

STUDY PROCESS

ONGOING/ PREVIOUS WORK

- Parking Technical Assistance Effort (2010)
- Streetscape and Battle Green Plan (ongoing)
- Parking Management Group (ongoing)



FALL/WINTER 2013

ANALYSIS

Parking Supply and Demand Analysis

- Identify Existing Conditions
- Parking Utilization Data Collection
- Utilization Database and Mapping

PUBLIC PROCESS

Parking User Profiles

- Online Survey (550+ respondents)
- Twenty+ stakeholder interviews
- Public Open House at Depot Square December 10, 2013

WINTER / SPRING 2014

ANALYSIS

- Strategy Development
- Policy Analysis
- Best Practices
- Recommendations
- Draft Parking Management/ Implementation Plan
- Final Parking Management/ Implementation Plan

PUBLIC PROCESS

Public Meeting (Initial Strategies)

- Meeting January 15, 2014
- Meeting January 29, 2014

Additional Groups

- Chamber of Commerce
- Transportation Forum
- Property Owners
- Tourism Committee

Board of Selectmen Meetings

PUBLIC PROCESS

550+

SURVEY RESPONSES

140+

INTERACTIONS ON LEXENGAGE

50+

WRITTEN COMMENTS AND IDEAS THAT WERE INTEGRATED INTO THE PLAN

20+

MEETINGS WITH THE PARKING MANAGEMENT GROUP, TOWN COMMITTEES, BUSINESS OWNERS, AND OTHERS

3

WELL-ATTENDED AND ADVERTISED PUBLIC MEETINGS

LEXINGTON CENTER PARKING MANAGEMENT AND IMPLEMENTATION PLAN

A smart, integrated Parking Management Plan minimizes the financial cost for a municipality, creates a positive operational and effective transportation environment, encourages economic development, and helps a community to become more environmentally sustainable. A smart Parking Management Plan considers all users, unintended consequences, and maximizes available resources before investing in new ones. Lexington Center's Parking Management Plan sets the stage for a vibrant future while honoring its historic past.

GOALS AND EXPECTATIONS

Maintain a Parking Champion

Manage Parking More Effectively

Increase Parking Availability

Accommodate Short and Long Term Parking

Simplify Parking System

Support Economic Development Goals

Integrate Solutions with Town Center Environment

CHALLENGES

Difficulty finding parking in core area

- *At peak, public off-street parking is essentially full (90%)*

Customer/visitor confusion and frustration

- *There are more than 20 types of on-street parking regulations*

Lack of visible signage

- *"For years, I didn't know the Depot Lot existed."*

Time limits impede customer activity

- *"Two hour parking is not enough time for customers/tourists."*

Employees compete with customers for parking

- *72% of employees parked one block or less from their destination*

Payment technology is inconvenient

- *Strong support for multiple payment options (e.g. credit cards)*

Pedestrian safety challenges on Mass Ave and in the Edison Lot

- *"I avoid crossing Mass Ave, particularly at night."*

Customers avoid the Center due to parking issues

- *65% of customers have failed to find parking and left the Center*
- *Over 1/3 of customers say they do NOT go to Lexington Center more often because parking is inconvenient*

BY THE NUMBERS

3,300 parking spaces

20+ different types of parking regulations, posing management and enforcement challenges

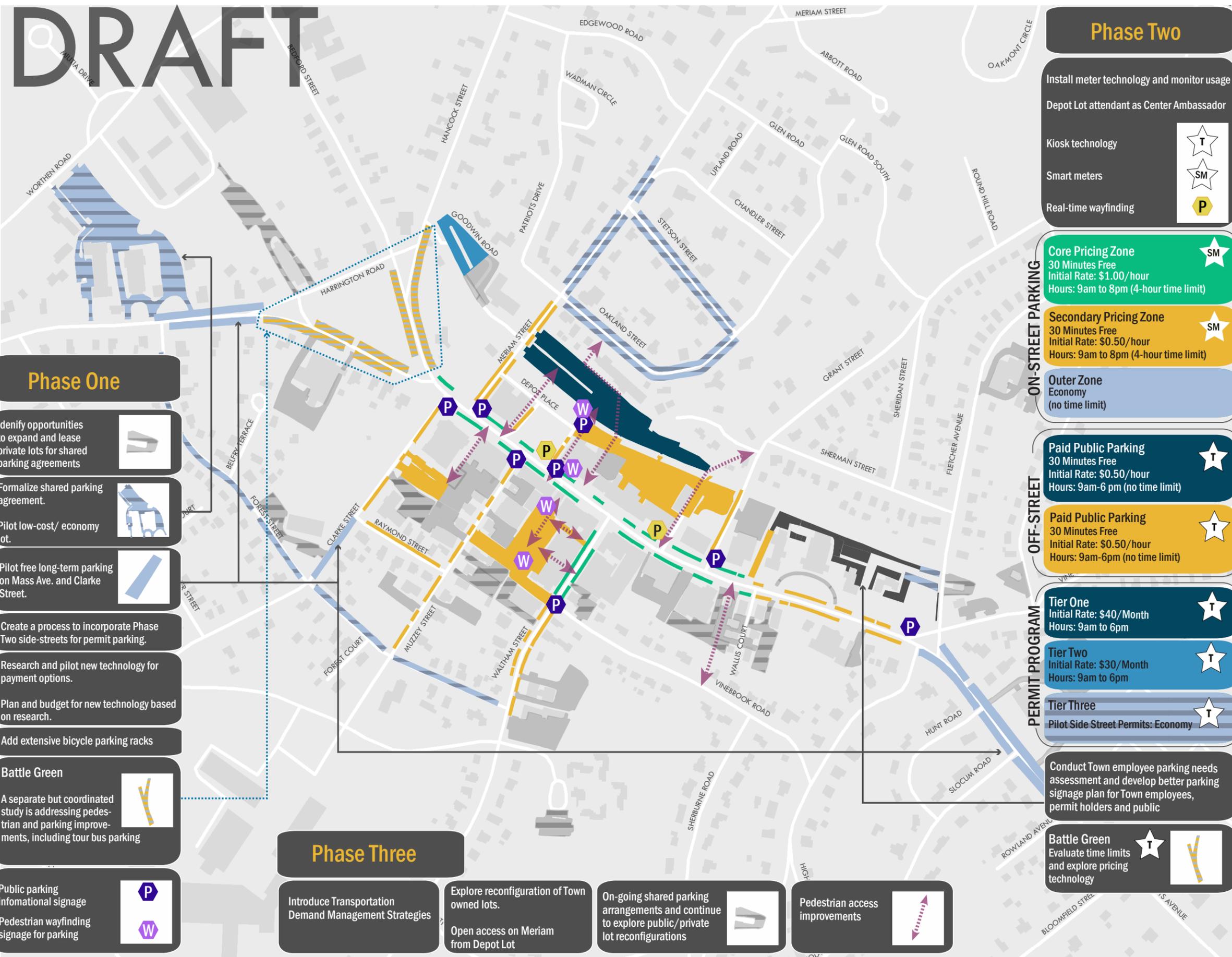
80%+ of the off-street parking supply is restricted to permit holders and other specific groups

