



City of Lynn

Downtown Lynn Parking Study

Recommendations— September 2024

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01



Recommendations Approach

Outreach Summary and Overall Approach



Recommendations Origin

The draft recommendations were developed with careful consideration of the following:

- Public Input
- Stakeholder Input
- Goals of the new Parking Department as it transitions to new leadership
- Parking-related goals which have been identified for the City in previous planning efforts but have not yet been addressed
- Goals of the City regarding its future economy and development
- Key Takeaways from the analysis areas identified in the companion Downtown Lynn Parking Study Existing Conditions Report:

- **Travel and Demographics**
- **Transportation Networks**
- **Land Use and Development**
- **Parking Inventory and Utilization (shown to the right)**
- **Parking Experience**
- **Operations and Management**

The resulting recommendations revealed four key areas of strategy for the City's parking system, which are defined in the following section.

With the understanding that implementing the recommendations will involve a high level of focused effort, investment, and coordination over a period of years, each recommendation includes a suggested timeline for pursuit (i.e., short- mid- or long-term). A detailed implementation matrix at the end of this report provides the City with a framework to fully achieve the recommendations.

Parking Inventory and Utilization Summary

 Parking Supply In total, the existing supply is sufficient to meet Lynn's current needs. However, it may require updates to policy or regulations to improve accessibility to spaces for different users at different areas/time periods of higher demand.	 Parking Utilization On-street spaces in the core most consistently see the highest levels of utilization, indicating need to promote the use of less utilized off-street public or private facilities.	 Long-Term Parking Without other appropriate options, there is little incentive for employees to not occupy prime spaces.
 Parking Regulations The range of existing parking regulations isn't broad or complex, however signage can be made clearer and more consistent and short-term regulation signs (1 or 2-hour) may not both be necessary based on utilization levels.	 Parking Sharing Not all municipal facilities allow for use by different parties (permit holders, hourly parking, etc.) despite the presence of high demand land uses nearby.	 Loading Zones Short-term spaces (both for regular visitors and loading/ deliveries are very limited in areas where they are higher in demand which perpetuates the occurrence of double parking and other challenges.

Outreach

Public Meeting #1

A public meeting was held on **February 1, 2024** to introduce the parking study and to gather in-person feedback on parking in Downtown Lynn.

The public meeting yielded approximately 75 participants at the Lynn Museum. Participants were invited to speak to project staff after a presentation on existing conditions. Feedback during this open house session found frustration over the partial closure of the MBTA Garage, as well as general upkeep of the garage—as it is located in one of the highest demand areas of Downtown, loss of parking or an inability to use this facility can be widely felt. Participants also expressed concerns about the flexibility of the permit system to accommodate different types of users, the frequency of street cleaning, and the use of private lots by members of the public. Safety, curbside management, and construction management were also cited as ongoing concerns. Materials were available in Spanish along with services for live Spanish translation.



Outreach



Outreach



Public Survey #1

The Parking Study hosted an online survey throughout February and March 2024, which garnered 311 responses. The survey was offered in English and Spanish. Participants were asked to provide feedback on the parking experience in Downtown Lynn, including how well the parking system meets their parking needs, how the location and availability of parking influences decision-making, and whether public parking facilities best serve residents, employees, and visitors.

Broadly speaking, Respondents felt mostly negative towards the current parking situation in Downtown Lynn. Common criticisms of the parking system included:

- Respondents often set aside extra time to find public parking, as well as to account for traffic and congestion; respondents often reported needing five or more minutes to find a space on a typical visit.
- Many respondents shorten visits to Downtown Lynn because of parking time-limits.
- It is not felt that there is adequate lighting associated with public parking, and respondents reported feeling unsafe leaving their car unattended.

Many instances of written feedback reflected that ticketing and towing were too aggressive. Cleanliness and safety were cited as deterrents for visiting Downtown Lynn, and potential visits to Downtown for business or leisure were reported as not being taken in reflection of these issues.

It is recognized that this survey was conducted during the early periods of transition to a new Parking Department administration, and it is expected that many respondents were not yet aware of or impacted by new policies and protocol aimed at improving known public concerns that had been languishing.

Estudio sobre el Estacionamiento en el Centro de la Ciudad de Lynn
Encuesta pública

La Ciudad de Lynn está realizando un estudio sobre el estacionamiento en el centro de la ciudad. Si vive, trabaja o visita el centro de Lynn, ¡queremos saber de usted!

- ¿Necesitamos más estacionamiento?
- ¿Podemos utilizar mejor el que tenemos?
- ¿Puede ser más fácil encontrar estacionamiento?
- ¿Cumple el sistema de estacionamiento los objetivos de la ciudad?

El estudio sobre el estacionamiento en el centro de la ciudad implica una recopilación de datos y un análisis en profundidad. Esta es su oportunidad de hacer oír su voz sobre los problemas de estacionamiento.

¿Cuándo?
La encuesta se abrirá el 8 de febrero

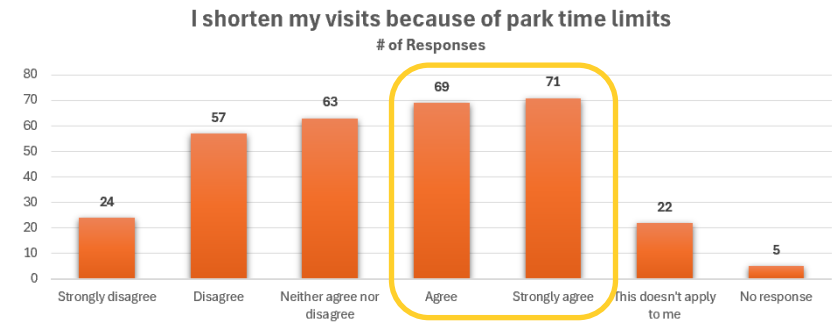
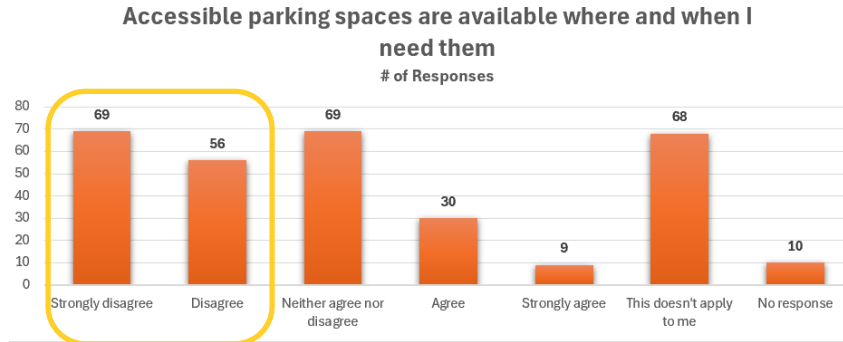
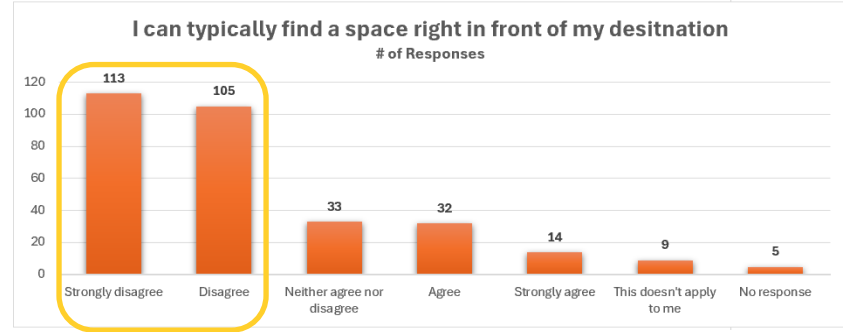
¿Cómo?
Visite www.lynnincommon.com/parking o escanee el siguiente código QR

¿Preguntas?
Póngase en contacto con Aaron Clausen en aclausen@lynnma.gov

Outreach



Public Survey Responses

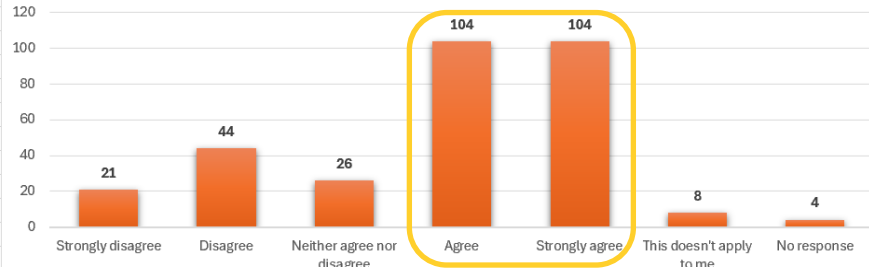


Outreach

Public Survey Responses

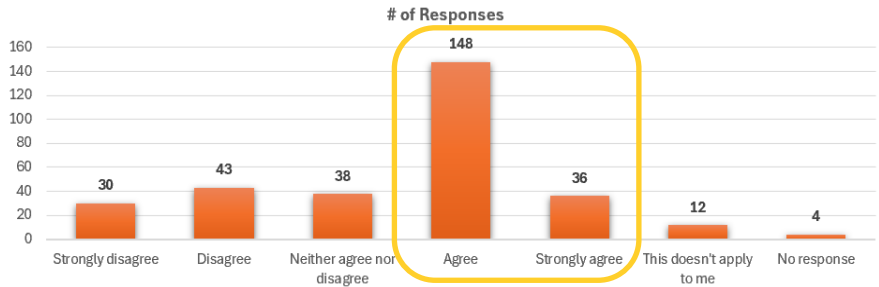
I need to set aside extra time to find public parking

of Responses



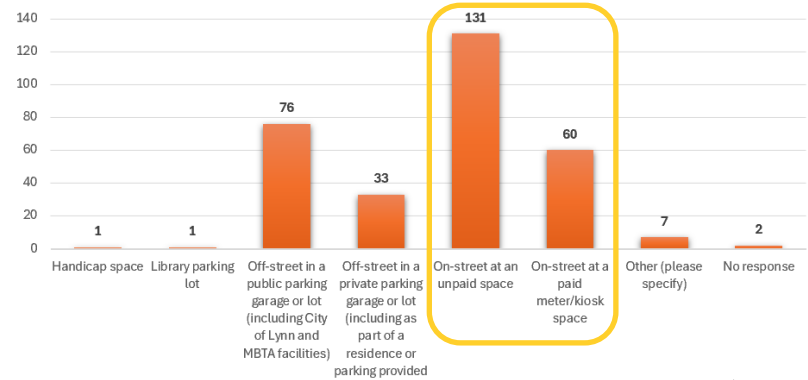
I can typically find a space within one or two blocks of my destination

of Responses



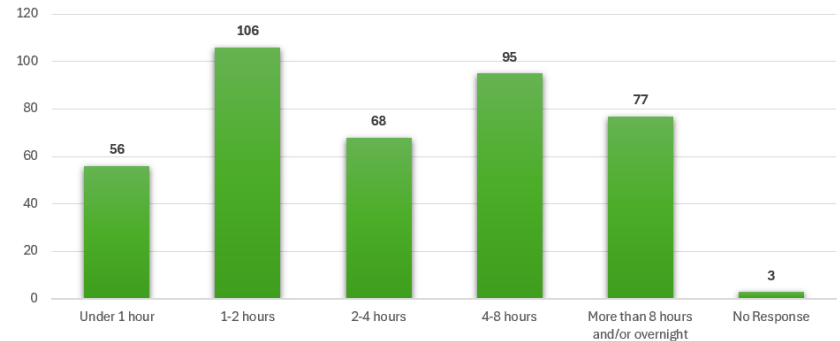
When you drive to Downtown Lynn, where do you park most frequently?

Responses



How long are your visits to Downtown Lynn?

of Responses



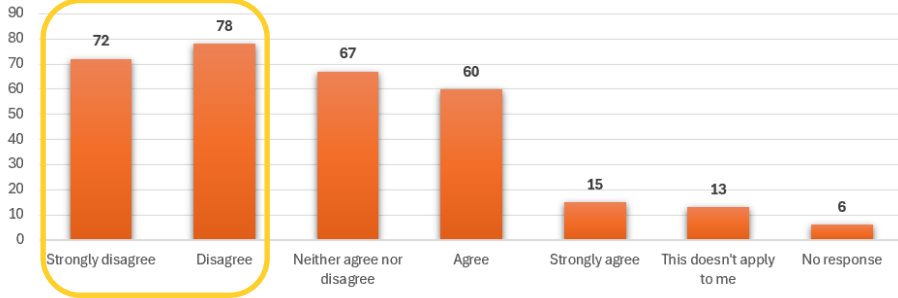
Outreach



Public Survey Responses

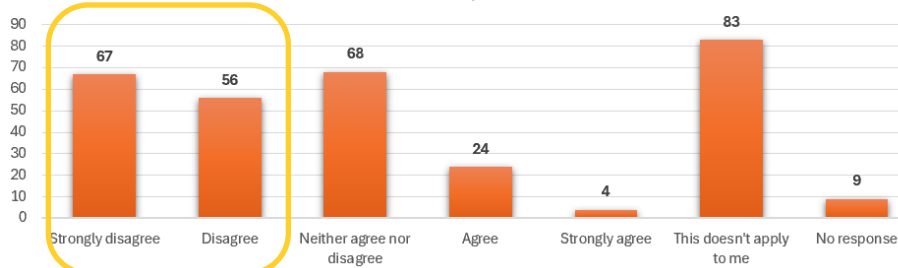
There is adequate lighting associated with public parking

of Responses



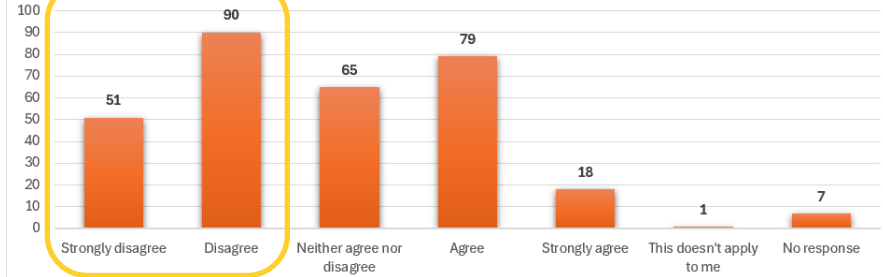
Access for those with mobility challenges (like wide or continuous sidewalks, sidewalk quality) is sufficient

of Responses



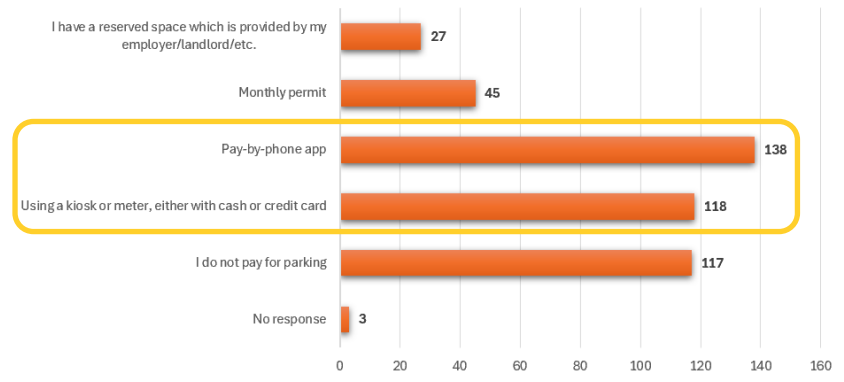
I feel safe walking in Downtown Lynn

of Responses



How do you pay for parking when you visit Downtown Lynn?

of Responses



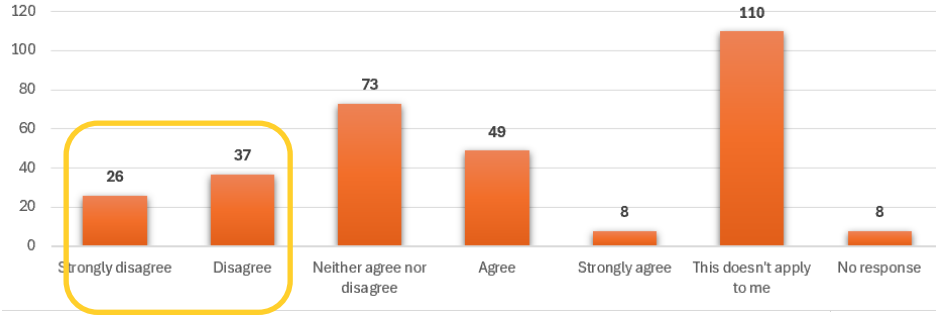


Outreach

Public Survey Responses

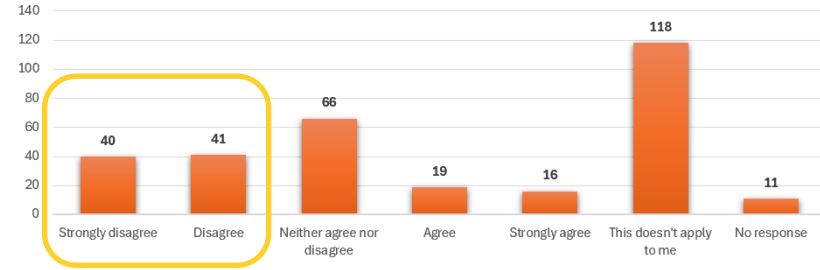
Bus transit services are available where and when I need them

of Responses



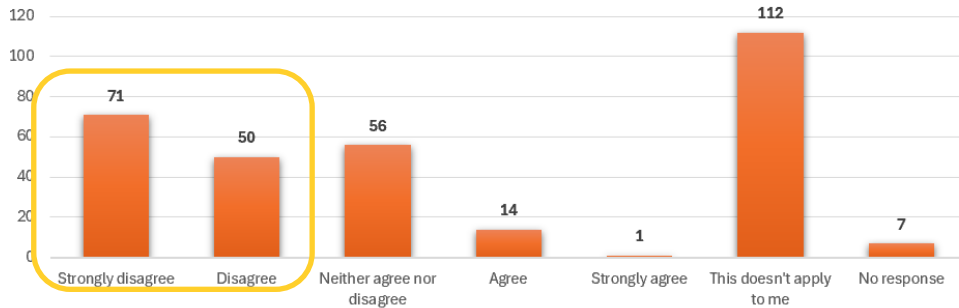
There are enough bike parking options

of Responses



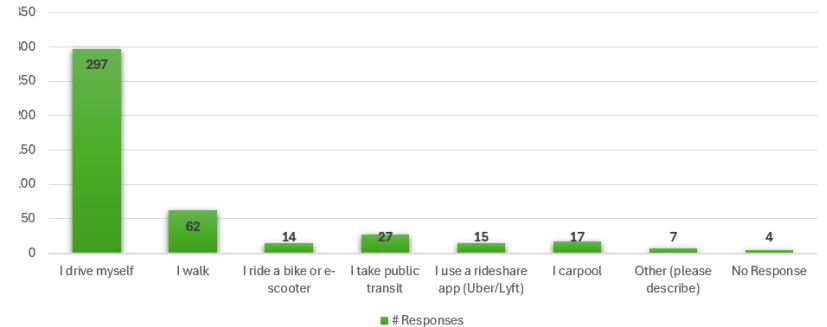
I feel safe bicycling on streets in Downtown Lynn

of Responses



How do you travel to Downtown Lynn?

of Responses

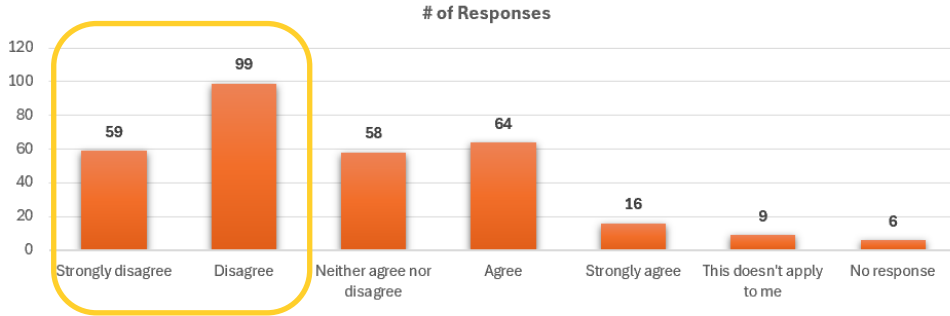


Outreach

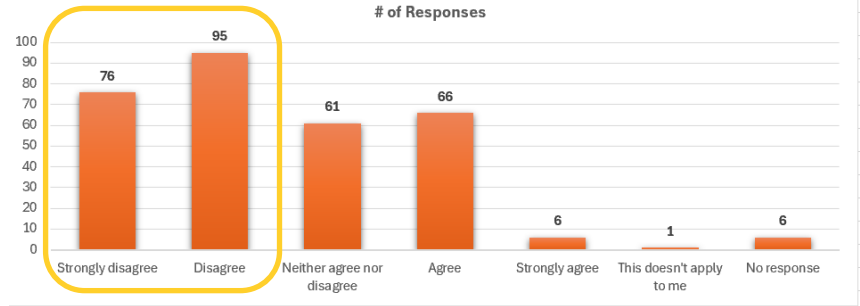


Public Survey Responses

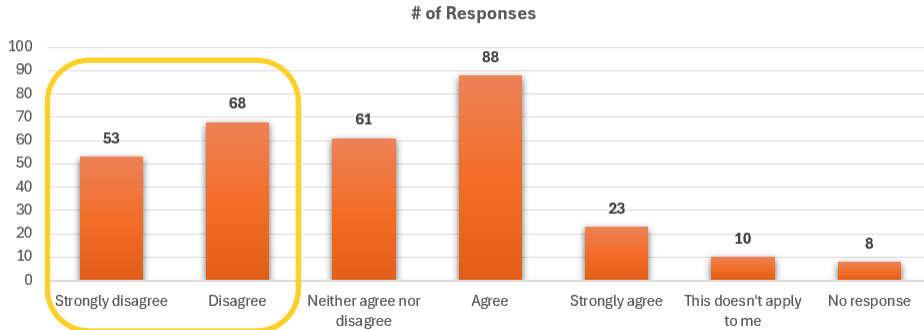
There is sufficient signage or parking information to help me understand where to find public parking



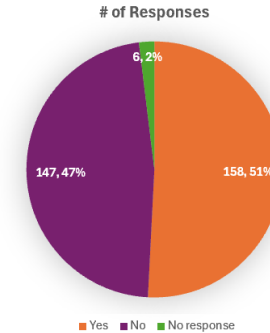
I feel safe crossing the street in Downtown Lynn



Paying for public parking is easy to do



Have you ever NOT made a visit to Downtown Lynn because of concerns about finding parking?





