

Town of Watertown: Parking Management Plan

COOLIDGE SQUARE PUBLIC OUTREACH MEETING



Go antiquing this summer.
Just don't drive one.
Herb Chambers



COOLIDGE HARDWARE

COOLIDGE HARDWARE

STUDY GOALS AND PROCESS

PARKING MANAGEMENT PLAN GOALS

- Create a baseline understanding of parking demand and its role in Coolidge Square
- Manage existing parking better for various users, including customers and employees
- Support businesses and institutions
- Reduce parking demand where possible
- Accommodate facilities that support all transportation modes that reflect the perspective of multiple users
- Create a deeper understanding of how parking impacts the larger community
- Creatively develop solutions that can be cost effectively implemented and managed

PARKING MANAGEMENT PLAN PROCESS & SCHEDULE

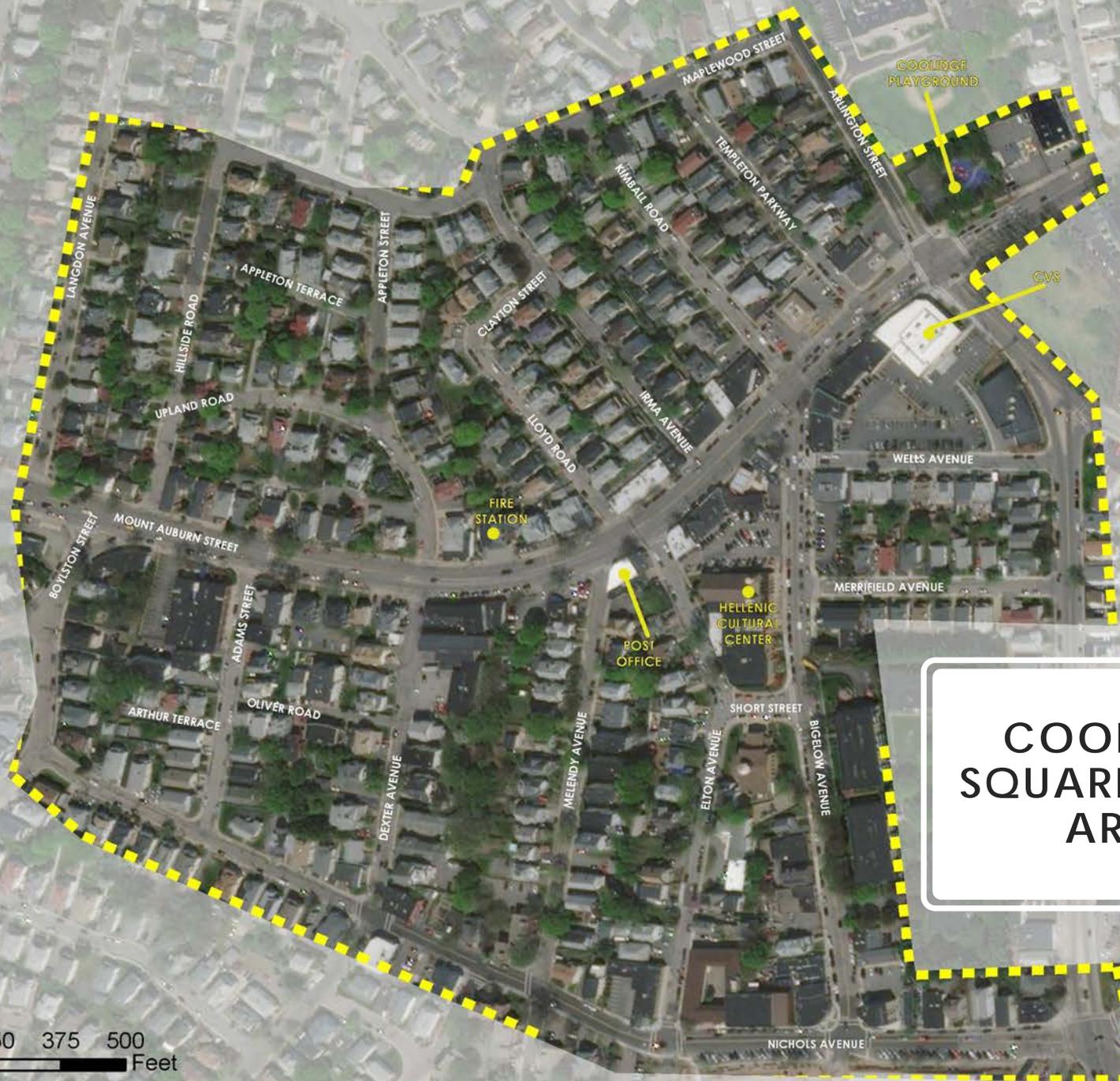


PARKING MANAGEMENT PLAN SCHEDULE	2019															
	JANUARY				FEBRUARY				MARCH				APRIL			
	1	2	3	4	1	2	3	4	1	2	3	4	5	6	7	8
Public Engagement Survey	█				█											
Existing Conditions	█				█				█							
Parking Issues & Opportunities	█				█				█							
Parking Management Strategies									█							
Final Report													█			

**PARKING
RESERVED**

FOR CUSTOMERS
TRANSACTIONING
BUSINESS AT
WATERTOWN SAVINGS
BANK ONLY

PARKING INVENTORY AND UTILIZATION



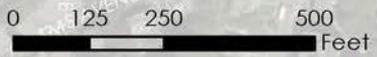
**COOLIDGE
SQUARE STUDY
AREA**



Coolidge Square - Parking Inventory



DRAFT



Total Parking Spaces: 1,369
Off-Street Spaces: 689
On-Street Spaces: 680

- Off-Street Regulations**
- Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
 - Private Parking
 - Residential Parking
 - Permit Parking Only, No day limits
 - Handicap
 - Unregulated Parking
 - Under Construction
- On-Street Regulations**
- Metered Parking, 2-hr time limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
 - 1 Hour Parking, Unmetered, No day limits
 - 1 Hour Parking, 7am-7pm, Unmetered, No day limits
 - 30 Minute Parking, Unmetered, No day limits
 - Private Parking
 - Residential Parking Only
 - Loading Zone
 - Handicap
 - Default (Un-signed)



