



Holyoke Downtown Parking Study

Final Report | April 2024



Bowman

Acknowledgements

Many individuals participated in this study, including members of the Downtown Parking Study Project Committee, the Pioneer Valley Planning Commission (PVPC), the Greater Holyoke Chamber of Commerce, the High Street Business Association, Mayor Joshua Garcia, and other members of the Holyoke community who attended the public meeting. We thank everyone for their contributions to improve Downtown Holyoke through a streamlined and efficient parking system.

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Executive Summary

Public parking is a key component of a thriving downtown – a lack of available parking can create barriers for employees, residents, and visitors from accessing their workplaces, homes, and destinations, while an oversupply much parking can result in inefficient land use, wasting valuable real estate that could be used more productively. It is important to strike the right balance of parking supply with parking demand to help create a thriving downtown environment.

Why are we looking at parking in Downtown Holyoke?



Establishing a well-functioning parking system is critical for a thriving business district



Balancing parking supply with parking demand can help create an efficient system



Creating safe and accessible connections between parking and key destinations is essential

What were the key findings about parking in Downtown Holyoke?



Utilization

- > Parking utilization is typically evaluated to ensure the amount of parking provided promotes turnover of cars to support business accessibility and improve traffic circulation by reducing the number of vehicles searching for parking.
- > The most efficient use of parking in a typical downtown area is 85% utilization, as this means it is well utilized while also providing space for those seeking parking.
- > The highest average utilization in downtown Holyoke is 45% for on-street spaces, occurring at 11:00 AM.
 - o At this time, while parts of Main Street and High Street are reaching higher utilization levels, parking is available on adjacent blocks and nearby off-street lots.

Total parking spaces in Study Area: **3,900**

1,384 off-street spaces (lots and garages)

2,444 on-street spaces

72 accessible spaces

Target Utilization:* **85%**

Average Utilization

34%

All

38%

On-Street

20%

Off-Street

11%

Accessible



Turnover

- > Within the turnover study area, cars were observed to be parked longer than allotted time-period, with an average of one vehicle using each space for the entire observation period.

*Optimal curbside utilization rate for a downtown business district per Donald Shoup (*The High Cost of Free Parking*, 2005)

Key Issues and Opportunities in the Downtown Holyoke Parking system:

Issues	Opportunities
<ul style="list-style-type: none"> • Damaged, confusing, or missing parking signage • Illegal parking creates sidewalk obstructions and intersection visibility issues • Lack of consistency in how parking is enforced and regulated through signage and meters • Only a small area of Downtown can be enforced, per the City's Zoning Ordinance • Low turnover in high demand parking areas inhibits customer access to businesses 	<ul style="list-style-type: none"> • No major capital investments are needed, such as a new parking garage, to accommodate existing parking demand. Parking demand can be accommodated through management strategies to spread demand to existing available parking areas. • Holyoke's historic network of streets and sidewalks provides a strong foundation for streetscape improvements and a "park and walk" environment. • Revisions to the zoning code to reduce the amount of parking required can help create a more efficient system and better use of downtown property.

What are the key elements of the Parking Action Plan?

- > **Three overarching strategies**, each with a set of specific actions that the City can take to improve Downtown Holyoke's parking system. Actions include improvements to physical infrastructure, including signage, meter technology, and streetscape amenities, as well as policies and programs to manage parking demand within Holyoke's existing supply. The complete Parking Action Plan is Section VI of this report.
- > **A Parking Action Plan Map**, found in Figure 8, that summarizes the key recommendations from the plan. This provides a starting point for creating a more streamlined parking system to promote efficient use of the existing parking supply, support customer access to local businesses, and improve the streetscape environment to help Holyoke activate its downtown and serve the parking needs of residents, visitors, and employees.



Strategy 1: Implement a streamlined, modern, adaptable, and accessible parking system



Strategy 2: Update City policies and programs to support an efficient parking district



Strategy 3: Enhance the downtown streetscape to improve the overall business environment

I. Study Goals and Objectives

Available public parking and an inviting pedestrian atmosphere are key components of a vibrant downtown setting. The purpose of the Holyoke Downtown Parking Study (“the Study”) is to understand how parking is currently used in Downtown Holyoke, and to recommend potential improvements to the public parking system to help achieve City goals for economic growth and vitality. Given the City’s goals for the revitalization of downtown as outlined in recent plans such as the Holyoke Tourism Strategic Plan (2020)¹ and the Rapid Recovery Plan (2021),² it will be important to proactively address issues with the public parking system and to develop strategies to accommodate current and future parking demand.

Recommendations include (1) physical infrastructure improvements, such as changes to signage, meter technology, and streetscape amenities, and (2) policy or regulatory improvements, such as modified time limits and parking fees. Combined, the Study’s recommendations aim to create a “park once and walk” environment within Downtown Holyoke where parking is clearly marked and accessible, where regulations are consistently enforced, and where public parking is connected to key destinations via a network of safe and accessible streets and sidewalks, laying the foundation for economic growth.

II. Existing Plans, Regulations, and Policies

The Study draws from and builds upon the following plans, regulations, and policies:

City of Holyoke Code of Ordinances

The City of Holyoke requires off-street parking to be provided, with varying requirements based on land use. Off-street parking is regulated specifically by Section 6.1 of the Code of Ordinances³, which describes the exact requirements for the provision of off-street parking, including the required minimum number of off-street parking spaces for different types of residential uses, institutional uses, commercial uses, and industrial uses. The requirement to provide a minimum number of off-street parking spaces is often referred to a “parking minimum.”

Within the Code of Ordinances, there are several sections that are relevant to downtown parking:

- Section 6.1.7.1 (Special Permit for Parking on Adjacent or Nearby Parcel), which allows a special permit to be granted to allow parking as an accessory use on an adjacent or nearby parcel, providing flexibility to meet off-street parking requirements within Downtown Residential (DR), Downtown Business (BC) or General Industry (IG) zones.
- The Smart Growth Zoning Overlay District (SGZD) and the Arts and Industry Overlay District (AIOD), which require one (1) parking space per dwelling unit, a reduction from the two (2) required spaces per Section 6.1.

Previous Parking Studies

Previous studies, including the EPA Parking Capacity Audit Report (2012)⁴ and the PVPC Review of Flexible Downtown Parking Policies, Programs, and Regulations to Encourage Housing Development Report (2014)⁵ find that there is an abundance of available parking in the downtown area, which is

¹ City of Holyoke, *Holyoke Tourism Strategic Plan* (2020)

² City of Holyoke, *Rapid Recovery Plan* (2021)

³ https://library.municode.com/ma/holyoke/codes/code_of_ordinances

⁴ Pioneer Valley Planning Commission, *Direct Local Technical Assistance Program* (2014)

⁵ Environmental Protection Agency, *Parking Capacity Audit Report* (2012)

consistent with the findings of this Study. These reports were reviewed as part of this Study to understand previous recommendations for improvements to Downtown Holyoke’s public parking system.

MassDOT Corridor Improvements on High and Maple Streets

MassDOT is in the process of designing safety and mobility improvements along High Street and Maple Street to improve safety and accessibility for all modes. Findings from this Study will be shared with MassDOT to inform their design.

Other Plans

Other plans for Downtown Holyoke include the Rapid Recovery Plan (2021), which recommends streetscape, walkability, and wayfinding improvements, which align with this Study’s goals for an improved pedestrian environment. Additionally, the Holyoke Tourism Strategic Plan (2020), envisions increased growth of the Canal District, Little Puerto Rico on Main Street, and overall making the canals a key downtown destination. Having an optimized public parking system in place to accommodate potential tourism growth will be critical for the advancement of these plans.

III. Project Committee and Public Engagement

The Study was guided by the Project Committee (“the Committee”), which consisted of members from the Greater Holyoke Chamber of Commerce and the Pioneer Valley Planning Commission (PVPC), as well as members from the City of Holyoke, including representatives from City Council, the Police Department, the Department of Public Works (DPW), the Collector of Taxes, the Planning Board, and the Holyoke Redevelopment Authority. The diverse backgrounds and expertise of Committee members ensured that the Study incorporated local knowledge and perspectives from a wide range of stakeholders.

The Committee met twice during the Study, including a kick-off meeting to establish goals for the Study and to define the Study Area and a check-in meeting to discuss key trends, issues, and opportunities that were identified during the utilization and turnover assessment.

Additionally, there was a public presentation and discussion of the draft Study recommendations on March 7, 2024, at the High Street Business Association meeting, which open to the public. The meeting was a hybrid format with a mix of in-person and virtual attendees, with approximately 25 total attendees. The project team presented the key findings and draft recommendations to the Project Committee, City staff, elected officials, members of the business community, and other community members. Feedback from this meeting was generally supportive of the Study and incorporated into the final report. The meeting flyer and presentation can be found in Attachment A.

IV. Study Process

In order to evaluate the parking conditions in Downtown Holyoke, the Study consisted of three components: (1) a **parking inventory**, where existing public parking spaces (on-street and off-street) were documented, (2) **utilization counts** to determine overall public parking usage patterns over the course of a typical day, and (3) a **turnover evaluation** to provide insight into how long vehicles remained parked in the same space within the main commercial core of Downtown Holyoke.

Inventory

The Study Area, outlined in Figure 1, illustrates the parking inventory and curbside regulations in Downtown Holyoke. The curbside inventory was determined through a desktop analysis using a combination of satellite imagery and Google StreetView verified in the field in July 2023. The inventory documented the number of parking spaces on each side of the roadway, regulation (if applicable), and unique or confusing signage that may contribute to atypical parking behavior.

The full Study Area contains a total of 4,358 public parking spaces. The utilization counts were performed for 3,900 of these spaces. A full public parking inventory is provided in Table 1.

Table 1. Public Parking Inventory

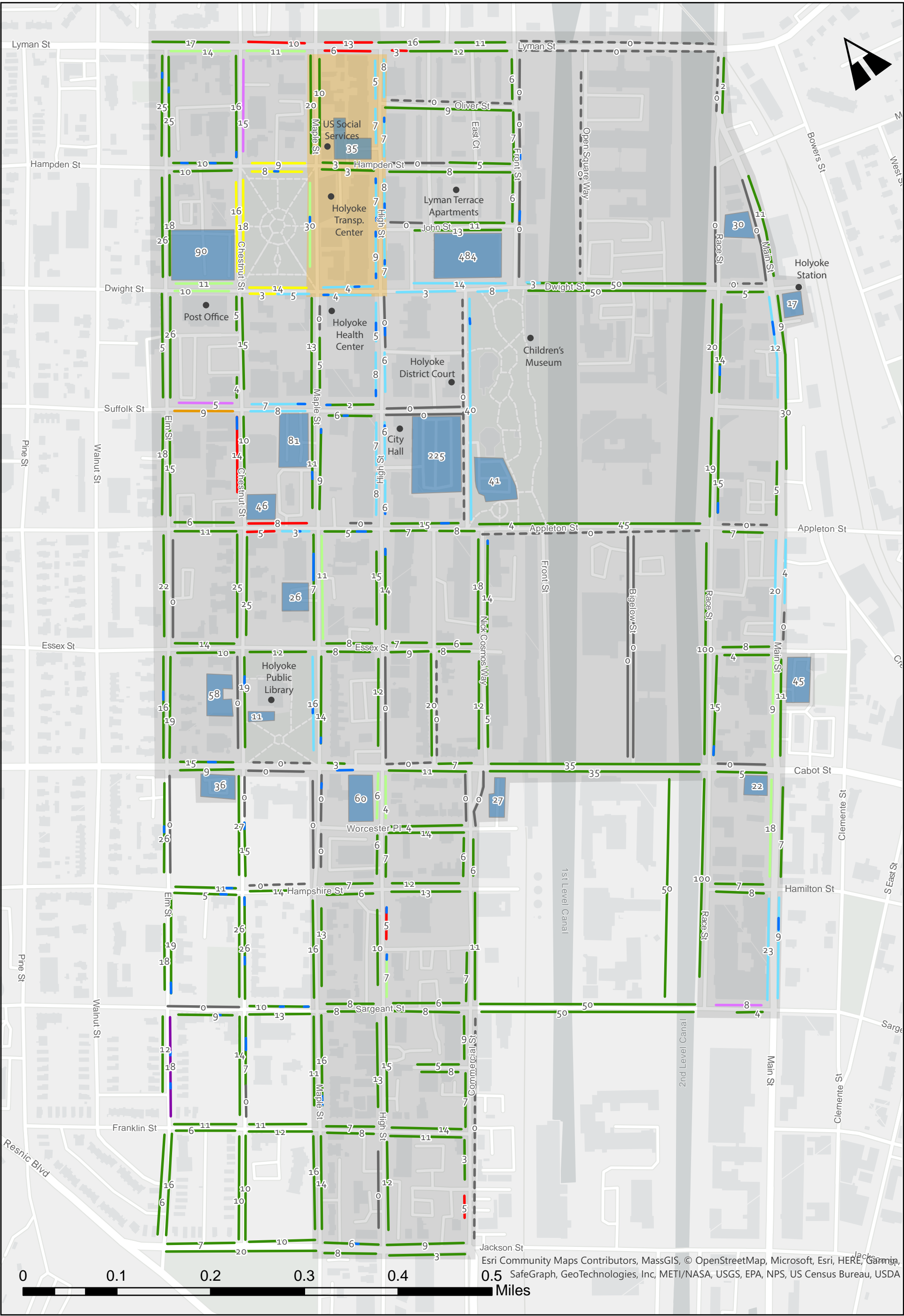
Regulation	Number of spaces
15-minute	131
30-minute	28
1-hour	69
90-minute	9
2-hour	287
3-hour	68
Accessible parking	88
Unregulated	2,361
Resident Permit Parking	18
<i>On-street total</i>	<i>3,059</i>
<i>Off-street totals*</i>	<i>1,299</i>
<i>TOTAL public parking spaces</i>	<i>4,358</i>

*Regulations, including accessible spaces, were not recorded for individual parking spaces in off-street lots and garages

During the field review process, field staff identified several locations within the Study Area with damaged, confusing, or missing signage, including along sections of Commercial Street and Race Street, and along the bridges over the canals where it is unclear whether parking is allowed. Illegal parking was also observed in signed “no parking” areas throughout the Study Area, including along Front Street and Commercial Street, contributing to safety concerns such as sidewalk obstructions and intersection visibility issues. Other locations within the Study Area have missing or broken parking meters, including on High Street and Suffolk Street, where parking fees are not collected and time limits are not enforced. Additionally, it was observed that some segments of 2-hour parking are metered, while other 2-hour segments are not, further contributing to an overall lack of consistency in how parking is enforced and regulated through signage and meters.



