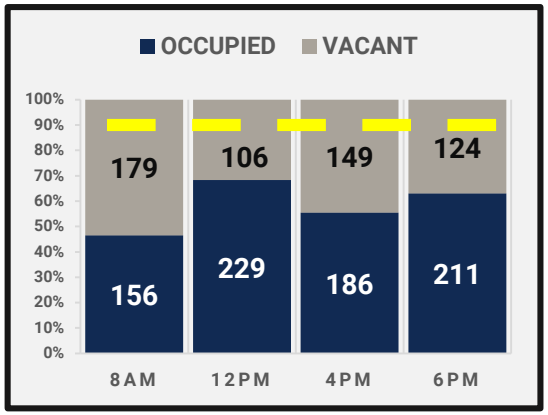


PARKING UTILIZATION FINDINGS: WEEKDAY

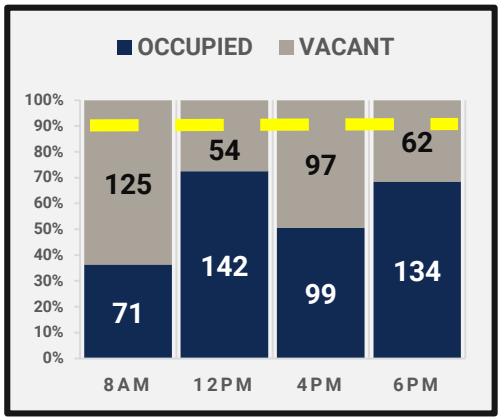
DOWNTOWN CORE



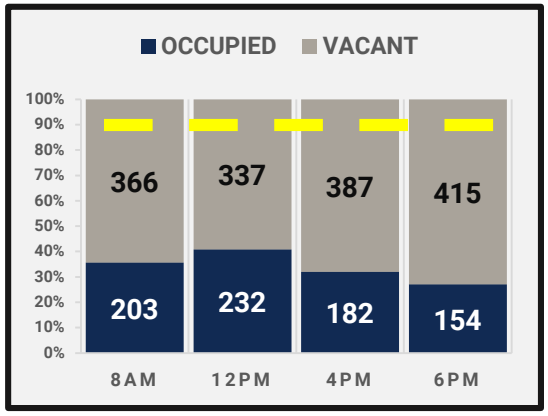
ON-STREET



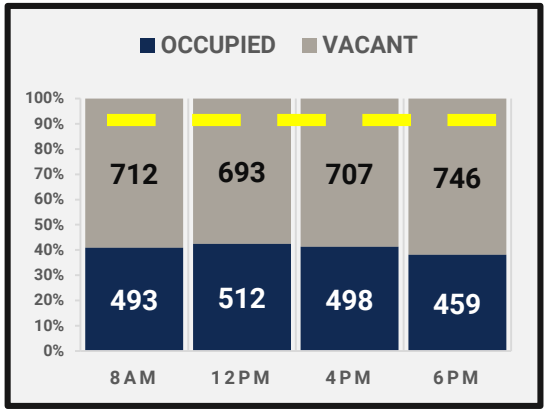
DOWNTOWN CORE ON-STREET



OUTER AREA



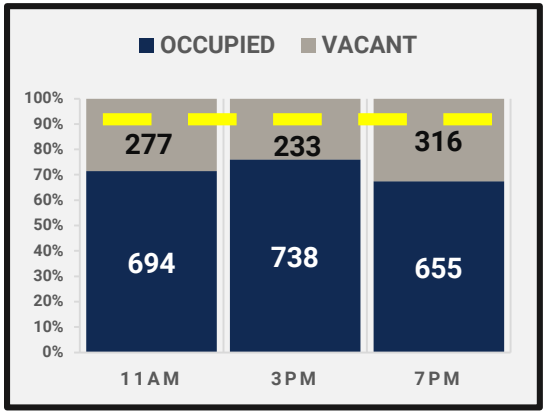
OFF-STREET



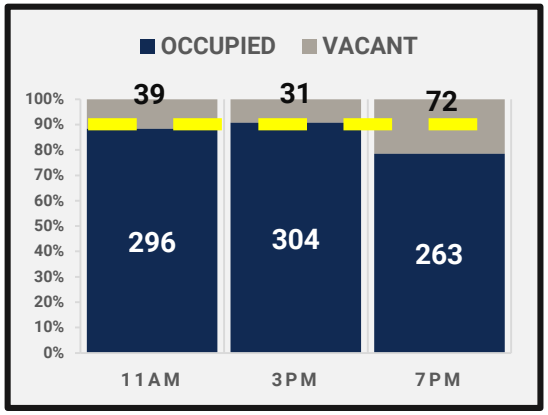
- Peak downtown core utilization at 12PM (around 50%)
- Periphery area off-street spaces never above 40% utilized
- Peak on-street spaces at 12PM (around 70%) utilized
- Off-street spaces underutilized

