

An aerial photograph of Nashua, New Hampshire, showing a wide street with traffic, surrounding buildings, and the prominent white clock tower of City Hall on the right. The image is semi-transparent, serving as a background for the event announcement.

Nashua Downtown Parking Plan Second Public Forum

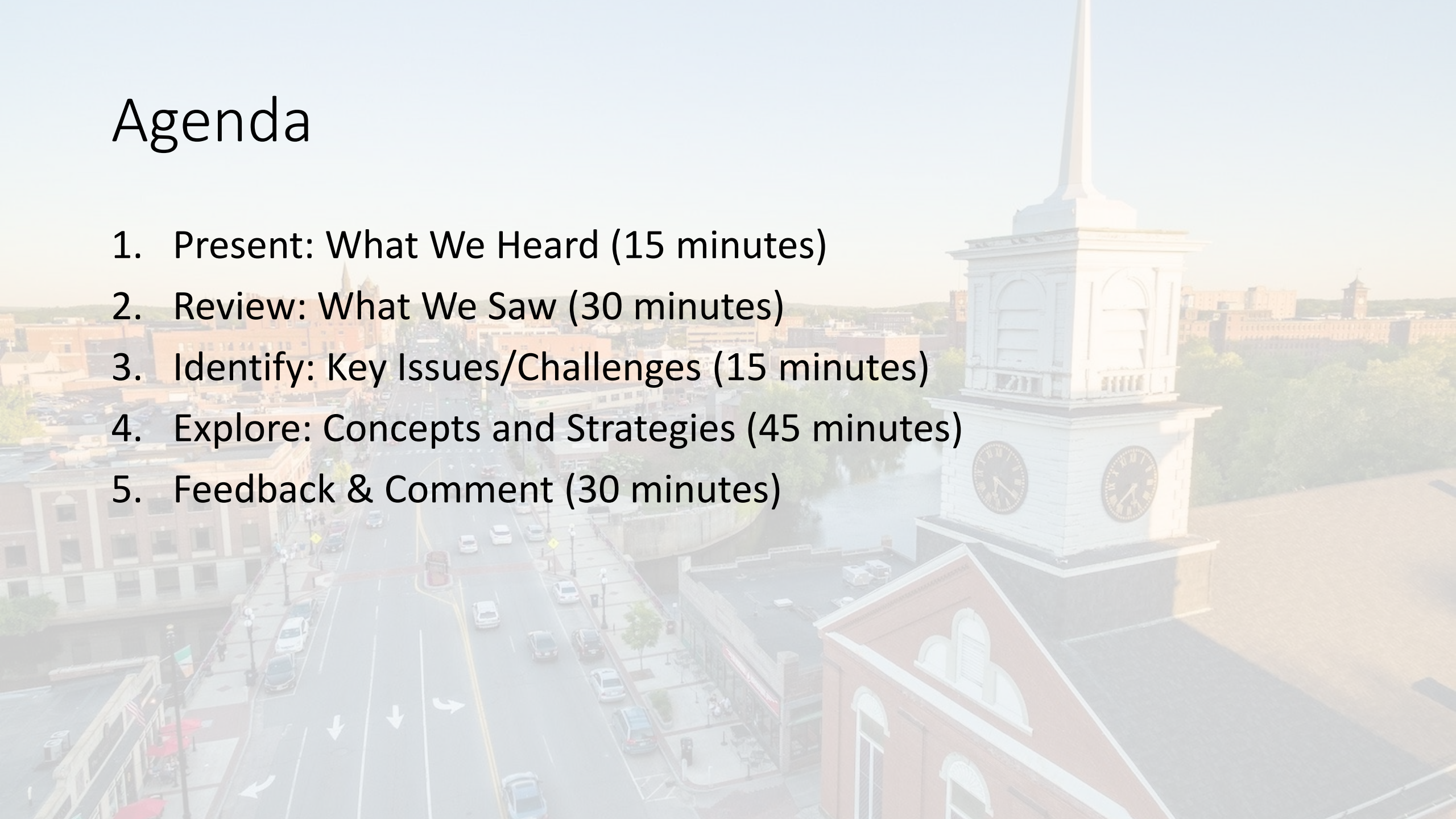
City Hall Auditorium

May 11, 2022

6:30 PM – 8:30 PM

Agenda

1. Present: What We Heard (15 minutes)
2. Review: What We Saw (30 minutes)
3. Identify: Key Issues/Challenges (15 minutes)
4. Explore: Concepts and Strategies (45 minutes)
5. Feedback & Comment (30 minutes)



What We Heard

An aerial photograph of a city street, likely in a historic district. A prominent white clock tower with a tall, thin spire stands on the right side of the frame. The tower has two large circular clock faces. Below the tower, a red brick building is visible. The street is wide and paved, with several cars and a bus driving. On the left side of the street, there are various buildings, including a large brick building with many windows. In the background, a river or canal flows through the city, and more buildings are visible on the opposite bank. The sky is clear and blue.

Steering Committee

Members

- Samantha Allen, Parking Dept.
- Marylou Blaisdell, Business Owner
- Kimberly Childs, Finance Dept.
- Tim Cummings, Economic Devt.
- Amy DeRoche, Economic Devt.
- Richard Dowd, Alderman
- Ross Dugas, ADA Specialist
- Gregg Lantos, NRPC
- John Griffin, Finance Dept.
- Wayne Husband, DPW
- Jay Minkarah, NRPC
- Cheryl Lindner, Finance Dept.
- Matt Watkins, NRPC
- Linda McGhee, Planning Dept.
- Michael O'Brien, Alderman
- Rich Lannan, Property Owner
- Jill Stansfield, Parking Dept.
- Matthew Sullivan, Planning Dept.

Meetings

- September 9, 2021
- October 18, 2021
- December 2, 2021
- January 24, 2022
- March 30, 2022
- April 27, 2022
- May 6, 2022
- May 9, 2002

Stakeholder Meetings

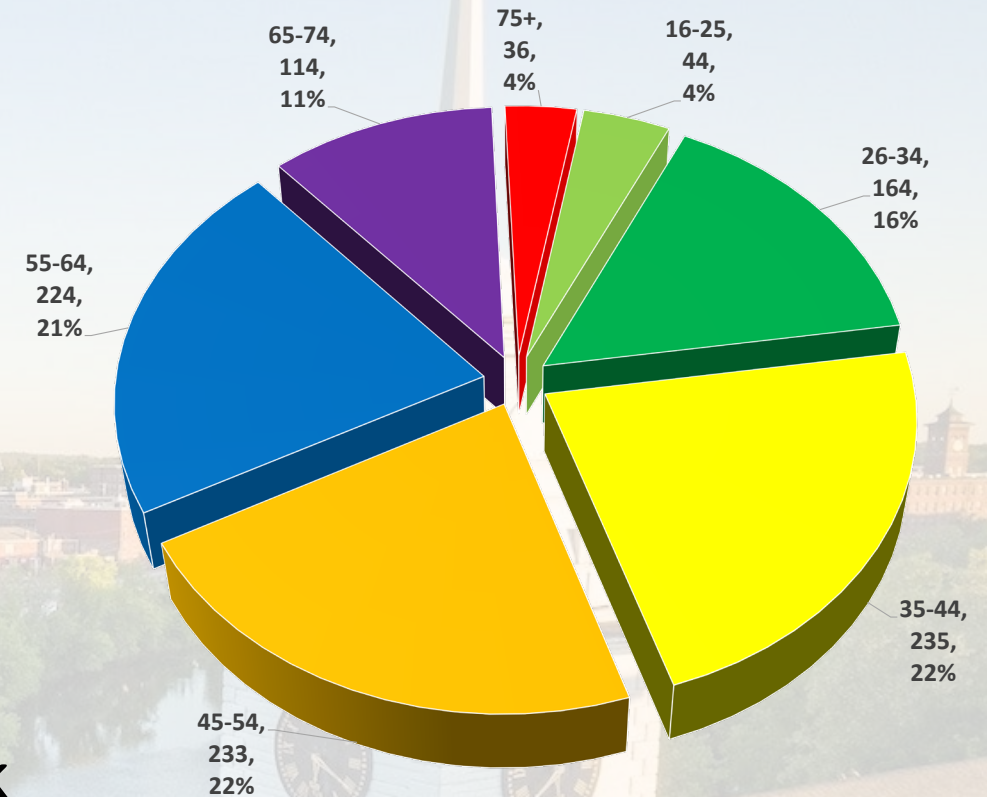
- Nashua Library Trustees (10/5/21)
- Millyard Stakeholders (10/6/21)
- Downtown Improvement Committee (10/8/21)
- PEDC/Infrastructure Committees of the Board of Alderman (10/19/21)
- Fall Public Forum (10/20/21)
- Nashua Planning Board (11/4/21)
- Nashua Chamber of Commerce (11/16/21)
- Southern New Hampshire Medical Center (4/28/22)
- Nashua DPW/Police/Fire (5/16/22)
- PEDC/Infrastructure Committees of the Board of Alderman (5/17/22)

Key Takeaways (Stakeholder Meetings)

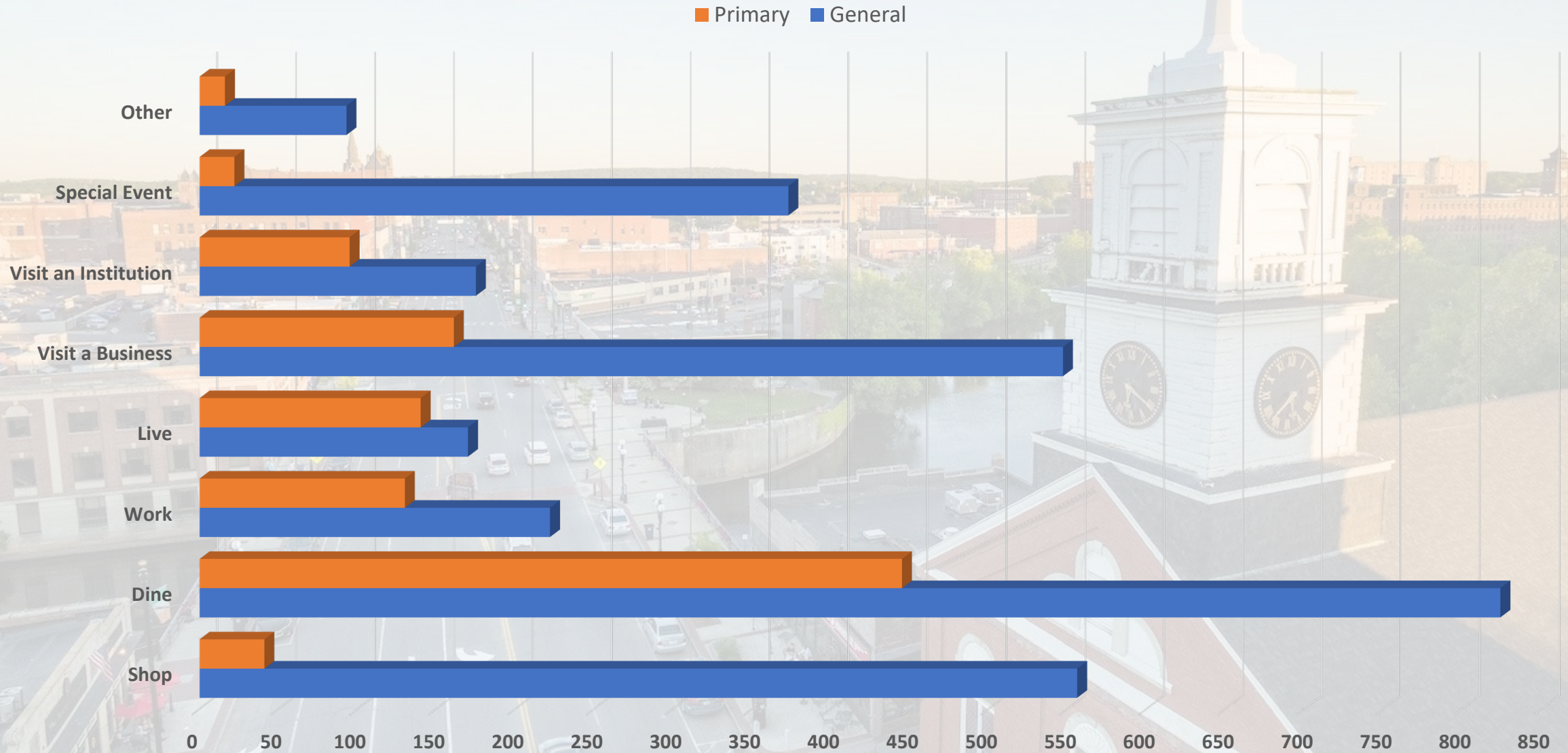
- Safety was a universal concern
- Property owners indicated it was challenging to find adequate parking to secure leases
- Significant concerns about the impact of the School Street and Performing Arts Center projects and Outdoor Dining program
- Solutions needed to consider the preservation of existing culture and movement towards sustainability
- Significant appetite for solutions which would help with overnight parking and during snow emergencies

October Survey Results

- 1,050 total responses
- 60% female, 34% male
- Wide age distribution (see right)
- 92% drove themselves
- 66% visited downtown at least 1x/week
- From all wards in Nashua, Hudson, Hollis, Merrimack, Londonderry, Manchester, Milford, Brookline, Bedford, and Pelham
- 13% were employees, 13% were downtown residents, 42% were diners, 4% were shoppers, 11% were visiting a business



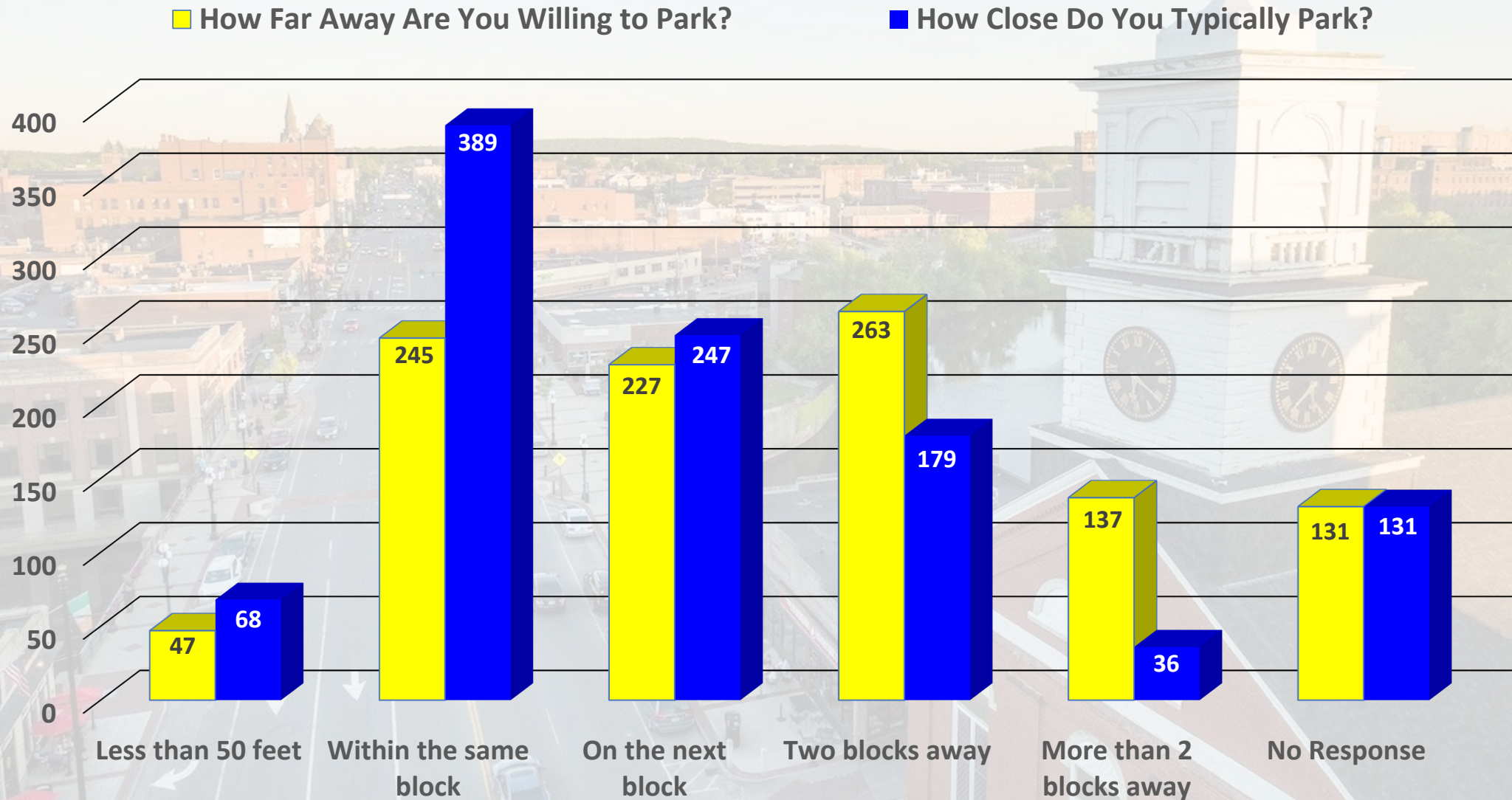
Purpose of Visiting Downtown



General Takeaways

- **Residents:** 76% had their parking needs partially or completely met, 62% for free
- **Employees:** 61% had parking provided by their employer, 65% at no cost to themselves
- 72% of respondents indicated usually **parking for 2 hours or less**
- 41% of respondents can find parking **in under 5 minutes**, 83% can find it under 10 minutes
- **Three in four respondents** indicated they would circle the block and/or search the immediate area until they found parking if a space was not immediately available at their destination
- **Proximity** and **Security** were highest factors when choosing where to park, cost was among the lowest
- **Personal sense of safety** and security and the **condition of sidewalks** were the most cited factors for defining acceptable walking distance

Acceptable Walking Distances



Comments for Consideration

- Only **15%** of all respondents indicated they **usually parked in a private facility**
- **One in five** respondents will leave downtown and go elsewhere if they can't find parking within a 'reasonable time and distance'
- The general **Atmosphere, Safety & Security** and **Lighting** were cited as the items most in need of improvement in public parking facilities
- **70%** rated downtown Wayfinding as Passable to Very Poor
- **13%** of participants indicated they were planning to purchase an Electric Vehicle in the next five years, 19% said they weren't sure

Greatest Challenges (2,883 responses and comments)



An aerial photograph of a city street, likely in a historic district. A prominent white clock tower with a tall, thin spire stands on the right side of the frame. The street below is filled with cars and has white directional arrows painted on it. The background shows a dense urban landscape with various buildings and greenery under a clear sky.