Outreach

Stakeholder Roundtable Sessions

Additional stakeholder meetings were held with three groups on **March 4, 2024** to better understand specific challenges and desires related to the parking system:

Downtown Institutions (including representatives from Greater Lynn Senior Services, Lynn Community Health Center, RAW Art Works, and North Shore Community College). Concerns were raised about the parking system becoming stressed during evenings (when it was expressed that many churches operate during the week), impacts of the partial closure of the MBTA garage, the frequency of ticketing, and confusion on what to communicate to customers with questions about parking. Loading needs for businesses and a lack of organization around winter parking emergencies were also shared concerns.

City Departments (including representatives from Economic Development, Fire, Police, Department of Public Works, Human Resources, Public Health, and Parking)

Downtown Businesses

Although a good number of businesses had been invited to participate, only one business owner attended.



Outreach



Public Meeting #2 and Pop-up Event

Two public meetings were held during June 2024 to share information and gather in-person feedback about draft parking recommendations for Downtown Lynn.

An open house with presentation was held at the Lynn Museum on **June 12th**. The intent of this meeting was to share a brief summary of the public survey results, review some of the key data points from earlier in the process and introduce the draft parking recommendations. Interactive materials were available to allow the public a chance to review and comment on the recommendations in greater detail. Materials were available in Spanish along with services for live Spanish translation.

Comments received from attendees were in general support of the recommendations shared.

On **June 18th**, the project team also held a pop-up, daytime event at the DeMalke YMCA Community Room. This was intended to provide a second, less formal opportunity for the public to review and comment on the draft recommendation materials which had been shared on June 12th.

A final opportunity for participation in the process was provided through a survey hosted on the project website, allowing the public to share preferences about the draft recommendations, as well as any other comments regarding the study.



02



Recommendation Strategy Areas

A coordinated approach for addressing challenges



Parking Strategy Areas

The future success of Lynn’s parking system relies on a series of recommendations within the following key strategy areas:



STRATEGY AREA #1

Many user’s needs are not met by the City’s current parking regulations

Key Challenges The Recommendations Address:

- Regulations in conflict with how, where, for how long, etc., people wish to park
- Parking system discourages visits from certain user types, particularly customers



STRATEGY AREA #2

Pricing is deployed haphazardly and does not effectively manage demand

Key Challenges The Recommendations Address:

- No policy in place to manage demand and ensure availability
- System is not coordinated and not dynamic enough to accommodate changes



STRATEGY AREA #3

Street maintenance conditions and practices limit the parking system’s success

Key Challenges The Recommendations Address:

- Street sweeping is unpredictable and/or inconsistent
- Parkers do not have access to public lots, even when they are vacant
- Maintenance needs to support the parking system are extensive



STRATEGY AREA #4

Ample system capacity for future growth but the City is not positioned to fully utilize its shared capacity

Key Challenges The Recommendations Address:

- Vacant parking is regularly present near high-demand areas
- Travel by means other than a vehicle is challenging



STRATEGY AREA 1: Parking Regulations - Overview



WHAT THIS STRATEGY AIMS TO ACHIEVE

A commuter picking up dry cleaning on the way home from work. A group outing at a restaurant. A resident leaving their car parked for a week-long vacation. Every day Downtown Lynn experiences these types of visits, and most residents and workers in Downtown have taken trips for these and various other reasons. However, a 5-minute visit to the dry cleaners shouldn't involve 10 minutes looking for a parking space. A casual group outing shouldn't require close clock-monitoring to ensure the car is moved every two hours. A vacation shouldn't cause undue stress about where a car can or cannot be left without being ticketed or towed. Lynn's current parking regulations are too restrictive and in conflict with typical needs. A successful municipal parking system should afford users as much **flexibility** as possible to satisfy different types of visits.

A key aspect of reforming Downtown's parking regulations is to extend, if not remove entirely, the idea of time-limits for on-street parking and off-street lots—managing access through pricing instead. Although historically counterintuitive, removing time-limits actually helps maintain appropriate levels of parking demand when paired with demand-responsive pricing. Users should have confidence they are not parked illegally if they have fairly paid to stay (even if the price is zero), and **regulations should be clearly posted and easy to understand**. Policies in effect at municipal lots should allow for different types of parking, such as allowing permit-holders more options for their parking visits. As proven in communities across the country, these approaches **support greater public confidence in the parking system and therefore, increased economic activity**. With clear understanding of parking regulations, and options to support different types of parking needs, visitors can have greater peace of mind while spending time in downtown Lynn without worrying about moving their car or getting a ticket.



Source: Vision Lynn



STRATEGY AREA 2: Parking Pricing - Overview



WHAT THIS STRATEGY AIMS TO ACHIEVE

There is no more effective strategy at managing parking demand than pricing. While parking time-limits impose an arbitrary condition that tells a motorist they cannot park too long in downtown—often shorter than what is needed for many customers—pricing **simply allows motorists to pay for the amount of time they need without getting penalized for violating an arbitrary limit.**

Pricing in Downtown Lynn doesn't need to be a contentious political discussion. A well-managed, performance-based pricing policy can ensure that **one or two parking spaces are always available on every block** to reduce the amount of time motorists spend searching for a space. This approach ensures prices are appropriate on a block-by-block basis. Where there is particularly high parking demand, consistently resulting in few or no available spaces, parking prices should be higher. Where there is not enough demand to fully occupy on-street or off-street municipal spaces, pricing can be lower or even free. Violation fees should also be structured with the goal of effectively deterring and discouraging anyone from not paying the fair price to park, not just to provide the City with more revenue.

Successful parking systems are user-friendly, offering several different payment options, such as those that the City already provides. On-street meters and off-street permits should be integrated and allow permit holders some degree of privilege for on-street parking. **Permits should be communicated as a benefit for residents and commuters to purchase**, not an obligation that would otherwise make finding parking too challenging. Pricing for street parking and meters should be fair, with different tiers reflecting areas of high, moderate, and low demand, and related revenues should be used to help sustain and improve system operations.





STRATEGY AREA 3: Street Maintenance and User Experience - Overview



WHAT THIS STRATEGY AIMS TO ACHIEVE

A common refrain heard during public outreach for this Study was the desire to park *right in front* of one’s business, residence, or workplace. While a performance-based pricing system can ensure availability of a few front-door spaces on each block, an effective pricing system only works when other users feel **comfortable walking a minute or two further from a cheaper remote parking space to their destination**. Additionally, signing and online information about parking and payment options should be clear, consistent, and easy to access, instead of needing to be “in-the-know.”

Today, the perception of safety—partially influenced by the condition and availability of sidewalks, lighting, and safe pedestrian crossings—effectively limits the parking opportunities for residents, employees, and visitors of Downtown. It also leaves a poor impression for first-time visitors. **Short walks to parking spaces must feel navigable and secure** or too many users will continue to compete for prime parking spaces instead of spreading demand to less-utilized but still convenient locations. A *parking benefit district*, where meter and permit revenues are shared to make improvements within the local neighborhoods where they are generated, can solidify political support for expanding pricing or raising parking rates.

Also considered in this strategy is the City’s frequent street sweeping schedule, which removes entire blocks from the overnight parking supply several times each week. A less-frequent sweeping schedule, supplemented with increased daytime service of sidewalk debris, would reduce motorist frustration and enable more prime parking spaces to be used more consistently.





STRATEGY AREA 4: Future Growth and Parking Supply - Overview

WHAT THIS STRATEGY AIMS TO ACHIEVE

Lynn’s zoning policies for its Central Business District are among the most progressive in the Commonwealth; with limited exceptions, off-street parking is not required for new development projects. This has allowed development, especially **multifamily residential projects, to thrive for the past two decades**, even during downturns in the market.

As more parking is desired by new residents of Downtown, and as urban lifestyles continue to attract those who rely on modes *besides* a car, the City must have creative tools at its disposal to ensure development can continue without being constrained by off-street parking requirements that both limit the number of housing units a project can provide and add to the cost of housing, regardless of whether a tenant owns a car.

Shared parking strategies, including agreements with private property owners to use underutilized spaces in their parking supply, can **add more parking to the “public” supply while under private ownership**. Stronger transportation demand measures can also better support and incentivize non-vehicular travel or require newly constructed off-street parking which is constructed with new projects to be made available for other Downtown users during off-peak times.

Lynn wants to continue to be a place **that attracts and supports smart growth and development** and should feel confident in its leadership through example as a model for similar communities in the Commonwealth to follow.



03



Recommendations Overview

A suite of recommendations to make impactful, strategic improvements



STRATEGY AREA 1: Parking Regulations Recommendations

These recommendations focus on addressing challenges identified within the area of Parking Regulations

- 1 Extend or remove on-street parking time-limits
- 2 Provide free short-term parking in priced areas
- 3 Allocate additional ADA-friendly on-street spaces
- 4 Allow businesses to request loading spaces
- 5 Update list of parking violations
- 6 Expand parking permit programs
- 7 Explore expanded use of public lots

● Short-Term ● Mid-Term ● Long-Term



Parking Regulations Recommendations

Best Practice

Absence of time-restriction attracts visitors who may want to extend their stay; pricing is a better tool to encourage availability



1.1 Extend or remove on-street parking time-limits

Challenges Addressed

- Current regulations in conflict with visitors who wish to spend more time downtown (i.e., typical limit of only 1 or 2 hours)
- Enforcement is labor-intensive and unfriendly (regular parkers game the system; violations can feel arbitrary; customers are discouraged from visiting for long)
- Use of available public parking is not incentivized (time, price, and/or comfort / convenience “penalties” if choosing to parking a longer walk away)

WHAT THIS DOES

The one- or two-hour time-limit in place for many Downtown parking spaces should be lengthened or removed entirely. In tandem with performance-based pricing, motorists who park further away can have cheaper parking without a time penalty, freeing up prime spaces for stays of any length when fairly paid for.

HOW IT WORKS / KEY TASKS

- Remove time-limits associated with on-street parking (See Recommendation 2.1 for example of how to prioritize areas for regulatory changes). To transition integration of this policy, extension of time-limits to four hours may be used as a starting point.
- If time-limits remain in place, regulations should be clearly limited to peak periods only. Unrestricted parking is appropriate in off-peak times like the 12A-8A overnight period, weekends, and holidays.
- Pricing should be used as the means to manage parking demand rather than time-limits. Monitoring the utilization of parking informs expansion of paid parking areas.
- In the long-term, time-limits should be removed; areas with high demand should have pricing while remote areas can be free and accommodate stays of any length.



Long-term parking regulation signage (source: Sigo Signs)

KEY BENEFITS

- Allows users to make parking decisions based on location and availability, not on time restrictions.
- Allows for longer visits to Downtown Lynn, increasing spending at local businesses.
- Reduces time spent and congestion while parkers search for spaces to accommodate longer visits.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term





Parking Regulations Recommendations



CASE STUDIES

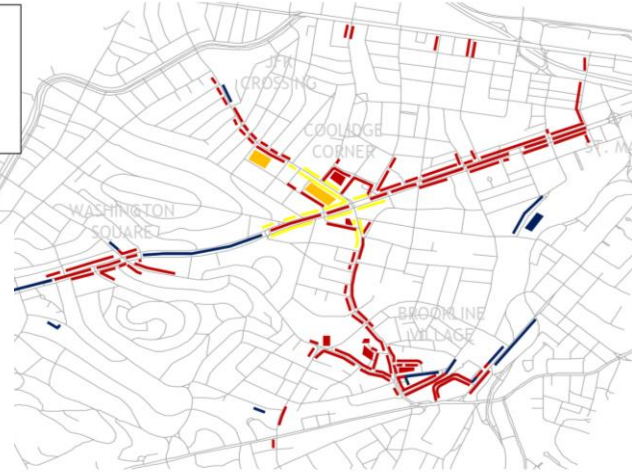
1.1 Extend or remove on-street parking time-limits



Newton allows for on-street, metered parking for up to 12 hours. Rates are reduced after six hours of parking.



Rehoboth Beach, DE deploys 12-hour meters throughout its downtown; all other nearby streets are permit-only.



Town of Brookline
DPW Transportation Division
September 2016

PARKING METER LOCATIONS BY TIME LIMIT

Several locations in Brookline allow paid parking for up to 13 hours, providing options for employees and residents where off-street parking is limited (Source: Town of Brookline, MA).



Parking Regulations Recommendations

LYNN CONTEXT

1.1 Extend or remove on-street parking time-limits



Source: Lynn Auditorium

Attendance at a Saturday matinee at Lynn Auditorium would not require finding long-term parking or having to move the car after two hours



Source: Homes.com

An afternoon at a friend's apartment would not require finding long-term parking or having to move the car after two hours



Source: WBUR

An appointment at Lynn Community Health Center followed by lunch at April's would not require the car to be moved if parked on the street



Source: April's Restaurants

A long meal with family wouldn't need to rush to get the bill before the car exceeds its time at the meter



Parking Regulations Recommendations

Best Practice

Users should be able to find a vacant space for food pick-up/other short-term need without worrying about payment or blocking traffic



1.2 Provide free short-term parking in priced areas

Challenges Addressed

- *Current regulations in conflict with variety of visit types (system not designed for short-term parking)*
- *Travel in Downtown is impeded by design of parking system (users double park instead of having convenient loading zones)*

WHAT THIS DOES

Users would be provided a 10- or 15-minute window to conduct free, short-term visits in paid parking areas; with performance-based pricing in place, vacant spaces should be present on most blocks. This recommendation reduces the need for illegal double parking or stopping in restricted areas. The policy could be limited to residential and commuter permit holders to better benefit Lynn residents.

HOW IT WORKS / KEY TASKS

- Any metered, on-street space could be eligible for free, short-term parking; standing or stopping in restricted parking areas would continue to be illegal.
- Flexibility would be afforded to residential and commuter permit holders to incentivize permit purchases and provide greater value for permit holders. This also attracts greater political support for the policy.
- Enforcement staff using license-plate reader (LPR) technology are able to identify whether vehicles are permit holders or not; if not a permit holder and payment has not been made, a violation is issued.
- Enforcement officers do not issue tickets for unpaid parking if the vehicle of a permit holder has been parked for no longer than 10 or 15 minutes.



Double-parking at a popular take-out restaurant in Boston due to a shortage of available on-street parking (Source: Boston Globe)

KEY BENEFITS

- Allows merchants to facilitate transactions of short length, such as rideshare, pick up of food, dry cleaning, and other short errands.
- When paired with performance-based pricing (strategy 2.1), shortens searches for parking by ensuring front-door availability.
- Provides additional value for possessing a residential or commuter permit.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term



Parking Regulations Recommendations

Best Practice

Parking users with ADA needs are accommodated throughout Downtown to improve safety and access for users



1.3 Allocate additional ADA-friendly on-street spaces

Challenges Addressed

- *Current regulations in conflict with variety of visitor types (accessible vans and users of other vehicles with ADA needs are not provided with designated places to park with appropriate dimensions for ease of access)*
- *Travel in Downtown is impeded by design of the parking system (accessible vans and other vehicles double park when space is not available)*

WHAT THIS DOES

Allocates accessible spaces in accordance with ADA and Massachusetts Architectural Access Board (MAAB) standards where feasible in Downtown Lynn, curtailing instances where entry/exit of passengers happens in the street. In almost every instance, these spaces can be allocated at the beginning or end of blocks of parking to allow for easy access and egress.

HOW IT WORKS / KEY TASKS

- Identify opportunities to stripe and sign specific spaces for accessibility. This would involve understanding whether additional space is available on specific blocks to accommodate accessible space dimensions without losing parking spaces
- Where feasible, dedicated sidewalk ramps should be provided.
- Given this exercise, this strategy should be implemented on a piecemeal basis on a block-by-block basis.
- This strategy should coincide with pavement marking efforts. Sign acquisition and installation must coincide with the introduction of an accessible space.



On-street, reserved accessible parking (Source: Quora)

KEY BENEFITS

- Allows for easier access and egress for mobility-impaired visitors to Downtown Lynn.

Project

Goals

Aligned:

1 2 3 4

5 6 7 8

Timeframe

Short-term





Parking Regulations Recommendations

Best Practice

Loading spaces are provided to businesses needing them--only when they need them; the public is allowed to park in loading spaces at other times



1.4 Allow businesses to request loading spaces

Challenges Addressed

- *Current regulations in conflict with different types of visits (trucks and other large delivery vehicles lack options for designated parking areas)*
- *Travel in Downtown is impeded by design of the parking system (delivery vehicles double park in order to be close to businesses)*
- *Parking system does not evolve with changes to user needs*

WHAT THIS DOES

Merchants should be able to request provision of a loading space near their business. The City would review requests on a case-by-case basis to determine whether a loading space is appropriate and how it should be regulated (hours of day, days of week, etc.) This supports formalizing deliveries along the curb instead of haphazardly in the street.

HOW IT WORKS / KEY TASKS

- City defines criteria to ensure request process is fair (e.g., documentation of 2x/wk minimum of inability for delivery vehicles to access the curb for service)
- City provides a short form allowing merchants to request curb space for loading.
- Information provided by the merchant informs the City of loading needs, number of deliveries per day or week, and how the roadway system would be utilized for deliveries in the absence of a designated loading space.
- Merchant and City mutually determine dates/time spans the loading designation should be active, allowing the space to revert to parking at other times. Opportunities to share space with multiple applicants should be considered.
- The loading space is signed/enforced by the Parking Department; active loading (which can be time-limited) must be occurring for space to be utilized.
- The loading space designation is reviewed on a periodic/annual basis by the City.



A time-restricted loading space allowing less-restricted or unrestricted parking at other times

KEY BENEFITS

- Ensures merchants can facilitate deliveries essential to business operations.
- Allows nearby or adjacent businesses to share loading spaces when merited.
- Allows loading spaces to revert to general parking based on the needs of local merchants.
- Improves safety of the delivery vehicle users and all vehicles passing by active deliveries.

Project Goals
Aligned: 1 2 3 4
5 6 7 8

Timeframe
Short-term





Parking Regulations Recommendations

Best Practice

Loading spaces are sensibly allocated to businesses needing them



FURTHER GUIDANCE

1.4 Allow businesses to request loading spaces

CITY OF PERTH AMBOY
PARKING UTILITY
151 JEFFERSON ST.
PERTH AMBOY, NJ 08861

CURB LOADING ZONE APPLICATION

The following information must be provided in order to process your request.

Applicant Name: _____

Company or Business Name: _____

Contact Person: _____

Title: _____ Phone#: _____

E-mail Address: _____

Telephone Number: _____ Fax Number: _____

Business Address: _____ Business Registration # _____
Street

Does your Business have access to:

Driveway Yes No Loading Dock Yes No
Garage Yes No Parking Lot Yes No

ACCESS TO A DRIVEWAY, LOADING DOCK, GARAGE, AND/OR PARKING LOT MAY RESULT IN REJECTION OF YOUR APPLICATION.