PARKING UTILIZATION FINDINGS: WEEKEND

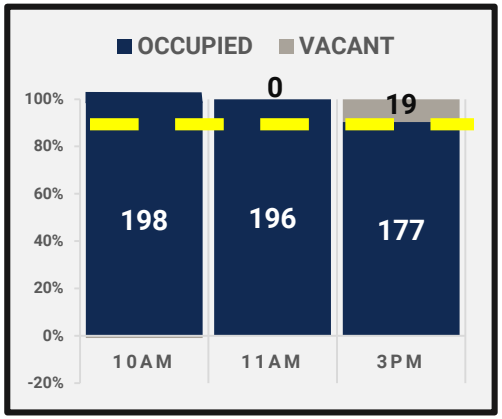
DOWNTOWN CORE



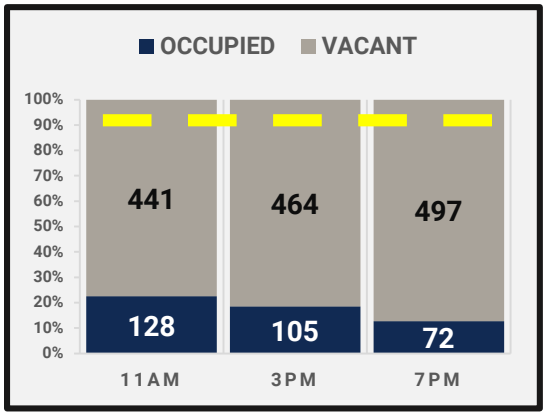
ON-STREET



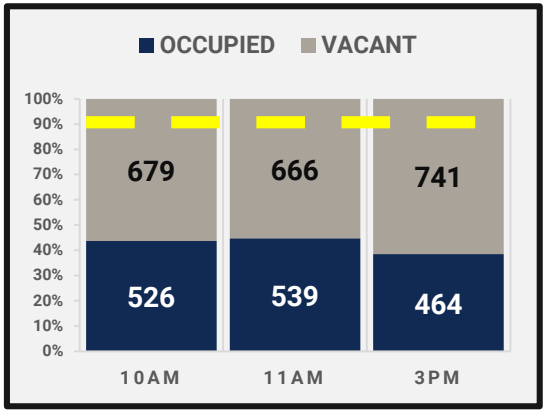
DOWNTOWN CORE ON-STREET



OUTER AREA



OFF-STREET



- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and downtown core on-street spaces at and exceeding capacity
- Morning rush in downtown over capacity

PARKING INVENTORY & UTILIZATION FINDINGS

Overall

- Parking pricing system for beach parking creates spillover into downtown
- Periphery area on- and off-street experiences low utilization levels all day (60% and below)
- On-street spaces are more attractive and popular

Weekday

- Downtown core experiences consistent utilization all day (around 50%)
- Bearskin Neck and T-wharf 80%+ utilized around 4PM
- Town Hall & resident parking area underutilized (below 60% all day)

Weekends

- Downtown core highly utilized all day
- Off-street spaces are not fully utilized
- On-street spaces over capacity in downtown area
- Off-street lots underutilized (0-30%) next to over utilized on-street spaces (90-100%) (especially at 7PM)
- Periphery on-street spaces well-used at peak

PUBLIC PROCESS

Stakeholder Meetings, October 30, 2018

- Hear from key stakeholders (Chamber of Commerce, Traffic & Parking Committee, Police Chief, downtown residents)

