

Hyannis Parking

Public Open House - Strategies

11/30/2016



OPEN HOUSE AGENDA

- **Presentation** (6:00 pm)
 - Key Findings
 - Initial Strategies and Recommendations
- **Discussion** (6:30 – 7:15 pm)
- **Exercises** (7:15 – 8:00 pm)

PROJECT SCHEDULE

❑ Kickoff (May 2016)

❑ Data Collection (Spring/ Summer)

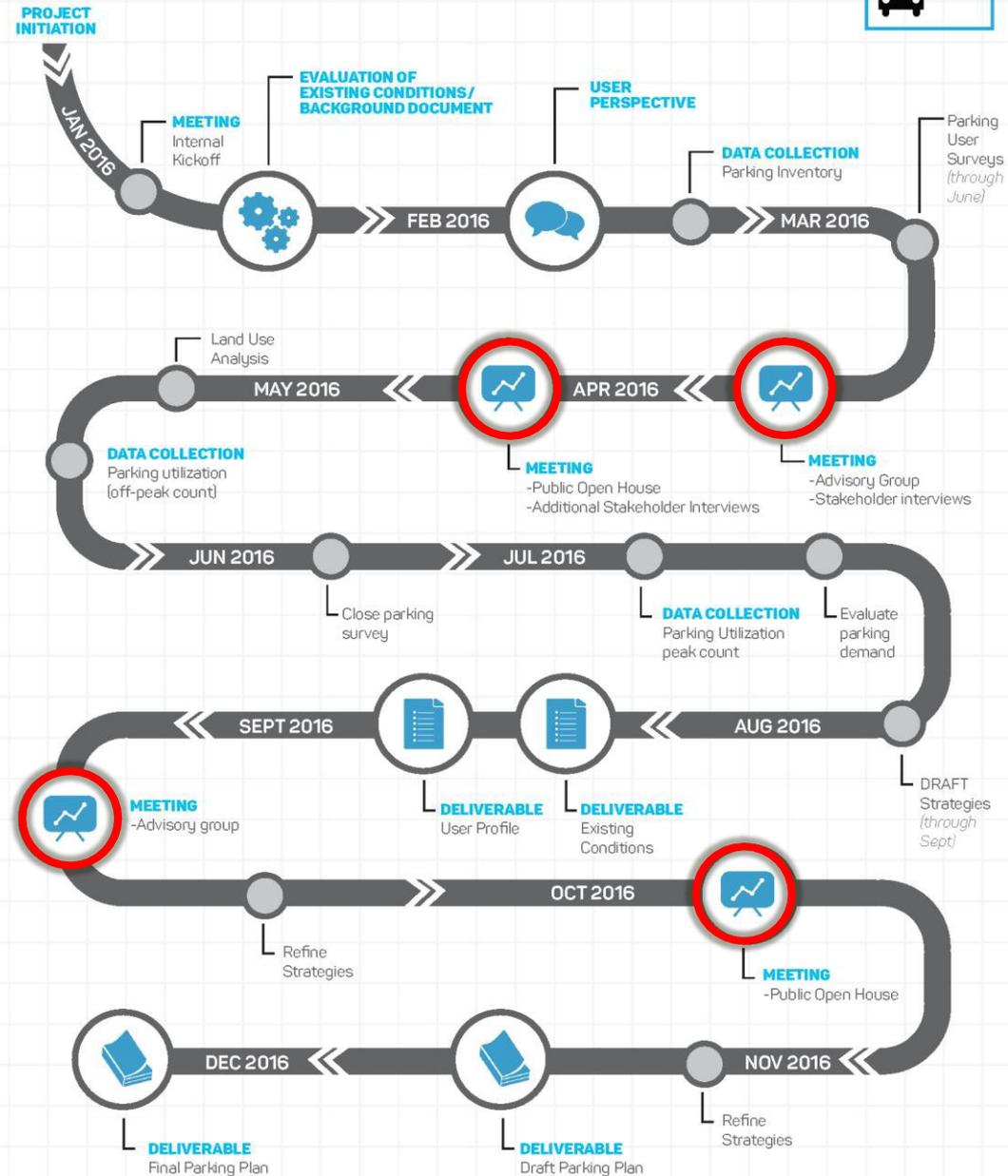
❑ Workshops (Spring/Fall)

❑ Strategy Development (Fall/ Winter)

❑ Final Plan (Winter)



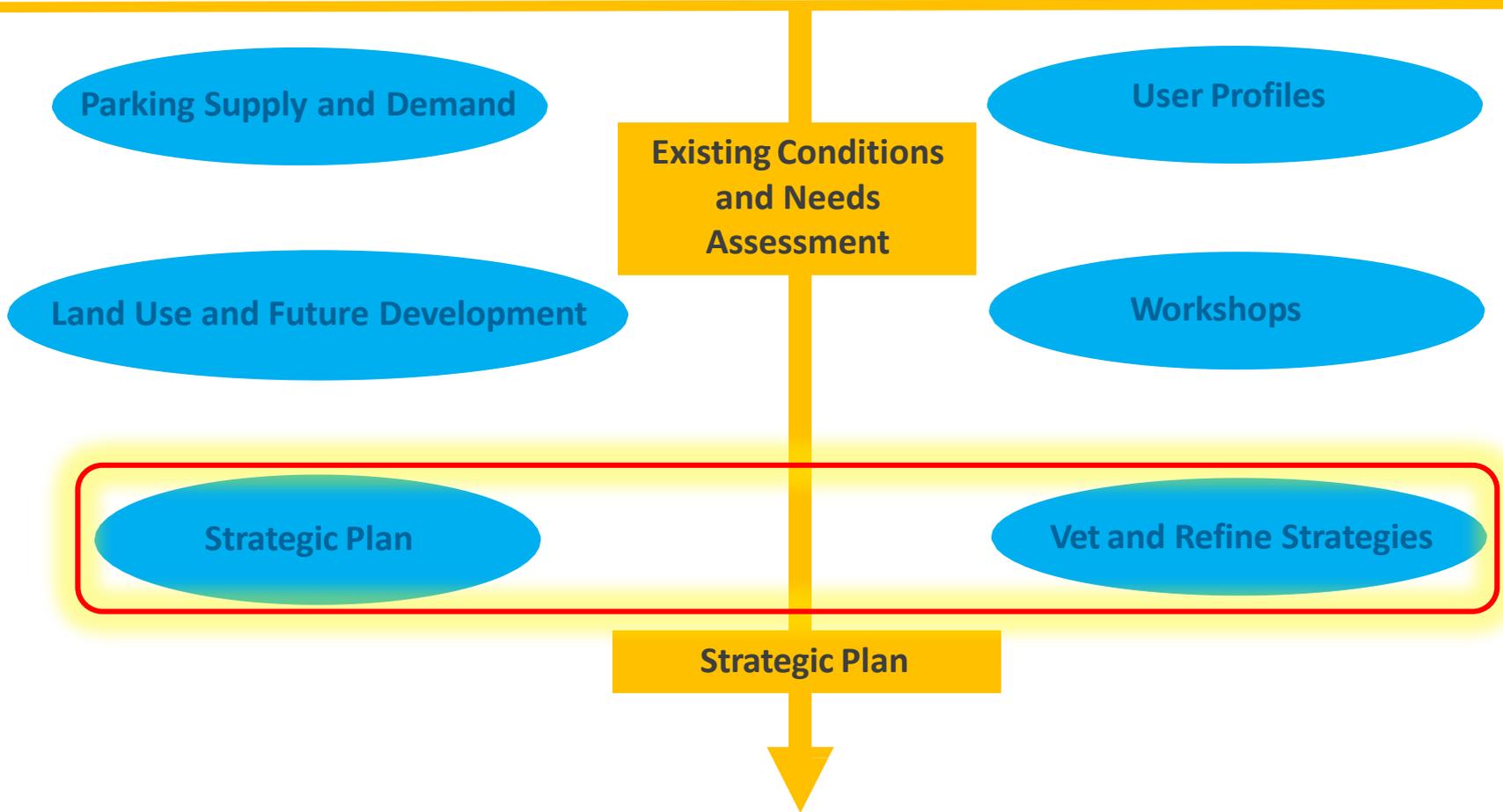
PROJECT SCHEDULE + TIMELINE



DUAL PROCESS

Data-Driven Analysis

Public Process



STUDY GOALS

- Develop **comprehensive approach** for entire downtown parking system
- Provide **convenient, accessible parking** as part of a multimodal transportation System
- Maximize value of parking system to **serve residents, business owners, workers and visitors**
- Better **connect ferry riders/tourists to downtown** attractions
- Connect areas of available parking to hot spots of high demand
- **Protect residential neighborhoods** from spillover parking and tourism
- Identify opportunities to **consolidate, share and coordinate surface parking lots**
- Determine need and timing for future parking expansion
- Develop **wayfinding and signage** strategy

- Stakeholder Meetings, Survey, Public Workshop

WHAT WE HEARD

OUTREACH SUMMARY

STAKEHOLDERS:

- Parking Advisory Group
- Downtown Hyannis Business Stakeholders
- Hyannis Residents
- Marine Transportation Stakeholders
- Multimodal Transportation Committee

ONLINE SURVEY:

- 425 responses from visitors, customers, employees, and residents!

HANDS-ON WORKSHOP:

- Monday May 16, 2016 at Town Hall
- Over 40 attendees (employees, residents, customers/ visitors)
- Activities
 - Goals Prioritization Exercises
 - Parking Tradeoff Voting
 - Identifying Issues and Opportunities

TOWN OF BARNSTABLE
 Official Website of the Town of Barnstable, Town Manager Thomas R. Lynch

Home Departments Boards & Committees Residents & Visitors Doing Business Calendar Phone Directory Property Lookup Employment Email Town Hall

Search Select Language

Growth Management
 367 Main Street - 3rd Floor, Hyannis, MA, 02601

Downtown Hyannis Parking Study

GROWTH MANAGEMENT DEPARTMENT
 TOWN OF BARNSTABLE

Welcome to the Town of Barnstable's Parking Study webpage! Stay tuned, we are at the beginning of a 10 month long process and your input will be critical to the success of the study. The Town will be gathering input in a number of ways including a survey and public meetings – all of which will be advertised on this webpage.

Please Take a Moment to Complete This SURVEY!

website



exercise



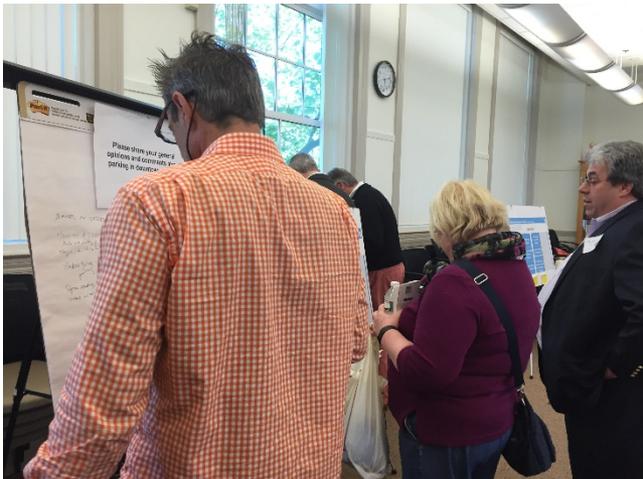
workshop

DESIGN
 DOWNTOWN
 HYANNIS

STAKEHOLDER FINDINGS

- **STAKEHOLDERS**

- *Advisory Committee*
- *Town of Barnstable Staff*
- *Marine Transportation Roundtable*
- *Business/ Merchant Roundtable*
- *Resident Roundtable*
- *Multimodal Transportation Committee*

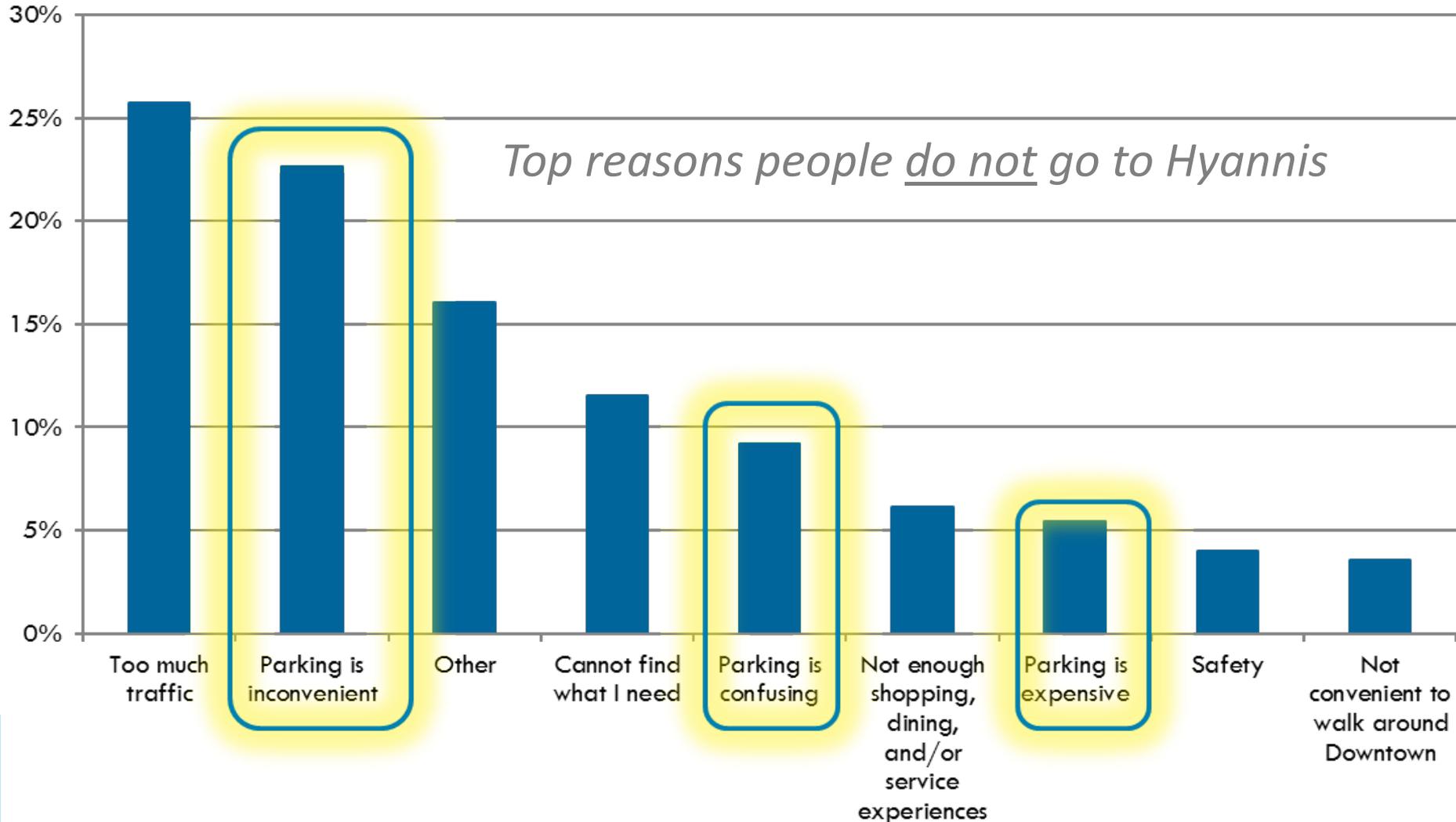


FINDINGS

- ***Lighting/safety concerns***
- ***Time limits need to be extended***
- ***Employees occupy most desirable customer spaces***
- ***Day laborers/ferry customers park overnight in core***
- ***Historic opposition to parking meters***
- ***Interest in developing shared parking agreements (business owners)***
- ***Lack of available public/customer parking where demand is highest***
- ***No taxi stands on Main Street or places for tour buses on Ocean Street (residents)***
- ***Need for better signage***

SURVEY FINDINGS

- Parking perceived as **inconvenient and Confusing**



SURVEY FINDINGS

Parking is More Convenient for Employees than Customers

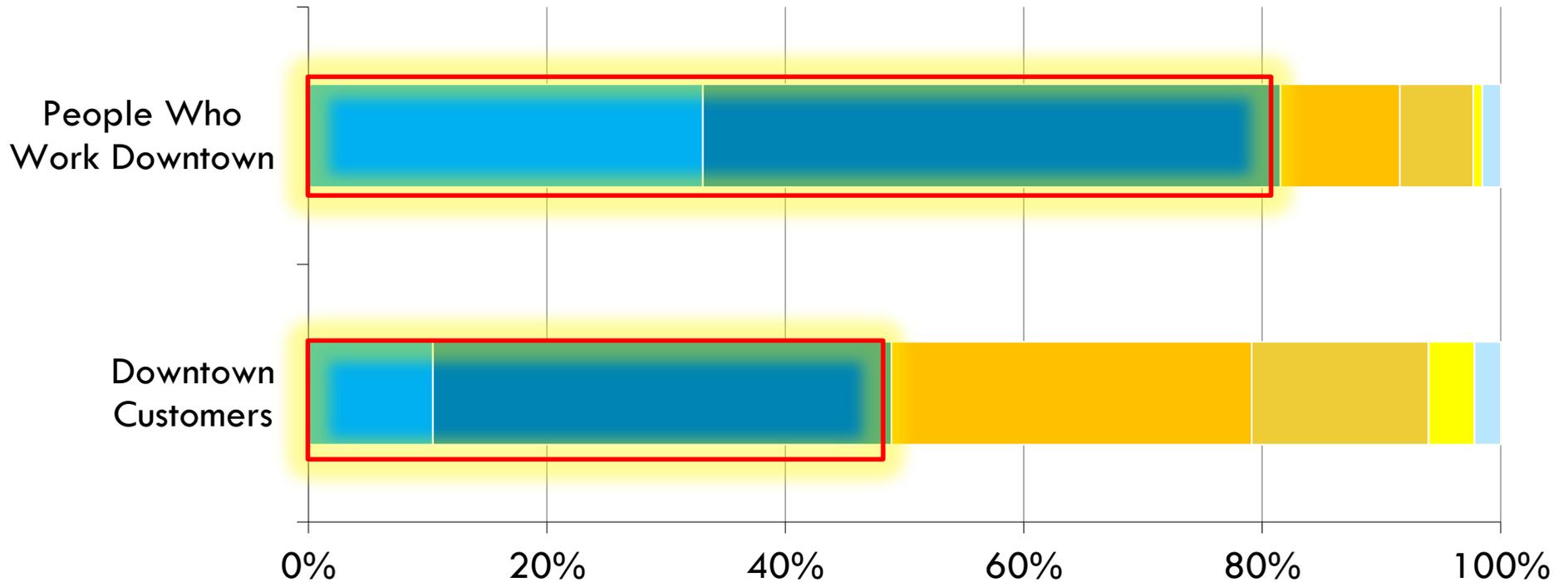
How Close to your Destination Did you Park?

■ Right in front

■ Same block

■ One block away

■ Two blocks away

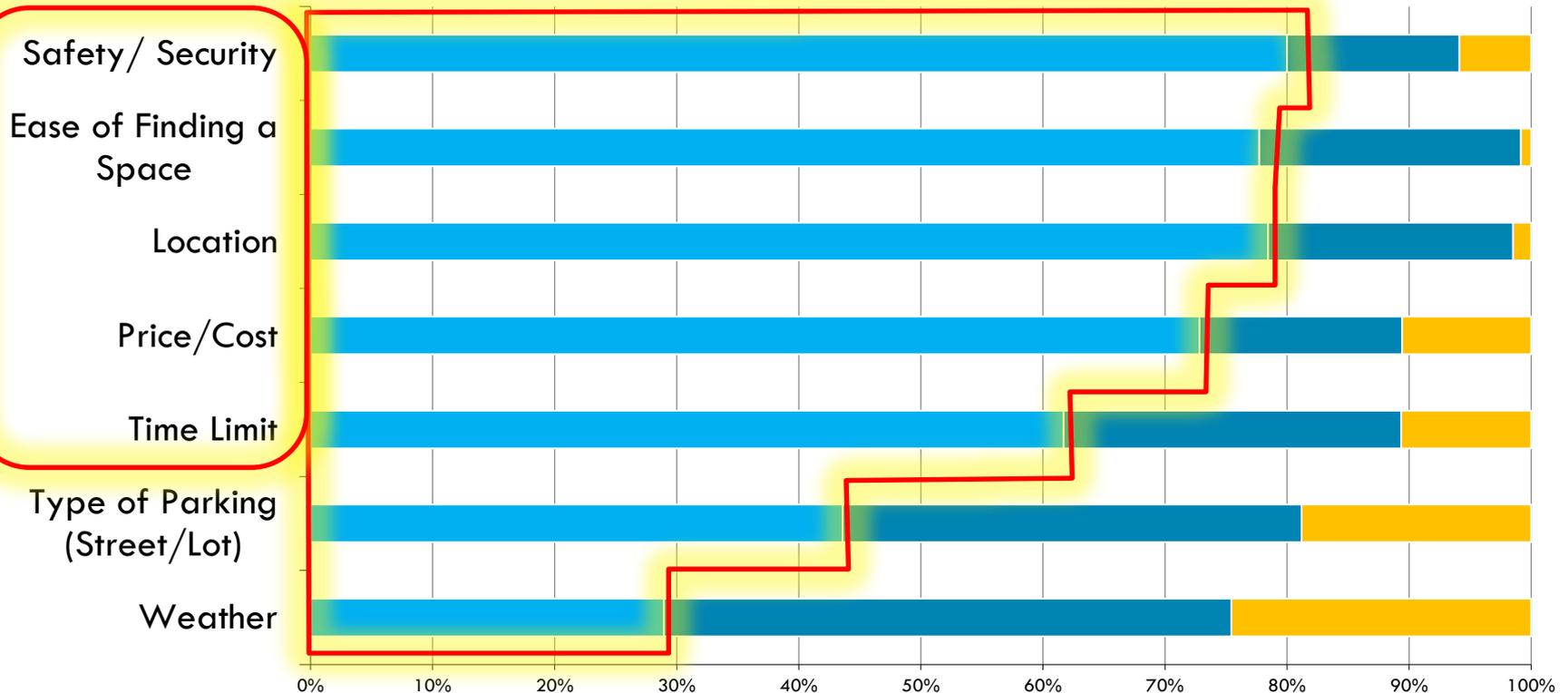


What are the most important considerations for you in choosing where to park in Hyannis?

