



# City of Portsmouth

Deputy City Manager

## MEMORANDUM

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**TO:** Economic Development Commission

**FROM:** Carl E. Weber, Deputy City Manager   
Benjamin M. Fletcher, Director - Parking and Transportation  
Mike Casad, Parking General Foreman

**DATE:** February 26, 2026

**SUBJECT:** Updated Resident Access Parking Program (RAPP) Pilot - 2026 & Downtown Workforce Parking Pilot on Parrot Ave.

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## Resident Access Parking Program (RAPP) Pilot – 2026

At the City Council meeting on December 8<sup>th</sup>, 2025, City staff presented a one-year Resident Access Parking Program (RAPP) Pilot to improve public parking management in areas other than the metered downtown business district. This Pilot was in response to a request for a report back in October of 2025. The RAPP Pilot 2026 prioritizes residents by allowing them to park at no cost when their Portsmouth-registered license plates are enrolled in the existing resident parking program, while charging non-residents to park in the same designated areas. The original Pilot was modified based on feedback from the City Council, the Recreation Board, the Library, and the Chamber Collaborative. This Pilot was presented to the Parking Traffic and Safety Committee (PTS) on February 5, 2026. PTS voted to approve the updated Pilot with a request for quarterly feedback.

The Pilot program is a proof-of-concept test to help determine whether monetizing non-resident parking results in increased parking availability for residents. By testing high-volume roadways and encouraging additional residents to register their Portsmouth vehicle license plates in the existing resident parking program, the City will be better equipped to develop future expansion into neighborhoods based on lessons learned and data gathered from this Pilot.

## A Different Approach for RAPP Pilot 2026

The RAPP Pilot 2026 would charge non-resident vehicles \$1.00 per hour to park in designated areas, using vehicle license plate enforcement. Before the program begins, an outreach campaign will share details about the pilot and encourage residents to register their Portsmouth vehicle license plates through the Parking Office or the Tax Collector's Office. This campaign will include flyers in the RAPP areas, FAQs, promotion on the website, social media, and the City Newsletter.

While the RAPP Areas may be adjusted during the term of the Pilot with City Council approval, the RAPP Areas will initially include the following roads:

- Parrott Avenue (**roadway only**)\*
- Hanover Street (from Bridge Street to Brewster Street)
- Rock Street
- Pearl Street
- Tanner Street
- Tanner Court
- Gates Street
- Hancock Street
- Washington Street (from Court to Hancock)

*\*Parrott Avenue is proposed to include a Downtown Workforce Parking Pilot in addition to RAPP. Middle School and Library Staff will also be able to park at no cost on Parrott Avenue during working hours and events.*

Residents who have already registered their Portsmouth vehicle license plates in the Parking Office or Tax Collector's Office for resident parking are able to park in the RAPP Areas without taking any further action. Residents can easily register their plates with either office.

Note: The Tax Collector's Office cannot automatically share resident license plate information with the Parking Division; residents must initiate this action by requesting a form at the Tax Office.

The current parking ordinance for 3 hours free for ADA and veteran's parking will apply to this zone.

**Once registered, residents do not need to use a cellphone or app to participate in the RAPP Pilot 2026 program.** Only non-residents or those residents who have not registered their Portsmouth license plates would need to initiate a session with

the ParkMobile App or use the repurposed parking kiosk that will be installed on Parrott Ave.

The goal is to make this RAPP Pilot 2026 as easy as possible for residents to park once they are registered in the parking system.

## Lessons Learned from Previous Pilot Program

The Islington Creek Neighborhood Parking Program (NPP) Pilot in 2019 used parking permits and designated parking areas. The pilot included Hanover (Bridge to Brewster), Tanner, Tanner Court, Rock, Sudbury, Brewster, Langdon, McDonough, Cornwall, Rockingham, Cabot, Salem, and Dover Streets. Managing and tracking the permit program was difficult, especially for rental units with multiple occupants. The RAPP Pilot 2026 solves this problem by utilizing a simpler approach with Portsmouth vehicle license plate enforcement, and it is proposed to begin just over a year after the City began connecting current vehicle registrations to designate resident status.

