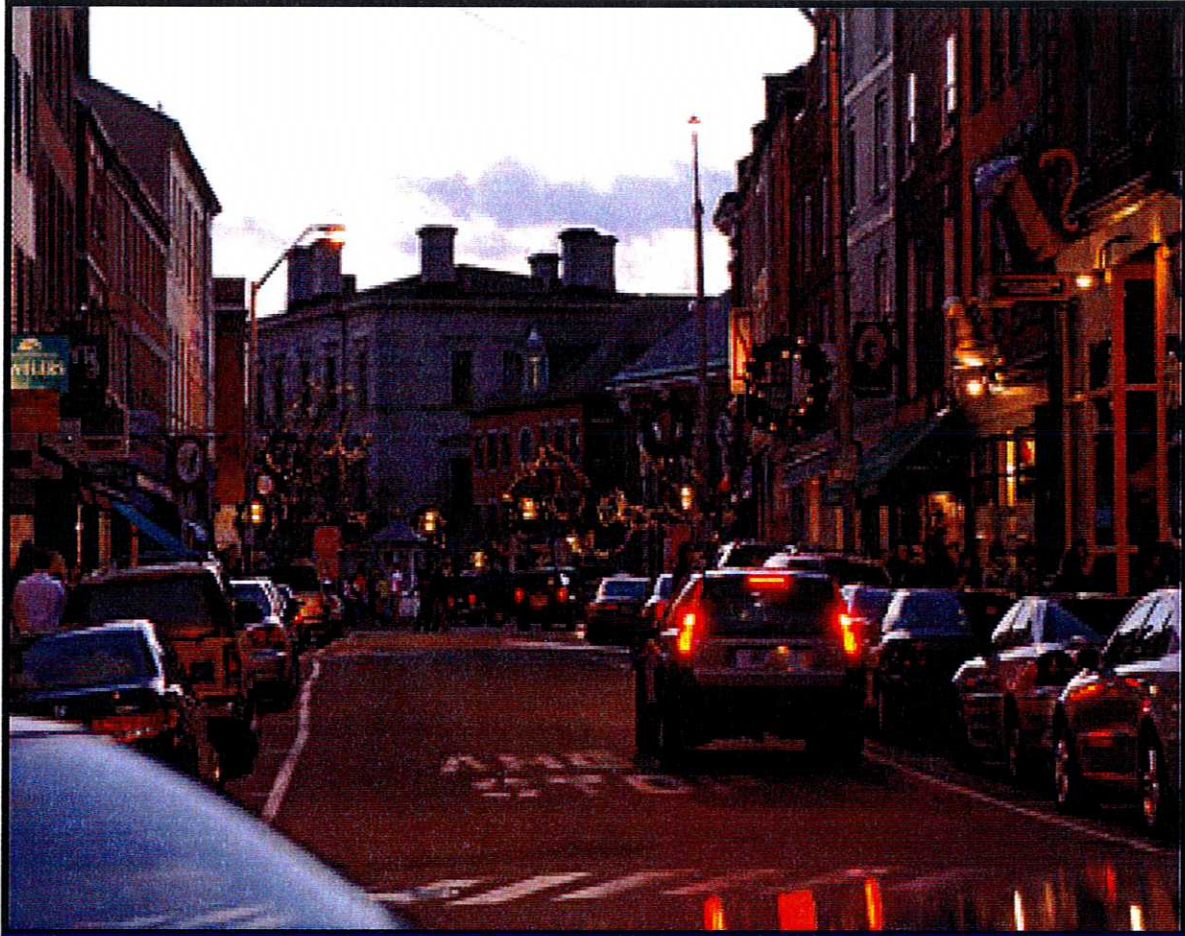




Parking Supply and Demand Strategies

Portsmouth, NH



Final Report

May 2012

Prepared By:

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Parking, Transit & Downtown Development Consulting

Introduction

This report includes a series of recommended supply- and demand-side parking strategies for Downtown Portsmouth to address key findings resulting from a comprehensive Parking Supply and Demand Analysis conducted last year. Recommendations were developed in close coordination with City staff, with input from City Boards and Commissions, and in compliance with the City Council's Guiding Parking Principles. They are intended for use in developing a Parking Omnibus that integrates supply side improvements with demand management and land use/zoning strategies to achieve a more balanced parking system that serves the current and future needs of the City.

Background

In 2011, the City retained the consulting firm of Nelson/Nygaard to conduct a downtown parking supply and demand analysis, which was intended for use in determining the need for additional off-street parking to accommodate existing development and future growth. The study was also intended to be used by the City to develop an Omnibus approach to parking that would integrate appropriate supply side improvements with parking demand management and land use/zoning strategies to achieve a more balanced and efficient parking system.

On January 28, 2012, City staff facilitated a Council retreat to review the Nelson/Nygaard study and initiate the Parking Omnibus process. A flowchart of the Parking Omnibus process is attached as Exhibit A. The retreat was followed by a City Council Work Session on March 12th to develop consensus on a set of principles that would be used to guide the process of developing specific improvement strategies within the Omnibus. The Guiding Parking Principles, listed later in this report, were approved by the City Council on March 19th.

On March 22nd, a work session was held with the Planning Board to review the approved Guiding Parking Principles and Nelson/Nygaard Study and discuss proposed Zoning Ordinance revisions integral to the Parking Omnibus approach. These proposed revisions included potential elimination of parking requirements and in-lieu fees for non-residential development downtown.

On April 6th, a joint work session was held with the Economic Development Commission and the Parking and Traffic Safety Committee to review the approved Guiding Parking Principles and Nelson/Nygaard Study. Also discussed were parking pricing and supply issues, as well as demand-based parking strategies used in other communities. A summary of discussion points from the work session are attached as Exhibit B.

On April 19th, the Planning Board voted to recommend that the City Council amend the Zoning Ordinance to change off-street parking provisions in the Downtown Overlay District as follows:

- eliminate parking requirements for all nonresidential uses (current requirements are 1 space per 100 square feet for restaurants and 1 space per 1,000 square feet for other upper-floor nonresidential uses);
- require 1.5 spaces per dwelling unit for residential uses (current requirement is 1 space per 1,000 square feet); and
- eliminate the option to make a payment in lieu of providing required parking for residential uses (currently, property owners may pay \$2,200 per space rather than provide the required parking spaces).

The City Council has scheduled 1st reading of the proposed zoning changes for June 11, 2012.

The next step in the Parking Omnibus process is the development of recommended parking supply and demand management strategies that address deficiencies and opportunities identified through the Parking Supply and Demand Analysis Report for consideration by the City Council at a scheduled work session on June 18, 2012.