PARKING INVENTORY

Total Parking Spaces

- 1,369

On-Street Parking Spaces

- 680 total
- 9 regulations

Off-Street Parking Spaces

- 689 total
- 6 regulations



PARKING REGULATIONS

ON-STREET

OFF-STREET

REGULATION	%
Default (Un-signed)	62%
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	30%
1 Hour Parking, Unmetered, No day limits	3%
Residential Parking	3%
1 Hour Parking, Unmetered, 7am-7pm, Unmetered, No day limits	1%
30 Minute Parking, Unmetered, No day limits	1%
Loading Zone	1%
Handicap	1%
Private Parking	0.3%

REGULATION	%
Private Parking	61%
Handicap	15%
Residential Parking	9%
Unregulated Parking	8%
Metered Parking, 10-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	4%
Under Construction	2%
Permit Parking Only, No day limits	1%

PARKING UTILIZATION

WHEN?

- Typical Weekday (Wednesday, November 14, 2018)
- Typical Weekend (Saturday, November 17, 2018)

WHERE?

- Coolidge Square
- Public, private, on-and off-street parking spaces and lots

WHY?

- Understand parking demand levels
- Assess parking occupancy during Canton peak activities



Limit At
Failed Meter

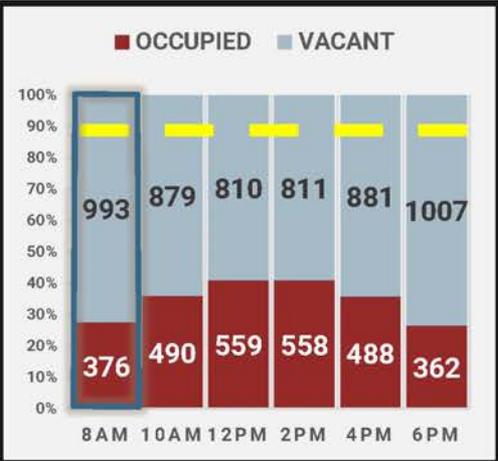
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Limit
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**PARKING
RESERVED**

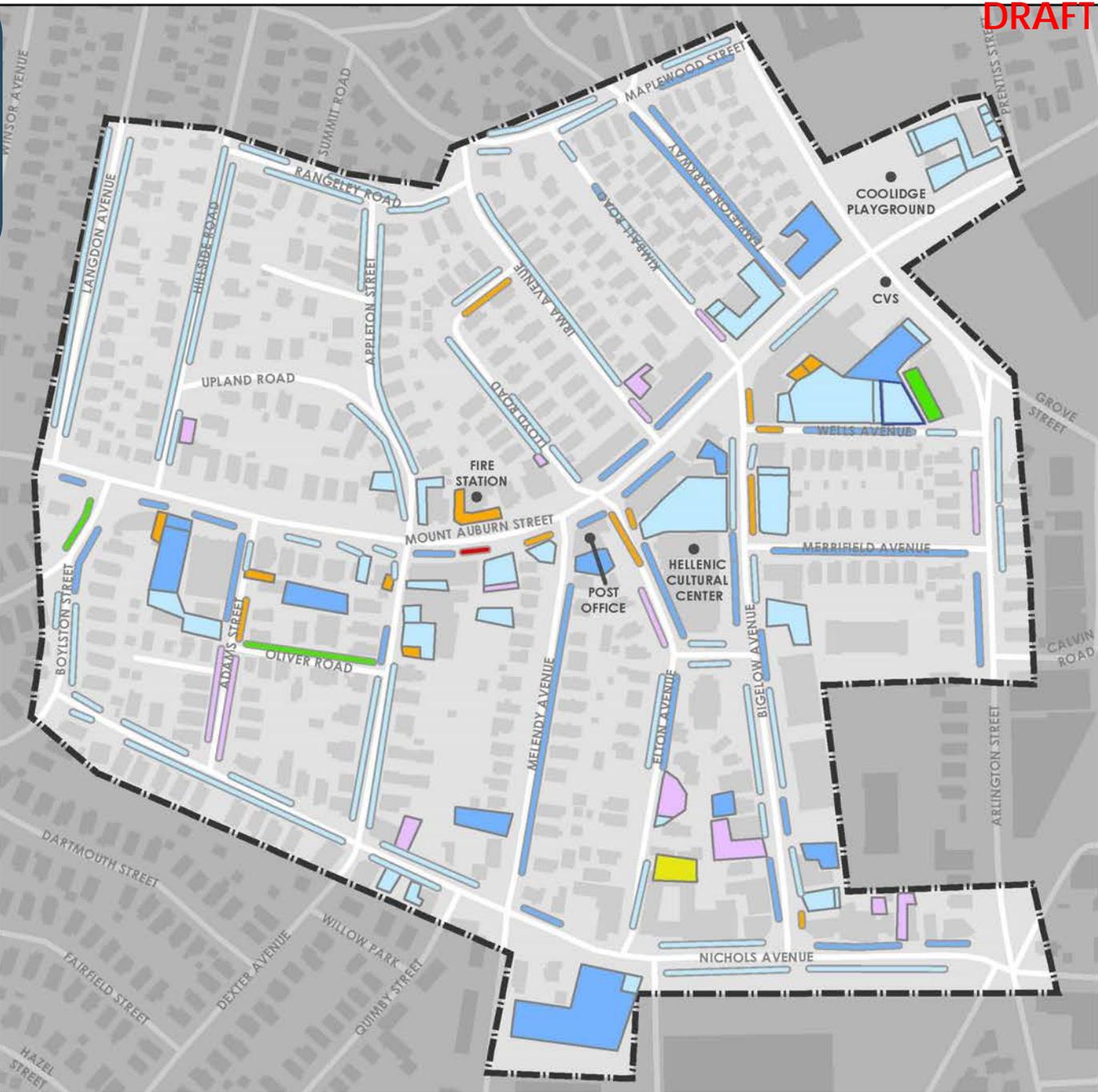
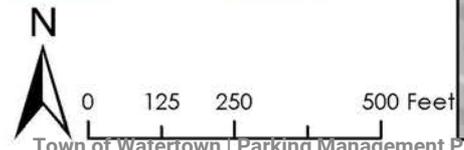
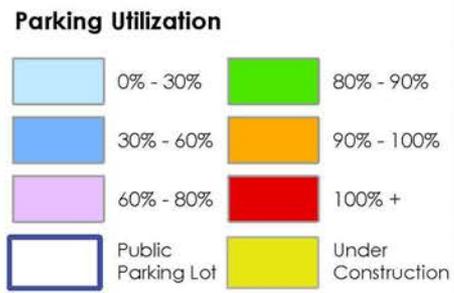
FOR CUSTOMERS
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WEEKDAY UTILIZATION