## RAPP Pilot 2026 Financial Analysis

The RAPP Pilot 2026 as outlined would result in 74 additional weekly hours of enforcement for the 224 spaces for an estimated \$2,106.63 per month cost. The estimated monthly revenue for non-resident parking is \$5,322.92, for an anticipated net gain of \$3,215.29 per month.

Thus, this RAPP Pilot 2026 is estimated to cover the costs associated with this program. In the future, any surplus revenue could be applied to cover costs associated with proposed neighborhood parking expansion. (See *Resident Access Parking Program - Cost and Revenue Estimates* dated 1/27/2026 for additional details.)

## Timeline/Plan for Implementation

- Order signs: 4-6 weeks
- Conduct neighborhood Counts: 4-6 weeks
- Create zones in the ParkMobile App: 4-6 weeks
- Install a repurposed parking kiosk on Parrott Ave
- Conduct outreach (Flyers on cars, website, and social media): 1-2 weeks
- Start with Friendly Informational Warning Citations: Beginning day one to help educate for the first few weeks and emphasize registering Portsmouth license plates
- Provide data driven analysis-report back: Quarterly to City Council and PTS

## Proposed Implementation Steps

The RAPP Pilot implementation includes policy adoption as well as an ordinance change. The ordinance requires three readings and a public hearing. This process is estimated to take approximately two months, and the RAPP Pilot would start on the first day of the month following the adoption of the associated ordinance.

## Future Steps

Staff will collect parking utilization data and monitor adjacent areas to evaluate changes in parking patterns to prioritize which neighborhoods the RAPP Pilot 2026 effort could expand into first. The Pilot program will test whether monetizing non-resident parking provides increased availability to residents. If true, this approach, when expanded to neighborhoods, may support higher density affordable housing developments in the future. Staff will provide financial analysis for any proposed expansion to include proposed neighborhoods, implementation phases, enforcement costs, revenue assumptions, and anticipated parking sessions to establish the net gain or loss associated with the recommendations.

## Data Collection and Analysis

The City Council and PTS will receive a quarterly report on the RAPP Pilot 2026 with additional recommendations and possible adjustments to the RAPP program.

Staff will collect parking utilization data and monitor adjacent areas to evaluate changes in parking patterns to prioritize which neighborhoods the RAPP Pilot 2026 effort.

Data collection will consist of occupancy counts in the target areas and surrounding areas taken at 6 am, 12 noon and 6 am. Revenues associated with the program will also be reported quarterly.

## Downtown Workforce Parking Pilot on Parrott Avenue

After receiving feedback and discussion with the Chamber Collaborative and downtown businesses, staff is proposing a Downtown Workforce Pilot on Parrott Avenue (roadway only). Currently, the downtown workforce program is offered at the Foundry Garage and consists of 20 stickers per month for \$3 dollars per sticker for up to a 10-hour stay.

Hourly employees who work downtown and have registered at the Parking Office can take advantage of the Pilot program. Instead of paying the non-resident rate of \$1

per hour, the cost to park on Parrott Avenue would be .30 cents per hour plus the .35 cent initial session fee. This approach is comparable to the cost of the existing program in the Foundry garage for \$3.00 for a 10-hour stay. The main difference is that employees only pay the hourly rate for initiated sessions and the actual hours used instead of pre-paying for stickers. This Pilot also allows a proof-of-concept for allowing this program outside of a garage environment.

Further expansion of the Downtown Workforce Parking Pilot will be considered during the Pilot term as evidence supports.

Attachments

# Resident Access Parking Program

## Cost and Revenue Estimates

### Enforcement

Mon-Sat	66	Monday - Saturday hours
Sunday	8	Sunday hours
<b>Total</b>	<b>74</b>	<b>hours of coverage required weekly</b>

<u>Personnel</u>	<u>Annual Cost</u>	<u>Monthly Cost</u>
PTE Enforcement	25,291.50	2,107.63
<b>Total</b>		<b>2,107.63</b>