Supply and Demand Context

The Nelson/Nygaard study included an estimate of the existing public and private parking supply; collection and analysis of parking utilization data (for an average weekday and weekend day in October 2011) and land use data; and development of a Shared Parking Model to identify observed shortfalls in downtown parking. Key findings related to the downtown supply and demand analysis can be categorized and summarized as follows:

1. There is little to no reserve parking capacity in the downtown core. Even with an exceptional rate of shared public parking (see finding #2 below), Portsmouth currently has very little reserve capacity in its Downtown Overlay District and virtually no reserve capacity within a 5-minute walking area of Market Square. This assessment does not even account for new development on vacant land or redevelopment projects where land use applications have not yet been submitted. Given the time required to develop structured parking, this finding is the primary call for action in this report.
2. Portsmouth is a “Best Practice” when it comes to shared public parking; however, private off-street parking is not well shared and utilized throughout the day. Due to its moderate-to-high density, compact geography, mixed-use development, exceptional walking environment and actively managed parking program, Downtown Portsmouth achieves a high degree of shared public parking between various uses, thereby reducing the total number of parking spaces required downtown. The average downtown public parking space already serves multiple users throughout the day and evening and provides a “park once” environment where residents, employees, and visitors, park and travel between different uses for multiple trip purposes without again accessing their vehicle. Based on its exceptional shared parking rates it was determined that

Portsmouth is able to satisfy the parking demand of existing land use with many fewer parking spaces than predicted by national averages.

However, sharing of private off-street parking does not work nearly as well. Existing private off-street parking is much more single-use driven, often restricted to adjacent business and customer use, which results in parking that is not consistently used throughout the day.

3. Pricing imbalances in the Downtown Core lead to: overuse and underuse of parking areas, drivers hunting for prime spaces, and heavy enforcement of 2-hour time limits. Utilization of parking within the prime spaces emanating from Market Square are consistently at or over capacity at the same time that paid parking in the High-Hanover Parking Facility and in on- and off-street areas located just outside the prime area are underused. In fact, much of the paid parking located just outside of the prime core area is in far less demand than free peripheral parking (ex. Parrott Avenue Lot), which also reflects pricing imbalance.

With a current flat on-street pricing structure of \$1/hour, whether in Market Square or on outer Maplewood Avenue, drivers are drawn to the city center to seek and hunt for prime spaces first. This results in unnecessary traffic congestion and an imbalance in the parking system with areas of overuse and underuse. Significant enforcement of 2-hour time limits in the prime parking area is required given that demand often exceeds capacity and there is little-to-no price differential between the prime core-area parking and less convenient, longer-term, off-street parking.

In the evening, during times of generally strong demand, the City stops charging for on-street parking at 7 p.m., but continues charging at the High-Hanover Parking Facility. Again, a pricing imbalance is created, as well as a disincentive to use the parking facility and underuse of the parking facility most evenings.

4. Remote off-street parking exists, but has limited utility to the downtown. A modest amount of remote, peripheral, off-street public parking exists at the Masonic and South Mill public parking lots within a 10-minute walk of Market Square. These spaces have some utility to the downtown as remote, free, long-term parking, but are located too far from the city center to meet the needs of the vast majority of parking users. The utilization of these spaces is limited by the amount of unrestricted, free parking that already exists in much closer proximity to the downtown core on Parrott Avenue, in the Parrott Avenue lot, and on residential streets.

Guiding Principles for Parking Improvement Strategies

The City Council-approved Guiding Parking Principles listed below were used for evaluating alternative improvement strategies to address the challenges and opportunities presented above.

The final recommended improvement strategies included in the Parking Omnibus must be consistent with these core principles.

GUIDING PARKING PRINCIPLES FOR CENTRAL BUSINESS DISTRICTS

APPROVED BY THE PORTSMOUTH CITY COUNCIL ON MARCH 19, 2012

Parking Supply Solutions versus Parking Management Solutions:

| | |
|-------------|---|
| Supply: | There are too few spaces. Someone should build more. |
| Management: | We need to optimize use of existing parking resources by changing pricing, time limits and wayfinding approach. |

Overall Principles: A balanced mix of retail/restaurant, office, and residential uses is key to downtown vitality.

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.

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, expensive or unpleasant to find parking, retail/restaurant/cultural destination customers may prefer to visit elsewhere and offices may prefer to locate elsewhere.
4. The City should strive to play a lead role in developing and managing parking facilities:
 - 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.
5. Address peak parking demand needs in order to avoid perfect Friday/Saturday night storm when residents/customers can't find parking:
 - Manage parking at the garage (for example, flat rate pricing for special events).

- Increase the supply of convenient parking.
6. Parking should support economic development including businesses (office, retail, restaurant) and visitors/customers.
 7. The parking garage should be priced and managed so that it has high occupancy more frequently (improve utilization of what we've got).
 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"¹.
 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.
 16. Parking management programs should take into consideration hospitality industry workers.²

¹ For the purposes of this document, "remote parking" is defined as the study area boundary of the January 2012 Nelson Nygaard *Parking Supply and Demand Analysis Final Report*; this includes, for example, the leased Masonic Lot and the South Mill Pond parking lot, which are both beyond the one-quarter mile, 5 minute walking radius from Market Square.

² It should be noted that the parking system currently has 165 free on street spaces (no meters) and 352 free off street spaces (Masonic Lot, South Mill, Parrott Avenue, Prescott Park), for a total of 517 free spaces.

17. Incentives for residents should be provided at the parking garage, but shouldn't compromise best practices.²
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:
 - 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.
19. Parking strategies should be revenue neutral.
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.

Recommended Supply and Demand Parking Improvement Strategies

In consideration of the study findings, input received from City Boards and Commissions, and in consultation with City staff, two sets of complementary, phased improvement strategies are provided below. Recommended improvements include both supply- and demand-side measures including strategies related to pricing, policy, program, regulation, and technology. Phase I improvements include five (5) strategies recommended to advance with passage of the Parking Omnibus. Phase II improvements include three (3) additional strategies recommended to advance with the opening of a second public parking facility downtown.

Phase #I Parking Improvement Strategies

Phase #1, Strategy #1: Increase the price of on-street parking spaces in the Downtown Core that are at or over capacity (85% utilization and above) on an annual basis to achieve more balanced use of the City's overall parking assets and reduce the numbers of drivers hunting and circling for prime parking. *Institute with passage of the Parking Omnibus.*

Active demand-based pricing has only recently been implemented in some U.S. cities to balance parking supply and demand because parking technology has now evolved to a point

where real-time utilization and demand can be measured. Portsmouth also has this capability.³ Demand-based or market-rate pricing places a premium on the spaces that offer the greatest convenience and value to the customer. As pricing increases for these over-utilized spaces, more spaces open up and use of lower-demand spaces increase.

Recommended Action:

- Increase high demand on-street spaces to \$2.00/hour. Hold lower demand on-street and off-street spaces at \$1.00/hour. The projected annual revenue impact of this measure is +\$263,000.
- Increase the rate at the High-Hanover Parking Facility from \$0.75/hour to \$1.00/hour up to a \$15 daily maximum, but implement a “first hour free” program, making the parking facility a first choice and lowest cost paid parking option for visitors. The projected annual revenue impact of this measure is -\$69,000.