Questions on *What We Heard?*

What We Saw

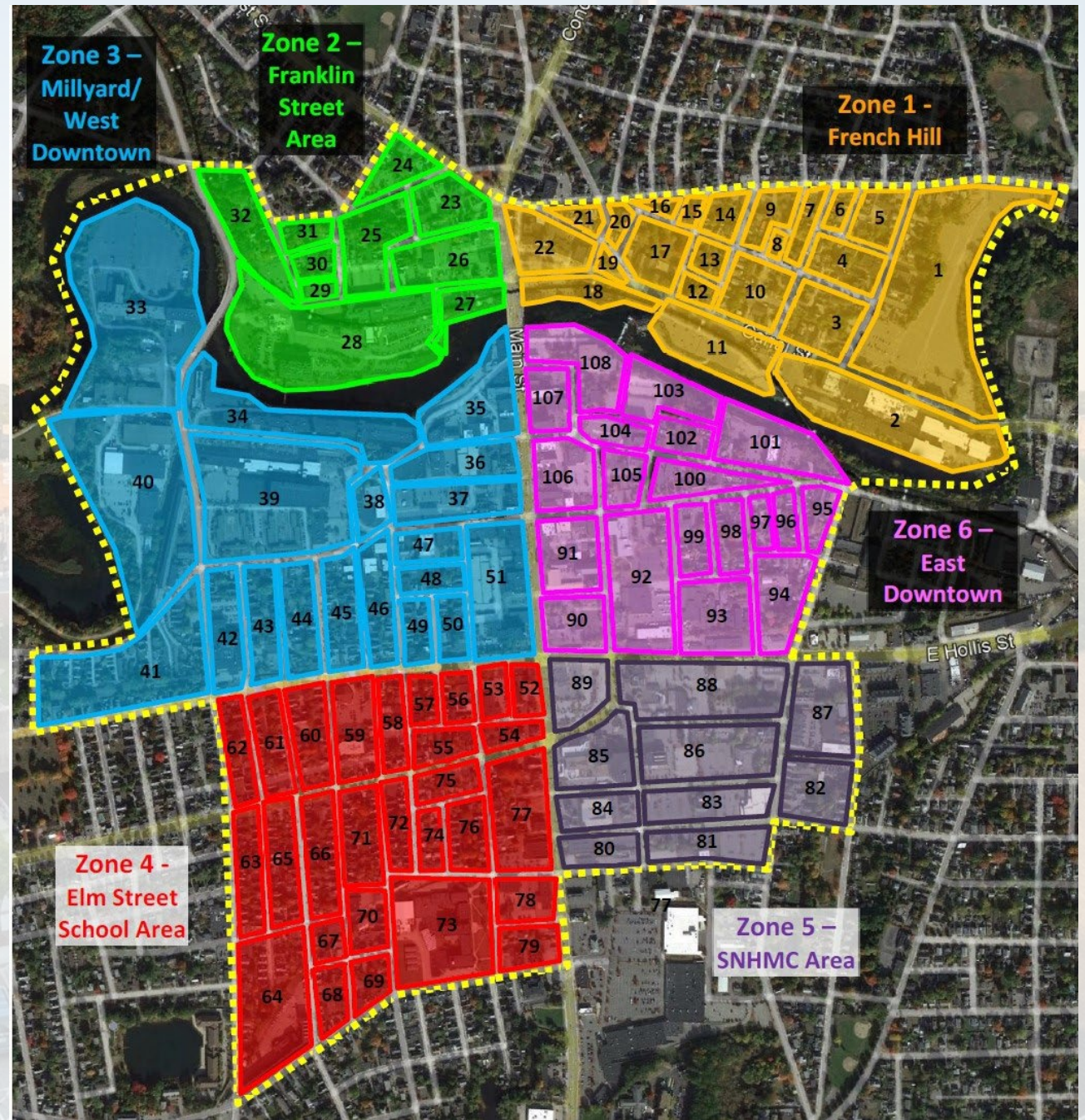


Reviewed Plans and Studies

- 2003 Downtown Master Plan, *Urban Design Associates*
- 2004 East Hollis Street Area Plan, *SAS/Design, Inc., et al*
- 2012 Nashua Tree Streets Neighborhood Analysis, *City of Nashua*
- 2012 SNHMC Properties Master Plan drawings, *Hayer/Swanson, Inc.*
- 2014 Capitol Corridor Rail & Transit Alternatives Analysis, *NH Department of Transportation*
- 2015 Downtown Nashua Circulation Study, *VHB*
- 2016 Complete Streets in Nashua, *Nashua Regional Planning Commission*
- 2016 French Hill Design Charette, *Plan NH*
- 2017 Nashua Downtown Riverfront Development Plan, *Halvorsen Design*
- 2017 Performing Arts Facilities for Nashua materials, *Webb Management Services, Inc.*
- 2018 Nashua Performing Arts Center: Capital Campaign Feasibility Study, *Full Circle Consulting*
- 2018 Nashua Economic Development Plan, *MIT School of Urban Design*
- 2018 Nashua Metropolitan Transportation Plan: 2019-2045, *Nashua Regional Planning Commission*
- 2019 Nashua Performing Arts Center Proposal for New Markets Tax Credit Financing, *City of Nashua*
- 2020 Nashua Bicycle and Pedestrian Project, *Nashua Regional Planning Commission*
- 2021 Imagine Nashua Comprehensive Master Plan, *Utile, et al*
- 2021 West Pearl Street Streetscape presentation, *Gregory Lombardi Design, et al*
- 2022 NIMCO Site Planning Study materials, *ICON Architecture*
- 2022 Elm Street School Planning Study materials, *Marvel Design, et al*

Area of Study

- 108 total blocks
- Six zones
 - French Hill
 - Franklin Street
 - Millyard
 - Elm Street School
 - SNHMC
 - East Downtown

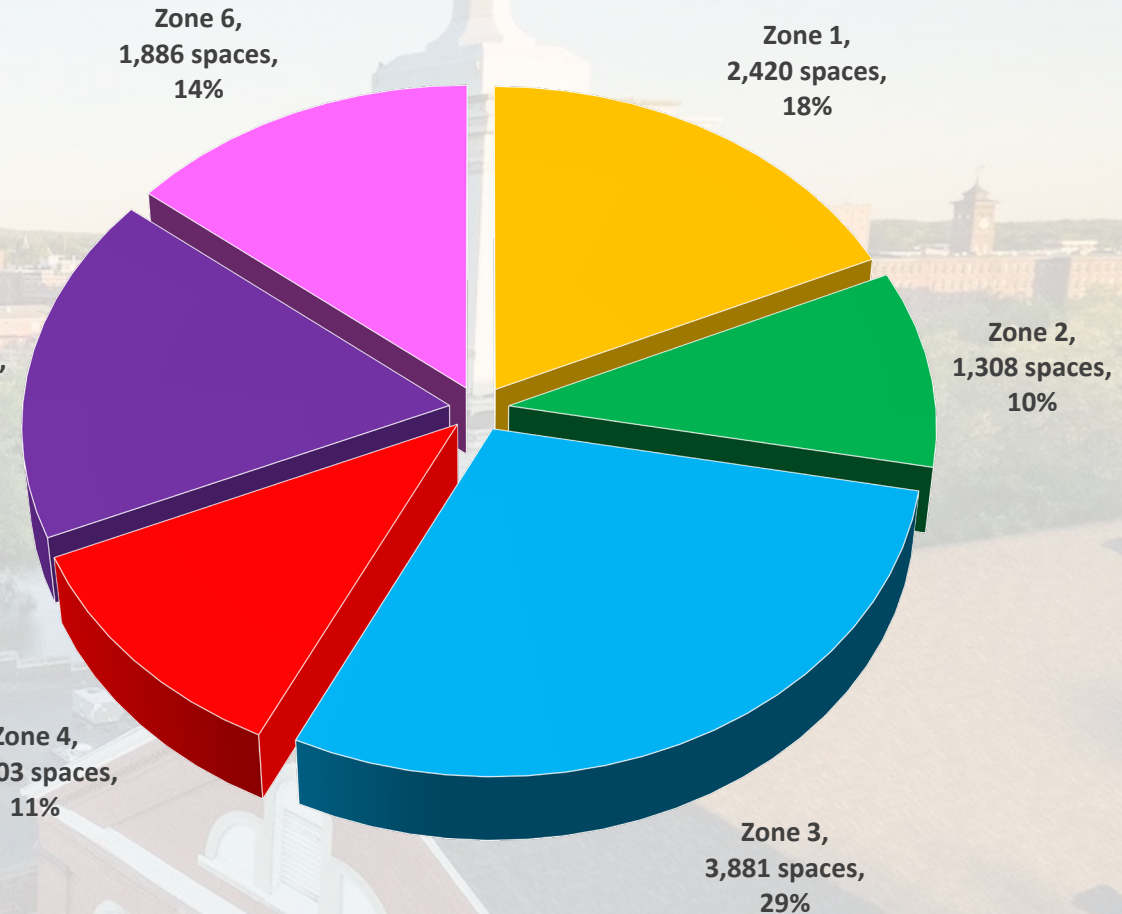


Parking Supply

- 13,309 spaces
 - 13,216 spaces* (October 2021)
 - 13,120 spaces** (February 2022)
- 14% located On-Street
- 15% located in Public Off-Street
- **71%** located in Private Off-Street

* With construction and Outdoor Dining Program

** Loss of School Street Lot, Myrtle Street lots, PAC Construction



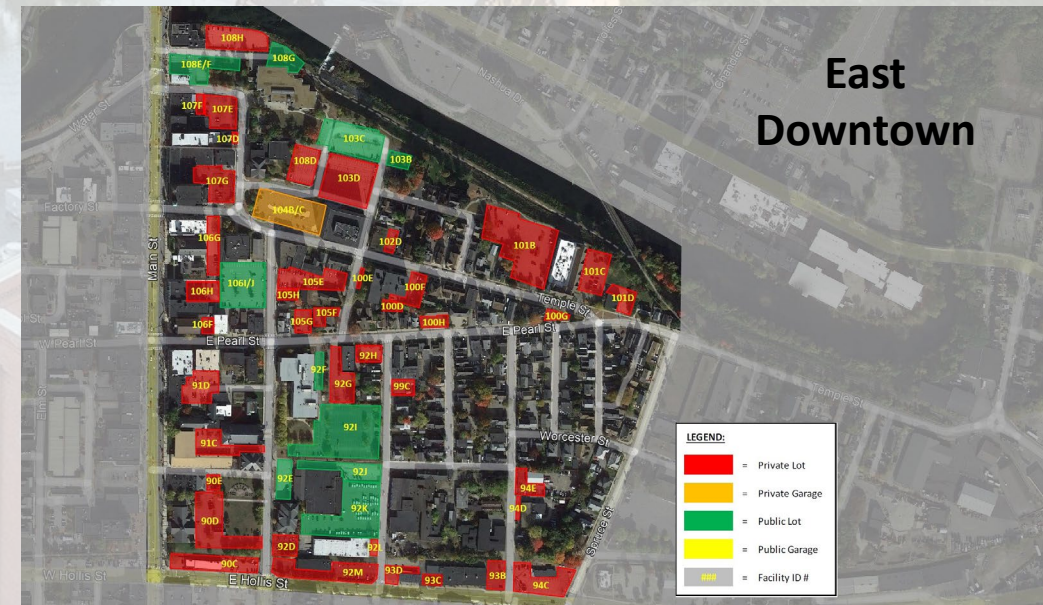
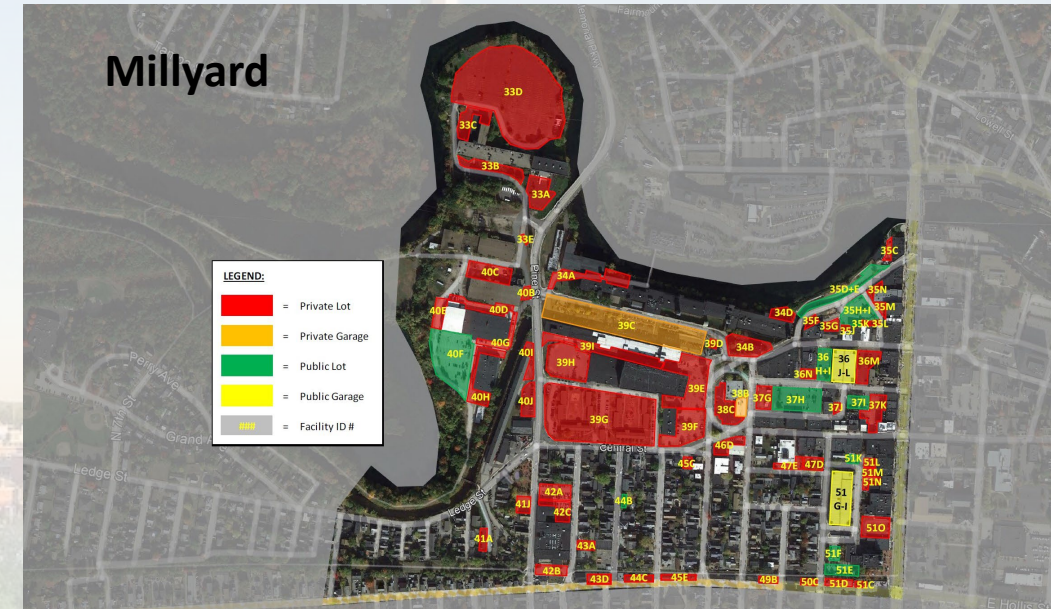
On-Street Parking

- 14% of total Supply
 - 1,876 spaces, 218 block faces
 - Based on 7-8' wide x 20' long space
 - Must be next to a 10'-11' drive lane
- 21% Metered (403 spaces)
- 26% Time Limited (485 spaces)
- 20% Overnight Permit (367 spaces)
- 32% Unregulated (605 spaces)
- 1% ADA Designated (16 spaces)