Location of requested Loading Zone: _____
(Example: front of building, side of building, rear of building, street name etc...)

Requested size of loading Zone: _____
(In length of 20 foot increments)

Types of Vehicle(s) making the deliveries: _____

Days and hours of deliveries: _____

Please give a brief description as to why you feel that you need this zone or why it is necessary for your business to need one:

By signing below you declare that you have not willingly or knowingly made a false statement or given information which you know to be false. Providing false information will result in disqualification of application.

_____ Signature _____ Date

APPLICATIONS THAT ARE NOT COMPLETED PROPERLY WILL BE RETURNED.

A sample loading zone application from Perth Amboy, NJ. Applicants provide information on alternative modes of delivery, preferred location and size of loading zone, timing of deliveries, and other justification for provision of a loading zone.

- Allocate loading zones preferably at the **ends of blocks**, provided they do not interfere with on-street ADA spaces.
- Ideally restrict size of loading zones to no larger than that needed for a **40-foot truck**.
- Require sharing of loading zones within 200 feet of one another along **uninterrupted sidewalk** (i.e. on the same block or around a corner).
- Sign for **general parking usage** outside of posted loading zone time span.
- For periods with >70% parking occupancy, **require justification for loading zone** to be active during these periods.
- In instances of the loading zone being occupied by vehicles other than the applicant's, support **open line of communication** with Parking Department to allow for any citations to be waived.



Parking Regulations Recommendations

Best Practice

Loading spaces are sensibly allocated to businesses needing them



1.4 Allow businesses to request loading spaces

Potential criteria for allowance of a loading space:

Question	Recommended Practice
How often do deliveries occur?	Deliveries at least twice a week should be considered for a loading designation
When do deliveries occur?	Restrict loading designation to delivery periods only. If during daytime, lean towards more restrictive hours. If deliveries occur on an unpredictable basis, a greater number of weekly deliveries should be required for a loading designation.
What types of vehicles are used to deliver goods?	Deliveries using vehicles larger than box trucks or by commercial van or other smaller vehicle should not be accommodated with on-street loading spaces.
What types of goods are delivered?	If loading designation is present nearby, smaller goods may be able to use this loading space rather than a newly-designated space.
How often is curbside space not available?	If curbside space is typically available, loading designation may not be needed.

An evaluation of an applicant's forthrightness in indicating delivery needs can be carried out informally by Parking Department enforcement staff.



Parking Regulations Recommendations

Best Practice

The intuitive ways people want to park are provided for by the parking system; egregious violations are more easily avoidable



1.5 Update list of parking violations

Challenges Addressed

- *Current regulations conflict with variety of visit types (many citations relate to overnight parking, impeding street cleaning, meter violations, etc.)*
- *Enforcement is labor-intensive and unfriendly (too many users feel no choice but to park illegally; officers can't keep up; reliance on time-limits takes extra enforcement effort)*
- *No incentive for use of available public parking (users can't park as they wish without incurring a ticket)*

WHAT THIS DOES

Updating regulations and introducing performance-based pricing should reduce the prevalence of illegal parking in Downtown. Many violations occurring today are the result of the parking system not accommodating user needs. Violations should be reviewed and, as appropriate, rescinded or their penalties revised (downwards or upwards) to only heavily penalize unsafe and/or egregious violations (hydrants, crosswalks, ADA, no parking, etc.).

HOW IT WORKS / KEY TASKS

- Review violation list with consideration of the goals of the parking system and consolidate/simplify violation types or adjust pricing of violations based on factors such as impact to parking turnover, or public safety (peer community fees can be referred to in the Downtown Lynn Parking Study Existing Conditions)
- Enact lengthening or removal of time-limits and remove associated regulations.
- Enact performance-based parking (and free periods for permit-holders) and consider raising meter violations; performance-based pricing will provide parking availability throughout Downtown which should limit the need to park illegally.
- As strategies in this study are rolled out, providing warnings to first-time violators instead of citations. Early stages of implementation should involve education.



(Source: Adobe)

KEY BENEFITS

- Prevalence of violations will decrease.
- Raising fees for obvious violations (safety-related or unpaid meters) encourages compliance fairly, especially when options are available.
- Providing warnings rather than citations helps support public adoption of new practices.



Parking Regulations Recommendations

Best Practice

The intuitive ways people want to park are provided for by the parking system; egregious violations are more easily avoidable



FURTHER GUIDANCE

1.5 Update list of parking violations

The potential actions below address how parking violation instances may drop significantly with the enactment of recommendations like extension or removal of time limits. The Parking Department will likely see a drop in violation revenues, made up for by increases in parking session revenues. Fees can be adjusted to make up for some of the lost revenue.

Violation	Fee	FY23 Citations	Action	Justification
Parking in a Restricted Zone	\$30	11,227	Raise fee	Performance-based pricing allows for nearby parking availability; less justification for incurring violations
Illegal Parking between 10P-6A	\$50	5,737	Keep as is	Parking more readily available during overnight hours
Invalid Inspection Sticker	\$50	4,410	Keep as is	Not pertinent to Parking Study goals
Impeding Street Cleaning (posted sign)	\$50	3,369	Keep as is	Parking more readily available during overnight hours
Meter Violation	\$15	2,575	Raise fee	Extension or removal of time limits negates several instances of meter overstaying; less justification for incurring violations
Impeding Street Cleaning	\$20	1,684	Keep as is	Parking more readily available during overnight hours
Parking within 10 Feet of Hydrant	\$50	1,540	Raise fee	Public safety hazard
Parking on Sidewalk	\$30	1,138	Raise fee	Public safety hazard
Invalid Vehicle Registration	\$50	1,103	Keep as is	Not pertinent to Parking Study goals
Overtime Parking (except meters)	\$15	1,024	Raise fee	Extension or removal of time limits negates several instances of meter overstaying; less justification for incurring violations



Parking Regulations Recommendations

Best Practice

Permit system demonstrates clear benefits to residents and commuters; permit revenues help manage the parking system and fund operations



1.6 Expand permit parking programs

Challenges Addressed

- Use of available public parking is not incentivized (e.g., users without permits cannot park at Buffum Street when it is mostly empty)
- Vacant parking is present in high demand areas (e.g., City Hall lot is largely empty overnight)

WHAT THIS DOES

Permits on sale for residents and commuters allow for different tiers of benefits to be provided based on permit price. Benefits may include allowances for free or reduced-price parking in Downtown for residents, such as for short-term, off-peak, or during special events, in addition to on-street parking in one's designated neighborhood.

HOW IT WORKS / KEY TASKS

- Fold residential and commuter parking permit programs under one umbrella.
- Change relevant signing to generic "Permit Only" without specifying a user type (no "resident" or "commuter" language on signs)
- In combination with other strategies in this report, consider where perks can be offered to permit holders to further incentivize sales.



Exempted time-limited on-street parking for residents (Source: All Over Albany)

KEY BENEFITS

- Streamlines management of permits.
- Provides incentives to increase permit sales for residents and commuters.
- Provides additional permit holder benefits to allow customers to choose the right option for them.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term



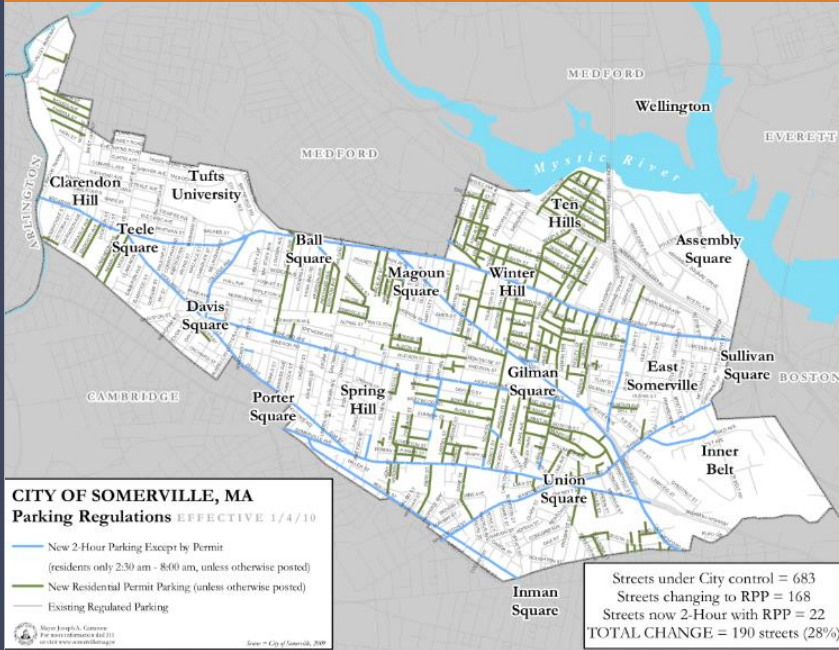


Parking Regulations Recommendations



CASE STUDIES

1.6 Expand permit parking programs



Residential permits in Somerville allow for parking sessions to exceed two-hour time limits where regulated (Source: City of Somerville, MA)

Central Area General Improvement District (CAGID) & Neighborhood Parking Permit (NPP) Parking Product Options Break-Down

Parking Garage Permits
\$165/month or \$8.25/day



Monthly permits are available at all five of our downtown BoulderPark garages Powered by Metropolis: 10th and Walnut (St Julien), 11th and Walnut (Randolph), 14th and Walnut (RTD), 11th and Spruce, and 15th and Pearl. Click [here](#) for a map and additional information on downtown garages. Permits are available on a first-come, first-served basis. Permits are \$165/month and will be pro-rated based on the date of purchase. Applicants must work in the Central Area General Improvement District (CAGID) and will need to provide employer contact information to be eligible. After registering for a Metropolis account, you'll simply drive in and out of the parking garage.

20-Day Pass
\$10/day



The 20-Day Pass is available at all five of our downtown BoulderPark garages Powered by Metropolis. After registering for a Metropolis account, you'll be sent a QR code that will validate your visit. Scan the code after arriving at the facility and before departing for an easy drive-out experience. The initial setup costs \$200. \$200 goes towards 20 days of parking (\$10/day). You may reload your pass with more days at any time. A minimum of 10 days is required when adding days to your pass. This is a good option for customers parking longer than 6 hours per day. Pass holders must be full-time employees of the Central Area General Improvement District (CAGID) and will need to provide employer contact information to be eligible.

Trinity Lutheran Parking Garage
\$300/quarter or \$4.76/day*

This garage is located at 2200 Broadway between Pine Street and Mapleton Ave. Parking is not available on Sundays at this location. Applicants must work in the Central Area General Improvement District (CAGID) and will need to provide employer contact information to be eligible. [Application available here.](#)

Alpine-Broadway Garage
\$25/20 days or \$1.25/day*

This garage, located at Alpine and Broadway, is conveniently located right next to the SKIP RTD line. Daily passes must be displayed on your dashboard while parking at this garage. Applicants must be full-time employees of the Central Area General Improvement District (CAGID) and will need to provide employer contact information to be eligible. [Application available here.](#)

Non-resident Commuter Permits
\$15/quarter or \$1.92/day*

These permits are available on a limited basis and are specific to one neighborhood parking zone/block. Please click [here](#) for an interactive map to view the blocks available for purchase. This map is updated daily. Permits may be purchased anytime outside of the renewal period and will be prorated accordingly based on the purchase date. You may also purchase multiple quarters for the current calendar year. [Application available here.](#)

Non-resident Business Permits
\$75/annually or \$0.30/day*

These permits are available on a limited basis and are specific to one neighborhood parking zone/block for businesses located in NPP zones and are limited to 3 permits per business. [Application available here.](#)

Permit options in Boulder, CO are differentiated by facility type, number of days purchased, and user type. Non-residents have the ability to purchase commuter permits to park in residential neighborhoods, with revenues from permit sales shared with the neighborhoods affected (Source: City of Boulder, CO)



Parking Regulations Recommendations



LYNN CONTEXT

1.6 Expand permit parking programs

TODAY'S PERMIT OPTIONS

- **24-Hour Permit** – unrestricted 24/7 use of the Buffum Street and Andrew Street lots
- **Day Permit** – 7A-6P use of the Buffum Street, Ellis Street, and Andrew Street lots
- **Night Permit** – 6P-7A use of the Buffum Street, Ellis Street, and Andrew Street lots
- **Residential Permit** – unrestricted 24/7 use of street parking on designated streets in one's ward

POTENTIAL FUTURE PERMIT OPTIONS

- **24-Hour/Day/Night Permit** – 24/7/day/night use of a single City lot; discounts for bulk purchases
- **Super 24-Hour/Day/Night Permit** – commuter permits with 10- or 15-minute free parking allowance for metered, on-street spaces
- **Household-Only Permit** – discounted residential permit for households with only one vehicle
- **Super Residential Permit** – residential permit with 10- or 15-minute free parking allowance for metered, on-street spaces
- **Commuter Residential Permit** – above option with day (7A-6P) use of a single lot or any City lot



Parking Regulations Recommendations

1.6 Expand permit parking programs

Parking Permit Benefits

PARKING PERMITS		Cost per mth.	Anyone can purchase	Specific eligibility to purchase	Allows use of 1 designated facility or area (specific time)	★ Allows unrestricted use of multiple facilities (any time)	★ Additional incentives
Today's Permit Types	24-Hour	\$\$\$			Buff/Ellis/Andrew		
	Day	\$\$			Buff/Ellis/Andrew		
	Night	\$\$			Buff/Ellis/Andrew		
	Residential	\$		Resident	On-street, 1 ward		
Potential Additional Permit Types	24-Hr/Day/Night	\$\$			Buff/Ellis/Andrew		Discount w/ bulk purchase
	Super 24-Hr/Day/Night	\$\$\$		Commuter		Any City lot	Free 10 or 15-min parking, on-street
	Household Only	\$		Resident	On-street, 1 ward		Discount if a 1-vehicle home
	Super Residential	\$\$		Resident	On-street, 1 ward		Free 10 or 15-min parking, on-street
	Commuter Residential	\$\$		Resident	On-street, 1 ward	Day use of any City lot	Free 10 or 15-min parking, on-street lot

LYNN CONTEXT



Parking Regulations Recommendations

Best Practice

The City serves as a model for smart parking management; municipal facilities are treated as part of the public parking supply



1.7 Explored expanded use of public lots

Challenges Addressed

- *Current regulations in conflict with variety of visit types (public cannot park in certain lots at any time, regardless of how empty they are)*
- *Available public parking is not used (e.g., City Hall and EDIC lots have overnight capacity)*
- *Vacant parking is present in high demand areas (e.g., City Hall lot is largely empty overnight)*

WHAT THIS DOES

Opening all municipal lots, particularly the City Hall and EDIC lots, for more general use creates additional parking opportunities for users. It also potentially generates revenue for the City if parking is made available via permits. The City also serves as a good model for the broader policy goal of a shared parking system.

HOW IT WORKS / KEY TASKS (current municipal lots)

- Open up usage for all municipal lots where capacity is available but access is restricted. Most importantly, this includes the **Buffum Street Lot** on weekends, which is currently restricted to permit holders only.
- In combination with more permit options, provide additional perks for residential and commuter permit holders for use of any municipal parking area. If capacity spare remains, consider opening use for any type of user, permit holder or not.
- Post signage indicating hours of general use and whether a permit is needed to use either lot.



KEY BENEFITS

- Opens new sources of available parking for more general use during off hours.
- Provides potential new permit options.
- Exemplifies the City leading by example in promoting shared parking between different uses.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term





Parking Regulations Recommendations

Best Practice

The City serves as a model for smart parking management; municipal facilities are treated as part of the public parking supply



1.7 Explored expanded use of public lots

HOW IT WORKS / KEY TASKS (City Hall / EDIC lots)

- Coordinate with EDIC/lot owners to discuss options for potential regulation changes and to secure consensus.
- Fold EDIC Lot operations into the Parking Department.
- Determine municipal parking needs at each lot, particularly at City Hall for staff. Any EDIC Lot needs would fall under this category.
- Reserve a select number of spaces for municipal vehicles
- Open the lots for permit holders or, if demand is low, general usage on evenings and weekends.
- Post facility signage indicating hours of general use or whether a permit is needed.
- Contract with a towing company to monitor the lots for unauthorized usage.
- Consider limiting quantity of permits to ensure morning availability for first City staff arrivals if overnight permit-holders are slow to leave (before tow truck comes).



Lynn City Hall parking lot



Project Goals
Aligned: 1 2 3 4
5 6 7 8

Timeframe
Mid-term





STRATEGY AREA 2: Parking Pricing Recommendations



These recommendations focus on addressing challenges identified within the area of Parking Pricing

- 1 **Implement a performance-based pricing standard**
- 2 **Regularly monitor utilization to inform future parking rates**
- 3 **Define and select an inclusive payment technology approach**

● Short-Term ● Mid-Term ● Long-Term



Parking Pricing Recommendations

Best Practice

Pricing is varied according to demand, helping to ensure availability on every block



2.1 Implement a performance-based pricing standard

Challenges Addressed

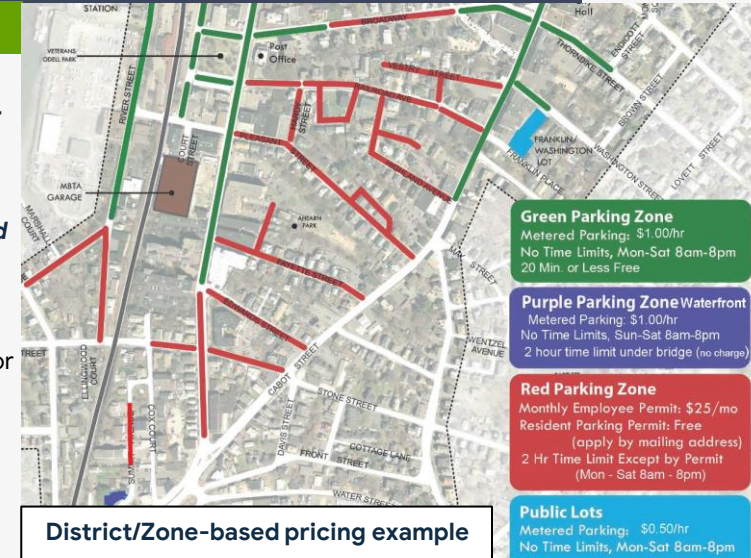
- Travel in Downtown is impeded by design of the parking system (people “cruise” for available cheap parking spaces and increase traffic congestion)
- No regulation in place to manage demand and ensure availability (time-limits encourage turnover but do not divert much demand to other areas)
- Parking system does not evolve with changes to user needs (higher or lower demand on certain blocks do not trigger changes in pricing)

WHAT THIS DOES

Parking pricing is introduced in high demand areas and rates reflect usage patterns, so Downtown’s most desirable spaces are priced at one rate and tertiary parking is priced less or not priced at all. Varied pricing ensures that there are one or two spaces available on every block (maximum 85% occupied), with more cars using public lots (up to 90% occupied).

HOW IT WORKS / KEY TASKS

- Define areas/zones for performance pricing approach.
- Identify capital needs and allocate funds for associated capital costs, such as payment kiosks, updated signage, zoned maps, etc.
- Enact regulations extending or removing time limits (see Strategy 1.1) – determining parking choices based only on the length of time one may park reduces options.
- Reform parking rates for a district-like pricing scheme, rather than street-by-street.
- Adjust rates over time to meet an occupancy target (maximum of 85 or 90 percent); this occupancy target may be on a district-wide basis rather than block by block.
- Invest in lighting and other pedestrian wayfinding and safety improvements to encourage walking from lower-priced areas for those who do not wish to pay the highest rates for on-street parking.
- Ensure on-street parking rates are higher than off-street rates in nearby locations.



(Source: Beverly, MA)

KEY BENEFITS

- Ensures prime on-street spaces are available for users with greatest willingness to pay (and likely contribute to Downtown’s economy).
- Rewards parking in remote areas or off-street.
- Demonstrates the *value* of parking instead of treating it as a free entitlement.