The recommended \$0.25/hour rate increase at the parking facility helps offset much of the cost of the first hour free program. The first hour free program has proven to be very popular with customers and effective at increasing parking garage use in other communities.

A map depicting the high-occupancy meter zone in the Downtown Core is provided in Figure 1 below. The yellow shaded streets have an average utilization rate above 85% (considered effective capacity) for the calendar year⁴. These streets would increase in rate from \$1.00/hour to \$2.00/hour under this recommendation. The City would actively monitor use of its entire parking supply in response to the new rates over a 4 to 6 month period and consider any necessary rate adjustments at that time.

It is not surprising that the City’s “gateway” streets to and from Market Square (Market St. - Pleasant St. and Daniel St. - Congress St.) are at effective capacity for the year. It is not uncommon for “Main” Streets in very busy downtowns to exhibit such characteristics since they offer convenience of route and, therefore, carry the majority of traffic into town – exposing their parking spaces to the maximum number of potential customers.

Projected Net Annual Revenue Impact Strategy #1: **+\$194,000**
This strategy specifically addresses Guiding Principles #7 and #10.

³ The parking access & revenue control system and back-office management software for the High-Hanover Parking Facility and the City’s on-street parking pay stations and management software provide real-time utilization data.

⁴ Market Street just west of Hanover Street was added to the high-occupancy meter zone because its average annual utilization rate was close to the 85% effective capacity rate and it was found to be over 90% utilized for the majority of time periods surveyed during the off-peak season for the Nelson/Nygaard study.

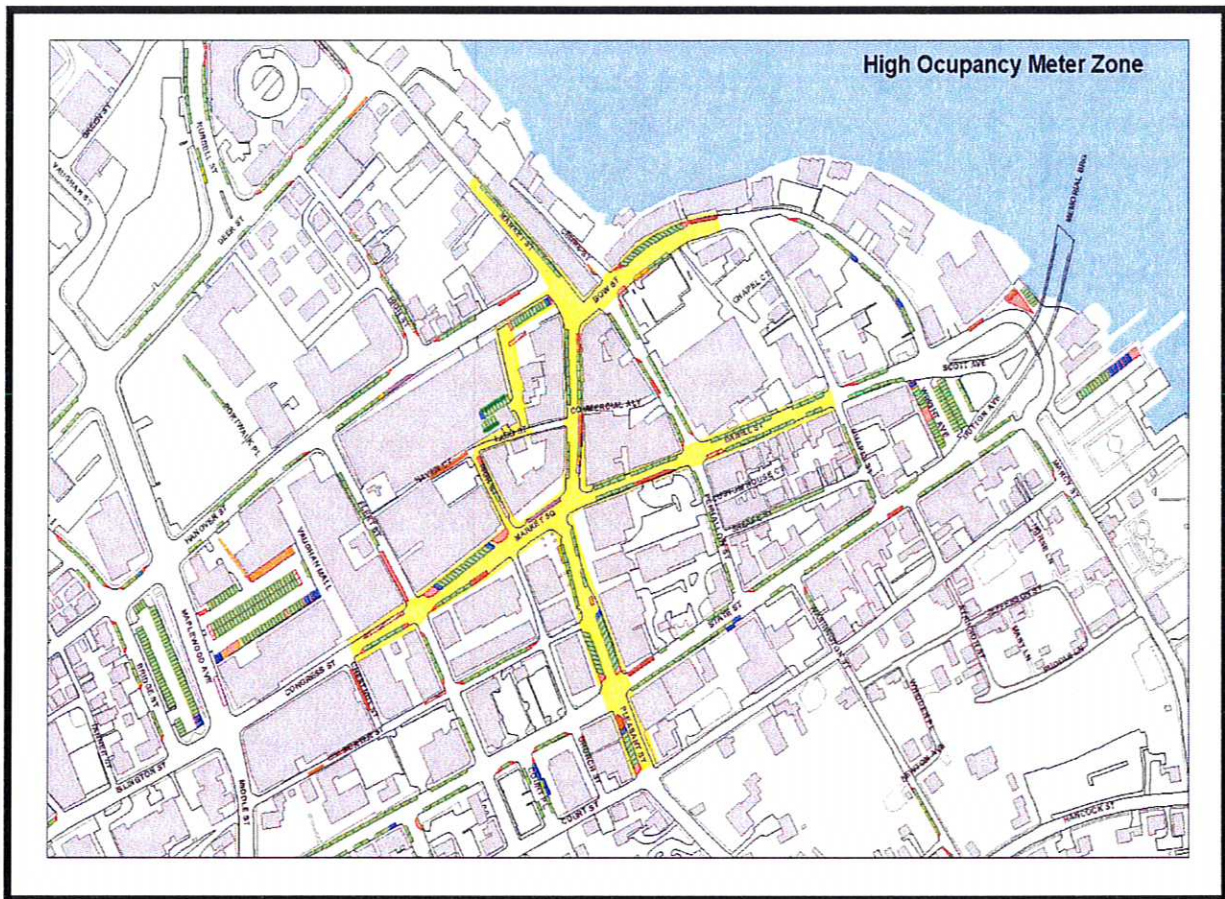


Figure 1

Phase #1, Strategy #2: Increase all 2-hour on-street time limits to 3-hours. *Institute with passage of the Parking Omnibus.*

On-street parking in Downtown Portsmouth is primarily posted 2-hours as it is in most U.S. cities. Many cities with robust restaurant and entertainment sectors want to allow and promote longer parking stays on-street to accommodate customers of such establishments. There is also a general desire to encourage more “trip chaining” under a “park once” concept where, for example, customers who visit to do an errand, then stay for lunch, and after lunch do some shopping – all from a single on-street parking space. Many communities are also seeking ways to reduce the number of time limit parking citations being issued to customers. This is consistent with the input received at the EDC/PTS Work Session on April 6th (see Exhibit B).

A balanced parking pricing scheme with pricing set at or close to market rates makes extending the on-street time limits viable. Employees are less likely to park in the most convenient, high-demand on-street spaces when they are priced appropriately and strong pricing incentives are provided to park in off-street parking facilities.

It is estimated that this recommendation would decrease the nearly 4,000 two-hour time-limit citations issued by the City annually by 75% or 3,000 citations. The projected net annual

revenue impact provided below includes a loss of fine value and some late fees on those 3,000 citations.

Projected Net Annual Revenue Impact Strategy #2: **-\$61,000**

This strategy specifically addresses Guiding Principles #3, #9 and #10.