No signage indicating if parking is allowed on Commercial Street (left); Missing meter head on Suffolk Street (right)



15-minute

30-minute

1-hour

90-minute

2-hour

3-hour

Accessible parking*

Unregulated

No parking (with sign)

No parking (no sign)

Resident permit parking

Number of parking spaces

Off-street publicly available parking

Analysis Zones

Utilization

Utilization and Turnover

*Excluded from total number of parking spaces on map - will be counted separately

Figure 1. Parking Inventory and Curbside Regulations Map

Downtown Holyoke Parking Study

Holyoke, MA

August 2023

Prepared by:

Bowman

Utilization

Parking utilization data was collected on August 16, 2023, to represent a typical weekday over the summer, when Holyoke generally sees more downtown activity for the Children’s Museum and special events. Utilization counts were taken every two hours from 7:00 AM to 7:00 PM to record the number of cars parked in each street segment. Accessible spaces were counted separately so that they could be analyzed for utilization independently. Parking utilization is typically evaluated to ensure the amount of parking provided promotes turnover of cars to support business accessibility and improve traffic circulation by reducing the number of vehicles searching for parking. The most efficient use of parking in a typical downtown area is 85% utilization, as this means it is well utilized while also providing space for those seeking parking.⁶ A well-managed and designed parking system also promotes pedestrian connectivity and creates a sense of place by creating a “park once and walk” environment through streetscape and wayfinding improvements.

The parking utilization data collected was analyzed to determine utilization rates for the parking areas by two-hour segments as well as average utilization over the course of the day. These rates were found by dividing the number of parked in each street segment or parking lot by the number of spaces available in the segment or lot. Additional analyses were completed to determine utilization rates by regulation (unregulated, 1-hour, 2-hour, etc.). A map of the period with the highest overall utilization (11:00 AM) is included in Figure 2. Additional maps were produced for each utilization count (and for overall average utilization) to illustrate which street segments are heavily utilized and which segments are underutilized, and are included in Attachment B.

Turnover

To better understand parking utilization patterns in the Study Area, a parking turnover analysis was completed on August 16, 2023. Turnover data provides insight into how many cars are using each space as well as how long the same car is parked in a space within a specific time period. How long cars are parked in the same location can provide the City with information that may lead to changes in parking regulations along that street segment to promote turnover and avoid the street being used as vehicle storage/long-term parking. This is particularly useful in areas where parking is unregulated with no time limit or where parking regulations are not enforced.

Turnover data was collected on Maple Street and High Street (as highlighted in Figure 1) every hour from 11:00 AM to 3:00 PM to capture parking patterns during the anticipated highest demand period of the day. These streets were selected due to serving as residential and commercial hubs likely to generate high parking demand. The turnover Study Area includes 124 parking spaces. To collect turnover data, the first three digits of a vehicle’s license plate occupying each space was recorded once during each count period (11:00 AM, 12:00 PM, 1:00 PM, and 2:00 PM). This provides information to determine how long a car was parked in each space and to calculate a turnover rate. Parking turnover is defined as the ratio of the total number of vehicles per spot within the duration of the data collection timeframe. Turnover rates range from 1.0, representing no turnover to a maximum of 4.0, as there were four total counts taken.

⁶ Donald Shoup, *The High Cost of Free Parking* (2005)

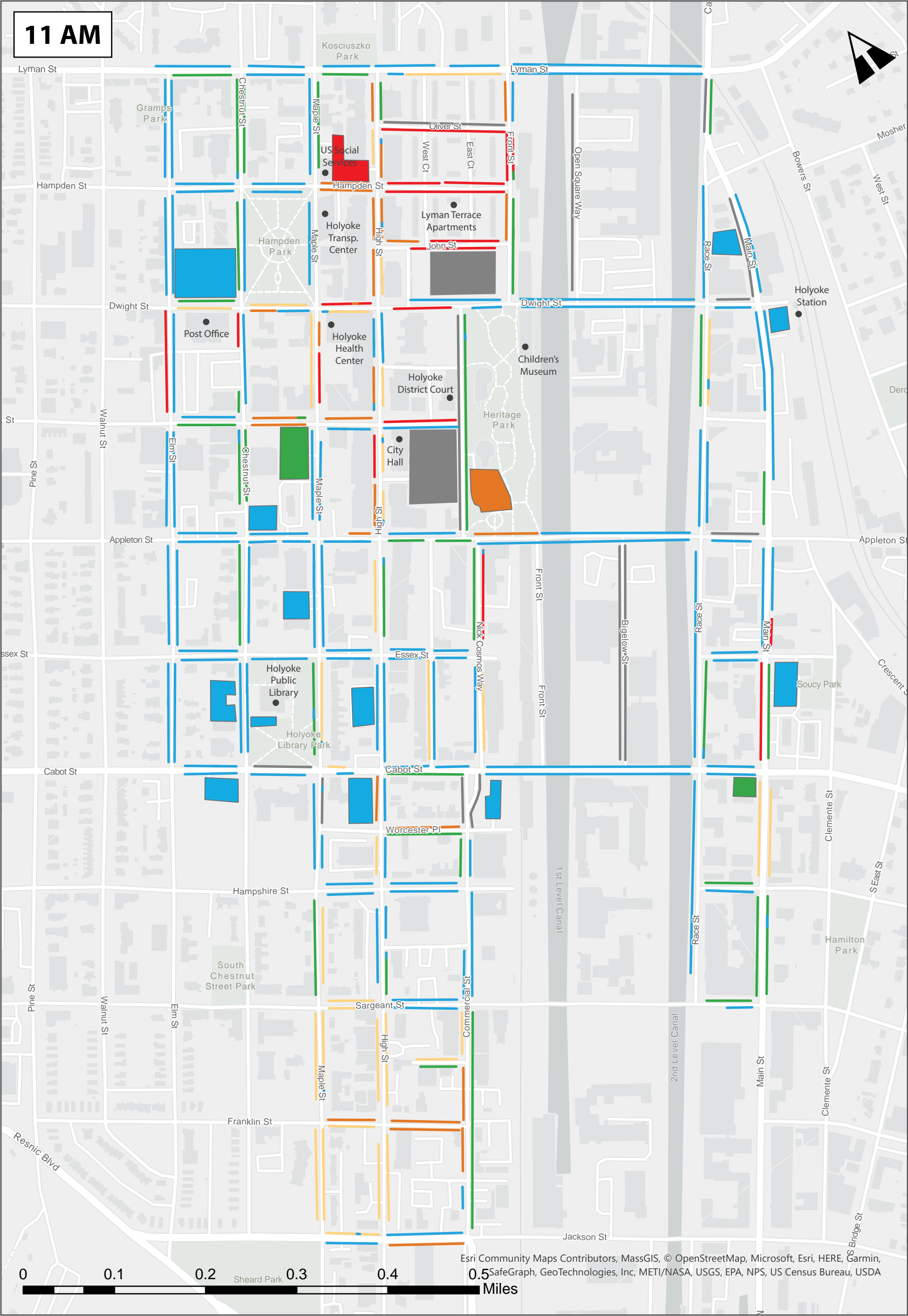


Figure 2. Parking Utilization Map (11:00 AM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023

Prepared by:



V. Key Findings

Key findings based on the utilization and turnover data were developed to help inform potential opportunities to improve the public parking system in Downtown Holyoke. The key findings summarized below are the basis for the recommendations in subsequent sections.

Utilization

- Overall, parking in the Study Area is underutilized, which is consistent with prior parking studies for Downtown Holyoke.
 - Average utilization for all parking types is well below the ideal utilization of 85% to promote a healthy downtown parking environment.
- The highest average utilization (45%) occurs for on-street spaces at 11:00 AM, as seen in Figure 3.
- Some areas reach over 85% utilization at times throughout the day, including the following locations:
 - Heritage Park lot
 - The lot adjacent to the Social Services building
 - On-street parking near Lyman Terrace Apartments and other multi-family housing
 - Some blocks near High Street commercial areas
- Most of the public parking spaces in the Study Area (80%) are on-street spaces.
- At the busiest times of the day, while parts of Main Street and High Street are filling up and reaching higher utilization levels, there is parking availability on adjacent blocks and nearby off-street lots, as seen in Figure 2.
- The majority of surface lots, with the exception of the Heritage Park lot and the lot by the Social Services building, are underutilized.
- 38 of the 71 accessible spaces in the utilization count area (54%) were not used at all during the day.

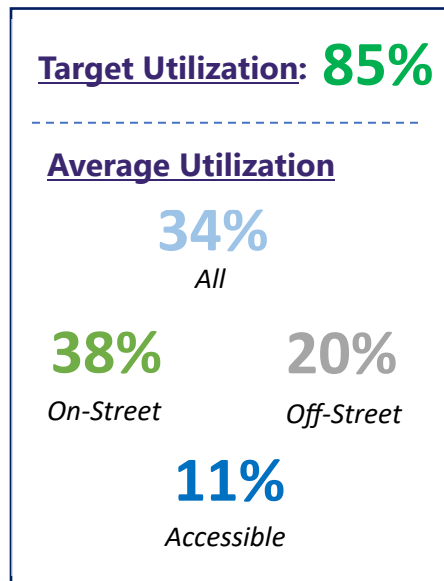
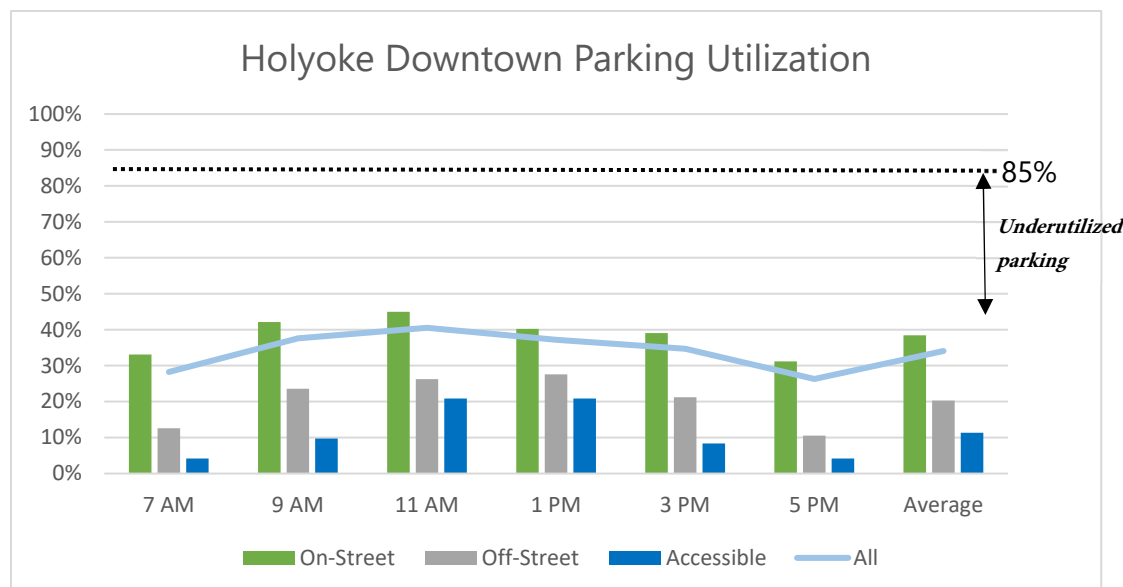


Figure 3. Downtown Holyoke Parking Utilization by Time Period



Turnover

- Cars remain parked in regulated parking areas longer than the allotted time period, revealing challenges with enforcement, and low turnover rates.
- During the four-hour period from 11:00 AM to 3:00 PM, average turnover was 1.04 vehicles – meaning approximately one vehicle used each space for the entire observation period, as summarized in Figure 4.
- Overall, people often park their cars on-street for large stretches of the day, creating barriers for customers to access storefronts due to long-term on-street parking.

Of all blocks observed...

High Street between Oliver Street and Hampden Street had the highest turnover rate at **2.0**

This means that on average, two vehicles used each space in the four-hour observation period

Turnover could be increased to support business access through implementing short-term parking regulations and priced parking, along with consistent enforcement

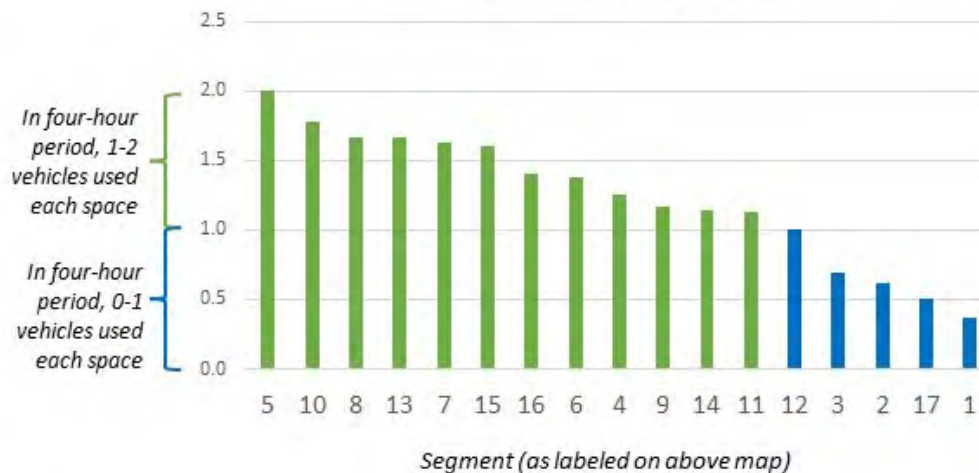


Image of vehicles parked on High Street, as seen looking north near the intersection of John Street.

Figure 4. Downtown Holyoke Parking Turnover Summary



Average Turnover by Segment



Parking Enforcement and Sub-Area Analysis

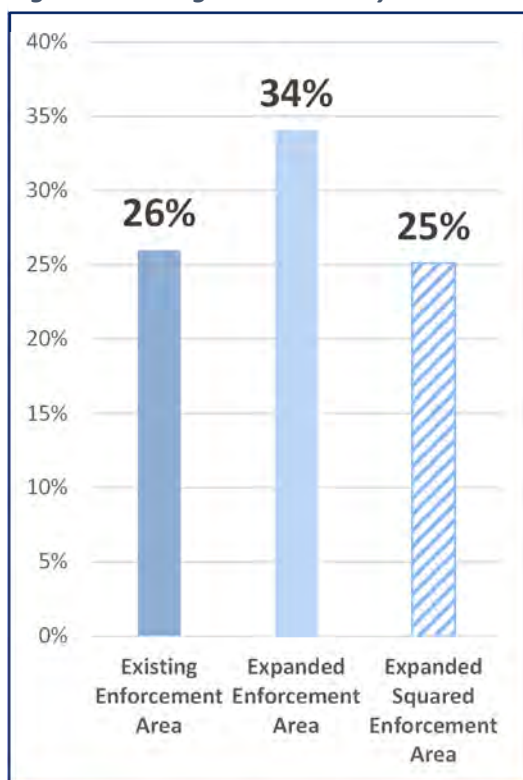
Given the low levels of utilization across the Study Area, a sub-area analysis was performed to examine utilization in a more discrete area, starting with the area where parking is currently enforced per the City of Holyoke Code of Ordinances.⁷ The existing enforcement area represents a challenge for the City, as it is the only area that the City is allowed to enforce parking regulations, and without enforcement, people are unlikely to follow time restrictions. To understand the opportunity and effectiveness of potentially expanding the enforcement area in the future, the utilization of the existing enforcement area was compared to two scenarios of expanded enforcement areas, as shown in Figure 6, and listed below:

- **Existing Enforcement Area:** where on-street parking regulations are currently enforced by a parking attendant.
- **Expanded Enforcement Area:** an expansion of the existing enforcement area to cover additional highly utilized parking areas.
- **Expanded Squared Enforcement Area:** a further expansion to cover full blocks adjacent to the Expanded Enforcement Area to cover most time-regulated parking in the Study Area.