Project Goals Aligned:
1 2 3 4
5 6 7 8

Timeframe Short-term





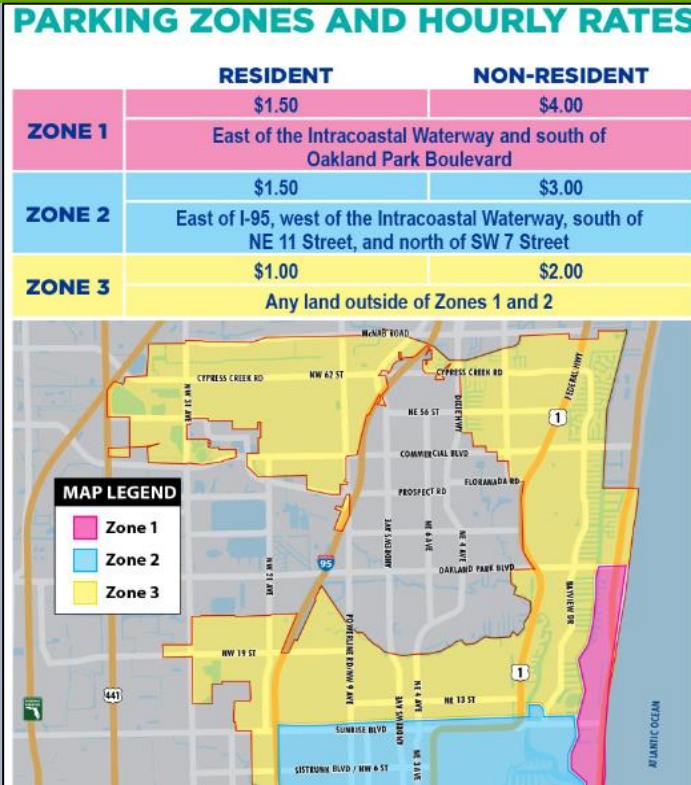
Parking Pricing Recommendations

CASE STUDIES

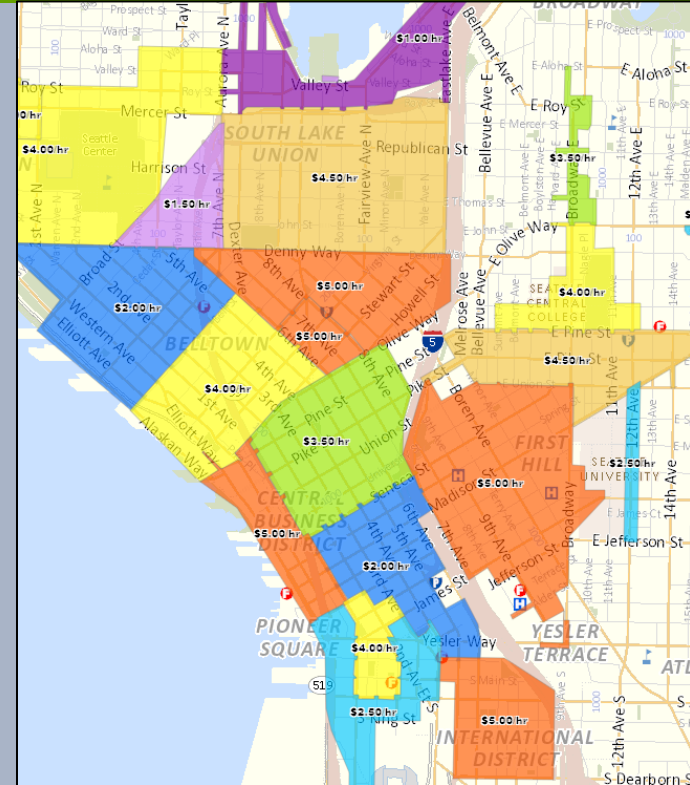
2.1 Implement a performance-based pricing standard

Several communities across the country have implemented performance-based parking standards. Seattle's system differs by time of day; prices at midday are shown to the right, while pricing in the morning is lower. In the case of Fort Lauderdale, residents are afforded discounts on rates.

In each instance, allowing prices to adjust over time to their "clearing" rate informs the ability of the parking system to meet the time and location-based demands placed on it.



Source: City of Fort Lauderdale, FL



Source: City of Seattle, WA



Parking Pricing Recommendations



LYNN CONTEXT

2.1. Implement a performance-based pricing standard

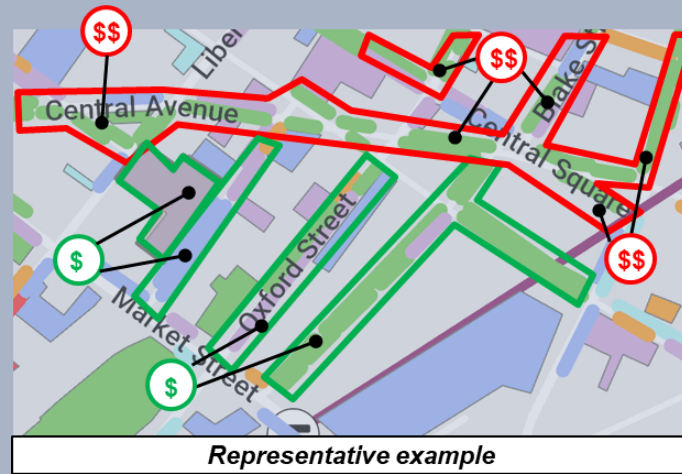
This potential future pricing concept accounts for **high midday utilization occurring in areas which are already priced**; less expensive parking would radiate out from these areas.

Without time-limits in place, rates may need to increase to create availability in high-demand areas, but lower prices away from the core are necessary to reward those choosing to walk further. If time-limits are not lengthened or removed, even **higher rates would be needed to spread demand** since the potential for getting a time-limit ticket would discourage parking too remotely.



Today

Parking demand is uniformly high during the midday peak where there is no pricing; there is spare capacity in the priced Andrew Street Lot.



Potential Future (if priced with block-by-block approach)

Introduction of pricing creates availability on blocks which are currently at or over capacity; demand is re-distributed to lesser utilized blocks and lots with less expensive or no pricing.



Parking Pricing Recommendations



LYNN CONTEXT

2.1. Implement a performance-based pricing standard

This graphic looks at parking pricing in relation to how in-demand spaces are during a typical weekday at midday.

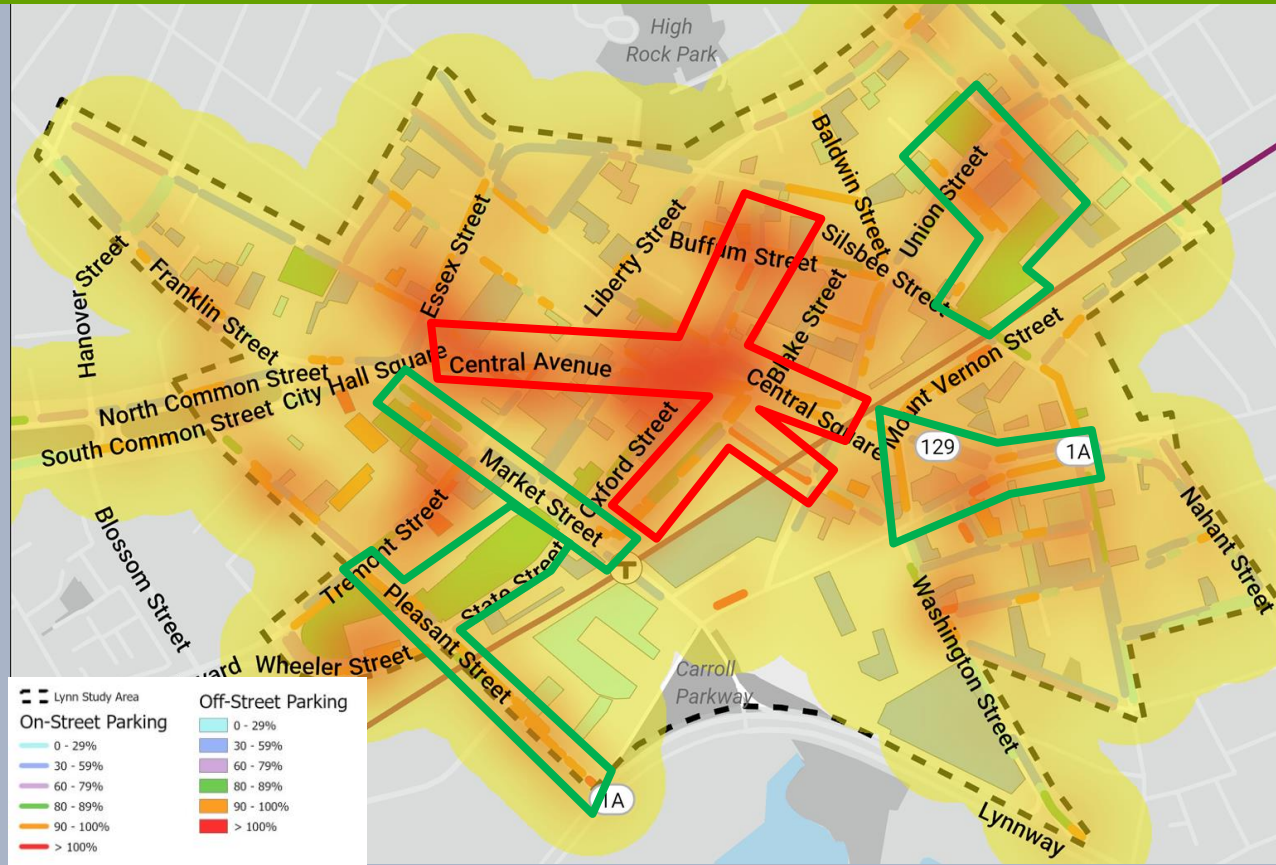
It is a 3-tiered parking system, where the most in demand spaces are priced higher than the ones that are less utilized today, and the rest of the spaces in the system are free.



Tier 1 Zone



Tier 2 Zone





Parking Pricing Recommendations



LYNN CONTEXT

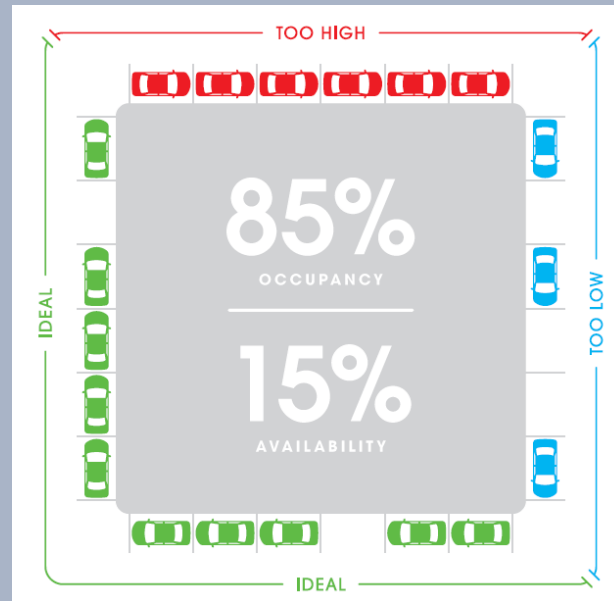
2.1. Implement a performance-based pricing standard

WHAT IS THE APPROPRIATE PARKING SUPPLY FOR DOWNTOWN LYNN?

Performance-based pricing provides an opportunity for the City to find an *equilibrium* by which all motorists can find parking at the price point appropriate for them at the busiest times of the day. In theory, this means that there is a “clearing” price by which parking occupancies will not exceed the desired performance target.

Justification for expanding the public parking supply (through new facilities or sharing of existing private facilities) may develop over time if Lynn's spare capacity lessens. This will require additional considerations such as anticipated revenues and operations associated with a new facility (transient parking, increased permit sales, violation fees, etc.), debt service, and whether the facility produces a positive return on investment.

Several factors may influence the net return calculation, including diverted revenues from other locations and anticipated future usage associated with pipeline developments.



An 85% utilization target ensures at least one space is available on each block. However, some communities opt for targets between 70 and 85% as a buffer to ensure parking will be available.



Parking Pricing Recommendations



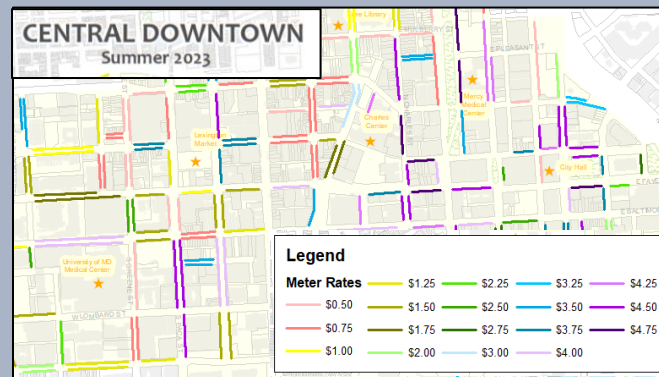
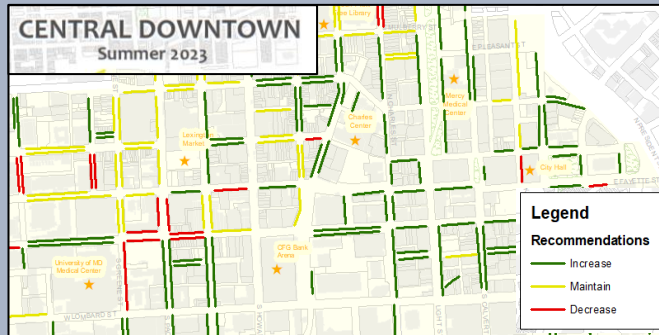
CASE STUDIES

2.1. Implement a performance-based pricing standard

CASE STUDY – BALTIMORE, MD

Baltimore, MD introduced performance-based parking standards for its downtown area in 2017. Data is collected every six months and rates adjusted upwards or downwards by 25 cents an hour to achieve a utilization rate of 75-85%.

In its Central Downtown neighborhoods, meters have now been adjusted 11 times since the program's inception with rates ranging from \$0.50 to \$4.75 per hour. Rates differ by block face; although this presents challenges with relaying prices to users to make informed decisions, it allows for easy adjustments by the city's Parking Authority.



The Parking Authority of Baltimore produces reports twice annually detailing changes in meter rates along block faces. These maps show meter increases, decreases, and those not changing in the most recent cycle and the resulting map of meter rates. (Source: Parking Authority of Baltimore)



Parking Pricing Recommendations

Best Practice

Data on usage patterns is collected regularly; parking rates are adjusted, as needed, to ensure availability on blocks and in parking lots



2.2 Regularly monitor utilization to inform future parking rates

Challenges Addressed

- **No policy in place to manage demand and ensure availability (parking utilization data is not collected on a regular basis)**
- **Parking system does not evolve with changes to user needs (City does not have reliable handle on where and when parking crunches are occurring)**

WHAT THIS DOES

The City should conduct semi-annual utilization counts of the Downtown parking system. Utilization patterns can be compared with past records and parking rates adjusted until utilization targets (such as 85% for on-street, 90% for public lots) are met. Data also helps to determine if changes to other regulations at specific locations are appropriate.

HOW IT WORKS / KEY TASKS

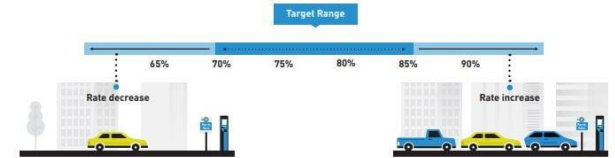
- Identify geography (i.e., the core district, and/or places with regular high demand) and schedule for semi-annual collection of parking utilization, as well as staff responsible, and preferred approach for collection (i.e., manual counts, tech-supported, outsourced to consultant). Utilization should be collected at several different junctures on a typical weekday (such as a Thursday in October and May) and a Saturday.
- Raise or lower fees on a defined increment (such as 25 cents) to achieve an occupancy target, such as between 70 and 85%.
- Codify that parking rates are to be changed based on this principle in municipal code.

PROGRAM STEPS

1. COLLECT AND ANALYZE PARKING OCCUPANCY DATA



2. MONITOR CONDITIONS AND ADJUST RATES



The City of Seattle regularly collects occupancy data to inform price changes for parking (Source: Seattle Transportation Department)

KEY BENEFITS

- Matches parking rates with observed utilization to ensure pricing is market-rate.
- Prevents imbalances in the parking system from compounding over time by spreading demand.
- Removes politics from the decision-making of whether parking rates are raised or lowered.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term





Parking Pricing Recommendations

Best Practice

Payment technologies are versatile and easy to manage; users pay for parking with the option most convenient to them



2.3 Define and select an inclusive payment technology approach

Challenges Addressed

- *Customer experience is inconsistent and signage indicating payment options is confusing*
- *Enforcement and maintenance is labor-intensive (officers have variety of ways to enforce; multiple types of spare equipment must be maintained)*
- *Use of available public parking lots is not incentivized (different payment method)*

WHAT THIS DOES

Selecting a single payment technology platform which can facilitate payment via currency, credit card, or phone payments, will reduce the associated costs of procuring, installing, and maintaining multiple equipment types, moving forward. Online permit transactions can also fall under this system. Clear guidance is put forward to users and enforcement methods are streamlined.

HOW IT WORKS / KEY TASKS

- Draft a pro forma comparing costs for different equipment types; expansion of paid parking street segments should be assumed with lengthening/removal of time-limits (see *Strategy 1.1*) and institution of performance-based pricing (see *Strategy 2.1*).
- Obtain and compare vendor quotes for bulk equipment purchases and payment processing, and update signage to clearly indicate how to pay for parking.
- Strategy may be combined with use of ambassadors (see *Strategy 3.4*) for users who need assistance to understand payment technologies.
- If future paid parking options do not provide for coin payments, special permit options (see *Strategy 1.6*) may be provided for users without access to a smartphone, either as upfront payments or to enable post-session billing without penalty.



Options to pay for parking should be clearly communicated by the Parking Department (Source: City of Tampa, FL)

KEY BENEFITS

- Simplifies operations for maintenance and collections staff, and data tracking.
- Reduces visitor confusion.
- Allows for economies of scale with potential priced parking expansion.

Project
Goals
Aligned:
1 2 3 4
5 6 7 8

Timeframe
Mid-term
○ ● ○



STRATEGY AREA 3: Street Maintenance and User Experience Recommendations

These recommendations focus on addressing challenges identified within the area of Street Maintenance and User Experience

- 1 Establish a Parking Benefit District (PBD)
- 2 Provide safety improvements and a greater sense of security
- 3 Aggressively address litter in order to reduce the frequency of street sweeping
- 4 Use ambassadors to assist visitors
- 5 Provide comprehensive parking information and navigation
- 6 Consolidate and clarify winter weather parking protocol

● Short-Term ● Mid-Term ● Long-Term



Street Maintenance and User Experience Recommendations

Best Practice

Parking revenues are re-invested in the neighborhoods where they are generated



3.1 Establish a Parking Benefit District (PBD)

Challenges Addressed

- *No dedicated or sustainable fund for improvements to parking system or downtown streets (parking revenue currently goes into general fund)*
- *Downtown maintenance scheduling is confusing/overwhelming for parkers (funding would need to be re-allocated from somewhere else)*
- *Current street conditions don't incentivize walking to remote parking or using a bicycle as a travel alternative (funding to encourage multimodal travel is nominal)*

WHAT THIS DOES

Parking benefit districts generate revenues through parking fees (meter/kiosk payments or permits) and re-distribute them back into the locations where revenues originated. Revenues are co-managed by a non-profit entity and used to support parking system upkeep, downtown infrastructure, and related economic and community development efforts.

HOW IT WORKS / KEY TASKS

- Define a PBD area correlating with paid parking areas defined via the performance-based pricing standard (see *Strategy 2.1*).
- Identify or establish a non-profit entity to champion the PBD.
- Create a guiding set of principles, goals and rules of the PBD.
- Develop action plan to identify location of meters/kiosks (including map of PBD area for public awareness), projects to be funded, and responsibilities.
- Identify potential funding mechanisms that have been recommended through other studies in the City and evaluate how/if they should support or supplement a PBD.
- Adopt ordinance provision for separate meter fund allocation.



In Pasadena, CA, stickers on parking meters promote that revenues are re-invested back into the community (Source: Mike Linksvayer via Flickr)

KEY BENEFITS

- Provides a continuous revenue stream to fund downtown improvements.
- Establishes a direct connection between parking revenues and public realm improvements.
- Creates political support for raising parking rates, when utilization data determines necessary.

Project Goals

Aligned:

1 2 3 4

5 6 7 8

Timeframe Long-term





Street Maintenance and User Experience Recommendations



FURTHER GUIDANCE

3.1 Establish a Parking Benefit District (PBD)- Further Guidance

Materials to the right document how Parking Benefit Districts **can be established in Massachusetts**

Project Sheet Element- Key Components of Establishing a Parking Benefit District



ADOPT NECESSARY LEGISLATION

- Adopt Section 22A to allow priced parking*
- Adopt Section 22A1/2 to allow the establishment of a PBD**
- Adoption typically requires a local legislative vote (Council/Board)

* Not needed if already pricing.