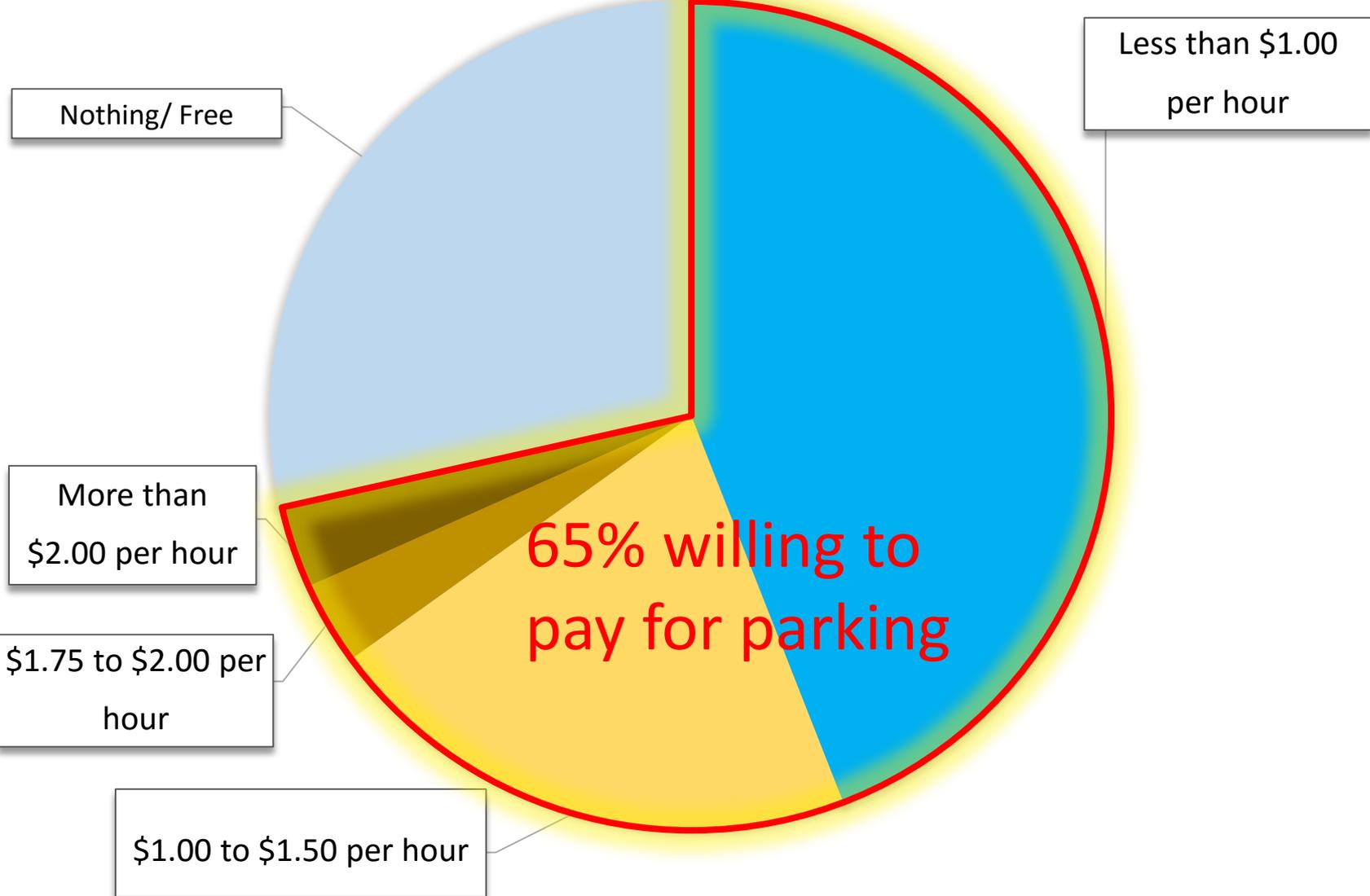
■ Most Important

■ Somewhat Important

■ Not Important to me



How much would you be willing to pay for parking?



SURVEY FINDINGS:

Over 80% of respondents are willing to walk for free or discounted parking

Would you prefer...

PAID parking as close to
the front door of your
destination as possible
17%



FREE parking
and a longer
walk to your
destination
83%



PARKING UTILIZATION

Legend

Draft Study Area Boundary

On-Street

2 hours, free

20 minutes, free

RTA Pick Up, Drop Off

Off-Street

Private Lot

Town Lot

Hyline Lot

Steamship Authority Lot

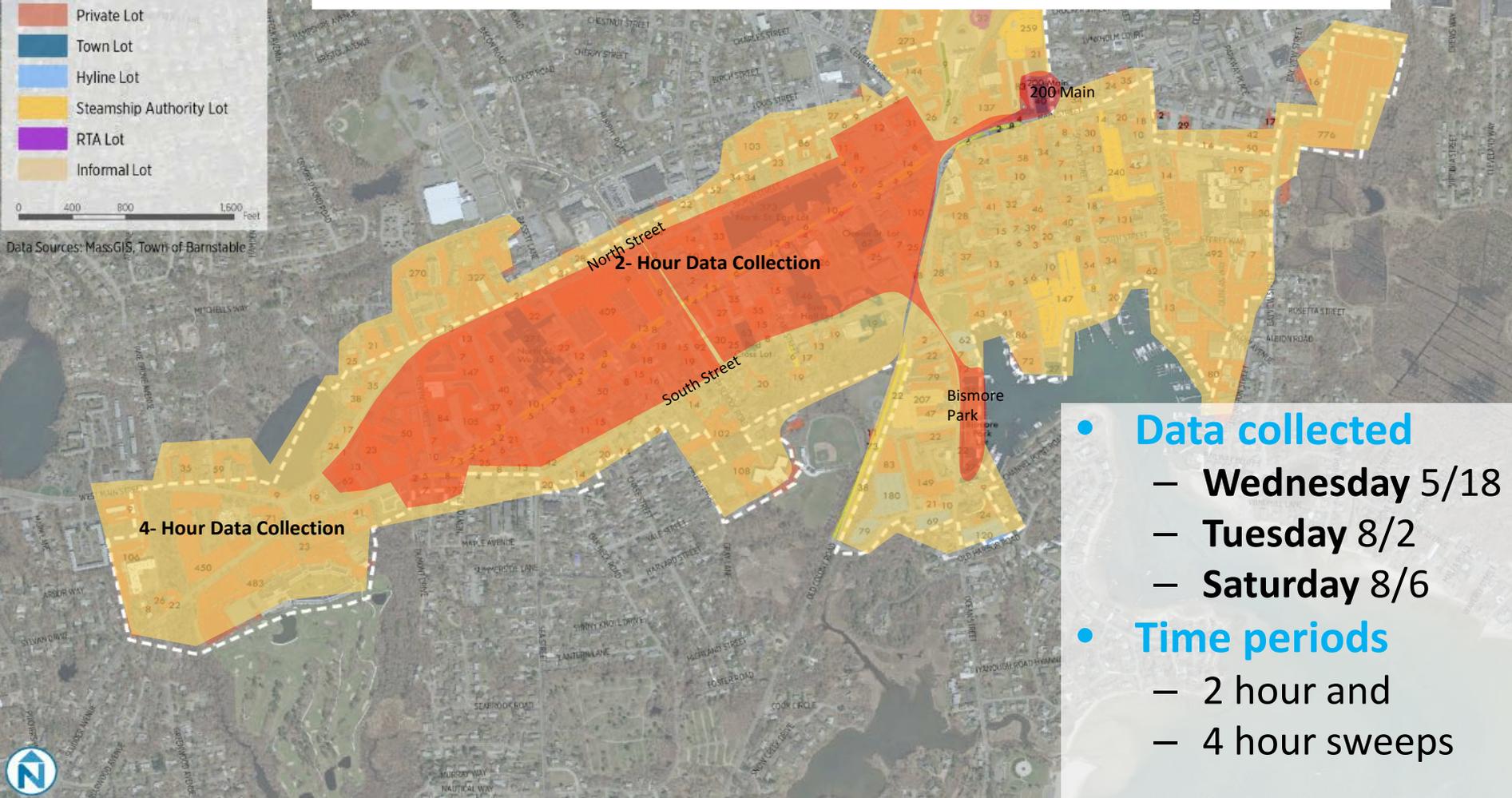
RTA Lot

Informal Lot

0 400 800 1,600 Feet

Data Sources: MassGIS, Town of Barnstable

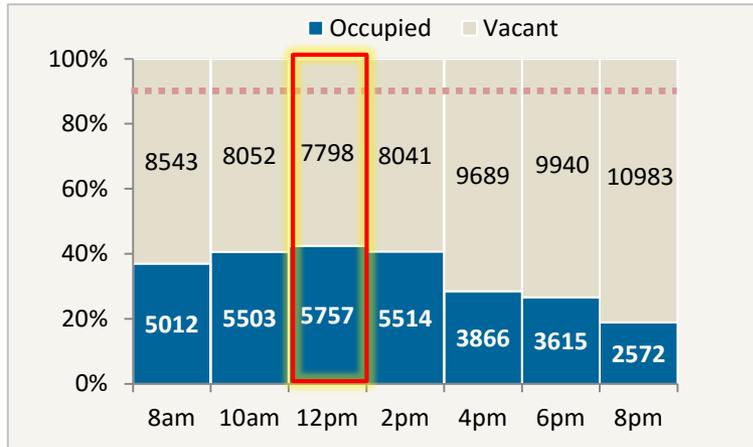
DATA COLLECTION SUMMARY: METHODOLOGY



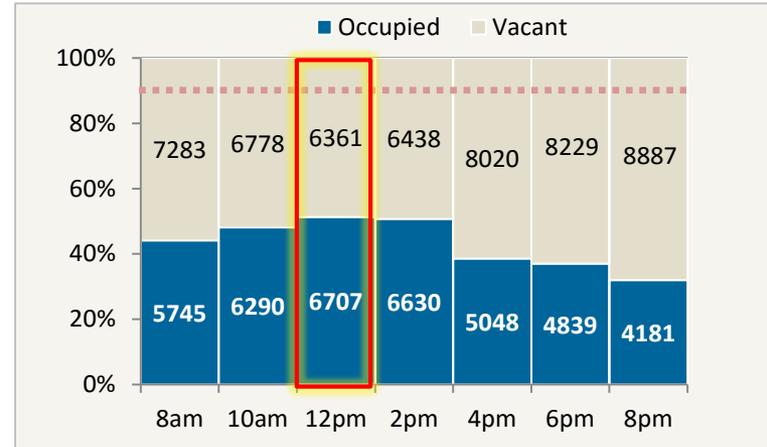
- **Data collected**
 - Wednesday 5/18
 - Tuesday 8/2
 - Saturday 8/6
- **Time periods**
 - 2 hour and
 - 4 hour sweeps

How Busy is Parking in Hyannis?

May, Off-Peak Weekday

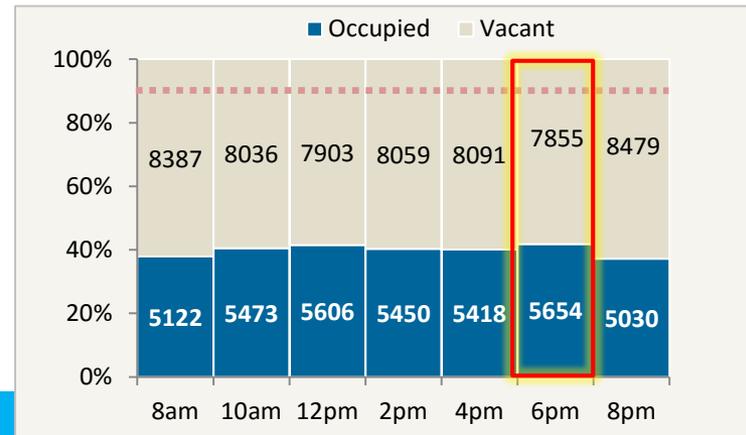


August, Peak Weekday

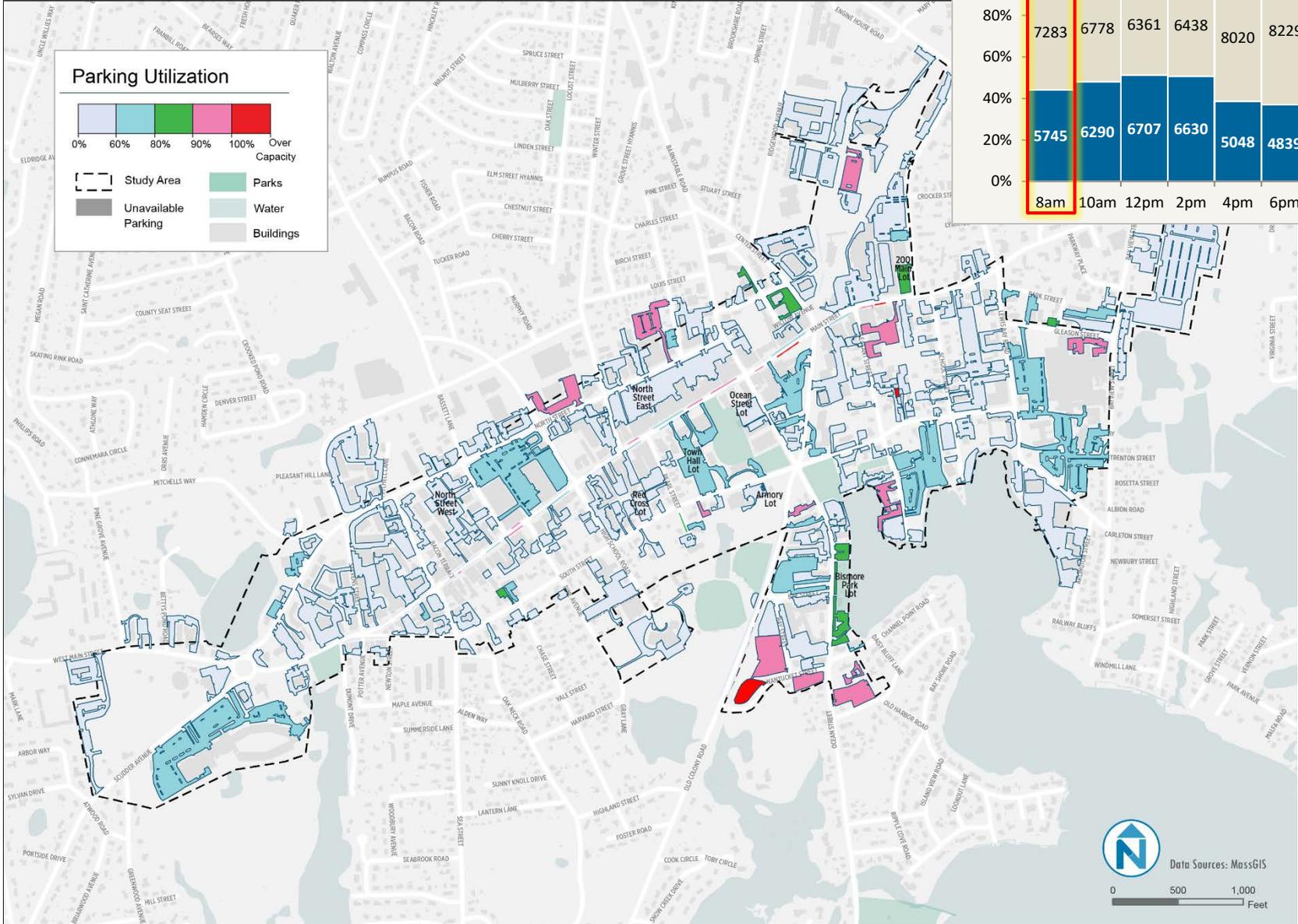
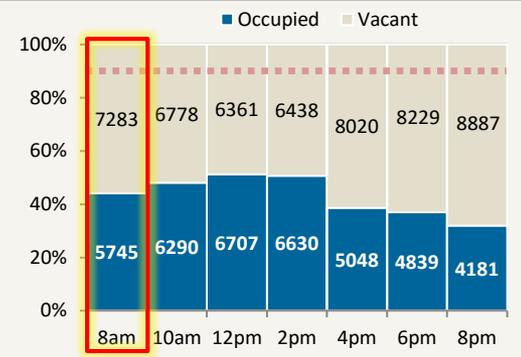
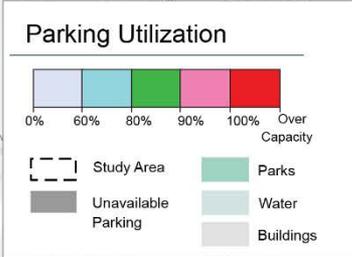


- **Off Peak weekday (9 mos./year): 40% occupied at peak**
- **Peak Season Weekday: 50% occupied**
- **Peak Season Weekend: 40% occupied**

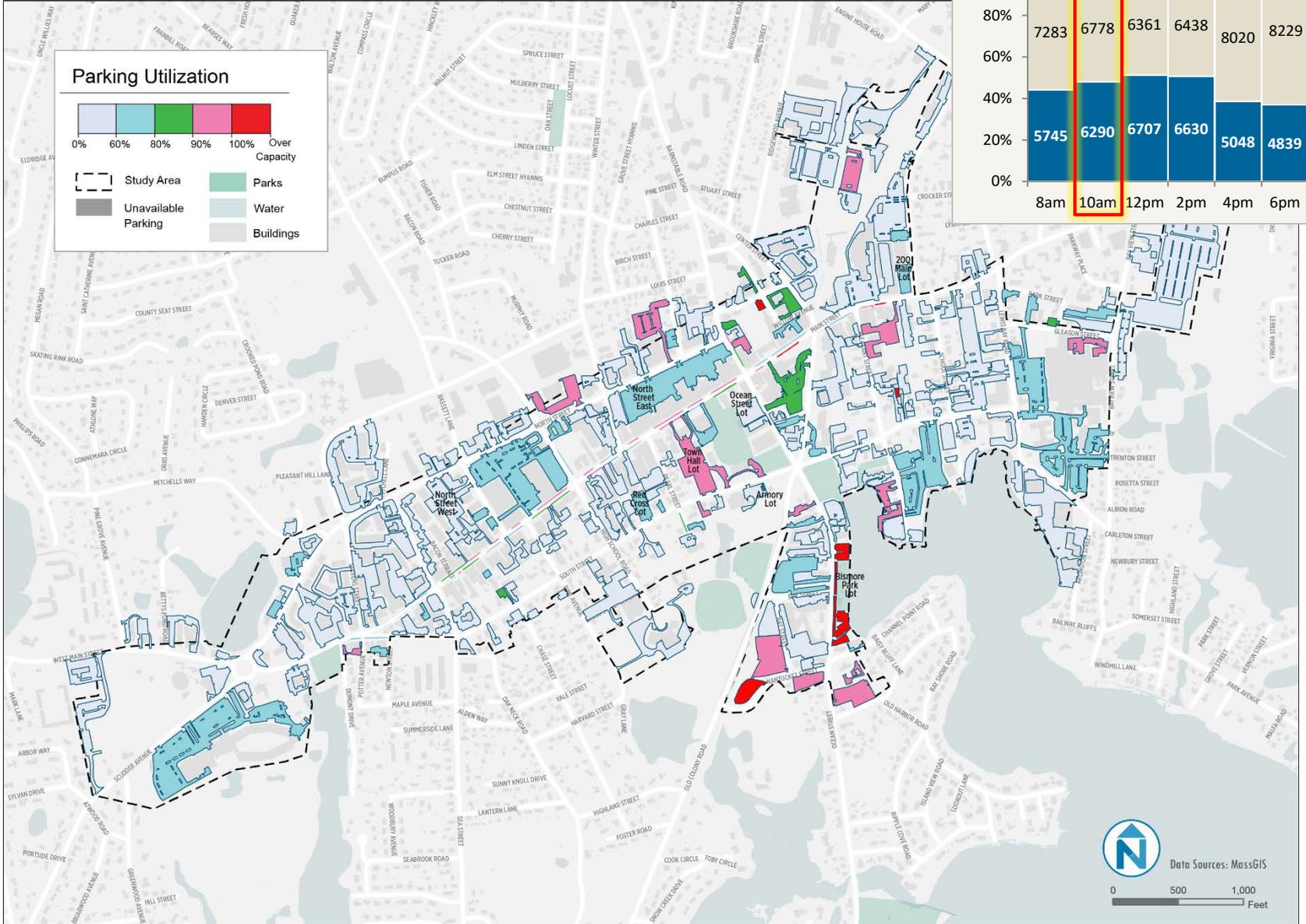
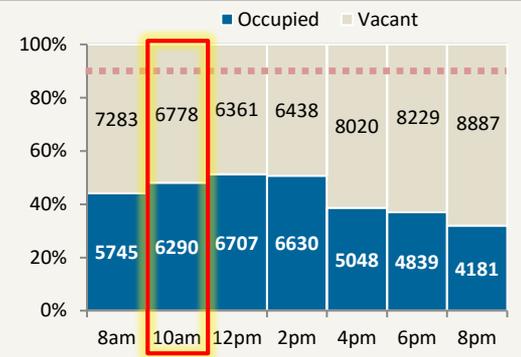
August, Peak Weekend



