



PARKPORTSMOUTH

Parking Principles Work Session

March 25, 2019

Meeting Agenda

- Review of Work Session Goals
- City Staff Presentation
 - 2012 Parking Principles: History
 - 2012 Parking Principles- Annotated
 - Accomplishments to Date
 - Current Conditions/Trends
 - Suggested Amendments and Additions
- Break Out Into Discussion Groups
- Report Back



Today's Session Goals

- Re-confirm that the 2012 Parking Principles Remain Representative of Parking Industry Best Practices
- Discuss Actions Implemented and Results Thus Far
- Discuss Changes to Portsmouth Demographics, Technology and Trends
- Suggest Amendments or Additions to the Guiding Principles
- Maintain and Enhance Council Support for Future Directives and Recommendations



2012 Parking Principles: History

- ▶ Adopted by City Council in March 2012
- ▶ Resulted from multi-year planning and analysis effort
 - ▶ Master Plan 2005
 - ▶ Downtown Parking Omnibus 2011
 - ▶ Parking Supply and Demand Analysis 2012 (Nelson-Nygaard)
 - ▶ Parking Supply and Demand Strategies Report 2012 (John Burke)
 - ▶ Multiple Work Sessions with City Council, EDC, Planning Board, Focus Groups
- ▶ Immediate Outcomes
 - ▶ Merged Parking Committee and Traffic Safety Committee into One Combined Parking & Traffic Safety Committee
 - ▶ City Council Committed to Move Forward with Downtown Parking Garage
 - ▶ Identified Opportunities for Public Parking on Private Lots
 - ▶ Elimination of in Lieu of Parking Fees
 - ▶ Modified Downtown Parking Requirements

2012 Parking Principles: History

- ▶ Principles are Based on Parking Industry Best Practices for Managing Parking Demand and Supply, Land Use, and Complete Streets
- ▶ Purpose: To Guide City Decisions (and staff recommendations) on Parking, Primarily in the Downtown Core

2012 Parking Principles: Annotated

- ▶ A Balanced Mix of Retail/Restaurant Parking Supply that is Convenient, Viable and Central to Downtown Destinations is Key to the Short-term and Long-term Health of the City's Retail, Restaurant and Office Economies
- ▶ Increase Parking Supply in the Downtown Core
- ▶ Optimize Existing Resources
- ▶ Develop and Enhance Transportation Alternatives
- ▶ Enhance Wayfinding
- ▶ Price more desirable on-street space to favor motivated user groups
- ▶ Apply and Enforce Time Limits
- ▶ Principles Should Continue to Represent Parking Industry Best Practices