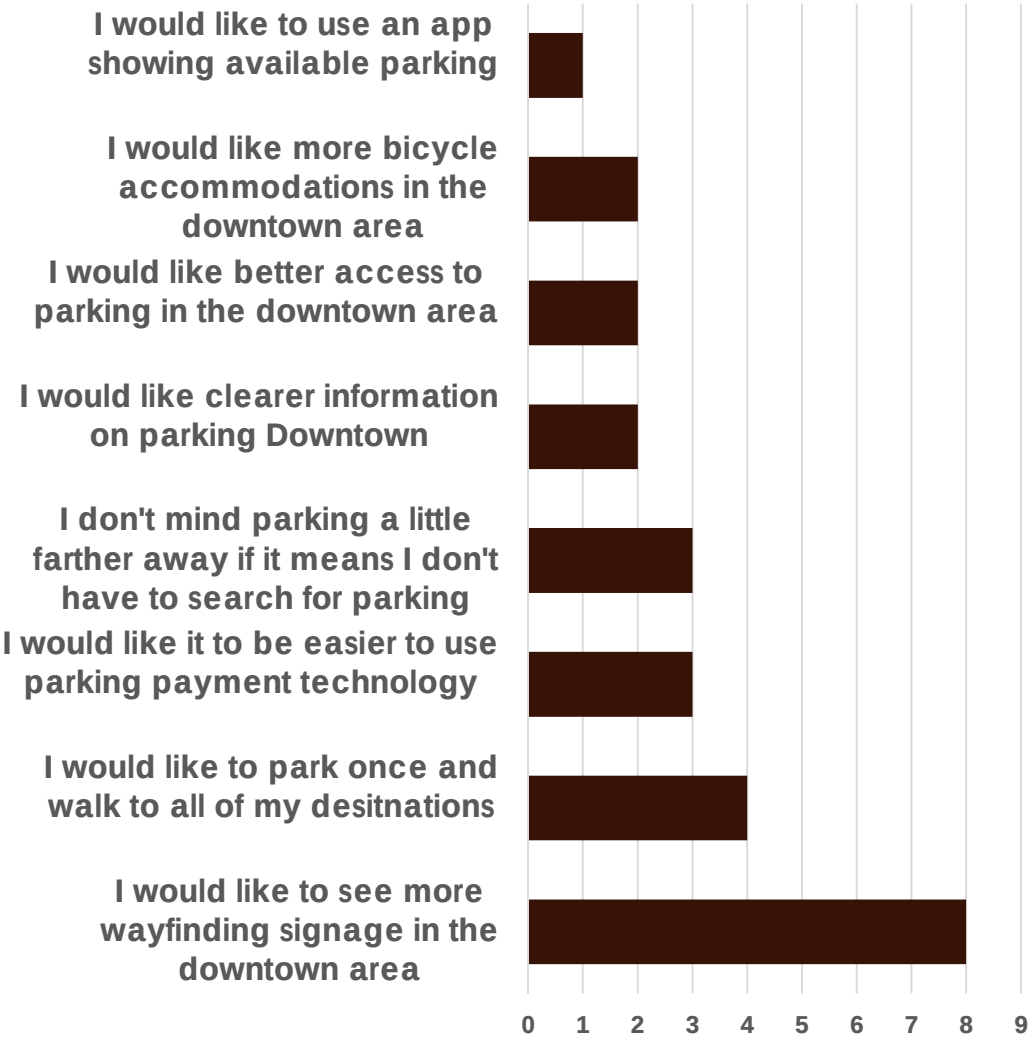
Public Open House, October 30, 2018

- Vote on parking priorities
- Map comments on issues and opportunities

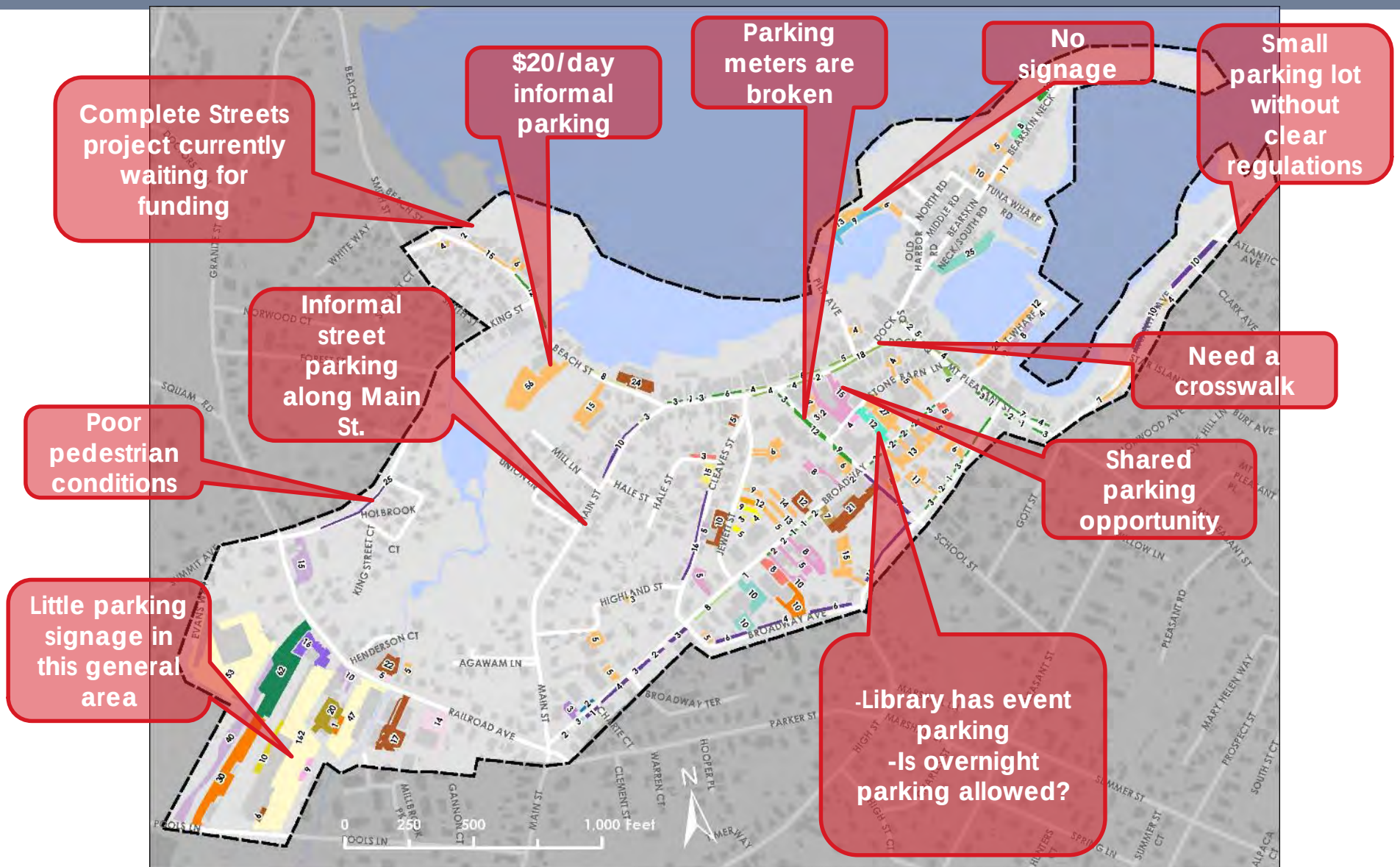
Findings and Draft Recommendations

- Review utilization data
- Present draft parking improvement strategies

PUBLIC PROCESS | PARKING PRIORITY EXCERSIZE



PUBLIC PROCESS | PUBLIC COMMENTS SUMMARY



PUBLIC PROCESS | KEY FINDINGS

Parking Signage is Unclear

- A lot of unclear parking signage leads to confusion during the busy summer months
- Rockport needs to install wayfinding signage around town, specifically at the train station and downtown parking corridors
- Resident stickers are difficult to see