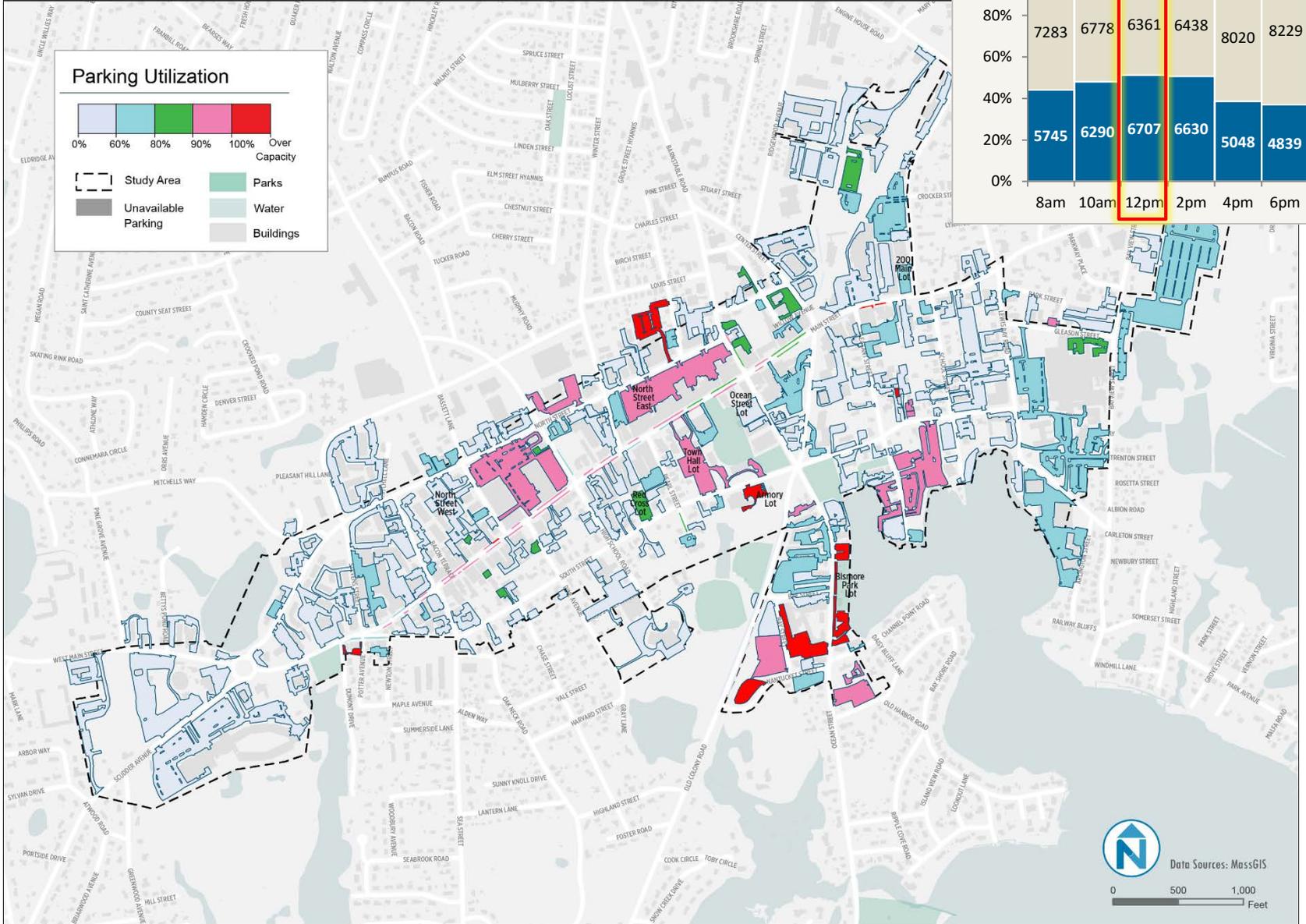
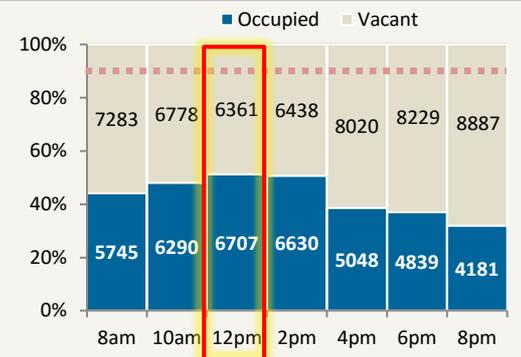
PEAK SEASON WEEKDAY (AUGUST 2, 2016)



- Demand at 8am during the peak weekday is comparable to the 12pm peak on the off-peak
- Observed demand is higher in the harbor
- Remote RTA parking has some activity



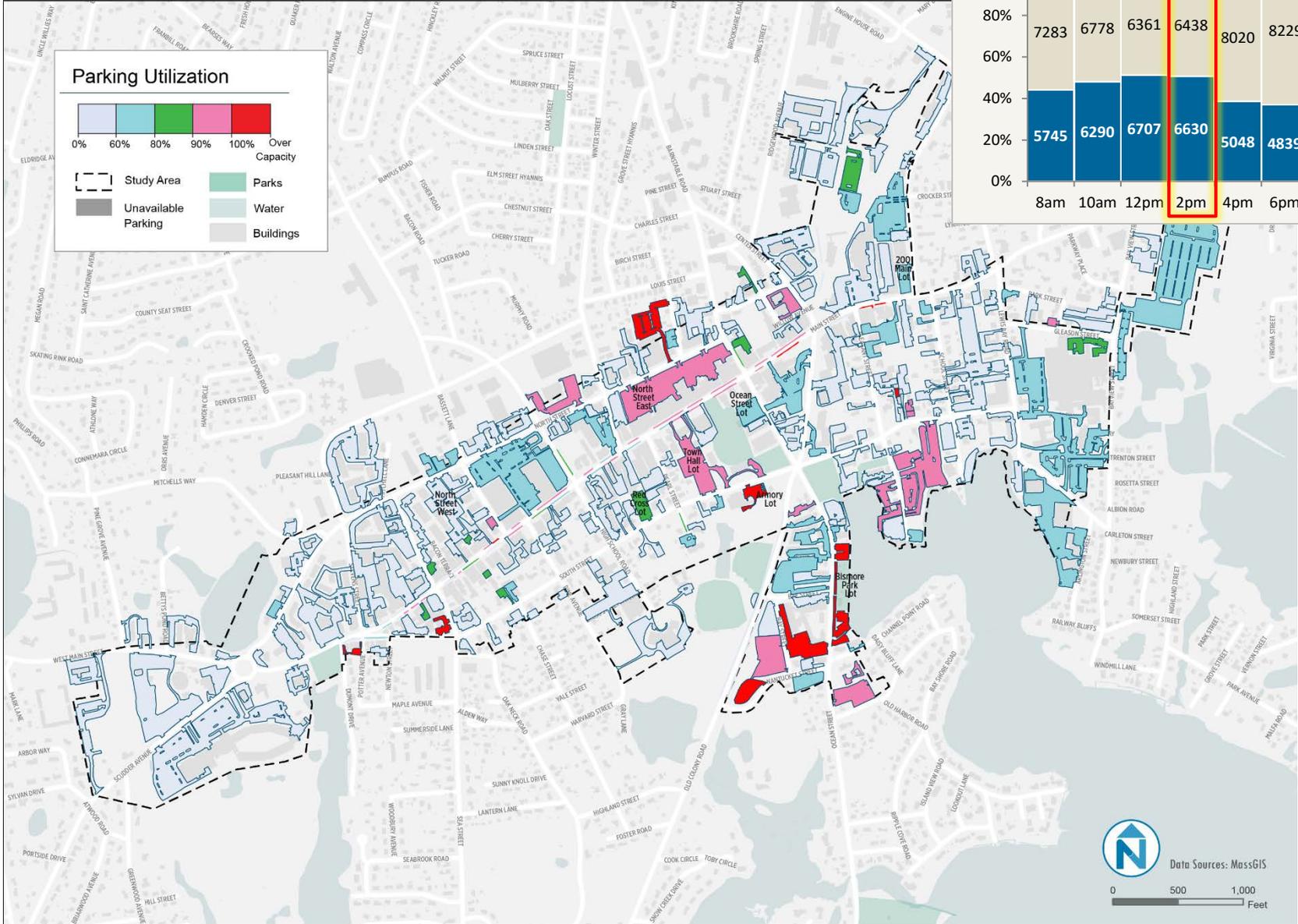
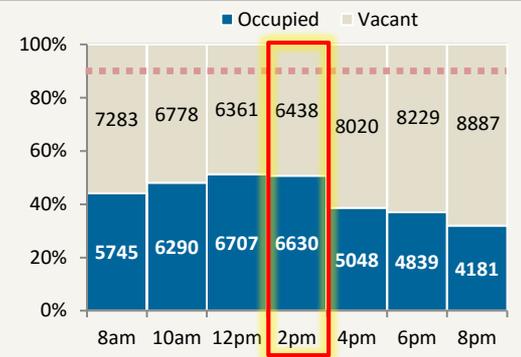
- Bismore and Town Hall parking is well utilized
- Some activity in remote ferry parking

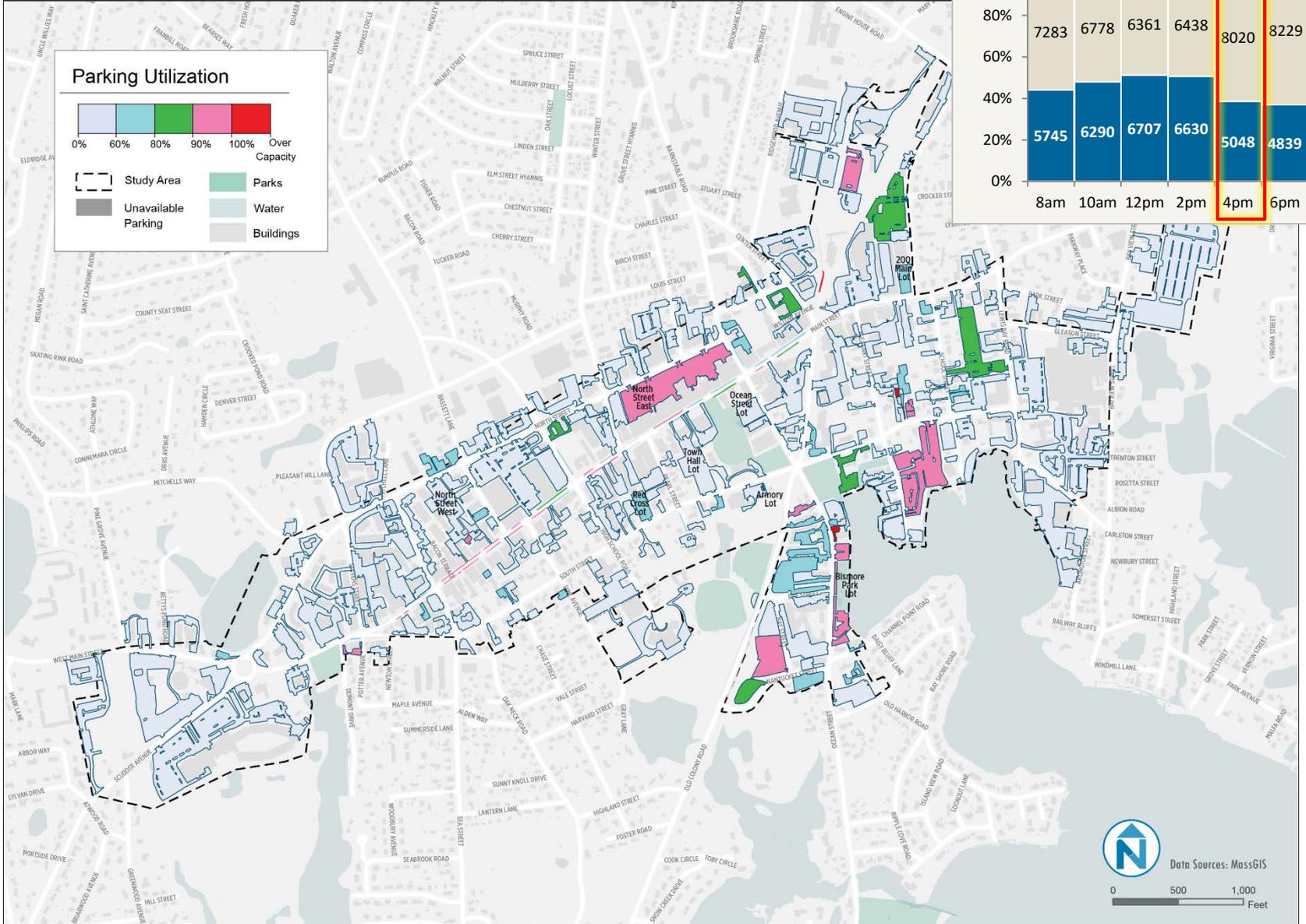
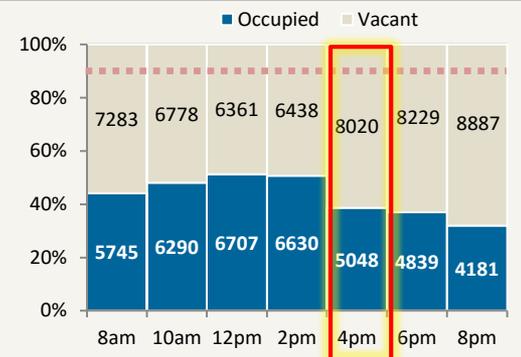
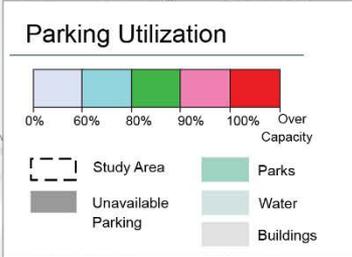


- The entire study area reaches peak demand at 12pm
- All proximate municipal parking is reaching capacity

HYANNIS PARKING UTILIZATION - PEAK WEEKDAY 2 PM

August 2nd, 2016

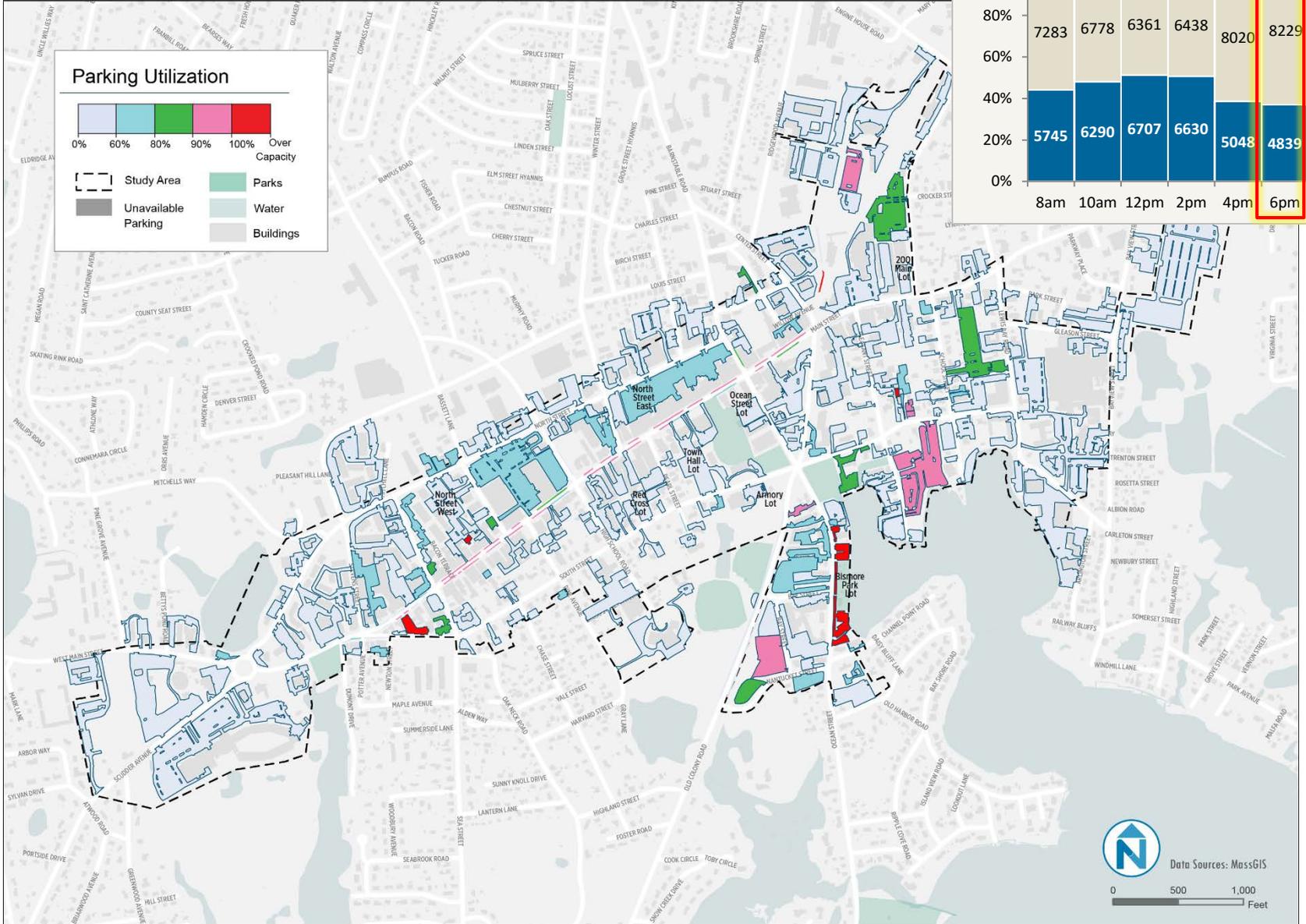
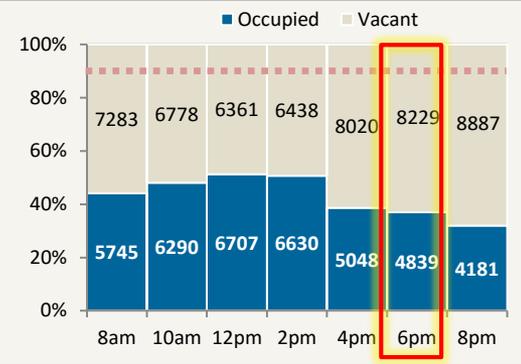
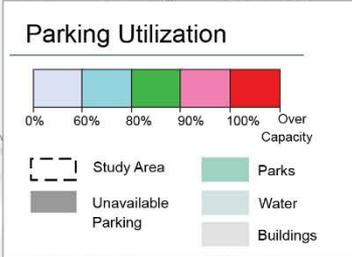


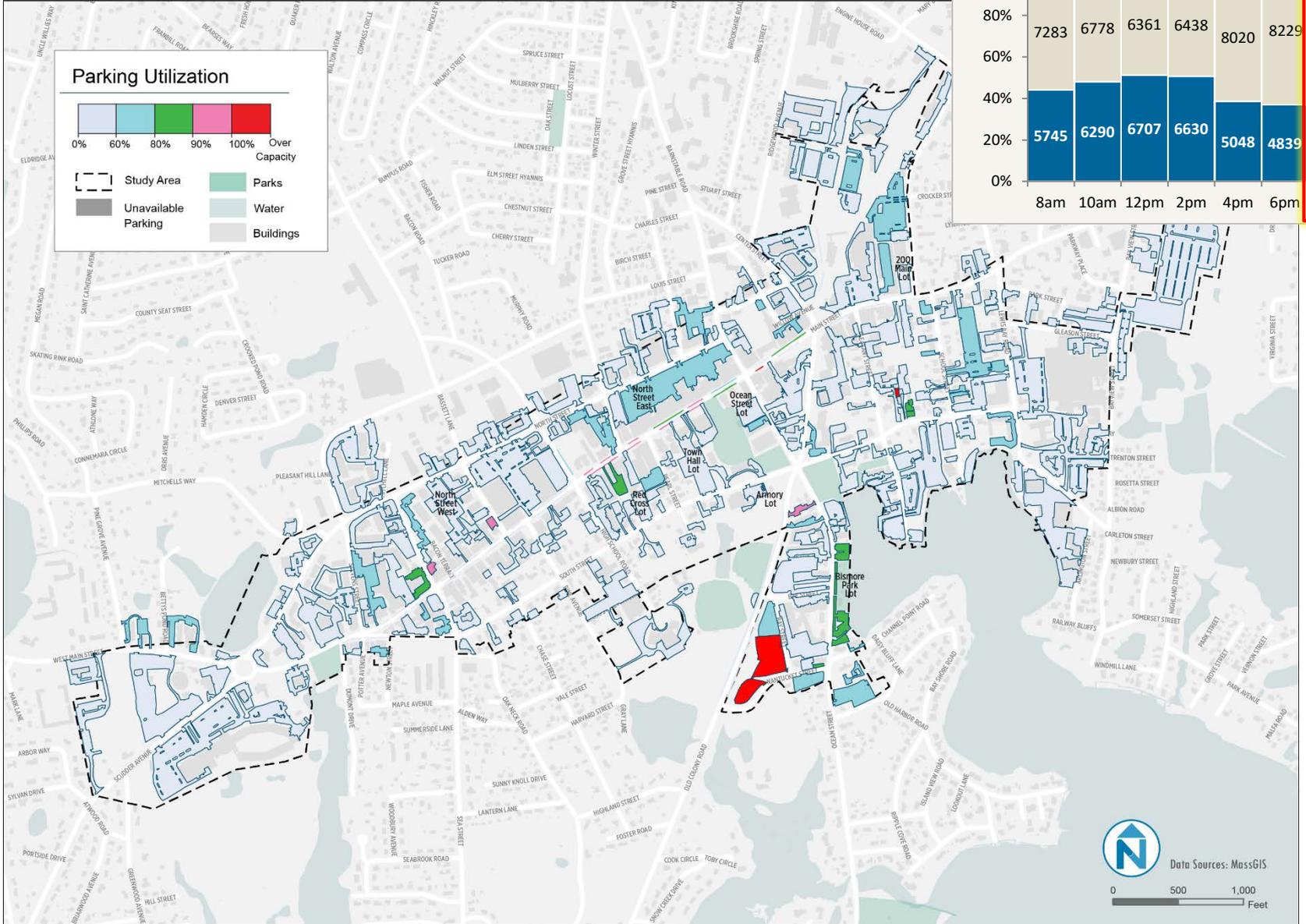
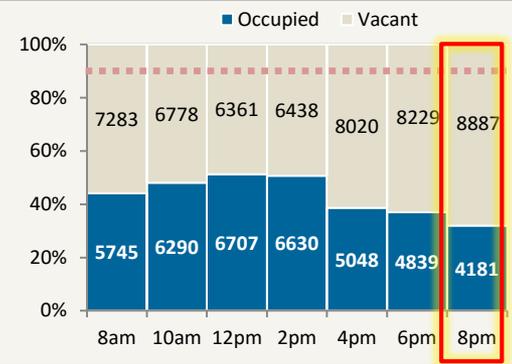
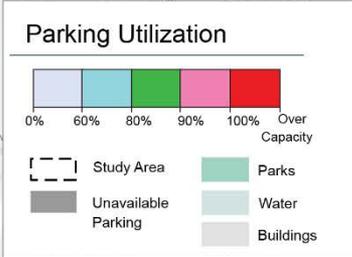


