

Parking Policies for a Vibrant 21st Century Downtown



Difficult Task

- How to discuss “lively” and “active” downtowns while discussing parking
 - Parking = “bring a vehicle to a halt and leave it”



Parking = Critical Asset

- Parking can be a business maker or breaker
- Too little OR too much parking can have negative impacts



Parking Studies

- Help cities, towns, and neighborhoods get to the root of parking challenges.
 - Develop short term and long term goals
 - Different solutions for every community
- Recent Studies:
 - Quincy, Holliston, Foxborough, Marlborough, Cohasset, Scituate, Everett, Malden

PLANNING

Parking Management Planning



Get to the root of your challenges and turn parking into an asset

Thanks to innovations in parking management and payment technology, there are new ways to meet demand and increase user convenience — and to do so economically. The right parking solutions can even promote economic development and ease traffic.

MAPC is at the forefront of this new approach to parking. We can help you get to the root of your parking challenges and make the most of what you have. We can help you save taxpayer money — and staff time — with our easy “shop and buy” program for smart meters.

Call MAPC today. Together, we’ll solve your parking dilemma. And maybe even make parking into an asset.

CONTRACT WITH MAPC DIRECTLY & SIMPLY
MGL Chapter 30B Sections 1 (b)(3) and (b)(9) exempt municipalities from having to issue a Request for Proposals or an Invitation for Bids, or from engaging in any other procedures required by procurement law, when working directly with MAPC.



TO FIND OUT MORE ABOUT HOW MAPC CAN HELP YOUR COMMUNITY WITH PARKING PLANNING AND METER PURCHASING, call Jessica Robertson, Transportation Planning and Policy Specialist, at 617.933.0745, or email jrobertson@mapc.org.

www.MAPC.org



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SAVE

Whether you’re installing meters for the first time or are due for an upgrade, buying your smart meters through MAPC saves significant taxpayer money — and it frees you from the procurement process.

[Flip page for details](#)

PLAN

MAPC’s parking policy consultation services are first rate — and as a public agency, our services are intentionally kept affordable.