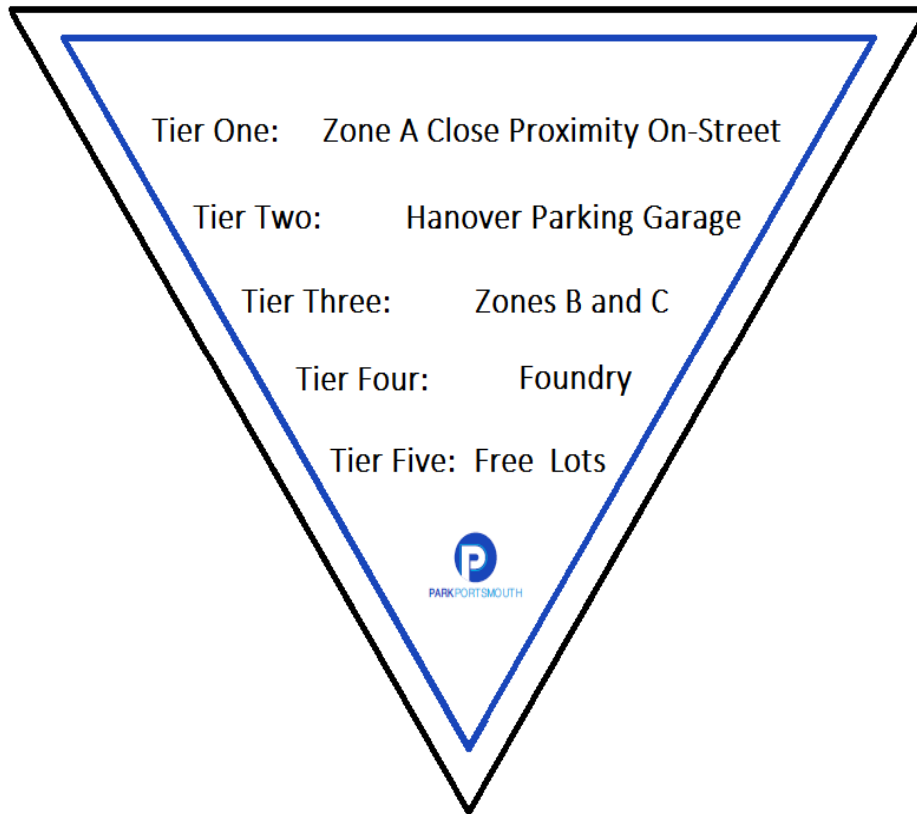
Parking Division: Support Services



*Additionally, the Parking Division Contributes \$2.4M Annually to the General Fund

City of Portsmouth Parking Offerings

City of Portsmouth Parking Product Tiers



Tier One Product- On Street; \$2/hr; 3 hr Max

Premium On-street, Close Proximity Parking Designed and Priced for Short-term Use. Three Hour Maximum.

Tier Two Product- Hanover Parking Garage; \$1.50/hr; 72-hr Max

Close Proximity, Covered Parking. Allows for long term stays

Tier Three Product- B Zone On Street and C Zone Surface Lots

\$1.50/hr; 3 hr Max (Zone B); 4 hr Max (Zone C Lots)
Parking borders the downtown core, encouraging walking to destinations; Zone C longer stays support Park Once philosophy

Tier Four Product- Foundry Garage; \$1/hr; 72 hr Max

Located on the edge of Downtown, Foundry offers an inexpensive covered parking option. Pricing, proximity to downtown core and allowance for long-term stays support walking, Bike Share and the Park Once Philosophy

Tier Five Product- Free Lots

Located on the edge of the Core, these free-to-use options are geared towards daily employees of downtown businesses

2012 Principles- Examples of Implemented Actions and Results

Increase Parking Supply

- ▶ Foundry Garage Opened 10/31/2018 (600 Spaces)
- ▶ Public Parking Partnerships (248 spaces total)
 - ▶ Market Street Church Lot (CCC)
 - ▶ Masonic Lot
 - ▶ Isles of Shoals
 - ▶ Middle Street Baptist
 - ▶ Court St. Lot
- ▶ Private Lots-NH Parking
14 locations; 430 Spaces



2012 Principles- Examples of Implemented Actions and Results

Optimize Existing Resources

▶ Public Transit

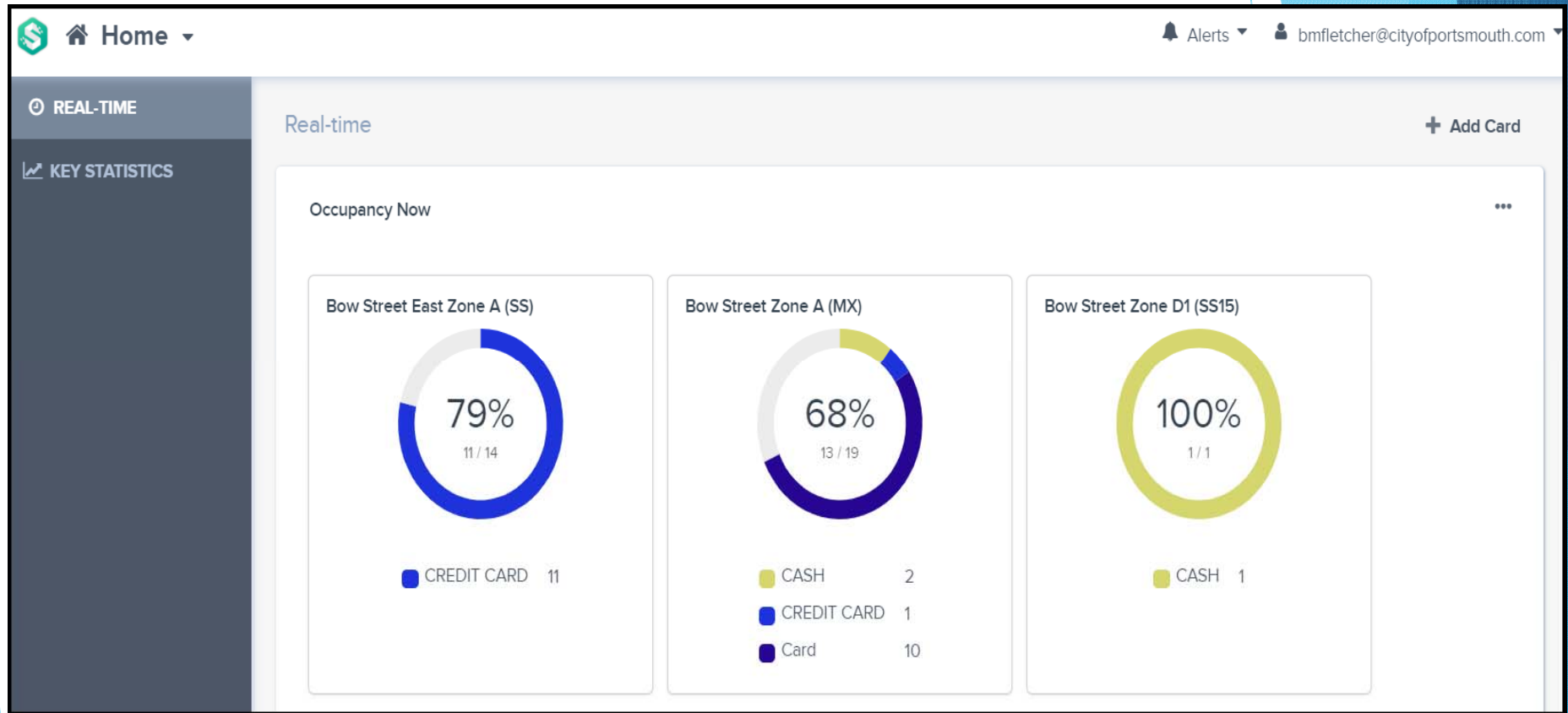
- ▶ COAST
- ▶ Wildcat
- ▶ Senior Shuttle
- ▶ Parking Shuttle
- ▶ Micro-transit RFQ in Progress
- ▶ Zagster Bike Share