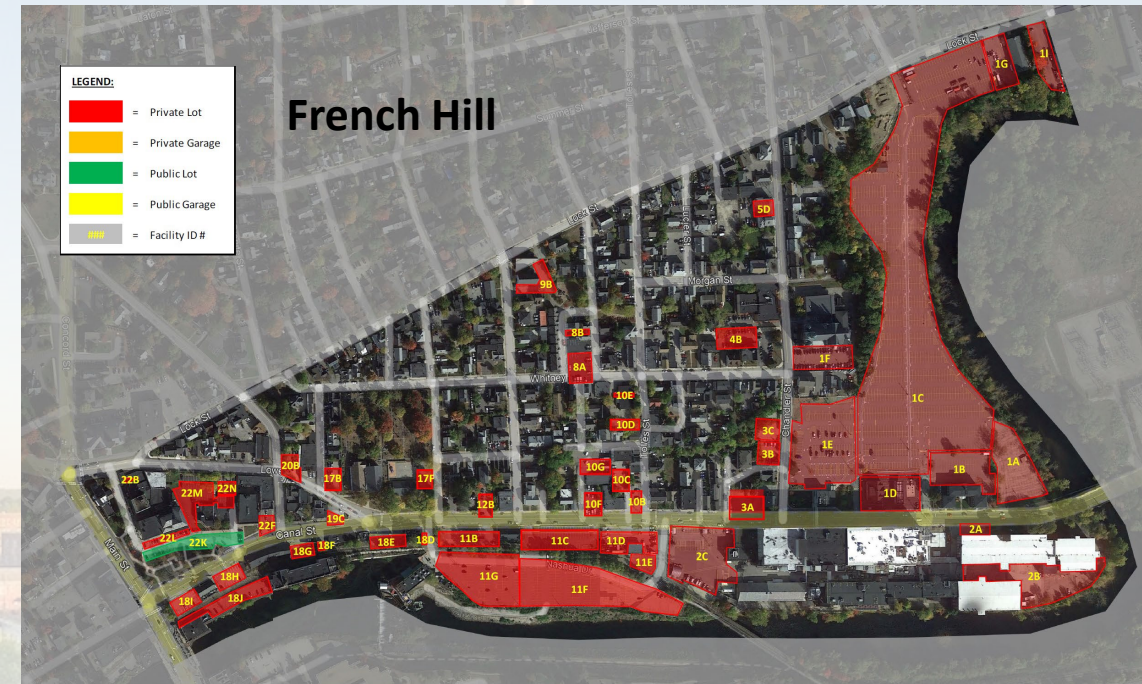
Public Off-Street Parking

- 15% of Total Supply
 - 2,045 spaces
- 23 public lots (1,256 spaces)
- 2 public garages (789 spaces)
- 988 spaces for permits (48%)
- 508 spaces metered (25%)
- 78 spaces ADA designated (4%)
- 471 spaces “Reserved” (23%)



Private Off-Street Parking

- 71% of Total Supply
 - 9,388 spaces
- 240 private lots
 - 8,358 spaces (63%)
- 3 garages
 - 1,030 spaces (37%)
- 31% owned by one of two private entities

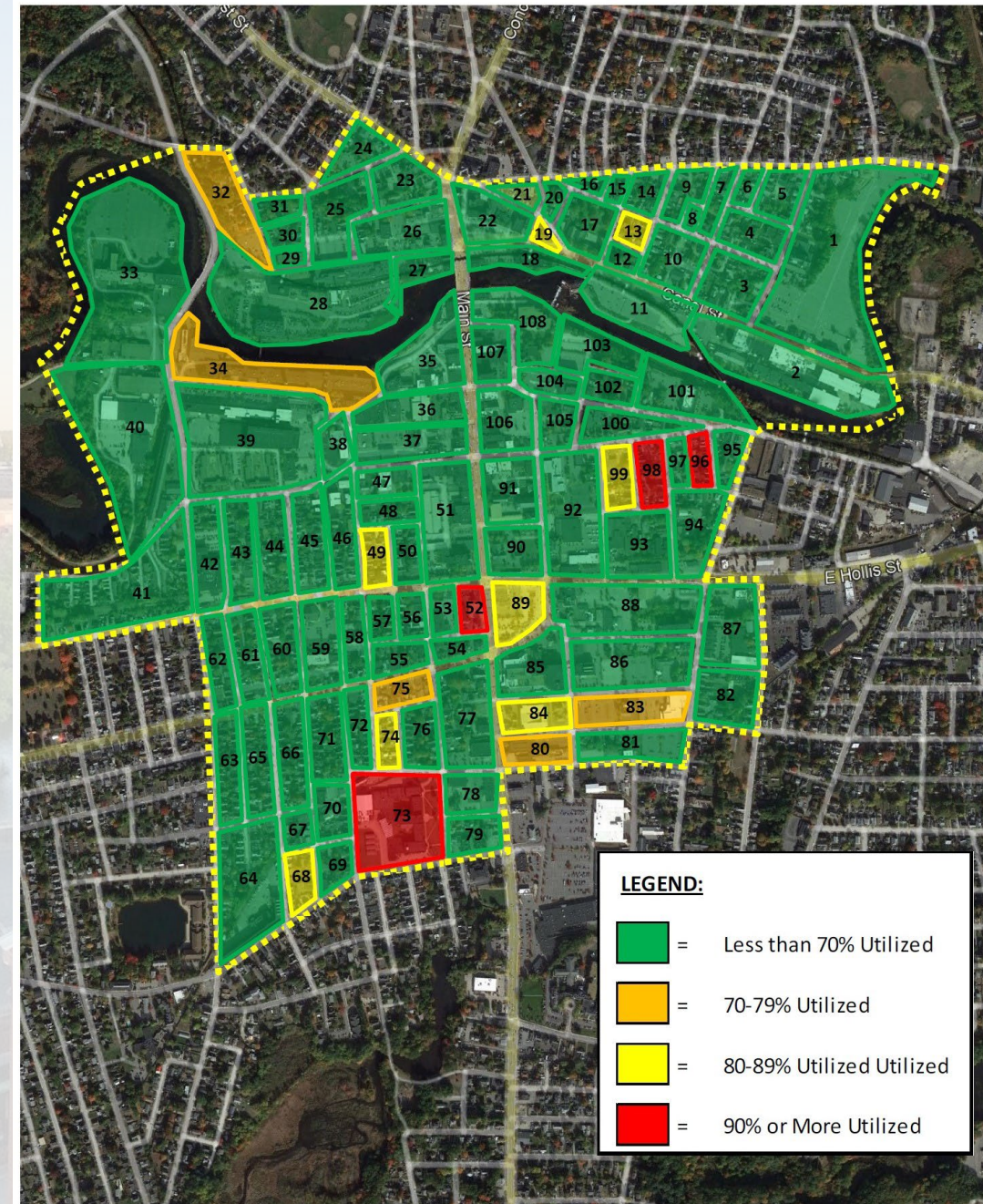


Baseline Occupancy

- Friday, 10/15 Mid-Day
 - Aggregate: 6,260 vehicles (47% utilization*)
- Friday, 10/15 Evening
 - Aggregate: 3,825 vehicles (29% utilization*)
- Saturday, 10/16 Mid-Day
 - Aggregate: 3,736 vehicles parked (28% utilization*)
- Saturday, 10/16 Evening
 - Aggregate: 3,763 vehicles parked (28% utilization*)

* Based on 13,216 spaces

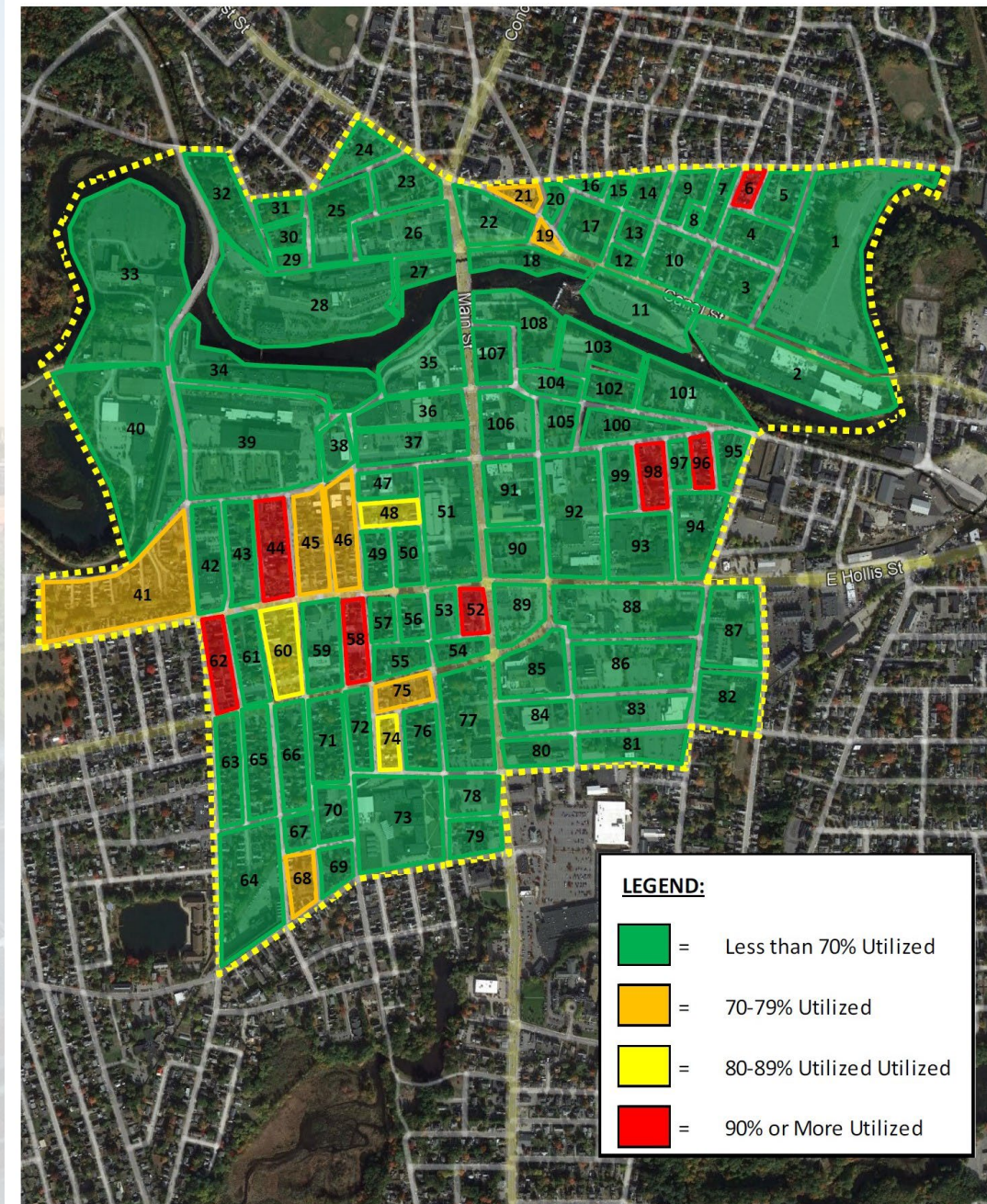
Friday AM Aggregate Utilization



Points of Examination

- On-Street in Aggregate, Zone, Block, Block face, and Type
- Public Off-Street in Aggregate, Zone, Block and Facility
- Private Off-Street in Aggregate, Zone, Block and Facility

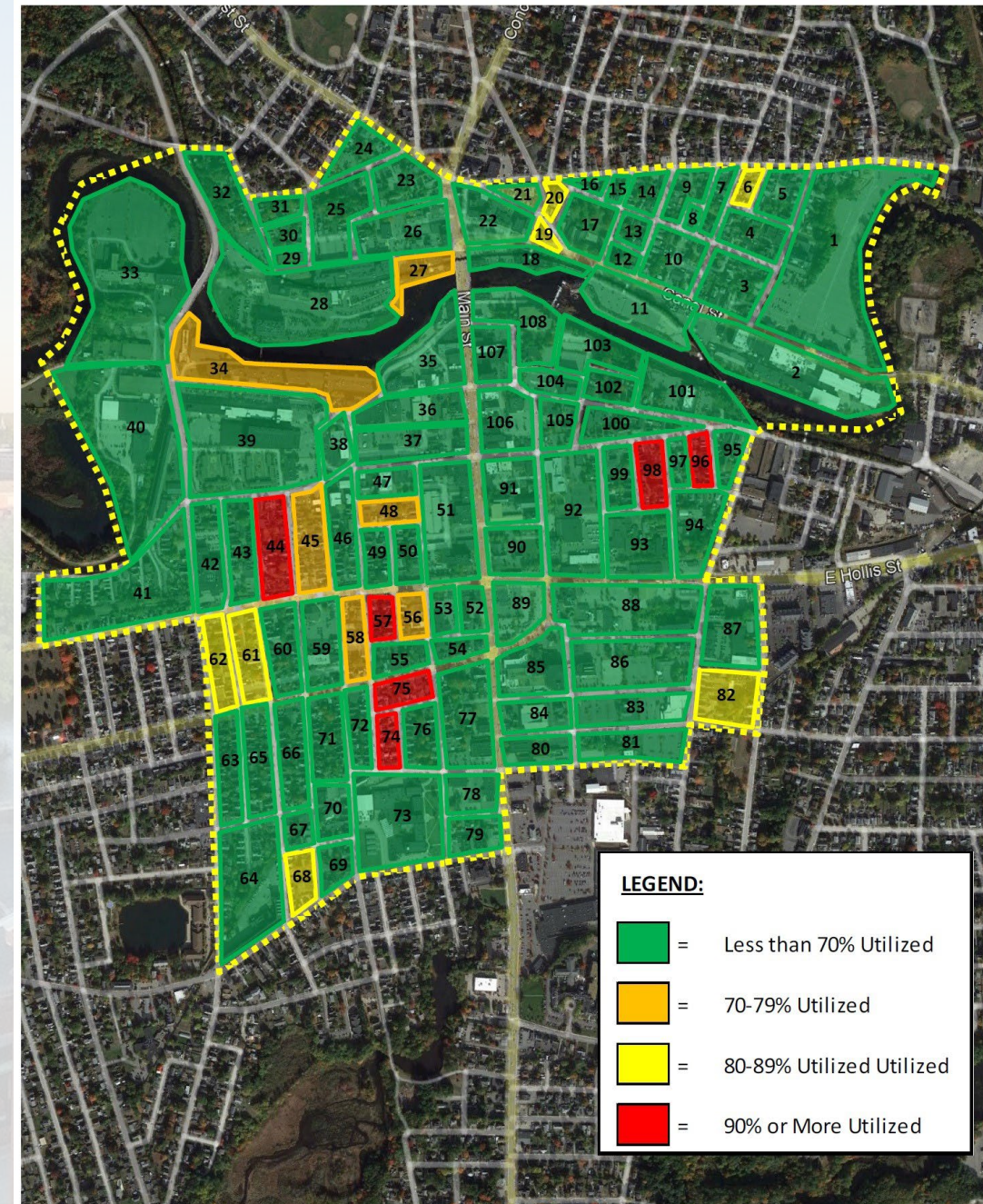
Friday PM Aggregate Utilization



Areas of Concern (Friday)

- Mid-Day
 - On-Street:
 - 8 block faces parked over striped capacity
 - 5 blocks where utilization was 85%-100%
 - Off-Street:
 - 1 block where Public Facilities were 100%
 - 1 block where Private Facilities were 100%
 - Handful of Private Facilities @ 90%+
- Evening
 - On-Street:
 - 11 block faces parked over striped capacity
 - 9 blocks where utilization was 85%-100%
 - Off-Street:
 - Only a handful of any facility over 50%