Enhance Access to Park & Ride Lot

- Little park and ride signage
- Implement a valet system for larger events
- Enhance the system to make it appealing
- Advertise the lot address: 7 Bluegate Lane

Increase Biking Options

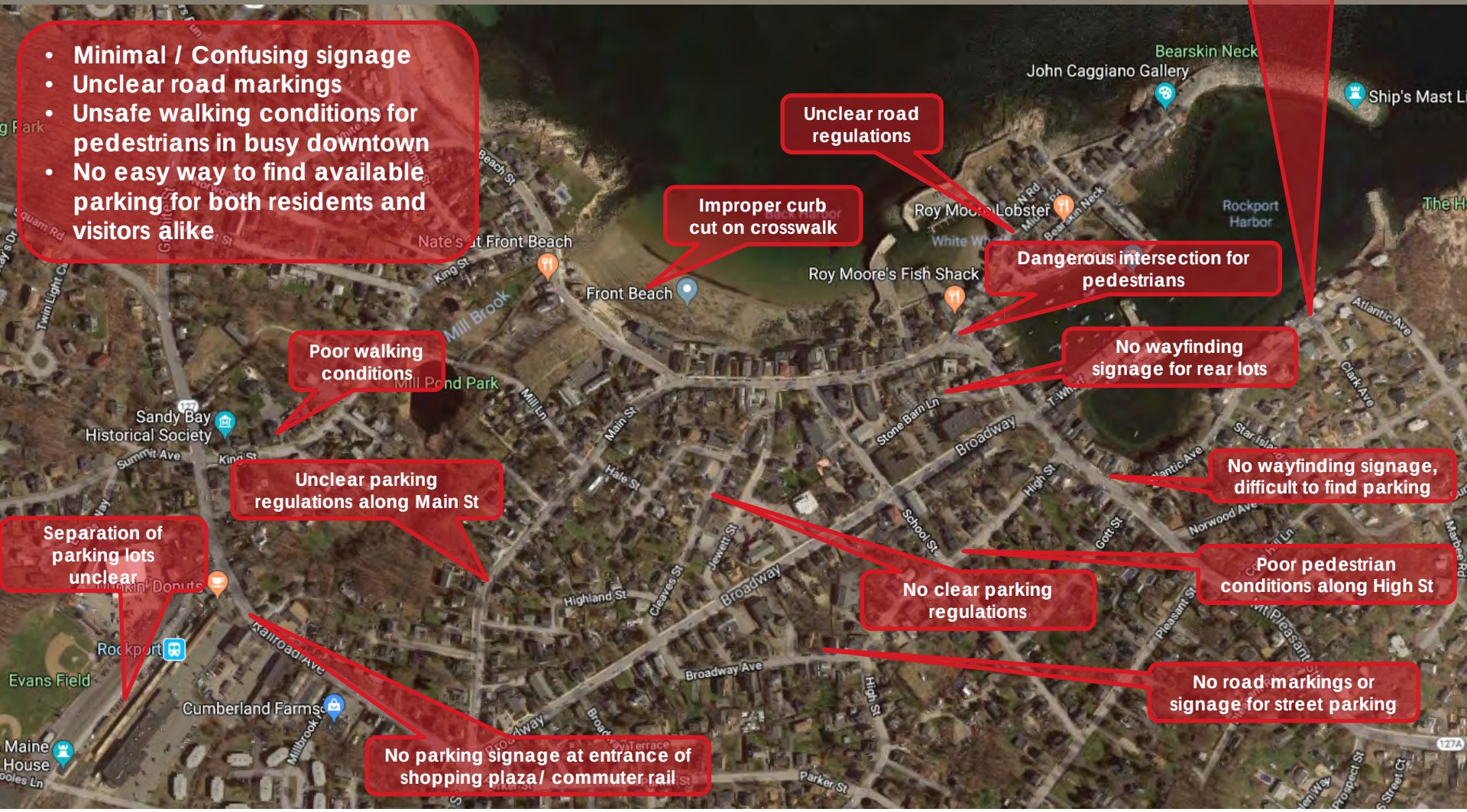
- Increase number of bike lanes in town
- Implement a bike share system
- Distribute safe biking map created by bike committee

Other

- Increase number of crosswalks
- Utilize informal parking agreements and open opportunities for new ones