▶ Technology Enhancements

- ▶ Data-Driven Decision Making
 - ▶ High Occupancy Zone Recommendations
- ▶ Credit Card-Enabled Smart Meters; Touch-Screen Technology
- ▶ ParkMobile App and Resident Pricing



Smarking Data Aggregation System



Smarking Data Aggregation System

Home Alerts bmfletcher@cityofportsmouth.com

REAL-TIME KEY STATISTICS

Key Statistics

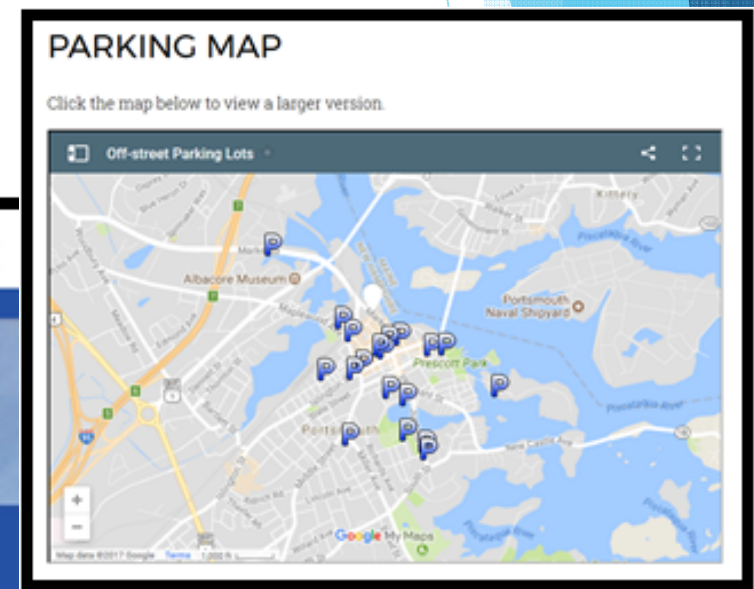
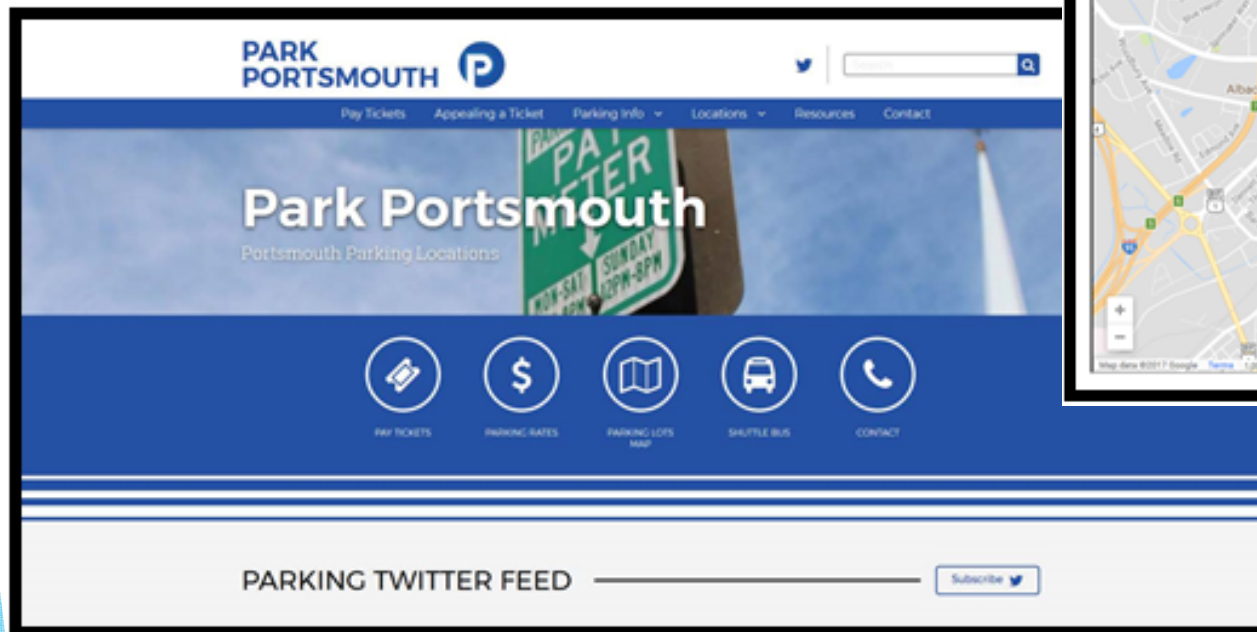
Show **Total** statistics for **Yesterday** compared to Mar 21, 2018

