

Tonight's Agenda

- Welcome and Introductions
- Presentation: What is Parking Management
 - Parking Management Plan Process
 - 2013 Study Findings
 - 2015-2016 Implementation
- Discussion/Input on Options
- Action Items and Closing

Parking Management Plan Process

Spring/Summer 2012

Parking inventory, demand counts, and analysis (May)

Public workshop (May)

Online and tourist surveys

Stakeholder interviews

Fall/Winter 2012-3

Develop strategies

Public meetings (Oct)

Update strategies

Draft and final plans

Select Board meeting (April)

2014

Town coordination and planning

Select Board meeting (June)

Summer 2015

SB capital plan approval

Stakeholder interviews

Public meeting (Aug)

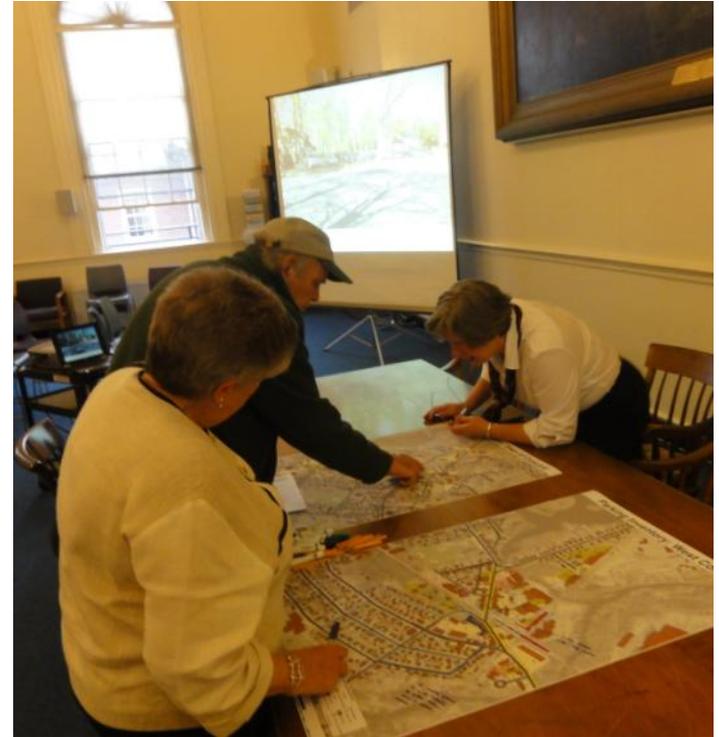
SB meeting (Aug)

Program Rollout and Refinement/Evaluation



Parking in Concord

- Parking is closely linked to:
 - Economic vitality
 - Local business health
 - Tourism
 - Commuter rail usage
 - Pedestrian environment
 - Traffic patterns
 - Development potential
 - Bicycling accommodations
 - Signage and wayfinding