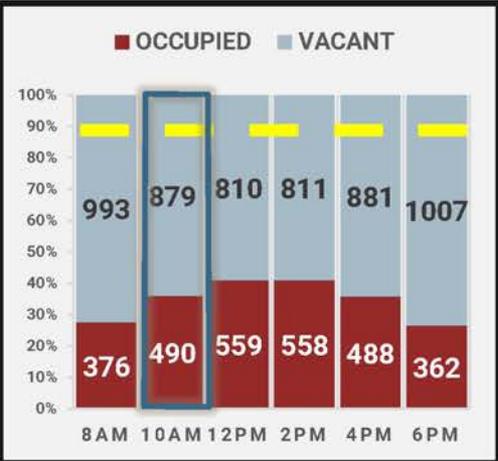
COOLIDGE SQUARE WEEKDAY 8AM 25% UTILIZED



Study Area

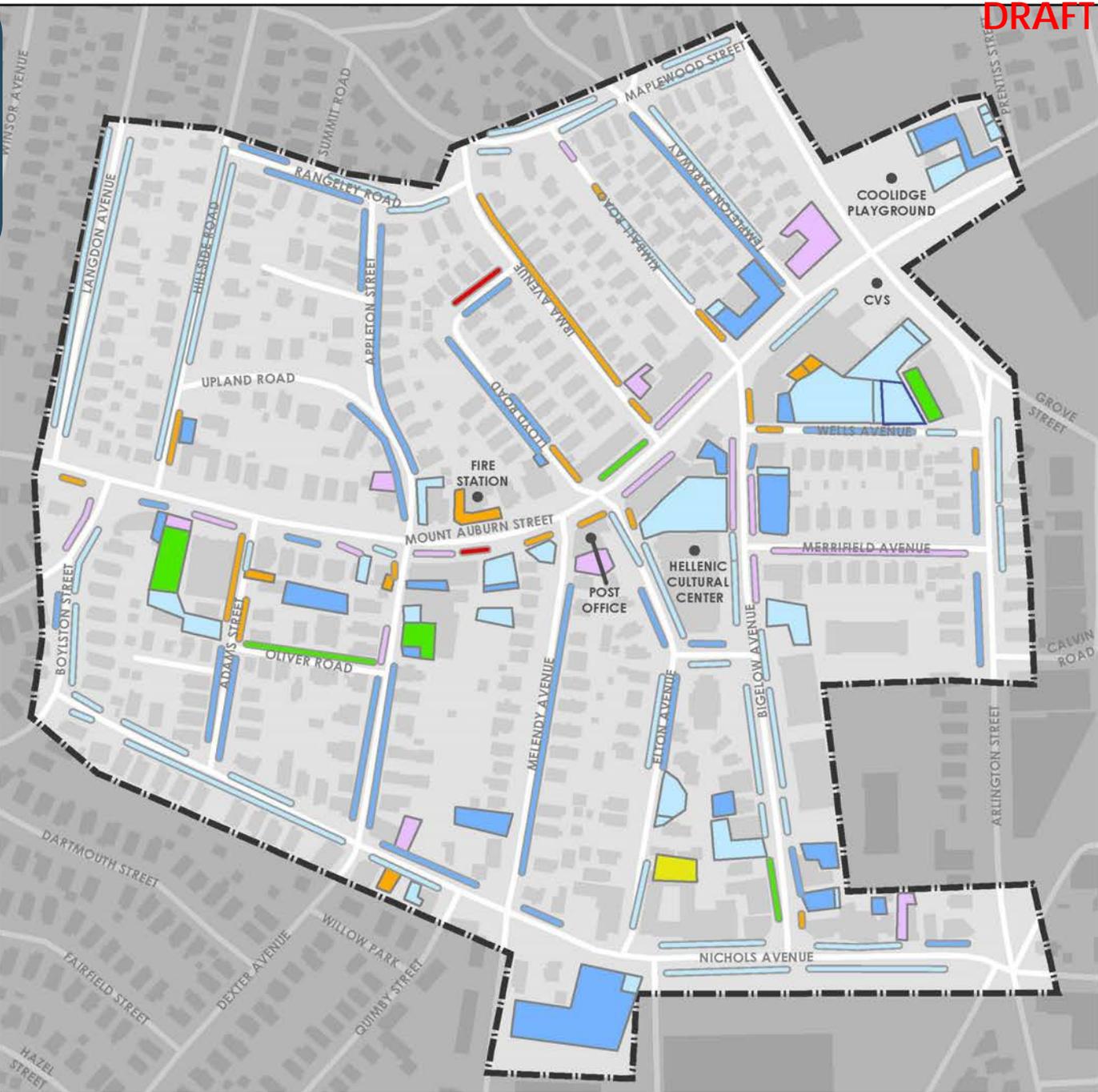
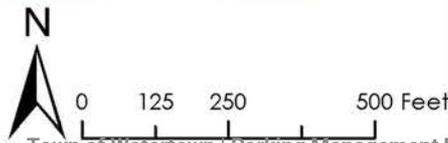