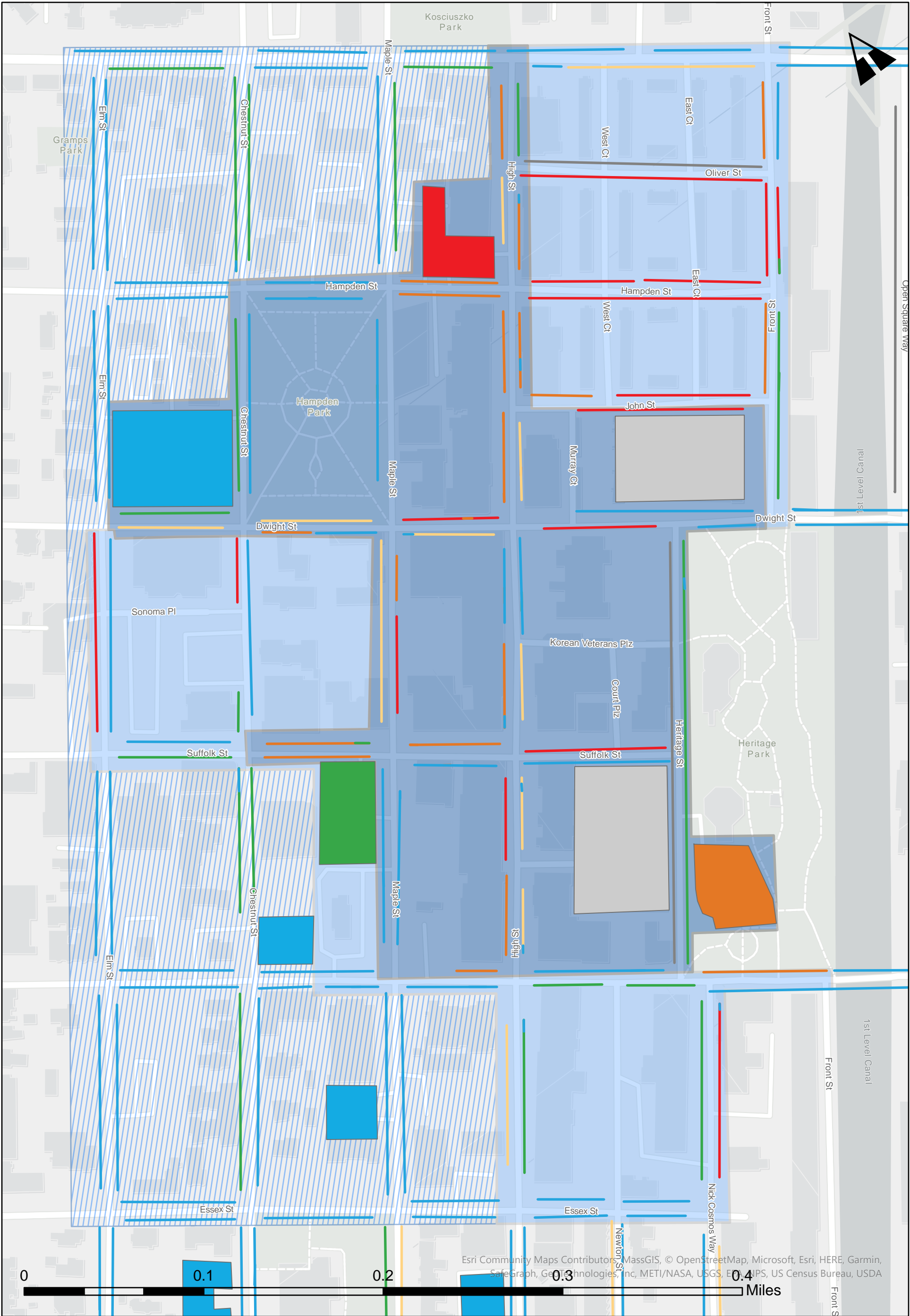
For each sub-area, utilization rates for on-street, off-street, and accessible parking were calculated and summarized to inform possible recommendations. Average utilization rates are found in Figure 5. Key findings from this analysis include:

- Expanding the enforcement area could capture more of the highest demand blocks.
 - Enforcing parking regulations in the Expanded Enforcement Area could encourage additional turnover by ensuring that time limits are adhered to by parkers.
 - Expanding the enforcement area to the Expanded Squared Enforcement Area would result in lower average utilization, but would allow the City to better manage parking supply and shift demand to lesser utilized areas that are still within a 5-10 minute walk of the highest demand locations, while helping accommodate future demand.
 - As utilization is significantly lower than 85% in the Expanded Enforcement Area, the City could treat the Expanded Enforcement area as a phase 1 expansion, with the Expanded Squared Enforcement Area as phase 2 as demand for parking increases in the future with new development.

Figure 5. Average Utilization by Sub-Area



⁷ City of Holyoke Code of Ordinances, Sec. 86-322 (a)



Utilization (11AM)

- 0% - 40%
- 40% - 65%
- 65% - 85%
- 85% - 100%
- 100%+
- No data

Sub-Areas

- Existing Enforcement Area
- Expanded Enforcement Area
- Expanded Squared Enforcement Area

Figure 6. Sub-Area Analysis Map
Downtown Holyoke Parking Study
Holyoke, MA
November 2023

Prepared by:

Bowman

Issues and Opportunities

Based on the utilization and turnover assessment and field observations, there are issues that should be addressed and opportunities that should be leveraged to enhance parking conditions in Downtown Holyoke. Key findings are highlighted below, with a full summary of issues and opportunities outlined in Table 2.

Key Findings

- **The infrastructure is in place** – no major capital investments are needed, such as a new parking garage. A more coordinated and connected parking system could capitalize on existing infrastructure. The amount of parking available is highlighted in Figure 7, which shows that over 1,400 parking spaces are in walking distance from the Children’s Museum.
- **There is a dense downtown core** – Holyoke’s historic network of streets and sidewalks provides a strong foundation for streetscape improvements to support a more walkable downtown connected to an ample supply of public parking.
- **Zoning contributes to an excess parking supply** – the City’s Code of Ordinances requires a minimum number of off-street spaces for each building – also known as a “parking minimum” – which varies based on building use. The City has relaxed its parking requirements for some areas of downtown, however, there is potential to further reduce or eliminate minimums, and or implement parking “maximums,” to create a more efficient system.

Figure 7 . Existing Parking in Proximity to Downtown Destinations

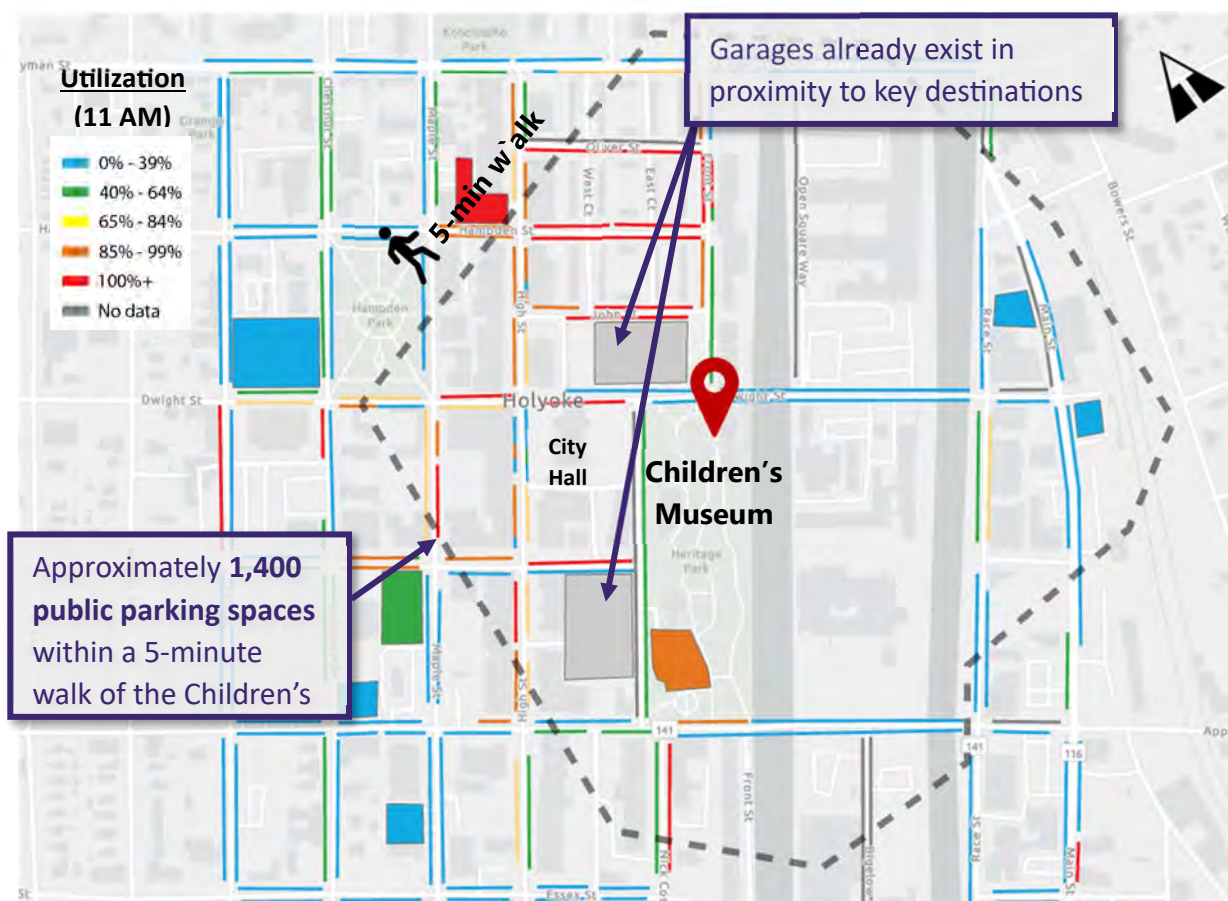


Table 2. Issues and Opportunities Summary

Issues	Opportunities
<p>Low utilization and turnover</p> <ul style="list-style-type: none"> • Average utilization rates below 45% during peak demand hours, well below the threshold of 85% utilization that signifies an efficient parking system. • Vehicles remained parked longer than the allotted 2-hour time limit, revealing a low turnover rate and a lack of consistent enforcement. 	<p>Oversupply of municipal parking</p> <ul style="list-style-type: none"> • Ample available public parking in off-street lots and in blocks adjacent to highest demand areas and downtown destinations during peak demand hours. • Parking demand can be shifted through time and price regulations, and enforcement, to better utilized existing supply, enabling the City to avoid substantial capital expenditures on new parking facilities.
<p>Lack of wayfinding and appealing pedestrian connections</p> <ul style="list-style-type: none"> • Locations with damaged, confusing or missing signage, as well as lack of cohesive wayfinding system to link parking areas and destinations. • Sidewalk obstructions and intersection visibility issues lead to pedestrian safety concerns. 	<p>Potential for a walkable commercial district</p> <ul style="list-style-type: none"> • Dense commercial district provides potential for a “park once and walk” environment. • Improved pedestrian infrastructure such as lighting, enhanced crosswalks, and wayfinding signage would increase comfortable for people to parking further from their main destination.
<p>Limited enforcement area and outdated parking technology</p> <ul style="list-style-type: none"> • Lack of consistency in how parking is enforced due to staff capacity. • Relatively small area of downtown part of the enforcement zone. • Wide range of time limits, signage, and type of meters contribute to an inefficient parking system. 	<p>Local advocates for business growth</p> <ul style="list-style-type: none"> • The Greater Holyoke Chamber of Commerce and the High Street Business Association support changes to the parking system to increase customer access to businesses. • Stricter parking regulations and enforcement of on-street parking supports downtown activity by enabling more people to access the curb.
<p>Zoning Ordinance requires parking minimums</p> <ul style="list-style-type: none"> • The City’s Code of Ordinances requires a minimum number of off-street spaces for each building, a “parking minimum”, contributing to an oversupply of parking. 	<p>Revisions to zoning code</p> <ul style="list-style-type: none"> • Expand use of overlay districts to reduce number of parking spaces required for each building. • Implement parking maximums for new developments and/or shared parking agreements to further reduce parking requirements.
<p>Low utilization of accessible spaces</p> <ul style="list-style-type: none"> • Accessible spaces were 11% utilized on average throughout the course of the day. • Of the accessible spaces in the Study Area, 54% were not utilized at all during the data collection period. 	<p>Work with Disabilities Commission to ensure accessible parking meets City needs</p> <ul style="list-style-type: none"> • Re-assess locations of accessible parking spaces to ensure the City is providing access to key destinations for drivers with accessibility needs where it will be used. • Potential to re-purpose accessible spaces that are not utilized for multimodal improvements.

VI. Parking Action Plan

Downtown Holyoke has a strong framework for a public parking system. The recommended actions listed below focus on improving physical **infrastructure**, including signage, meter technology, and streetscape amenities, as well as **policy and program** improvements, including changes to parking fees and time regulations, and enforcement mechanisms.

Recommended actions from this Action Plan are designed to support the following three overarching strategies:



Strategy 1: Implement a streamlined, modern, adaptable, and accessible parking system



Strategy 2: Update City policies and programs to support an efficient parking district



Strategy 3: Enhance the downtown streetscape to improve the overall business environment

The Study's recommended actions vary based on their time for implementation, their cost, and their potential benefit to improving Downtown Holyoke's parking system. Actions are listed with their corresponding effort for implementation and cost.

Cost	Approximate Range	Icon	Category	Icon	Cost Type	Icon
<i>Low</i>	Less than \$50k	\$\$\$	<i>Infrastructure</i>		<i>Capital</i>	
<i>Medium</i>	\$50k - \$100k	\$\$\$	<i>Policy & Program</i>		<i>Operating</i>	
<i>High</i>	\$100k - \$500k	\$\$\$				

Effort	Description	Icon
<i>Low</i>	Could be implemented within a year with little to no external coordination	
<i>Medium</i>	Would require some coordination with other agencies or stakeholders	
<i>High</i>	Requires significant planning across and coordination among stakeholders to implement as a long-term goal	

Strategy 1: Implement a streamlined, modern, adaptable, and accessible parking system

Action 1.1: Consolidate time limit regulations to streamline the system and ensure available on-street parking near businesses, especially along the High Street corridor.

Description: Consolidate regulations to short-term (30 to 60 minutes) and long-term (2 to 4 hours) with free 15-minute parking for pick-up/drop-off to facilitate turnover in the business district. Simplified regulations will improve public compliance with parking regulations and make it easier for parking attendants to enforce. See Attachment C for time regulation case studies.

Cost



Medium

Effort



Medium

Category



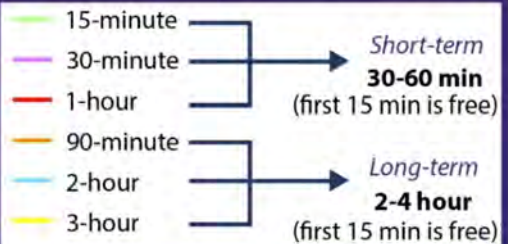
Policy & Program

Cost Type



Capital & Operating

Consolidate parking regulations city-wide:



Downtown Holyoke's public parking system has a wide range of time regulations—consolidating regulations could simplify the system making it easier for people to follow

Action 1.2: Update meter pricing to encourage turnover and shift long-term parking to off-street lots and garages.