### Revenue Assumptions

Total Inventory 224 spaces

Low Observed Residency Usage

Average Length of Stay (LOS) downtown: 2.25 hours

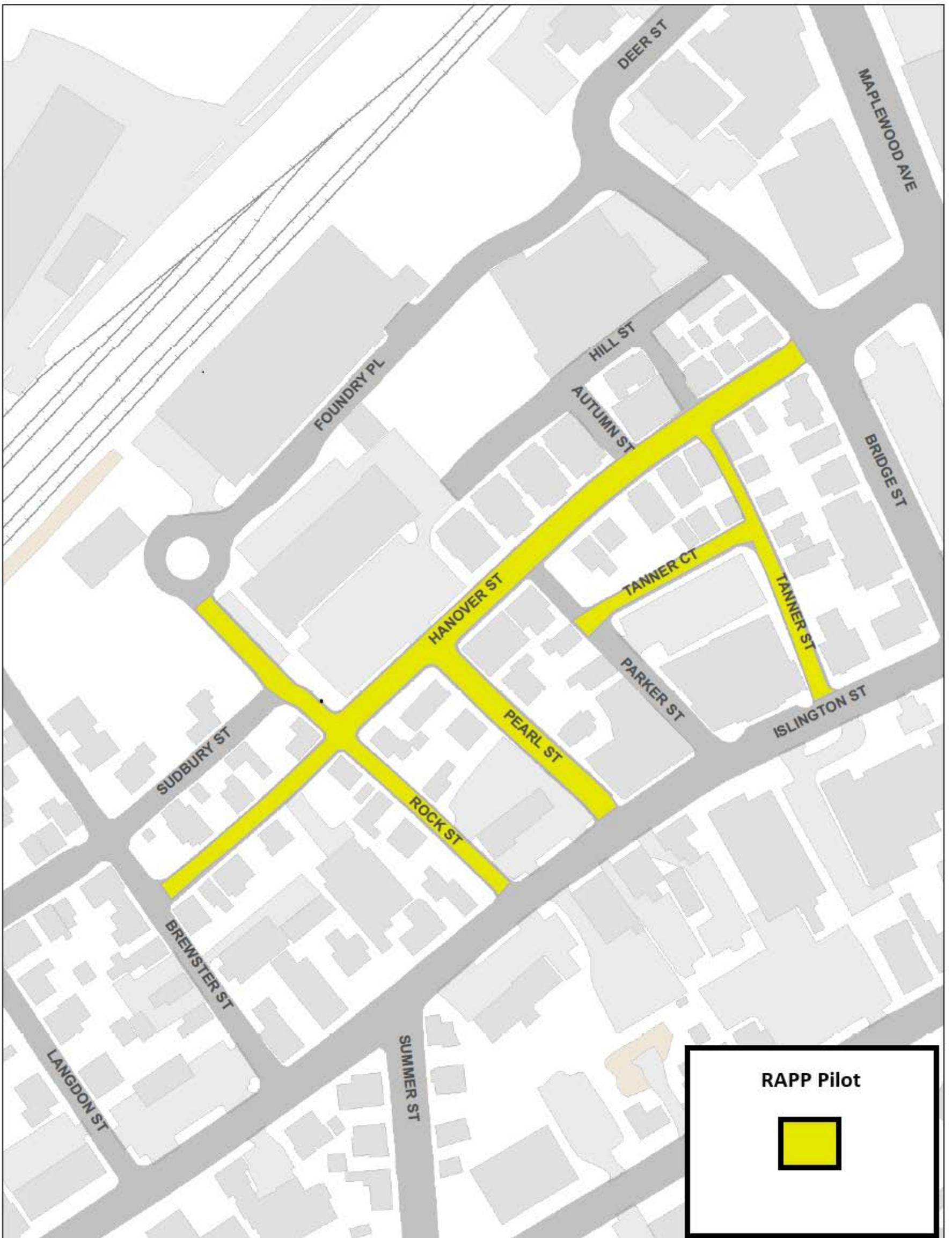
<u>Anticipated Sessions</u>	<u>Rate</u>	<u>LOS (hours)</u>	<u>Revenue/Session</u>	
50	\$ 1.00	3.5	\$ 3.50	<b>\$ 5,322.92</b> Anticipated Monthly Revenue