COOLIDGE SQUARE WEEKDAY 10AM 35% UTILIZED

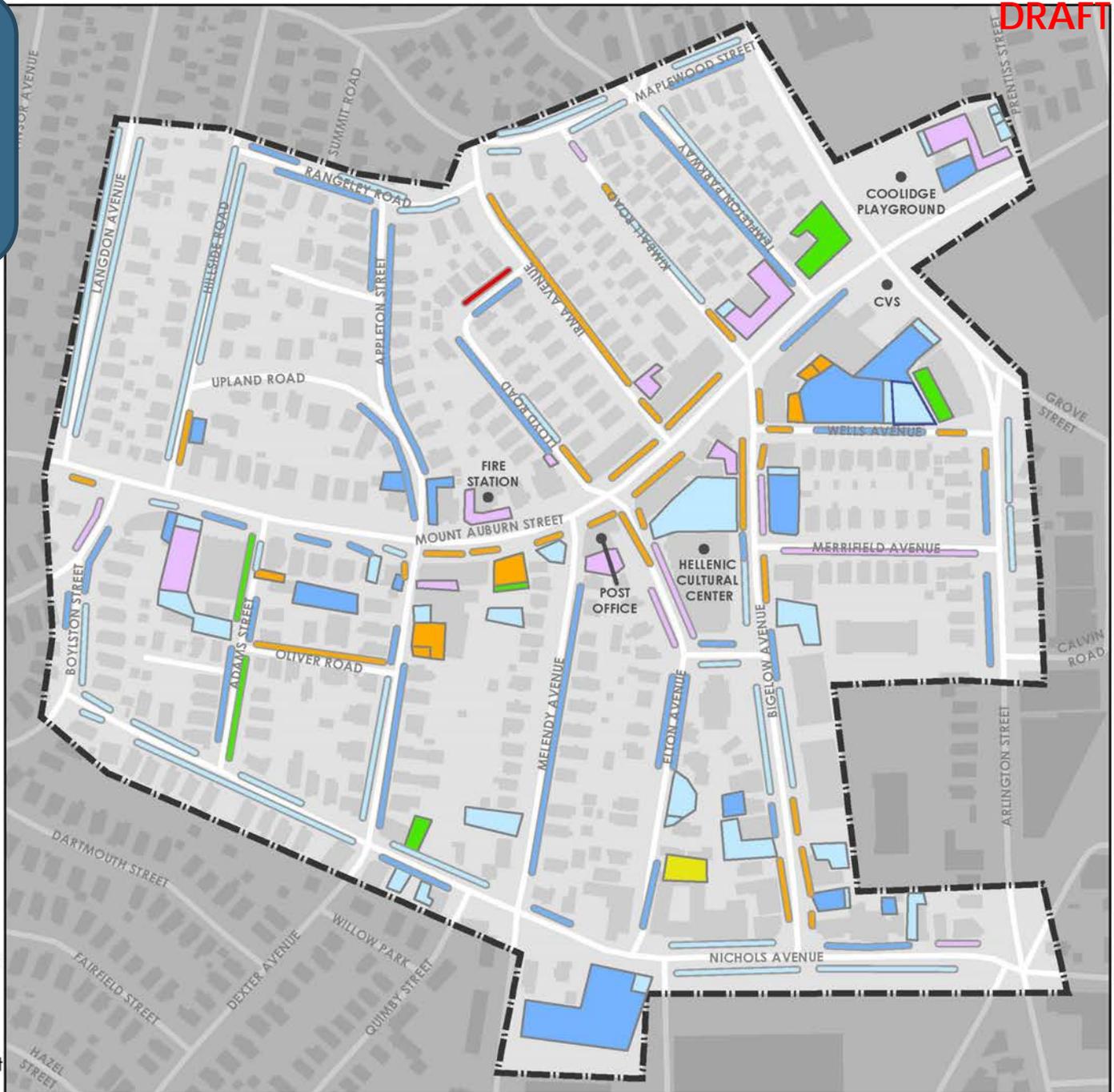
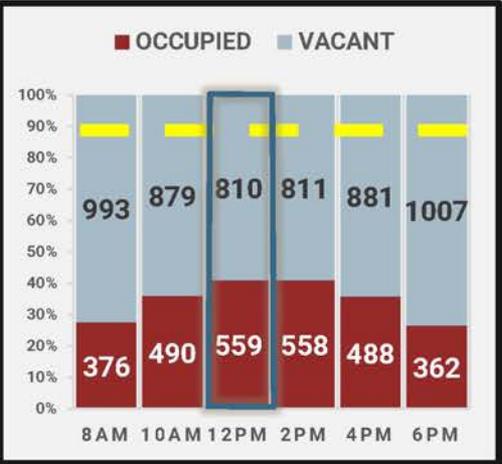


Study Area

Parking Utilization

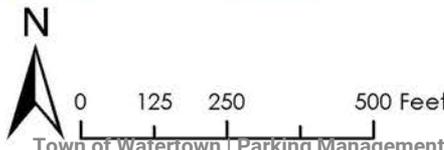
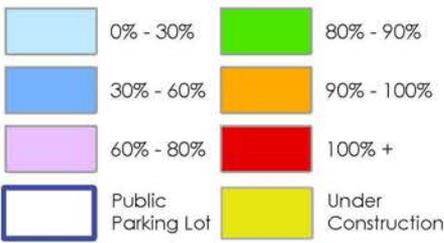