Location ▲	Revenue	Transactions	Revenue/Trans.	Peak Occupancy
All 50 Locations 1,660 spaces Excluding virtual locations	\$13,416 Last Year: \$12,710 \$707 (6%) ↑	4,733 Last Year: 4,964 -231 (-5%) ↓	\$2.83 Last Year: \$2.56 \$0.27 (11%) ↑	1,316 (79%) ⓘ Last Year: 1,354 (82%) -38 (-3%) ↓
Bow Street East Zone A (SS) 14 spaces	\$223 Last Year: \$151 \$72 (48%) ↑	63 Last Year: 67 -4 (-6%) ↓	\$3.54 Last Year: \$2.26 \$1.29 (57%) ↑	17 (121%) ⓘ Last Year: 16 (114%) 1 (6%) ↑
Bow Street Zone A (MX) 19 spaces	\$306 Last Year: \$309 -\$3 (-1%) ↓	91 Last Year: 99 -8 (-8%) ↓	\$3.36 Last Year: \$3.13 \$0.24 (8%) ↑	18 (95%) ⓘ Last Year: 21 (111%) -3 (-14%) ↓

2012 Principles- Examples of Implemented Actions and Results

Enhance Wayfinding: Providing Options

► Pre-Arrival Technology



Demographic Trends that Influence Parking Demand

- ▶ Median Age = 41
- ▶ 20 to 34 years old = 25% of Population
- ▶ Over Age 65 = 16% of Population
- ▶ Over Age 85 = 3% of Population
- ▶ 2-person Households = 39% of Population
- ▶ Households w/Children Under 18 = 20% of Population
- ▶ Renter-occupied Housing Units = 49% of Housing Units
- ▶ Workforce -- Most Workers Commute *into* Portsmouth
 - ▶ 13,270 of City Population is in Labor Force
 - ▶ 33,200 Jobs in Portsmouth

Current Conditions / Trends

- ▶ Interest in Multi-modal Transportation Options
- ▶ Growth of Transportation Networking Companies (Ride-hailing Services)
- ▶ Evolving Technologies – Parking Apps, Autonomous Vehicles, Elevated Parking Lift Systems, Demand for Real-Time Information
- ▶ Leasing of Private Lots for Public Parking (NH Parking)
- ▶ Interest in Managing Neighborhood Parking (NPP)
- ▶ Increased Downtown Parking Supply (Foundry Garage)
- ▶ Continued Growth and Development
- ▶ Demand for Workforce Parking and Transportation Options

Summary Statement

The 2012 Principles were conceived and written using what continues to be Parking Industry Best Practices. The Parking Division has utilized the Principles as a guideline to an holistic approach that has elevated service levels for all users, and minimized tax increases for Portsmouth Residents.