Phase #1, Strategy #3: Automate the High-Hanover Parking Facility by eliminating cashiering and the current cash-only payment system and replacing it with pay-on-foot, credit-card enabled pay stations. This will enhance customer service, reduce operating costs, and significantly reduce delays associated with exiting the parking facility. *Implement with passage of the Parking Omnibus.*

This recommended improvement, which is included in the City's Capital Improvement Plan (CIP) for FY13-14 (see Exhibit C), is critically important to improving traffic flow and the customer experience in the parking garage. It will substantially reduce delays on exit associated with change making, handling damaged tickets, and people asking directions. Customer service representatives will still be on-hand to assist customers, but most of this assistance will not occur in the exit lane where back-ups occur.

This recommended action along with recommended pricing changes listed earlier, will make the garage a much more attractive option to parking on the street by reducing delays and allowing for credit card payments.

Projected Implementation Cost: **\$300,000**

This strategy specifically addresses Guiding Principles #5 and #8.

Phase #1, Strategy #4: Continue efforts to secure public use of private and institutionally-owned parking lots through lease and shared-lot agreements for the purpose of augmenting the Downtown parking supply. *Institute with passage of the Parking Omnibus.*

The City has secured numerous agreements in the past for public/shared use of lots including the Masonic Hall lot, Assembly of God lot, McIntyre Federal Building lot, and St. John's lot. However, opportunities in the Downtown Overlay District are very limited. Most of the underused private lots identified in the Nelson/Nygaard study are too small, too remote, or simply unavailable. Some are already being used by the public to park on an informal basis after hours.

The City currently maintains an active list of viable lots in the prime parking area to pursue for potential lease/sharing and periodically contacts property owners to determine whether there is interest in such an arrangement. The City also encourages shared parking through valet parking agreements between businesses with constrained parking at night and those with availability.

A map and inventory of private lots downtown is provided below in Figure 2 and Table 1, respectively. Table 1 provides the current status, available spaces, and lease potential for each private lot. Of the 21 private lots shown:

- 8 are open to the public for after hours use on an informal basis – providing a net 176 additional public-use parking spaces to the downtown during these times;
- 2 are used for valet parking, which increases the effective supply of downtown parking;
- 2 of the largest lots (McIntyre and Fairpoint) are unavailable - the first for federal Homeland Security reasons and the second for liability reasons cited by the owner;
- 1 provides 24-hour on-site resident parking;
- 2 lots are not well suited for public parking due to significant wayfinding issues; and
- 2 lots are churches that already have on-site programs and functions that preclude opportunities to provide committed leased public parking.

In short, while the Nelson/Nygaard study broadly identified the potential for public use of private parking lots, the reality is that most facilities are not currently available for public use.