- Demand begins to taper after 4pm
- Remote ferry and harbor activity is still active

HYANNIS PARKING UTILIZATION - PEAK WEEKDAY 6 PM

August 2nd, 2016

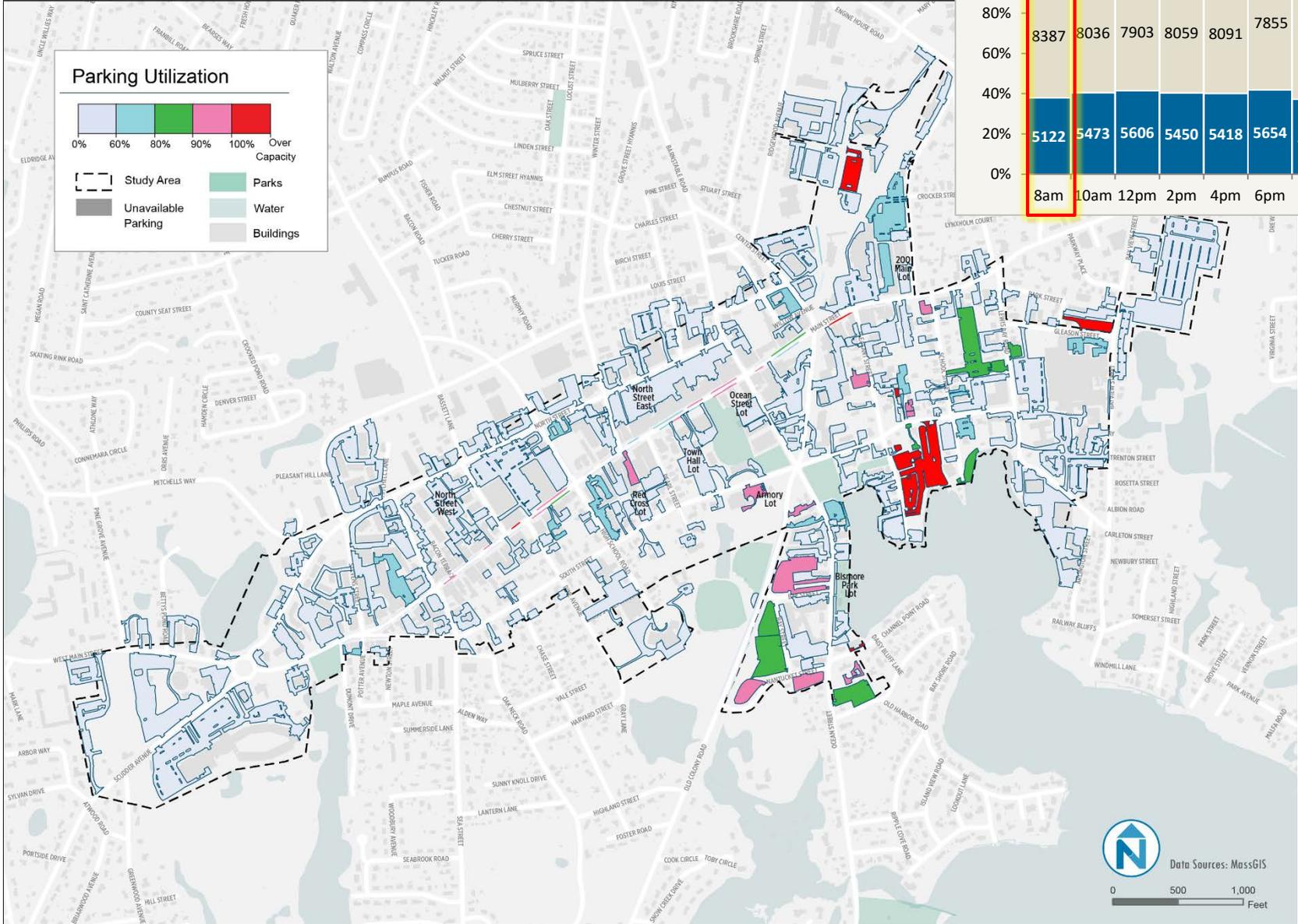
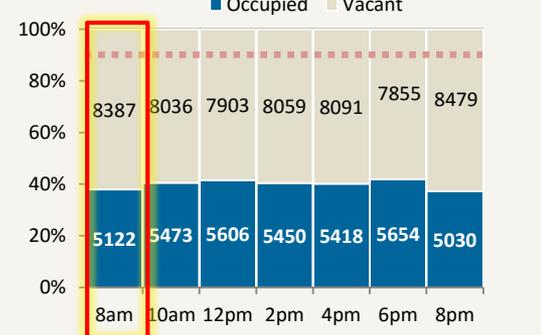
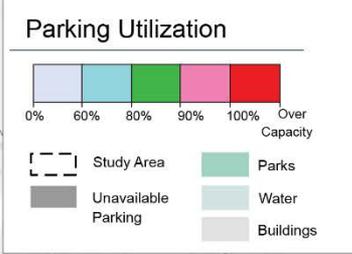




PEAK SEASON WEEKEND (AUGUST 6, 2016)

HYANNIS PARKING UTILIZATION - PEAK WEEKEND 8 AM

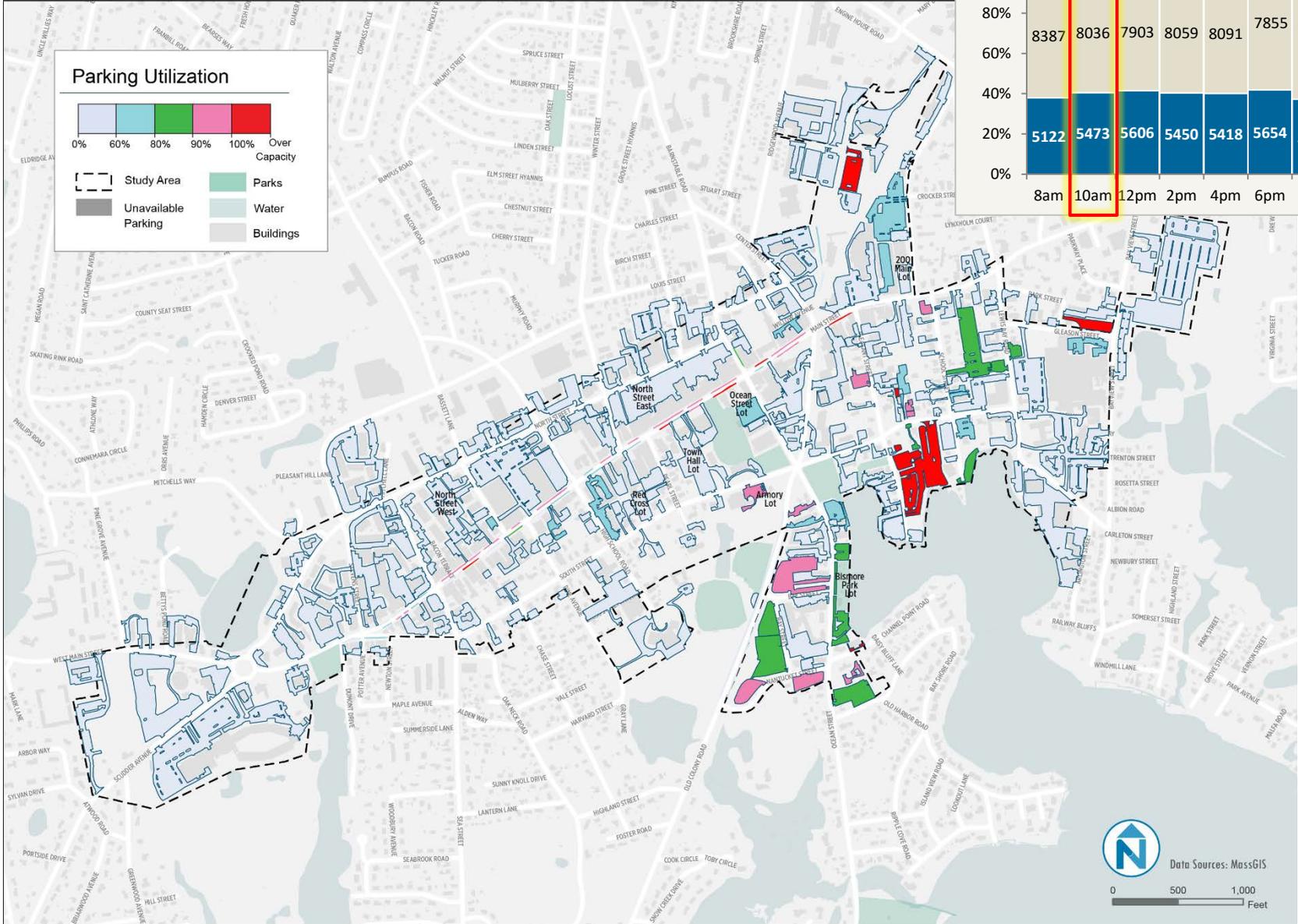
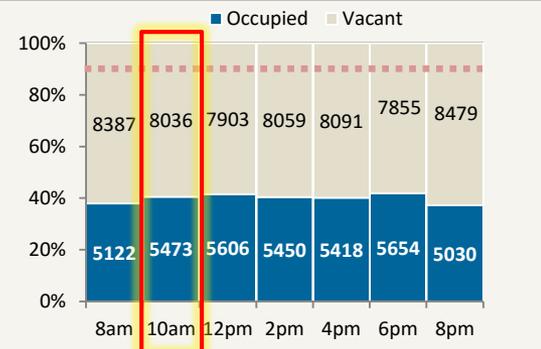
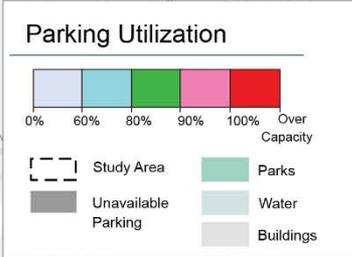
August 6th, 2016



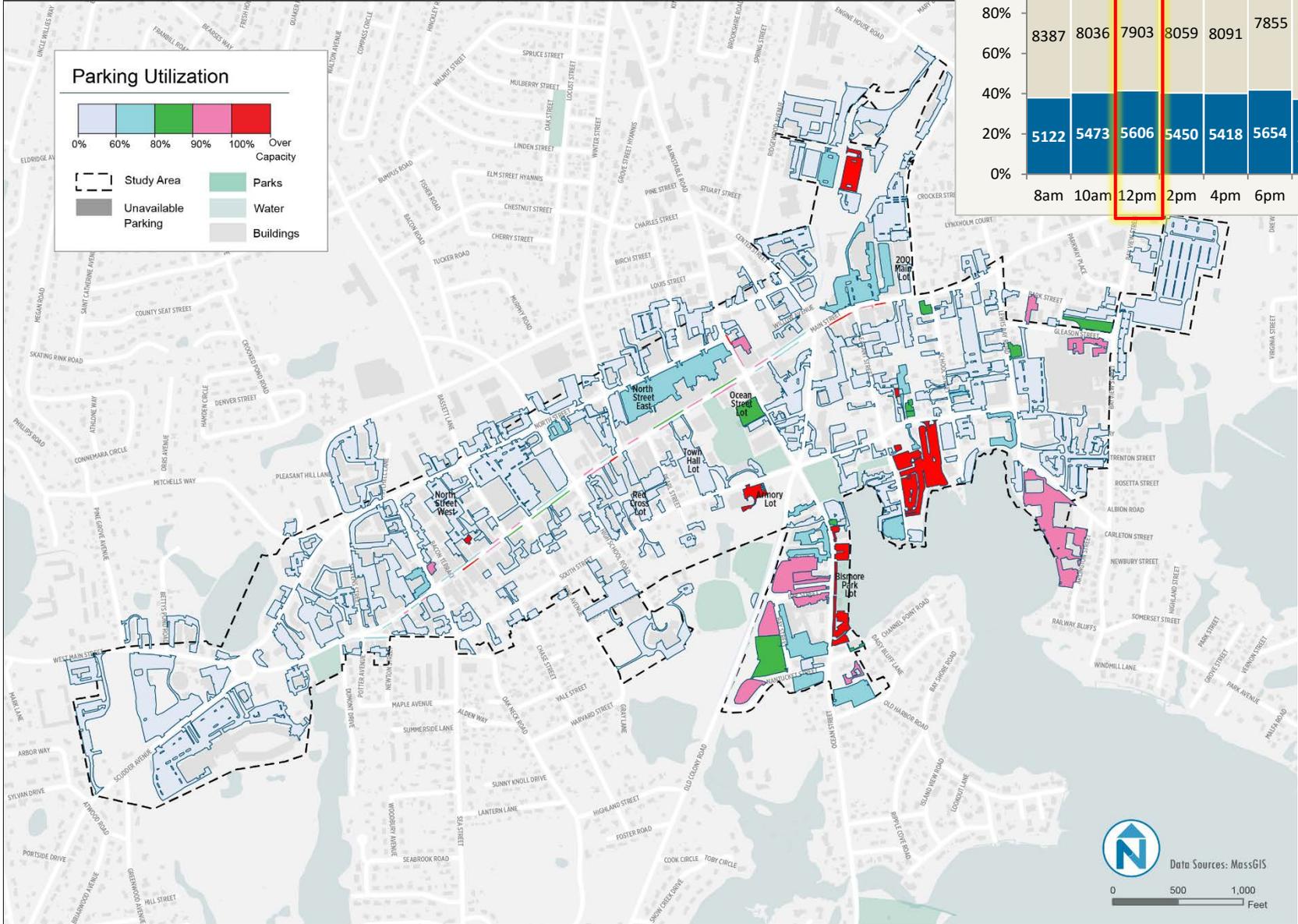
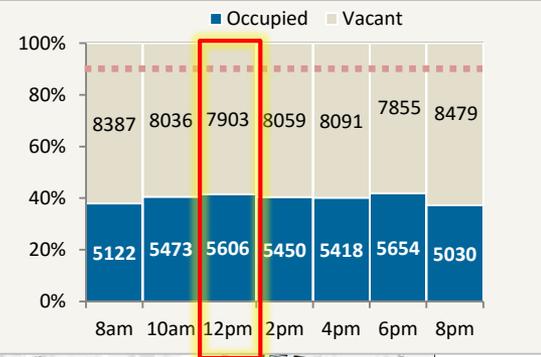
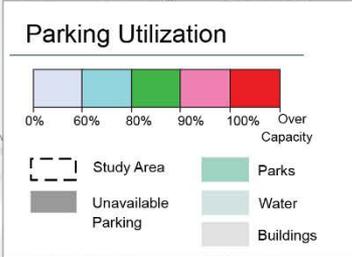
Data Sources: MassGIS



- Lowest observed parking demand in downtown
- Demand is concentrated along the harbor



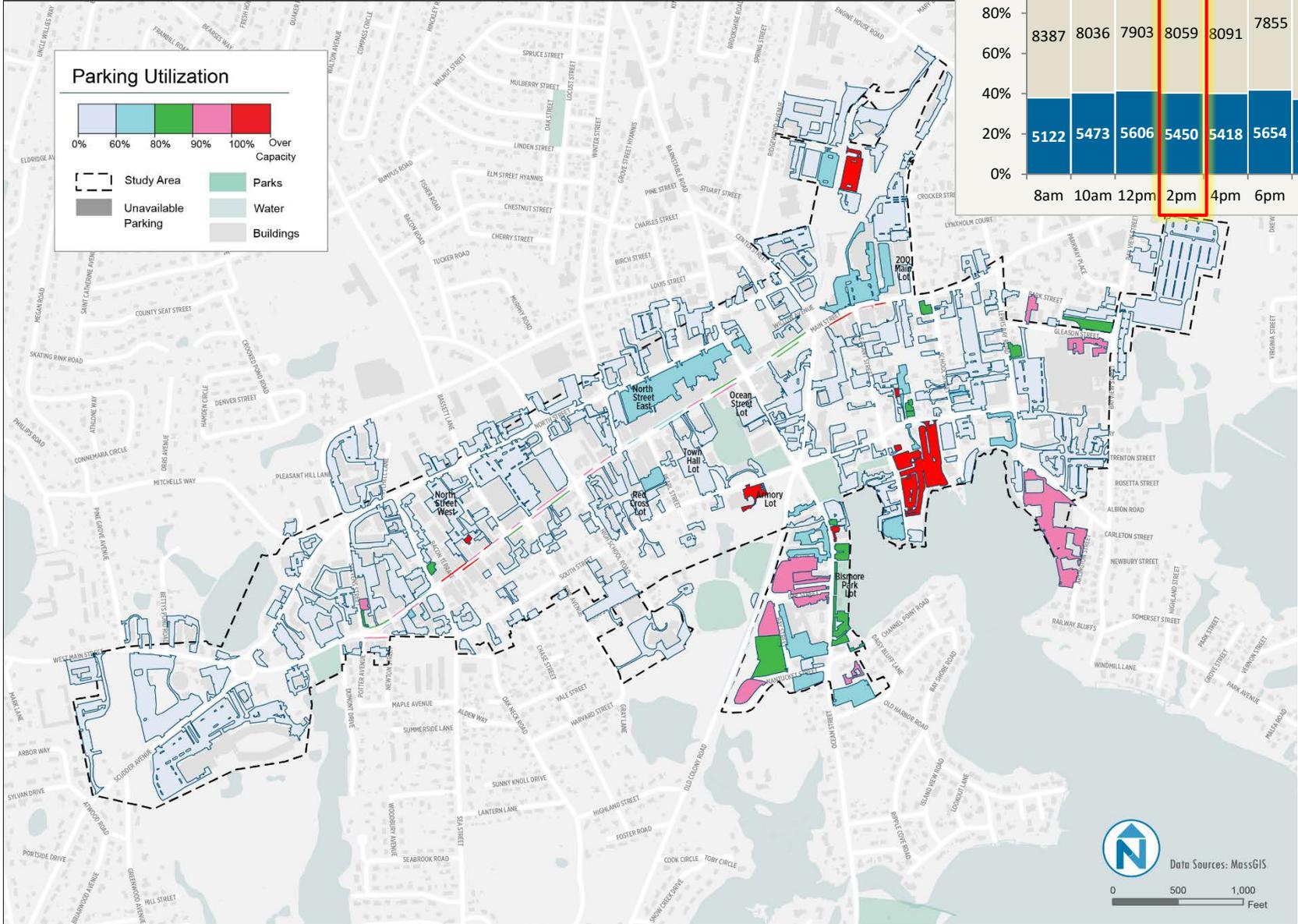
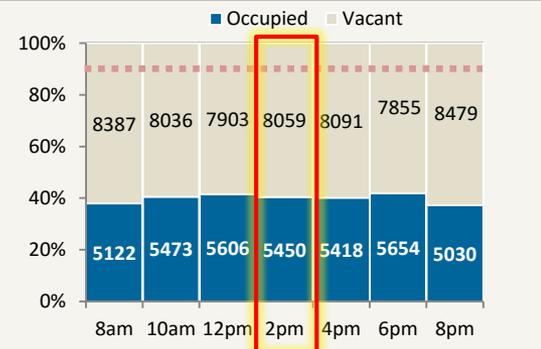
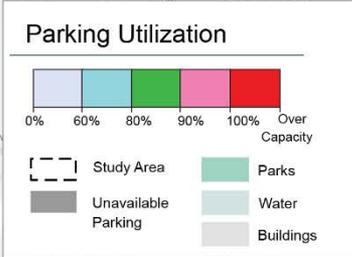
- On-street parking demand begins to become well-utilized
- Remote ferry parking reaching capacity