Description: Update meter pricing to shift demand from highly utilized blocks to surrounding streets and parking lots. Price parking higher in areas with the most demand to incentivize short-term parking and create more availability in front of businesses for customers and deliveries. Price parking lower in areas with less demand and off-street to encourage longer term parking in these locations. See Attachment C for pricing case studies from other communities.

Cost



Medium

Effort



High

Category



Policy & Program

Cost Type



Capital & Operating



Making on-street parking more expensive than off-street parking encourages a higher turnover rate in front of businesses on key commercial blocks

Action 1.3-A: Develop an RFP to select a vendor to provide consistent parking meter technology across Downtown Holyoke.

Description: Select a parking technology vendor to implement a single parking payment system across the City to simplify payments. Allowing both credit card and cash payment through meters or kiosks would provide a flexible payment process for visitors, prevent meter theft, and simplify enforcement, allowing parking attendants to potentially cover a larger area. See Attachment C for a list of vendors used in other communities.

Cost	Effort	Category	Cost Type
\$\$\$	●●●	🔧	🏠🔄
High	High	Infrastructure	



Payment technology and condition of meters varies across Downtown Holyoke

Action 1.3-B: Designate a body to oversee parking payment and enforcement system.

Description: Establish a body to oversee parking management, which could be one of the following:

- > City controlled department/division dedicated to parking management and enforcement
- > A third-party vendor (see Action 1.3A)
- > Parking authority

See Attachment C for parking oversight case studies from other communities. See also Action 2.3 for strategies to use funds generated by parking fees.

Cost	Effort	Category	Cost Type
\$\$\$	●●○	🔧	🏠🔄
High	Medium	Infrastructure	Capital & Operating



The City has options for parking payment management and enforcement of regulations.

Action 1.4: Ensure consistent enforcement of parking regulations.

Description: Ensure consistent enforcement of parking regulations so that turnover goals are achieved and revenue for priced parking is generated. Enforcement could be outsourced to a vendor and incorporated as part of an RFP developed in Action 1.3. Consistently enforcing parking regulations is critical for Action 1.3 (consistent meter technology) to be effective, including ensuring that accessible spaces are not used illegally.

Cost	Effort	Category	Cost Type
\$\$\$	●●●	📄	🔄💰
High	High	Policy & Program	Operating



Parking attendants could enforce parking more efficiently with updated technology across downtown

Action 1.5: Expand the enforcement area to cover areas with higher parking utilization.

Description: Revise the City of Holyoke Code of Ordinances to expand the enforcement area to include other areas of higher utilization that are not currently enforced, including along Oliver Street, Hampden Street, John Street, and Front Street. This expansion could encourage additional turnover and could help shift parking demand to lesser utilized areas that are still within a short walk to highest demand locations.

Cost	Effort	Category	Cost Type
\$\$\$	●●●		
Medium	High	Policy & Program	Operating



A broader enforcement area, including expanding to side streets off High Street, would help increase onstreet parking turnover in the business district

Action 1.6: Improve signage and pavement markings as needed to clearly delineate public parking.

Description: Ensure clearly delineated parking spaces in public parking lots, on-street, and for accessible spaces by re-stripping where necessary and providing consistent signage, making it more clear to drivers where they can and cannot legally park.

Cost	Effort	Category	Cost Type
\$\$\$	●○○		
Low	Low	Infrastructure	Capital



Updated signage and restriped parking stalls would provide more clarity for people to know where parking is allowed

Action 1.7: Ensure the quantity and location of accessible parking spaces meets the community's needs.

Description: Work with the Disabilities Commission to ensure accessible parking is provided in proximity to important destinations such as City Hall, the Holyoke Health Center, US Social Services building, and downtown housing complexes, without being oversupplied and underutilized. Providing accessible parking in locations that provide access to services is more beneficial than providing more accessible spaces in locations that are not utilized.

Cost	Effort	Category	Cost Type
\$\$\$	●○○		
Low	Low	Infrastructure	Capital



Ensuring sufficient supply of clearly-marked accessible spaces close to key destinations is critical for an accessible parking system

Action 1.8: Identify additional locations for electric vehicle charging in both on-street and off-street parking spaces.

Description: To prepare for more widespread electric vehicle use, locate additional parking spaces for electric vehicle charging. This would create more availability within the existing parking supply for gas vehicles.

Cost	Effort	Category	Cost Type
\$\$\$	●○○		
Medium	Low	Infrastructure	Capital



Additional locations for electric vehicle charging would proactively accommodate future demand

Strategy 2: Update City policies and programs to support an efficient parking district

Action 2.1: Amend the zoning code to further reduce or eliminate parking minimums and implement parking maximums.

Description: Consider further reducing or eliminating parking minimums, given the large supply of parking. While the City has relaxed parking minimum regulations in specific downtown zones, more flexibility could still enable off-street parking requirements to be met. Additionally, consider limiting parking supply by establishing an upper limit (parking maximum) on the number of off-street parking spaces required for future downtown developments.

Cost	Effort	Category	Cost Type
\$\$\$	●●●		
Medium	High	Policy & Program	Operating

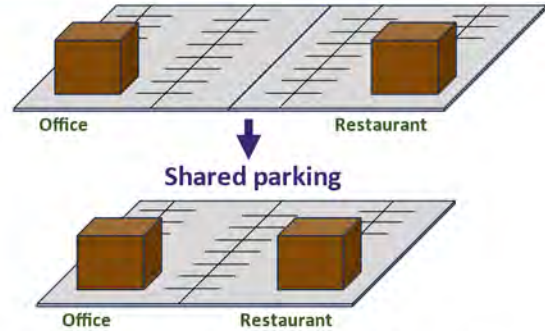


Parking minimums can create excess parking supply, dedicating space to parking that could be otherwise used more efficiently

(Image: aerial view of Downtown Holyoke, source: MassDOT Pictometry Viewer)

Action 2.2: Facilitate shared parking programs to optimize off -street private parking.

Description: Explore opportunities for uses with different peak operating hours to share off-street parking lots. This may help reduce the number of lots being underutilized if they can share with other uses that have different peak times. Terms of shared parking agreements and liability for sharing between public and private uses would need to be explored.



For uses that have different parking demand— such as an office used mostly during business hours, and a restaurant used mostly in the evening – explore opportunities to facilitate shared parking lots.

Cost



Low

Effort



Low

Category



Policy & Program

Cost Type



Operating

Action 2.3: Implement a Parking Benefit District program.

Description: Use money generated from downtown parking fees to fund local improvements such as sidewalks, traffic calming, lighting, signage, or wayfinding in a designated district. A Parking Benefit District program could help build support for priced parking, as there would be visible benefits to the area with increased funding.*

*Massachusetts General Law (MGL) Part I, Title VII, Chapter 40, Section 22A1/2

Cost



Medium

Effort



High

Category



Policy & Program

Cost Type



Operating



Across the state, Parking Benefit Districts are becoming increasingly popular policy tools to improve downtowns

(image source: Metropolitan Area Planning Commission)

Action 2.4: Implement resident sticker programs in dense residential areas.

Description: Resident sticker programs enable residents to park for free and without time restriction in desirable areas that require payment and have time limits for other users to encourage turnover and support business access. For example, the area surrounding the Lyman Terrace Apartments is highly utilized by both residents and visitors. Visitors can also be encouraged to use other public parking such as the Ernest Proulx Municipal Parking Facility on Dwight Street across from Heritage State Park.

Cost



Low

Effort



Medium

Category



Policy & Program

Cost Type



Capital & Operating



Implementing additional residential permit parking areas in downtown enables residents to park daily and overnight in areas that are otherwise time and price restricted

Action 2.5: Develop a downtown employee permit program.

Description: Incentivize off-street employee parking by providing discounted downtown employee parking permits for daily off-street parking. Combining an employee permit program with paid on-street parking and consistent enforcement helps ensure that parking spaces are consistently available for business customers and other visitors to downtown.

Cost

\$\$\$

Medium

Effort



High

Category



Policy & Program

Cost Type



Operating



Encouraging employees to park away from storefronts using parking permit programs is a method to increase availability of on-street parking for customers

Action 2.6: Consider alternative uses for underutilized parking to activate public space.

Description: Re-purposing underutilized City-owned off-street parking lots or on-street parking for alternative uses such as outdoor dining, expanded walking/biking facilities, park/green space, or housing development. For example, this could include revisiting the 2009 Holyoke Center Vision Plan recommendation to remove the parking structure behind City Hall for a new park abutting Heritage Park.

Cost

\$\$\$

High

Effort



High

Category



Infrastructure

Cost Type



Capital



Underutilized parking spaces across downtown, both on street and off-street, provide opportunities for a wide range of potential uses to activate public space

Strategy 3: Enhance the downtown streetscape to improve the overall business environment

Action 3.1: Improve sidewalks, crosswalks, and lighting between public parking and Downtown destinations to promote a park and walk environment.

Description: Reconstruct sidewalks as needed and install improved pedestrian crossings and pedestrian scale lighting along key pedestrian routes. This includes along High Street and Maple Street, and between public parking structures and downtown destinations to improve safety and comfort for people walking to/from parking areas.

Cost

\$\$\$

High

Effort



High

Category



Infrastructure

Cost Type



Capital



Improvements for pedestrians, including curb extensions, pedestrian signals, lighting, and safer crossings create a more walkable downtown

Action 3.2: Improve wayfinding around major parking generators.

Description: Develop consistent, branded wayfinding signage in Downtown Holyoke to direct visitors between public parking and key destinations around major parking generators, such as the Farmer's Market on Heritage Street, the Children's Museum, and the Courthouse, as well as future parking generators, such as the Victory Theater and other anticipated new development. This action would advance goals from the 2020 Holyoke Tourism Strategic Plan.

Cost

\$\$\$

Medium

Effort



Medium

Category



Infrastructure

Cost Type



Capital



Wayfinding signage can improve the experience for visitors to enhance the downtown walking environment

Action 3.3: Use flex posts or other deterrents to discourage illegal parking and improve pedestrian visibility.

Description: In areas with relatively high utilization, such as along High Street and Maple Street and on blocks near the Lyman Terrace Apartments, install flex posts to discourage parking in unsafe or illegal areas, especially near crosswalks to improve pedestrian visibility.

Cost

\$\$\$

Low

Effort



Low

Category



Infrastructure

Cost Type



Capital



Flex posts could be used in instances like the situation pictured above to deter illegal parking and improve pedestrian visibility at the crosswalk

Action 3.4: Provide additional mobility options to reduce reliance on driving to access downtown, lowering demand for parking.

Description: Use City-owned on-street or off-street parking spaces to expand locations for potential carshare services or “micro-mobility” stations (e.g., bikeshare) to provide more mobility options for residents and visitors.

Cost

\$\$\$

Medium

Effort



Medium

Category



Infrastructure

Cost Type

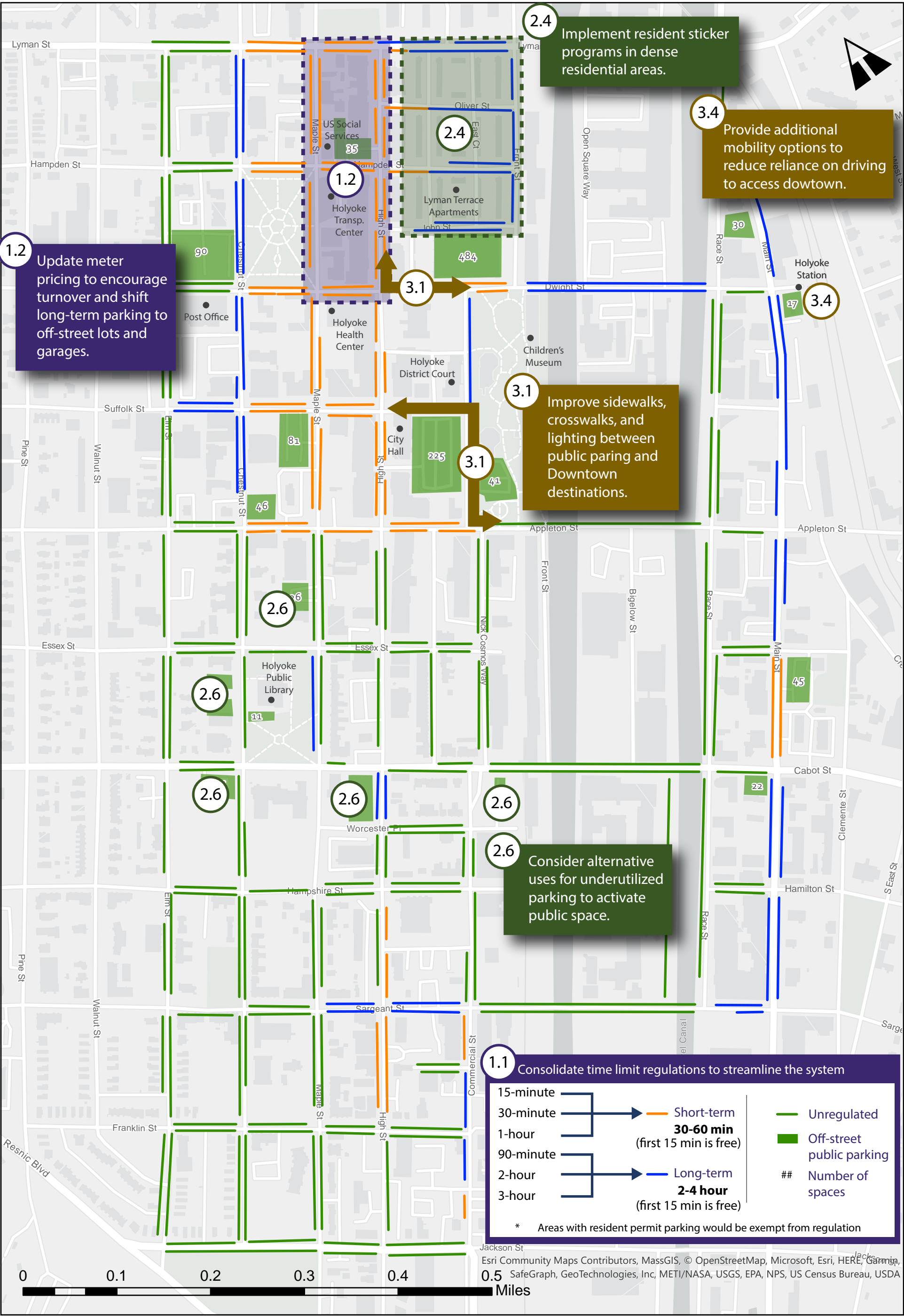


Capital



Bikeshare, carshare, or other shared mobility options could be a good use of underutilized parking to promote sustainable travel options

Recommendations for the Parking Action Plan including the consolidation of time limits, updating of meter pricing, and improvements to the pedestrian environment to promote “park and walk” are summarized in Figure 8. This provides a starting point for creating a more streamlined parking system to promote efficient use of the existing parking supply, support customer access to local businesses, and improve the streetscape environment. Together, these improvements will help Holyoke activate its downtown while serving the parking needs of residents, visitors, and employees. Further information and resources to inform implementation of the Parking Action Plan is available in Attachment C. This includes case studies for parking regulations, parking vendors and operators, parking enforcement options, and parking benefit districts.