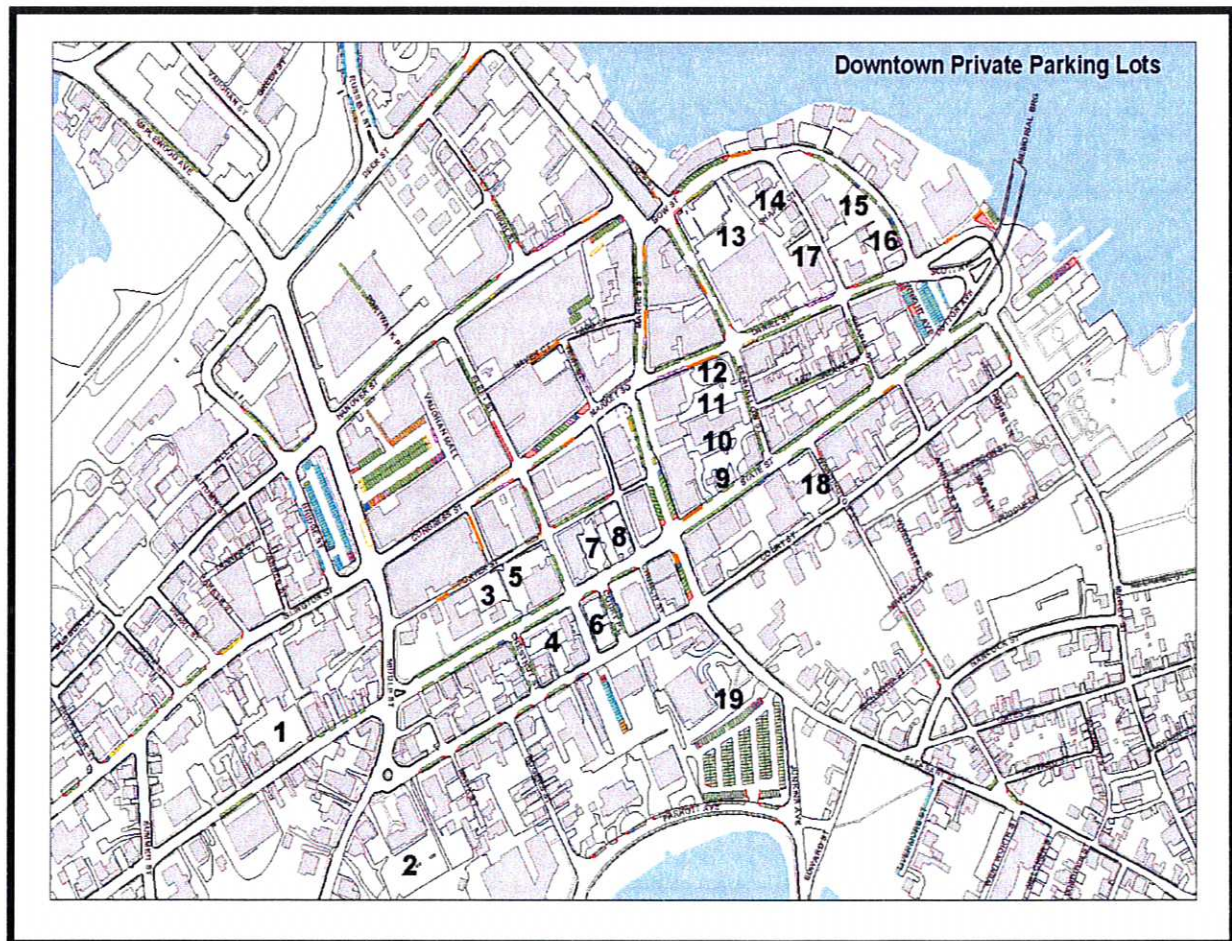


Figure 2

Table 1: Downtown Private Parking Lot Inventory and Lease Potential

| Lot # | Parking Lot | Location | # of Spaces Available to Public After Hours | Lease Potential | Notes |
|-------|-----------------------------|--|---|-----------------|---|
| 1 | Fairpoint | State St. w/o Middle | | N | Liability concerns |
| 2 | Middle St. Baptist Church | Church St.@ Middle | | N | Agreement for 17 spaces for library employees |
| 3 | Rockingham | Porter @ Chestnut | | N | Rockingham resident parking only |
| 4 | TD Bank | Between Chestnut and Fleet Street | 11 | | Reserved for bank customers; open to public after hours |
| 5 | TD Bank | Porter @ Fleet | 32 | | Reserved for bank customers; open to public after hours |
| 6 | TD Bank | Between Fleet and Court Place | 26 | | Reserved for bank customers; open to public after hours |
| 7 | People's United Bank | Between Fleet and Church Street | 20 | | Reserved for bank customers; open to public after hours |
| 8 | People's United Bank | Between Fleet and Church Street | 26 | | Permit Parking Only; M-F 7 a.m. to 6 p.m. |
| 9 | Piscataqua Savings Bank | State St., east of Pleasant | 17 | | Reserved for bank customers; open to public after hours; 2 spaces for ATM |
| 10 | Piscataqua Savings Bank | Driveway off State St., east of Pleasant | | | Assigned parking for local businesses; difficult wayfinding |
| 11 | Bank of America | Penahallow @ Daniel | 22 | | Reserved for bank customers; open to public after hours |
| 12 | Bank of America (gated lot) | Penahallow @ Daniel | | N | Restricted for tenant permit holders only; valet use by Massimo |
| 13 | Federal Bldg. | Bow @ Penhallow | | N | Homeland Security issues |
| 14 | St. John's Church | Chapel @ Bow | | N | Permit and church parking only; difficult wayfinding |
| 15 | St. John's Church | Chapel @ Daniel | | N | Active use by Church; parking by permit or church use only |
| 16 | Optima | Bow @ Daniel | | N | Reserved for bank customers; leased to Atlantic Parking Services for valet after hours |
| 17 | Old City Hall | Chapel @ Daniel | | N | Assigned parking for local businesses |
| 18 | Temple Israel | State @ Washington | | N | Permit and Temple parking only |
| 19 | Citizens Bank | Pleasant @ Junkins | 22 | | Reserved for bank customers; open to public after hours; 15 employee spaces leased to Atlantic Parking Services for valet after hours |

Projected Annual Revenue Impact: **Determined on a case-by-case basis.**

This strategy specifically addresses Guiding Principle #4.

Phase #1, Strategy #5: Increase supply of structured parking downtown. Initiate planning and design for a new parking garage to add approximately 300 to 350 net new spaces to the Downtown parking supply. *Initiate with passage of the Parking Omnibus.*

As stated earlier, Portsmouth has done very well in sharing its public parking spaces efficiently between various Downtown uses. Over the past 27 years, the City has managed to grow in a compact, mixed-use development pattern while continuing to improve its walking environment without building a second public parking garage.

However, while some opportunities exist largely through pricing to better balance overused and underused spaces downtown, the Nelson/Nygaard study is clear – there is virtually no reserve capacity in the Downtown Core. The High-Hanover Parking Facility is now filling and closing 30 to 40 times/year. As existing vacancies continue to decrease and new development projects already in the pipeline advance, Portsmouth’s parking crunch will become more severe. Again, this assessment does not even consider new development projects not yet in the land use review pipeline.

Other supply-side strategies, such as leasing private lots or better utilizing remote free parking, will have some overall benefit, but these opportunities are very limited and will not replace the need for adding structured parking. Given the amount of time required to plan, design, permit, finance, and construct new structured parking (24 to 36 months), it is recommended that the City move forward now to advance planning and design.

Projected Implementation Cost: **To be Determined.**

This strategy specifically addresses Guiding Principles #1, #3, #6 and #18.

Phase II Parking Improvement Strategies

Phase #2, Strategy #6: Expand and Update Monthly Parking Pass Program. *Implement with the opening of a second public parking garage.*

The existing program and pricing structure of the 24/7, 12-hour weekday and 12-hour night-time monthly parking pass offered at the High-Hanover Parking Facility has remained unchanged for over 15 years. As discussed earlier, with only one parking facility, the ability to offer multiple parking passes to various user groups at different and overlapping times is very limited.

With the opening of a second public parking facility, the City will still be able to provide the 24-hour Premium Monthly Parking Pass offering unlimited garage access 24-hours/day, 7 days/week; the Business Hours Monthly Parking Pass good Mondays through Fridays during the workday; and the Overnight Monthly Parking Pass geared toward evening employees and neighborhood residents to park evenings and weekends. However, with the added capacity, the

hours for the existing Overnight Pass (7 p.m. to 7 a.m.) could be expanded so the pass would be useful to residents and night-time employees.

The City would also be able to provide discounts on these structured passes to attract certain user groups into the parking facilities, which could include residents, resident seniors, and large employer group rates, as an incentive to retain business and office uses downtown. Once a facility location, size, and opening date is determined, rate structures for the expanded and updated parking pass program should be developed.

This strategy specifically addresses Guiding Principles #3, #5, #6, #7 and #17.

Phase #2, Strategy #7: Extend on-street enforcement and paid parking from 7 p.m. to 9 p.m. (M-Sun.) and roll back morning enforcement and paid parking from 9 a.m. to 10 a.m. (M-Sat.). *Implement with the opening of a second public parking garage.*

In the evening, during times when parking demand is strongest, Portsmouth stops charging for on-street parking at 7 p.m., but continues to charge at the garage. This creates a pricing imbalance, disincentive to use the garage, and underutilization of the garage most evenings. By extending paid parking and enforcement to 9 p.m., the City will increase utilization of off-street facilities, extend walk distances to peripheral parking areas into the evening, and increase revenues to off-set the cost of discounted off-street parking passes for residents.

In the early morning, there is little need for parking enforcement on-street when utilization is very low, therefore delaying enforcement and paid parking until 10 a.m. will have little impact on revenues and should increase a.m. utilization and convenience to overnight parkers.

Implementing this strategy is not recommended prior to the opening of a second public parking garage when a more useful, flexible, discounted resident parking pass can be introduced as described in Strategy #6.

This strategy specifically addresses Guiding Principles #7, #10 and #15.

Phase #2, Strategy #8: Implement a new Downtown Parking Guidance System integrated with a broader Wayfinding Plan to provide customers with:

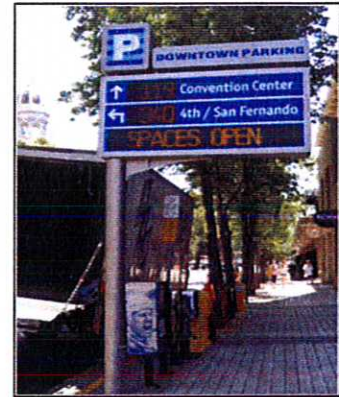
- efficient directional access to key off-street parking facilities; and
- advance real-time space availability at key off-street parking facilities to increase facility use and reduce traffic congestion.

Implement with the opening of a second public parking garage.

Real-time electronic parking guidance systems for city centers have advanced rapidly in Europe and Asia and are now being implemented in numerous U.S. and Canadian colleges and cities. The idea is to provide advance, real-time, parking facility/space



availability and wayfinding information to the customer via electronic signage to direct them to the closest available off-street facility. Once at the facility, supplemental electronic LCD signs can be provided to direct the customer to the available space or floor more efficiently. Beyond space/facility availability and direction, the parking guidance signs can provide dynamic messaging to the customer related to facility rates, special events, traffic conditions, and other purposes.



