Appendix E: Amherst Parking Implementation Matrix

Create a dedicated 1 1A.1 Conf 1A.2 Draf	, responsive parking management structure that serves all downtown stakeholders	PARTNER(S)	PRIORITY			
1A.1 Conf 1A.2 Draf	I Transportation and Parking leadership position in charge of all transportation policy, planning and implementation	PARTNER(3)	***	COST **	IMPACT ***	LEVEL OF DIFFICULTY *
1A.2 Draf	firm Town department in which position is based. (Planning is preferred.)					
	ft job description to include roles and a reporting structure for staff (e.g. enforcement personnel).					
	to the funding for position through annual budget process.					
	iate hiring process.					
	an interim / backup plan, assign parking aspects of this role to an existing staff person.		***	_		_
	nsive parking implementation communication program	Stakeholder groups, BID, DPWG	***	*	***	*
	relop communication protocols (e.g. Town contact, press release guidelines, press requests, constituent inquiries/complaints, etc.).					
	tinue to engage key downtown stakeholders during the implementation process.					
	age with local educational institutions to ensure parking program changes and requirements are communicated and understood.					
	relop informational materials highlighting parking changes.					
	ate a Parking in Amherst website with all parking information in one place (e.g. www.parkinginamherst.com).					
Establish a Parking I	Benefit District (PBD) to fund downtown parking and infrastructure improvements.	BID, DPWG	***	*	**	**
1C.1 Esta	ablish PBD Boundaries (e.g. Downtown Parking Study Area) in which parking revenues can be allocated for improvements.					
1C.2 Defir	ine PBD improvement program "buckets" – e.g. parking operations/equipment, streetscape improvements, parking facility enhancements/expansion.					
1C.3 Draf	ft PBD and fund framework - e.g. Enterprise Fund or Special Fund (under General Fund).					
1C.4 Esta	ablish a parking revenue baseline (revenues collected in previous full fiscal year) to estimate total funds available for improvements.					
1C.5 Form	mally adopt PBD through Town Council process.					
Create a downtown	n parking system that provides convenient, predictable and flexible parking for all downtown residents, workers, and visitors	PARTNER(S)	PRIORITY	COST	IMPACT	LEVEL OF DIFFICULTY
Set parking availabi	ility and turnover goals and define performance-based zones accordingly	ParkMobile, Parkeon, other vendors, business owners, BID	***	*	***	*
2A.1 Esta	ablish an 85% utilization target for all parking facilities to ensure parking is generally available within a short walk of most areas.					
	ablish a 2-hour turnover target for core on-street parking, and 3- or 4-hour turnover goal for off-street lots and discount areas.					
	arking counts to track utilization and inform future parking system changes	ParkMobile, Parkeon, other vendors	***	*	***	*
	alyze parking utilization monthly using available data including Parkeon kiosk data, ParkMobile data, and parking revenue collection (e.g. traditional meters)	, , , , , , , , , , , , , , , , , , , ,				
	upplement parking technology data with revenue/hours parked data (based on calculations from monthly cash collections)					
	appendix parking Economics you are received an exercise placed and updated to a consideration of the ground perspective to potentially identify parking behaviors not shown in data.					
	kplore opportunity to use students or interns to perform the counts (e.g. Amberts College, Amos Planning Sudents)					
	erform utilization counts at same intervals as in this parking study to maintain consistency over time.					
	- Prioritize on-street parking counts given lock of data until parking kiosks are installed systemwide.					
	- Consider adding a late evening utilization counts on Thursday, Friday and Saturday (10pm)					
	lyze all data (from 2.8.1 and 2.8.2) annually to identify potential changes in parking utilization.					
	ed on findings from 2.8.3. consider changes to the parking system as needed (e.g. pricing changes, supply changes, etc.).					
	pricing scheme with performance-based pricing	ParkMobile, Parkeon, other vendors, business owners, BID	**	*	**	**
	place on-street meters with Parkeon kiosks for full implementation (on- and off-street).					
	ablish parking turnover baseline (Likely 2 hours in core areas, and 3 or 4 in outer zones and off-street lots). See 2A.2.					