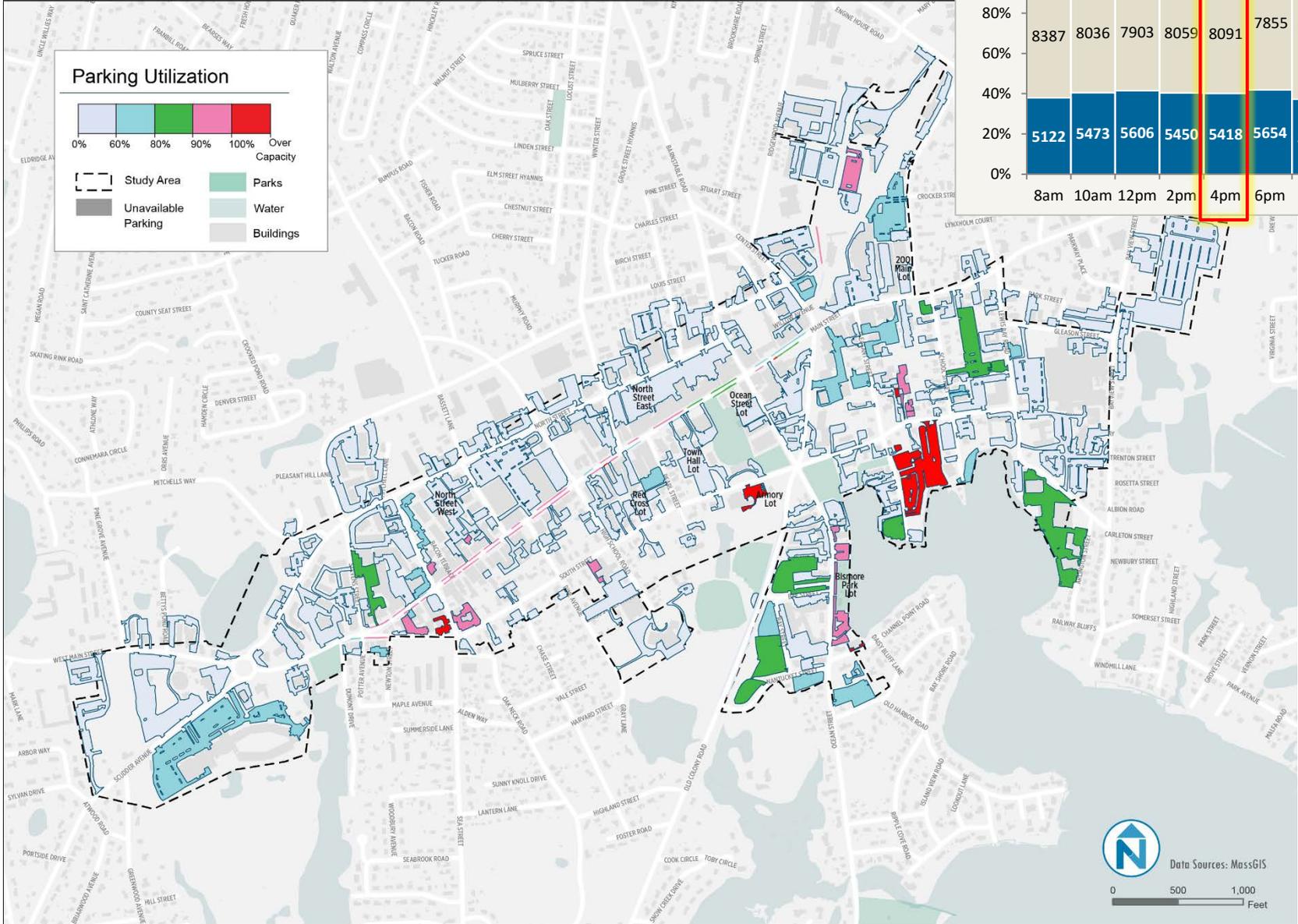
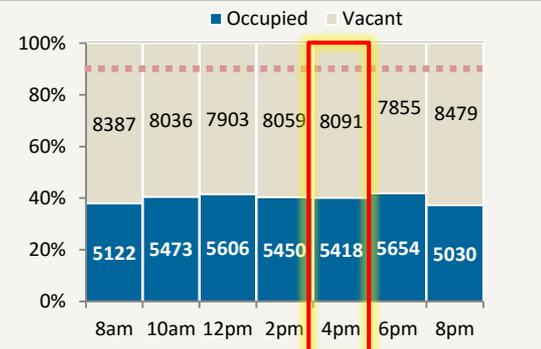
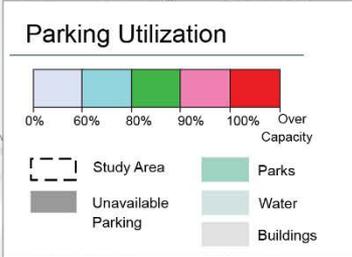


- North Street, Amory, Ocean street and Bismore parking lots are well utilized
- Demand remains east of Barnstable Road

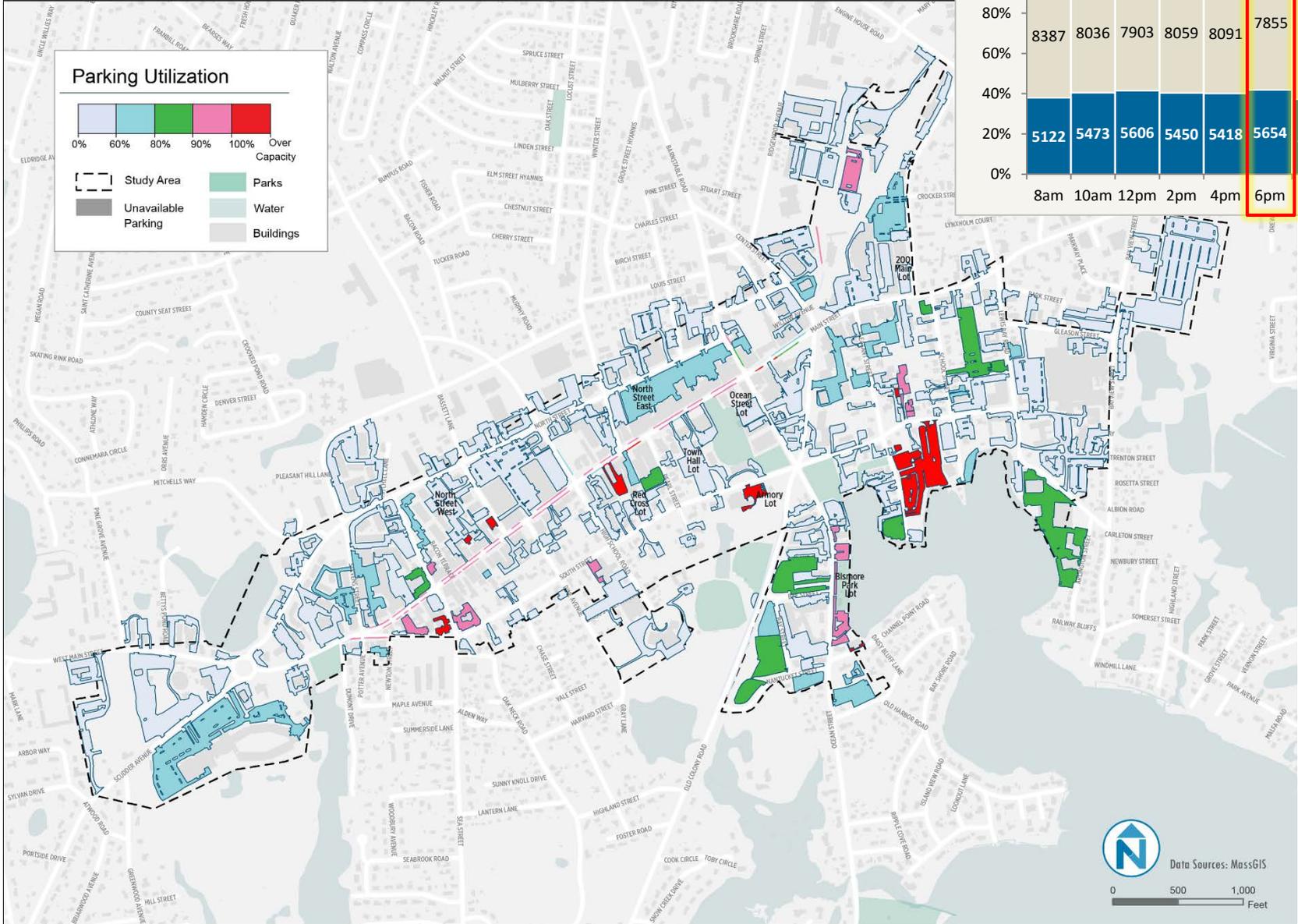
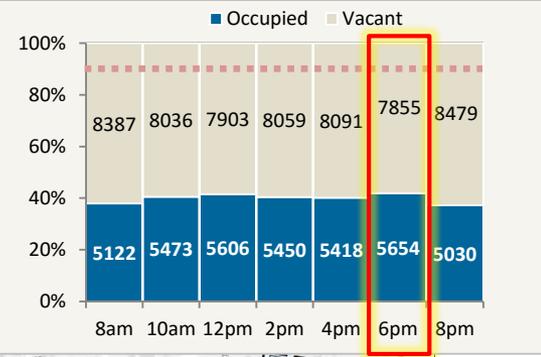
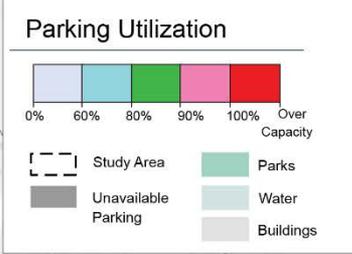
HYANNIS PARKING UTILIZATION - PEAK WEEKEND 2 PM

August 6th, 2016

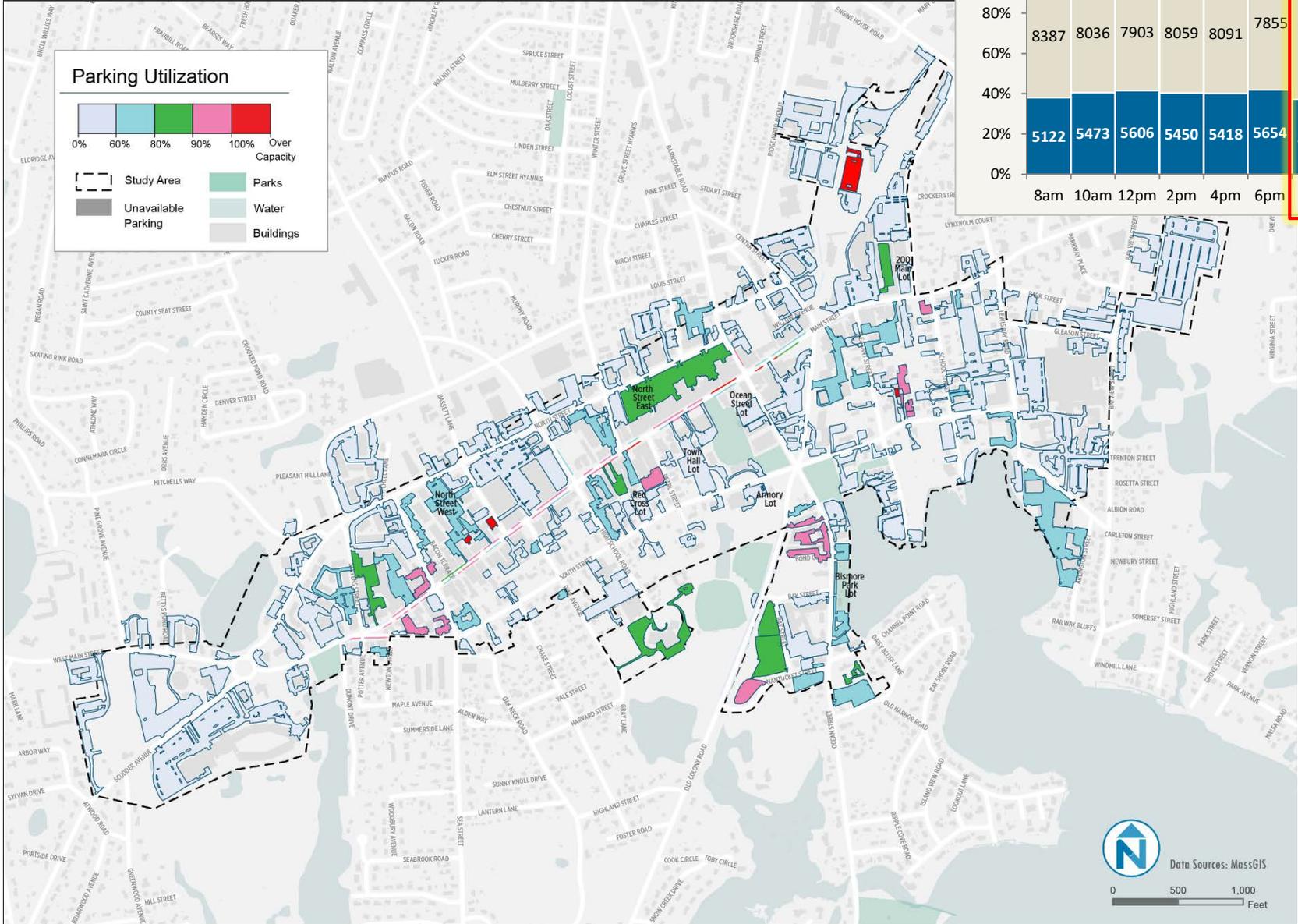
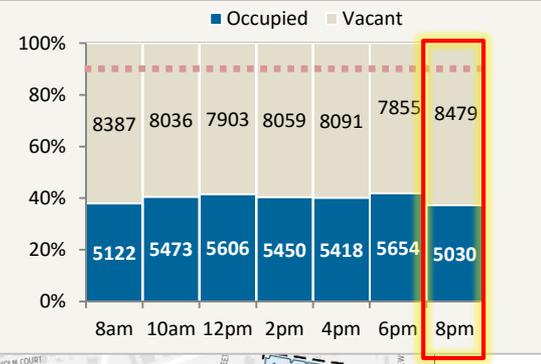
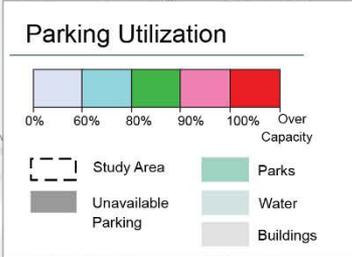




- Event near the melody tent creates demand near the western portion of the study area



- On-street parking demand is reaching capacity
- Remote parking is being well utilized



- Demand within the downtown picks up slightly- likely due to restaurants

Real and Perceived Parking Challenges

Location based

Demand hot spots are concentrated within core areas of Downtown and the Harbor – supply is available elsewhere, but is not used

Time limited

Overall, demand is highest during the morning and lunch time period. Effects are apparent in core areas, where public supply is limited.

Seasonally influenced

Demand is highest during the peak season, however more than 50% of the district supply is not being used.

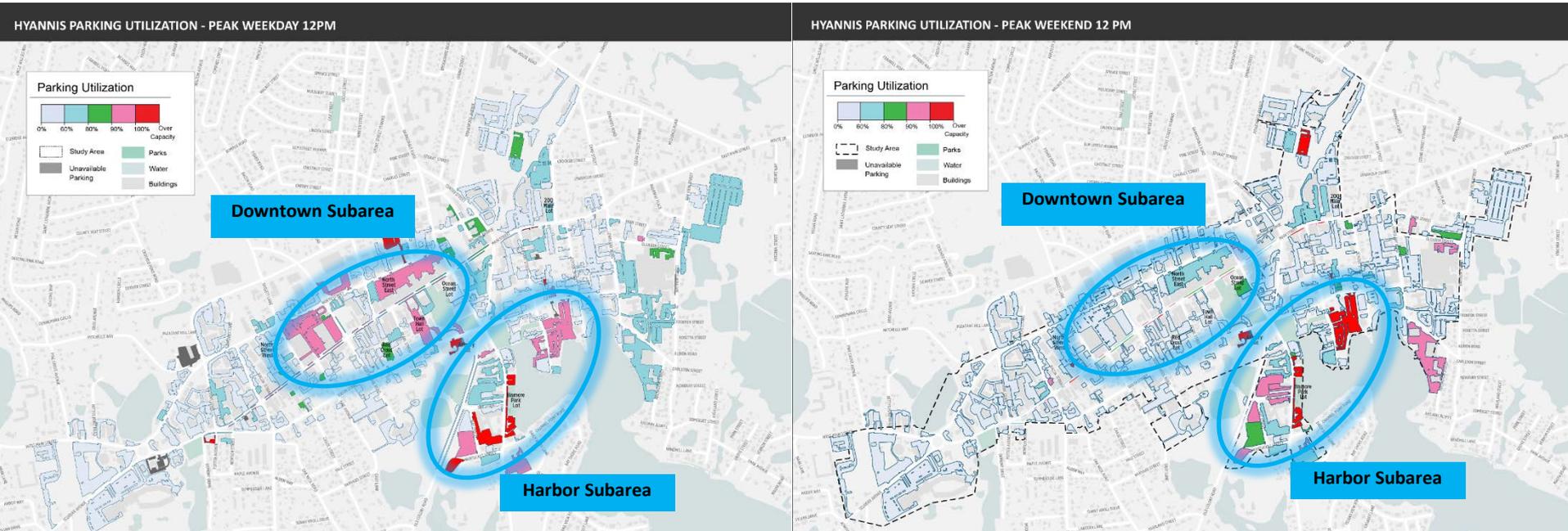




KEY CHALLENGES/OPPORTUNITIES

Parking demand is concentrated in few core areas

Peak Season Weekday and Weekend



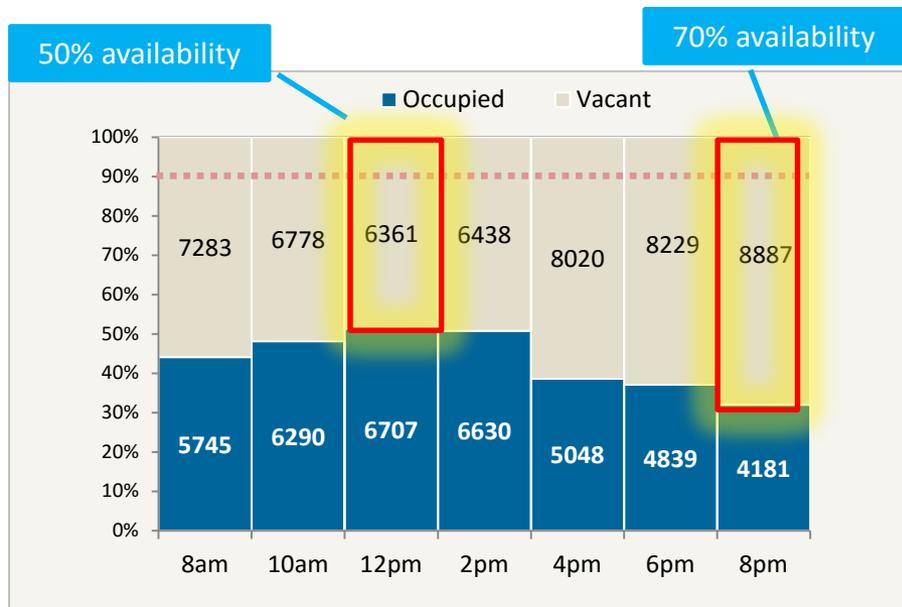
Peak **weekday** demand (12 pm) is concentrated in few core areas

Peak **weekend** demand (12 pm) concentrated heavily in Harbor

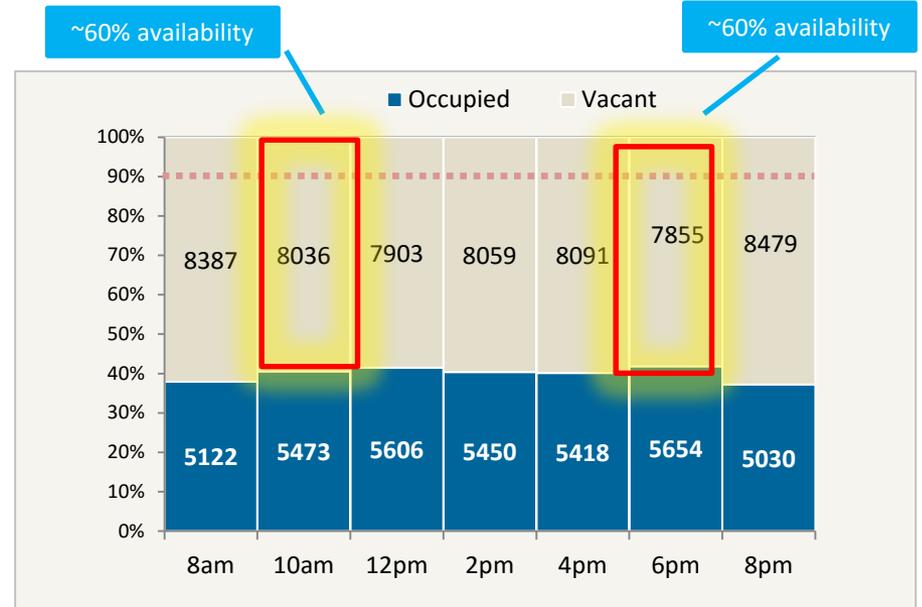
Parking demand is concentrated in few core areas

However, even during the busiest time over half of all spaces are available

Peak Season Weekday (Entire Study Area)



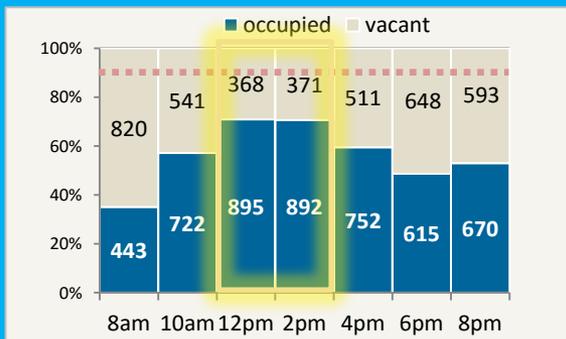
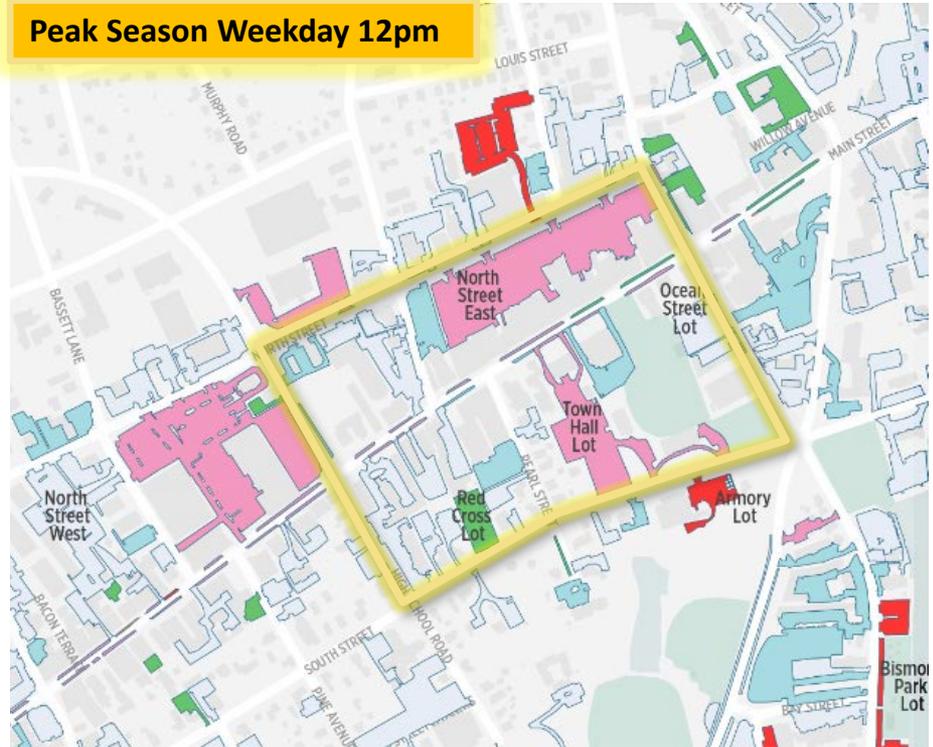
Peak Weekend (Entire Study Area)