The physical parking guidance system could be supplemented by a wireless internet-based system integrated with the City's website and third-party vendor applications for mobile devices (smart phone, GPS, etc.) to provide parking information, including parking facility location, real-time space availability, rates, and hours of operation, to visitors before they reach Downtown. The system could also be integrated with a pay-by-cell phone option. These mobile device parking guidance and payment systems are becoming much more prevalent in the U.S. It is recommended that this system be specified and implemented in conjunction with the second public parking facility.



This strategy specifically addresses Guiding Principle #11.

Impacts on Staffing, Service Contracts, and Operating Budgets

Recommendations #5 through #8 that include a new downtown public parking facility and the complimentary strategies listed will certainly impact current staffing levels, operating budgets, and service contracts. It is therefore recommended that the City review its existing organizational structure, staffing levels, service contracts, and outsourcing opportunities in parallel with the planning and design for a new public parking facility.

EXHIBIT A: PARKING OMNIBUS PROCESS – FLOWCHART

Parking Omnibus Process

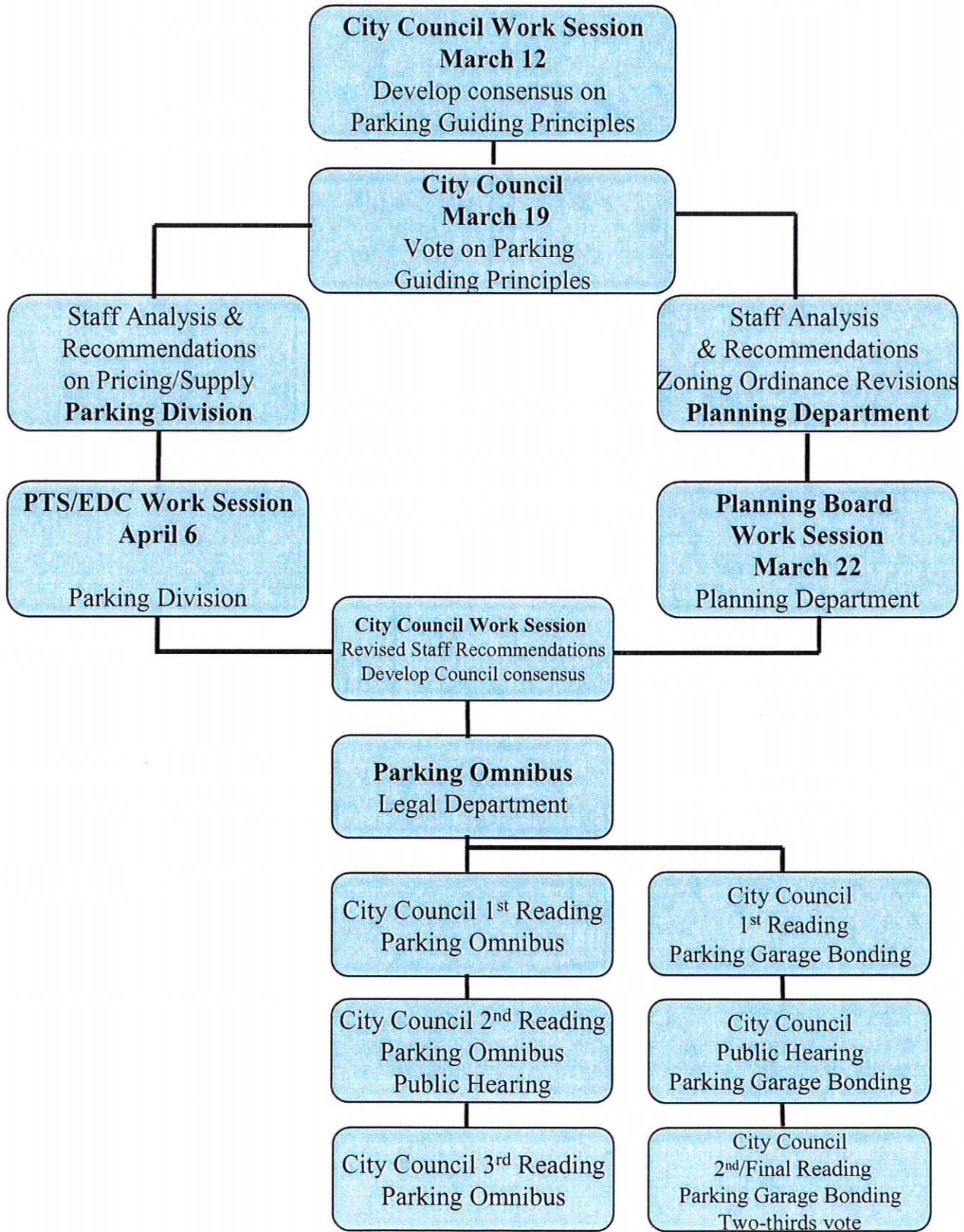


EXHIBIT B: SUMMARY OF DISCUSSION POINTS RAISED DURING 4/6/12 EDC/PTS
WORK SESSION

CITY OF PORTSMOUTH

LEGAL DEPARTMENT

MEMORANDUM

DATE: APRIL 6, 2012

TO: JOHN P. BOHENKO, CITY MANAGER

FROM: J. MICHAEL ANGSTADT, STAFF ATTORNEY

RE: SUMMARY OF DISCUSSION POINTS RAISED DURING 4/6/12 JOINT EDC/PTS WORK SESSION

I. User Groups

- a. Strategies should address resident vs. nonresident/business use of parking facilities, but we don't have data on parking/revenues broken down by resident/nonresident.
- b. Major user group is not residents or tourists, but people from outside Portsmouth who use the downtown as a commerce center (residents or surrounding towns, employees at Pease).
- c. Downtown residents need to be able to count on finding a parking space when they get home in the evening.
- d. Wayfinding is important for frequent visitors. People who are not frequent visitors already use the garage. The hard task is to retrain the frequent visitors so that they use the garage instead of other spaces. Automation- Can the ipark unit link to the garage so that you just drive in/drive out?
- e. Remain sensitive to interrelated parking impacts of various uses (e.g. residential, restaurant, etc.).