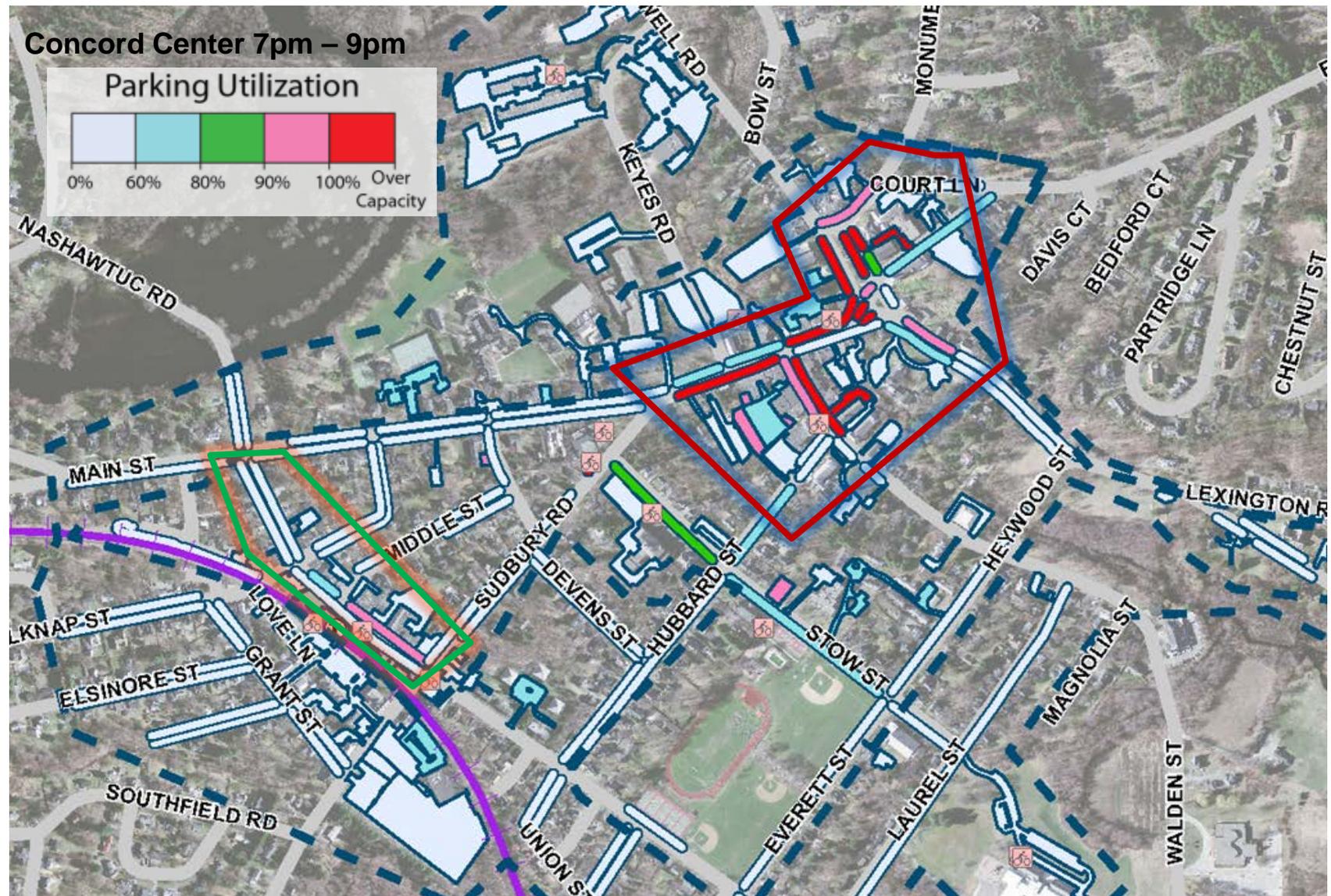


Concord Parking Principles

- Provide convenient parking for **customers / clients**
- Establish clear Town and private **employee parking** areas
- Accommodate **commuter parking** appropriately
- Protect **residential neighborhoods** from spillover



Key Finding: Hard to find customer parking in prime spaces



Key Finding: Time limits aren't working



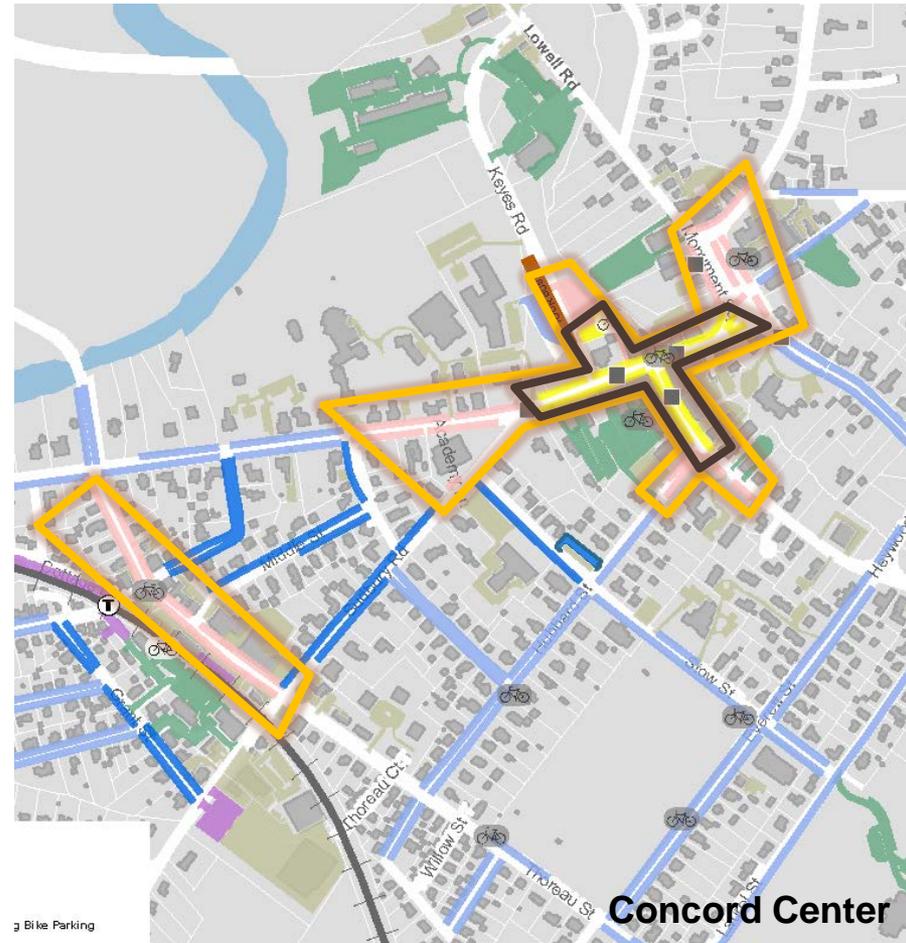
- 83% of merchants prefer 2 Hr. over 1 Hr. Limits
- Over 30% of customers stay over 1 hour
- 2/3 stay at least 30 minutes
- Tickets are negative reinforcement