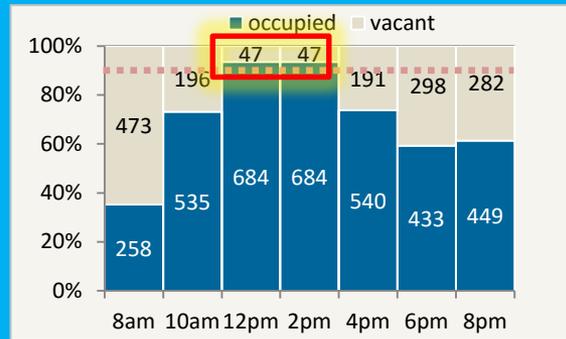
Main Street Hot Spot

30% of Supply is Available, but Privately Controlled

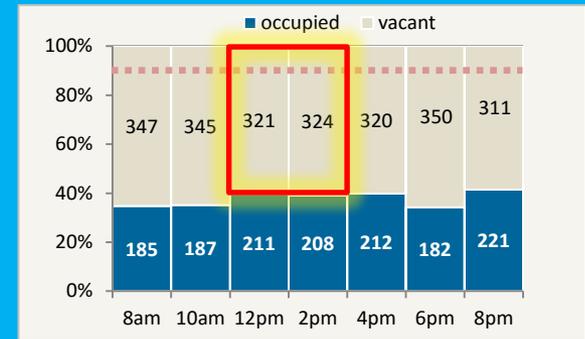
- Public lots and on-street parking are reaching capacity
- Availability in public facilities only a few minutes walk away
- Private lots underutilized – not reaching potential usefulness



Downtown Core Total (peak season weekday)

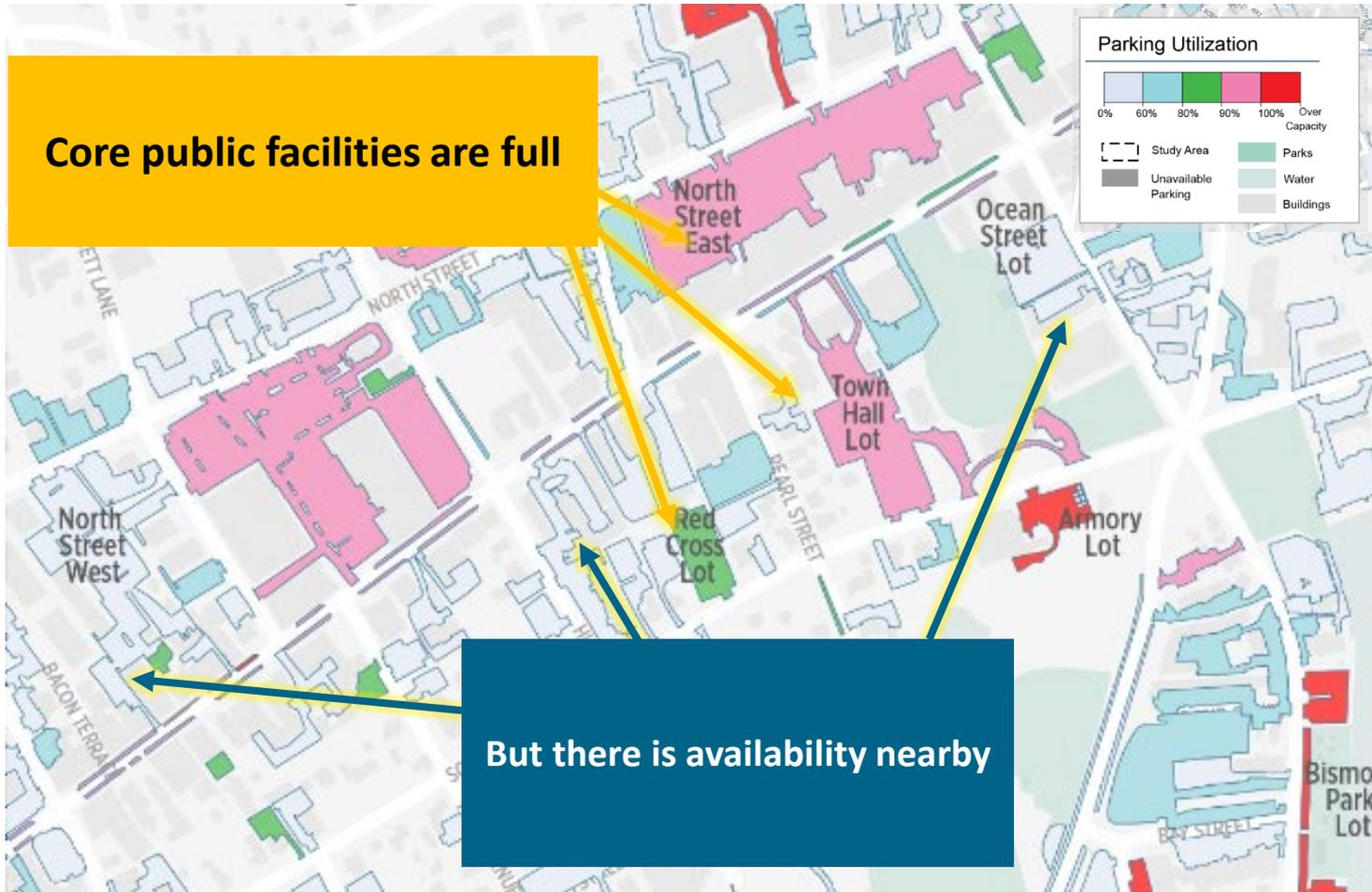


Downtown Core- Public Parking



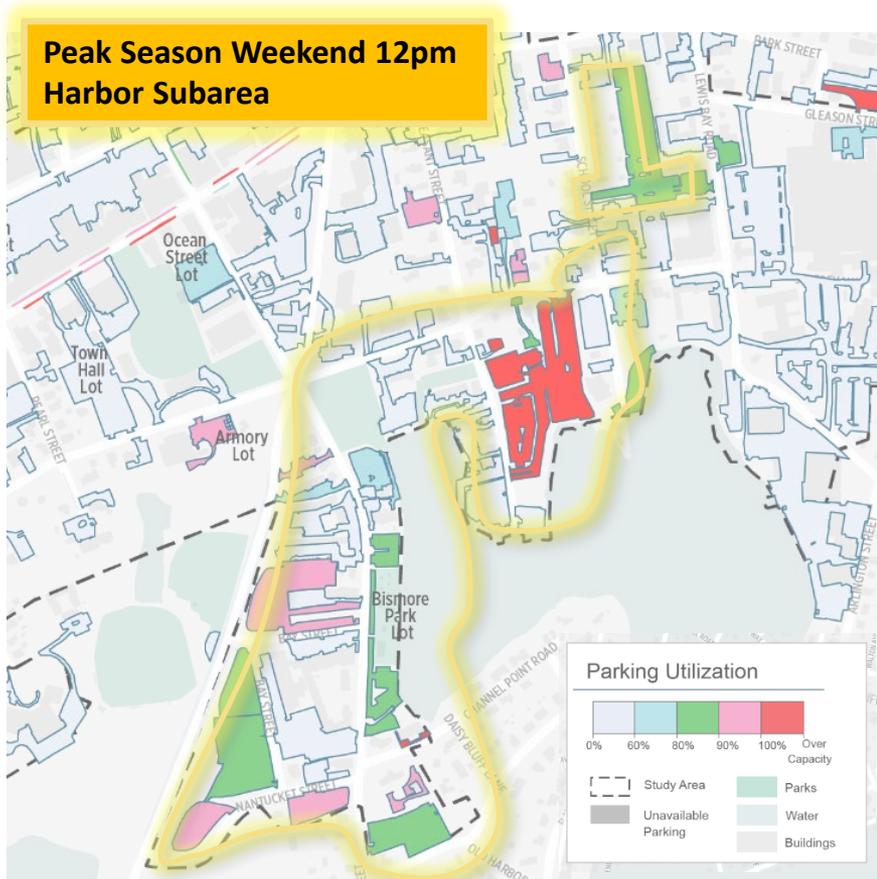
Downtown Core- Private Parking

Main Street Hot Spot



Harbor Hot Spot:

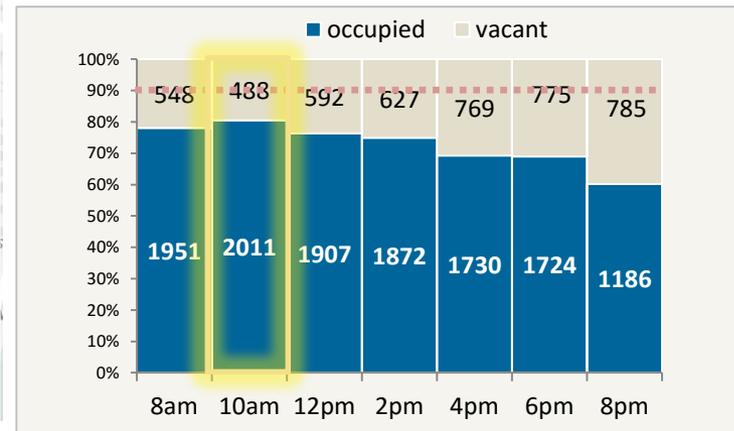
Peak Tourist Season WEEKEND Close to Capacity



Harbor Subarea Findings

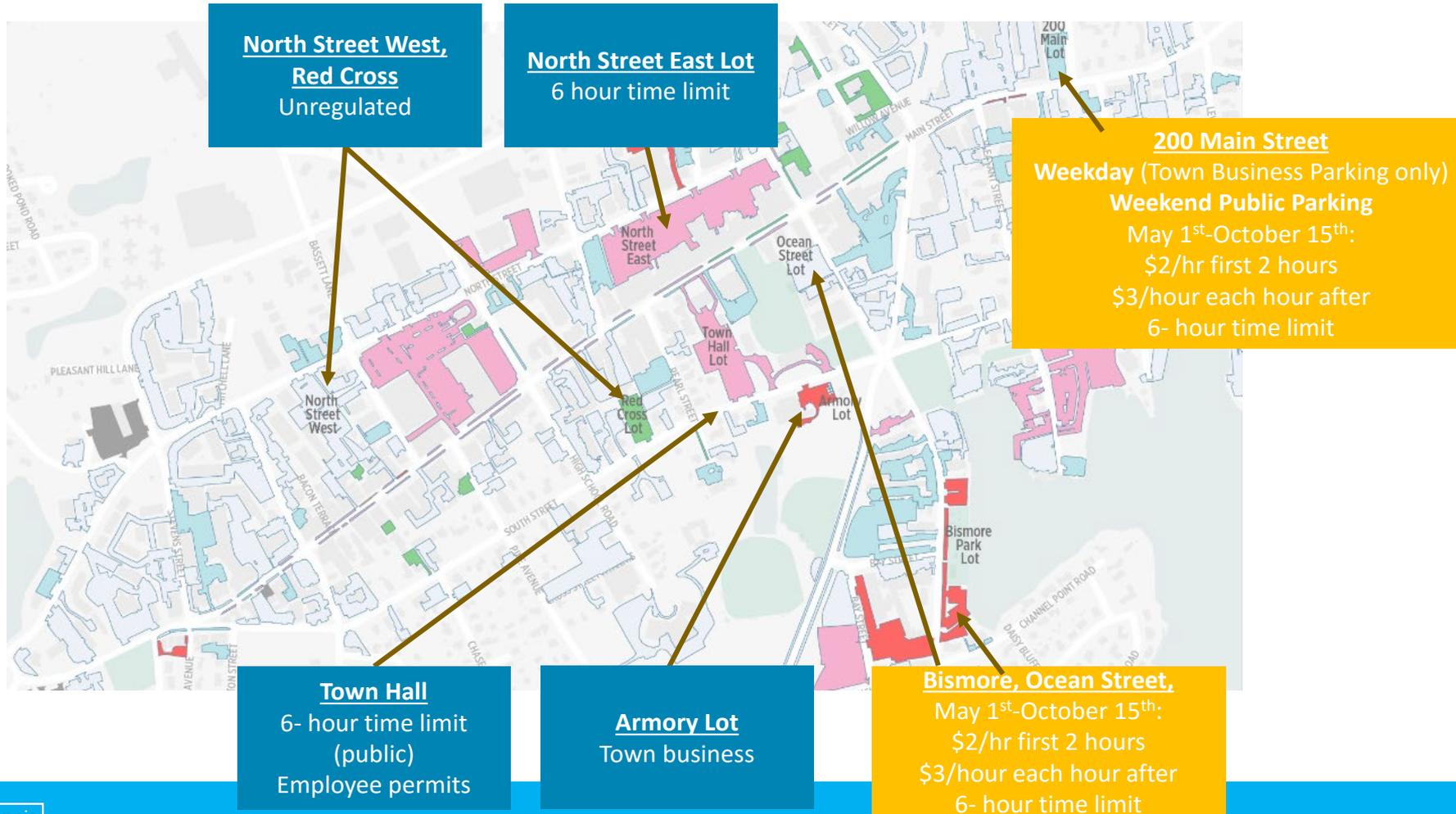
- Public facilities have highest demand
- Demand is flat, tailing off toward evening

Parking Occupancy by Time of Day

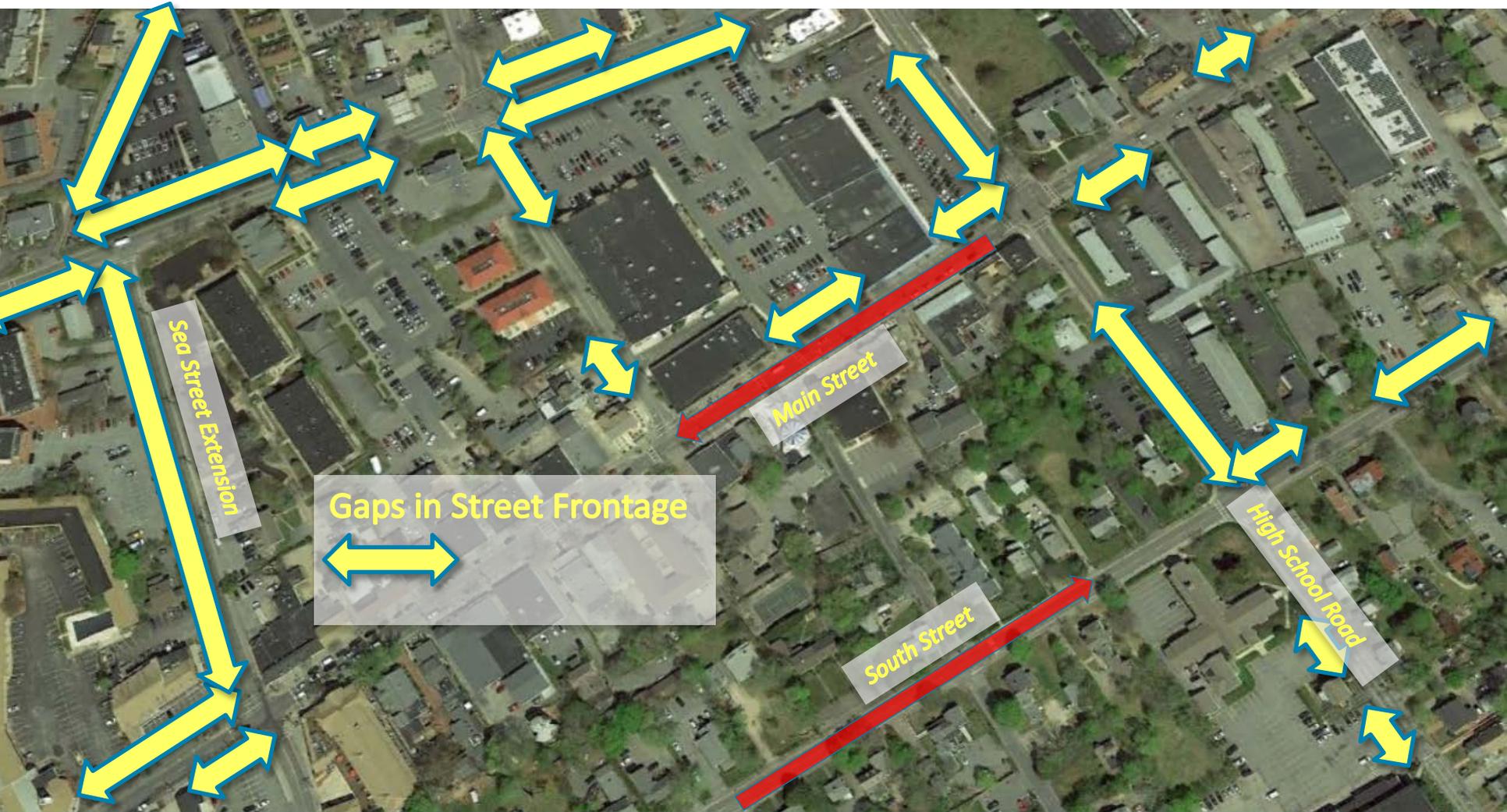


Balkanized Parking Management

Hodgepodge of Pricing, Time Limits, Public/Private Control



Parking Disrupting Retail Frontage and Walkability



Lack of Coordination between Parking Stakeholders

- Leads to unused parking
- User frustration
- Conflicting regulations and pricing
- Resources spent on maintenance and operations for unused parking spaces

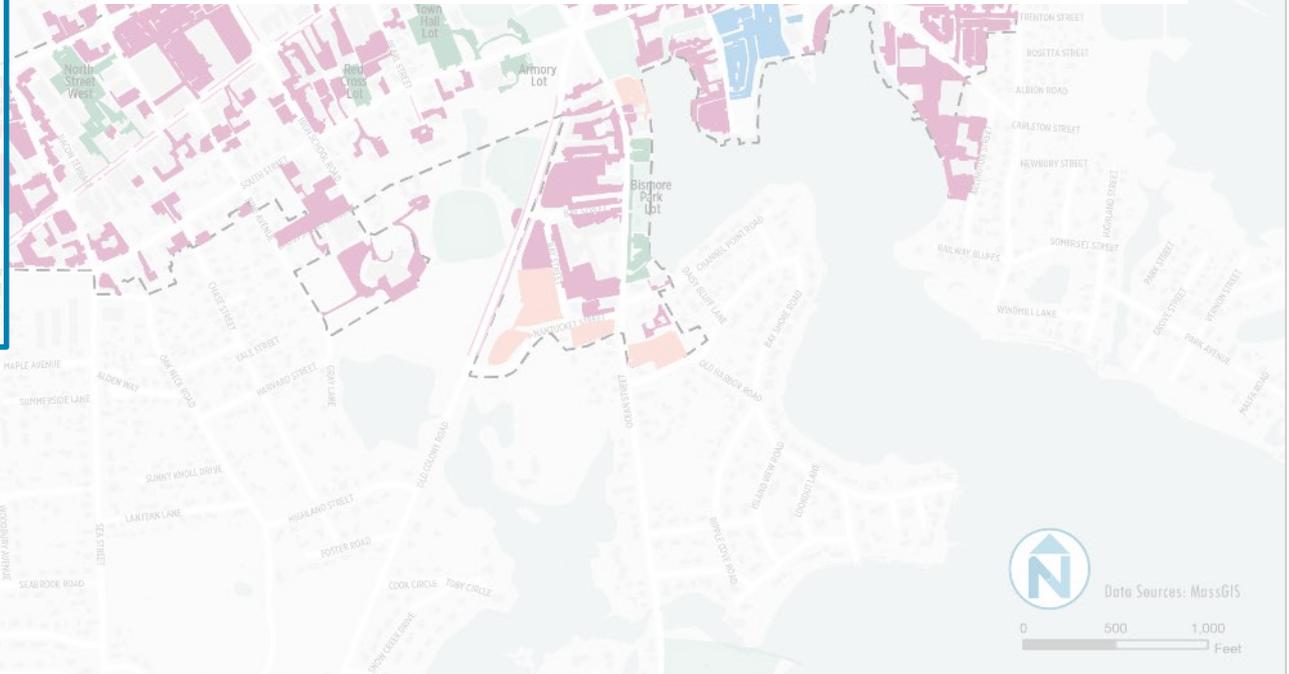
Parking Inventory

The Steamship Authority

HYLINE
Nantucket

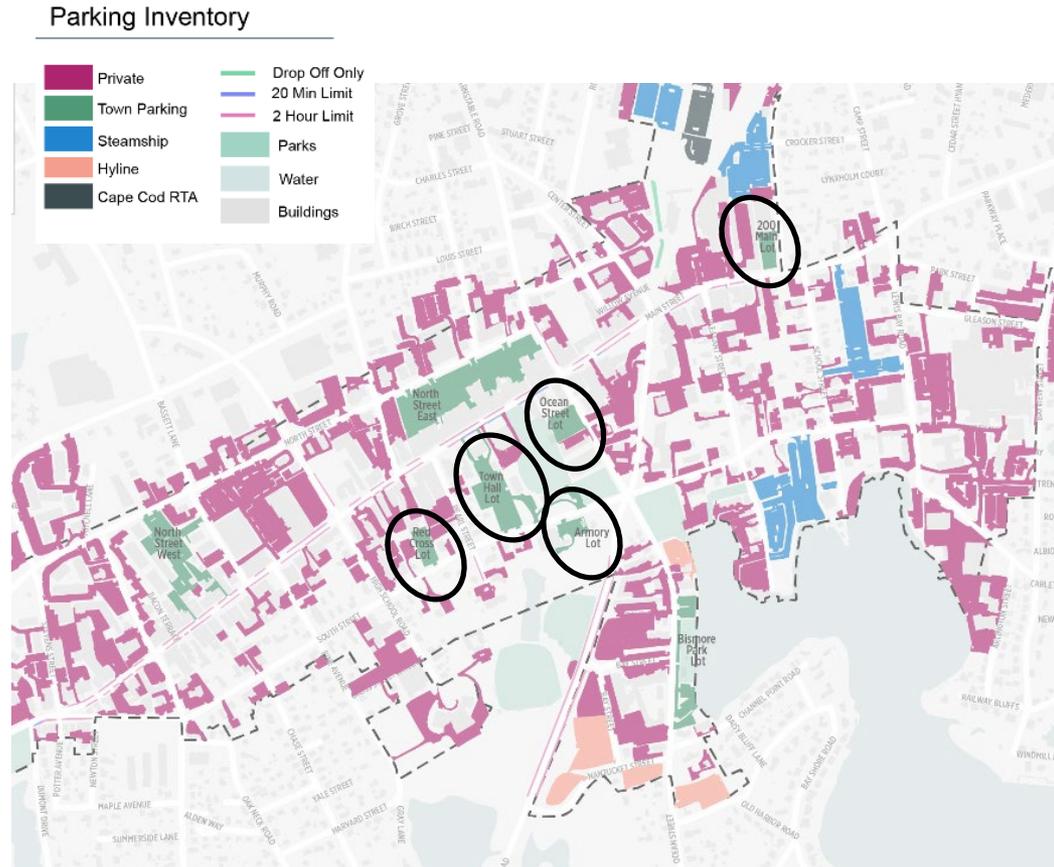
SEAL OF THE TOWN OF BARNSTABLE, MASS. ADOPTED MAY 4, 1889

RTA



Employee Parking Program is Limited and Limiting

- Town Hall employees only
- No cap on the number of permits
- Town lot locations compete with customer/ visitor demand in highest-demand, core locations



Existing employee permit parking locations

Pedestrian connectivity, safety, and wayfinding challenges

“... Solar powered Pedestrian signs that flash when someone wants to cross, as well as speed limit signs”

“The West End rotary needs to be safer for pedestrians, side walks to North Street and improvements made to South/Main St.”