** Not needed if a parking fund already exists to absorb revenues



CHOOSE A CHAMPION

- Specific entity* that manages the PBD
- Develop a Working Group that includes at least municipal staff & key stakeholders in boundary (although recommended, this is not required in the state legislation)
- A Business Improvement District or Main Street organization should be involved

* Can be municipal department or a non-profit downtown organization



ESTABLISH PBD BOUNDARY AND FUND

- Identify the district for priced parking and expenditures*
- Establish dedicated parking fund for meter revenue**
- Town/City can decide the amount/percentage of revenue to be allocated

* Fees also can be spent outside district.

** Fees can be channeled outside of general fund for up to 5-years before dedicated fund is formally established.



CREATE PRIORITIZED LIST OF IMPROVEMENTS

- Working Group determines public realm priorities in District
- Projects can include capital improvements, maintenance expenditures and staff time
- Spend according to priorities



OTHER CONSIDERATIONS

- Administrative costs
- Revenue fluctuates annually with demand
- Expenditures should adjust to reflect needs

Project Sheet Element- Key Components of Establishing a Parking Benefit District



Adopt necessary legislation

If adopting Section 22A of MGL Ch. 40 (allowing priced parking), it is best done in parallel with 22A1/2

Adopting Section 22A1/2 of MGL Ch.40 (allowing a PBD), some must concede only partial segregation from General Fund

Legislative (Council or Select Board) adoption process at municipality's discretion



Establish PBD boundary and dedicated fund

A parking study is best to determine rates, regulations & geography for priced parking

Align PBD boundary to encompass entire intended area of expenditures and revenue collection

Revenue sources can be mingled (i.e. violations, meter fees, off-street fees, BID revenues, etc.)

Dedicated fund likely is an Enterprise Fund or a Special Fund (either annually appropriated or preferably a revolving fund)



Choose a champion

Not necessary for manager of fund expenditures to be the municipal collections manager (though both roles should be represented on Working Group)

If created, a Working Group should include stakeholders from businesses, landowners, and others invested in public realm

Group should coordinate with other stakeholders as necessary & report to municipal finance staff at least annually



Create prioritized list of improvements

Consider public realm improvements that realistically be funded by projected revenues

Attach tangible district improvements to PBD expenditures, including meters, wayfinding, landscaping, arts installations, visible staff positions, parking supply, sidewalk improvements, lighting, etc

Consider PBD revenues for related programmed Infrastructure, overcoming any concerns about lost General Fund revenues



Other considerations

PBD revenues will fluctuate with demand & economy; don't over-promise
Implementing new pricing (ideally tiered, performance-based zones) with a PBD can show a net revenue increase

Administrative cost/burden will increase slightly but can be off-set by PBD revenues



Street Maintenance and User Experience Recommendations



FURTHER GUIDANCE

3.1 Establish a Parking Benefit District (PBD)- Further Guidance

Materials to the right document how Parking Benefit Districts can be used in Massachusetts

Project Sheet Element- Massachusetts Legislation on What PBD Funds May Be Used For

Excerpt from Massachusetts Part I, Title VII, Chapter 40, Section 22A-

In any city or town that accepts this sentence, the agreement for the acquisition or installation of parking meters may provide that payments thereunder shall be made over a period not exceeding 5 years without appropriation, from fees received for the use of such parking meters notwithstanding section 53 of chapter 44. Such fees shall be established and charged at rates determined by the city or town. Rates may be set for the purpose of managing the parking supply. The revenue therefrom may be used for acquisition, installation, maintenance and operation of parking meters and other parking payment and enforcement technology, the regulation of parking, salaries of parking management personnel, improvements to the public realm, and transportation improvements, including, but not limited to, the operations of mass transit and facilities for biking and walking.

SUMMARY OF LEGISLATIVE REQUIREMENTS

- Municipality must formally accept the legislation
- Parking money can be used over five years to install/maintain meters
- Chapter 44, Section 53 can be ignored (which says \$\$ paid to Town/City needs to be put into general fund and then appropriated for a use)
- Municipality can use meter rates to manage parking supply
- Revenue can be used for:



METER OPERATIONS AND MAINTENANCE



OTHER PARKING TECHNOLOGY



SALARIES FOR PARKING MANAGEMENT



IMPROVEMENTS TO THE PUBLIC REALM



PARKING REGULATION AND ENFORCEMENT



TRANSPORTATION IMPROVEMENTS

Project Sheet Element- Parking Benefit District Applicable Funding Types

SPECIAL REVENUE FUND TYPES AND DETAILS

Receipts reserved for appropriation:

- Accounts for the proceeds of specific revenue sources (other than those for major capital projects) that are restricted legally to expenditure for specified purposes.
- Must be spent by appropriation

Revolving Fund:

- Receipts required from a specific revenue source
- Can be spent without appropriation to support the activity/program that generated the revenue
- \$\$ accounted for separately from General Fund

Must be established by statute

ENTERPRISE FUND DETAILS

- Separate accounting/reporting mechanism for municipal services for which a fee is charged "like a private enterprise"
- Helpful to understand impacts of a certain program
- Can be subsidized, cost-neutral, or make money
- Retains any investment income/surplus
- This must be formally appropriated by legislative body back to fund
- Does not require a separate bank account
- Minimum 3 years
- Enterprise funds are part of a municipality's tax rate calculation through the Tax Rate Recap process

Project Sheet Element- Sample List of Projects and Programs Fundable Through A PBD

- Additional parking enforcement
- Valet parking
- Outreach programs
- Marketing and promotion
- Management activities for the oversight entity
- "Mobility Ambassadors"
- Construction of additional parking
- Purchase and installation costs of meters/meter upgrades
- Parking operations costs, including fees and labor
- Purchase or leasing of private off-street spaces
- Wayfinding and signage
- Landscaping, lighting and streetscape greening
- Street cleaning, power-washing of sidewalks, and graffiti removal
- Transit, pedestrian, and bicycle infrastructure and amenities



Parking Ambassadors in Pittsfield, MA (Source: Downtown Pittsfield, Inc.)



Street Maintenance and User Experience Recommendations



FURTHER GUIDANCE

3.1 Establish a Parking Benefit District (PBD)- Further Guidance

Materials to the right document how Parking Benefit Districts can be used in Massachusetts

Project Sheet Element- Sample Downtown Parking District Ordinance Language from the City of Ventura, California

USE OF REVENUE

All revenues collected from parking pay stations, meters, leases, and permits, in the Downtown Parking District shall be placed in a special fund, which fund shall be used exclusively for activities benefiting the parking district. The specific authorized use of revenues shall be as follows:

1. For purchasing, leasing, installing, repairing, maintaining, operating, removing, regulating and policing of pay stations and/or parking meters in the parking district and for the payment of any and all expenses relating thereto.
2. For purchasing, leasing, acquiring, improving, operating and maintaining on- or offstreet parking facilities.
3. For installation and maintenance of alternative mode programs, landscaping, pedestrian linkages, sidewalk cleaning, street, way finding systems, and traffic control devices and signals.
4. For the painting and marking of streets and curbs required for the direction of traffic and parking of motor vehicles,
5. For proper security within the district.
6. For the proper regulation, control, enforcement and inspection of parking and traffic upon the public streets and off-street parking facilities.
7. To be pledged as security for the payment of principal of and interest on financing mechanisms used by the city to meet any of the purposes authorized by this section.
8. For transportation and parking planning, marketing and education programs related to the Downtown Parking District.
9. For construction and maintenance of public restrooms that enhance parking facilities.
10. Revenues from residential parking permits may, in addition to the foregoing, be used for sidewalk landscaping and other transportation, pedestrian or bicycle enhancements on streets where the residential permit parking is provided.

Defining a tiered approach may be a desirable solution for finding funding balance of needs and desires-

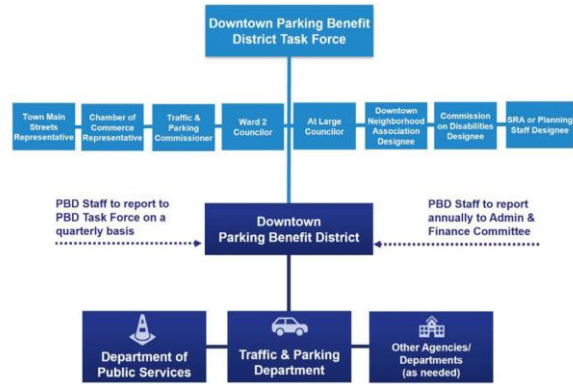
TIER ONE- Could be dedicated to needs and ongoing maintenance items (e.g. landscaping, waste removal, snow removal)

TIER TWO- Could be dedicated to one-time expenditures and capital improvements (e.g. signage/wayfinding, street furniture, parking meters)

Project Sheet Element- Example Parking Benefit District Management Approach



Project Sheet Element- Example Parking Benefit District Municipal Reporting Structure





Street Maintenance and User Experience Recommendations

Best Practice

Users feel comfortable parking and walking to and from any public space during the day or night



3.2 Provide safety improvements and a greater sense of security

Challenges Addressed

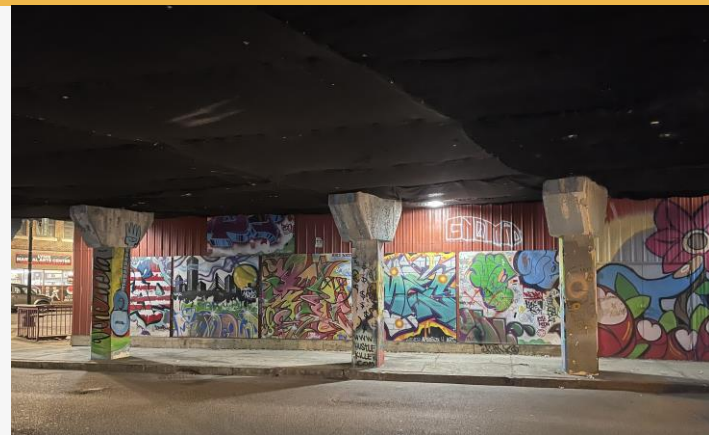
- **Street maintenance is unpredictable and/or inconsistent (absence of upkeep, including lighting, makes users feel uncomfortable at night)**
- **Use of available public parking is not incentivized (residents do not feel comfortable parking a short distance away and walking)**
- **Not enough support for travel other than by vehicle (street crossings can feel unsafe and areas of Downtown feel poorly lit)**

WHAT THIS DOES

Improvements to encourage walking from less proximate parking locations should be pursued to allow all available parking to be used. This includes walking improvements such as better sidewalks and shorter crossings, traffic safety treatments like more frequent walk signals, as well as security measures such as improved lighting.

HOW IT WORKS / KEY TASKS

- Conduct an inventory of Downtown infrastructure conditions supporting safe parking and walking, including but not limited to lighting, sidewalks, traffic signal equipment, pavement marking (such as crosswalks), crossing distances, and ADA accessibility.
- Seek signal equipment adjustments to provide increased walk time and allow for leading pedestrian intervals where concurrent signalization is preferred.
- Identify and prioritize a list of Downtown locations where infrastructure upgrades should be prioritized. Lighting is a priority item on street and in municipal parking lots.
- Develop an incremental approach for implementation and ongoing funding (including PBD funds).



Lighting for streets with underpasses can ensure that the Commuter Rail viaduct through Downtown is not perceived as a barrier.

KEY BENEFITS

- Creates confidence in downtown being safe and welcoming for all visitors at any time of the day.
- Encourages use of remote parking facilities, helping support core availability.
- Creates highly-visible benefit, potential of a PBD.

Project

Goals

Aligned:

1 2 3 4

5 6 7 8

Timeframe

Mid-term





Street Maintenance and User Experience Recommendations

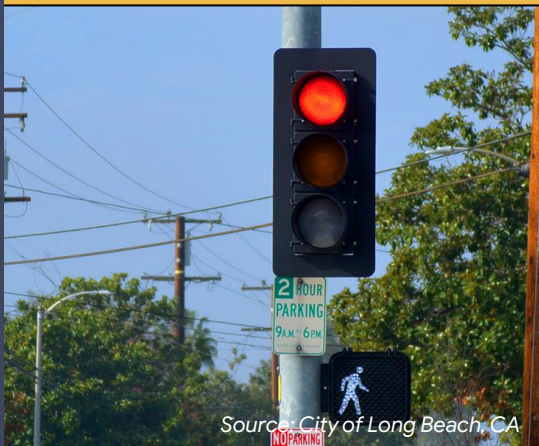
Best Practice

Users feel comfortable parking and walking to and from any public space during the day or night



3.2 Provide safety improvements and a greater sense of security

CASE STUDIES



Source: City of Long Beach, CA

A leading pedestrian interval (LPI) gives pedestrians the opportunity to enter the crosswalk at an intersection 3-7 seconds before vehicles are given a green indication where concurrent signal timing is present. Pedestrians can better establish their presence in the crosswalk before vehicles have priority to turn right or left.

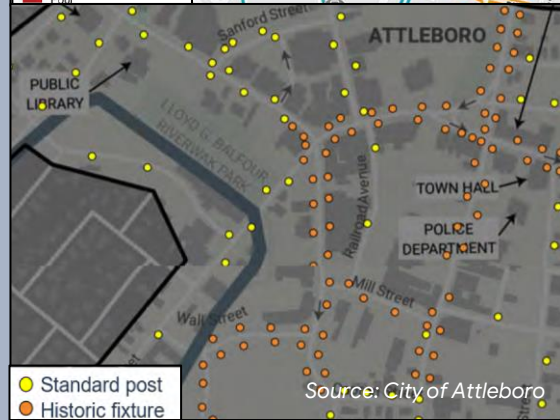


Source: Urban Milwaukee

Shortened crosswalks through the addition of bumpouts where possible on roads with large curb-to-curb widths supports and promotes walking through easier access to/from parking and downtown destinations.



Source: City of Attleboro



Source: City of Attleboro

A comprehensive understanding of infrastructure conditions in Downtown such as this sidewalk analysis (above) or lighting analysis (below) conducted in Attleboro, MA can prioritize improvement of areas that pose the highest safety risks to pedestrians.



Street Maintenance and User Experience Recommendations

Best Practice

Overnight parking on-street parking is a reliable asset for current/future residents; street sweeping has infrequent impact to parking availability.



3.3 Aggressively address litter in order to reduce the frequency of street sweeping

Challenges Addressed

- *Current sweeping rules negatively impact longer-term parkers (users are inconvenienced with requirement to move cars on an everyday basis)*
- *Origin of litter is not adequately intercepted before impacting street (sidewalk debris is not picked up and ends up in street)*
- *Use of available public parking is not incentivized (users seek private parking instead of using available on-street parking to avoid areas perceived as unclean or unsafe)*

WHAT THIS DOES

As additional litter control methods to help mitigate the need for frequent street sweeping, waste bins are installed at more frequent intervals and sidewalk cleaning is carried out on a more regular basis to prevent debris from ending up in streets. Parking users are able to leave their vehicles overnight on streets with less disruption as street sweeping is needed less frequently.

HOW IT WORKS / KEY TASKS

- Investigate approaches for more frequent sidewalk cleaning to stay on top of upkeep, such as including as a task for recruited parking ambassadors (see Strategy 3.4).
- Identify priority areas for additional public waste bins (including recycling options).
- Enact strict enforcement of littering violations.
- Reduce daily sweeping once comprehensive approach to litter has been implemented, and City is able to document a proven reduction in litter.
- Include information on the website about the intent of the street sweeping program.
- Consider conducting a resident and business survey during or following the pilot to gauge success in promoting reliable overnight parking availability.



Litter observed in Downtown Lynn (Source: Itemlive)

KEY BENEFITS

- Reduces disruption for overnight parkers.
- Promotes a more user-friendly and accessible parking system.
- Takes a more proactive approach to street upkeep.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term





Street Maintenance and User Experience Recommendations

Best Practice

Overnight parking on-street parking is a reliable asset for current/future residents; street sweeping has infrequent impact to parking availability.



3.3 Aggressively address litter in order to reduce the frequency of street sweeping

The Project for Public Spaces outlines a number of considerations for siting and design for municipal waste bins.

LOCATION

- Site where there are people (crosswalks, take-out restaurants, bus stops, major buildings, other street furniture)
- Two to four per downtown street block (at least two at ends of street)

DESIGN

- Touchless, if possible
- Opening at least 10 inches wide and no more than 36 inches above ground for accessibility
- 30-50 gallon container, designed to be emptied often; preferable to a larger receptacle which is not frequently emptied
- Looks like a place for depositing litter

From Public Space Amenities: A Guide to their Design and Management of in Downtowns, Neighborhood Commercial Districts, and Parks, published by Project for Public Spaces.



The S-4525 from Victor Stanley is ubiquitous on many downtown streets across the country



Big Belly trash compactors can keep litter from exiting the bin onto sidewalks and streets, but often require extra equipment to empty due to heavy loads



Street Maintenance and User Experience Recommendations

Best Practice

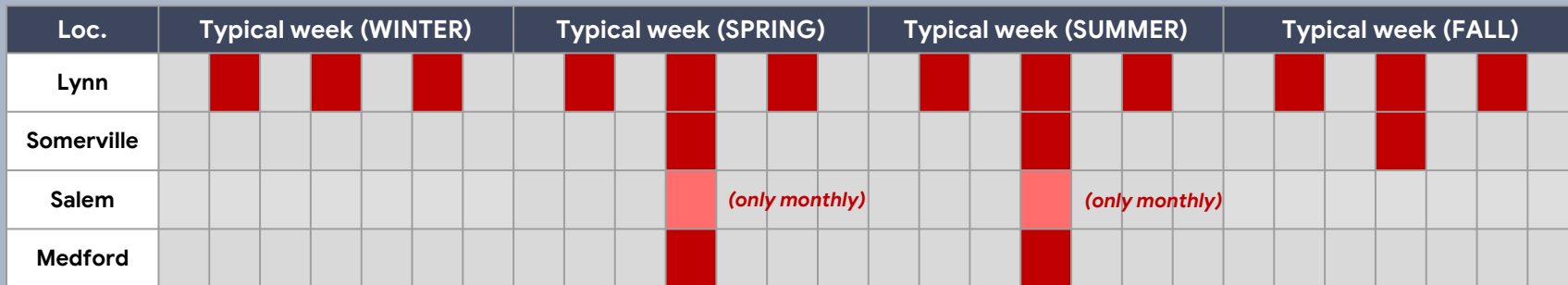
Overnight parking on-street parking is a reliable asset for current/future residents; street sweeping has infrequent impact to parking availability.



CASE STUDIES

3.3 Aggressively address litter in order to reduce the frequency of street sweeping

Community Comparison- Street Sweeping Frequency (days only representative, not indicating actual service days)



Community Comparison- Street Sweeping Impacts

Lynn	Vehicles in residential parts of Downtown cannot remain functionally parked for more than 48 hours on weekdays; creates confusion on whether vehicles are parked legally on a nightly basis
Somerville	Residents understand specific days in which sweeping will occur (e.g. even side on Mondays, odd side on Wednesdays); some streets subject to sweeping once every two weeks
Salem	Both sides of streets are swept concurrently only once per month ; residents are allowed to park free of charge in municipal facilities during sweeping
Medford	Less restrictive schedule on side streets leaves parking supply for vehicles which would otherwise park on major streets during overnight arterial sweeping



Street Maintenance and User Experience Recommendations

Best Practice

Street ambassadors assist visitors with parking support and information, and create approachability for the overall system



3.4 Use ambassadors to assist visitors

Challenges Addressed

- *Enforcement is labor-intensive and unfriendly (officers are perceived as punishing motorists rather than helping find a solution)*
- *Maintenance is haphazard and/or inconsistent (designated staff are not deployed to assist with general upkeep of sidewalks)*
- *Punitive time-limit enforcement creates a negative customer experience (officers perceived as chasing parkers instead of helping them)*

WHAT THIS DOES

Ambassadors, whether citizen volunteers or City staff, should be a visible presence in Downtown to assist users with parking questions, identify and report areas requiring sidewalk upkeep, and help improve compliance with parking regulations without the threat of receiving a citation.

HOW IT WORKS / KEY TASKS

- Determine staffing protocol, such as whether on-foot enforcement officers can serve this role, whether citizen volunteers are desired (e.g., NSCC students, Council on Aging Volunteers, etc.), or whether a merchant group can manage staffing through proceeds from a parking benefit district (see *Strategy 3.2*).
- Define ambassador zone(s), shifts, and develop appropriate training to assist visitors. Shifts may be desirable during peak periods only or scale up or down depending on the season.
- Produce materials which can be left with illegally parked vehicles to notify of correct parking protocols; if using enforcement staff, whether the vehicle has committed the offense previously can first be verified, then proceed with a notice or a ticket.