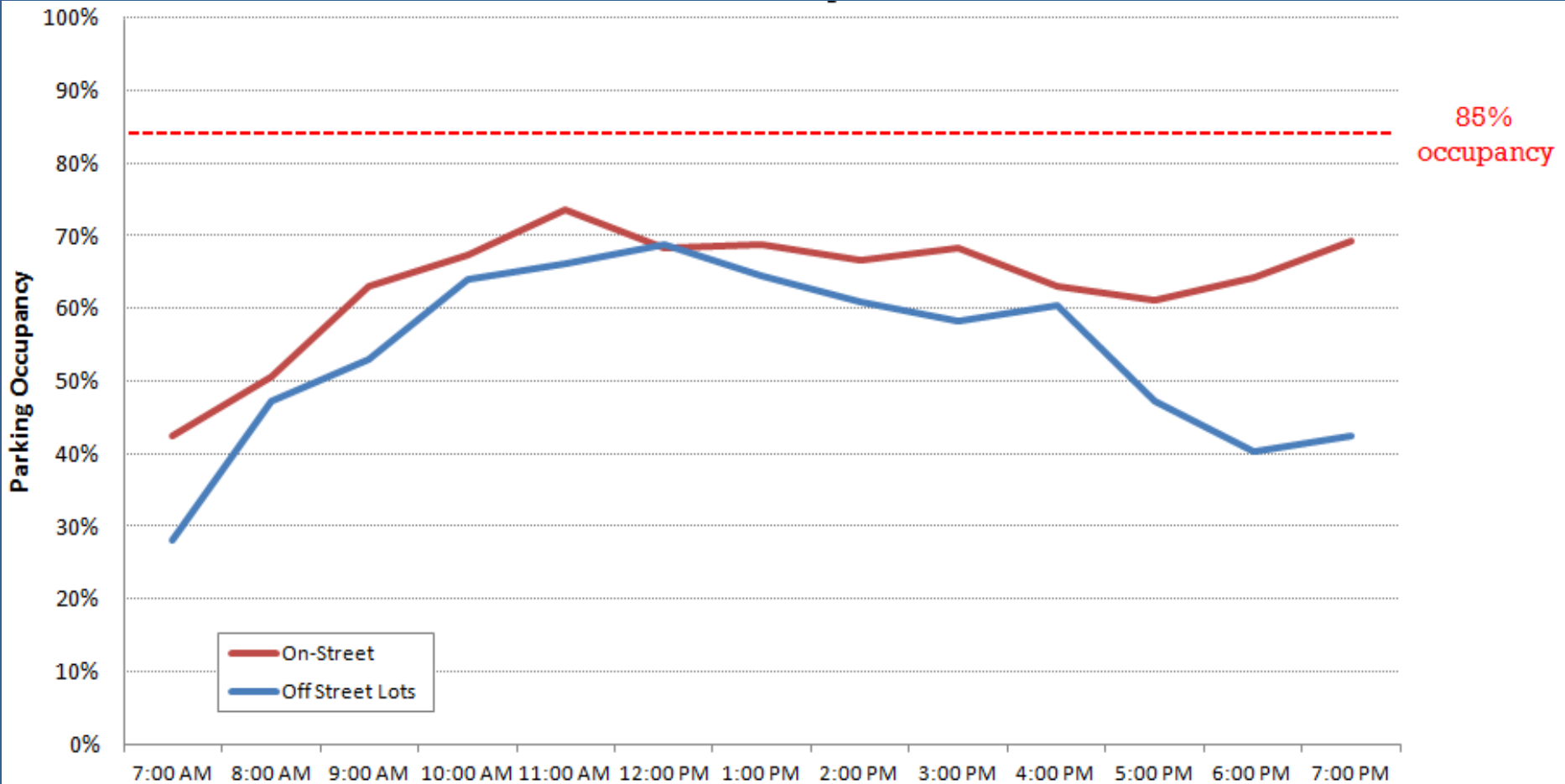
- Optimization of existing parking
- Occupancy and capacity studies
- Duration, regulations, signage
- Employee parking
- Shared parking techniques and pricing policies
- Zoning opportunities
- Determining future parking need and capacity for new development
- Consensus building and community engagement

Collect Data!

- Define issues to create solution
 - Capacity?
 - Utilization?
 - Peak hours?
 - Duration?
 - Busiest areas?
 - Regulations?
 - Loading?
 - Enforcement?
 - Current Pricing?



Occupancy vs. Capacity



Weekday Average Duration



Management is Crucial

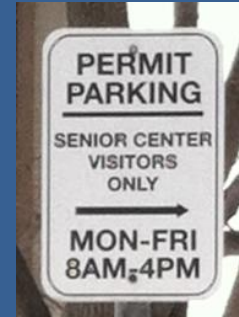
- Need turnover for successful business district
- Park once and visit multiple destinations
 - Less circling for parking, more foot traffic

Regulations

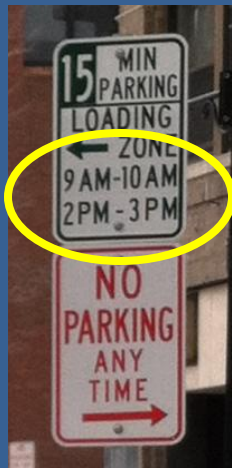
- Make decisions with the whole business district in mind
 - Create a cohesive parking area