One-way system is a barrier to available parking on south side of Main Street



“I bike to downtown Hyannis quite often in the summer months. More accommodations for bicycle parking (bike racks, etc.) would make a huge difference.”

- Customer (online survey comment)

Key Challenges Summary

- **Parking Management**
 - Demand is concentrated in few core areas
 - Parking supply imbalances throughout the district/pricing mismatches
 - Regulations and time limits not meeting user needs
- **Economic Development**
 - Demand for parking undervalues the potential for development
- **User Experience**
 - Lack of consistent and clear parking regulations district-wide
 - Employee parking program needs to be more inclusive
 - No incentives to support greater walk, bike and transit use
- **Multimodal Connectivity**
 - Pedestrian connectivity, safety, and wayfinding challenges
 - Traffic and circulation implications on the parking system

Hyannis Parking Toolkit

1. Coordinated, Village-Wide Parking System

- “*De-Balkanize*” System
- Expand shared parking
- Create Parking Benefit District

2. Increase Parking Availability

- Implement demand-based pricing
- Add parking supply
- Maximize curbside capacity

3. Improve Legibility of Parking System

- Improve parking information and signage
- Update technology
- Adjust enforcement

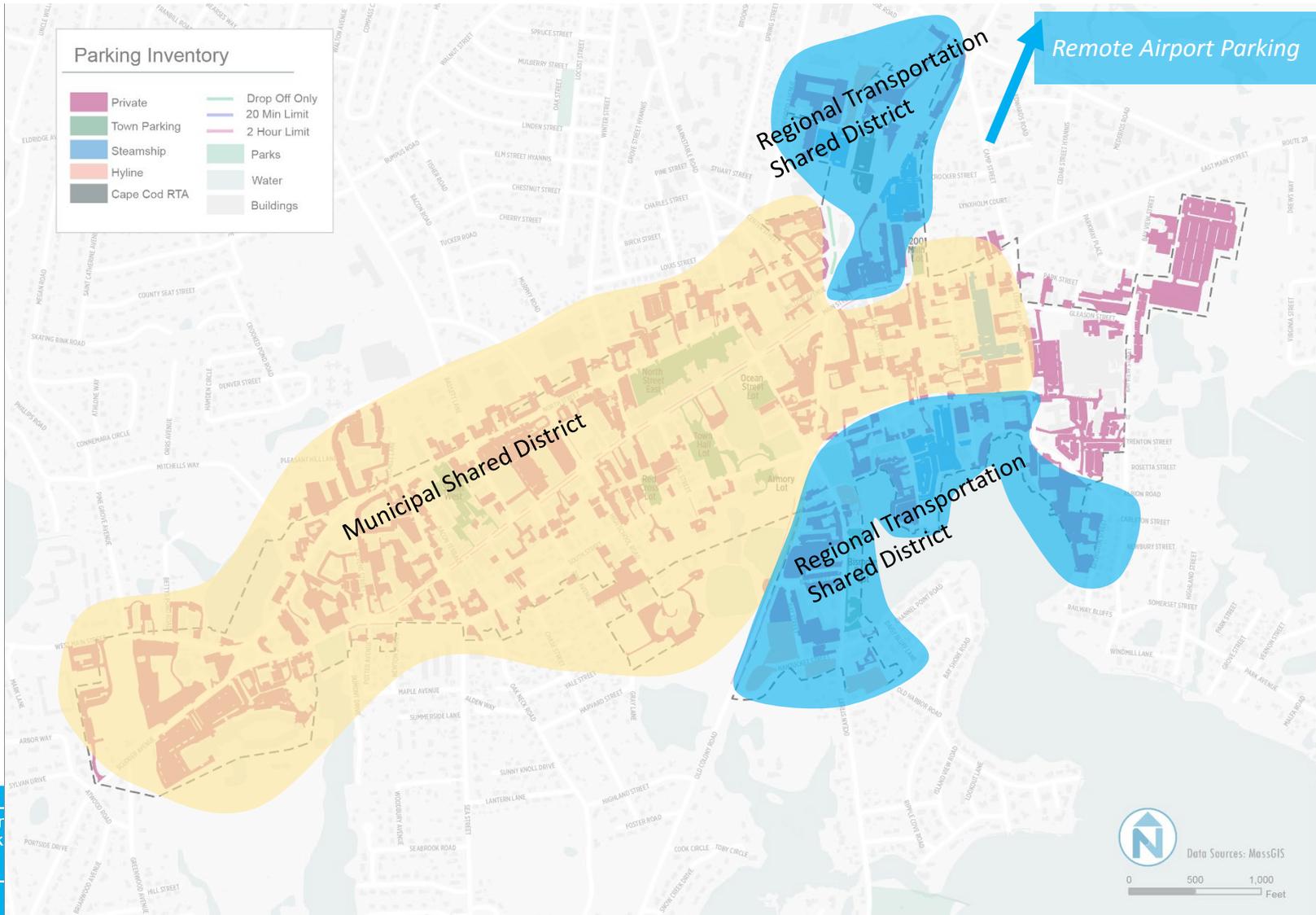
4. Improve Walk/Bicycle Conditions

- Improve walking comfort, access to existing underutilized lots
- Incent more walking Downtown

5. Accommodate Short and Long Term Parking

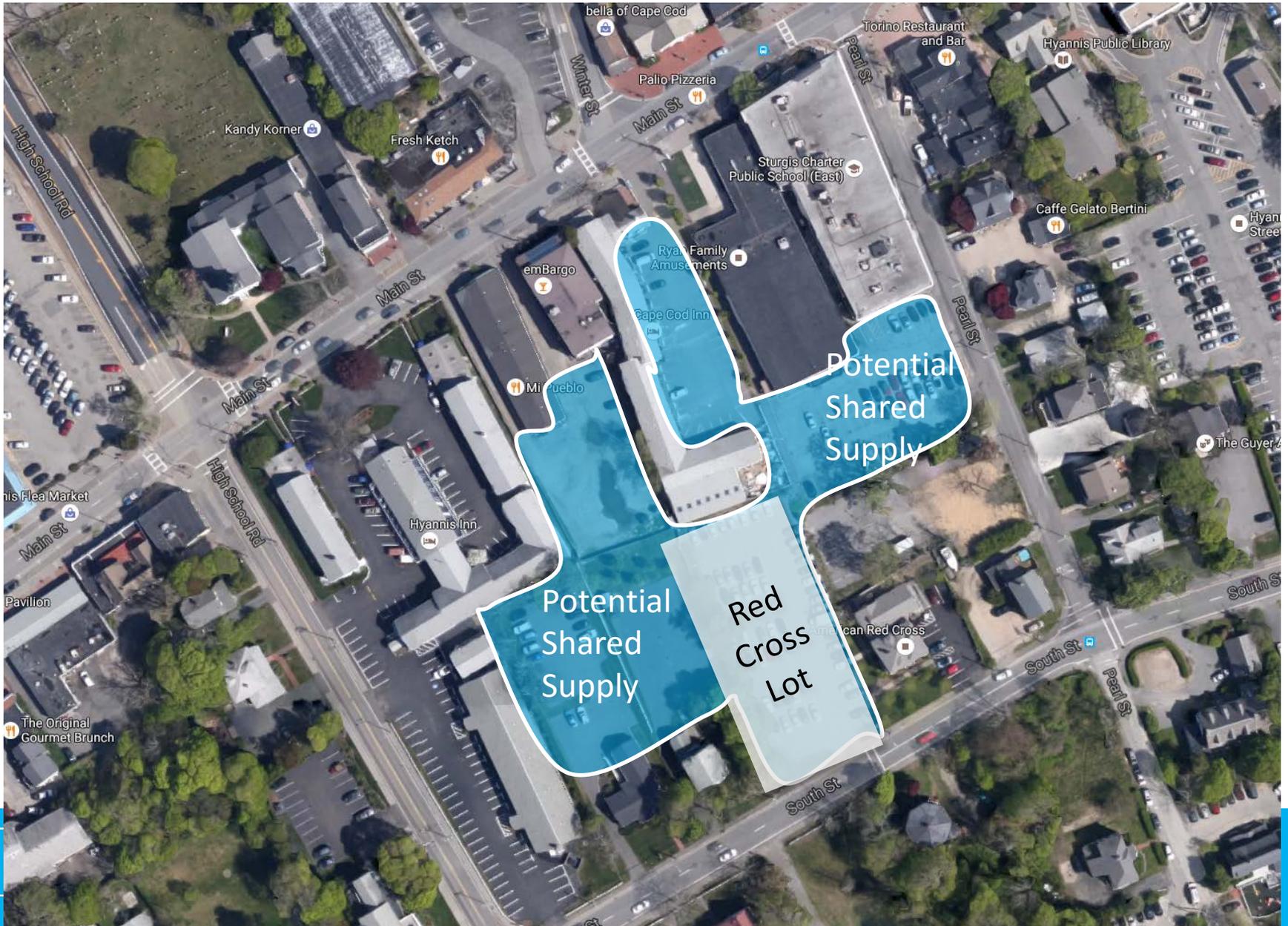
- Update employee parking permit program

1. Coordinated, Village-Wide Parking System



1.

Coordinated, Village-Wide Parking System



Shared Parking Efficiencies Can Create Infill Opportunities



Shared parking best practices

- Melrose, MA



- West Hartford, CT



Coordinated, Village-Wide Parking System

1.

Create a Parking Fund/ Parking Benefit District

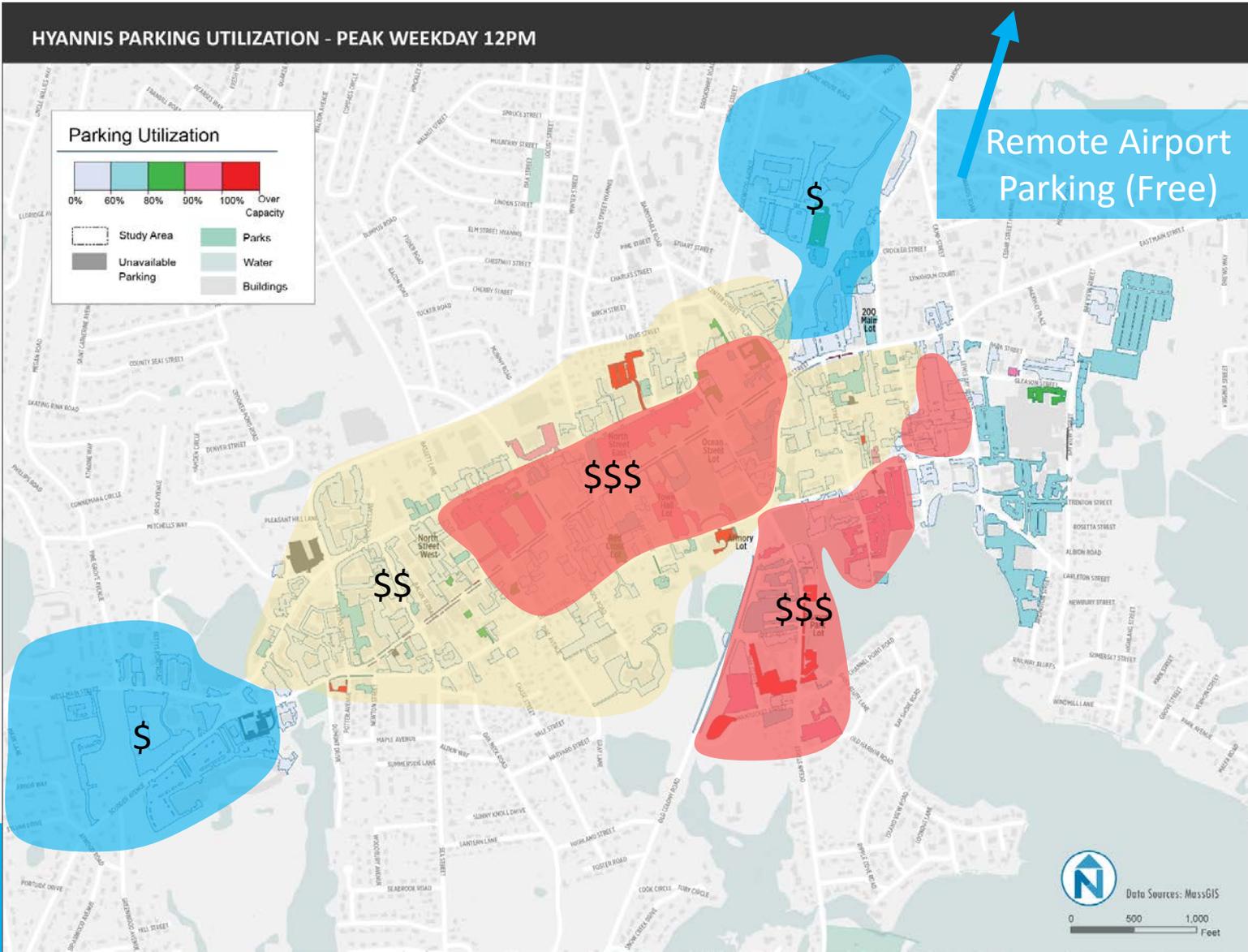
Funds can be used for...

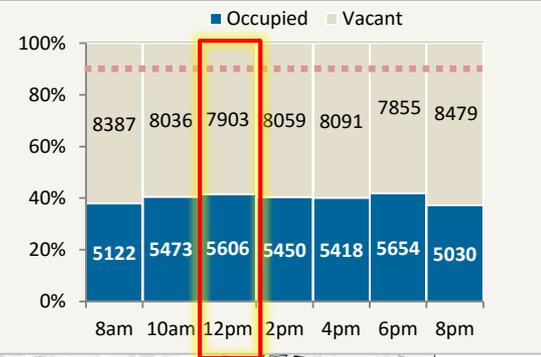
- Acquisition, installation, maintenance of parking meters
- Improvements to the public realm – benches, lighting
- Transportation improvements, such as mass transit and walking/biking facilities
- Salaries of parking management personnel



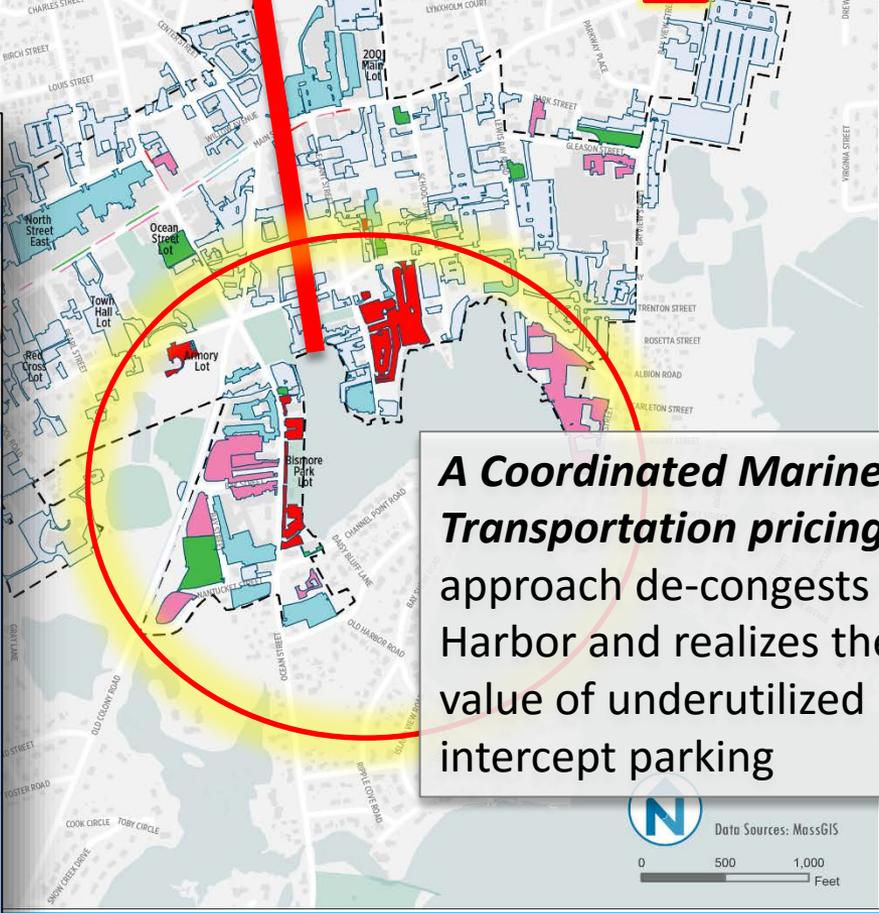
2. Increase Parking Availability

Demand Based Pricing





Shift demand to areas of availability



A Coordinated Marine Transportation pricing approach de-congests the Harbor and realizes the value of underutilized intercept parking



2. Increase Parking Availability

Demand Based Pricing Considerations

Considerations	Implementation
Restructure pricing scheme	<ul style="list-style-type: none"> • Include publicly-owned parking that is currently restricted • Include private parking areas through agreements
Eliminate or extend time limits	<ul style="list-style-type: none"> • Phase out time limits – replace with duration-based payment
Time of Day/Seasonal Pricing	<ul style="list-style-type: none"> • Leverage seasonal demand • Control seasonal peaks
Pricing as Principal Source of Revenue	<ul style="list-style-type: none"> • Citations likely to decline • Better management will yield pricing revenue in place of “punitive revenues”