COOLIDGE SQUARE WEEKDAY 12PM PEAK HOUR: 40% UTILIZED

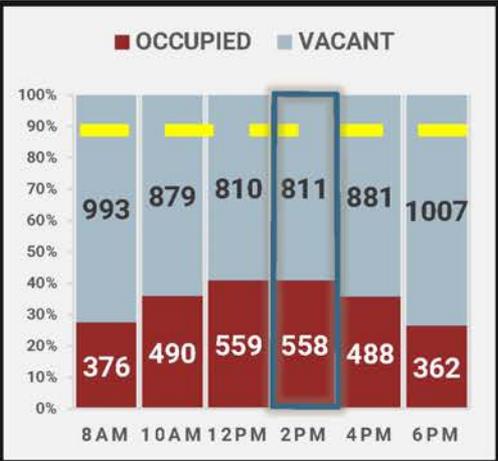


Study Area

Parking Utilization

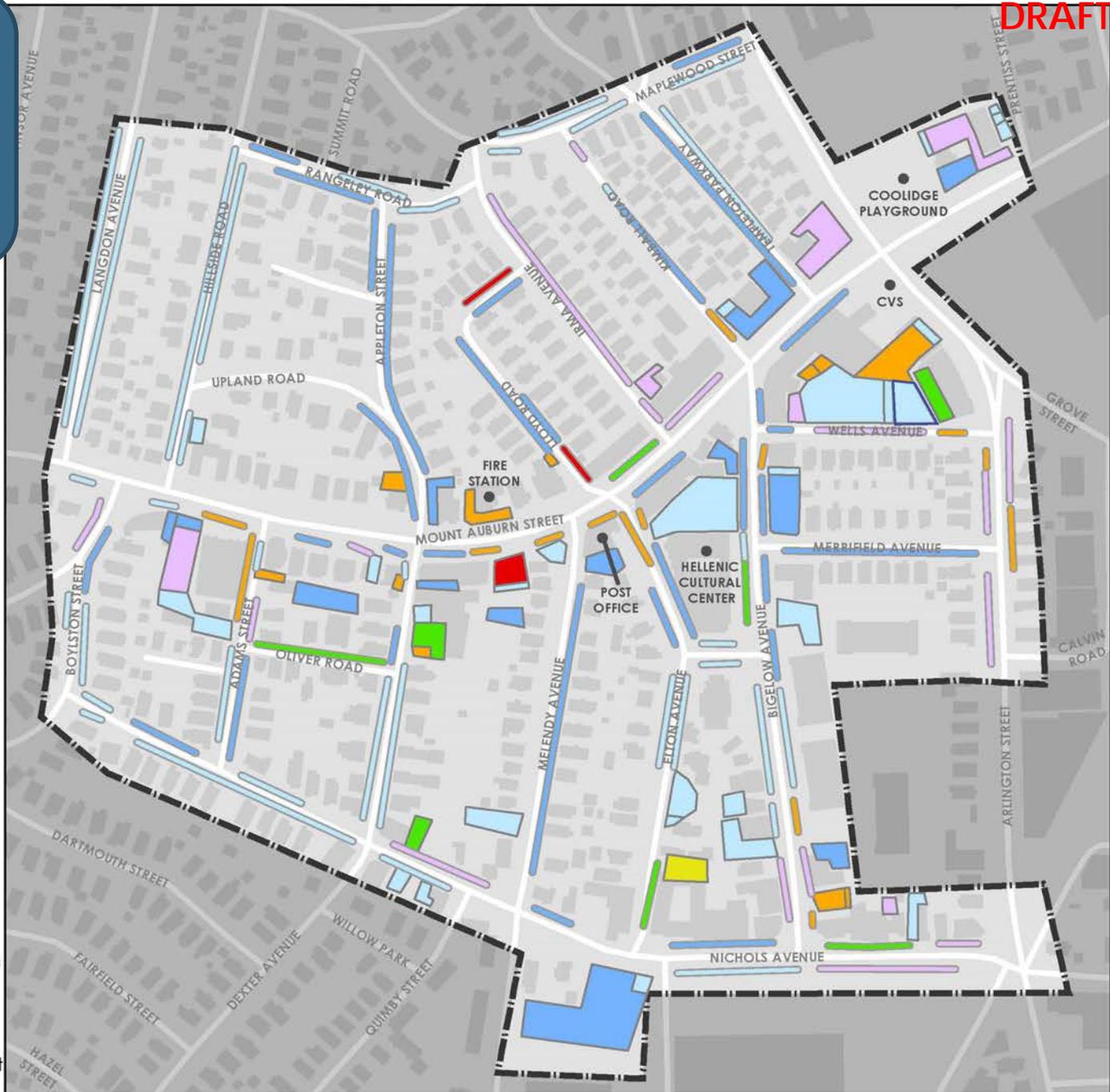
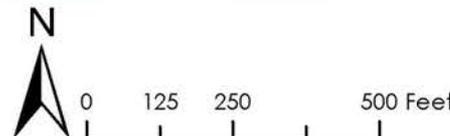