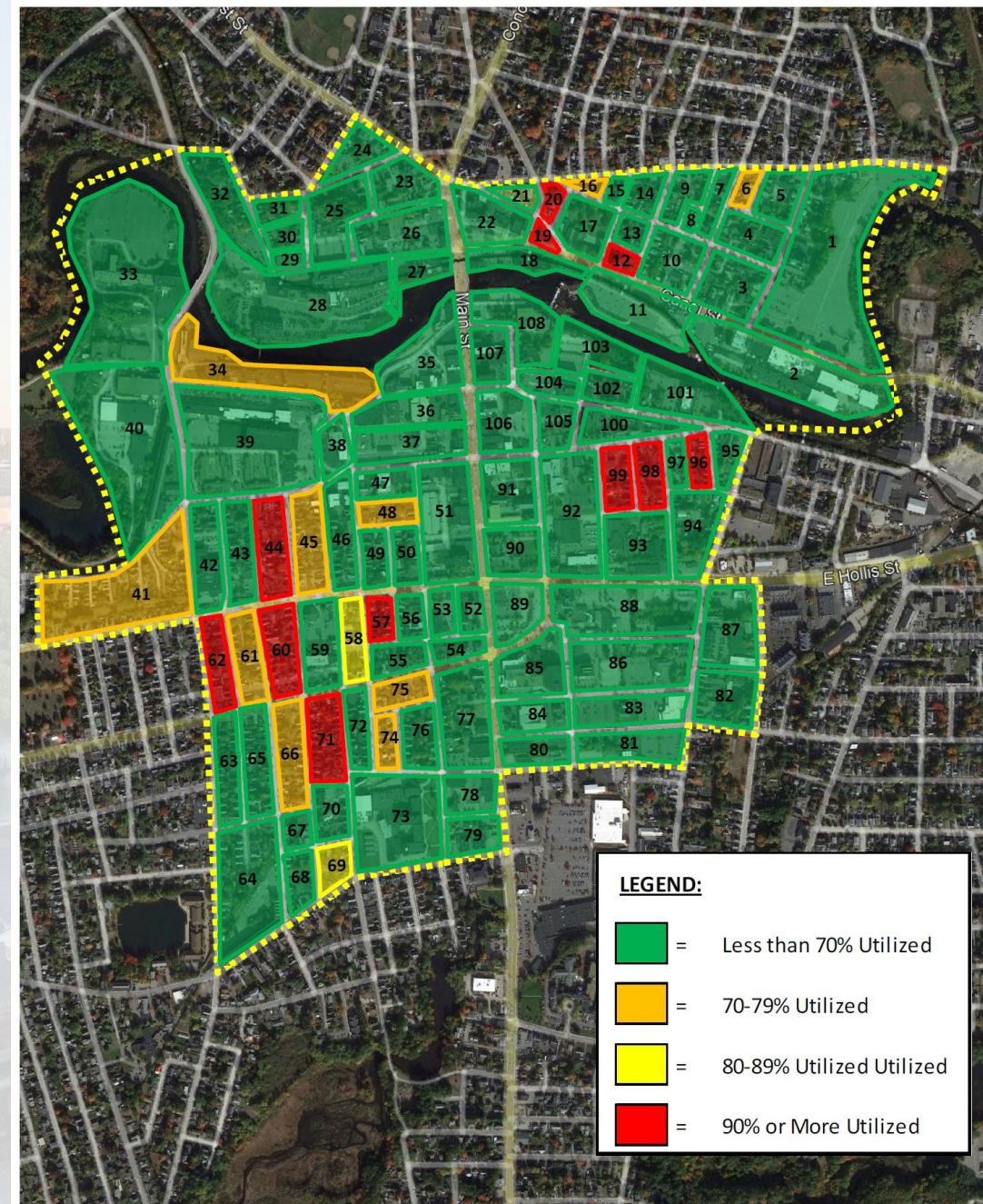
Saturday AMI Aggregate Utilization



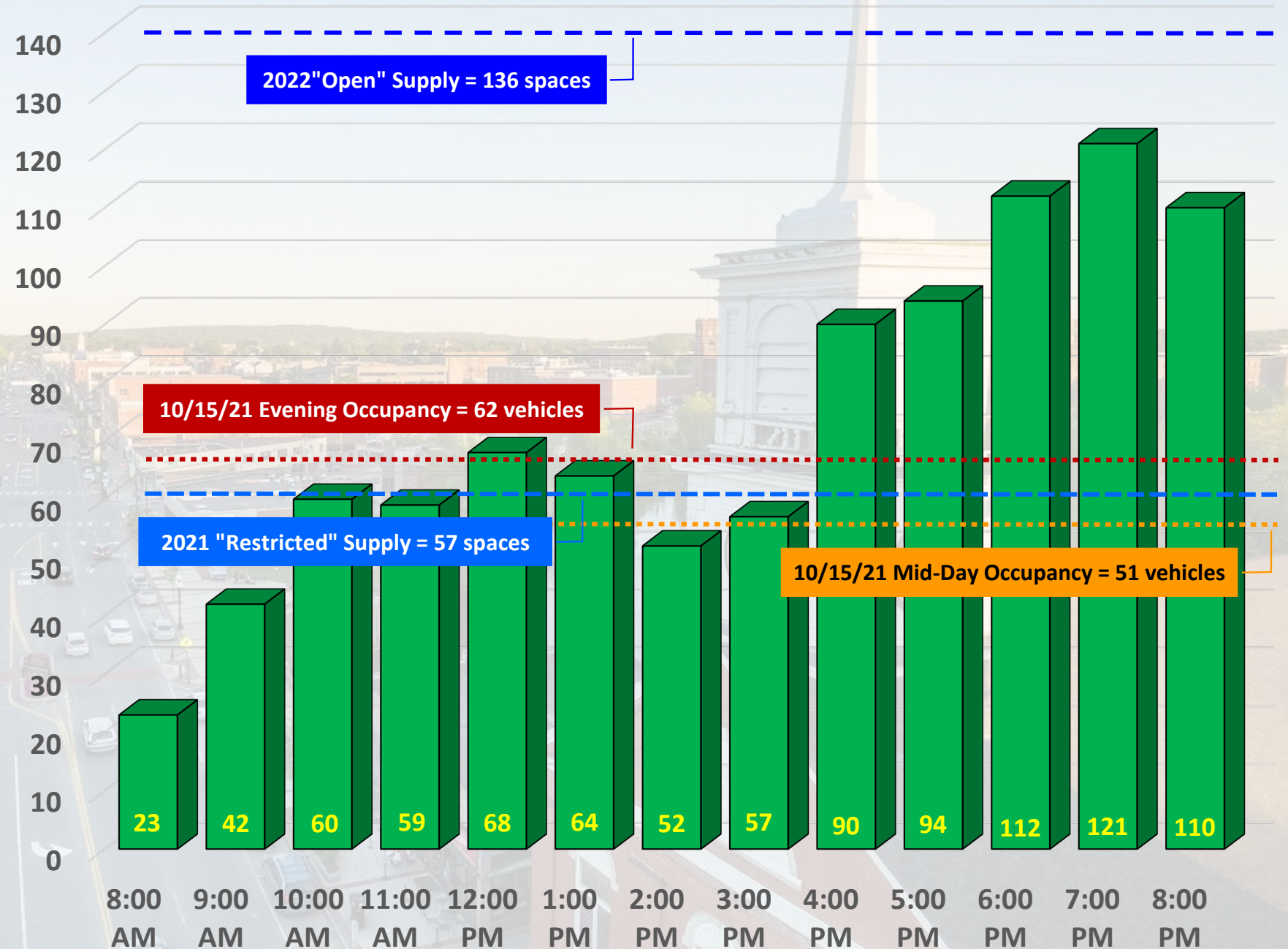
Areas of Concern (Saturday)

- Mid-Day
 - On-Street:
 - 13 block faces parked over striped capacity
 - 8 blocks where utilization was 85%-100%
 - Off-Street:
 - No block where Public Facilities were > 81%
 - 4 blocks where Private Facilities were 100%
- Evening
 - On-Street:
 - 16 block faces parked over striped capacity
 - 11 blocks where utilization was 85%-100%
 - Off-Street:
 - Only a handful of any facilities over 50%

Saturday PM Aggregate Utilization



Main Street Observations (Friday, 2/11/22)



Millyard Impacts (Oct 2021 vs Feb 2022)

- Saturday, 10/16/21 versus Saturday, 2/12/22
 - On-Street Supply increased by 29 spaces
 - Public Off-Street Supply decreased by 86 spaces
 - Private Off-Street Supply decreased by 85 spaces
 - Duck Derby versus Valentine's Day weekend
- On-Street Occupancy was up 10% at mid-day and 14% in the evening
- Public Off-Street occupancy was up 3% at mid-day and down 5% in the evening
- Private Off-Street occupancy was up 2% at mid-day and 3% in the evening

Main Street Observations, 2/11/12

Street	Side	From	To	Average Utilization	Peak Utilization	# of Spaces	Cars/ Day	Turn- over	Time-Limit	Shuffle Rate
									Violation Rate	
Water Street	N/S	Main St.	Water St. Lot	42%	60%	6	18	3.0	11%	11%
Main Street	W	Franklin St.	W. Hollis St.	47%	90%	49	150	3.1	19%	5%
Main Street	E	E. Hollis St.	Canal St.	56%	95%	43	159	3.7	19%	7%
West Pearl Street	N	Main St.	Elm St	80%	100%	5	21	4.2	33%	0%
East Pearl Street	S	Main St.	Spring St.	56%	100%	11	37	3.4	24%	3%
East Pearl Street	N	Spring St.	Main St	40%	80%	10	25	2.5	28%	4%
Temple Street	S	Main St.	Court St.	78%	100%	5	20	4.0	30%	0%
Temple Street	N	Court St.	Main St	73%	100%	7	21	3.0	38%	0%
TOTAL				54%	89%	136	451	3.30	22%	5%

Length of Stay Data

Street	Side	From	To	Length of Stay (hours)												Total Occupied Hours	Average Length of Stay (hrs)
				1	2	3	4	5	6	7	8	9	10	11	12		
Water Street	N/S	Main St.	Water St. Lot	11	6	2	0	0	0	0	0	0	0	0	0	29	1.61
Main Street	W	Franklin St.	W. Hollis St.	58	66	15	6	4	1	3	0	0	0	0	0	306	2.04
Main Street	E	E. Hollis St.	Canal St.	60	68	19	3	7	1	1	0	0	0	0	0	313	1.97
West Pearl Street	N	Main St.	Elm St	3	11	5	1	0	0	0	1	0	0	0	0	52	2.48
East Pearl Street	S	Main St.	Spring St.	7	19	6	2	1	0	0	0	0	0	0	0	76	2.05
East Pearl Street	N	Spring St.	Main St	8	8	5	0	1	0	0	1	0	0	0	0	52	2.08
Temple Street	S	Main St.	Court St.	7	7	1	3	0	1	0	1	0	0	0	0	50	2.50
Temple Street	N	Court St.	Main St	3	10	2	1	3	0	0	0	2	0	0	0	66	3.14
TOTAL				157	195	55	16	16	3	4	3	2	0	0	0	944	2.09

Summary of Observations

- While 'availability' was the most cited concern, observed utilization indicates there were always open spaces within 1-2 blocks
- There was a lot of unused supply in private facilities on weekdays, evenings and weekends
- Incidence of overtime parking and 'shuffling' along Main Street and illegal evening parking in residential districts indicated enforcement needs to be increased
- Security concerns appear to be tied to a lack of presence in facilities and activity on side streets

Operational Assessment – Scope of Review

- 
- The background of the slide is a faded, high-angle photograph of a city street. A prominent white clock tower with a spire is visible on the right side. The street below has multiple lanes with cars and white directional arrows. Buildings line the street, and the overall scene is in a warm, slightly hazy light.
- ✓ City Parking Policies (Operational)
 - ✓ General Maintenance Practices
 - ✓ Enforcement Practices
 - ✓ Citation Fines & Fees
 - ✓ Ticket Adjudication
 - ✓ Citation Processing
 - ✓ Parking Permit Programs
 - ✓ Facility Maintenance
 - ✓ Equipment Maintenance
 - ✓ Staff Training
 - ✓ Collaboration w/ Other Agencies
 - ✓ Communications
 - ✓ Permit Rates
 - ✓ Snow Emergencies
 - ✓ Transient Rates
 - ✓ Access Control

Comparable Communities for Benchmarking

City:	<i>Nashua</i>	Albany	Ann Arbor	Asheville	Concord	Lowell	Manchester	Missoula	Portland	Portsmouth	Rochester	West Hartford
State:	<i>NH</i> ¹	NY ²	MI ³	NC ⁴	NH ⁵	MA ⁶	NH ⁷	MT ⁸	ME ⁹	NH ¹⁰	MN ¹¹	CT ¹²
Population:	<i>88,815</i>	97,889	117,082	91,560	43,244	111,306	112,673	73,710	66,735	21,778	115,557	63,063
Area: (sq mi)	<i>31.73</i>	21.94	28.79	45.95	63.90	14.53	34.94	34.66	69.44	16.82	55.69	22.30
Pop. Density:	<i>2,719.9</i>	4,506.84	4,297.59	2,048.00	688.30	8,104.00	3,406.59	2,228.00	3,069.92	1,400.28	2,146.69	2,888.90
Housing Units:	<i>37,168</i>	46,362	50,863	46,331	18,663	41,786	49,288	55,544	34,075	10,615	49,757	26,437
Housing Density:	<i>1,202.8</i>	2,166.40	1,824.70	1,008.29	292.07	2,875.84	1,493.60	1,602.54	1,581.60	678.90	893.46	1,185.52
Median Income:	<i>\$73,022</i>	\$45,500	\$63,596	\$49,930	\$62,967	\$56,878	\$58,227	\$47,426	\$56,977	\$78,027	\$73,016	\$104,281
Driving Share:	<i>80.1%</i>	59.1%	53.2%	74.4%	79.5%	75.7%	78.7%	70.5%	64.6%	74.7%	70.6%	82.9%

Notes:

1. Ranked #71 in **Money Magazine's 2019 Best Places to Live** and in the 83rd Percentile of **Best Small Cities to Live in America in 2020** by **Wallet Hub**
2. Ranked #45 in **US News and World Report's 2021 Best Places to Live** and #29 in **Livability's 2019 Top 100 Places to Live**. Large, complex municipally run parking system.
3. Ranked #12 in **US News and World Report's 2021 Best Places to Live**, #2 in **Livability's 2020 Top 100 Places to Live**, and #6 in **Niche's 2021 Best Cities to Live in America**.
4. Ranked #27 in **Money Magazine's 2019 Best Places to Live** and #48 in **US News and World Report's 2021 Best Places to Live**. Large, complex municipally run parking system.
5. Ranked #6 in **Wallet Hubs's 2021 Best State Capitols**. Third largest city in New Hampshire.
6. Selected due to proximity to Nashua. Not considered a close demographic comparable. Large, complex municipally run parking system.
7. Ranked #167 in **US News and World Report's 2021 Best Places to Live** and #91 in **Livability's 2020 Top 100 Places to Live**.
8. Ranked #43 in Money Magazine's 2019 Best Places to Live and #23 in **Livability's 2020 Top 100 Places to Live**. Has a complex, municipally run parking system.
9. Ranked #44 in Money Magazine's 2019 Best Places to Live and #8 in **US News and World Report's 2021 Best Places to Live**. Has a complex, municipally run parking system.
10. Ranked #91 in **Livability's 2017 Top 100 Places to Live** and #2 in **Niche's 2021 Best Places to Live in New Hampshire**. Complex, progressive municipally run parking system.
11. Ranked #15 in **Money Magazine's 2019 Best Places to Live** and #29 in **24/7 Wall Street's 2020 Best Cities to Live**. Complex, progressive municipally run parking system.
12. Ranked #48 in **Money Magazine's 2018 Best Places to Live** and #67 in **Livability's 2018 Top 100 Places to Live**. Complex, progressive municipally run parking system.

Preliminary Operational Findings

- Parking Department is understaffed – comparatively and functionally
- Policies and SOPs are largely clear and appropriate
- Maintenance practices appear to be appropriate and adequate, but some could be contracted out
- Ticket adjudication should be contracted out
- Citation processing and permit sales/management need a dedicated clerk
- Single-head meter stock is reaching the end of service life
- Snow emergencies outreach is good, but problematic without a reservoir
- Access control technology could provide a labor savings in enforcement

An aerial photograph of a city street, likely in a historic district. In the foreground on the right, a large brick building with a prominent white steeple and clock face is visible. The street below is wide with multiple lanes, showing traffic including cars and a bus. White arrows on the road indicate traffic flow. The background shows a dense urban landscape with various brick buildings and greenery under a clear sky.

Questions on *What We Saw?*

An aerial photograph of a city street, likely in a historic district. A prominent white clock tower with a tall spire is visible on the right side of the frame. The street is lined with brick buildings and has several cars driving on it. The text "Key Issues and Challenges" is overlaid in the center of the image.

Key Issues and Challenges

Issues– Part 1

- Prior studies identify a community desire to become more **walkable, multi-modal** and **environmental sustainable...but...**
- Current culture is still very much **oriented to the personal vehicle...and...**
- **Transition** must be managed to preserve existing business and population.
- The City has **no parking requirements** in the D1 (Downtown) district...*and...*
- Future project plans could **displace multiple existing lots.**

Issues – Part 2

- There is a strong market for **downtown residential units...but....**
- Very limited on-street parking capacity to support **overnight use...and...**
- A need to **maintain right-of-way** for emergency and service vehicles.
- The current public parking system is reliant on active, consistent **enforcement** to function...*and...*
- Multiple past studies call for **more active, comprehensive management** of the same parking system...*but...*
- The Parking Department is **not adequately staffed** to do this.

Issues– Part 3

- The majority of survey respondents indicated a **preference for parking in public facilities...but...**
- The City only controls ~ **30%** of the total supply...and...
- Has **limited resources** to devote to new parking facilities AND alternative transportation infrastructure.
- **Safety** in parking facilities and on the streets which connect them to destinations was a universal concern.
- Constituents desire more **communication** about their parking and transportation options.

Challenges

How do we:

- Expand parking **capacity** in a fiscally sustainable way?
- Support movement towards a more **multi-modal** environment?
- **Support** existing constituents and (re)development?
- Better **manage** existing parking assets?
- Make public parking feel **safer** and more inviting?
- Address public concerns about '**availability**'?

An aerial photograph of a city street, likely in a historic district. A prominent white clock tower with a tall spire is visible on the right side of the frame. The street is lined with brick buildings and has several cars driving on it. The text "Questions on Key Issues and Challenges?" is overlaid in the center of the image.

