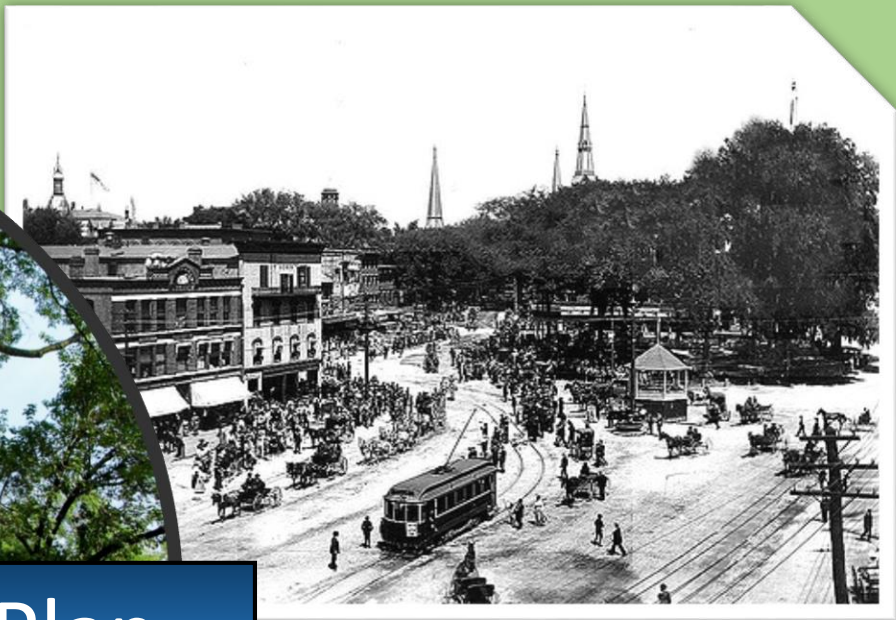


September 2021



Strategic Parking Plan



Goals

These City Council Goals that guide our direction.

Goal 1. Manage municipal finances in a manner to minimize the burden to the property taxpayer.

Goal 3. Support Diverse needs of all Keene residents.

Goal 4. To help stabilize and revitalize existing business along with the arts and other non-profit organizations and attract new ones.

Goal 6. Infrastructure - Continue to ensure that Keene's municipal infrastructure supports the varied needs of Keene residents and business.

Goal 7. Public Engagement - Conduct effective, ongoing public communications and engagement with Keene residents and business and with other partners as we negotiate these challenging times.

Goal 8. Make quality housing as affordable available as possible.

Adopted Parking Services Budget Goals:

- 1) Identify and improve public parking needs; develop new strategies and solutions to meet needs.
- 2) Promote benefits of long-term parking lots, mobile app and other resources, as well as expanded reserved permit program geared toward downtown workforce and residents.
- 3) Optimize long-term reserved parking program to meet resident and workforce needs.
- 4) Engage further with users of the parking program to augment parking signage and visibility as needed in the core downtown, particularly regarding directional signs to and in long-term public.
- 5) Modernize all aspects of parking, including enforcement, maintenance and planning for future needs.
- 6) Develop a comprehensive strategic plan for parking services, outreach, and operations & maintenance.

Best Practices

1. **Consumer choice.** People should have viable parking and travel options.
2. **User information.** Motorists should have information on their parking and travel options.
3. **Sharing.** Parking facilities should serve multiple users and destinations.
4. **Efficient utilization.** Parking facilities should be sized and managed so spaces are frequently occupied.
5. **Flexibility.** Parking plans should accommodate uncertainty and change.
6. **Prioritization.** The most desirable spaces should be managed to favor higher-priority uses.
7. **Pricing.** In a majority of circumstances, parking facility users should pay directly for parking services.
8. **Peak management.** Special efforts should be made to deal with peak-demand.
9. **Quality.** Parking facility quality (aesthetics, convenience, safety, etc.) is as important as quantity.
10. **Comprehensive analysis.** All significant costs and benefits should be considered in parking planning.

Source: "Parking Management Best Practices," Litman (2006)

Plan Purpose

So what sort of parking
are we planning for?



Create Parking Space Opportunity

We have a diverse and changing population of users for the parking system.

We need to provide space turnover on Upper Main Street so that there is a choice of spaces.