Key Finding: Signage is confusing (or non-existent)



Recommendation: Match price to demand

- Use pricing to foster behavior and create availability
 - Higher rates where demand is high
 - Keep initial free period
 - Better advertisement of free parking areas
 - Expand meter zones



Recommendation: Invest in Technology Upgrades

Today's Meters

- Coin operated
- Single-posts
- Installed in 2003



New Technology

- Customer convenience and satisfaction
- Reduced enforcement costs
- Increased payment options



Recommendation: Introduce Clear Information

Signage

- Define clear rules
- Identify free and long-term parking
- Guide pedestrians back to their car



Information

- Online and printed map



Final Plan - Approved by SB Winter 2013



TOWN OF CONCORD, MASSACHUSETTS

PARKING STUDY | SUMMARY PLAN



MARCH 2013

N NELSON
NYGAARD

Implementation – Approved at 2015 Town Meeting

NEWS NOW

'Making Connections, You are not Alone' to be presented in West Concord for area seniors

Concord to request \$250,000 for parking management









 COMMENT 1
  Recommend 0
  Tweet 0



			fund balance as of 7/1/2014	
52	4/12/15	Rideout and Emerson Playground Improvements--\$600,000 from borrowing		Passed Under Article 2 Consent Calendar
53	4/12/15	Parking Management Plan Implementation--\$250,000 appropriation from borrowing		Passed by Declared Near Unanimous Vote
54	4/12/15	Town House Interior Renovations--\$700,000 appropriation from borrowing		Passed by Declared Near Unanimous Vote



A parking study found no shortage of parking spaces in Concord. Courtesy photos/Town of Concord Parking Study



By April M. Crehan
acrehan@wickedlocal.com

Posted Jan. 8, 2015 at 2:01 AM

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IMPLEMENTATION

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at the Town appropriate

More vi



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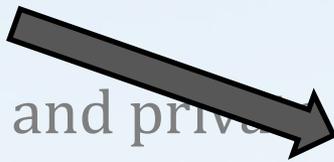
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including any related design and appropriation, authorize the Board of Selectmen be
ns of Chapter 44, Section 7(9)
ny other enabling authority.

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- Create more on-street availability through pricing
- Extend time limits on and off street
- Easier payment with new technology
- Install new signage and provide information
- Create additional off-street supply
- Disabled parking protocol



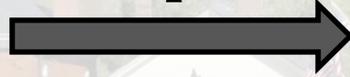
Concord Parking Principles

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- Establish clear Town and private **employee parking** areas
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- Protect **residential neighborhood** from spillover
- Maintain some free off-street parking
- Promote parking outside of core
- Easier payment with new technology
- Explore “shared parking” agreements



Concord Parking Principles

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- Refine commuter parking program
- Protect residential streets from spillover commuter parking