The Portsmouth Parking division treats the entire City of Portsmouth as a Parking Benefit District, defined as a specified geography in which parking revenues are reinvested back into the City for a wide range of transportation-related improvements.

In addition to contributing \$2.4M to the General Fund annually, Parking Revenues are invested in Public Transportation, Downtown Police Security, Capital Projects, Wayfinding, Percent for Art, School Transportation and Downtown services such as Public Trash Collection, Snow Removal and Street Sweeping.

Continuing to follow Parking Industry Best Practices as we modify the City of Portsmouth Parking Principles will continue to provide guidance to the City's policy makers going forward.

Break-Out Group Discussion

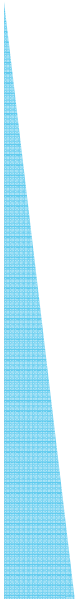
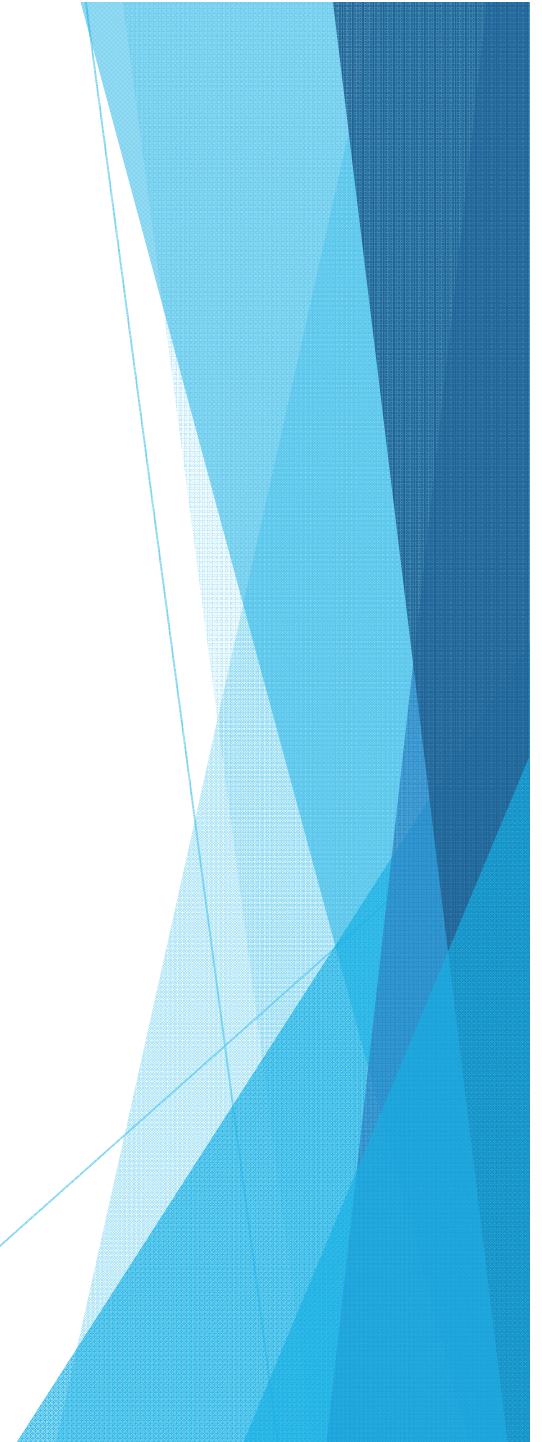
- ▶ Discuss Guiding Principles
- ▶ Review Suggested Modifications
- ▶ Identify Areas of Concurrence or Disagreement
- ▶ Suggest Additional Changes / Updates for Consideration





PARKPORTSMOUTH

Discussion



Joint Work Session on Parking Principles March 25, 2019

Break-Out Group Instructions

- I. Review List of Suggested Modifications / Updates provided below
 - II. Discuss Each Proposed Modification with the Group -- Indicate if You Agree, Disagree, don't have an opinion, or want more information
 - III. Note any additional changes or updates to the Principles not listed below on the Worksheet Provided
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Suggestions for Modifications / Updates to the Guiding Parking Principles