Questions on *Key Issues and Challenges?*

Concepts and Strategies

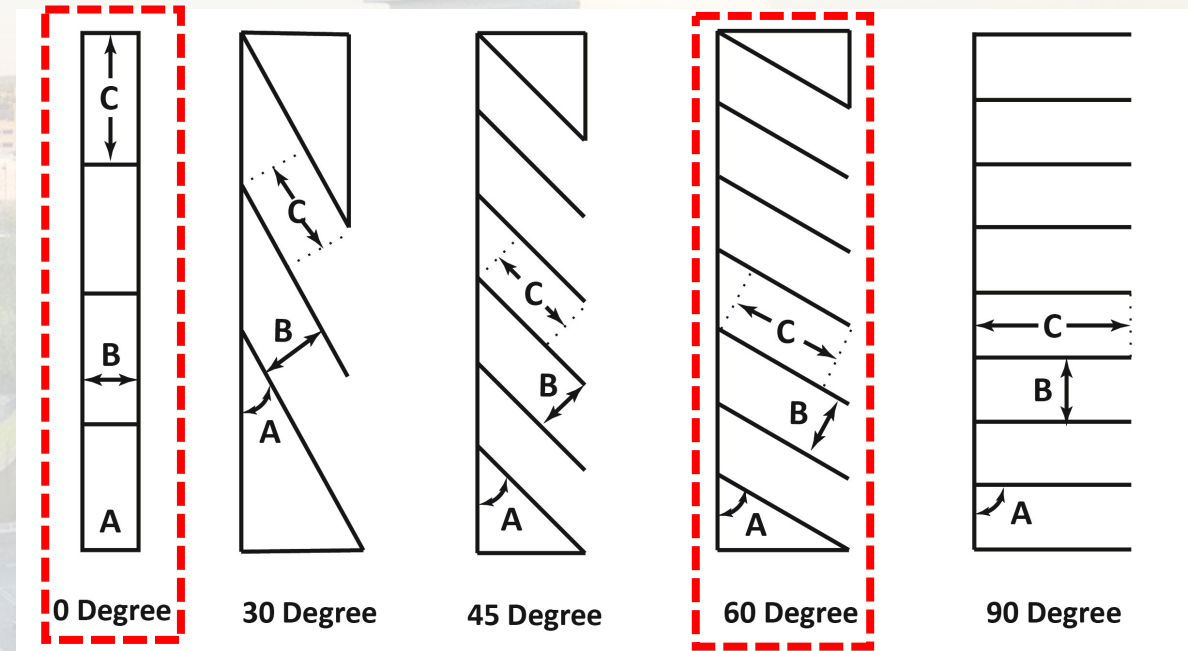
An aerial photograph of a city street scene. In the foreground, a multi-lane road with white lane markings and arrows is visible. To the right, a large, light-colored clock tower with a tall, thin spire stands out. The tower has two large clock faces. Below the tower, a red brick building is partially visible. In the background, a river flows through the city, surrounded by various buildings and greenery. The sky is clear and blue.

Presentation of Concepts & Strategies

- I. Opportunities to increase Public Parking
- II. Public/Private Partnerships
- III. Private Investment in parking and multi-modal infrastructure
- IV. Shared Use Strategies
- V. Opportunities to Address Safety Concerns
- VI. Strategies for Improving Parking Enforcement
- VII. Strategies for Improving Communications
- VIII. Pricing Strategies

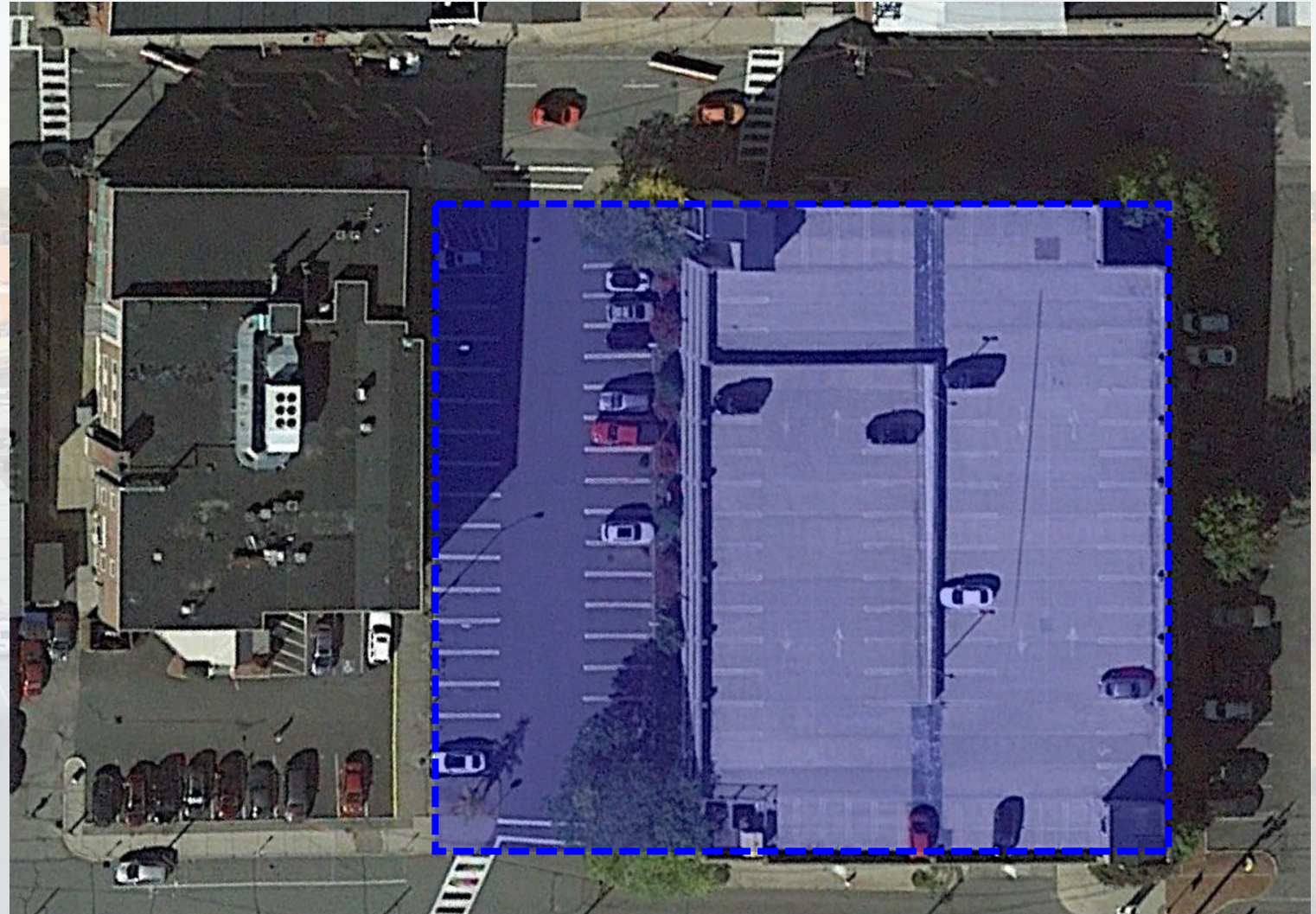
Introduce Angled Parking to Main Street

- Proposal: convert 84 parallel spaces into ~ 150 angled spaces
- Meets *capacity, multi-modal, support* and *availability* goals
- Would require losing two travel lanes
- 12-18 months, \$2.0-\$3.0M
- Aligns with vision plans for downtown
- Would create traffic calming
- Have to be phased to minimize disruption
- Needs traffic engineer approvals



Build A New High Street Garage

- Proposal: Replace existing public lot and garage with an expanded structure
- Meets *capacity, support, safety* and *availability* goals
- 293 to 585 spaces (5-levels)
- +224 spaces
- 16-24 months, \$16.0-\$17.5M
- Significant challenges during construction
- Would support infill, PAC, outdoor dining
- New design offers better security, durability



Add Water Street/Pearson Avenue Decking

- Proposal: Add single level supported decks over surface lot
- Meets *capacity, support* and *availability* goals
- Uses natural change in grade
- Water Street = +20 spaces @ \$350,000
- Pearson Avenue = +34 spaces @\$595,000
- 2-4 month construction term
- Lesser disruptions
- Would help Riverwalk project impacts
- Not highest, best use of parcels



Create a Spring Street Parking Structure

- **Proposal: Replace existing public lot with a expanded structure**
- Meets *capacity, support, safety* and *availability* goals
- 86 to 337 spaces (4-levels)
- +251 spaces
- 12-18 months, \$9.0-\$11.0M
- Adds a large public parking supply reserve east of Main Street
- Significant massing and easement challenges
- Would support infill, PAC, Riverwalk, outdoor dining



An aerial, slightly hazy view of a city street. In the foreground on the right, a large, light-colored clock tower with a tall spire is prominent. The street below is multi-laned with several cars and a bus. Buildings of various architectural styles line the street. The overall tone is soft and slightly desaturated.

Questions on Public Parking Expansion Options

(5 minutes)

Presentation of Concepts & Strategies

- I. Opportunities to increase Public Parking
- II. Public/Private Partnerships
- III. Private Investment in parking and multi-modal infrastructure
- IV. Shared Use Strategies
- V. Opportunities to Address Safety Concerns
- VI. Strategies for Improving Parking Enforcement
- VII. Strategies for Improving Communications
- VIII. Pricing Strategies

Pursue Public/Private Parking Partnerships

- Proposal: Seek out opportunities to create public parking as part of a private development project
- Meets *capacity, support* and *availability* goals
- Actually envisioned as part of several prior plans and studies
- Ideal parcel is at least 120' x 210' (~ 78 spaces/floor)
- Private parcels currently exist in every zone within the study area
- Most sites would require at least three stories to create a net gain
- Projects are typically triggered by private initiative for development
- Municipal role depends on project type and existing conditions
 - Public and private parties create a design/build Special Purpose Entity (SPE)
 - Municipality 'buys' out a portion of the project upon completion
 - Public agency leads design/build effort, private party agrees to a long-term block lease

Sample Siting Exercise (For Illustration Only)

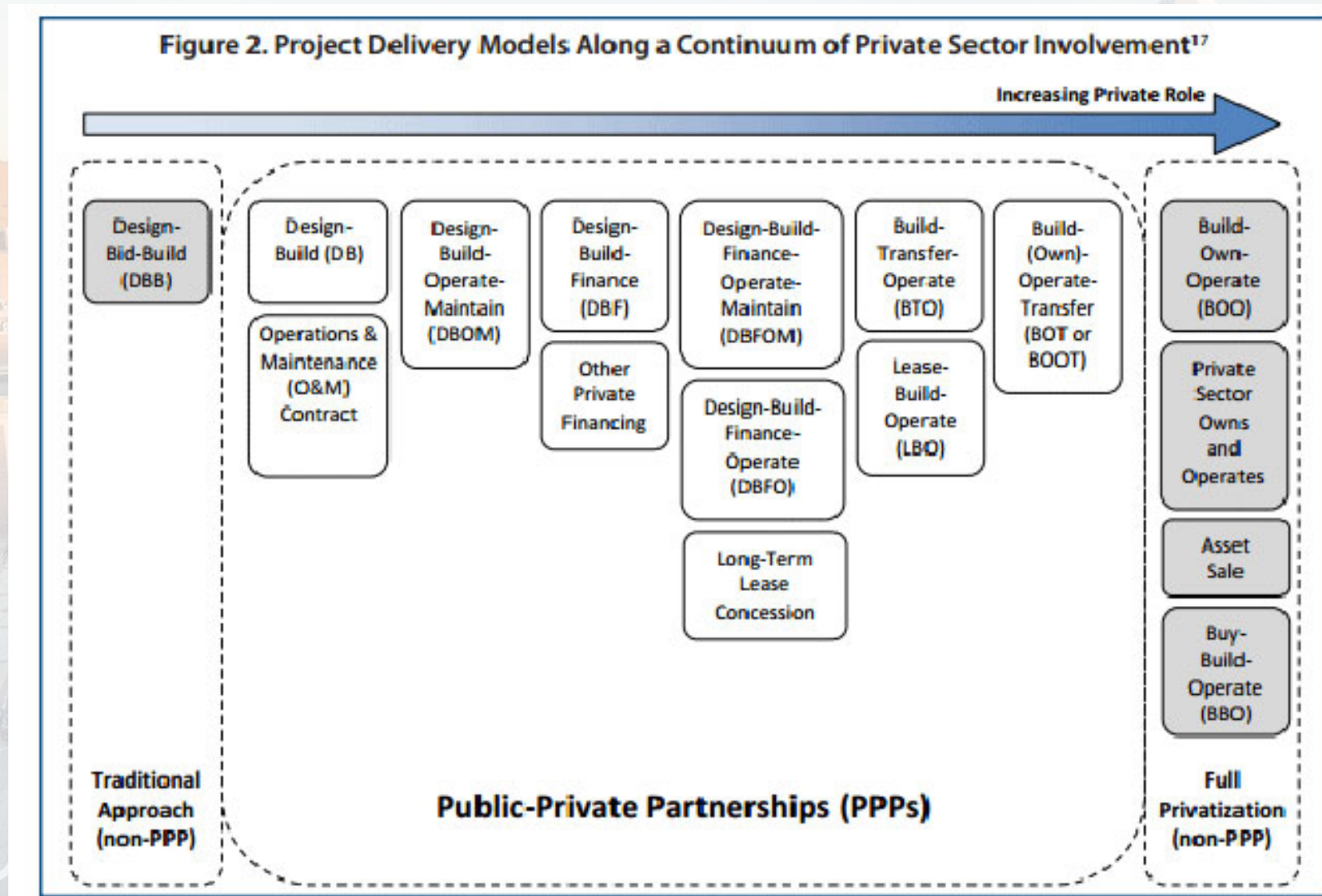


Blue = Minimum Efficiency Footprint (120' x 210')

Yellow = Locations with adequate footprint to accommodate structured parking

*(Note: locations illustrate dimensions only and **DO NOT** constitute a recommendation.)*

Public/Private Partnership (P3) Models



Sample P3 Projects



**Pearl Street Garage,
Biddeford, ME**



**Foundry Garage,
Portsmouth, NH**



**Goecke
Deck,
Haverhill,
MA**



**Capital Common Garage,
Concord, NH**

An aerial photograph of a city street, likely in a historic district. In the foreground on the right, a large, light-colored clock tower with a tall, thin spire is visible. The tower has two large clock faces. Below the tower is a red brick building. The street below is wide with multiple lanes, showing cars and a bus. On the left side of the street, there are several multi-story brick buildings. The background shows more city buildings and a hazy horizon. The text "Questions on Public/Private Partnerships (5 minutes)" is overlaid in the center of the image.

Questions on Public/Private Partnerships

(5 minutes)

Presentation of Concepts & Strategies

- I. Opportunities to increase Public Parking
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Revise Policies to Promote Private Investment

Carrots & Sticks



Carrot

[noun] (literal)

A plant of the parsley family, valued for its edible root.

[noun] (figurative)

An incentive or reward to encourage a specified outcome.

Stick

[noun] (literal)

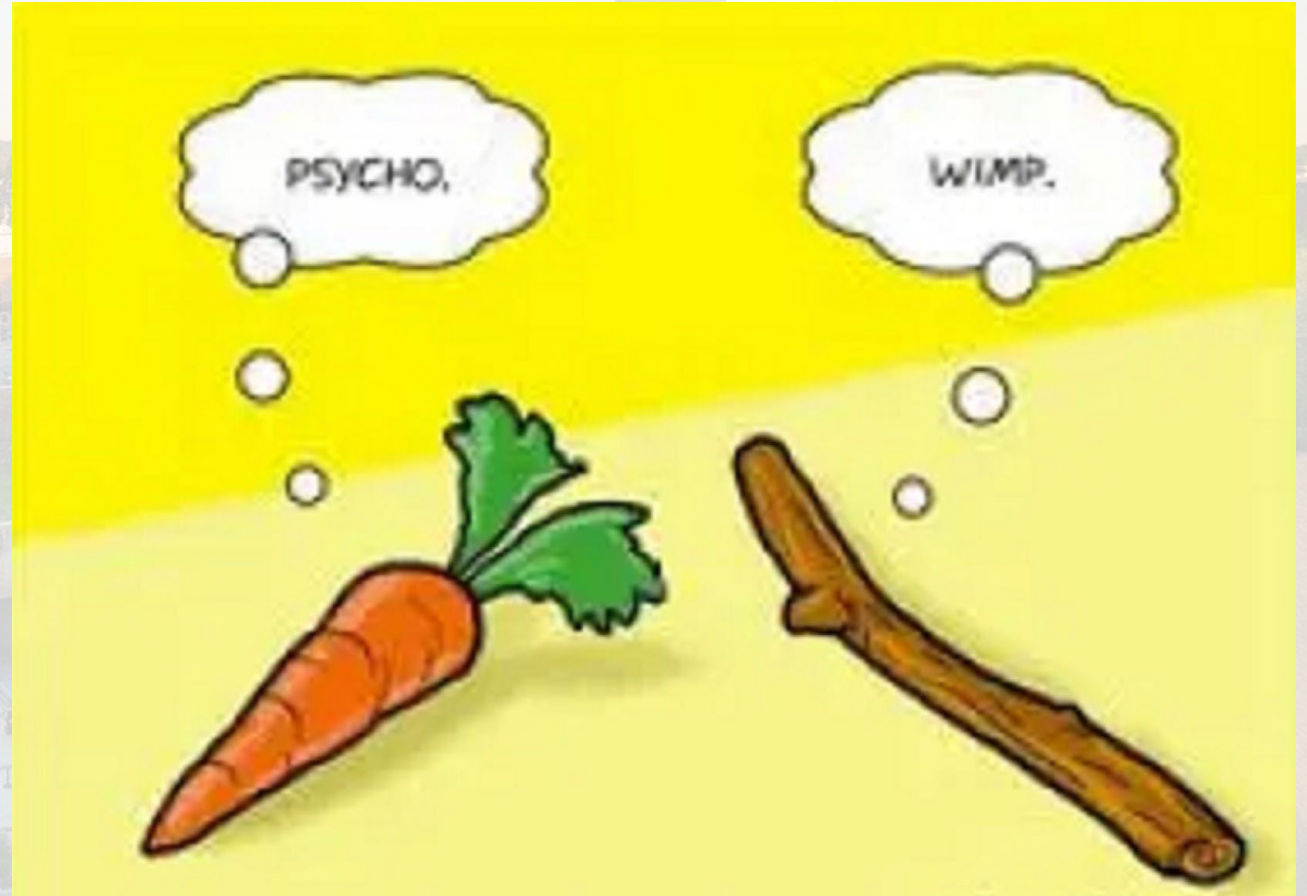
A tree branch that has been cut or broken off.