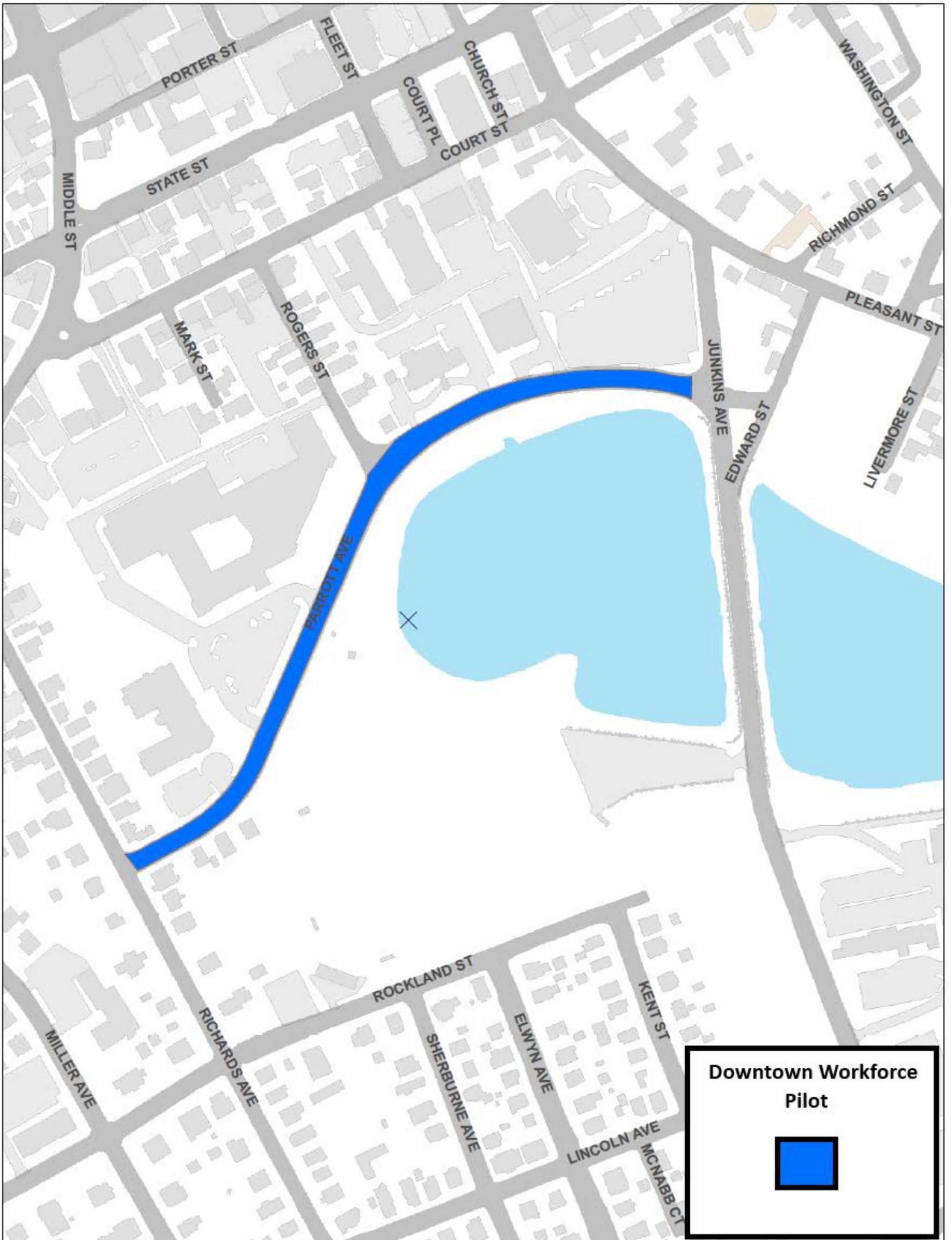
**\$ 3,215.29** Anticipated net gain (loss)

### Inventory

35	Hanover Street - Bridge to Brewster
18	Rock Street
10	Pearl Street
3	Tanner
11	Tanner Ct
28	Hancock Street
21	Gates Street
8	Washington
90	Parrot Avenue
<b>224</b>	







Downtown Workforce  
Pilot