Create Parking Space Diversity



We need to provide overflow spaces from Main Street as well as spaces for events, including those that will take place at the Colonial.

We also need work force parking and 24/7 parking of residents. It is estimated at this time that there is over 1,000 housing units in the “downtown.”

What Are Some Ways to Achieve Our Goals?

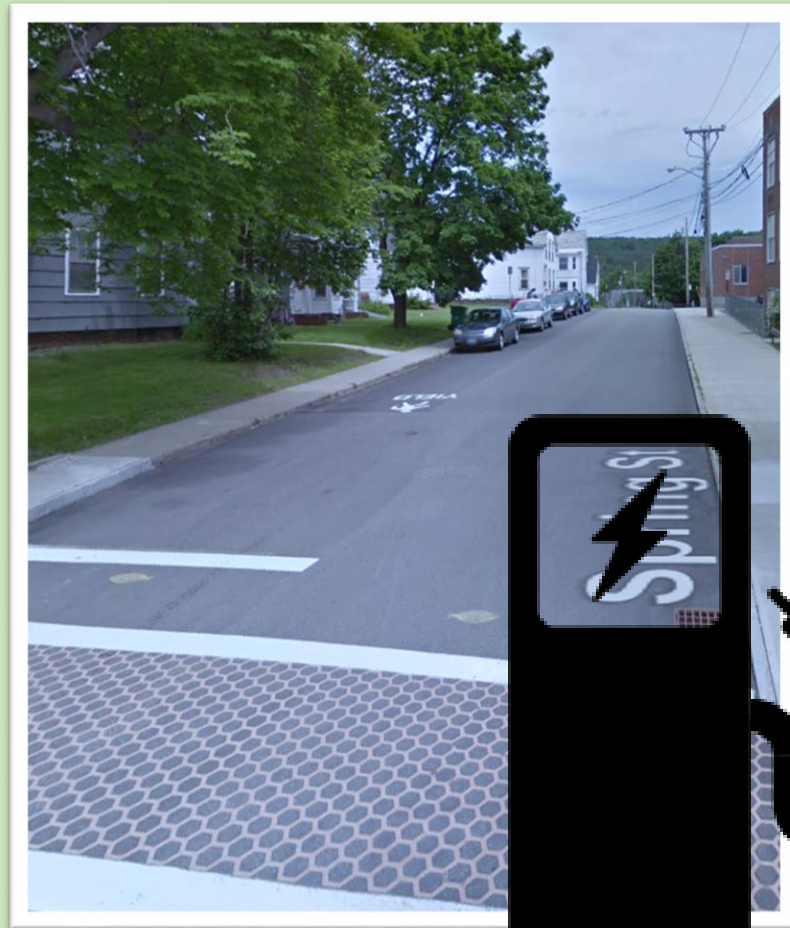
Create a Rental Permit Program- This would be for day parking and night in the Core-Wells Garage is now 100% Leased or Rented with some spaces 24/7

Create Bulk Purchase Permit Program- provided we have excess spaces.

Change Hours of Operation to shift services with demand



More Program Changes



Overnight Parking and Rental Programs for on-street parking outside of the Core and Growth Districts.

New Parking Garage- include a FY23 Feasibility Study and Economic Analysis in the next CIP.

Loading Zones/Curb Side Pickup- Continue to review the location of delivery spaces and curbside pickup.

Charging Stations- Consistent with the adopted Sustainable Energy Plan, Parking Management has begun a review of locations and funding to add charging stations at city parking facilities.

Smart Meters

- ☞ The industry is moving to completely touchless systems (pay by app).
- ☞ Smart Meters are old tech, costly to buy and use.
- ☞ Meters take up valuable real estate on our sidewalks and increase the cost to maintain downtown.



Pay Stations and Payment Apps



- ✓ Some small sections of our system could continue to use the electromechanical meters, some areas pay-by-app only...but on Main Street we would place PayStations.
- ✓ We have converted some parking areas to pay-by-app only.
- ✓ We recommend an immediate trail of PayStations on Main Street.

Fees- Basics

Fees for parking are used mostly to maintain our parking facilities and Main Street.

Violations are issued as the mechanism to move vehicles to open up parking spots for other people.

Projections for the Parking Fund indicate a need to raise basic fees in addition to the diversification Parking Services have been implementing.



Raising Fees



Of Cities in New Hampshire Keene has one of the lowest meter fees.