Example locations of key recommendations

- Strategy 1
- Strategy 2
- Strategy 3

Figure 8. Parking Action Plan Map
Downtown Holyoke Parking Study
Holyoke, MA
March 2024

Prepared by:



Attachments

Attachment A: Public Meeting Materials

Attachment B: Downtown Holyoke Parking Utilization Maps

Attachment C: Parking Regulation Case Studies and Parking Vendors



Holyoke Downtown Parking Public Meeting Materials

Attachment A



Holyoke Downtown Parking Study

WE WANT TO HEAR FROM YOU!

The **Holyoke Downtown Parking Study** is nearing the release of draft recommendations to improve the downtown parking system, and we want your feedback!

Please join us for a public meeting

When: Thursday, March 7, 2024 | 5:30 PM

Where: Holyoke Chamber of Commerce, 177 High Street. The meeting can also be accessed via zoom:
Meeting ID: 879 2668 3213



Learn about the Draft Action Plan to improve the downtown business district through parking and streetscape enhancements, and **let us know what you think!**



Questions? Please contact, Principal Planner, John O'Leary @ joleary@pvpc.org

Holyoke Downtown Parking Study

Key Findings and Draft Recommendations

March 2024

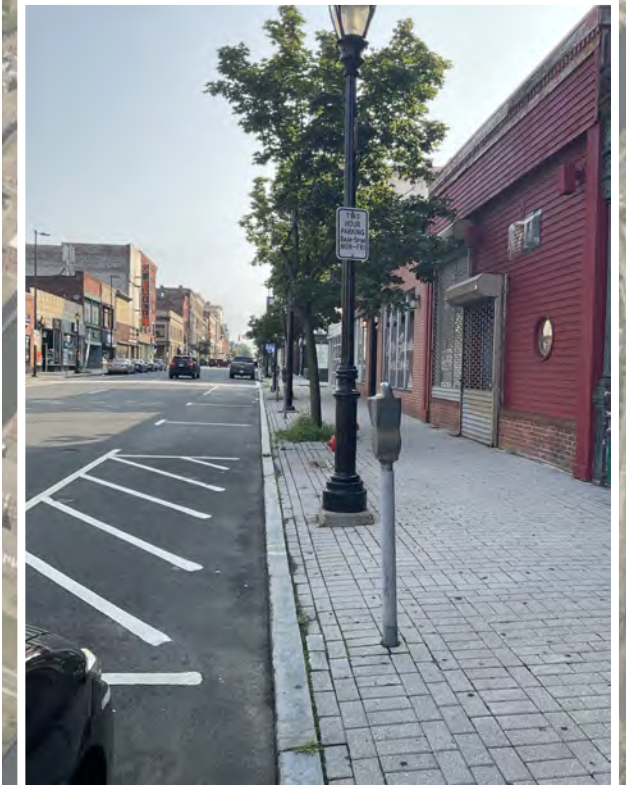


Bowman

Agenda



- > Study Goals and Objectives
- > Study Process
- > Key Findings
 - Utilization
 - Turnover
 - Issues and Opportunities
- > Draft Parking Action Plan
- > Questions & Answers





Study Goals and Objectives

Why are we looking at parking in Downtown Holyoke?



Establishing a well-functioning parking system is critical for a thriving business district



Balancing parking supply with parking demand can help create an efficient system



Creating safe and accessible connections between parking and key destinations is essential

Study Area

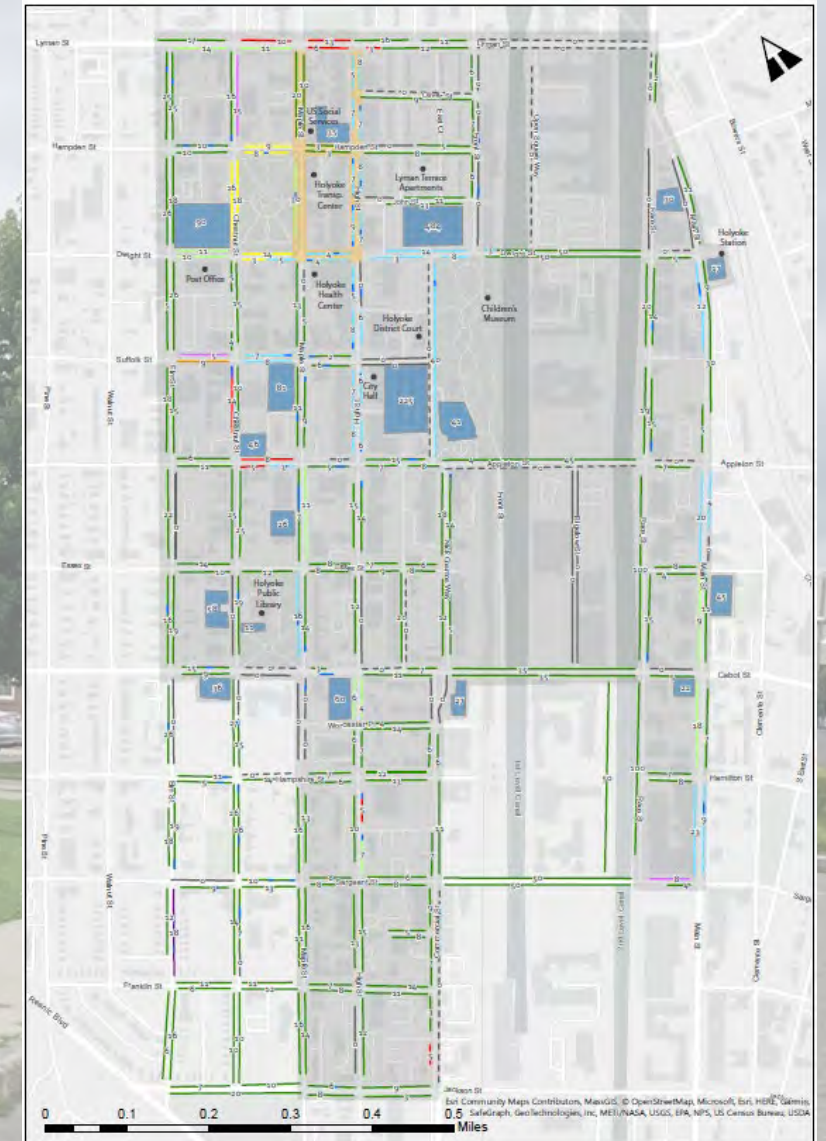
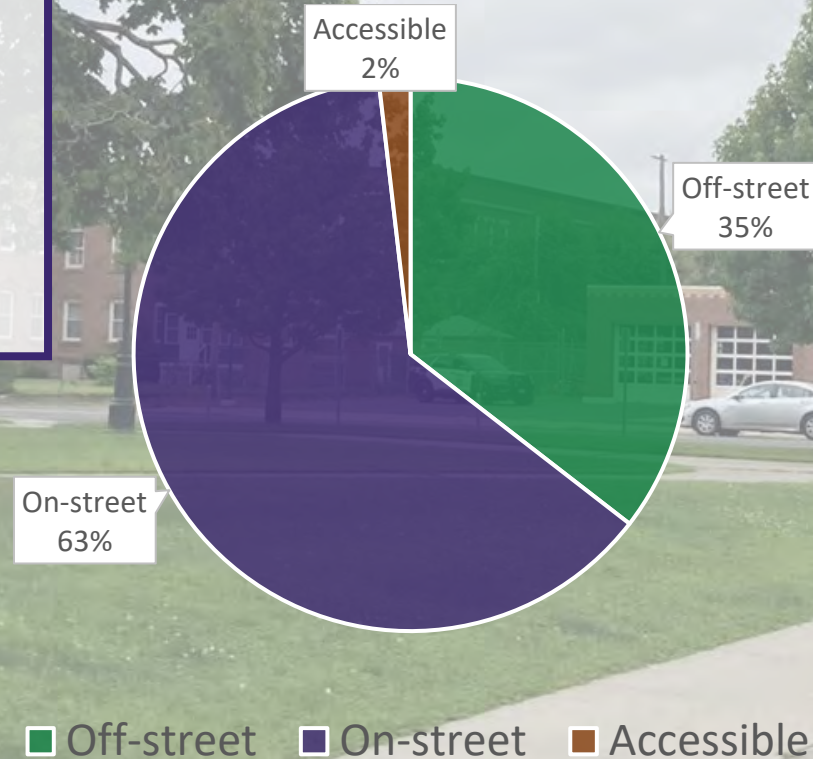


Total parking spaces in Study Area: **3,900**

1,384 off-street spaces
(lots and garages)

2,444 on-street spaces

72 accessible spaces



Study Process



How did we evaluate the existing parking conditions?



Inventory – created a digital map of all existing public parking spaces in Downtown Holyoke



Utilization – counted parked cars throughout the day to map and evaluate trends of when and where parking is most/least utilized



Turnover – documented how long cars remained parked in the same space within the main commercial core of Downtown



Key Findings

What did this evaluation tell us about the parking system?

% Utilization

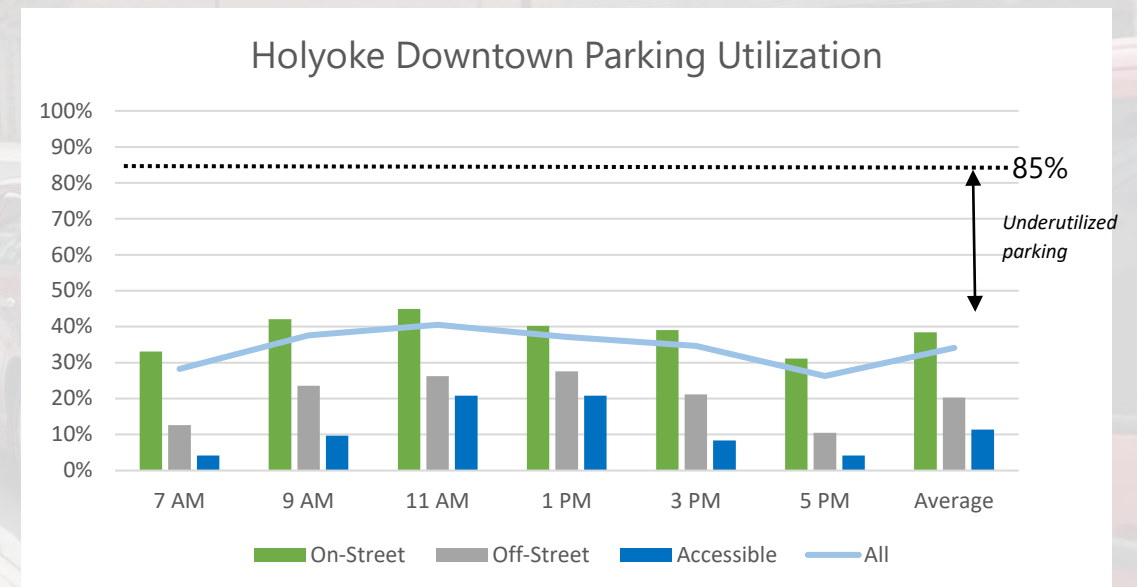
> Overall, parking is underutilized

- Some blocks reach over 85% utilization at certain times of the day, but the average for the study area overall is only 34%

> Parking is consistently available within a short walk of blocks where parking is highly utilized

- For example, while parking on High Street is near capacity, additional parking is available on Hampden Street and Maple Street

Target utilization rate*: **85%**
Average utilization rate: **34%**



*Source: Donald Shoup, *The High Cost of Free Parking* (2005)



Key Findings

What did this evaluation tell us about the parking system?



Turnover

- > **Cars often remain parked longer than what is allowed**
 - Despite a time limit of 2-hours, many cars remained parked for the entire 4-hour observation period
- > **People storing their vehicles on street for the entire day is bad for business**
 - Opportunities exist to move long term parking off-street and away from storefronts to improve access to businesses for customers

Average turnover rate: **1.04**

- > During the four-hour observation period from 11 AM to 3 PM, around 1 vehicle used each space, on average

Of all blocks observed...

High Street between Oliver Street and Hampden Street had the highest turnover rate at **2.0**

This means that on average, two vehicles used each space in the four-hour observation period

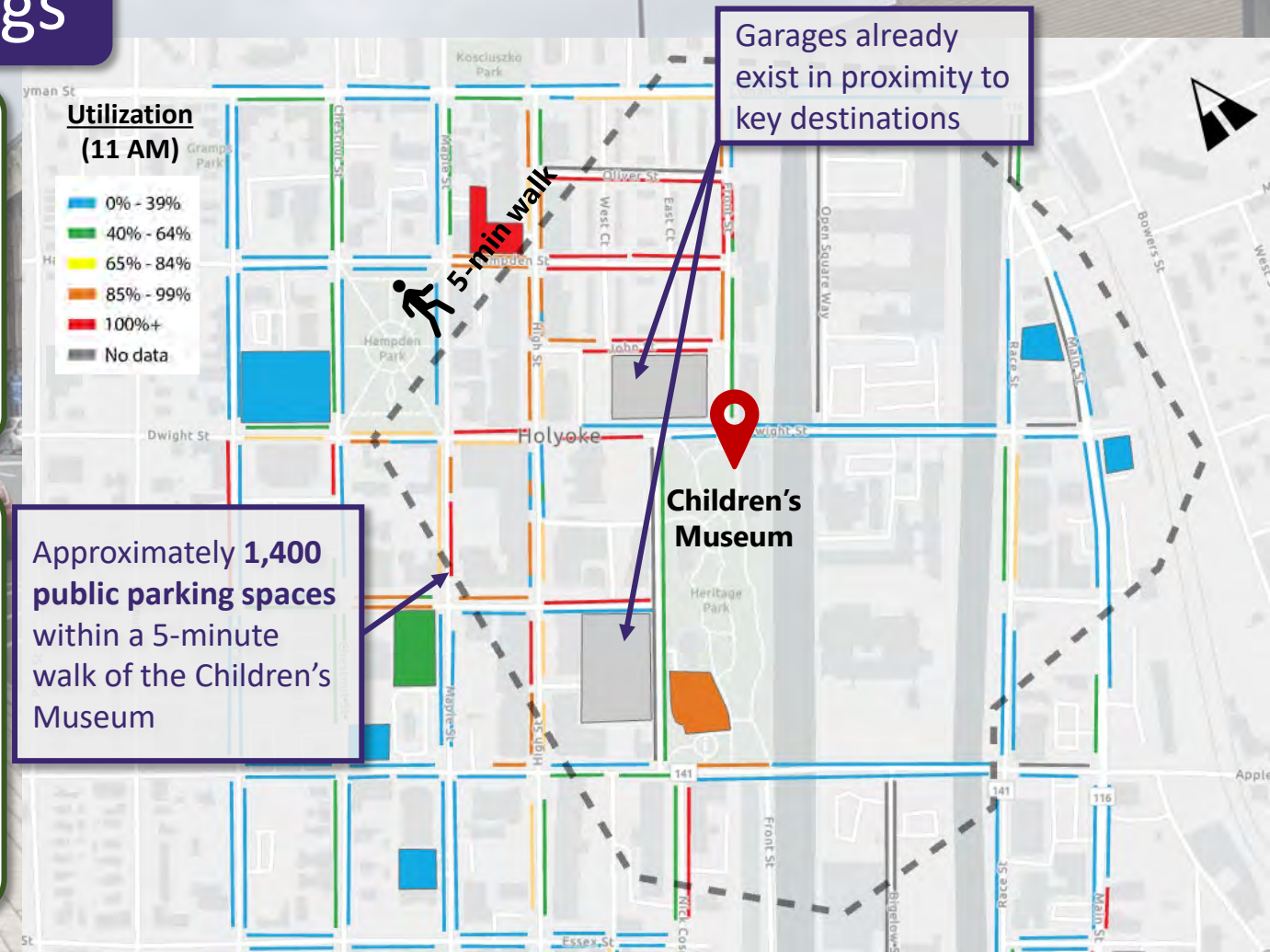


Key Findings

Other observations and findings

The infrastructure is in place – no major capital investments are needed, such as a new parking garage. A more coordinated and connected parking system could capitalize on existing infrastructure.