COOLIDGE SQUARE WEEKDAY 2PM 40% UTILIZED

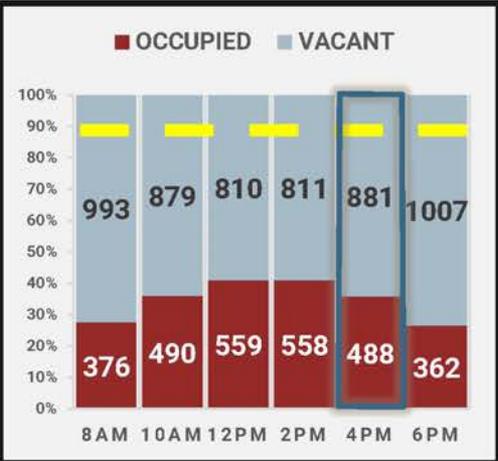


Study Area

Parking Utilization

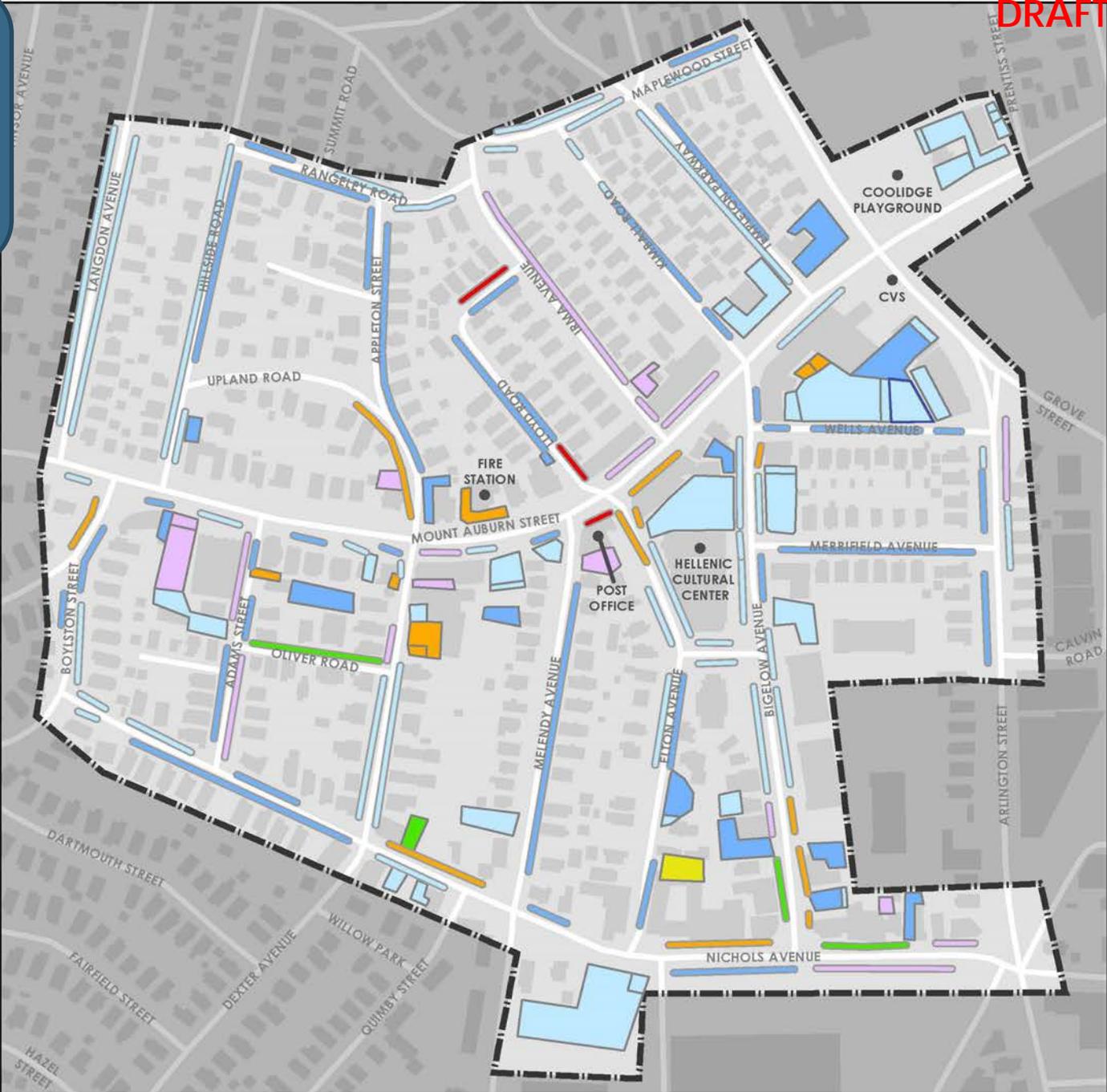
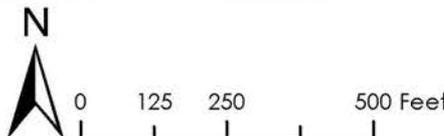


COOLIDGE SQUARE WEEKDAY 4PM 35% UTILIZED

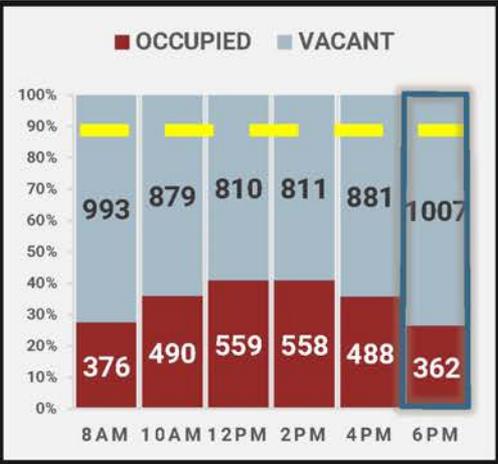


Study Area

Parking Utilization

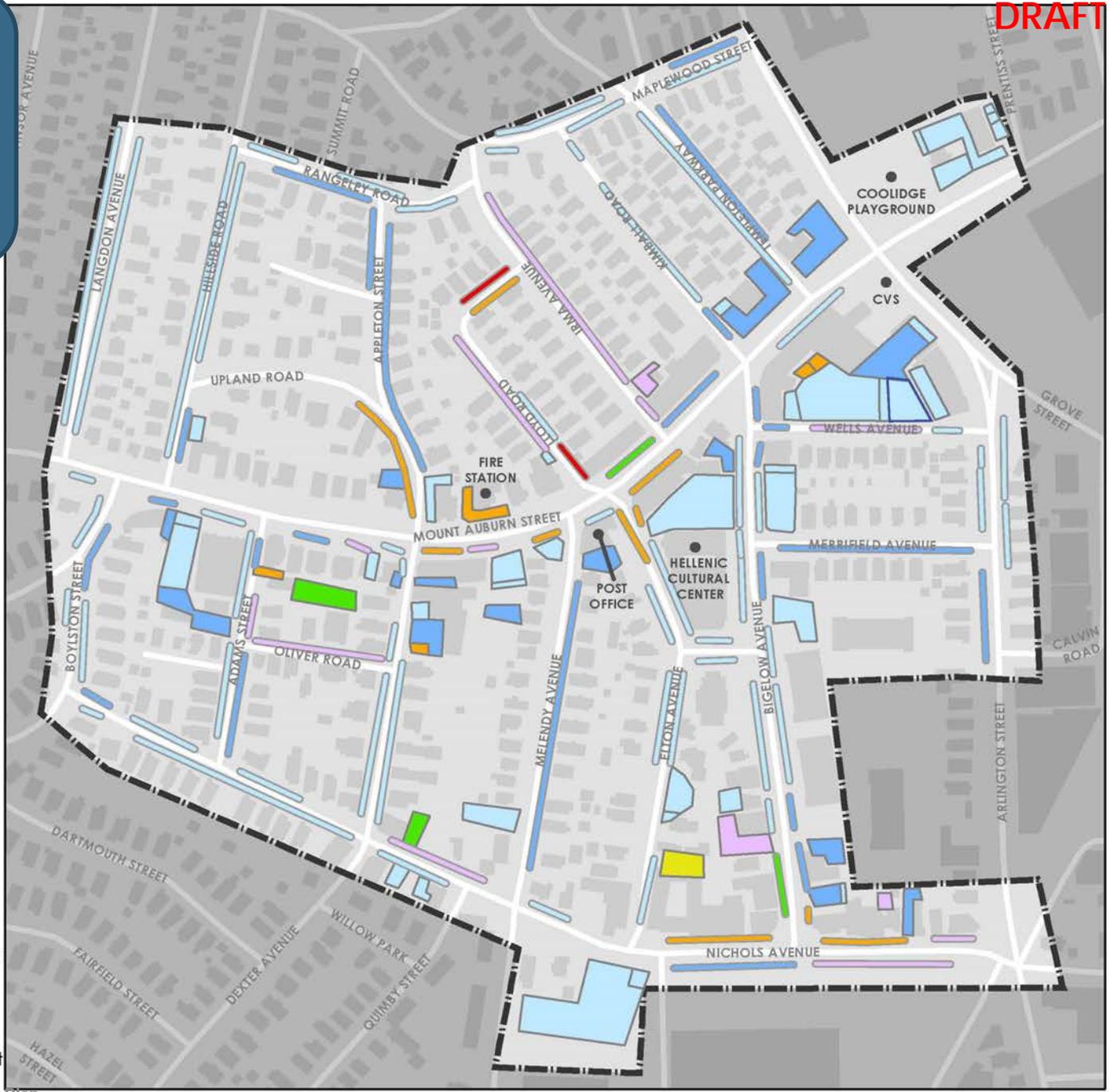
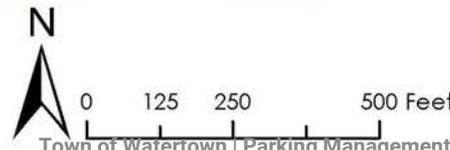
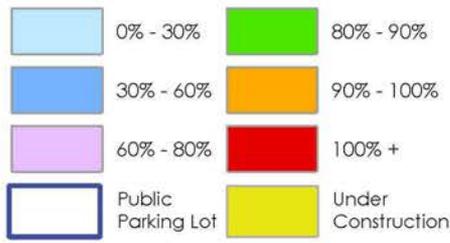