- 1) Add principles for areas outside the downtown
- 2) Include time horizon for the principles (e.g. next ten years)
- 3) Indicate provision of parking for non-residential uses in the downtown is a shared responsibility between employers and the City
- 4) Re-affirm access to transportation options is a key to managing parking demand
- 5) Re-affirm pricing strategies as a key to managing parking demand
- 6) Indicate that pricing strategies should be optimized to manage occupancy
- 7) Incorporate strategies that support "park once" practices
- 8) Address resident-specific needs
- 9) Shift focus from increasing public supply to optimizing what we have, encouraging shared parking, expanding public-private partnerships, and improving access
- 10) Be more inclusive of all workforce needs (not just hospitality industry)
- 11) Recognize transportation needs / preferences of different demographic groups (i.e. 2+ household vs no-car household)
- 12) Incorporate transportation demand management requirements for certain sized employers
- 13) Revisit whether parking strategies should be "revenue neutral"

GUIDING PARKING PRINCIPLES FOR CENTRAL BUSINESS DISTRICTS

(Approved by the Portsmouth City Council on March 19, 2012)

Principles	Notes / Comments
<i>A balanced mix of retail/restaurant, office, and residential uses is key to downtown vitality.</i>	
<i>A downtown parking supply that is convenient, viable and central to downtown destinations is key to the short-term and long-term health of the City's retail, restaurant and office economy.</i>	
1. Insuring an adequate supply of parking for retail/restaurant and office users in the downtown is primarily a City responsibility.	
2. Parking for new downtown residential development is primarily a private responsibility with residents wanting convenient parking right where they live.	
3. We need to plan for future reuse, redevelopment and full occupancy of buildings in the Central Business Districts. If it is too difficult, or unpleasant to find parking, retail/restaurant/cultural destination customers may prefer to visit elsewhere and offices may prefer to locate elsewhere.	

Principles	Notes / Comments
<p>4. The City should strive to play a lead role in developing and managing parking facilities:</p> <ul style="list-style-type: none"> • Parking management and supply decisions are interconnected and a comprehensive, unified approach to decision-making is needed. • The value of private parking facilities should be recognized as a resource. These resources are not part of the public parking supply under the City’s long-term control and opportunities to manage private lots are limited. 	
<p>5. Address peak parking demand needs in order to avoid perfect Friday/Saturday night storm when residents/customers can’t find parking:</p> <ul style="list-style-type: none"> • Manage parking at the garage (for example, flat rate pricing for special events). • Increase the supply of convenient parking. 	
<p>6. Parking should support economic development including businesses (office, retail, restaurant) and visitors/customers.</p>	
<p>7. The parking garage should be priced and managed so that it has high occupancy more frequently (improve utilization of what we’ve got).</p>	

Principles	Notes / Comments
8. The primary reason for parking revenues is to be able to provide an adequate supply of safe, convenient parking. Pricing structures should be simple and easy for customers to understand.	
9. Parking management strategies should recognize that there is a difference between the needs of long-term parkers who may be more likely to use the garage or use parking immediately adjacent to downtown, and short-term parkers running a quick errand.	
10. Price and manage more desirable on street parking spaces to favor users who are highly motivated to use them. Give customers and residents the option to stay and pay.	
11. Information on parking options should be easily accessible to parking users, including through technology options.	
12. Parking planning should take a comprehensive, sustainable and big picture approach by taking a broad range of costs and benefits into account when making decisions.	
13. All parking resources should place value on aesthetics, security, accessibility and user information.	
14. Consider ways to incentivize use of “remote parking”.	
15. Surface parking lots should be located at the periphery of the downtown and should not be allowed to create a “dead zone” barrier to comfortable pedestrian movement.	

Principles	Notes / Comments
<p>16. Parking management programs should take into consideration hospitality industry workers.</p>	
<p>17. Incentives for residents should be provided at the parking garage, but shouldn't compromise best practices.</p>	
<p>18. Parking resources should be provided to support downtown activity (streets are for people as well as cars) and should therefore be designed and located in such a manner that recognizes the following:</p> <ul style="list-style-type: none"> • Parking resources should enhance – not detract from – downtown vitality, walkability and the pedestrian experience; • Parking resources should accommodate pedestrians (bump-outs, plazas), bicycles (bike parking) and transit (space to pull over); • Parking structures should be incorporated into the commercial streetscape; and • The needs of an aging population should be taken into account when it comes to parking. 	
<p>19. Parking strategies should be revenue neutral.</p>	

Principles	Notes / Comments
20. Parking management plans should recognize the short-term parking needs of retail and hospitality industry for loading zones.	
21. Encourage public transit and other transportation modes, but recognize strong customer/ resident preference for personal vehicle use as well as very limited regional public transit infrastructure.	