There is a dense downtown core – Holyoke's historic network of streets and sidewalks provides a strong foundation for streetscape improvements to support a more walkable downtown connected to ample public parking.





Key Findings

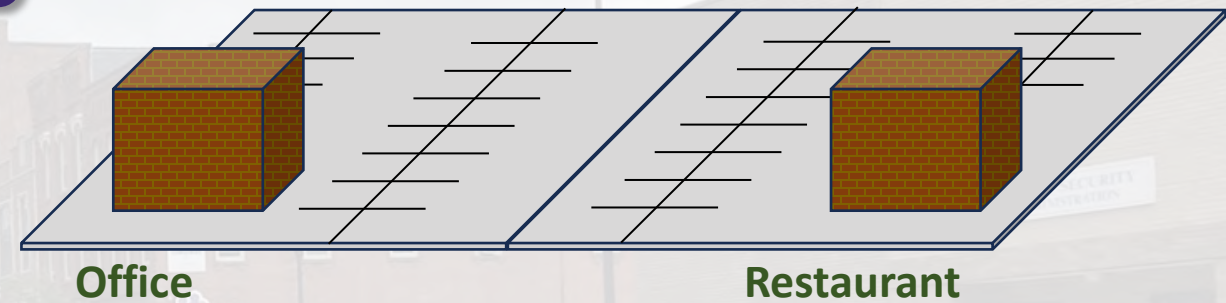
Other observations and findings

Zoning contributes to an excess parking supply – the City’s Code of Ordinances requires a minimum number of off-street spaces for each building – also known as a “parking minimum” – which varies based on building use.

The City has relaxed its parking requirements for some areas of downtown, however, there is potential to further reduce or eliminate minimums, and or implement parking “maximums,” to create a more efficient system.

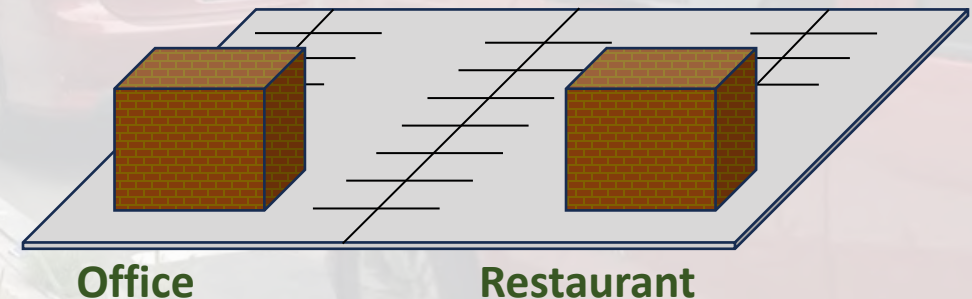
Parking minimums in place

Often more parking is supplied than needed



Flexible parking policy

Buildings supply the amount of parking they deem necessary, encouraging more efficient land use and creating opportunities for shared parking





Key Findings

What are the key issues to address and opportunities to leverage?

Key issues

Low parking utilization and turnover

Limited wayfinding

Lack of appealing pedestrian connections

A wide range of time limits

Lack of staff capacity for enforcement

Outdated parking meter technology

Zoning requirements lead to an oversupply of parking

High number of accessible spaces with low utilization

Abundance of municipal parking to accommodate existing and future demand

Potential for a walkable commercial district

Invest in a streamlined parking vendor to simplify payment and automate enforcement

Update zoning code to reduce or eliminate parking minimums, and/or implement parking maximums

Work with Disabilities Commission to ensure accessible parking meets community needs

Key opportunities



Draft Parking Action Plan

What are some possible strategies to address the key findings from this Study?



Strategy 1: Implement a streamlined, modern, adaptable, and accessible parking system



Strategy 2: Update City policies and programs to support an efficient parking district



Strategy 3: Enhance the downtown streetscape to improve the overall business environment



Draft Parking Action Plan

Example Action from Action Plan:

Each of the three strategies have proposed actions associated with them.

The Action Plan provides details on each action, as well as approximate cost and level of effort to implement.

Draft Parking Action Plan



Strategy 1: Implement a streamlined, modern, adaptable, and accessible parking system

Action 1.1: Develop an RFP to select a vendor to provide consistent parking meter technology across Downtown Holyoke.

Description: Select a parking technology vendor to implement a single parking payment system across the City to simplify both payment and enforcement, using either meters or kiosks. Allowing both credit card and cash payment through meters or kiosks would provide a flexible payment process for visitors, prevent meter theft, and simplify enforcement, allowing parking attendants to potentially cover a larger area.

Cost

\$\$\$

High

Effort



Medium

Category



Infrastructure

Cost Type



Capital & Operating



Payment technology and condition of meters varies across Downtown Holyoke



Draft Parking Action Plan

How might these actions be applied in the Study Area?

Consider alternate uses for underutilized parking (Strategy 2)

Update meter technology (Strategy 1)

Improve accessibility and lighting (Strategy 3)

Example: Suffolk Street near High Street



Draft Parking Action Plan

How might these actions be applied in the Study Area?

Ensure consistent enforcement of parking regulations (**Strategy 1**)

Implement overnight resident parking (**Strategy 2**)

Use flex posts to deter illegal parking and improve pedestrian visibility at crosswalks (**Strategy 3**)

Example: High Street and John Street



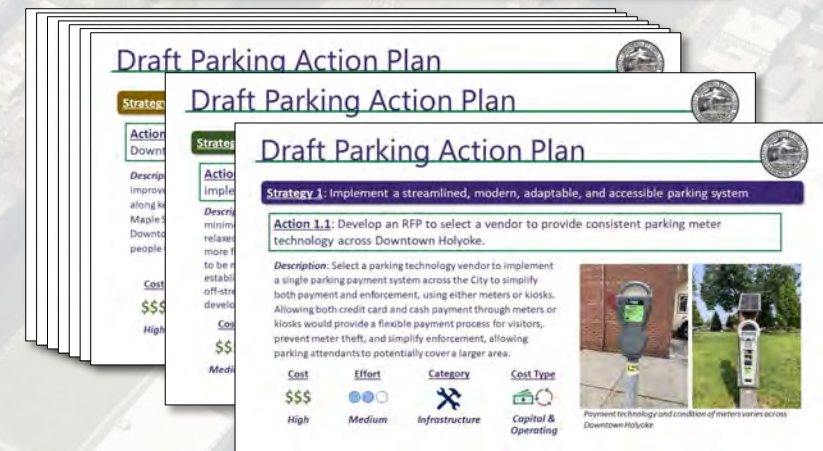
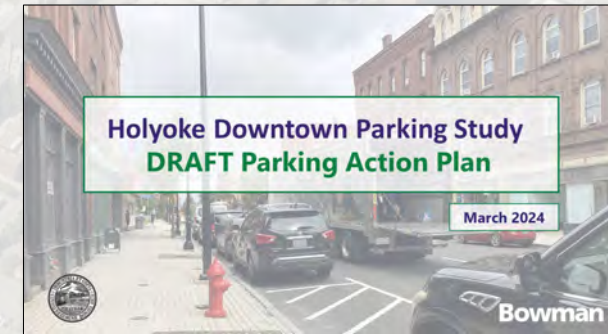
Next Steps

Final Report

- > Draft Parking Action Plan in progress
- > Incorporate input
- > Final Action Plan Spring 2024

Questions or comments?