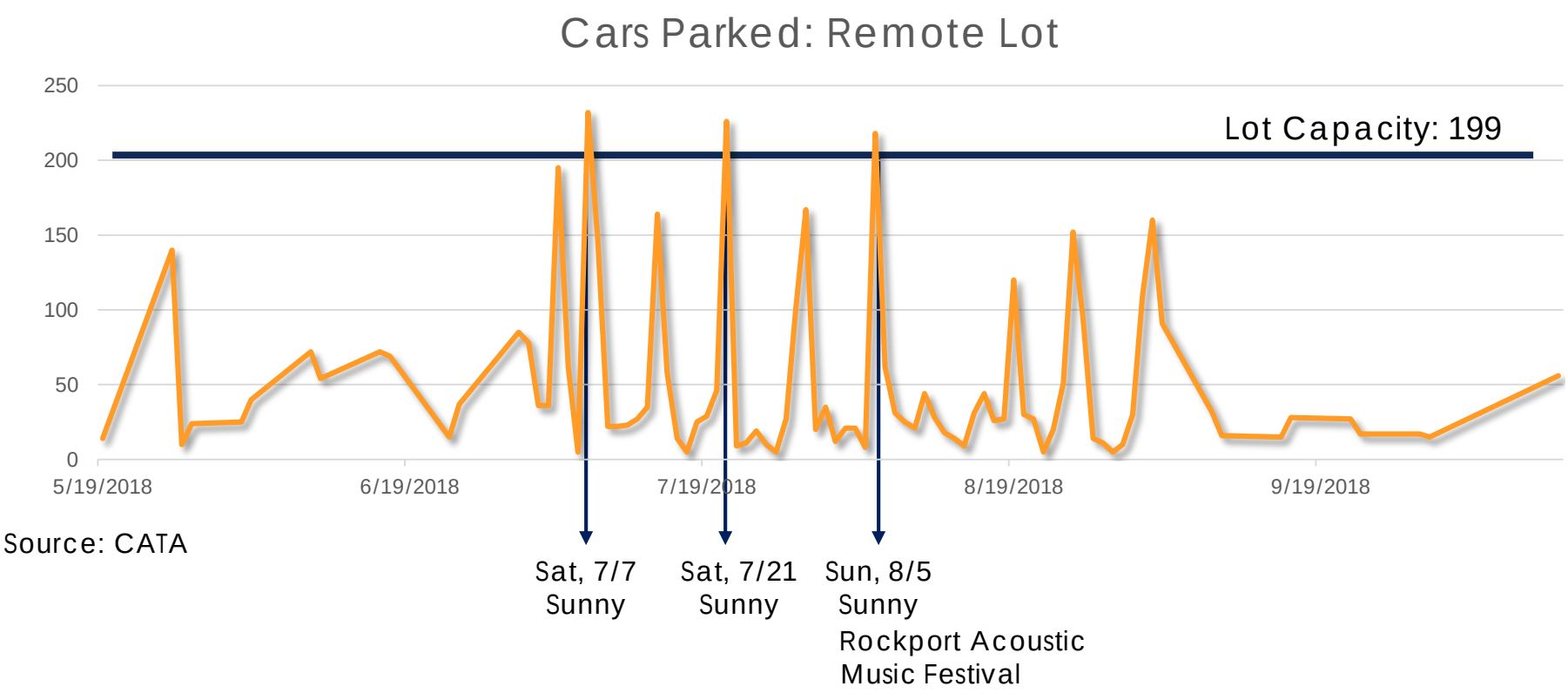
MULTIMODAL CONDITIONS

MULTIMODAL CONDITIONS



PARKING ACTIVITY EVALUATION

PARKING ACTIVITY EVALUATION



Source: CATA

RECOMMENDATIONS

RECOMMENDATIONS CONTEXT

- Rockport has implemented a lot of best practices!
  - Parking ambassadors
  - Price differential to manage demand
  - Focus on walking routes
  - Remote parking / shuttle
  - Customer-friendly payment technology