Raising fees has always been difficult, but to meet City Council Goals the fees need to stay current.

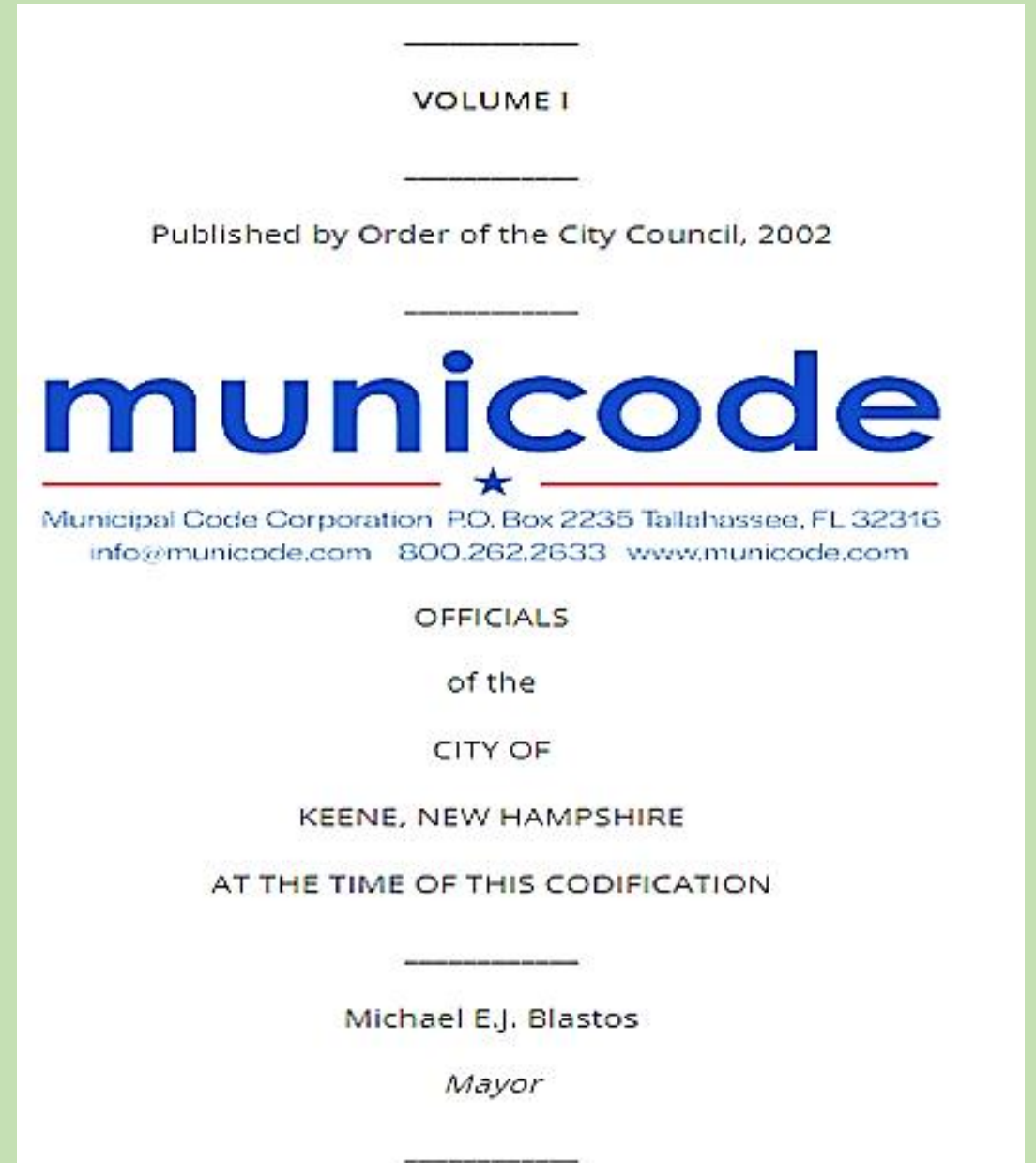
City Code

Our Parking Ordinances are outdated.

We need to clarify roles and service area.

The fees schedule(s) should be simplified.

Flexibility should be provided whenever possible.



Recommendation to City Council

That the Finance, Organization and Personal Committee recommend to the City Council acceptance of the Parking Strategic Plan dated September 2021.