2C.3 Form	malize utilization and turnover count process on a quarterly basis (see 28.1 and 28.2).					
2C.4 Wor	rk with stakeholders to establish initial rate scheme (base rate extends up to desired turnover baseline).					
> To	o begin, keep current rates for first two hours.					
	/ork with stakeholders to determine rates for hours 3 and beyond.					
	stact vendors to implement new scheme (off-street lots to start since Parkeon kiosks are already available at these facilities).					
	esign "adaptable" signage that clearly displays rate structure and can easily be updated with stickers, etc.					
> DE.						
	- Ensure signage is consistent - on brand - with a comprehensive, holistic Downtown Wayfinding program. (See Strategy 7A)					
	llocate funding to fabricate and install signage.					
	bricate and install signage throughout Downtown.					
	all signage throughout downtown to convey rate structure.					
2C.7 Adju	ust rates to promote desired turnover by facility type until utilization and turnover targets are met.					
> If u	utilization continues above 85% systemwide, increase rates for long-term parkers (4+ hours).					
> Ad	dd additional parking supply if graduated pricing does not increase availability of parking. (See Strategy 8B)					
Maximize use of exi	xisting, underused private parking, for public use before making high cost municipal parking capital investments	PARTNER(S)	PRIORITY	COST	IMPACT	LEVEL OF DIFFICULTY
	ties for shared parking in the Downtown	Private lot owners, business owners, BID	**	*	**	*
3A.1 Crea	ate a database of private parking facilities/parcels with ownership, total parking, and existing use (e.g. customer, worker, resident, etc.).					
	reate two categories: Town-Managed Shared Opportunities (20 or more space lots); Private Shared Opportunities (Under 20 spots)					
	nared Parking agreement language in advance and to be ready to negotiate potential shared agreements	Private lot owners, business owners, BID	**	*	**	*
	ft Private Shared Parking agreement language that can be provided to parties interested in entering into a shared agreement (not operated by the Town).	Tivate lot owners, business owners, bib				
3B.2 Drai	oft Public/Private Shared Parking agreement language for Town-initiated opportunities. (to be managed/operated by the Town.)					
				_		
Facilitate shared pa	arking agreements between individual property owners and as part of a town-wide shared parking system	ParkMobile, private lot owners, business owners, BID	**		**	*
Facilitate shared pa	nch out to all property owners with private parking to determine interest in participating in shared parking program - private or shared. Highlight revenue opportunities to the owner as an added source of income.	ParkMobile, private lot owners, business owners, BID	**	*	**	*
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Maximize current parking system capabilities (or explore installation of space counting systems) to display number of spaces available. > Reach out to Parkeen to understand capabilities of existing system. > Consider installing parking counter signage (integrated into comprehensive wayfinding program) at key Town parking facilities at highly visible locations. Explore partnerships with real-time on- and off-street parking availability app integration with current systems. (e.g. Parkopedia, SpotHero, ParkWhiz, Parker, Parknav, etc.) > Enter into agreements that meet Town of Armherst needs. > Integrate real time parking information into Park Amherst website.					
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> Enter into agreements that meet Town of Amherst needs.					
> Integrate real time parking information into Park Amherst website.					
programs that make parking in Downtown Amherst more inviting and convenient to customers	PARTNER(S)	PRIORITY	COST	IMPACT **	LEVEL OF DIFFICULTY
rking validation system Work with parking app vendor (currently ParkMobile) to allow parking validation app features to be available.	Parking apps, BID, DPWG	**	•	**	*
work with parking app ventor (currently varikwonlei) to allow parking validation app rectures to be available. Distribute parking validation program information to Downtown businesses to notify them of the option.					
	Parking apps, BID, DPWG, business owners	*	*	*	*
	, , , , , , , , , , , , , , , , , , ,				
> Droft letter and distribute to all downtown businesses to identify those interested in participating in a Downtown Shared Valet program.					