Principal Planner, John O'Leary
joleary@pvpc.org

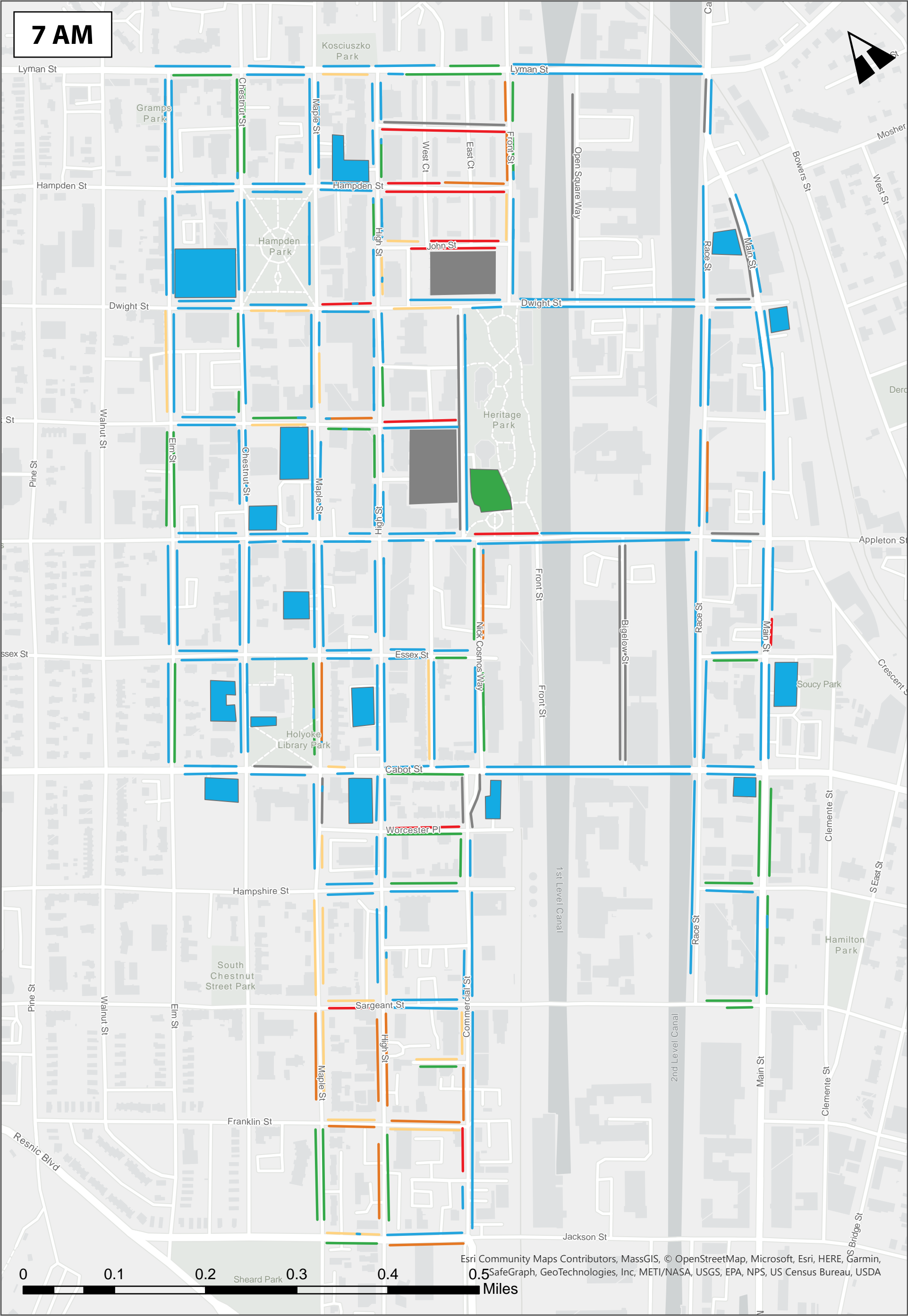




Holyoke Downtown Parking Utilization Maps

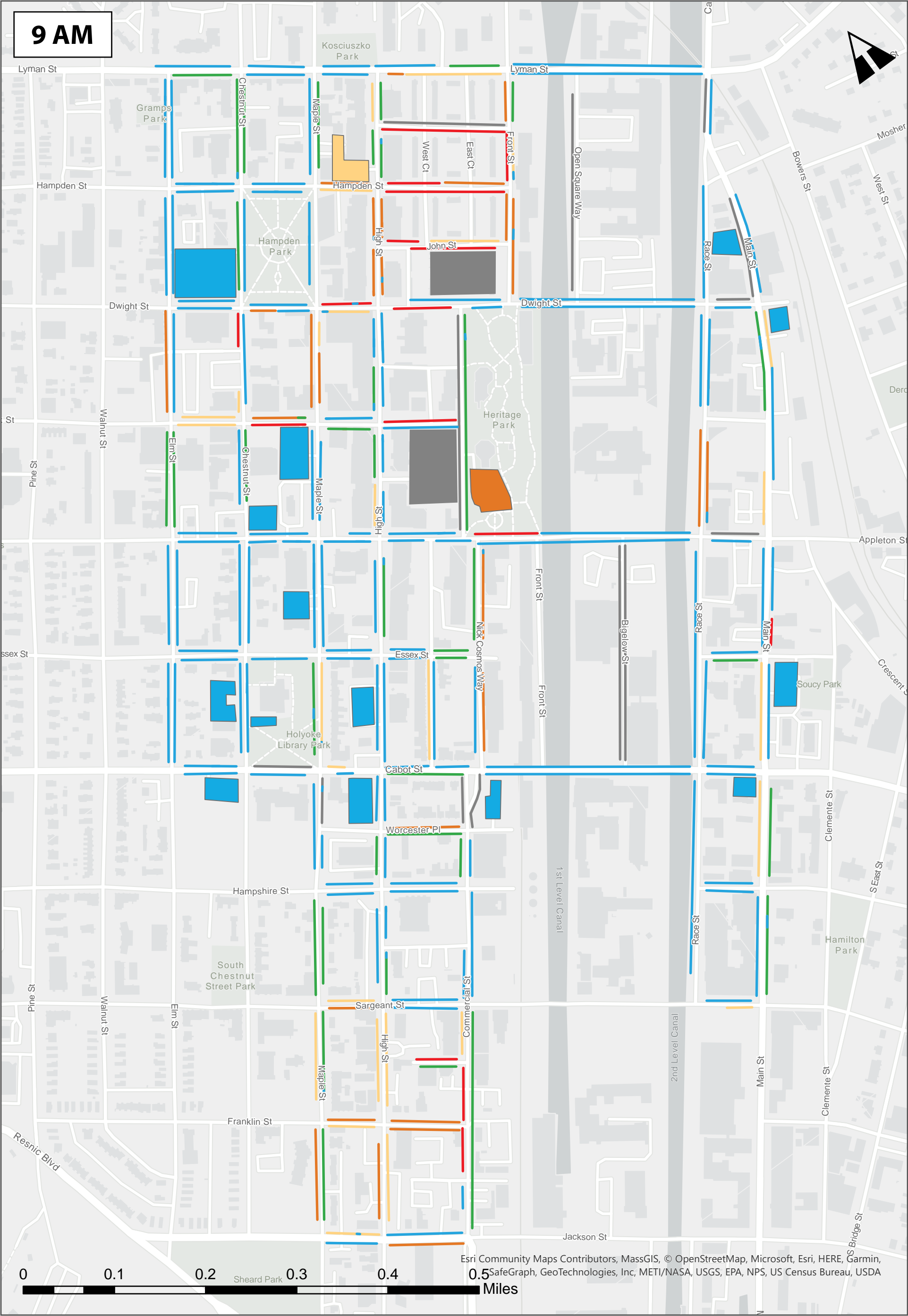
Attachment B

Attachment B : Parking Utilization Maps



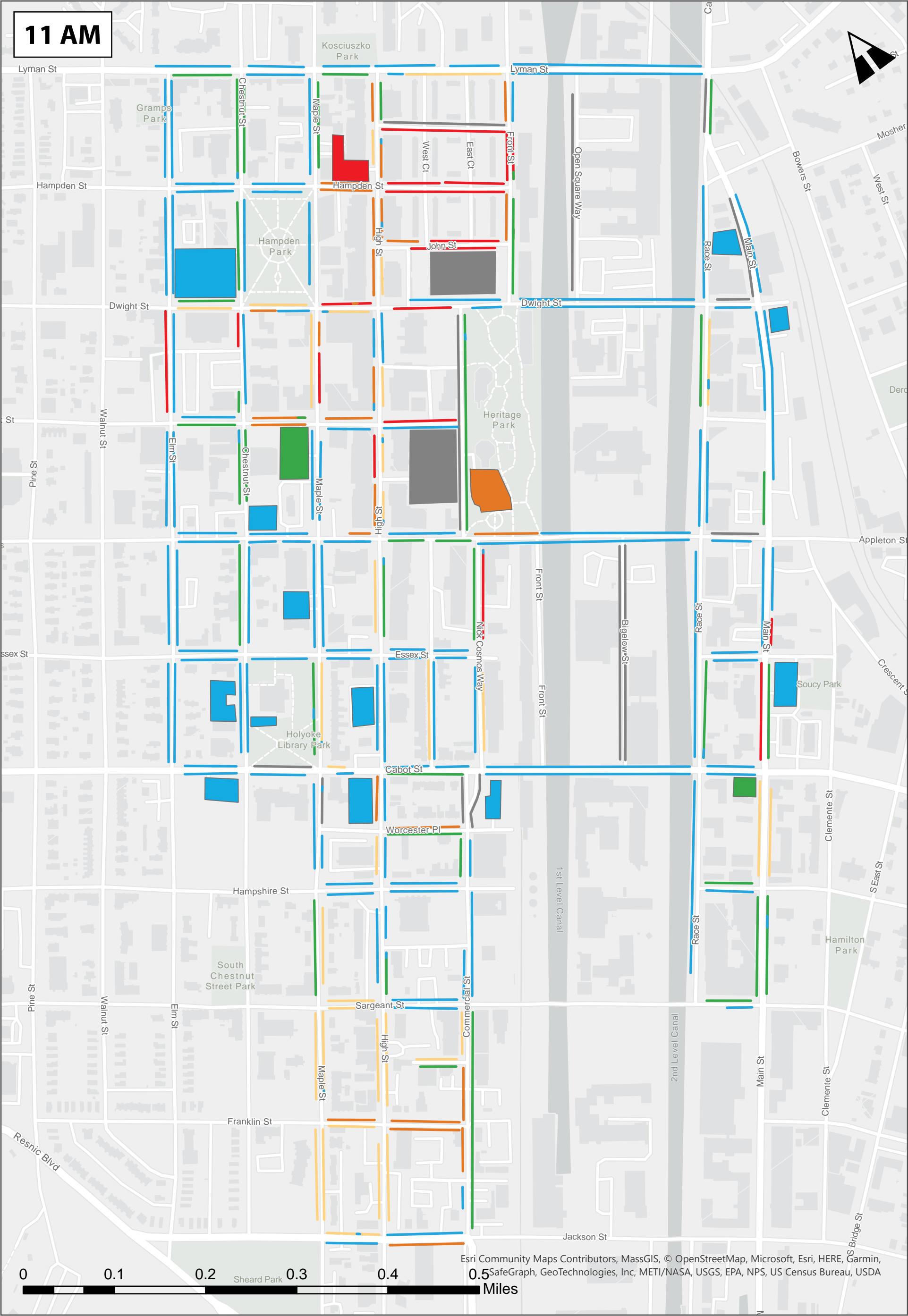
- 0% - 40%
- 40% - 65%
- 65% - 85%
- 85% - 100%
- 100%+
- No data

Parking Utilization Map (7 AM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



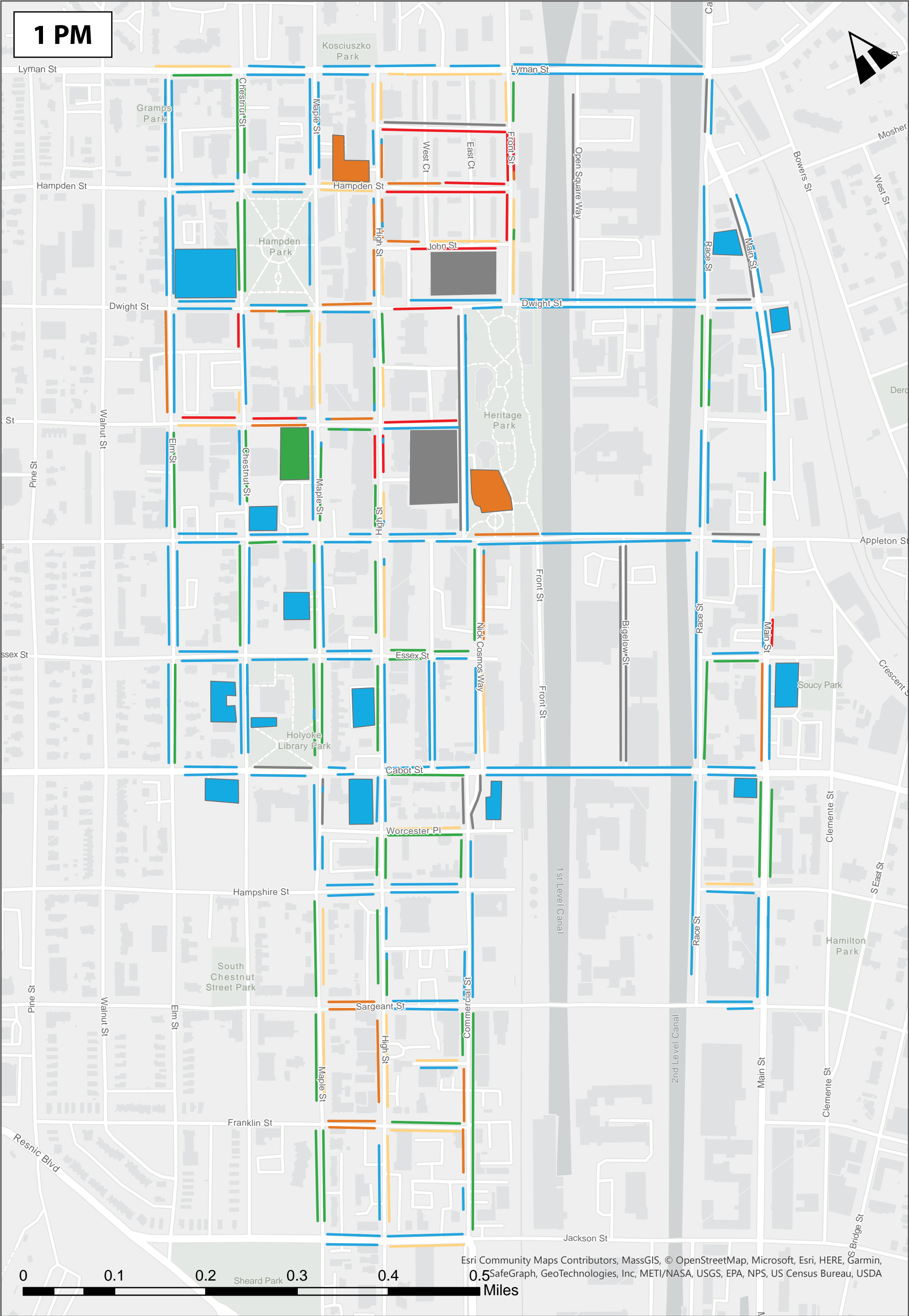
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- 85% - 100%
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Parking Utilization Map (9 AM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



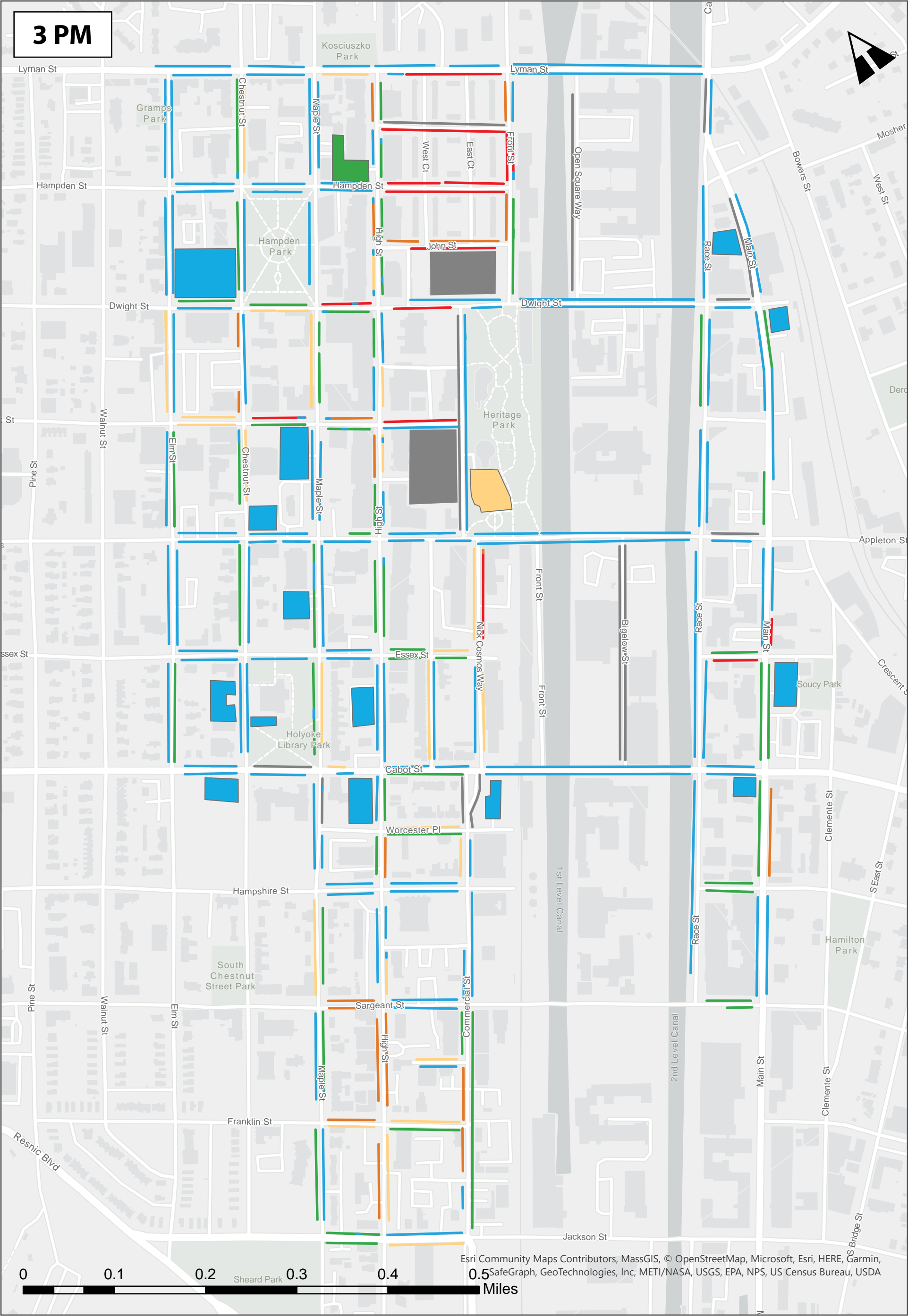
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Parking Utilization Map (11 AM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



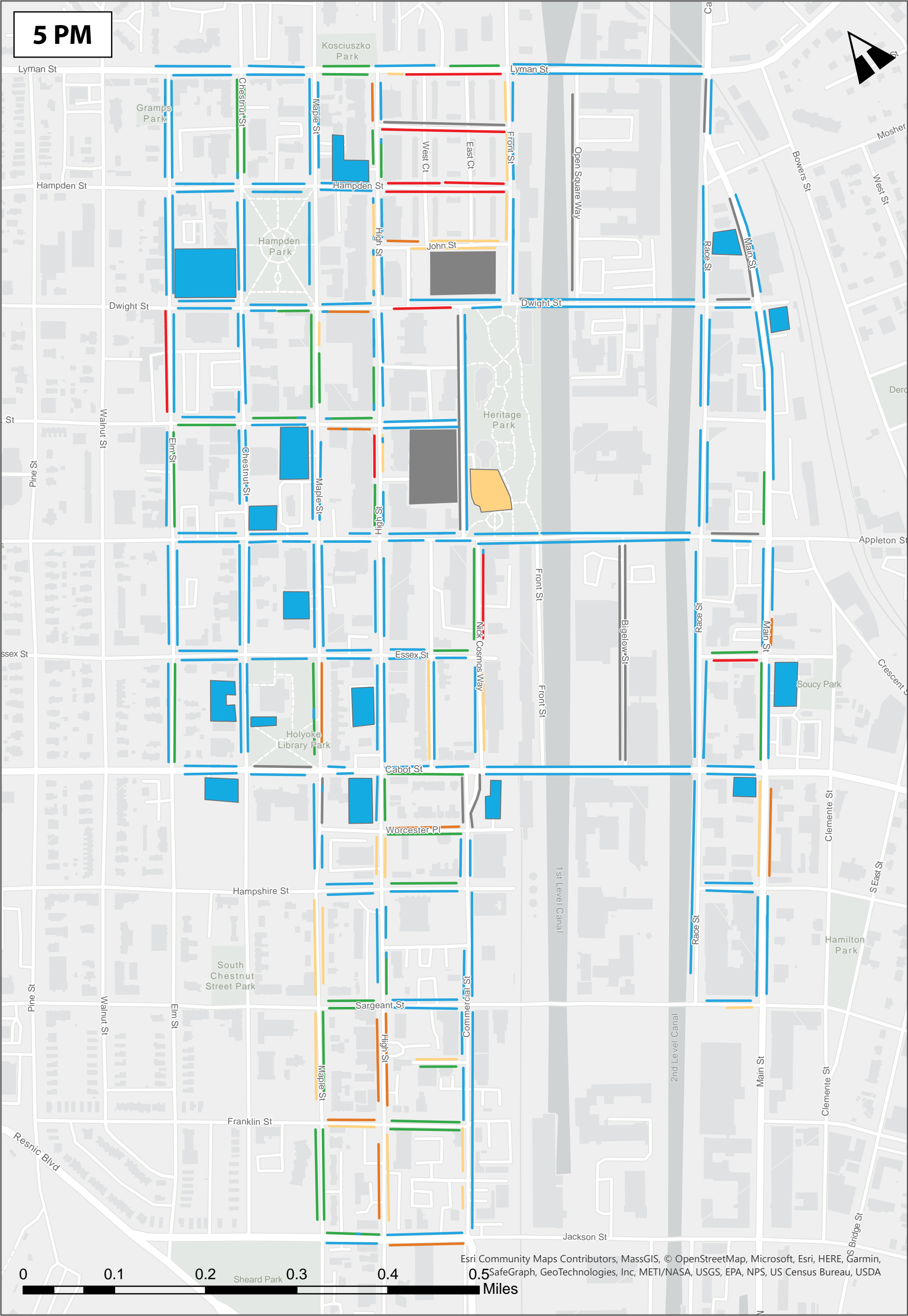
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- No data