II. Pricing

- a. City-wide Price Considerations
 - i. Essential to consider pricing as part of the broader parking omnibus
 - ii. Pricing policies should be sensitive to current disparities between free and paid parking in Portsmouth
 - iii. Pricing should be viewed as a valuable tool to dictate turnover by impacting demand
 - iv. Wayfinding (e.g. signage, wireless aids) will be essential to successful implementation of new pricing schemes
 - v. Imperative to remain sensitive to impacts of pricing policies on residents of both Portsmouth and adjacent communities

- b. Parking Garage Price Considerations
 - i. Well-executed garage pricing structure is current best tool to address present City parking issues
 - ii. Consider incentives to stimulate garage use
 - 1. free first hour of parking
 - 2. added value/incentives to residents
 - iii. Continued/expanded availability of flexible pass programs important to encourage utilization
 - iv. Automated payment will simplify payment and drive demand
 - 1. Explore use of EZ-Pass and other in-vehicle technologies
 - v. Garage parking policies provide a useful mechanism with which to:
 - 1. Incentivize office development and other desired downtown uses
 - 2. Address restaurant impacts on broader pricing/zoning policies
 - vi. Consider flat fee (e.g., \$1.00) for parking in garage after 5:00 p.m.

III. Time Limits

- a. City-wide Time Limit Considerations
 - i. Time limits and pricing must be comprehensive, interrelated, and complementary
 - ii. May not be necessary/desirable to change time limits at all metered spaces
- b. Benefits of Extending Time Limits
 - i. Extended limits would encourage exploration of Portsmouth downtown for longer time periods
 - ii. Extended limits would benefit visitors from contiguous communities
 - iii. Extension of on-street time limits would permit parking consumers to pay more (predilection to pay maximum permitted amount for a space)
- c. Benefits of Maintaining/Expanding Brief Duration Spaces
 - i. 15-minute parking spaces valuable to transient consumers and downtown businesses
 - ii. May be desirable to implement 15-minute parking in additional locations (e.g. Ladd St. portion of High/Hanover garage)

IV. Enforcement Hours

- a. Desirable to expand enforcement of on-street parking to 9PM
 - i. Absence of free on-street parking will drive demand for parking garage spaces
 - ii. Addresses the concern that restaurants don't "pay their way"

V. Supply (e.g. new garage)

- a. New garage supply considerations
 - i. Essential to create incentives to park in garages (existing and future)
 - ii. Key to “make locals like” current garage in order to build political support for future garage
 - iii. New garage should be used to incentivize location of businesses/offices downtown
 - iv. New garage will provide more flexibility to create innovative pricing schemes for attracting businesses to CBD
 - v. Think of new supply as a vitality issue-don’t necessarily require Worth garage to pay for itself.
 - vi. Worth Lot is ideal spot-should not deliberate further regarding site
- b. Remain cognizant of potential demand impacts of:
 - i. McIntyre Building re-use
 - ii. Connie Bean Center sale/lease
 - iii. Wright Avenue lot
- c. Explore expanded use of private lots:
 - i. through Parking Authority
 - ii. through valet operations (which promote “stacking” and effective use of private lots)
- d. Consider relaxing height limits so that developers can build at higher density with inside parking in certain areas of City (e.g. Islington St.)
- e. Remain sensitive to influence of parking shortage on attracting and retaining businesses in the CBD
- f. Need parking relief at edge of CBD near Discover Portsmouth Center/Portwalk as downtown development progresses in that direction

VI. Overall Concerns

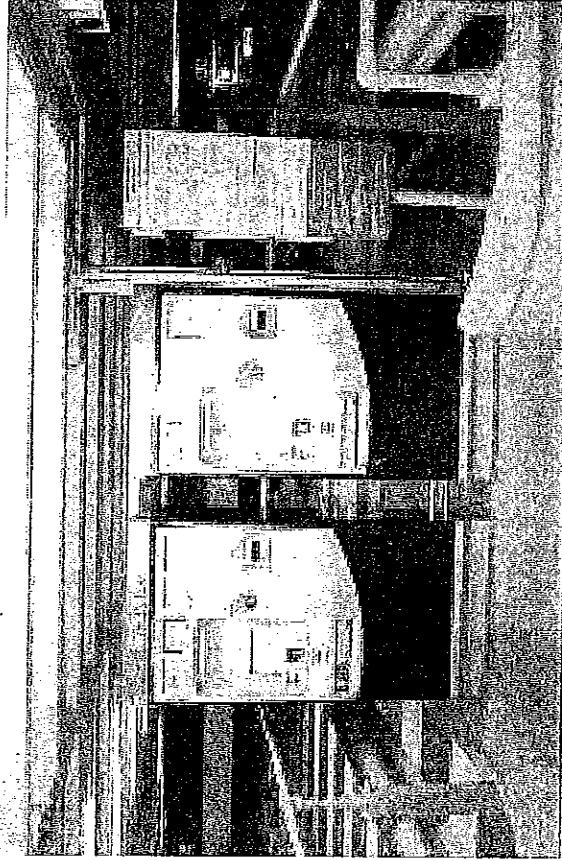
- a. Ongoing inertia regarding future garage development despite present parking shortage during off-season and economic downturn; long lead time to design and construct a garage, and the need is now.
- b. Construction of garage has a long history (including garage siting study, and attempts to develop at Sheraton and Portwalk locations)
- c. A tendency to wait for crisis before acting should not be permitted to hinder development of new parking garage
- d. Cannot lose focus and energy on new garage as there is much work to be done (design, permits, construction) after parking omnibus passes

cc: Cindy Hayden, Deputy City Manager
Steve Parkinson, DPW Director
Jon Frederick, Parking and Transportation Director
Rick Taintor, Planning Director
Nancy Carmer, Economic Development Program Manager
John Burke, Parking Consultant

EXHIBIT C: CAPITAL IMPROVEMENT: INSTALLATION OF PAY-ON-FOOT CREDIT
CARD ENABLED PAY STATIONS AT THE HHPF

TSM-CITY-06: PARKING: Parking Garage Credit Card System

- The High-Hanover Parking Facility only accepts cash. The ability to accept credit and debit cards will greatly enhance customer service, especially for out-of-town visitors.
- Pay-on-foot stations would be placed at all four pedestrian entrances. Customers would pay prior to entering their vehicle using the ticket received upon entering the garage. The pay station produces a receipt ticket that would be inserted into the exit gate column, allowing the vehicle to exit. No transaction would be necessary in the exit lanes, speeding up the process of vehicle egress.