[noun] (figurative)

A punishment or penalty, used to induce cooperation.

Mechanisms for Creating Participation

- Carrots:
 - Tenant appeal/Lender terms
 - Tax abatements
 - LEED Credits (in some cases)
- Sticks:
 - Parking Minimums
 - Limitation of Allowable Uses
 - Ad Valorem/Impact Fees



One Strategy for Incenting Participation

Proposal: use parking minimums to incent private investment

1. Reinstate **market-specific** parking minimums (STICK)
2. Offer waivers for efficient design: (CARROT)
 - a) Intra-facility Shared Parking
 - b) Inter-facility Shared Use
3. Offer waivers for sustainable design features: (CARROT)
 - a) Car-share services
 - b) Shuttle programs (w/ or w/o satellite parking)
 - c) Transit incentives
 - d) Bicycling initiatives
 - e) Support programs
4. Offer an 'in lieu' option to buy out of parking requirements (CARROT)

Expanding Alternative Transportation Infrastructure

Municipality:	<i>Nashua, NH</i>	Albany, NY	Ann Arbor, MI	Asheville, NC	Concord, NH	Lowell, MA	Manchester, NH	Missoula, MT	Portland, ME	Portsmouth, NH	Rochester, MN	West Hartford, CT
Parking Minimums	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Parking Maximums	Y	Y	Y	Y	N	N	N	Y	N	Y	Y	N
Intradevelopment Shared Parking	Y	Y	N	Y	Y	Y	N	Y	N	Y	Y	N
Interfacility Shared Parking	N	N	N	Y	Y	Y	N	Y	Y	Y	Y	Y
In Lieu Waiver	N	Y	Y	N	N	N	N	N	Y	N	N	N
Bicycle Parking Requirements	N	Y	Y	Y	N	N	N	Y	Y	Y	Y	N
Transit Reductions	N	Y	N	Y	Y	N	N	Y	Y	N	Y	N

- Programs in cities like Nashua are designed to be **pro-active and part of larger, long-term strategy**
- Part of the plan is to **free up the municipality to do major investments in infrastructure** (i.e., bike lanes, transit lines, intermodal stations, etc.)

Programs/Services for “Car Light” Living

- Car-share services (e.g., Zip Car, Getaround, Turo, etc.)
- Bike-share/ Scooters
- Discounted or free transit passes
- Local shuttles to targeted services/locations
- TNC vouchers
- “Free ride home” programs
- Ride-matching services
- Delivery services (i.e., Grubhub, DoorDash, Peapod, Amazon Prime, etc.)
- Concierge services

An aerial photograph of a city street, likely in a historic district. A large, ornate clock tower with a tall spire is the central focus on the right side. The street below is filled with cars and has white directional arrows painted on it. Other buildings of various architectural styles line the street, and the background shows a hazy cityscape under a clear sky.

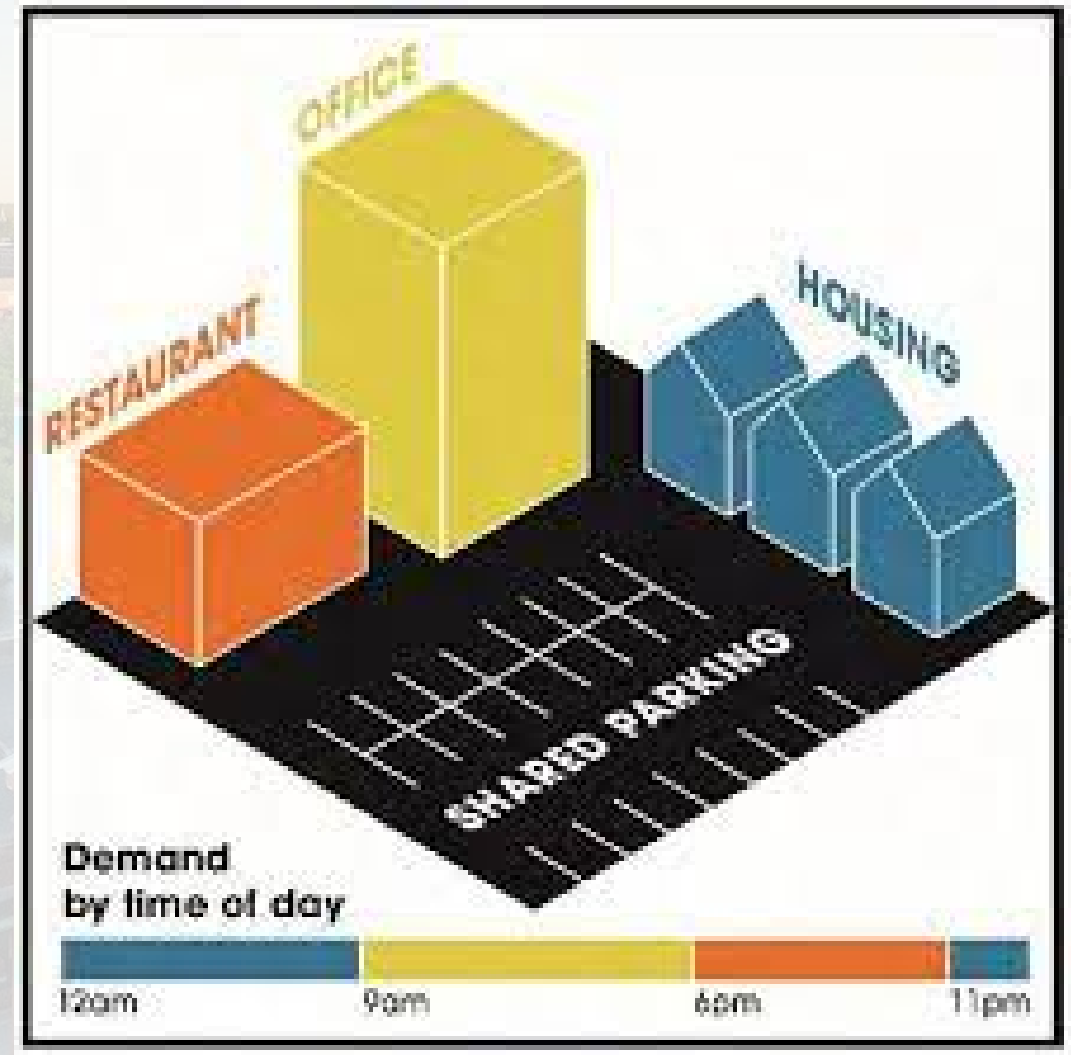
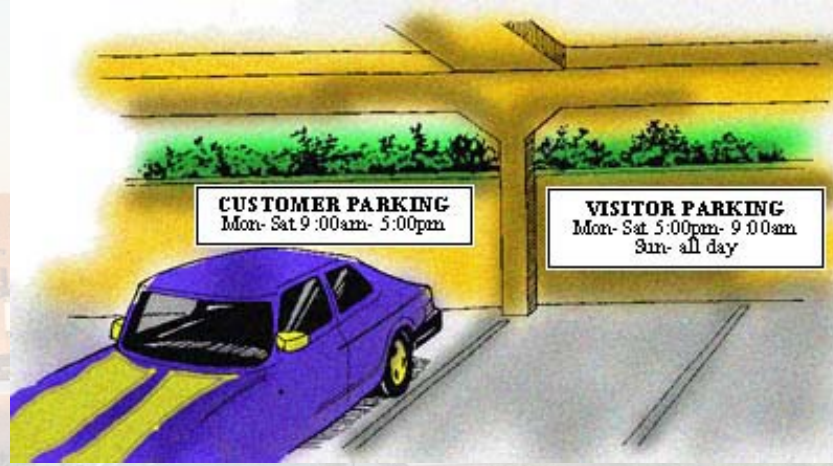
Questions on Strategies to Promote Private Investment

(5 minutes)

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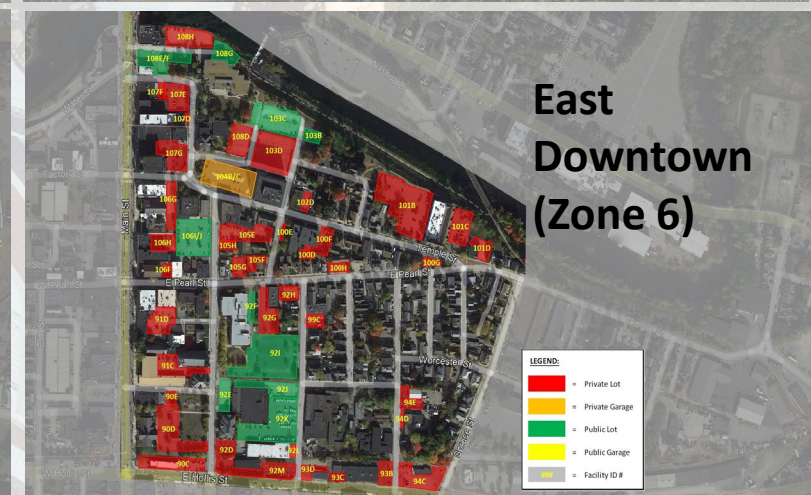
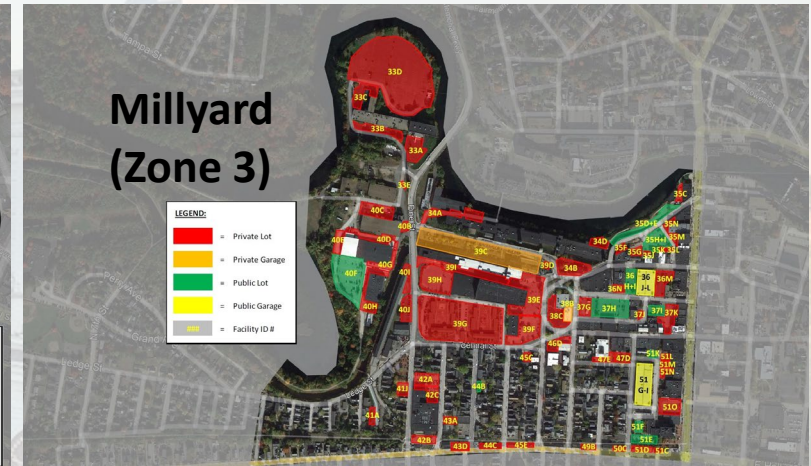
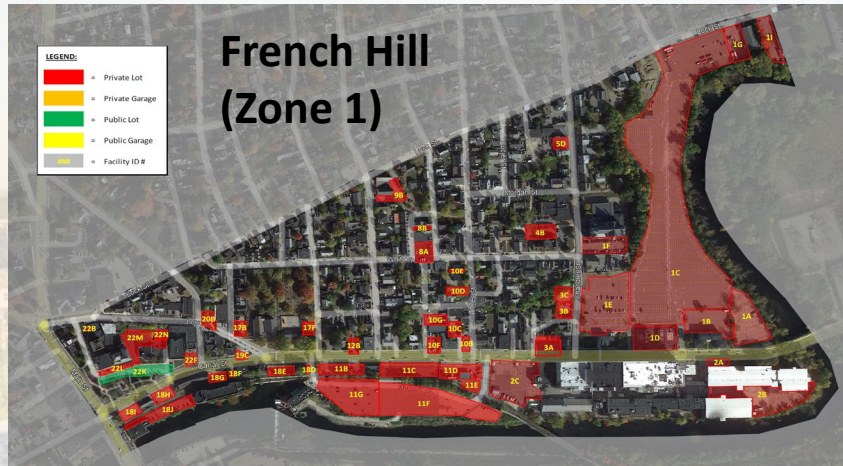
Explore Opportunities for Shared Use



Shared Use Agreement Terms

- ✓ Conditions of use (days of the week, hours of the day, etc.)
- ✓ Spaces to be shared
- ✓ Mechanisms for assuring compliance
- ✓ Risk/liability management
- ✓ Terms of compensation (if any)
- ✓ Assignment of duties (i.e., maintenance, snow removal, etc.)
- ✓ Responsibilities for enforcement
- ✓ Terms of separation

Shared Use for Off-Street Overnight Parking



The Problem With Parking Signage



An aerial photograph of a city street, likely in a historic district. A prominent white clock tower with a tall spire stands on the right side of the frame. The street below is filled with cars and has white directional arrows painted on it. The background shows a dense urban landscape with various buildings and greenery under a clear sky.

Questions on Shared Use

(5 minutes)

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Parking Facility Security Quiz

- According to the FBI, in 2020, what percentage of violent crimes occurred in parking lots and/or garages?
 - **4%**
- According to the FBI, in 2020, what percentage of property crimes occurred in parking lots and/or garages?
 - **11%**
- According to the FBI, in 2020, what percentage of social crimes occurred in parking lots and/or garages?
 - **8%**
- Where are you statistically most likely to encounter a violent or property crime?
 - ***A home or residence (64% of all violent crimes, 41% of all property crimes)***
- Where are you statistically most likely to encounter a social crime?
 - ***A roadway, street or sidewalk (52% of all social crimes)***

Lighting Improvements

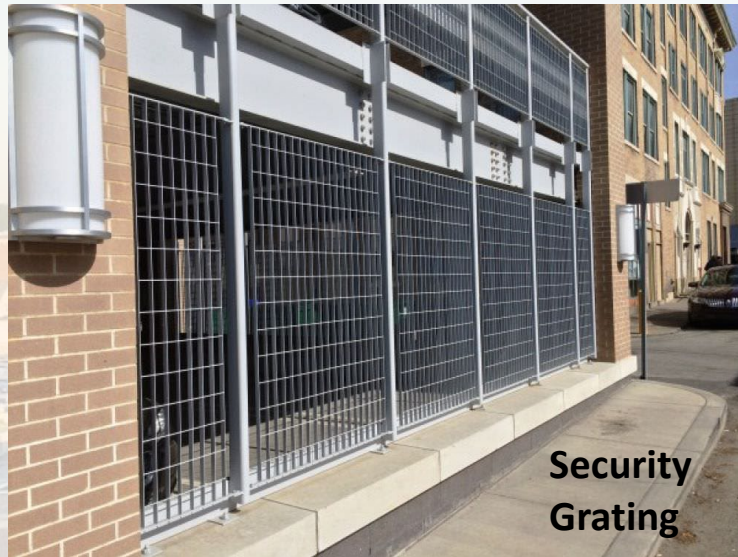


Before



After

Perimeter Control Components




Activity/Presence in Facilities



Improving Public Ways Safety

- ❖ Improve lighting along sidewalks
- ❖ Widen sidewalks
- ❖ Promote active grade-level uses
- ❖ Promote residential development
- ❖ Introduce downtown ambassadors
- ❖ See recommendations in:
 - ❖ 2016 Complete Streets in Nashua, *Nashua Regional Planning Commission*
 - ❖ 2017 Nashua Downtown Riverfront Development Plan, *Halvorsen Design*
 - ❖ 2020 Nashua Bicycle and Pedestrian Project, *Nashua Regional Planning Commission*
 - ❖ 2021 Imagine Nashua Comprehensive Master Plan, *Utile, et al*
 - ❖ 2021 West Pearl Street Streetscape presentation, *Gregory Lombardi Design, et al*

An aerial photograph of a city street, likely in a historic district. In the foreground on the right, a large, light-colored stone clock tower with a tall, thin spire is visible. The tower has two large clock faces. Below the tower is a red brick building. The street below is wide with multiple lanes, showing traffic including cars and a bus. White arrows on the road indicate traffic flow. In the background, there are more historic buildings and a hilly landscape under a clear sky.