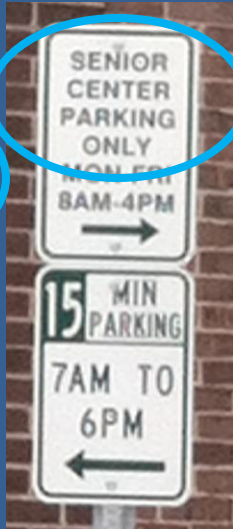
Signage



Signage

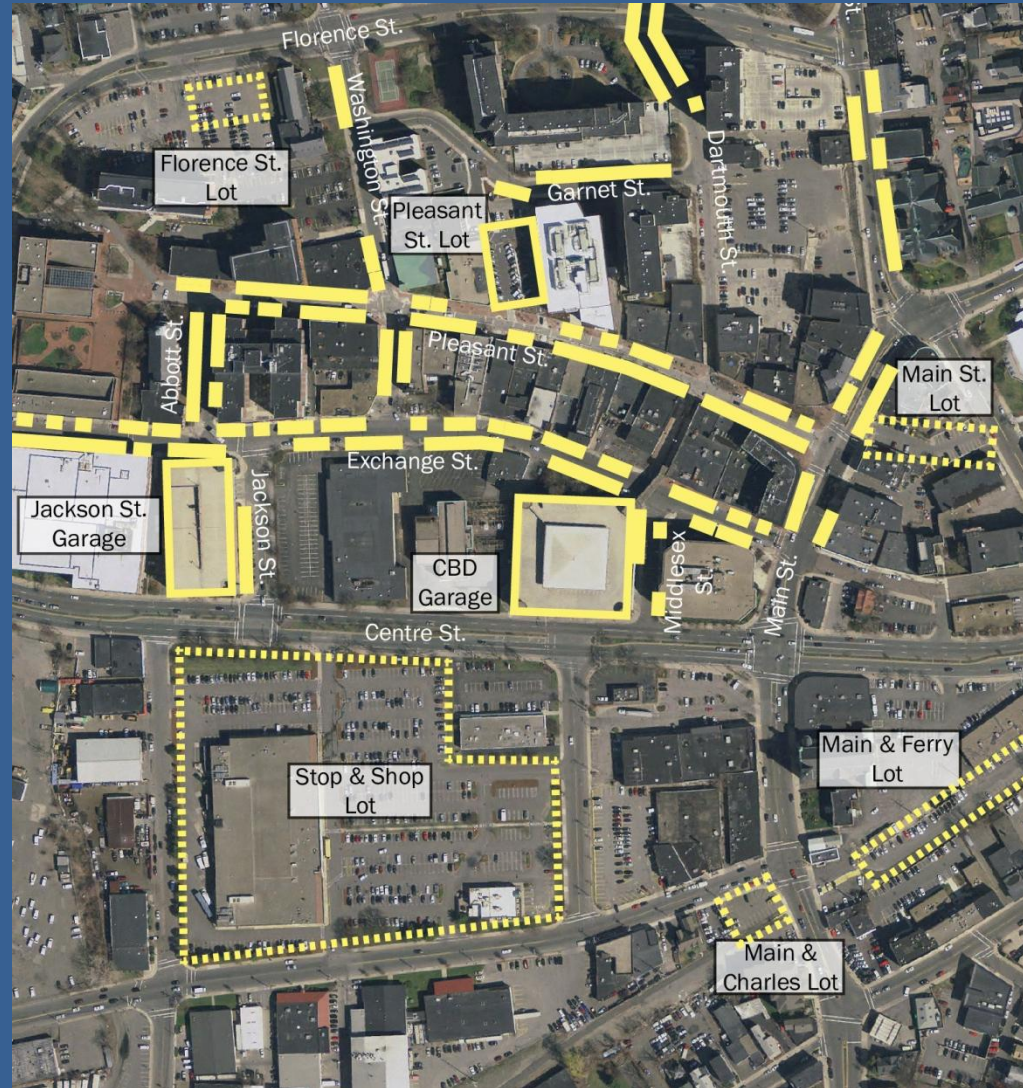


Signage

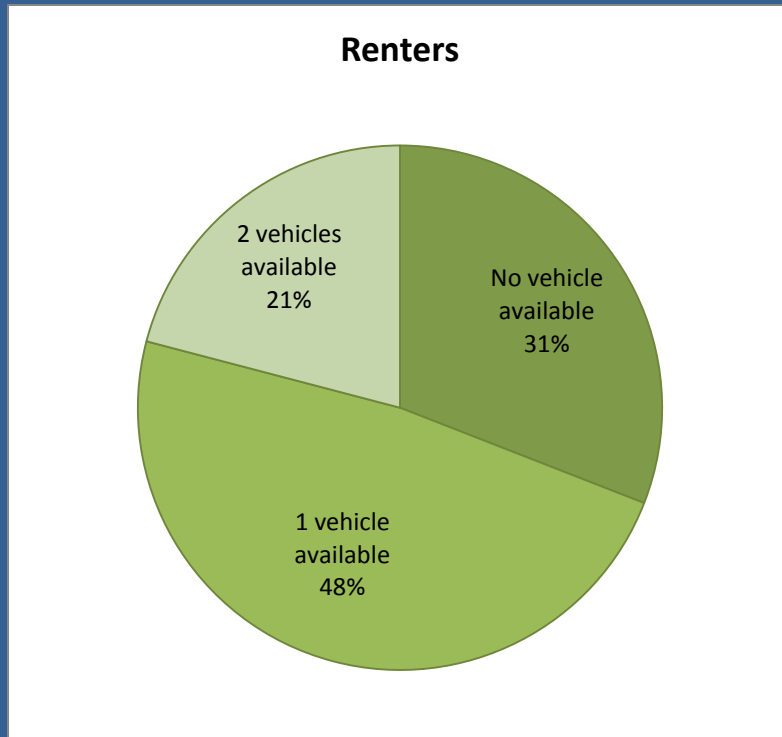


Shared Parking

- Utilize parking spaces for more than one use
 - Ex: use a bank parking lot in the evening for restaurant parking



Zoning



- Many communities require more parking than is needed
 - Discourages development
 - Parking lots instead of green space or development
- Evaluate/update your zoning bylaws

Walking/biking

- Create an environment where people feel safe walking and biking instead of driving
- Determine what the barriers are
 - Large intersection unsafe to cross on foot?
 - No bike lanes or places to lock bikes?



Placemaking

- Parking is one of the largest areas of municipal land – use it to your advantage. Utilize it!
- Parklets
- Close down roads to traffic and parking



Costs

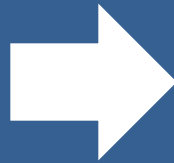
- Parking is expensive to build/maintain!
 - Construction & Maintenance – land, paving, striping, signage, lighting, structure upkeep, snow removal
 - Enforcement – Parking Clerk, meter maid/police time, ticket books, appeals, online ticket payment system, credit card fees, collection agencies