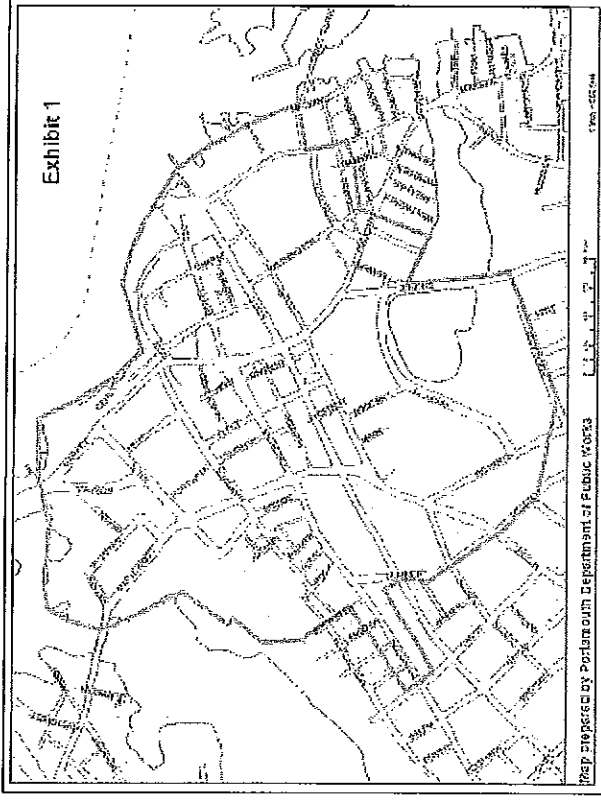


| | FY 13 | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 | Totals 13-18 | 6 PY's Funding | Totals |
|--------------|-------|-----------|-----------|----------------------------|-------|-------|--------------|----------------|-----------|
| GF | 0% | | | | | | | \$0 | \$0 |
| Fed/State | 0% | | | | | | | \$0 | \$0 |
| Bond/Lease | 0% | | | | | | | \$0 | \$0 |
| Other | 0% | | | | | | | \$0 | \$0 |
| Revenues | 100% | \$200,000 | | | | | \$300,000 | \$0 | \$300,000 |
| PPP | 0% | | | | | | | \$0 | \$0 |
| Totals | | \$200,000 | | \$0 | \$0 | \$0 | \$300,000 | \$0 | \$300,000 |
| Commence FY: | 2013 | Quarter: | Priority: | Impact On Operating Budget | | | | | |

TSM-CITY-07: PARKING: Parking Facility – Downtown Location

This project identifies a 440 space parking facility in the downtown and assumes a construction cost of \$25,000 per space.

A downtown *Parking Supply and Demand Analysis* is currently being conducted for the downtown to determine whether there is a need for the City to provide additional off-street parking to accommodate existing development and future growth. The study will also assess and identify alternative approaches to ensuring an adequate parking supply.

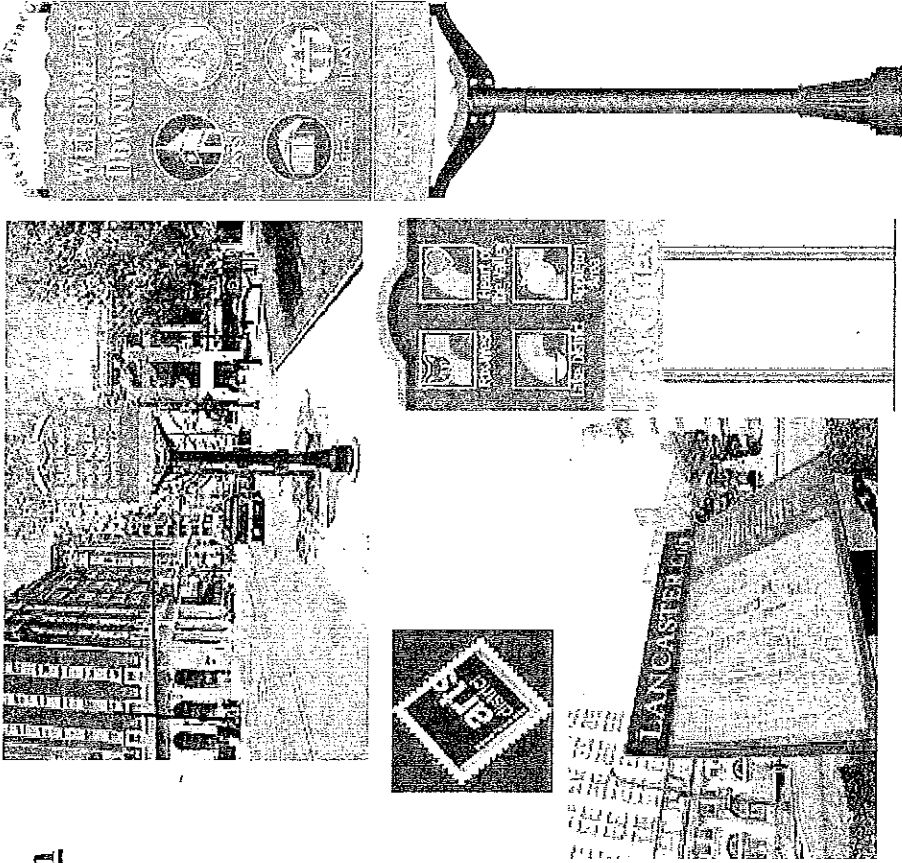


| | FY13 | FY14 | FY15 | FY16 | FY17 | FY18 | Totals 13-18 | 6 PY's Funding | Totals |
|-------------------|--------------|------|-----------|------|-----------------------------|------|--------------|----------------|--------------|
| GF | | | | | | | | \$0 | \$0 |
| Fed/State | | | | | | | | \$0 | \$0 |
| Bond/Lease | | | | | | | | \$0 | \$0 |
| Other | | | | | | | | \$0 | \$0 |
| Revenues-Bond | | | | | | | \$11,000,000 | \$0 | \$11,000,000 |
| PPP | | | | | | | \$0 | \$0 | \$0 |
| Totals | | \$0 | \$0 | \$0 | \$0 | \$0 | \$11,000,000 | \$0 | \$11,000,000 |
| Commence FY: 2013 | Quarter: 1st | | Priority: | | Impact On Operating Budget: | | Negligible | | |

TSM-City-08: BIKE/PED: Wayfinding System

The City has been working on a Wayfinding System standard for several years, starting with the United Way of Greater Seacoast in 1999 requesting permission to install their signs at entrances to the City. The purpose of the Wayfinding System is to have a system that will incorporate directional, informational and pedestrian signage in an orderly and structured manner.

This project would design the Wayfinding program by determining the current sign inventory and research Wayfinding programs in other communities.



| | FY 13 | FY 14 | FY 15 | FY 16 | FY 17 | FY 18 | Totals 13-18 | 6 PY's Funding | Totals |
|--------------------|--------------|-------------|--|----------|-------|-------|--------------|----------------|-----------|
| GF | | \$100,000 | \$100,000 | \$75,000 | | | \$275,000 | \$205,000 | \$480,000 |
| Fed/State | | | | | | | | \$0 | \$0 |
| Bond/Lease | | | | | | | | \$0 | \$0 |
| Other | | | | | | | | \$0 | \$0 |
| Revenues | | | | | | | | \$0 | \$0 |
| PPP | | | | | | | | \$0 | \$0 |
| Totals | \$0 | \$100,000 | \$100,000 | \$75,000 | \$0 | \$0 | \$275,000 | \$205,000 | \$480,000 |
| Commenche FY: 2014 | Quarter: 1st | Priority: 1 | Impact On Operating Budget: Negligible | | | | | | |