COOLIDGE SQUARE WEEKDAY 6PM 20% UTILIZED



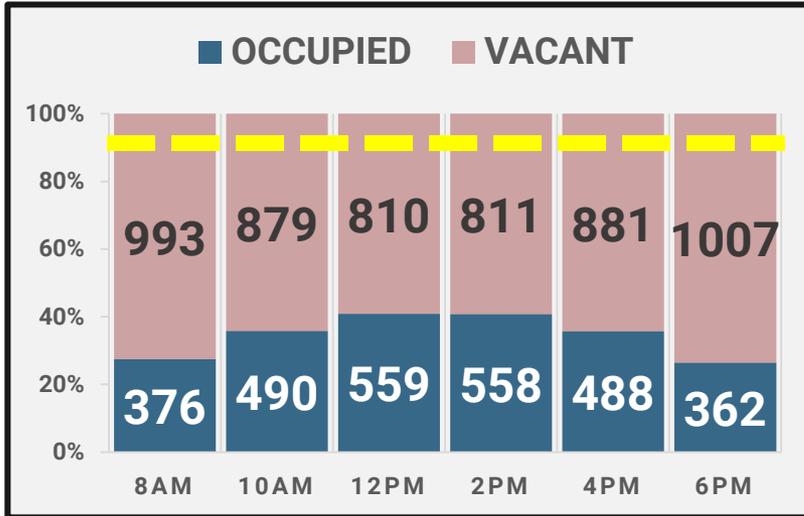
Study Area

Parking Utilization



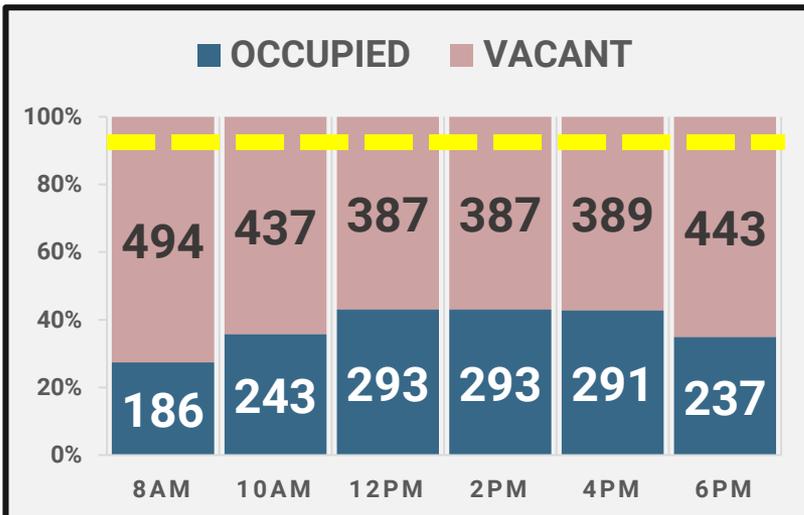
PARKING UTILIZATION FINDINGS: WEEKDAY

ALL

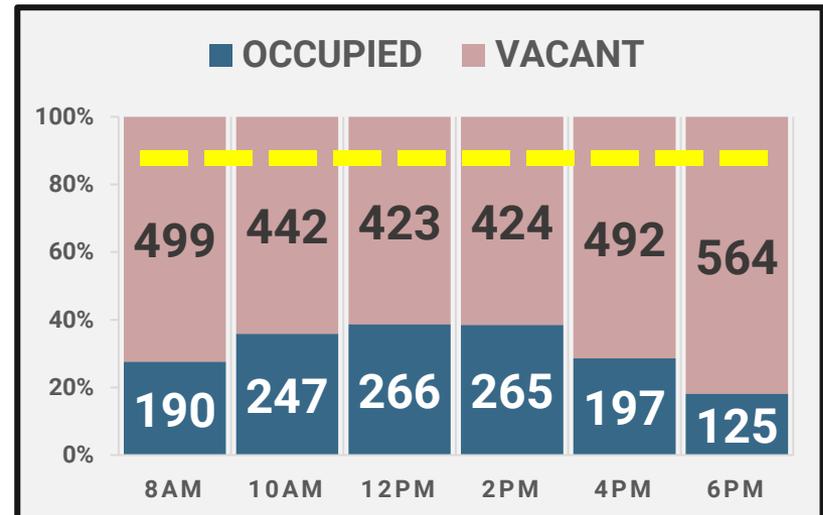


- Peak overall utilization at 12PM (40% utilized)
- Peak on-street utilization rates at 12PM & 2PM (around 40% utilized)
- On-and off-street utilization never above 40%