Questions on Safety Enhancements

(5 minutes)

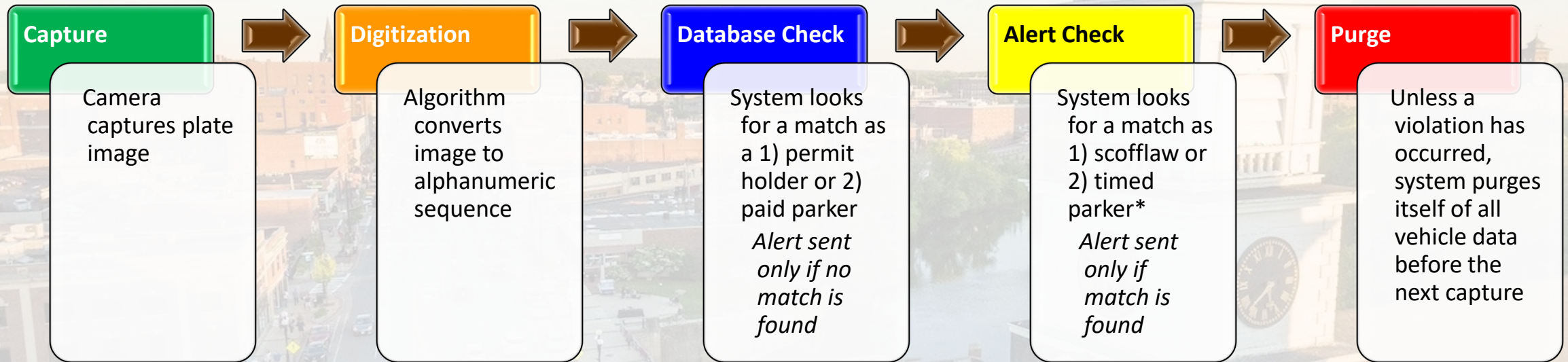
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Parking Enforcement Math

- ~ 60 linear miles of streets which need patrolling 1x/day
 - @ an average 15 MPH = 4 hours/day x 7days/week = 28 hours/week
- ~ 5 linear miles of streets subject to time limits, metering, permits
 - @ an average of 5 MPH x 6 circuits/day x 6 days/week = 36 hours/week
- ~ 1,800 municipal off-street spaces
 - @ average of 5 MPH x 8 circuits/day x 6 days/week = 48 hours/week
- **Requires 112 hours/week of labor or 3 FTE PTOs**
- Could mitigate need by gating garages
- Could improve efficiency with mobile LPR unit

License Plate Recognition Process



'Smart' Meters



An aerial, slightly hazy view of a city street. In the foreground, a multi-lane road with white lane markings and arrows (straight, left turn, right turn) is visible. Several cars are driving on the road. To the right, a prominent white clock tower with a tall, thin spire stands out against the sky. The tower has two large clock faces. Below the tower is a red brick building. In the background, more city buildings and greenery are visible under a clear sky.

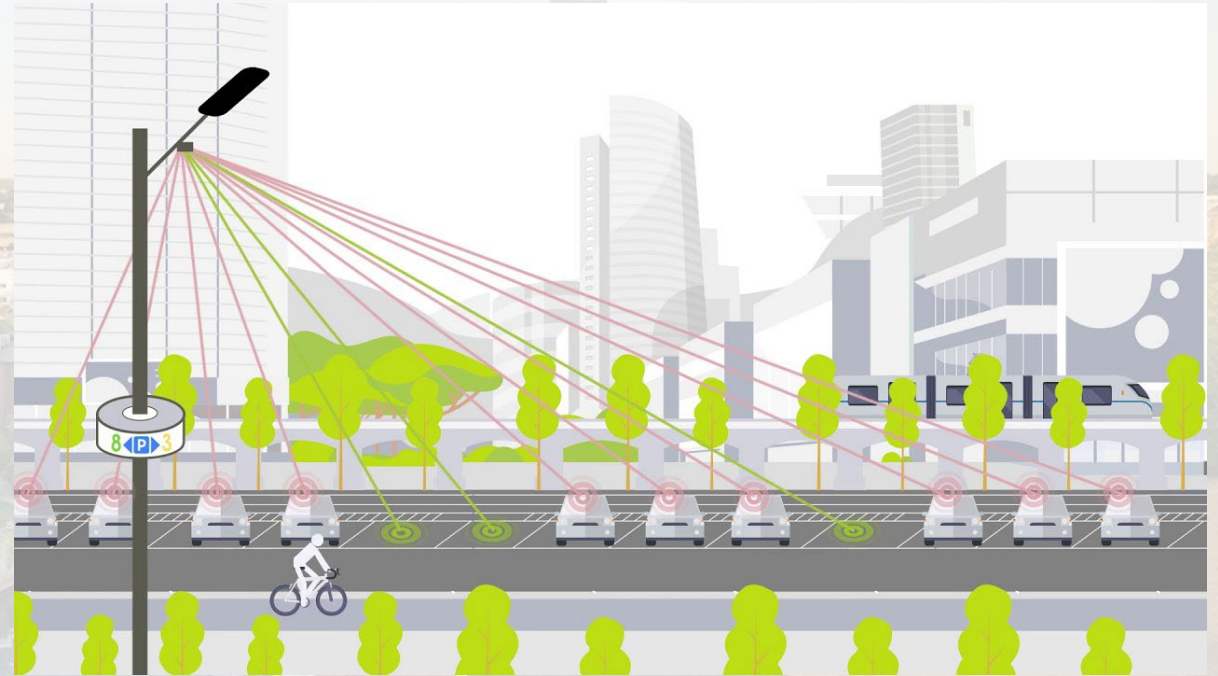
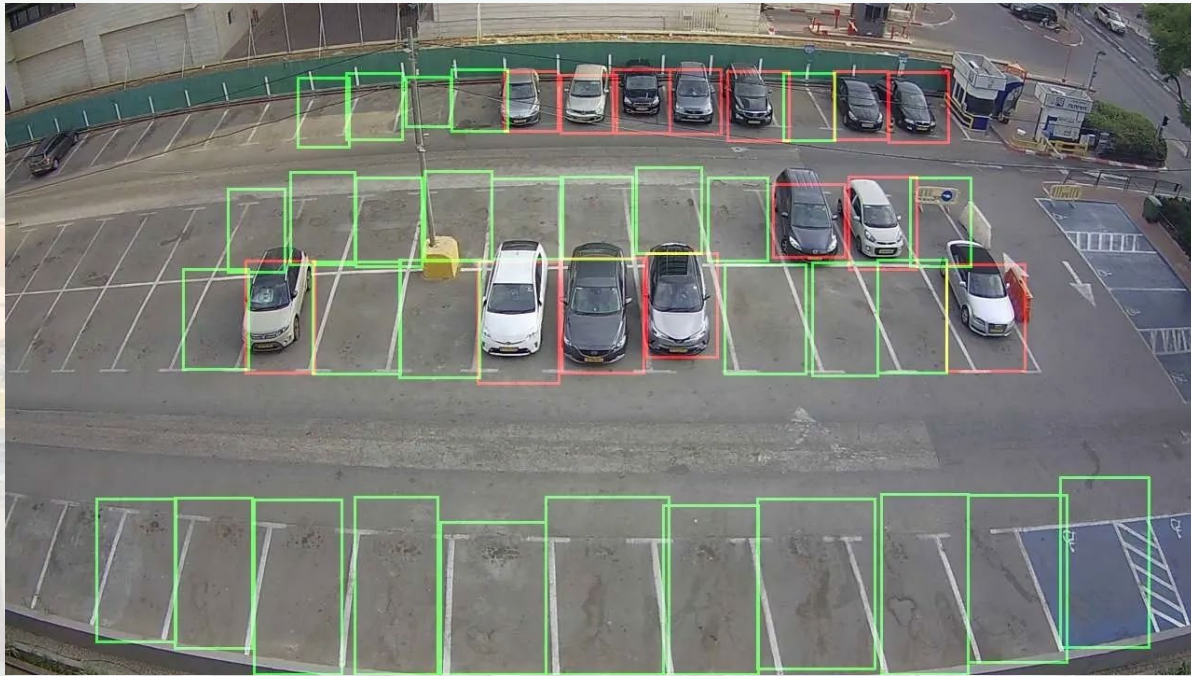
Questions on Parking Enforcement Concepts

(5 minutes)

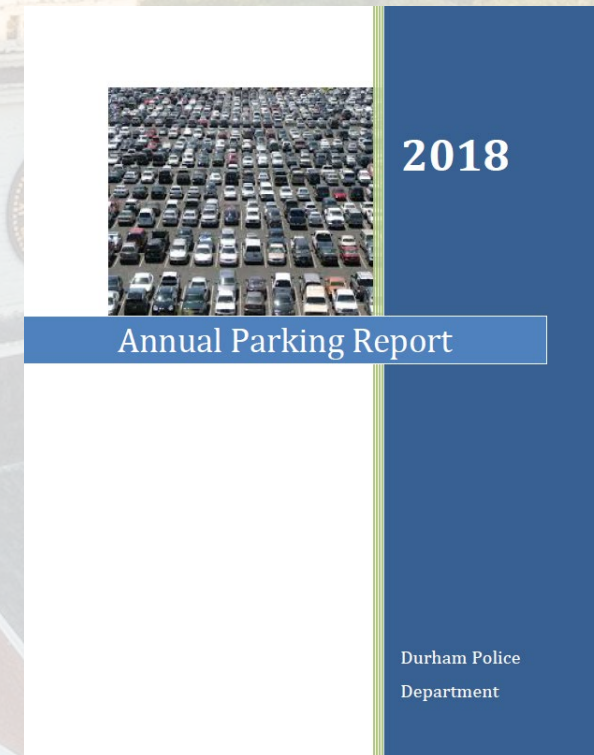
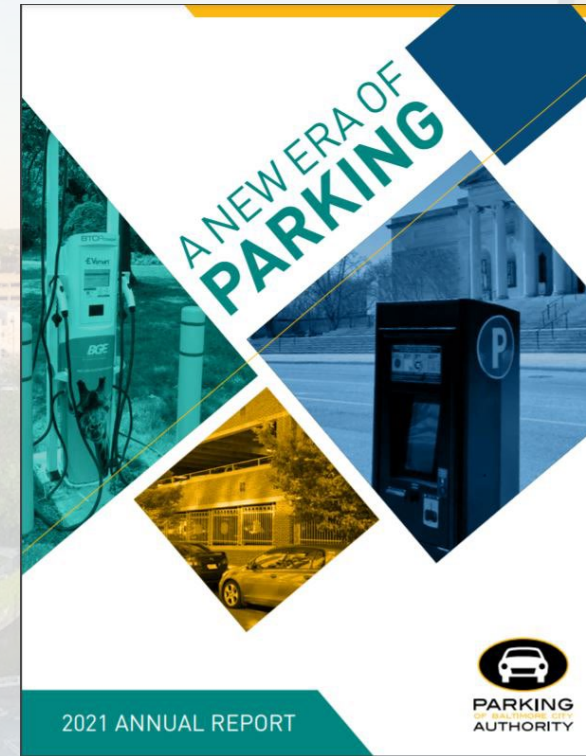
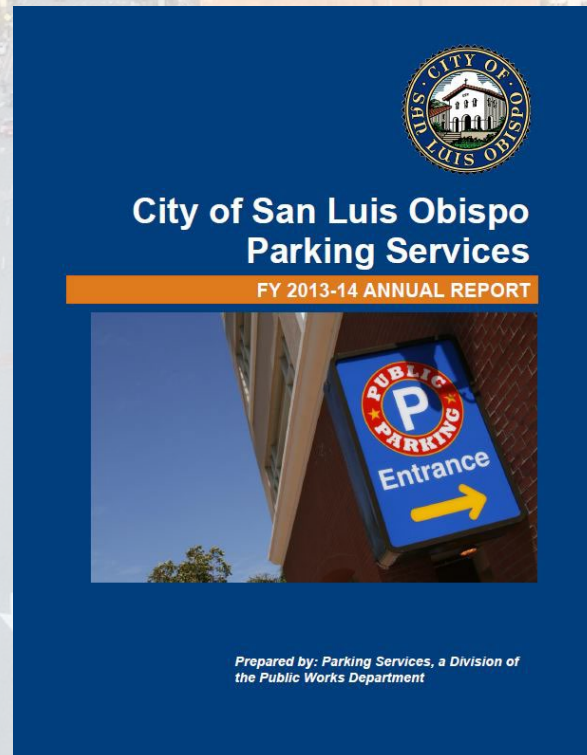
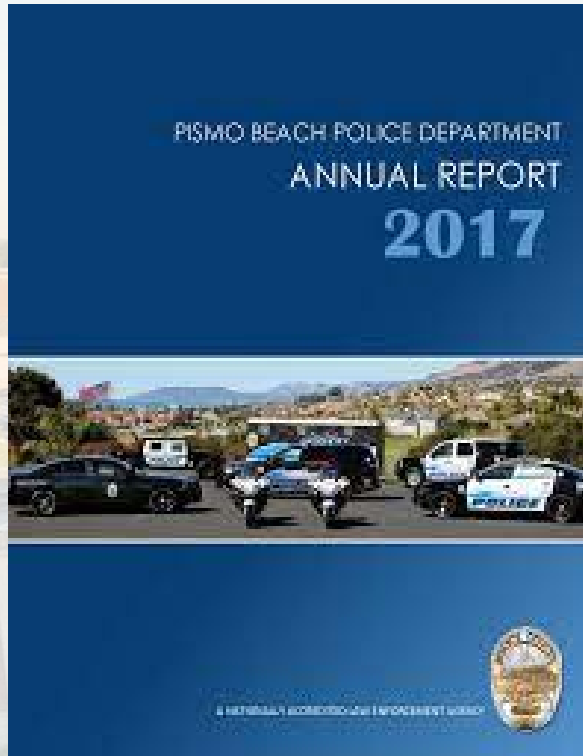
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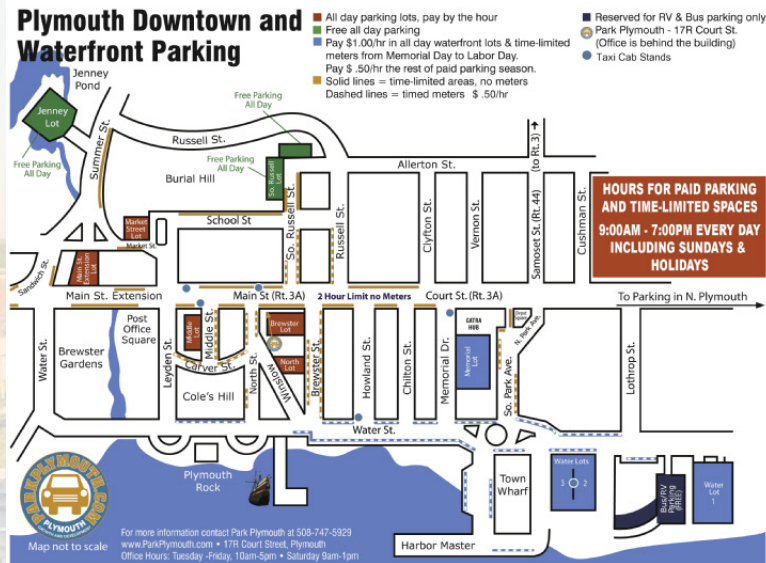
Communicating Availability