Concord Parking Principles

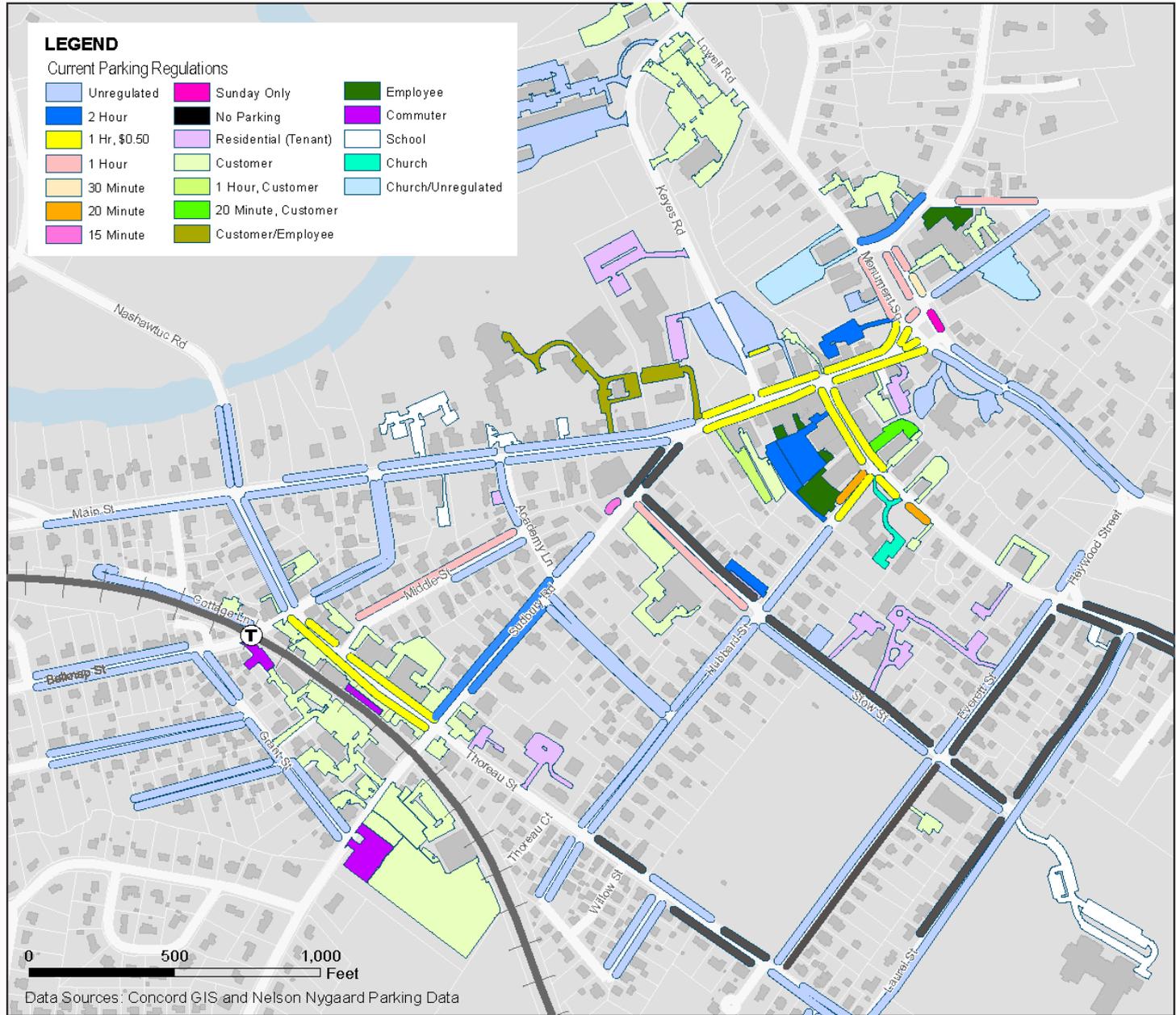
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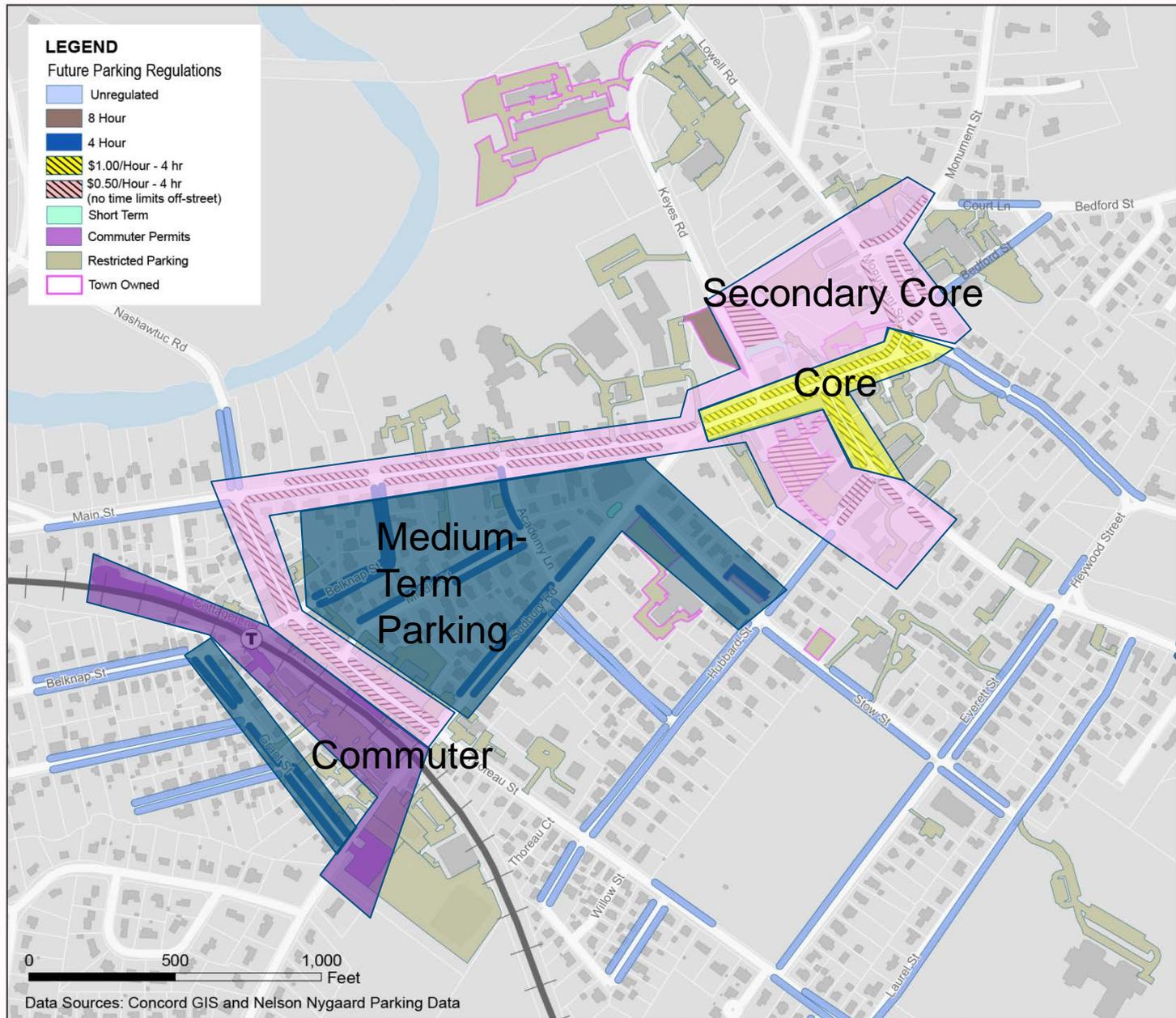
- Protect residential streets from spillover commuter parking
- Extend time limits on and off street