 - Issuing Permits – residential, employee, recreational
- Are you passing along the costs?

Demand Pricing

- Smart Parking Meters
- Fluctuate parking rates
 - High Demand = High Cost
 - Low Demand = Low Cost
- Pricing tiers
 - Costs lower or free further away from center
- Parking Benefit Legislation
 - Clear authorization of pricing controls and how to use revenue



Use Parking Revenue to Benefit Business District



“We don’t
have enough
parking”

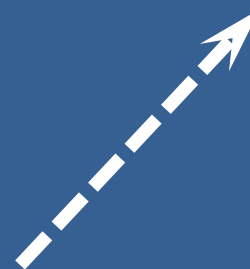
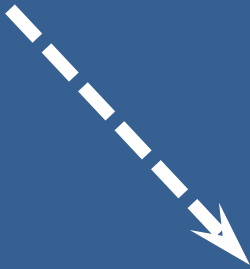


“We must
build more
parking”

“We don’t
have enough
parking”

“We must
build more
parking”

“Let’s better
manage our
current parking
supply”



Keys to Success

- Design downtown for all users
- Provide appropriate supply
- Make decisions based on DATA
- Manage the Parking!
 - Turnover
 - Regulations
 - Signage
 - Shared Parking
 - Pricing
 - Zoning
- Don't build new parking if you are unable to light it, sign it, and maintain it
- Educate business owners
 - Turnover is key to success
 - Pricing may actually help businesses
- Encourage walking/biking
- Placemaking

Different techniques work for different communities!



Thank you!

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