Parking Utilization Map (1 PM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



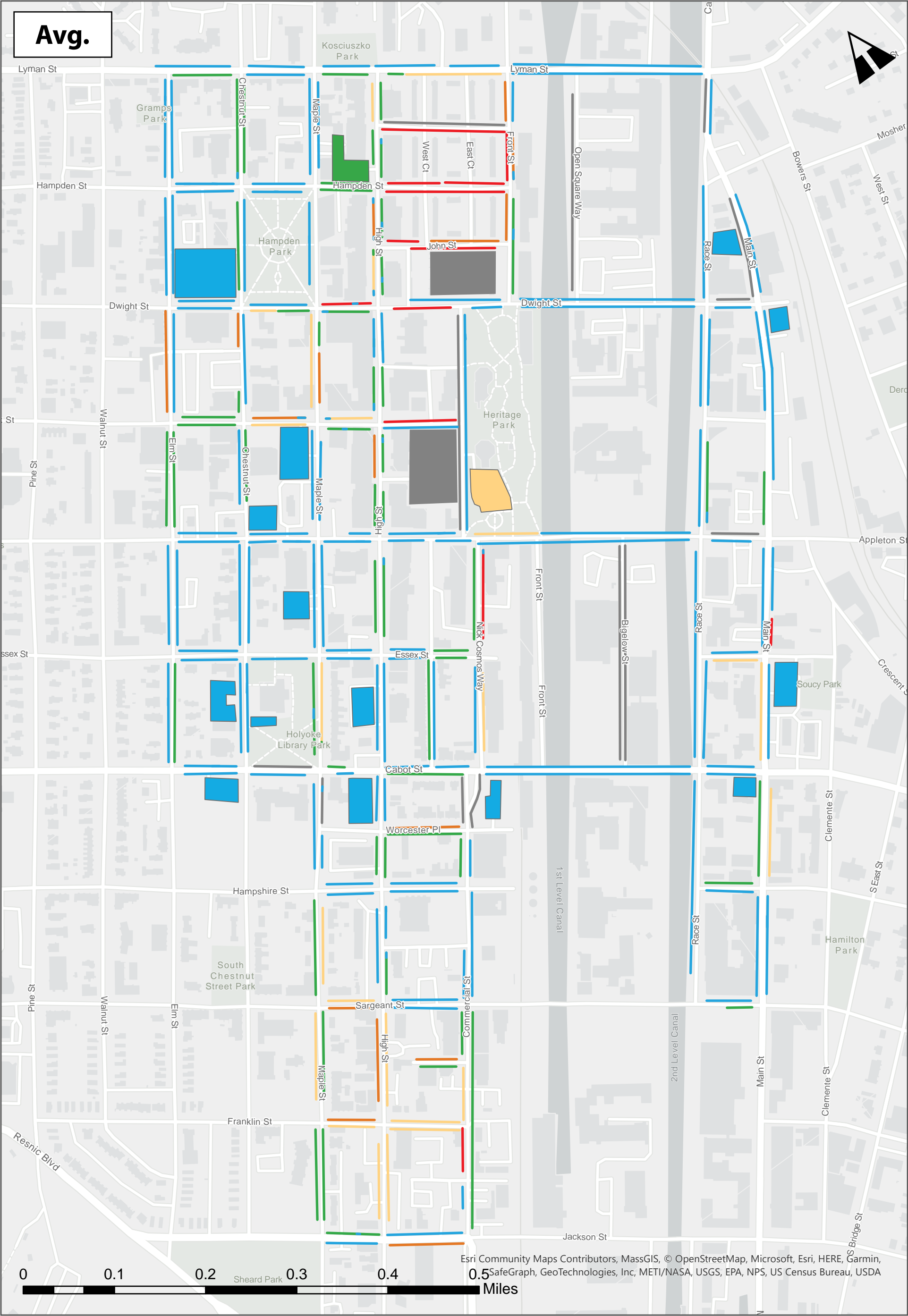
- 0% - 40%
- 40% - 65%
- 65% - 85%
- 85% - 100%
- 100%+
- No data

Parking Utilization Map (3 PM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



- 0% - 40%
- 40% - 65%
- 65% - 85%
- 85% - 100%
- 100%+
- No data

Parking Utilization Map (5 PM)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



- 0% - 40%
- 40% - 65%
- 65% - 85%
- 85% - 100%
- 100%+
- No data

Parking Utilization Map (Average)
Downtown Holyoke Parking Study
Holyoke, MA
August 2023



Parking Regulation Case Studies and Parking Vendors

Attachment C

Parking Regulations Case Studies

	<i>Time Regulations</i>	<i>Signage</i>	<i>Pay Structure</i>	<i>Payment Methods</i>	<i>Equipment Type</i>	<i>Long Term Parking</i>	<i>Enforcement</i>	<i>Other</i>
Municipality	<i>What are the different time regulations? 15 min, 2 hour, etc.</i>	<i>How is parking identified? Parking signs, colored meters, color coded map, etc.</i>	<i>What are the different fees? Set or variable?</i>	<i>What apps are used, etc.</i>	<i>Type of parking meter/kiosk</i>	<i>Are there commuter/resident/employee parking programs, permits, locations, etc.</i>	<i>How is parking enforced? Specific area or town-wide? Different days of week?</i>	<i>Anything else noteworthy</i>
Northampton Parking-Map-all-classes_FINAL (northamptonma.gov)	10 AM to 5 PM, 7PM, or 8 PM (location dependent); fees vary	Meter tops (red and blue), Public parking signs, Parkmobile decals, online map	Red top meters are \$0.50/hour, 10 AM - 5 PM, Monday to Saturday Blue top meters are \$0.50/hour between 10 AM-5 PM, Monday - Friday, hourly rate increases to \$1/hour between 5 PM - 8 PM, Monday – Friday; Sat, 10 AM - 8 PM, the rate is \$1/hour Main St and Crafts Ave (separate rate) – rate is \$1.50/hour between 10 AM-5pm, Monday - Friday, \$2/hour between 5pm-8pm, Monday -Fri, \$2/hour between 10 AM-8pm on Sat Rates in parking lots and street parking range from \$0.25/hour-\$1hour	Parkmobile, coins, cash, card	Meters; Parkeon pay-by-plate kiosks	Long-term monthly permit; Lease holder permit; Neighborhood permit; Free commuter parking	Online map and table shows downtown area on-street/off-street class, time limit, span (time of day/days), and fee https://northamptonma.gov/DocumentCenter/View/21650/Parking-Changes-to-Ordinance-for-WEB	Sundays and holidays are free; permits have specific qualifications listed online
Pittsfield City of Pittsfield - Downtown Public Parking Map - Google My Maps	8 AM - 4 PM; time limit is 3 hours (for some on-street); some areas allow 30 minutes free	Meters, Public parking signs, Passport decals, online map	On-street metered parking is \$1/hour (no time limit) – first 30 minutes is free	Passport, coins, cash, card	Meters, Parkeon pay-by-plate kiosks	Permit parking; Resident overnight permits	Monday to Friday; Downtown parking area is enforced and has 4 meter zones	Saturday and Sundays are free to park
Amherst Amherst Center Parking Map (arcgis.com)	8 AM to 6 PM or 8 PM (zone dependent); time limits depend on zone	Meters; Public parking signs, Parkmobile decals, online map	Fees are set on an hourly rate depending on the zone Fees range from \$0.50-\$1.00/hour	Parkmobile, , coins, cash, card	Meters, Parkeon pay-by-plate kiosks	Resident permits – limited season, marked downtown by blue and white signs; 1 lot allows 8 hour limit; several lot allow 4 hour parking	Downtown center between listed enforcement hours for zone; Monday-Saturday	Sundays and listed Holidays are free Amherst has a Business Improvement District (BID): https://www.amherstdowntown.com/

Attachment C – Parking Case Studies

Natick https://natickma.gov/DocumentCenter/View/2862/Parking-Map-Flyer-122915v10a3?bidId= and https://www.natickma.gov/166/Transportation-Parking	9 AM to 5 PM Monday- Friday; Saturday 9 AM to 1 PM	Meters, Permits, Public parking signs, Passport decals, online map	Most meters and kiosks have a 2-hour parking limit, with some areas allowing up to 4-hour limits. Parking meters provide “15 minutes free” Rates vary of \$0.25 per 15 minutes, 30 minutes, or 1 hour	Passport App, coins, NatickCard (pre-paid debit); no cash/bills	On-street meters; off-street kiosks; Passport parking app	Downtown Business Parking permit; Commuter Parking Pass;	Natick Center parking and commuter rail station; Permits: Transportation & Parking division of the Community & Economic Development Department Parking enforcement: Police Parking disputes: Treasurers Office Parking maintenance: DPW	
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Parking Vendors & Operators

The following vendors are **examples**, not recommendations to use a specific vendor or technology.

Vendor	Parking Applications	Enforcement Services	Example Locations used	Integration with other services	Other
Wescor Parking Controls /Designa	Parking services distribution; technology solutions	LPR recognition – inventorying cars/license plate numbers; “Fast exit” option which automatically recognizes car and opens gates	Worcester, MA	n/a	
Ventek (manufacturer, service provider)	Pay-and-display, pay-by-space, pay-by-plate	TicketManager, License plate recognition (LPR), Mobile LPR enforcement, Fixed LPR, Online citation payments and disputes	Fitchburg, MA	Online reservation systems, online permitting, transit ticketing, parks and recreation permitting	Solar powered
Flowbird Group/Parkeon	Flowbird Strada smart kiosks, pay-and-display, pay-by-space, single/dual space meters	LPR recognition (pay-by-plate) Officers check plate statuses with a handheld device or use of LPR via camera	Worcester, Northampton, Pittsfield, Amherst, MA	Flowbird mobile app, Parkmobile, and Passport mobile apps	Parking kiosks are touch screen and solar powered

Westcor/Designa



Designa LPR camera
<https://designa.com/en-us/license-plate-recognition-lpr>



Designa Ticketless
<https://designa.com/en-us/ticketless>

Ventek



VenTek venSTATION
<https://ventek-intl.com/service/venstation/>

Flowbird



Flowbird Strada Pay-By-Plate kiosks in Worcester, MA in partnership with Wescor Parking Controls
<https://www.flowbird.group/smartcity/us/news-and-events/flowbird-and-wescor-hit-a-home-run-in-worcester-ma/>

Attachment C – Parking Case Studies

Parking Operators

Worcester, MA Flowbird Group provide the pay-by-plate parking system, installed by partner and Wescor Parking Controls, with LAZ Parking as the parking operator for enforcement and revenue collection.

Metropolis Technologies/ SP+ Parking <https://www.spplus.com/parking-management/> and municipal parking management: <https://www.spplus.com/municipal/> Provides Parking.com <https://www.spplus.com/parking-com/>

ParkMobile – Currently in use in Holyoke. <https://parkmobile.io/parking-solutions/municipalities/> Pay-by-phone option to integrate with many parking technologies

Pay-by-Phone: <https://www2.paybyphone.com/parking-operators/solution-cashless-parking> Pay-by-phone option to integrate with many parking technologies

Passport

Parking Oversight

There are advantages to having one entity charged with the responsibility of managing, planning, and operating all aspects and functions of parking services. This includes on-street and off-street parking, compliance with parking regulations, collection of parking fees, and repair and maintenance of parking infrastructure.

Parking Authorities

The use of parking meter revenue is governed by Massachusetts General Law Chapter 40, Section 22A-C <http://www.mass.gov/legis/laws/mgl/40-22a.htm>. A Parking Authority is typically a political subdivision of a State, and are not widely used in Massachsuetts.

Springfield, MA: <https://springfieldparkingauthority.com/>

The Springfield Parking Authority (SPA) is a body politic and corporate and a political subdivision of the Commonwealth of Massachusetts created and approved by the mayor and city council of Springfield and the Massachusetts Legislature in 1981.

Brockton, MA: <https://brockton.maus/city-departments/parking-authority/>

Established by the Massachusetts State Legislature in 1982. It has an Executive director and a five member Board of Directors appointed by the Mayor and confirmed by the City Council. “The Authority is funded entirely by revenue generated from the parking program. No funding for the Authority comes from property taxes collected by the City of Brockton.”]

Plymouth, MA: Park Plymouth: <https://parkplymouth.com/parkplymouth-homepage.html>

Operated via the Plymouth Growth and Development Corporation (PGDC) through a Memorandum of Agreement (MOA) with the Town of Plymouth

Parking Implementation Agents

In 2016, the Massachusetts General Laws Chapter 40, Section 22A1/2 provided for the establishment of Parking Benefit Districts. <https://malegislature.gov/Laws/GeneralLaws/PartI/TitleVII/Chapter40/Section22A1~2> The district can be managed by a body designated by the municipality, such as a Main Streets organization or a Business Improvement District (BID) <https://www.mass.gov/info-details/business-improvement-districts-bid> . The Metropolitan Area Planning Council (MAPC) provides this overview: <https://www.readingma.gov/DocumentCenter/View/378/Parking-Benefit-Districts-Information-Prepared-by-Mapc-Dated-12-20-18-PDF?bidId=>

Maynard, MA: <https://www.townofmaynard-ma.gov/285/Parking-Authority>

The Town of Maynard established a Parking Authority through Town Charter in April 2019. <https://www.townofmaynard-ma.gov/DocumentCenter/View/486/Parking-Authority-Charter-PDF?bidId=>. It consists of seven members including representatives of the Town Administrator, Public Works, Police, Economic Development Committee, and local business owners. It is charged with guiding policies and plans to implement the Parking Management Plan <https://www.townofmaynard-ma.gov/DocumentCenter/View/487/Parking-Management-Plan-PDF?bidId=>, but is specifically noted it is NOT responsible for meter enforcement, nor receiving and managing parking revenue streams.

Arlington, MA: <https://www.somervillema.gov/departments/parking-department> and <https://www.arlingtonma.gov/town-governance/boards-and-committees/parking-advisory-committee> The Town of Arlington established a Parking Advisory Committee (PAC) to make parking policy recommendations for the business and commercial areas within the town, working with appropriate Town staff. It also advises on potential use of parking revenue to the betterment of areas identified in town.