Ambassadors can assist visitors with parking and wayfinding questions (source: Syracuse.com)

KEY BENEFITS

- Gives Lynn parking a “face” to create a more friendly user experience.
- Improves compliance with parking policies.
- Extra “eyes on the street” to disincentivize parking violations.
- Potentially assist Parking Department with small but impactful tasks to reduce labor burden.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term





Street Maintenance and User Experience Recommendations



LYNN CONTEXT

3.5 Streamline and simplify parking information online

Suggested parking webpage flowchart

Lynn could simplify and create more intuitive navigation of online parking information through categories such as these:

PARKING DEPARTMENT HOMEPAGE

- About Dept – what it manages
- “Comprehensive Lynn Parking Guide” consolidated document of all policies/procedures included on separate tabs in this flowchart
- “Latest news”
- Questions or concerns
- Parking studies and data (maybe its own tab)

HOW TO PAY FOR PARKING

- Overall map with facilities by type and price
- Resident Permits
- Visitor Permits
- Municipal Lots

PARKING PROCEDURES

- Street Sweeping
- Winter Protocol
- Special Events

PARKING VIOLATIONS

- How to Pay for a Parking Ticket
- Parking violation information (i.e., types)

SPECIAL PARKING REQUESTS

- How to request a handicapped space
- How to request a loading zone
- How to request a PU/DO or short-term space

PARKING RESOURCES FOR DEVELOPERS

- City parking requirements
- City’s shared parking approach and opportunities
- City’s TDM approach and opportunities



Street Maintenance and User Experience Recommendations

Best Practice

Winter weather emergencies are not unreasonably disruptive to residents; they know where to go and when to retrieve their cars



3.6 Consolidate and clarify winter weather parking protocol

Challenges Addressed

- *System is not dynamic enough to accommodate changes (winter weather events cause significant disruption and confusion for residents)*
- *Snow clearance is less efficient and takes more time and labor (all downtown streets cannot be cleared in one operation)*
- *High number of tows are regularly occurring in spite of information available*

WHAT THIS DOES

Limits the impacts of snow emergencies and utilizes all available communication platforms in combination with visual cues and guidance along the streets. When paired with a shared parking system, residents are provided several options for where vehicles can be temporarily stored.

HOW IT WORKS / KEY TASKS

- Install parking regulation signs in areas where winter protocol violations are most frequent / concentrated to define Lynn’s winter parking requirements. Alternatively, regulations can be restricted to major corridors.
- Develop a map that accompanies the list of alternate parking locations for residents during a winter event, to be hosted on a relevant website page.
- Consider warnings without towing (with information distributed about the City’s procedure) for the first winter weather event post-implementation, or for instances where lots providing alternate parking do not require vehicles to be immediately vacated post-emergency or because plowing is not necessary.



Regulation signage can be customized to provide details about winter protocol (Source: City of Chicago, IL)

KEY BENEFITS

- Ensures the hardest to reach residents are notified of a winter weather emergency.
- Provides more options for off-street parking during an emergency.
- Allows for less intrusive means than towing vehicles from City streets.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term



STRATEGY AREA 4: Future Growth and Parking Supply Recommendations

These recommendations focus on addressing challenges identified within the area of Future Growth and Parking Supply

- 1 Foster a shared parking system
- 2 Introduce TDM requirements for developments citywide
- 3 Expand elimination of minimum parking requirements
- 4 Expand public bicycle parking downtown on every block
- 5 Identify desire for EV space integration and requirements
- 6 Advance mobility hub concept in a municipal parking facility

● Short-Term ● Mid-Term ● Long-Term



Future Growth and Supply Recommendations

Best Practice

Private parking is made available for more general use when spaces are vacant



4.1 Foster a shared parking system

Challenges Addressed

- *No effective policy in place to manage overall demand and ensure availability (inability to use vacant private parking strains the public system)*
- *Parking system does not evolve with changes to user needs (City does not regularly engage with parking lot owners to discuss needs and opportunities)*
- *Not enough support for travel other than by vehicle to reduce system demand (developers not obligated to design for walking or biking or car-light lifestyles)*

WHAT THIS DOES

A shared parking system opens private parking lots for more public usage at times when spaces are typically vacant. This provides more options for where people can park, particularly for longer periods of time (e.g., customers and employees). This can be done through either agreements between private parties or an agreement between the parking lot owner and the City. Revenue sharing can be a strong incentive for participation.

HOW IT WORKS / KEY TASKS

- The City serves as an agent or liaison by connecting businesses or other uses desiring parking with lot owners. A lease agreement can then be pursued between the parties.
- Alternatively, the City can enter into formal agreements with private parties to provide in-kind services (plowing, maintenance, etc.) in exchange for lots being opened for general use during defined periods while preserving zoning entitlements and rights to revert.
- In its most advanced form, private lots are branded for public use with revenues shared between the two parties and any parking restrictions, as determined by the property owner, posted on signage.



Excess parking spaces can be leased to those seeking short- and long-term parking, including the City, itself (Source: Hope Central Church)

KEY BENEFITS

- Opens vacant parking for sharing with other private parties or broader public users.
- Relieves growth pressure for off-street parking.
- Provides clarity for users seeking parking by expanding what's considered to be part of the public supply.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term ○ ● ○



Future Growth and Supply Recommendations

FURTHER GUIDANCE

4.1 Foster a shared parking system

PRIVATE TO PRIVATE USE

The City serves as an agent by connecting private parties desiring parking to lot owners with excess or underutilized capacity.

A lease agreement can then be pursued between the parties; lease terms do not need to be filed or enforced with the City.

The City can maintain sample parking agreements to aid property owners, as well as provide clarity about liability coverage (most existing policies would support sharing).

PRIVATE WITH LIMITED PUBLIC USE

The City enters into a formal agreement with private lot owners to provide in-kind services in exchange for parking lots being opened for more general use at designated times, while preserving zoning entitlements and the right to revert.

Usage could be unrestricted (open to the public at all times for any purpose) or limited to selected parking spaces, certain times of the day or days of the week, or for certain users such as employees of downtown businesses.

This approach may require a unique system of permits or payment to manage/enforce approved users.

SHARED PUBLIC / PRIVATE USE

The City and private lot owners initiate a permitting and/or revenue sharing system where lots are branded as being part of the public supply with users charged for parking. This may require investment and upgrading of facilities to maintain consistency in the offering of parking services in the City.

Charges are shared between the City and the private lot owners, with some of the revenue re-invested towards parking system operations, maintenance, and general transportation and/or economic development improvements in the downtown area.



Future Growth and Supply Recommendations

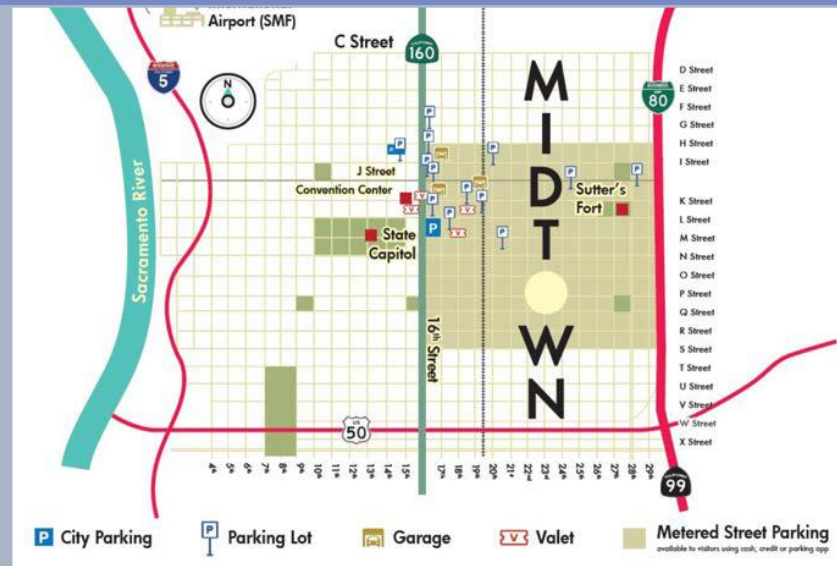
4.1 Foster a shared parking system

Overnight Resident Parking Lots

(EV) means Electric Vehicle Charging Station
(EV*) means Electric Vehicle Charging Station at 40 cents per kilowatt

Coolidge Corner

Lot Number	Town Lot	Location	Number of Spaces	Daytime Meter Limit
1	Beacon Street Median	Inbound side of Beacon Street from 1539-1443	60	13 Hours
2	Centre Street West	Smaller lot across from Lot 2	56	Commercial Parking Only
3	Babcock Street (EV)	Corner of Babcock Street and John Street (entrance on John Street)	65	3 Hours
4	John Street	Across street from Lot 3	14	Commercial Parking Only
9	Courtyard Marriott Hotel	40 Webster Street	60	Reach out to the Courtyard Marriott Hotel for availability
11	Centre Street East (EV)	Larger lot behind CVS at 25-39 Centre St	143	4 Hours



CASE STUDIES

In Brookline, MA the Town has agreements in place with some private lot owners to allow residents with permits to park overnight in their lots. Other facilities, such as public commercial lots, allow for overnight parking. The system as a whole operates with little distinction to permit holders of whether they are parking on public or private property.

Sacramento, CA has proactively pursued and maintained shared parking agreements with private lot owners for several years. Through opening the use of over two dozen privately-owned parking facilities to public use at set periods during the day, the City is able to provide parking in some of the most dense areas near the most popular destinations without the need of building new facilities. The City sees several financial advantages to the public/private parking agreements and has estimated that the combination of 10,000 spaces under shared parking agreements, and 7,000 spaces owned by the City (2015 Nelson Nygaard Study), are saving them more than \$40 million of construction cost and providing over \$1 million in revenue from the shared facilities, annually.



Future Growth and Supply Recommendations

LYNN CONTEXT

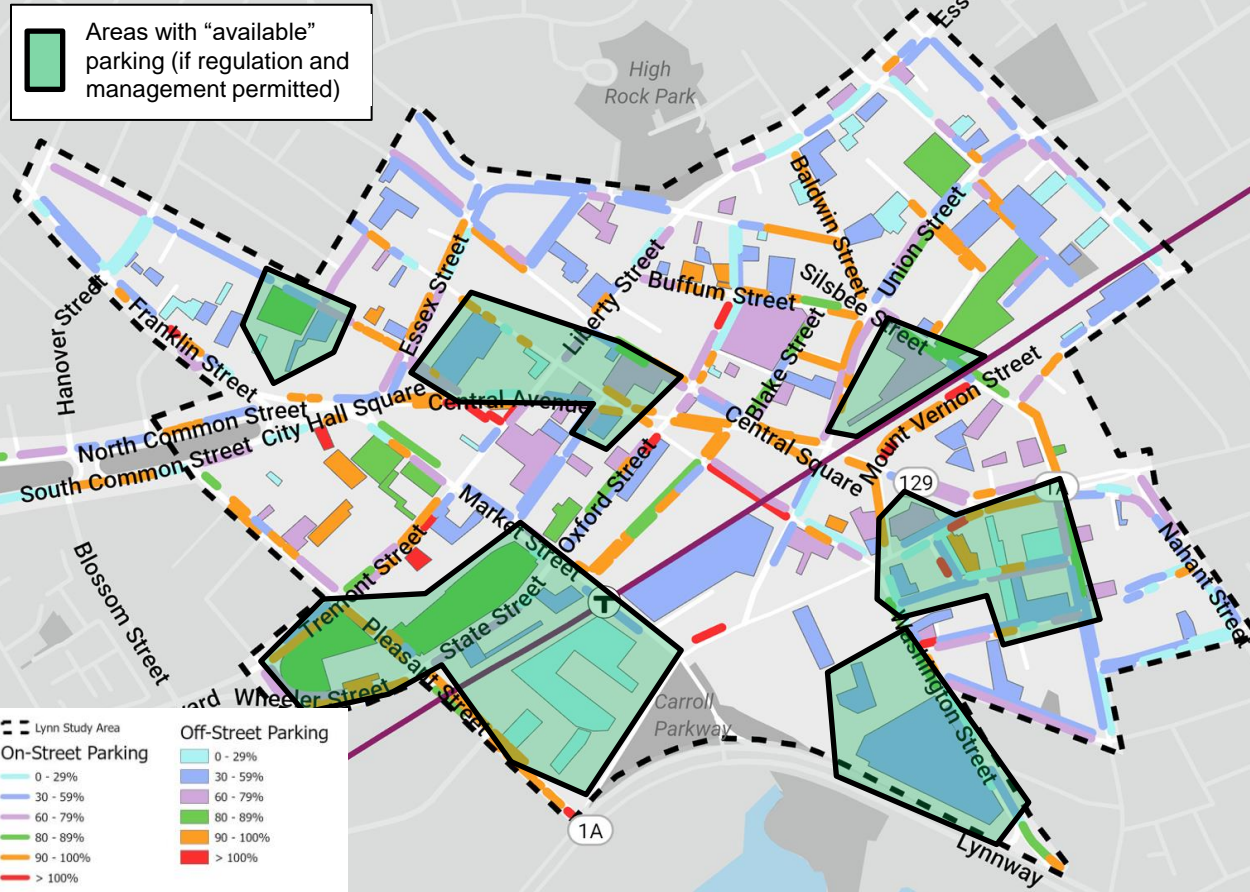
4.1 Foster a shared parking system- Lynn Context

Many private, off-street parking lots feature extensive capacity on a midday Saturday, when special events may be taking place in Downtown Lynn.

A shared parking system can facilitate public use of some of these lots in exchange for in-kind services. This could also take place during a winter weather emergency to provide for street plowing.

North Shore Community College currently partners with the City to provide its parking for public use during high-demand periods.

Lynn should continue to work with the MBTA on a redevelopment strategy for the MBTA Commuter Rail Parking garage that achieves economic development and housing goals while preserving publicly accessible parking facilities for approximately 450 parking spaces.





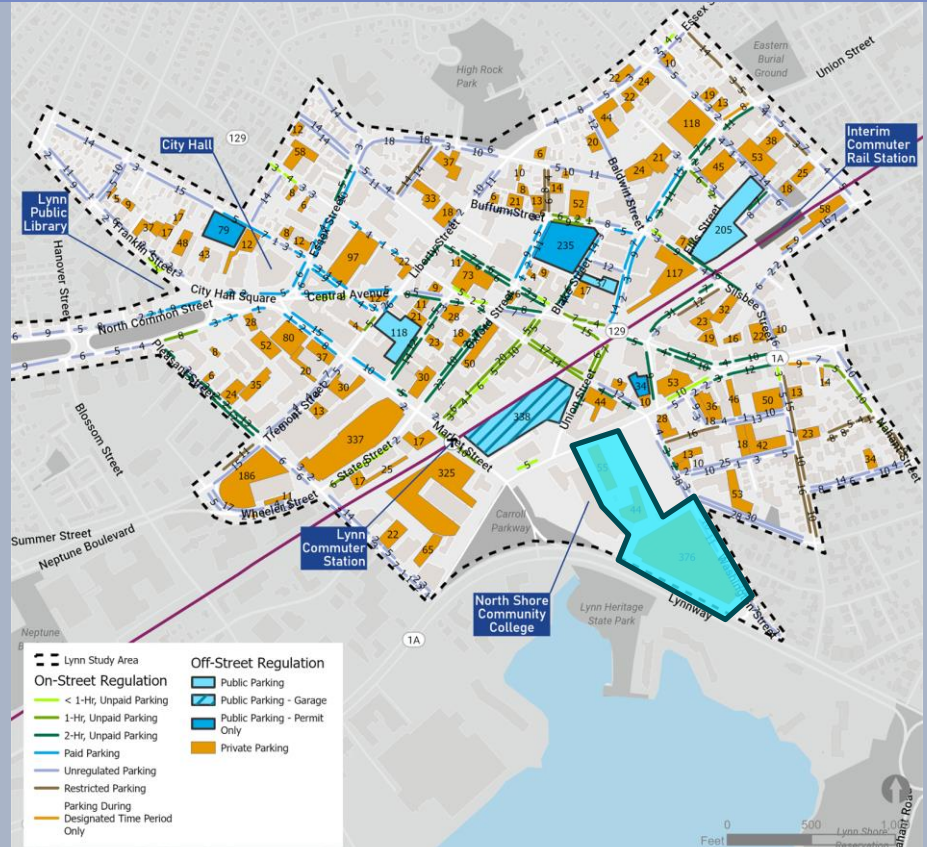
Future Growth and Supply Recommendations

4.1 Foster a shared parking system – Special Events

LYNN CONTEXT

Special events pose another opportunity for use of private lots for public parking, such as the Community Health Center. Today, North Shore Community College has arrangements to allow for the use of its lots for certain community events.

A shared parking system can target these specific instances where increases in Downtown visitation, combined with potential loss of parking due to street closures, stress the public supply.





Future Growth and Supply Recommendations

Best Practice

New development projects are designed to encourage walking, biking, transit, and establish a shareable on-site parking supply



4.2 Introduce TDM requirements for developments citywide

Challenges Addressed

- *No policy in place to reduce parking demand or use cars less often (new developments covet resident-only spaces, straining parking in high demand areas)*
- *Parking system does not evolve with changes to user needs (users must drive when multimodal travel is not a viable option)*
- *Not enough support for travel other than by vehicle (developers not obligated to design for walking or biking or car-light lifestyles)*

WHAT THIS DOES

Requiring multimodal amenities to be provided with new development projects can encourage more walking, bicycling, and transit usage and reduce demand for parking, at least during commute peaks. Standards can also ensure off-street parking is designed in a way which encourages sharing with other businesses, residential buildings, or the public, particularly for those incentivized to commute by other modes and are willing to walk to cheaper off-site parking for their off-peak trips, freeing on-site spaces for others.

HOW IT WORKS / KEY TASKS

- Transportation Demand Management (TDM) policies can be either static (a list developers must comply with or choose from) or performance-based, where a metric such as square footage / housing units or on-site parking provision defines a performance target with selection of TDM strategies to meet this target.
- TDM strategies should be clear and attainable; developers should not be incentivized to seek exceptions or skirt requirements which cannot be well-enacted or well-tracked.
- TDM policies and developer opportunities should be openly shared with developers and hosted on the City's webpage (such as in the 'Doing Business with Lynn' section) to attract developers who share the City's goals and vision.



KEY BENEFITS

- Encourages supply-side amenities at the site level to discourage single-occupancy vehicle driving to and from development projects.
- Uses private investment to contribute to the expansion of public multimodal facilities.
- Incentivizes lower demand for parking.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term





Future Growth and Supply Recommendations

4.2 Introduce TDM requirements for developments citywide

CASE STUDIES

Boston's TDM Point System assigns development projects with a point target, based on its land use and location, for which it must provide a suite of TDM strategies to meet.

Some strategies are required for all efforts, such as providing on-site bicycle parking.

More powerful strategies allow developers to accumulate more points, such as providing no on-site parking or transit subsidies for tenants.

POINT ASSIGNMENTS

Baseline Strategies Select all	Points
Programming Strategies: <ul style="list-style-type: none"> TMA Membership unless unavailable On-Site TDM Coordinator Marketing Annual Events Real-Time Transit Information Emergency Ride Home 	5
Participation in MBTA Perq Program	15
Unbundled, Market Rate Parking	15
Bicycle Parking/Bikeshare Provision	5

Elective Strategies – see strategy definitions for point range conditions Select to achieve Point Requirement		Points
Impact Strategies Must select one	Transit Subsidy* Increase of 5 points with each additional 25% subsidy, starting at 25%. For residential projects, applies to subsidy provided over first year of new leases.	15-35
	Parking Reduction Increase of 5 points with each additional 25% reduction in parking supply, starting at 75% of maximum, up to 30 points.	15-30
	Parking Pricing Decrease of 5 points with each additional 25% reduction in parking provision, starting at 100% of maximum. Additional 3 points for weekly charges and 5 points for daily charges.	5-25
Bicycle Strategies Must select one	Bike Share Membership/Subsidy*	2-10
	E-Bike/E-Cargo Bike Program	5
	Additional Bike Parking Spaces	2-5
	Multimodal Transportation Subsidy	15
Vehicle Strategies Must select one, unless one was previously selected as an Impact Strategy	Parking Reduction Increase of 5 points with each additional 25% reduction in parking supply, starting at 75% of maximum, up to 30 points.	15-30
	Parking Pricing Decrease of 5 points with each additional 25% reduction in parking provision, starting at 100% of maximum. Additional 5 points for weekly charges and 10 points for daily charges.	5-30
	Parking Cash Out	10
	Carpool Program w/ Preferential Spaces	5-10
Transit Strategies	Car Share Membership/Subsidy	2-4
	Car Share Parking	3-6
	Transit Subsidy* Increase of 5 points with each additional 25% subsidy, starting at 25%. For residential projects, applies to subsidy provided over first year of new leases.	15-35
Development Strategies	Shuttle Service	5-10
	Bus Stop Improvements	2-4
	Mixed-Use Development	5-20
	Bundled Transportation Options (GoHubs!)	4

* - bundling opportunity for additional points



Future Growth and Supply Recommendations



LYNN CONTEXT

4.2 Introduce TDM requirements for developments citywide

Development standards for off-street parking facilities can provide guidelines to allow the lot or garage to be shared with other uses at the developer's discretion or as part of a TDM program.