2. Increase Parking Availability

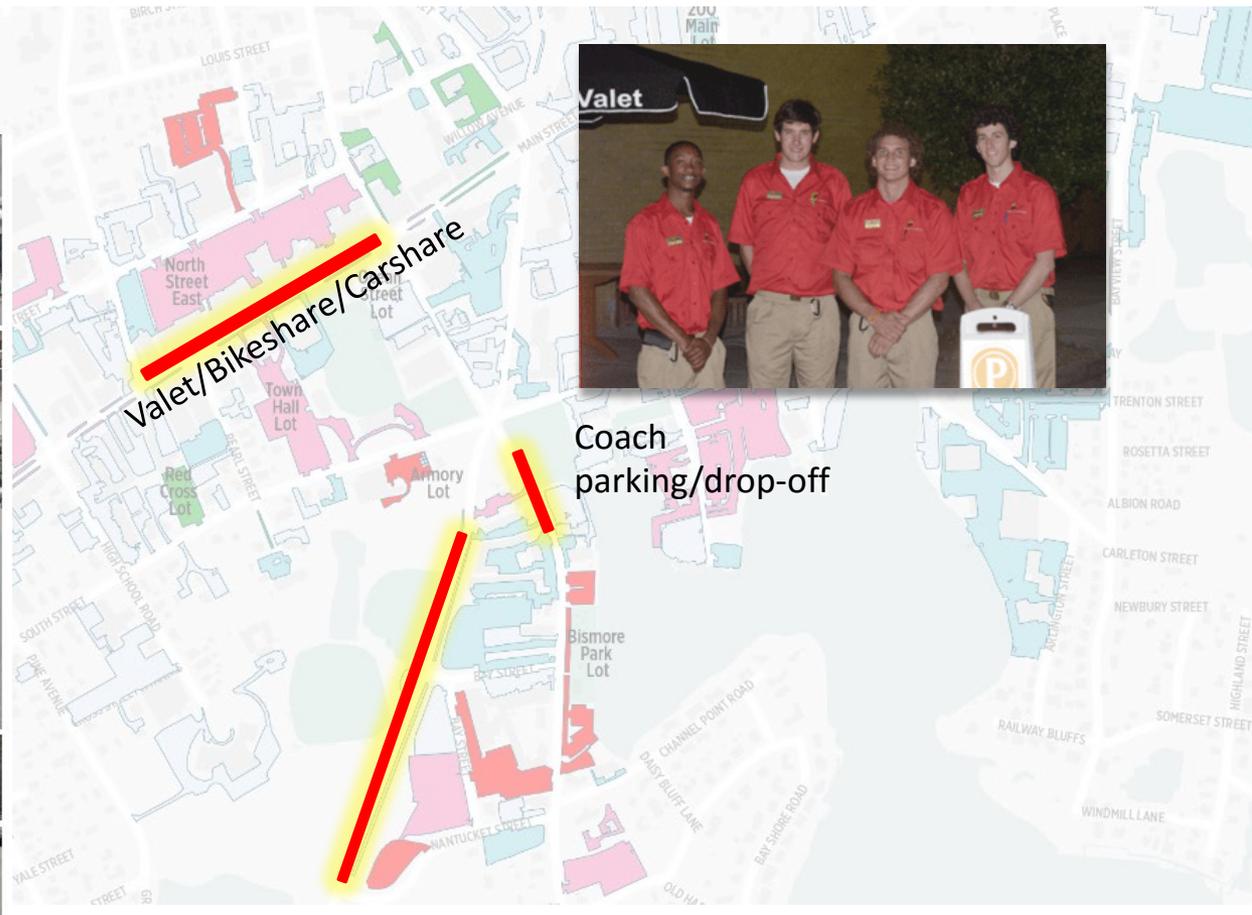
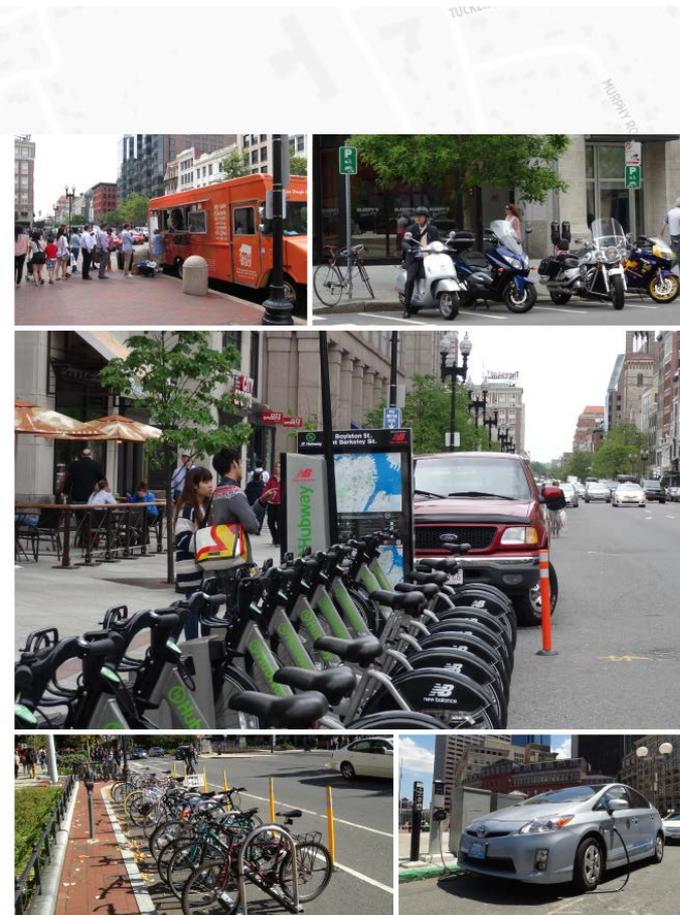
Add on-street supply

- Evaluate supply expansion options for safe pedestrian access
 - Evaluate for parallel parking
 - Evaluate curb-to-curb width of streets
 - Evaluate surrounding land uses
 - Formalize through signage and/or striping



2. Increase Parking Availability/Efficiencies:

Designate Prime Curbside Space for Higher People-Volume Uses



3.

Simplify Parking System

Improve Parking Information and Signage

(610) 655-6166

Monthly Permit Payment | Meter Maintenance Form | Pay Ticket | File an Appeal

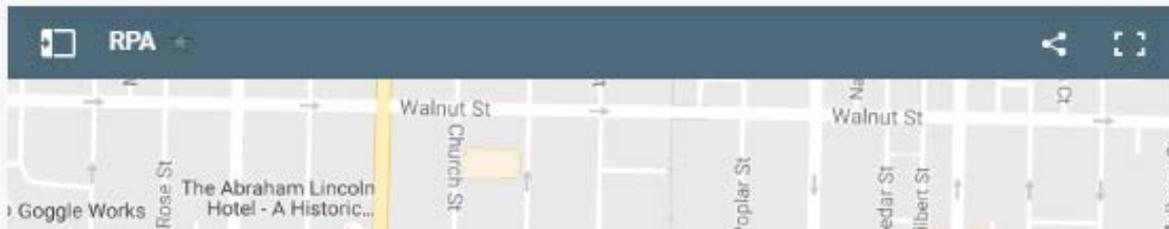


City of Reading, Pennsylvania

- HOME
- ABOUT ▾
- FIND PARKING ▾
- PARKING GUIDE ▾
- VIOLATIONS ▾
- PERMITS
- CONTACT US ▾
- CLIENT LOGIN

MAP

FIND PARKING



MONTHLY PERMIT PAYMENT



METER MAINTENANCE FORM



CITATION APPEAL PROCESS





3. Simplify Parking System

Expand use of Technology & Re-Calibrate Enforcement

Strategies

- Expand pay by cell
- Provide real-time availability information
- Integration with enforcement equipment



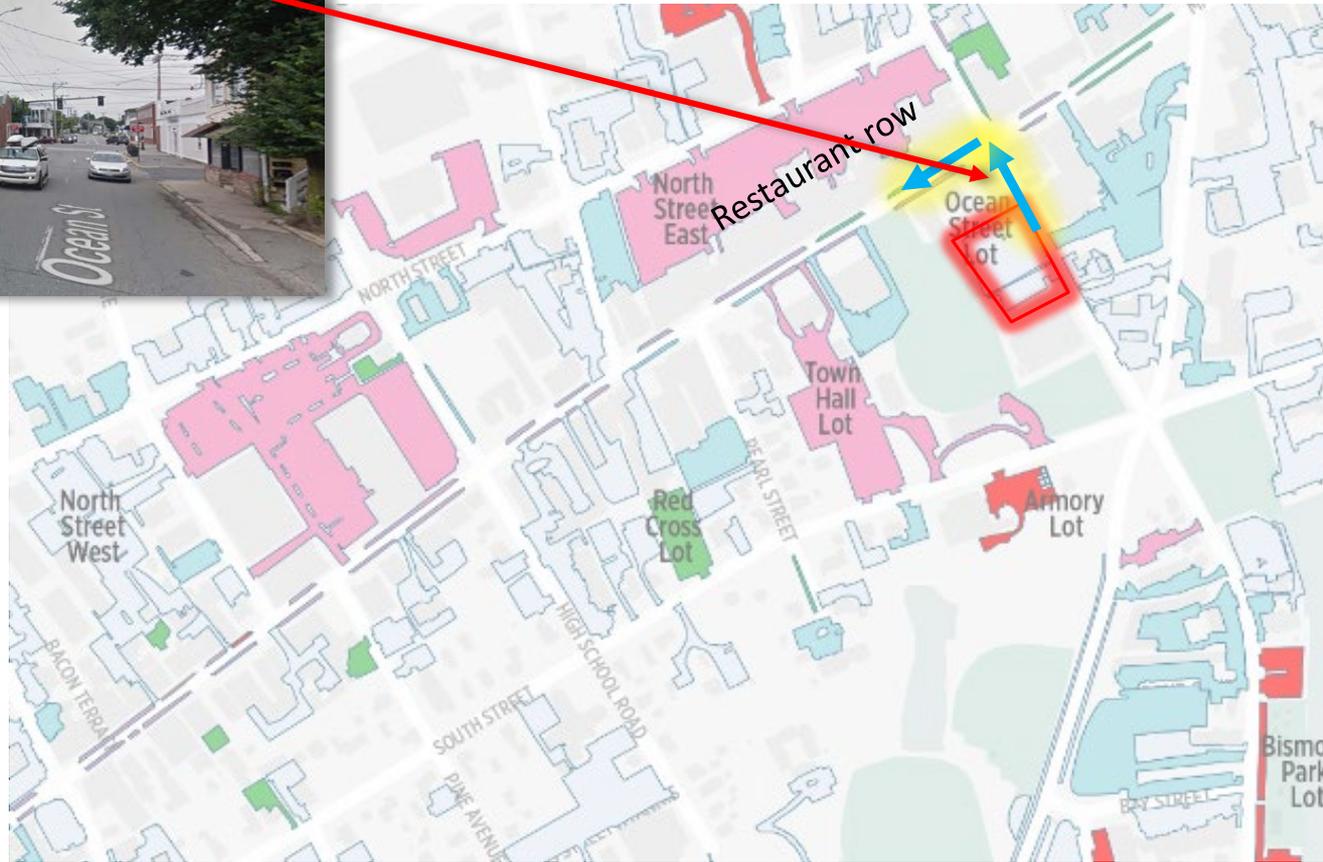
Strategies

- Replace citations with goal of higher compliance
- Enforcement as ambassadors
- Coverage – areas to enforce vs. boots on the street
- Span of coverage (days per week and hours per day)
 - Enforcement technology LPR
 - Backend systems



4. Improve Walk, Bicycle Conditions

Improve Access, Security, and Safety



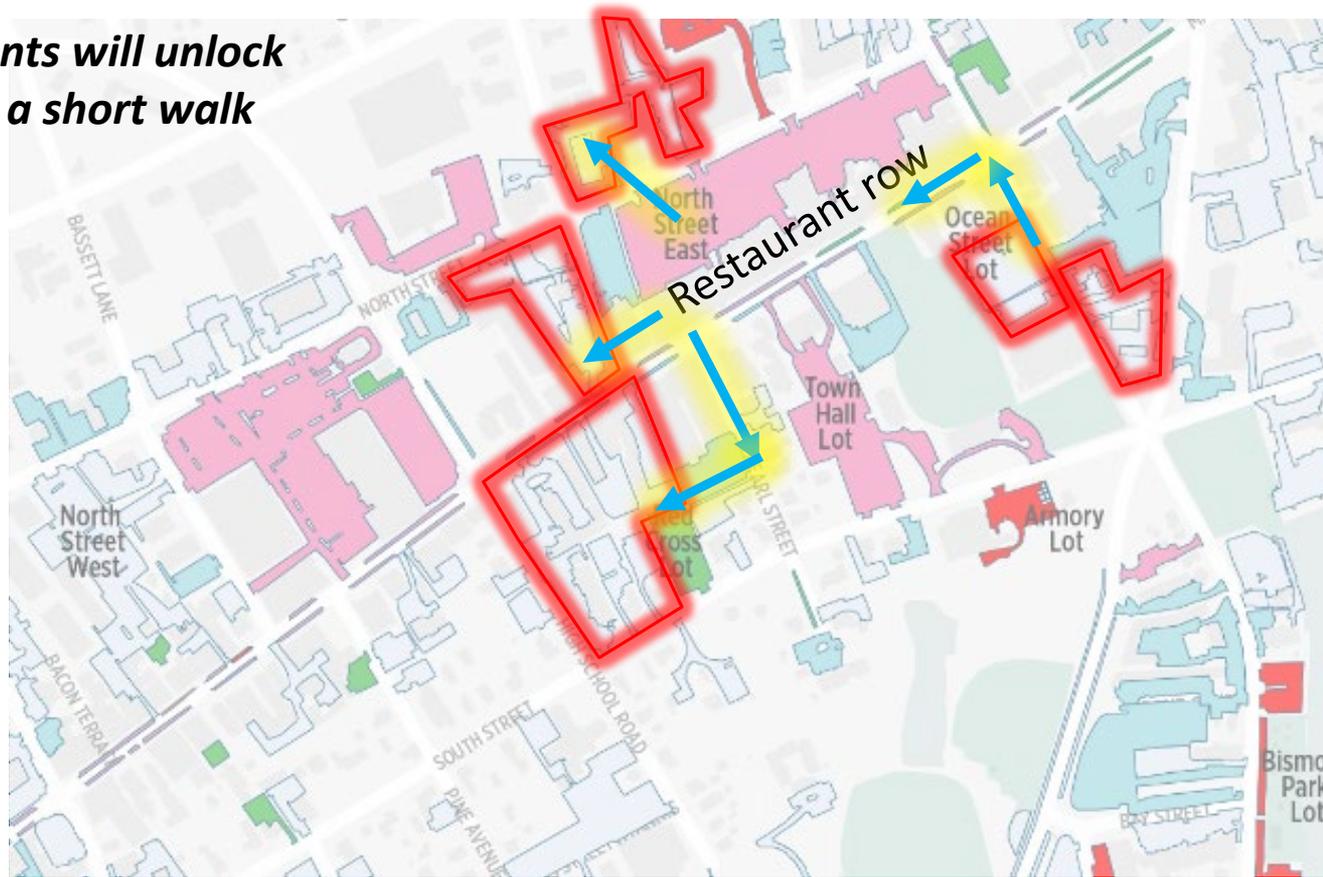
Walk from Ocean Street Lot feels much further

- No signage directing arrivals
- Blank wall
- Lack of lighting
- Wide curb cut

4. Improve Walk, Bicycle Conditions

Improve Access, Security, and Safety

Multi-modal improvements will unlock additional supply within a short walk

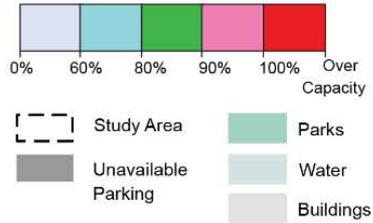


4.

Improve Walk, Bicycle Conditions

Re-examine One-Way Circulation System

Parking Utilization

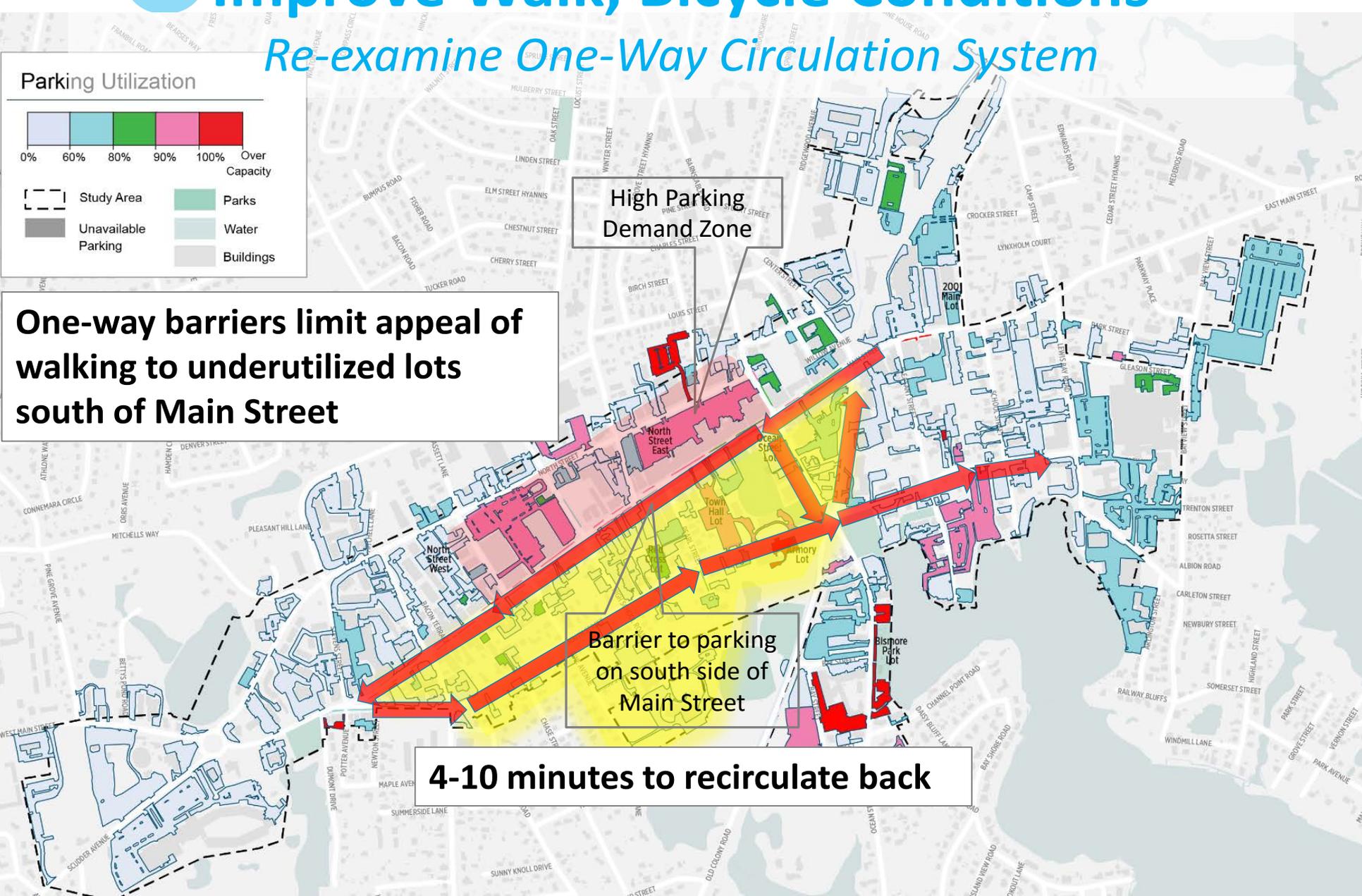


High Parking Demand Zone

One-way barriers limit appeal of walking to underutilized lots south of Main Street

Barrier to parking on south side of Main Street

4-10 minutes to recirculate back



Case Study: Lowell, MA

Market Street Two-Way Today



Accommodate Short and Long Term Parking

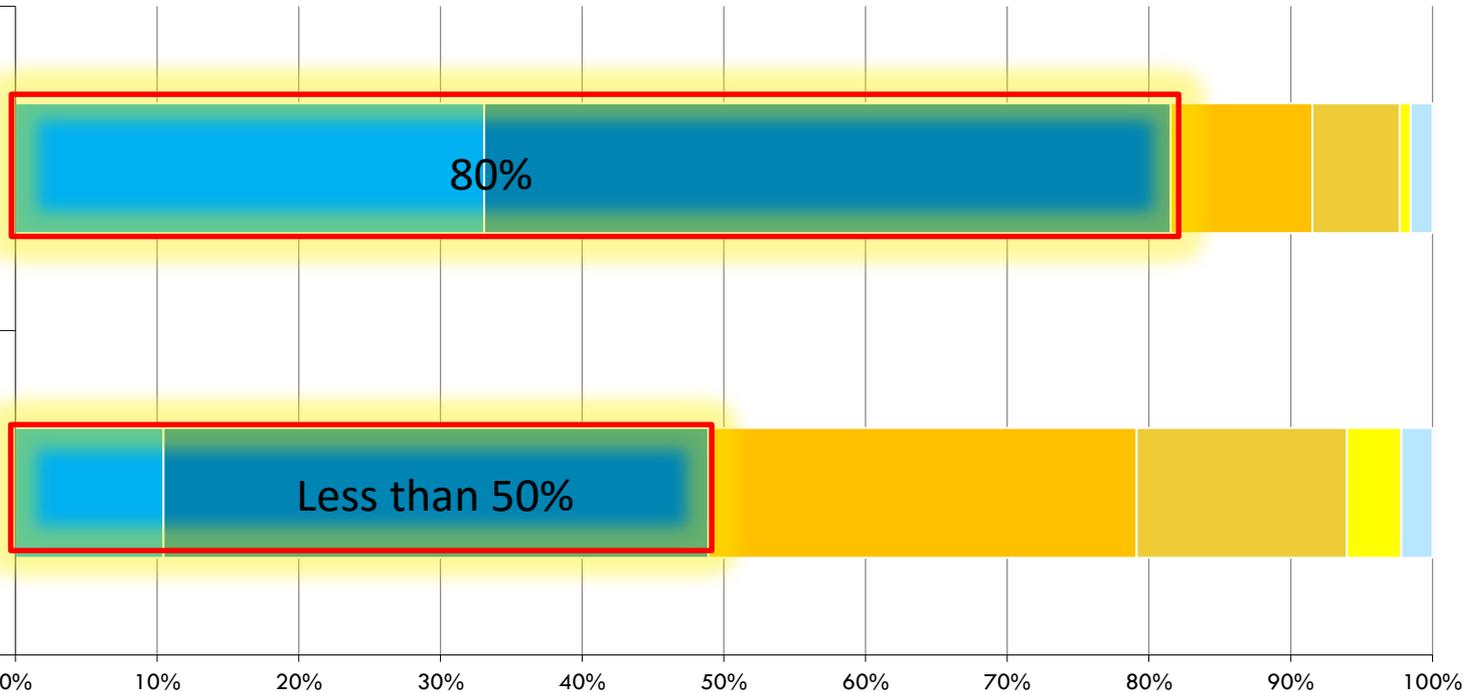
5.

Update Employee Parking Permit Program

How Close to your Destination Did you Park?

- Right in front
- Same block
- One block away
- Two blocks away
- More than three blocks away
- Three blocks away

People Who Work Downtown



Downtown Customers

Less than 50%

QUESTIONS?

OPEN HOUSE AGENDA

- **Presentation** (6:00 pm)
 - Key Findings
 - Initial Strategies and Recommendations
- **Discussion** (6:30 – 7:15 pm)
- **Exercises** (7:15 – 8:00 pm)