Communicating Mission and Milestones



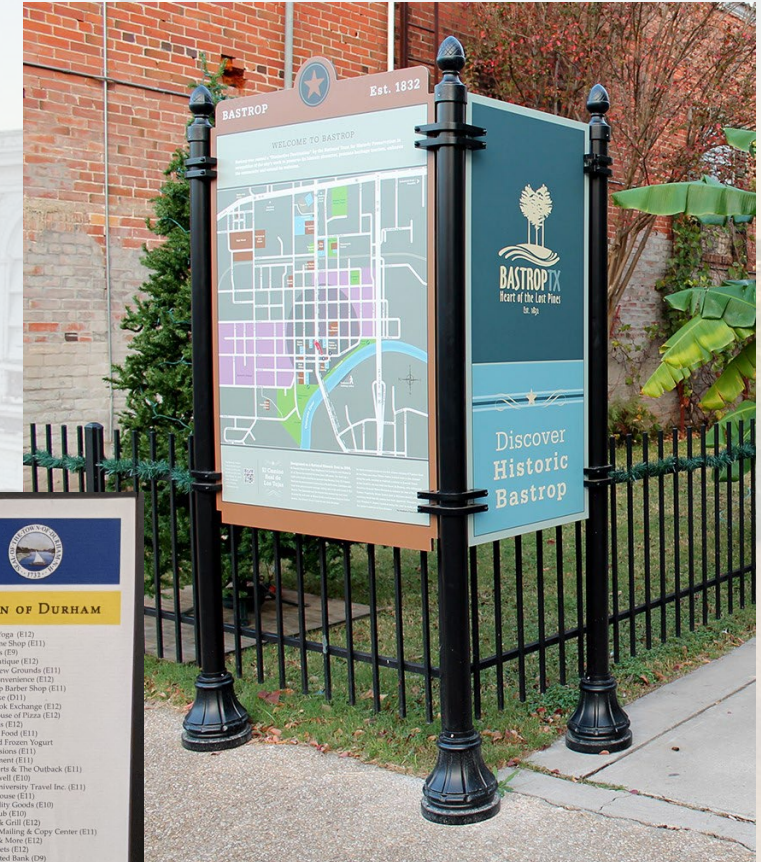
Connecting Pedestrians to Parking



Free Parking
MON - FRI 5 PM - 7:30 AM
WEEKENDS

Hourly Parking
MON - FRI 7:30 AM - 5 PM

Reserved Parking
MON - FRI 7:30 AM - 5 PM
EVERY DAY 24 HOURS



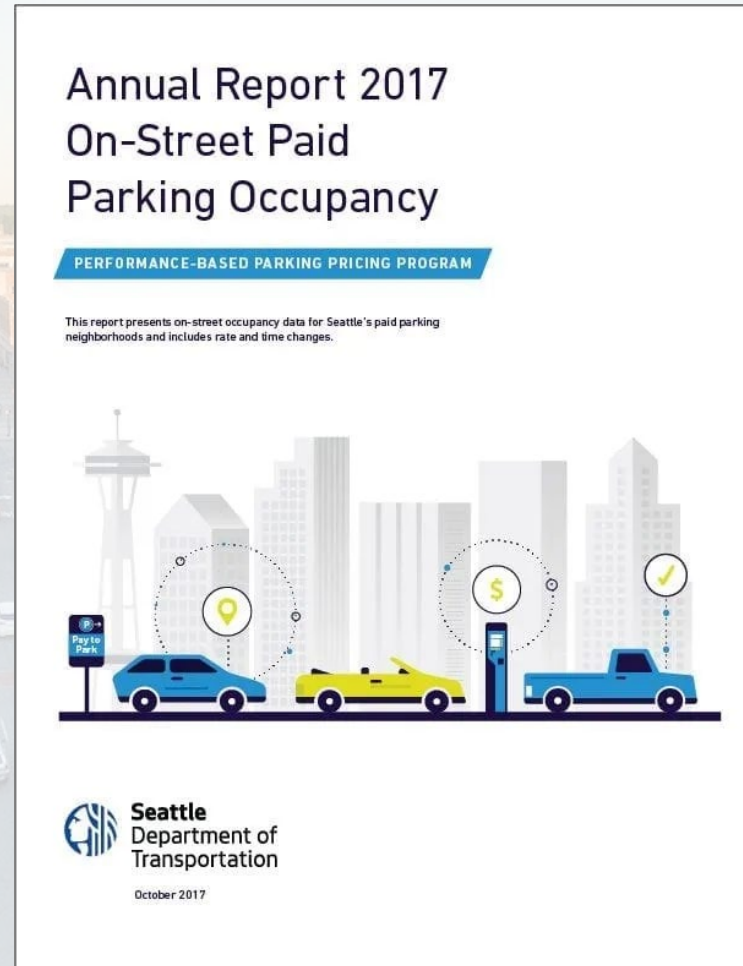
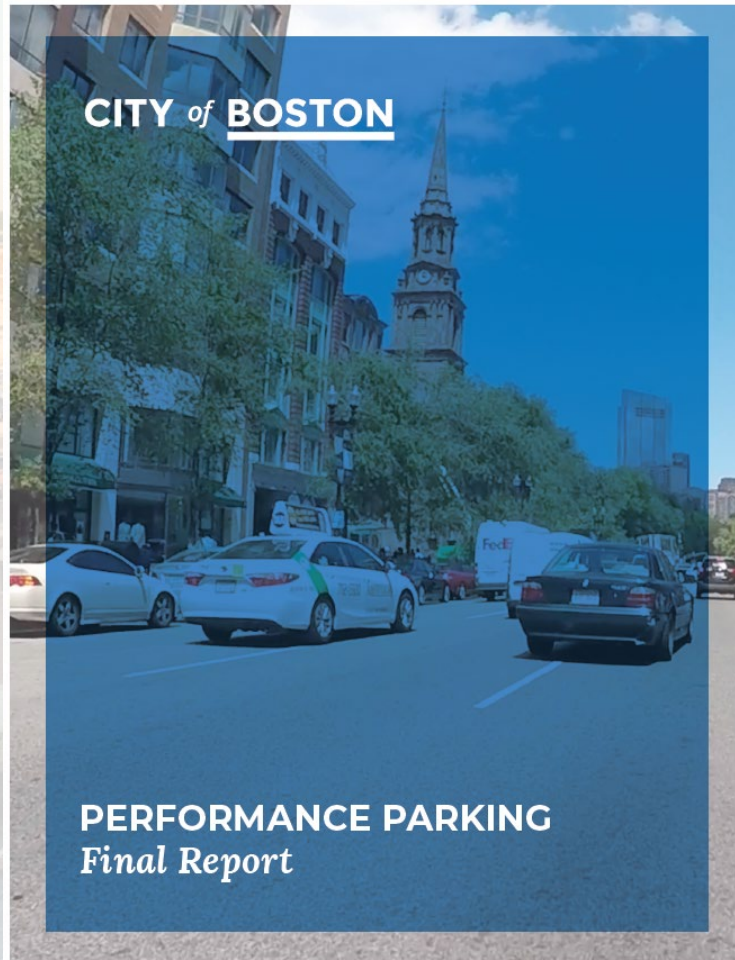
An aerial, slightly hazy view of a city street. On the right side, a large, light-colored clock tower with a tall, thin spire is the most prominent feature. The tower has two visible clock faces. Below the tower is a red brick building. The street runs vertically through the center of the image, with several cars and a bus visible. On the left side of the street, there are various commercial buildings, including one with a red awning. The background shows more city buildings and a distant hill under a clear sky.

Questions on Communications Concepts (5 minutes)

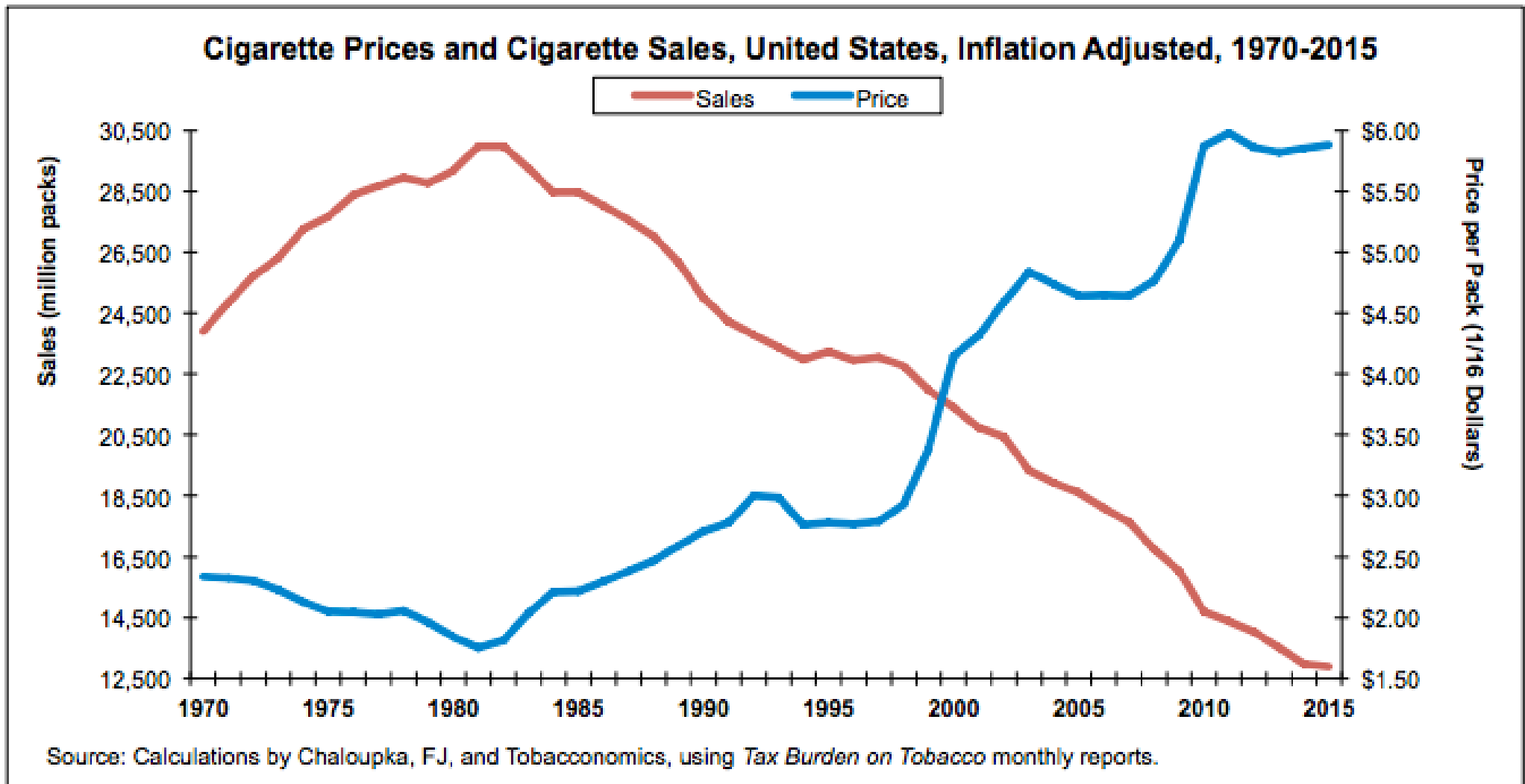
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Pricing Is Part of a Mobility Strategy

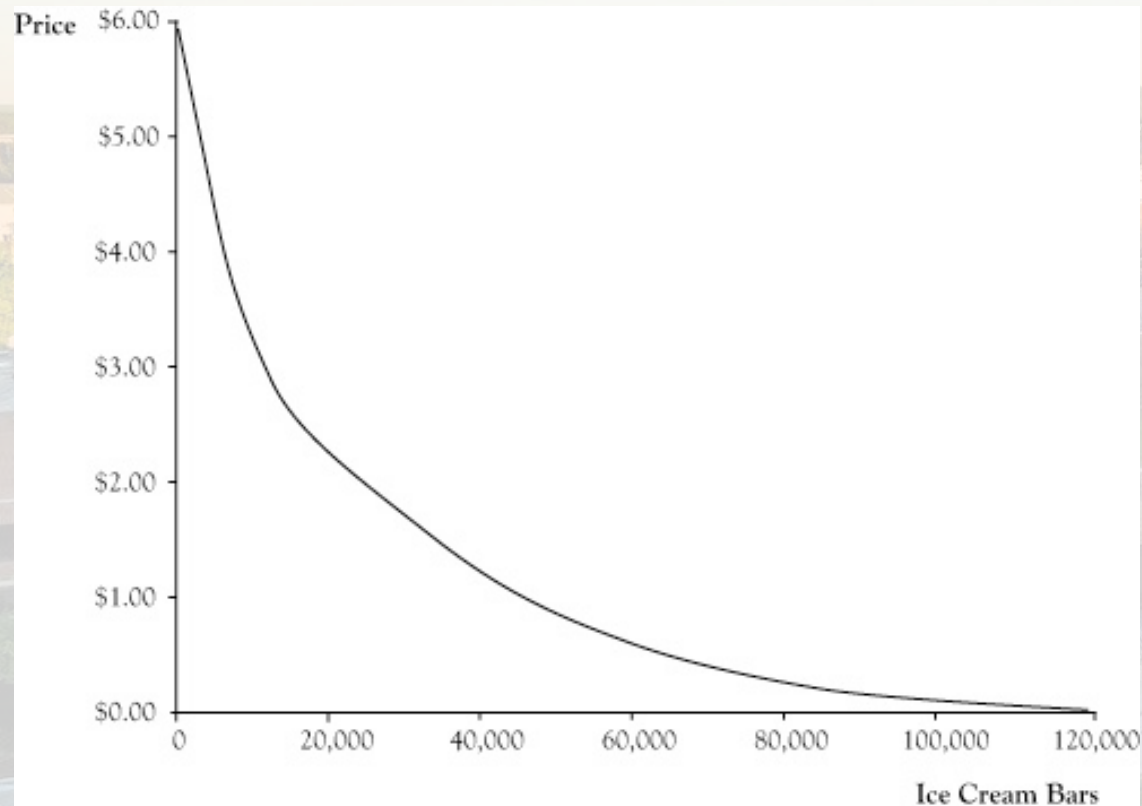


Pricing for Behavioral Change



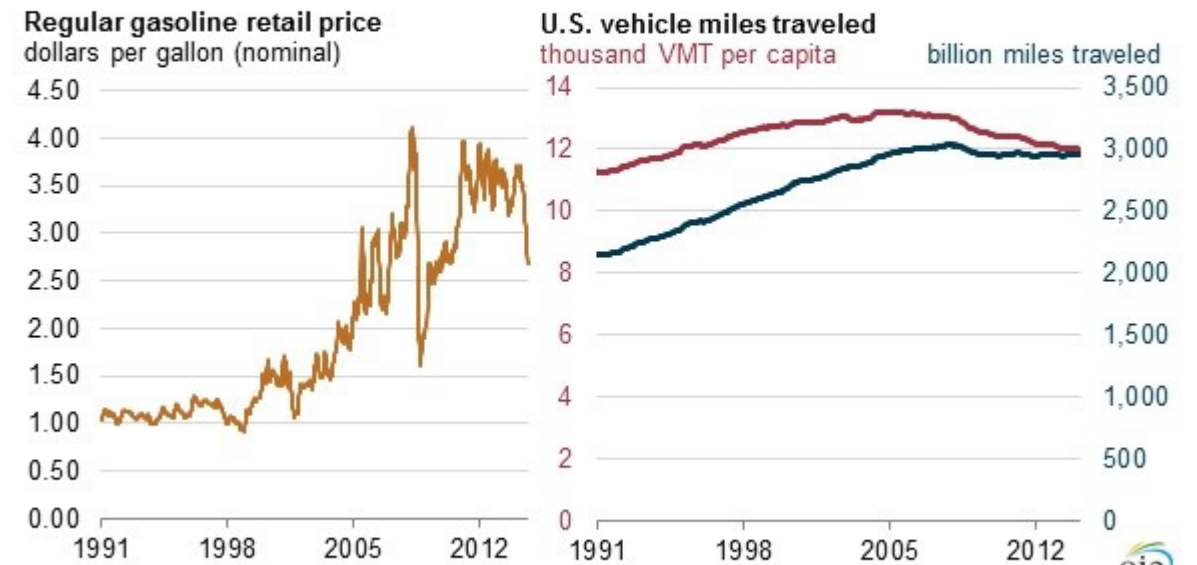
Pricing to Change Behavior

High Elasticity



Low Elasticity

Gasoline prices tend to have little effect on demand for car travel



Source: U.S. Energy Information Administration, based on Federal Reserve Bank of St. Louis
Note: VMT is vehicle miles traveled. Per capita figures reflect U.S. population age 16 and over. Vehicle miles traveled figures are 12-month rolling averages.



Nashua Parking Pricing

	Nashua	Manchester	Concord	Portsmouth	Lowell (MA)
Monthly Permit	\$30.00-\$50.00	\$85.00	\$97.50-\$130.00	\$125.00-\$275.00	\$72.00-\$96.00
On-Street Meter (per hour)	\$0.50-\$1.00	\$0.75	\$1.00	\$1.50	\$1.50
Off-Street Hourly (per hour)	\$0.50-\$1.00	\$0.75	\$0.50	\$2.00	\$1.50
Basic Meter Fines (1 st offense)	\$10.00	\$10.00-\$15.00	\$15.00-\$20.00	\$35.00	\$25.00
General Violation Fines (1 st offense)	\$10.00	\$15.00-\$30.00	\$10.00-\$15.00	\$35.00	\$15.00-\$30.00
Life Safety Fines (1 st offense)	\$25.00-\$50.00	\$50.00-\$75.00	\$25.00-\$50.00	\$25.00-\$35.00	\$30.00-\$100.00
Snow Ban Fines	\$100.00	\$75.00	\$100.00	\$35.00	\$40.00

City of Missoula (MT) Resolution 2020-03

- Missoula Parking Commission operates as a component unit, enterprise fund for the City of Missoula.
- Calls for an annual review of rates accounting for:
 - Current and projected operating costs;
 - Planned capital expenditures;
 - State of utilization of each facility;
 - Benchmarking against comparable communities.
- Official study executed by City staff, but made public for review.
 - Impacted stakeholders are sent the study and notified of hearing date.
- Parking Commission hosts public hearing to review proposal.

An aerial, slightly hazy view of a city street. On the right side, a large, light-colored clock tower with a tall, thin spire is the most prominent feature. The tower has two visible clock faces. Below the tower is a red brick building. The street runs vertically through the center of the image, with several cars and a bus visible. On the left side of the street, there are various multi-story buildings, some with red brick facades. The overall atmosphere is bright but slightly overcast.

Questions on Parking Pricing Strategies

(5 minutes)

An aerial photograph of a city street, likely in a historic district. On the right side, a large, light-colored clock tower with a tall, thin spire is the focal point. The tower has two visible clock faces. Below the tower, a red brick building with arched windows is partially visible. The street below is wide with multiple lanes, showing traffic including cars and a bus. On the left side of the street, there are several multi-story brick buildings. In the background, more city buildings and a river or canal are visible under a clear sky. The overall scene is bright and sunny.

Feedback and Comments

Thank You!