This can facilitate access from public streets with an accessible walking network, ADA accessibility at all access points, and vehicle access which does not require extensive maneuvering through the property itself. A parking lot like the one at Eastern Bank (top) provides multiple pedestrian points of access to Market Street, making it ideal for shared parking.

A fence separates the private Verizon lot (bottom) from Johnson Street, restricting possible shared parking opportunities for the site.



(Source: Google)



(Source: Google)



Future Growth and Supply Recommendations

Best Practice

Downtown zoning requirements discourage provision of excessive off-street parking, helping to create more active spaces instead of car storage.



4.3 Expand elimination of minimum parking requirements

Challenges Addressed

- *Not enough support for travel other than by vehicle (land devoted to required parking creates gaps in urban realm, encouraging more driving)*
- *True market demand for parking is ignored (when spaces are required)*
- *Parking construction cost disincentivizes family-sized units (requirement for only 3+ bedroom units to have parking forces developers to build only smaller units, which are less likely to share a car and lower parking demand)*

WHAT THIS DOES

Off-street parking requirements remove obligations for developers to add excess off-street parking supply or lobby for a variance. Already demonstrated as an effective tool in the core of Downtown Lynn, this policy should be expanded outside of Downtown as well to include 3+ bedroom units, which currently require off-street parking construction.

HOW IT WORKS / KEY TASKS

- Introduce a shared parking system (see *Strategy 4.1*) to ease concern about expanding CBD-like zoning requirements for off-street parking elsewhere.
- Query existing zoning code to determine other zoning designations where removal of off-street parking requirements is appropriate.
- Repeal the provision requiring off-street parking for 3+ bedroom units from the zoning code.
- Openly share with developers and host on the City's webpage (such as in the 'Doing Business with Lynn' section) to attract developers who share the City's goals and development vision.



Excess capacity at Downtown lots during overnight hours points to a lessened need for new parking construction with housing

KEY BENEFITS

- Ensure growth in the off-street parking supply is cognizant of actual demand.
- Incentivize land development with less cost and time obligations for developers.
- Supports groups like families who may be reliant on multiple bedrooms as part of a housing unit.

Project

Goals

Aligned:

1 2 3 4

5 6 7 8

Timeframe

Long-term





Future Growth and Supply Recommendations

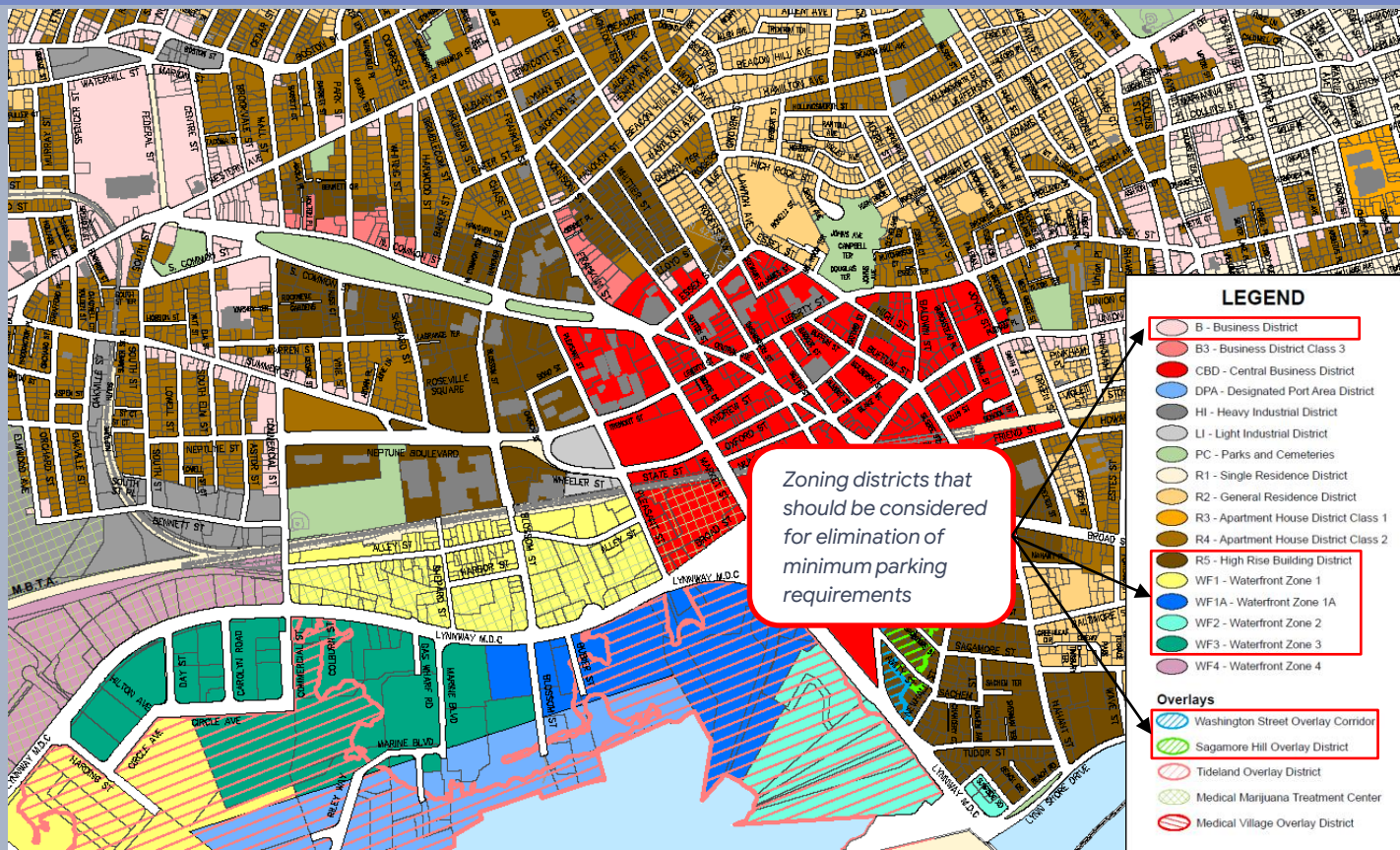


LYNN CONTEXT

4.3 Expand elimination of minimum parking requirements

Several zoning districts and zoning overlay districts could benefit from expansion of eliminated parking requirements.

These districts are adjacent to Downtown and—with implementation of a shared parking system (or encouragement of shared parking strategies)—can incentivize new developments to better use existing supply or introduce new parking supply in a less impactful way.



Zoning districts that should be considered for elimination of minimum parking requirements

- LEGEND**
- B - Business District
 - B3 - Business District Class 3
 - CBD - Central Business District
 - DPA - Designated Port Area District
 - HI - Heavy Industrial District
 - LI - Light Industrial District
 - PC - Parks and Cemeteries
 - R1 - Single Residence District
 - R2 - General Residence District
 - R3 - Apartment House District Class 1
 - R4 - Apartment House District Class 2
 - R5 - High Rise Building District
 - WF1 - Waterfront Zone 1
 - WF1A - Waterfront Zone 1A
 - WF2 - Waterfront Zone 2
 - WF3 - Waterfront Zone 3
 - WF4 - Waterfront Zone 4
- Overlays**
- Washington Street Overlay Corridor
 - Sagamore Hill Overlay District
 - Tideland Overlay District
 - Medical Marijuana Treatment Center
 - Medical Village Overlay District



Future Growth and Supply Recommendations

Best Practice

Plentiful and secure bicycle parking encourages more bicycle travel to, from, and within Downtown



4.4 Expand public bicycle parking downtown on every block

Challenges Addressed

- **Not enough support for travel other than by vehicle (bicyclists do not have visible options for parking their bikes)**

WHAT THIS DOES

Plentiful bicycle parking options in Downtown, with sufficient navigation signage, supports a multimodal environment where it is easy to bike to Downtown destinations. As more bicycling happens in Downtown, a stronger bicycling culture can evolve and makes the barrier to entry easier for less experienced bicyclists, including children.

HOW IT WORKS / KEY TASKS

- Conduct an inventory of existing bicycle parking downtown, including documenting the hosting or adjacent destinations that may attract visitors.
- Identify gaps in locations with a high volume of visitors where bicycle parking should be integrated (e.g., particularly near transit, municipal services, etc.).
- Consult with MassBike or other reputable organizations for best practice guidance on bicycle parking styles most appropriate to Lynn (with consideration of available space in the right of way, visibility, safety concerns, etc.).
- Identify a preferred funding and implementation approach for placement and frequency of bicycle parking in downtown; integrate design standards into development requirements (See *Strategy 4.2*).
- Establish locations where directional signage to bicycle parking can improve user navigation and include bike parking locations on an overall downtown parking map (See *Strategy 3.5*).



Highly visible bicycle parking locations promote the perception that Downtown Lynn is an ideal place to get around by bicycle.

KEY BENEFITS

- Encourage travel to, from and within Downtown via bicycle.
- Achieve mode shift from those who would otherwise travel by car.
- Promote active lifestyles for Lynn residents.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Short-term





Future Growth and Supply Recommendations

Best Practice

The parking system evolves with emerging technologies like electric vehicle purchases to allow different vehicle types to park Downtown



4.5 Identify desire for EV space integration and requirements

Challenges Addressed

- *System is not dynamic enough to accommodate changes (EV chargers are not integrated into on-street parking or off-street lots)*
- *Lack of low-emissions vehicles contributes to local pollution (tailpipe emissions will increase without more EVs)*

WHAT THIS DOES

Downtown residents and visitors presently and will increasingly desire electric vehicle charging options, whether for private automobiles or micromobility options such as e-scooters. The City should consider how to best accommodate these user types as they grow, including in public facilities as well as part of requirements for private parking construction.

HOW IT WORKS / KEY TASKS

- Integrate Stretch Energy Code guidelines into municipal parking lot construction and maintenance standards.
- Adopt EV charger-equipped or "EV-ready" requirements into parking design standards.
- Identify EV-ready charging locations in municipal lots and potentially on-street (or as part of a mobility hub—see recommendation 4.6)
- Pursue funding for municipal charging equipment; explore federal grants, such as the Charging & Fueling Infrastructure (CFI) Grant Program.



EV chargers can be installed in municipal lots, while new private or public parking construction can be made "EV ready" for future charger installation

KEY BENEFITS

- Prepares for EV parking needs in advance instead of retrofitting afterwards.
- Promotes message that Lynn supports transition to vehicles with less environmental impact

Project
Goals
Aligned:
1 2 3 4
5 6 7 8

Timeframe
Short-term





Future Growth and Supply Recommendations

Best Practice

Travel to, from, and within Downtown Lynn without a car is easy; visitors are encouraged to enjoy Downtown



4.6 Advance mobility hub concept in a municipal parking facility

Challenges Addressed

- **Not enough support for travel other than by vehicle (bikeshare and other mobility technologies are not available)**

WHAT THIS DOES

A mobility hub provides several options for personal travel and a single location (such as a portion of a municipal lot) to obtain and return equipment, such as e-bikes or e-scooters. Visitors to Downtown arriving by modes other than a personal automobile or bicycle can travel throughout Downtown to different destinations during their visit.

HOW IT WORKS/KEY TASKS

- Evaluate space provision on municipal land in Downtown, such as within a parking lot, plaza, or other open space, to provide a potential mobility hub concept.
- Consider space needs to provide amenities such as bikeshare stations, pick-up/drop-off zones, parklets, car share parking, EV-charging stations, bicycle parking, transit shelters, and/or micromobility amenities such as e-scooters.
- Determine branding and wayfinding information to provide at the mobility hub concept.
- Consider partnership with a local service provider or transportation agency (such as the Metropolitan Area Planning Council) to support funding acquisition and implementation.



Boston's GoHubs! program provides transportation resources such as wayfinding and public bikeshare in single locations for ease of access

KEY BENEFITS

- Provides a suite of travel options for spending extensive time in Downtown Lynn without a car.
- Sets a highly-visible standard for multimodal travel in Downtown Lynn.

Project Goals Aligned: 1 2 3 4 5 6 7 8

Timeframe Mid-term





Future Growth and Supply Recommendations

Best Practice

Travel to, from, and within Downtown Lynn without a car is easy; visitors are encouraged to enjoy Downtown



FURTHER GUIDANCE

Mobility hubs are not one-size-fits-all and different components should be selected for inclusion depending on the area context and which components are most likely to be in demand or utilized. This flexible approach means Lynn could host various scales of multimodal hubs throughout the City that provide different services or support to different modes, as well as enhancing the vitality of the areas they are placed.

Potential Mobility Hub Components



Bike and e-bike rental/share



Scooter and e-scooter rental/share



EV rental/charging



Rideshare PU/DO zone



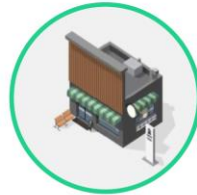
Transit card kiosk



Pop-up business



Seating



Food/retail kiosk



Delivery lockers



Comfort station



Branded wayfinding



Water fountain/ bottle filler



Bike parking



WiFi/Phone charging



Carshare

Future Growth and Supply Recommendations

Considerations for the optimal locations of potential multimodal hubs should include prioritizing areas where existing mode networks already intersect, such as the areas highlighted on the map. High ridership bus stops located along areas of the Northern Strand Extension are a potential option that could help close last-mile gaps through the provision of bikeshare stations, for example.

As networks increase, and other opportunities for connection between key nodes becomes available (such as connections to/from the Ferry Terminal), additional hubs should be considered to further attract and support the use of travel besides a single-occupancy vehicle.



Best Practice

Travel to, from, and within Downtown without a car is easy; visitors are encouraged to enjoy Downtown



04

Implementation Approach



Creating a sustainable path of action for the City

Implementation by Strategy Area



Approaches to implement recommendations will vary by strategy area:



PARKING REGULATIONS

Better meet user needs through updated parking regulations

- Upfront work with Traffic and Off-Street Parking Commissions to garner support
- Immediate work to expand parking permit program
- Gradual implementation of extended time limits – shift by one or two hours and re-visit after a few years
- Regular monitoring of effectiveness and adjusting regulations over time



PARKING PRICING

Use pricing to effectively manage demand

- Immediate consideration of payment system types to inform procurement of new equipment
- Demonstration of new pricing and means of adjusting over time; reflected in regulations
- Follows implementation of extended time limits, followed by updated utilization counts



MAINTENANCE & USER EXPERIENCE

Improve parking system's performance with better maintenance standards

- Upfront work to identify key stakeholders to operate Parking Benefit District
- Consideration of capital budget opportunities to jumpstart maintenance improvements and operations
- Consideration of reduced street sweeping frequencies following implementation of other means to address street litter



PARKING SUPPLY & GROWTH

Fully utilize shared capacity of the parking system to accommodate future growth

- Concerted, immediate work to implement shared parking – first between private property prior to expanding to City/private relationships (unless prime opportunities materialize upfront)
- New development review practices best enacted with shared parking practices in place



Implementation by Strategy Area – Short-Term (initiated within <1 year)

These strategy approaches are intended to kick-start new ideas and gain consensus:



PARKING REGULATIONS

Better meet user needs through updated parking regulations

Extending time limits stands as a key recommendation of the study. The City may wish to extend time limits by one or two hours at select locations on a trial basis and re-visit further expansion of extended time limits given public feedback. Parking regulations can be updated concurrently with this, as can the expansion of permit programs and introduction of loading space requests. As the performance-based pricing recommendation is contingent on time limits being largely finalized, this recommendation should move forward first.



PARKING PRICING

Use pricing to effectively manage demand

The City must purchase new equipment alongside any expansion of paid parking areas; determining the right vendor to use, equipment to purchase, and quantity of equipment is a first step. It should be assumed that any equipment installed by a space means that the space will be charged in perpetuity.



MAINTENANCE & USER EXPERIENCE

Improve parking system's performance with better maintenance standards

Finding stakeholders to champion and operate a Parking Benefit District (PBD) will take a considerable amount of time – Lynn does not have a main streets organization which can fulfill this role. Until a PBD is operational, the City should consider spot improvements to street maintenance as capital planning allows.



PARKING SUPPLY & GROWTH

Fully utilize shared capacity of the parking system to accommodate future growth

Outreach to property owners will help sow the seeds for a shared parking system; the City can more proactively link excess parking with new development projects, for example. In the short-term this may take the form of leasing agreements between private parties which the City helps facilitate.



Implementation by Strategy Area – Mid-Term (1-4 years)

These approaches are intended to keep momentum of changes and expand tested strategies:



PARKING REGULATIONS

Better meet user needs through updated parking regulations

Once new permit programs are in place and time limits for parking have been extended (or removed), the City should proactively address any concerns given this period could involve the roll-out of performance-based pricing. An increase in parking revenues (through better utilization of paid parking and increased permit sales) should coincide with a reduction in parking violation fees as motorists are better able to find legal spaces.



PARKING PRICING

Use pricing to effectively manage demand

Performance-based pricing should come online at this time. A well-publicized campaign can communicate the benefits of pricing to free up availability on streets and introduce more predictability into the parking experience. The City can weigh in the early stages whether further expansion of priced parking areas is justified given the procurement costs of new equipment.



MAINTENANCE & USER EXPERIENCE

Improve parking system's performance with better maintenance standards

An operational PBD can address political concerns associated with expansion of paid parking by ensuring that parking revenues are partly or completely re-invested in Downtown. Tangible results of parking revenues (cleaner streets, better lighting, pavement improvements) should be publicized. The City should closely weigh whether reducing the frequency of street sweeping is justified.



PARKING SUPPLY & GROWTH

Fully utilize shared capacity of the parking system to accommodate future growth

Introduction of performance-based pricing as well as the popularity of permit sales can inform the City whether lease or purchase of private parking areas for public use is justified. New TDM requirements can begin to be implemented for development projects.



Implementation by Strategy Area – Long-Term (5+ years)

These strategies are intended to solidify best practices in order to be sustainable through administrative changes or other unknown future factors:



PARKING REGULATIONS

Better meet user needs through updated parking regulations

Parking time limits should continue to be monitored, with extension of time limits put forward. All other recommendations are also monitored and adjusted as needed, including parking violation fees (which should be most punitive for unsafe behavior) and the pricing and benefits associated with parking permits.



PARKING PRICING

Use pricing to effectively manage demand

Parking charges should be adjusted on a twice annual basis, ideally. The Parking Department could conduct utilization counts over the course of a typical weekday and weekend or the City could use volunteers. Prices are raised by 25 or 50 cents per hour to meet the desired utilization target by zone or block face.



MAINTENANCE & USER EXPERIENCE

Improve parking system's performance with better maintenance standards

The PBD is an active stakeholder in Downtown streetscape and parking matters, including in directing investments to improve the performance of the parking system and in the use of ambassadors.



PARKING SUPPLY & GROWTH

Fully utilize shared capacity of the parking system to accommodate future growth


Expansion of zones lacking minimum parking requirements are considered given the success of the shared parking system (and/or potential rollback of street sweeping frequency) in accommodating new development. The City may wish to construct new parking if the revenues from the project justify the associated expenses.