> Create database of interested businesses.					
Draft Shared Valet Program policy including pick-up area requirements (use of public on-street spaces), participant contributions, service fee (cost to users), parking storage location (e.g. garage) and liability responsibilities (typically the service provider).					
> Identify drop-off/pick-up locations (2-4 on-street spaces) with the potential to serve multiple businesses based on interest identified from 6B.1.					
Establish service fee framework for participating businesses (or BID, if sponsors/subsidizes service).					
Contract with a valet service provider.					
> If sponsored in part by Town, develop and issue an RFP for a valet vendor. If run entirely by the BID, reach out to local valet vendors to submit service and cost proposals.					
	ParkMobile and Parkeon	**	*	**	**
·	rainivioulle allu raineoll				
Hold training workshop with Parking Ambassadors. Reorient ambassadors toward helping visitors, providing information, and conducting wayfinding. Train Ambassadors on grace period and first-time forgiveness policies.					
Implement program in concert with press release, on-street physical flyers and materials, online publication, and direct outreach to stokeholder groups.					
		PRIORITY	COST	IMPACT	LEVEL OF DIFFICULTY
	Private and snared parking operators	**	•	**	**
		**	**	**	**
	PARTNER(S)	PRIORITY	COST	IMPACT	LEVEL OF DIFFICULTY
		*	**	**	**
Restripe Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 to 20 feet. Amherst's on-street parking stalls from 22 feet in length. Modern vehicles only require 20 feet to safely and easily park.					
Shift from on-street meters to kiosks (see Strategy SA).					
orking facilities via public-private partnerships, dedicated private investment, or municipal investment	Developers	**	***	***	**
See shared parking recommendations (3A – 3C).					
See shared parking recommendations (3A – 3C). Although not required under current zoning, work with developers to provide on-site parking at new developments.					
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See shared parking recommendations (3A – 3C). Although not required under current zoning, work with developers to provide on-site parking at new developments. Identify parcels in the downtown parking district most able to provide additional public parking. > Assess potential of each publicly owned parcel to provide additional parking including North Pleasant lot, Amity lot, upper and lower Boltwood garage, and Town Common lots. Explore opportunities to purchase undervalued parcels for future parking supply. progressive mobility requirements to leverage private dollars for mobility improvements	Developers	**	*	***	
au au the	3. Request information packets ifformating ago wender to be distributed. 3. Optional: Castonic information packets to provide more "host" feet be encourage participation. Epplore Town volidation program. 3. Consider discourated parking volidation to encourage increased visitor traffic during slower times of the year. 3. Consider "feet parking" to encourage unafficial-holidaty and other special event shapping in the downtown (e.g. Day ofter Thanksgiving, Christmas Eve, etc.) or a stander valet provider program. 3. Per a stander valet providers business comment staguage interest in a volet parking program. 3. Per a stander valet program in the program in the parking to rear or quirements (use of public on street spaces) and the parking to rear or participating with the interested in participating in a Downtown Shared Volet program. 3. Portest distibuted of interested business is to dentify those interested business. 3. Distingtify drap of interested business is consistent in the potential to serve multiple businesses consistent in a participating businesses. 3. Distingtify drap of interested businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown for participating businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown for participating businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown for participating businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown for participating businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown for participating businesses (in Bill. I Japonara/subsidies service). 3. Establish service for formown formation for service in the participation of the participation	**Require information packet information packet in promition packet pack	- Popularie information powers for priming any servich of the distributed. - Popularie information will will select program the restriction program. - Popularie information will will select program in the restriction of	** Florate inflammon parkent promon parkent promon parkent promon parkent promonents on existing programs and parkent inflammon parkent promonents and parkent programs and parkent inflammon parkent promonents and parkent programs and parken	A long-site foundation planting inspirating power for the setting parting programme from the finite foundation of concursing programme from the first performance of parting programme from the parting prog

5C.1 Ensure all parking available to the public is communicated on parking maps (e.g. Town Center Permit areas available after 5pm).