RECOMMENDATION 1 Adjust Seasonal Price | Current Parking Pricing

RECOMMENDATION 1 Adjust Price | Current Parking Pricing

Beachgoer Perspective

Nearby: $4 for four hours

BEACH: $8 for 4 hours

Lot Parking: $25/day

Nearby: $4 for 4 hours

RECOMMENDATION 1 Adjust Price | Current Parking Pricing

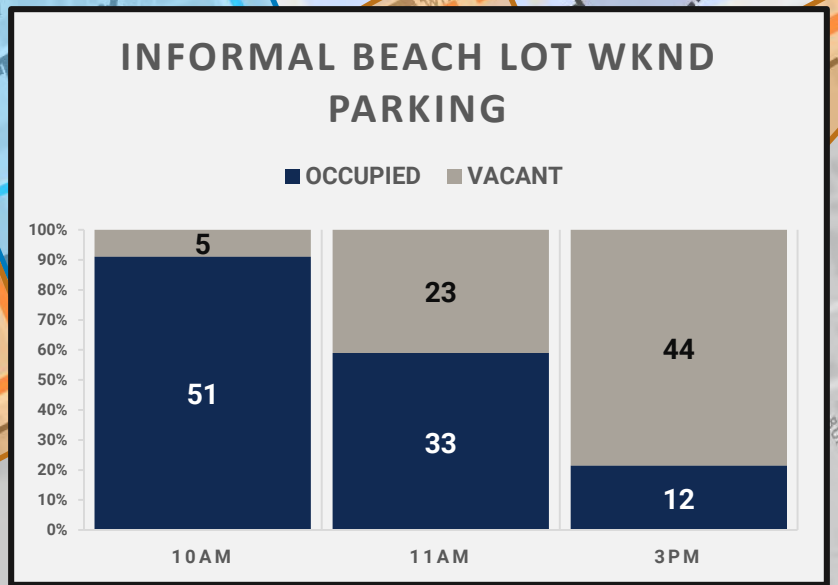
Beachgoer Perspective

Nearby: $4 for four hours

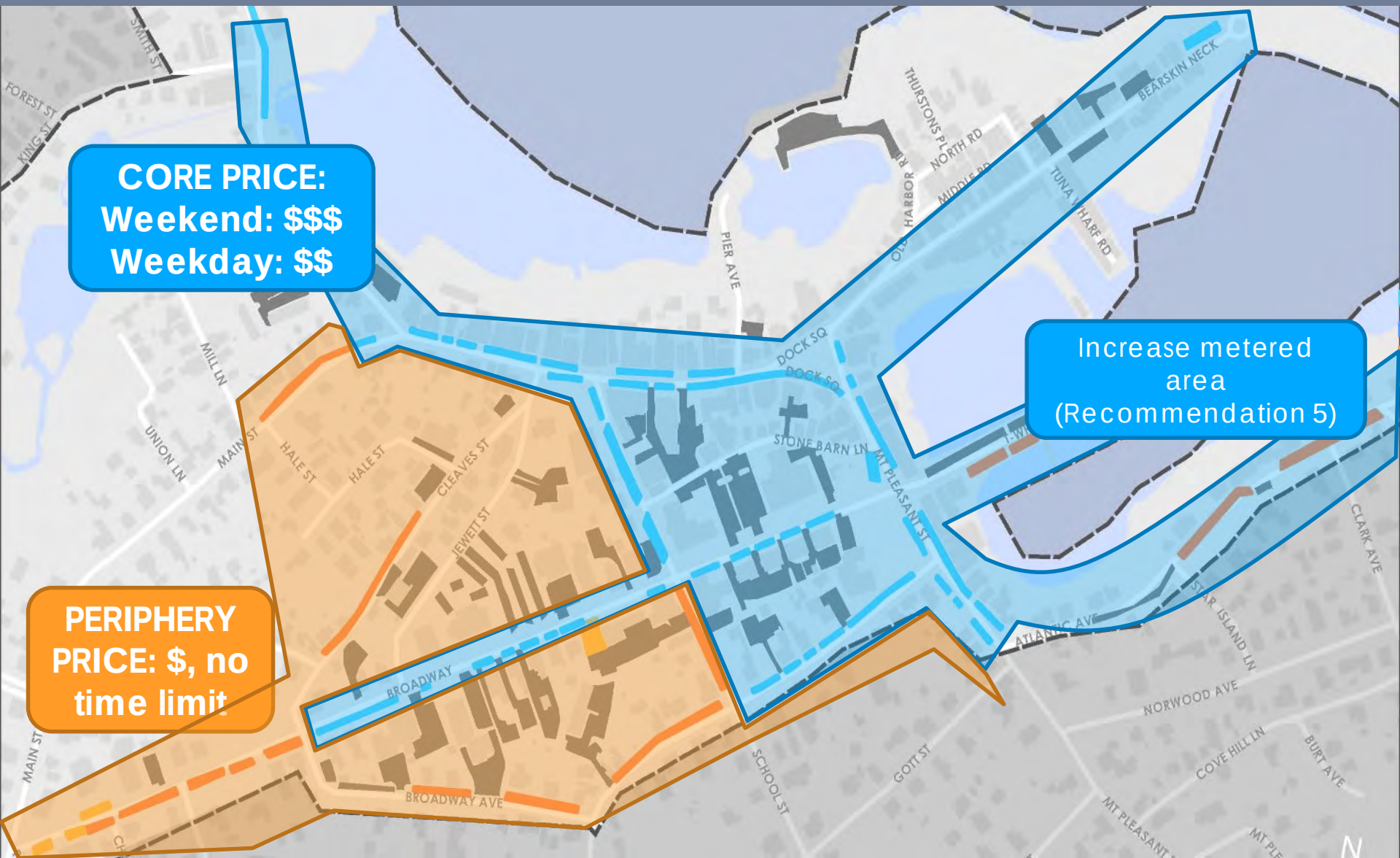
BEACH: $8 for 4 hours

Lot Parking: $25/day

Nearby: $4 for 4 hours



RECOMMENDATION 1 Adjust Price Downtown | Future



RECOMMENDATION 1 Adjust Price Downtown | Phases/Options

Phase	Price Changes
1	• Increase weekend price in Core • Peak season only (June-July-Aug)?
2	• Consider pricing Periphery on weekends • Peak season only (June-July-Aug)? • No time limits
3	• Increase price in Core for weekdays • All season?
4	• Price Periphery • No time limits