Concord Center



Concord Center



Stakeholder Meetings – What We've Been Hearing

- Raising rates for availability should be coupled with new technology and signage
- Concern about spillover parking/using neighborhood streets for parking
- Preference for a 2-3 hour time limit rather than a 4 hour limit
- Concern about busy evening streets as more restaurants open
- Walking/street crossing safety concerns in all areas
- Interest in working w/ private landowners to utilize off-street parking
- Areas around new parking meter areas need to be carefully considered/managed

What we want to hear from you

- Time Limits, Pricing, and Span
- Residential Side Streets Management
- Payment Technology (single smart meter heads, pay-by-plate, pay-and-display, pay by cell, etc.)
- Other Concerns

Implementation Schedule



- Stakeholder discussions (July/August)
- Public meeting (8/4)
- SB meeting (8/31)

- PHASE 1
 - Update pricing at currently metered spaces
 - New signage and information
 - Update side street regulations

- PHASE 2
 - New technology selected and installed
 - Update/expand commuter parking program
 - New meter areas expansion



Online and printed information

Disabled parking program

Program monitoring /evaluation

Program Monitoring/Evaluation

- Regular monitoring
- Utilization counts – compare to previous data
- Captures changing land uses
 - e.g. BFRT
- Data used for future regulatory recommendations