79% of publicly-accessible spaces are full during lunch, while 55% of restricted-access spaces are full

40% of all parking is full on the weekends (at peak), compared to 50% on the weekdays

PARKING MANAGEMENT RECOMMENDATIONS MAP

DRAFT



Phase One

- Identify opportunities to expand and lease private lots for shared parking agreements
- Formalize shared parking agreement.
- Pilot low-cost/ economy lot.
- Pilot free long-term parking on Mass Ave. and Clarke Street.
- Create a process to incorporate Phase Two side-streets for permit parking.
- Research and pilot new technology for payment options.
- Plan and budget for new technology based on research.
- Add extensive bicycle parking racks
- Battle Green**
A separate but coordinated study is addressing pedestrian and parking improvements, including tour bus parking

Phase Three

- Public parking informational signage
- Pedestrian wayfinding signage for parking
- Introduce Transportation Demand Management Strategies
- Explore reconfiguration of Town owned lots.
- Open access on Meriam from Depot Lot
- On-going shared parking arrangements and continue to explore public/private lot reconfigurations
- Pedestrian access improvements

Phase Two

- Install meter technology and monitor usage
- Depot Lot attendant as Center Ambassador
- Kiosk technology
- Smart meters
- Real-time wayfinding

Core Pricing Zone

30 Minutes Free
Initial Rate: \$1.00/hour
Hours: 9am to 8pm (4-hour time limit)

Secondary Pricing Zone

30 Minutes Free
Initial Rate: \$0.50/hour
Hours: 9am to 8pm (4-hour time limit)

Outer Zone
Economy
(no time limit)

Paid Public Parking

30 Minutes Free
Initial Rate: \$0.50/hour
Hours: 9am-6 pm (no time limit)

Paid Public Parking

30 Minutes Free
Initial Rate: \$0.50/hour
Hours: 9am-6pm (no time limit)

Tier One

Initial Rate: \$40/Month
Hours: 9am to 6pm

Tier Two

Initial Rate: \$30/Month
Hours: 9am to 6pm

Tier Three

Pilot Side Street Permits: Economy

Conduct Town employee parking needs assessment and develop better parking signage plan for Town employees, permit holders and public

Battle Green

Evaluate time limits and explore pricing technology

ON-STREET PARKING

OFF-STREET

PERMIT PROGRAM

Managing parking in a complex, mixed-use downtown requires multiple strategies working together to achieve the type of parking availability needed.

The Parking Management Map outlines the detail and complexity of how parking should be managed in Lexington Center, with related strategies listed below.

The Map is organized by geography and Phases One, Two, and Three. Each Phase is meant to be a package of improvements that should be implemented together for maximum effectiveness.

ADDITIONAL MANAGEMENT/IMPLEMENTATION STRATEGIES

- Maintain a Parking Champion on Town Staff
- Implement an Education/Marketing Campaign on Parking Management Changes
- Manage System to a Parking Availability Goal of 15% On-Street and 10% Off-Street
- Continue Coordination with Streetscape Project
- Include Key Stakeholders as part of a Monitoring Program to Measure Impacts:
 - Parking Champion
 - Parking Management Group
 - Center Businesses
 - Planning Department
 - Police Department
 - Economic Development Office
- Simplify Process for Making Adjustments to the Parking Management Plan to Achieve Availability Goals
- Encourage Enforcement Officers to be Center Ambassadors
- Create a Process to Review Side Street Parking
- Formalize a Process to Have Key Stakeholders Recommendations on How Parking Revenue is Spent
- Continue Brokering Use of Private Lots and Encourage Shared Facilities