Supporting Strategies

Use baseline data from this study to monitor changes

Implement pay-by-phone

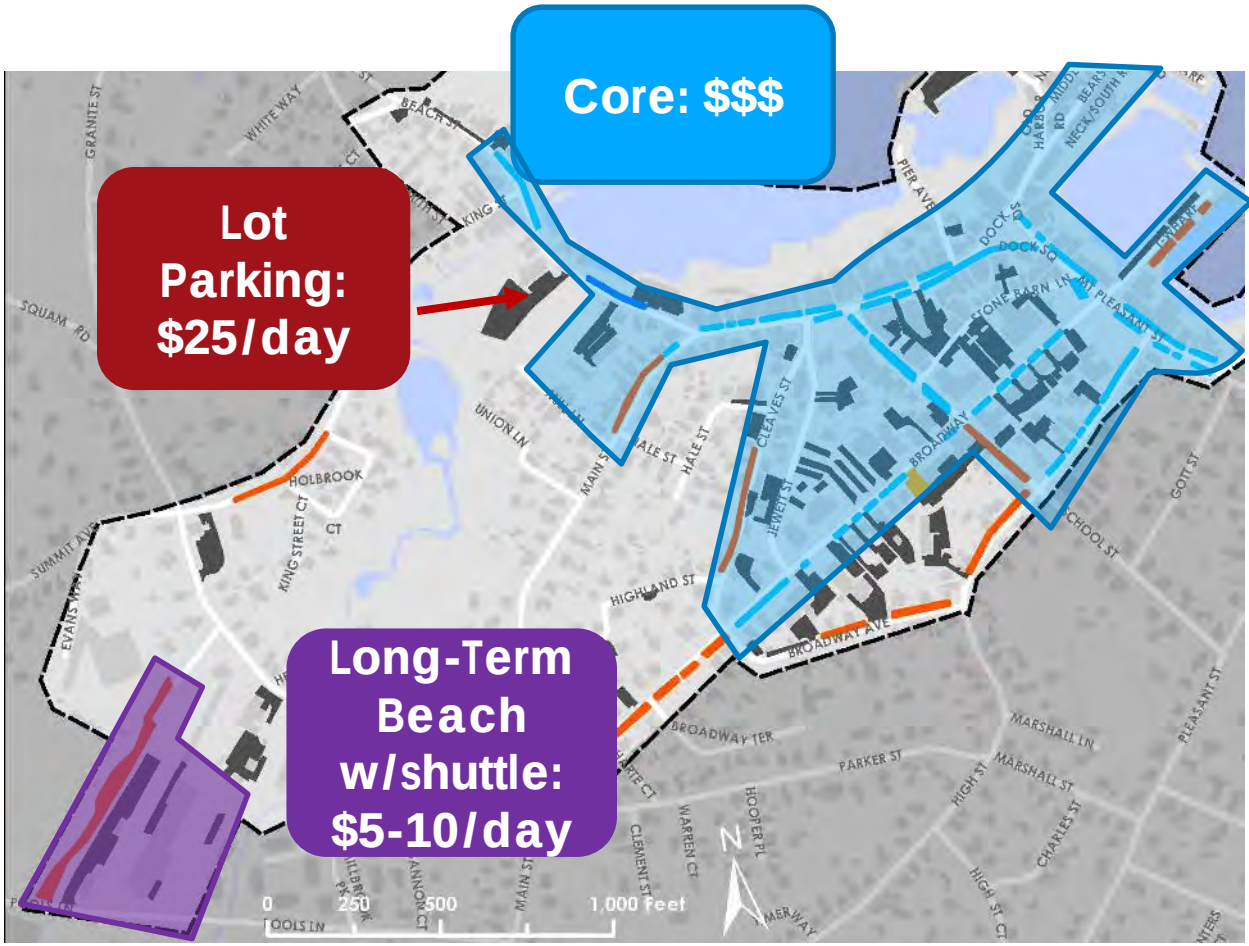
Allows users to extend parking remotely

Provide pricing information on centralized map on website

RECOMMENDATION 2 | Beach Parking Shuttle

RECOMMENDATION 3 | Remote Parking at MBTA Area

- Pull beach users (long-term parkers) out of downtown core
- Use MBTA / other lots for remote parking
- Work with owners to develop shared parking
  - Revenue sharing agreement

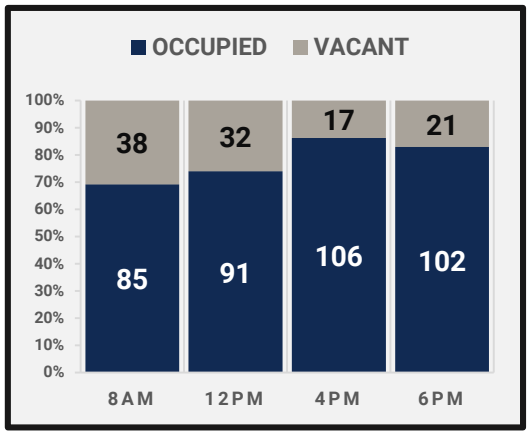


RECOMMENDATION 4
Residential “Super Permit”

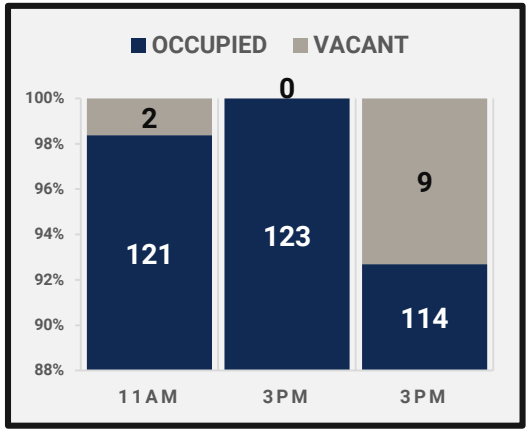
- Allow residents to run errands, access downtown
- Potential to reduce # of resident-only spaces in the core lot
- Access to specific streets: periphery area / near town hall
- 2 hours free at meter
- Plate based – use a code at kiosks
  - Meters – TBD
- Consider weekdays only?