Implementation by Strategy Recommendations

Responsible Parties
 TC= Traffic Commission
 OSPC= Off-Street Parking Commission
 PD= Parking Department

PLD= Planning Department
 DPW= Department of Public Works
 EDIC= Economic Development and Industrial Corporation of Lynn




	Rec#	Recommendation	Cost	YEAR 1 Actions	YEAR 2 Actions	YEAR 3 Actions	YEAR 4 Actions	YEAR 5 Actions	Potential Responsible Parties	
 <p>1. PARKING REGULATIONS</p>	1.1	Extend or remove on-street parking time-limits	\$	Identify and enact 1-2 hour extensions on select streets, incl. updated signage/ parking map, and training enforcement		Interim eval.		Next round of extensions on additional streets	TC, PD	
	1.2	Provide free short-term parking in priced areas	\$		Implement policy as pilot, incl. updated signage/ parking map	Evaluate long-term feasibility			TC, PD	
	1.3	Allocate additional ADA-friendly on-street spaces	\$	Implement as spot opportunities present themselves						TC, DPW
	1.4	Allow businesses to request loading spaces	\$	Initial outreach, develop and implement pilot program (1 year), and evaluate long-term feasibility		Formalize long-term procedure, if appropriate	Monitor (define frequency), evaluate, and adjust as needed		TC, PD	
	1.5	Update list of parking violations	\$	Update violation list alongside extension of time limits		Monitor (define frequency), evaluate, and adjust as needed				TC, PD
	1.6	Expand parking permit programs	\$	Define new permit types	Implement new permit programs, incl. public info. update online and training enforcement on changes	Monitor (define frequency), evaluate, and adjust as needed				OSPC, PD
	1.7	Explore expanded use of public lots	\$	Prepare lots for more public usage, such as restriping, purchasing equipment, signage	Implement as part of new permit programs. Include in updated public parking maps.	Monitor (define frequency), evaluate, and adjust as needed				OSPC, TC, PD, EDIC

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 Industrial Corporation of Lynn




	Rec#	Recommendation	Cost	YEAR 1 Actions	YEAR 2 Actions	YEAR 3 Actions	YEAR 4 Actions	YEAR 5 Actions	Potential Responsible Parties
 2. PARKING PRICING	2.1	Implement a performance-based pricing standard	\$	Determine extent of pricing area and procure new equipment. Launch and publicize program (2-3 months ahead of launch) in line with Rec. 1.1 timing.	Continue education about the program and regular adjustment of rates		Continue program with annual adjustment of rates and bi-annual analysis		OSPC, TC, PD
	2.2	Regularly monitor utilization to inform future parking rates	\$	Determine approach for conducting parking counts (identify times/frequency, responsible staff, parties, determine training approach)			Twice annual counts		PD, PLD
	2.3	Define and select an inclusive payment technology approach	\$\$	Secure funding, procure preferred equipment. Publicize new program and regular adjustment of rates	Field installation		Ongoing monitoring of effectiveness and tech changes		OSPC, PD

Implementation by Strategy Recommendations

Responsible Parties
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 EDIC= Economic Development and Industrial Corporation of Lynn




	Rec#	Recommendation	Cost	YEAR 1 Actions	YEAR 2 Actions	YEAR 3 Actions	YEAR 4 Actions	YEAR 5 Actions	Responsible Parties	
 <p>3. STREET MAINTENANCE AND USER EXPERIENCE</p>	3.1	Establish a Parking Benefit District	\$			Analyze timing of PBD pursuit dependent on success of Recs. 1.1 and 2.1. Stakeholder identification and define organizational set-up and approach. Define roles and responsibilities	PBD is formalized and operational	Annual monitoring and evaluation of impacts to inform adjustments needed	OFPC, PD, PLD	
	3.2	Provide safety improvements and a greater sense of security	\$\$\$\$	Continue pursuit of funding for defined priority improvements	Spot improvements out of capital budget, as able			Use of PBD to fund improvements	OSPC, PLD, DPW	
	3.3	Aggressively address street litter in order to reduce the frequency of street sweeping	\$\$	Determine labor source and operational details. Select preferred waste bins and locations throughout City.		Operationalize, or wait until PBD to fund	Scale back street sweeps	Monitor effectiveness of change, including violations (user experience survey)	PLD, DPW, PD	
	3.4	Use parking ambassadors to assist visitors	\$-\$		Determine labor source and operational details, and define roles and responsibilities.	Ambassadors deployed; may wait until PBD becomes operational to fund			PD, PLD, DPW	
	3.5	Provide comprehensive parking information and navigation	\$	Finalize website structure and categories and update. Develop RFP for consultant for a planning and branding study for wayfinding signage	Conduct and finalize wayfinding/branding study. Set aside funding for fabrication. Pursue signage procurement and field installation.		Ongoing communications around performance-based pricing			PD
	3.6	Consolidate and clarify winter weather parking protocol	\$	Identify locations for regulation signage and blue weather alert lights	Procure/install signs and lights	Annual monitoring and evaluation of impacts/violations to inform adjustments needed				PD, PLD, DPW

Implementation by Strategy Recommendations

Responsible Parties
 TC= Traffic Commission
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 PD= Parking Department

PLD= Planning Department
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	Rec#	Recommendation	Cost	YEAR 1 Actions	YEAR 2 Actions	YEAR 3 Actions	YEAR 4 Actions	YEAR 5 Actions	Responsible Parties	
 <p>4. FUTURE GROWTH AND PARKING SUPPLY</p>	4.1	Foster a shared parking system	\$-\$	Develop draft agreement language. Outreach to interested property owners.	Implement or enable most feasible shared parking agreements.		Monitor system performance for expansion of public supply via shared parking		PD, PLD	
	4.2	Introduce TDM requirements for developments citywide	\$	Draft and implement TDM policy and promote as part of 'developing in Lynn' area on website					TC, PLC, EDIC	
	4.3	Expand elimination of minimum parking requirements	\$					Expand eliminated minimum requirements as appropriate following pricing expansion	TC, PLD, EDIC	
	4.4	Expand public bicycle parking downtown on every block	\$-\$	Identify priority areas to integrate bicycle parking and determine preferred fixture type. Spot improvements using capital budget, as able. Work with parking ambassadors to inform visitors how to find parking. Update online parking map, as needed	Use of PBD to fund further improvements, as needed				PLD, DPW	
	4.5	Identify desire for EV space integration and requirements	\$\$	Consistent updating of standards given MA Stretch Code						OSPC, PLD, DPW
	4.6	Advance mobility hub concept in a municipal parking lot	\$\$\$	Work with consultant to develop mobility hub design concepts and preferred approach	Secure or set aside funding	Conduct pilot of hub, such as during special event	Consider more permanent installation or periodic installation on busy weekends			OSPC, PLD, DPW



Implementation by Targeted Strategy

With the understanding that the City will not be able to address all recommendations at once, the following are three “packages” for consideration.

HIGH IMPACT, SHORT-TERM IMPROVEMENTS (PUBLIC PARKING)

This approach focuses first on implementing low-hanging/high-impact changes to the system that are recognizable by the public to demonstrate a commitment to shifting the culture and expectations of how parking can serve Lynn.

- Extend time limits to four hours throughout Downtown; update violation list in tandem
- Collect parking utilization data on a twice-yearly basis
- Raise or lower rates by \$0.50 when utilization on a block face or lot is observed at about 85% or below 70%, respectively.
- Publicize this information online, including commitment to expand priced areas as data merits

MEASURED AND STRATEGIC CHANGE (ADMINISTRATION)

This approach focuses on building public and political consensus through internal coordination and strategic deployment of related recommendations to demonstrate the City’s intent of laying long-term groundwork and foundation for a gradual and sustainable system shift.

- Introduce new permit options to allow for greater Downtown parking flexibility for residents citywide
- Open up more municipal lots for 24-hour use by commuters and residents, including at City Hall
- With increase in revenues, direct spending towards multimodal amenities (e.g. bike parking, mobility hub) to lessen reliance on parking system
- When merited, reduce street sweeping frequency to allow for more convenient overnight parking for residents

OPENING SUPPLY AND SETTING EXPECTATIONS (PRIVATE PARKING)

This approach focuses on defining and advertising the City’s desired role of private landowners and developers in providing resources to the parking system now to set precedent for anticipated development growth in the near term.

- Reform development standards to require stronger TDM measures and for any new on-site parking to be shared
- Advocate and recruit Downtown businesses and stakeholders for formation of a Parking Benefit District (PBD)
- Publicize shared parking opportunities as part of recruitment process
- Formalize use of parking revenues within PBD for maintenance and cleanliness
- Reduce street sweeping frequency with renewed commitment to sidewalk cleaning; opens more overnight supply



Putting the Recommendations into Action

STRATEGY #1

There are several steps which must be realized in order to implement the changes detailed in this study. Some of these include procurement of new technology and signs, administrative changes to best carry out new programs, and legislative changes to enable parking rates to be tied to performance. Critical paths to success include:

Coordinate with Town Select Board: The Select Board has reviewed the

recommen
the Town s

There is a lot here, and it is not likely that the City will be able to implement it all at once.

Ongoing P

continuing
downtown
a Parking V
stakeholde
program.

We would like some feedback on implementation timeline, prioritization, and importantly action items that need to happen as a package to work most effectively (I.e. Tiered pricing, opening up parking at off-street lots, remove time limits), and what is viable for phasing over time.

Pilot Early Changes, Monitor, and Report: Providing several months to test new changes, such as pricing changes or even temporary improvements to the roadway network including breakaway posts, stop signs, and pavement markings, coupled with monitoring and reporting back in a public manner, can help increase user buy-in.

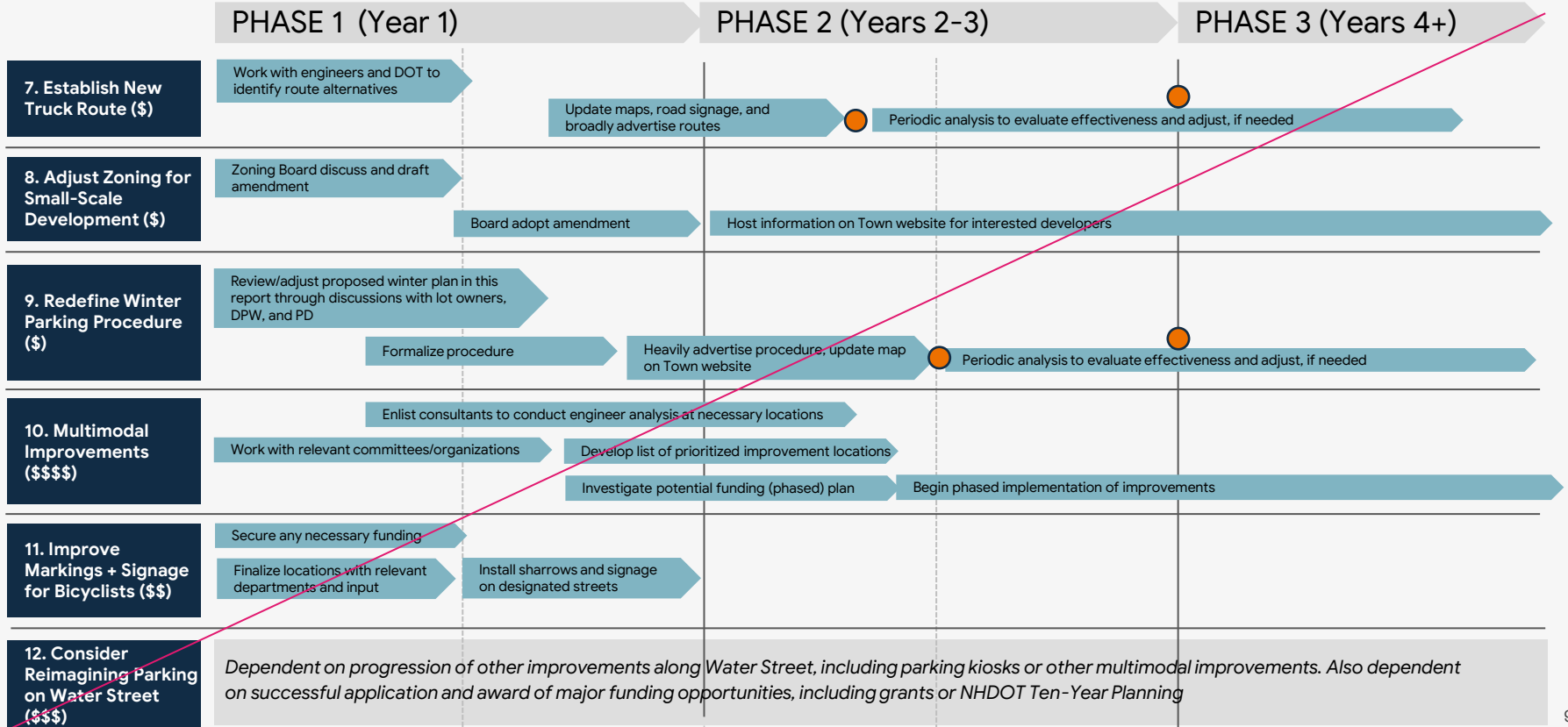
The implementation roadmap on the following pages can provide a general timeline for guidance.

Putting the Recommendations into Action- Implementation Roadmap

Low Cost \$ \$ \$ \$ \$ \$ High Cost
 ● Review period



STRATEGY #1





Funding Opportunities

STRATEGY #1

The recommendations identified within this study range from rapid deployment and reasonably limited effort and cost through multi-year planning, engineering, and construction requiring extensive funding for programming. As the undertaking of the larger cost recommendations by funded by only the Town is likely unfeasible, the following list identifies state and federal funding opportunities for the Town to pursue to realize these recommendations effectively:

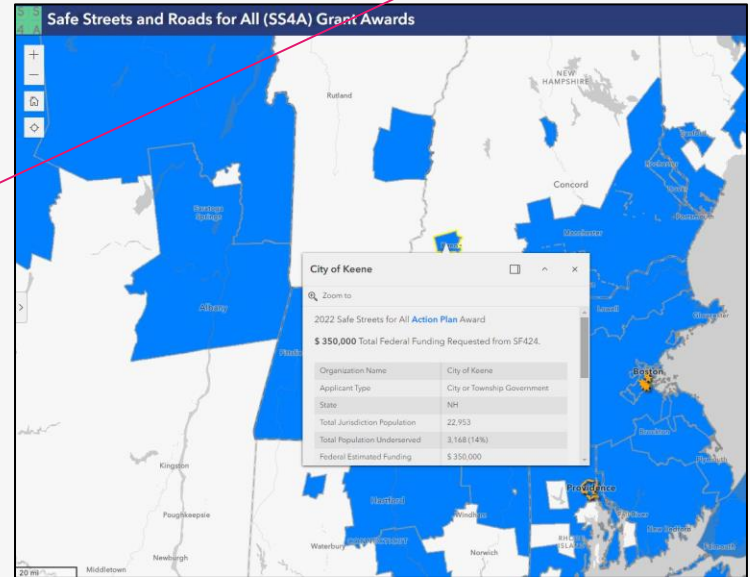
RAISE Transportation Discretionary Grants: Similar previous editions of this funding were called TIGER or BUILD Discretionary Grants, the Infrastructure Investment and Jobs Act of 2021 (“Bipartisan Infrastructure Law,” or “BIL”) authorized and appropriated \$1.5 billion to be awarded by the Department of Transportation (“DOT”) for Local and Regional Project Assistance Program Grants under National Infrastructure Investments in FY 2023.

Safe Streets and Roads for All (SS4A): The BIL established the SS4A discretionary grant program to support local initiatives to prevent death and serious injury, formerly referred to as Vision Zero initiatives. \$1 Billion per year is funded through fiscal year 2026 and is seeing many communities throughout New England receive significant funding. The SS4A funding supports:

- Local safety action planning,
- Planning, design, and development activities identified in the safety action plan, and
- Implementing the projects and strategies in the safety plan.

Just in the past two years, multiple New England communities and Metro Planning Organizations have seen successful applications and awards from this program including:

- City of Keene, NH - \$350,000 - New Safety Action Planning
- All four NH MPOs - \$220,000 - New Safety Action Planning
- City of Salem, MA - \$200,000 - New Safety Action Planning
- Town of Haverhill, NH - \$200,000 - New Safety Action Planning





Funding Opportunities


Advanced Transport Technologies and Innovation (ATTAIN) Program: The BIL authorized and appropriated \$60 million annually through fiscal year 2026 and allocates up to 80% of the cost of prospective projects. The ATTAIN Program may fund the following advanced transportation and congestion management technologies related to this study:

- Advanced parking reservation or variable pricing systems
- Integration of transportation service payment systems
- Advanced mobility access and on-demand transportation service technologies, such as dynamic ridesharing and other shared-use mobility applications and information systems to support human services for elderly and disabled individuals;

Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Discretionary Grant Program: The BIL \$300 Million per year is funded from fiscal year 2024 through fiscal year 2026 for the PROTECT discretionary grant program to support resiliency for surface transportation against natural hazards and potential disasters related to climate change through supporting the following activities:

- Planning
- Resiliency Improvements
- Community Resilience and Evacuation Routing
- At-Risk Coastal Infrastructure

As the Town of Exeter sits on the Squamscott River, a tidal river that help's feed New Hampshire's Great Bay and has been subject to regional and statewide studies on the potential impacts due to sea level rise (Seacoast Transportation Corridor Vulnerability Assessment and Resiliency Plan, Rockingham Planning Commission, March 2022), Exeter should be a good candidate to be considered for this type of funding due the potential impacts to the historic Downtown and the impacts to the Town's infrastructure anticipated in the mid- to late-21st Century.



Municipality: Exeter

Location: NH 85 (Water Street)

Cross Streets: Summer Street, Swazey Pkwy

Site Description:
This portion of water street is the southern terminus of NH 85 which connects from Exeter to NH 101 and through Newfields to NH 108. The roadway parallels the Squamscott River in this vicinity and at 4' SLR water from Norris Brook could impact the roadway. Use on this section of Water Street is primarily residential and recreational.

Anticipated Site Impacts from Sea-Level Rise
Water Street is inundated between Summer Street and the Swazey Parkway where the roadway crosses over Norris Brook. This divides the northern portion of this street from the southern and somewhat isolate a few houses, the public works facility, and the sewer treatment plant from the remainder of the downtown area and require vehicles to reroute using NH 101.

Estimated Impacts of closure due to SLR
Closing this roadway would result in a relatively small shift of traffic to alternative routes as this only impacts through traffic and access to a few homes directly. Most neighborhood access to downtown Exeter could continue as it does currently.

Surrounding Land Use Profile

	Acres	Percent
Forested	0.1	3%
Other/Idle	0.7	14%
Open Wetlands	0.0	0%
Mixed Urban	0.2	1%
Recreation	2.0	40%
Residential	1.4	27%
Transportation	0.8	15%
Water	0.0	0%

Water Street - Exeter Site Profile from Seacoast Transportation Corridor Vulnerability Assessment and Resiliency Plan, Rockingham Planning Commission, March 2022



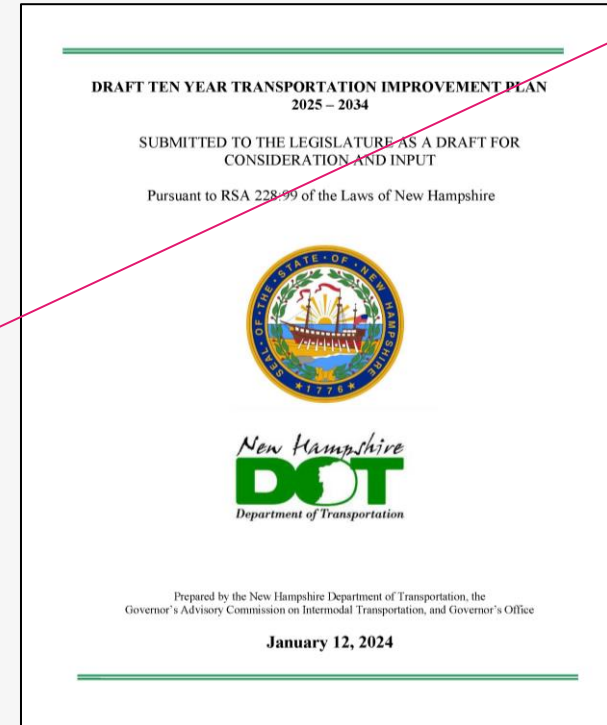
Funding Opportunities

STRATEGY #1

NHDOT Highway Safety Improvement Program (HSIP): Funded through NHDOT with Federal matching, NHDOT provides \$9 million annually to address highway safety improvement projects at locations deemed hazardous due to crash experiences, potential, or other metrics such as severity and substandard geometric designs. Typically, this comes with an 80% to 100% match. Network screening (crash data), Systemic Approach (maintenance-based improvements), and Road Safety Audits (RSAs) are used to identify and select sites. Although crash data was not of a quality to include in this study, future safety-based studies of Downtown Exeter can be used to identify metrics in which safety-based improvements may be applicable.

NHDOT Surface Transportation Program (STP): Funded through NHDOT with Federal matching, a portion of funding is made available to municipalities or other project sponsors to develop, improve, and enhance their transportation network. These projects are identified as Local Public Agency (LPA) projects and are guided with assistance from NHDOT or municipal consultants to follow the LPA Manual and traditional NHDOT processes.

The Draft 2025-2034 Ten Year Plan is currently going through its legislative processes. The Ten-Year Plan is updated every two years and is advocated for through local, regional, and state advocates for inclusion and funding. Getting on the Ten Year Plan is a Town's way to have major projects incorporated into the budgeting and funding through NHDOT. Utilizing the next two years to identify potential projects and develop advocacy with the Rockingham Planning Commission and other regional and state advocacy groups can help the Town add potential projects to NHDOT's 2027-2036 Ten-Year Plan.



The Town can proceed with planning major projects in cooperation with Rockingham Planning Commission and NHDOT Community Development to be ready for the 2027-2036 Ten Year Plan