RECOMMENDATION 4 | Residential Super Permit

WEEKDAY



WEEKEND

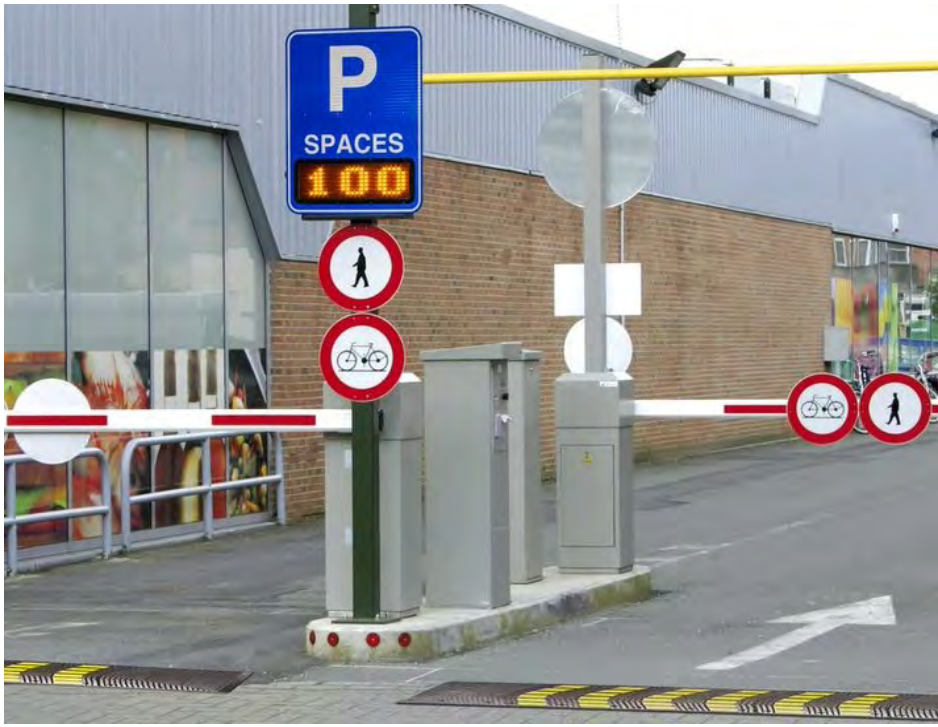


RECOMMENDATION 5 Increase Metered Area | Current

RECOMMENDATION 5 Increase Metered Area | Future

RECOMMENDATION 6 Invest in Remote Lot

- Eliminate shuttle fee
  - Use $$ from increased core pricing to fund shuttle
- Multimodal improvements
- Real-time availability – permanent
  - When closed, display “CLOSED”
- Increase shuttle hours for employee parking
- Provide real-time shuttle information
  - At lot and downtown



Estimated cost ~$15,000

(Parking Logix India: https://twitter.com/Parkinglogix_in/status/844107997441921025)

RECOMMENDATION 7 Signage and Wayfinding

- Use wayfinding to:
  - Intercept vehicle traffic
  - Direct people to other locations downtown
  - Provide estimated walk times
  - Help customers return to their vehicles
  - Help people on bikes find their way to/through downtown destinations
- Make shuttle more visible, esp. downtown
  - “Shuttle to Free Parking”
  - Real-time arrival information

RECOMMENDATION 8 Parking Benefit District

- Increase in price will lead to increase in revenue
- Through PBD legislation, additional funds can support:
  - Free shuttle to remote parking / increased shuttle hours
  - Improved crosswalks, sidewalks, etc.
  - Wayfinding and signage (real-time!)
  - Additional multimodal improvements (bicycle amenities)
- Parking Committee: prioritize & fund improvements

DRAFT RECOMMENDATIONS

1. Increase and streamline price to park in downtown core metered spaces
    1. Implement seasonal parking
    2. Implement weekend pricing
    3. Use parking meter revenue to pay for trolley user fee
2. Change CATA shuttle route to include MBTA lot
    1. Improve multimodal connections from MBTA commuter rail & mall area to downtown
3. Invest in MBTA area lots for beach access
    1. Wayfinding
    2. Shared parking / revenue sharing
4. Introduce a residential “super-permit” pilot
    1. Allow free or discount parking for 2-hours in metered zones
5. Increase metered zone
    1. Extend to Atlantic Ave to diffuse parking problem in core spaces
6. Invest in remote lot for downtown access
    1. Multimodal improvements
    2. Real-time availability
    3. Eliminate shuttle fee
7. Signage and wayfinding
8. Use Parking Benefit District for multimodal improvements

THANK YOU!