ON-STREET



OFF-STREET

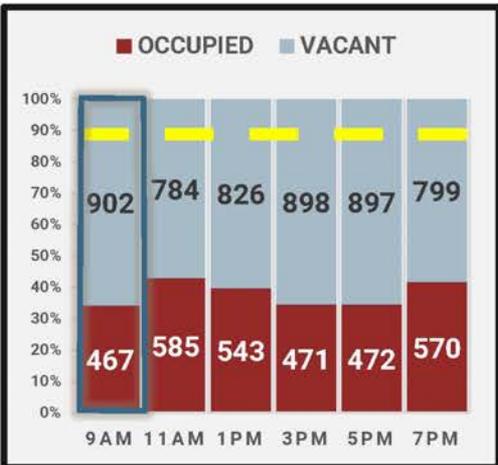


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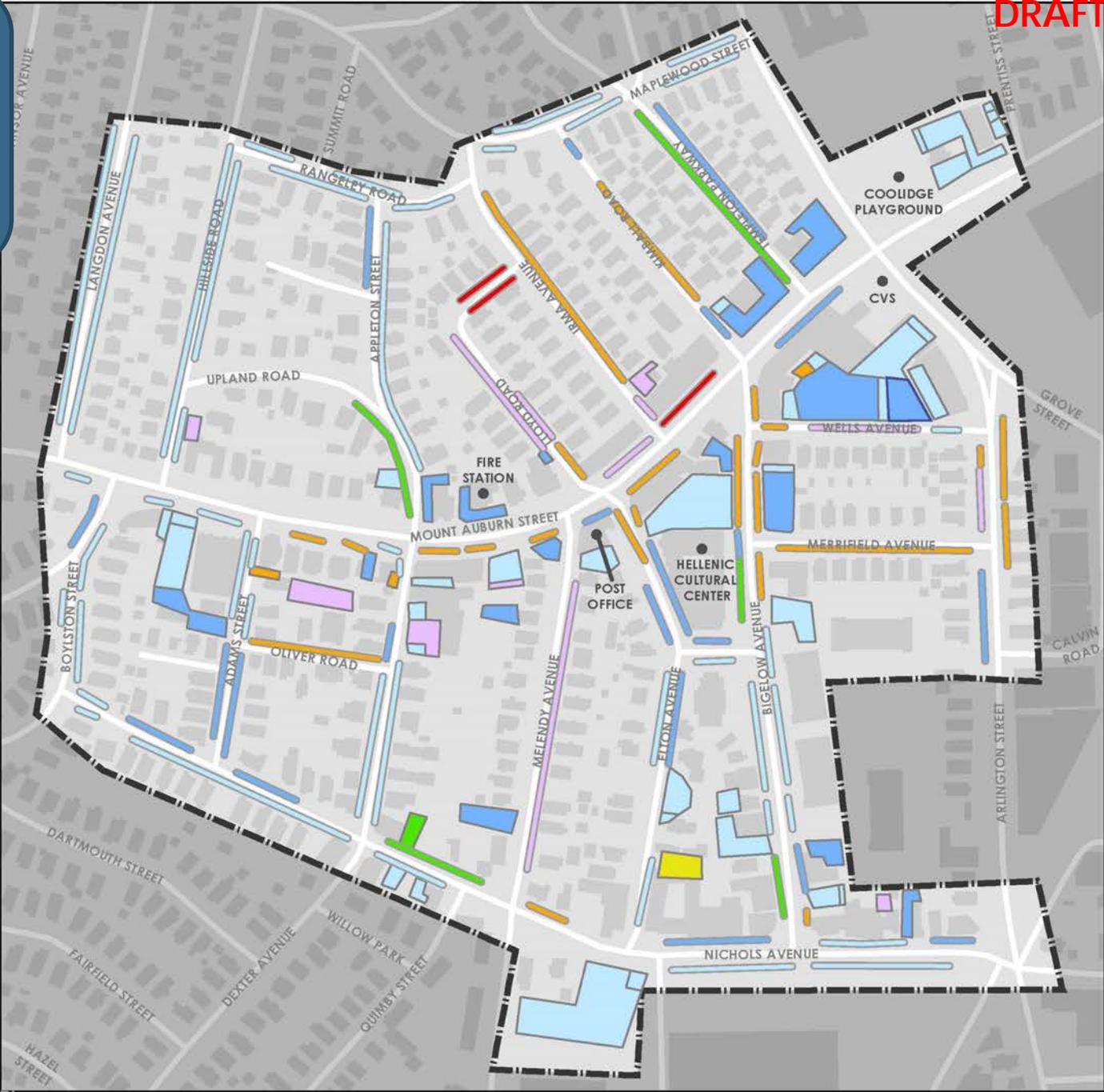
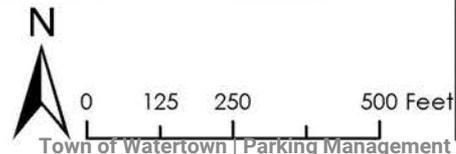
WEEKEND UTILIZATION

COOLIDGE SQUARE WEEKEND 9AM 30% UTILIZED

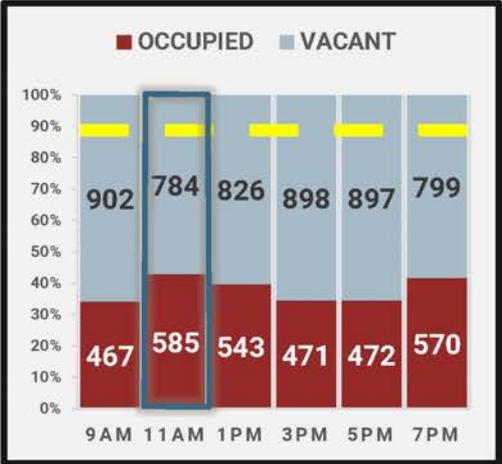


Study Area

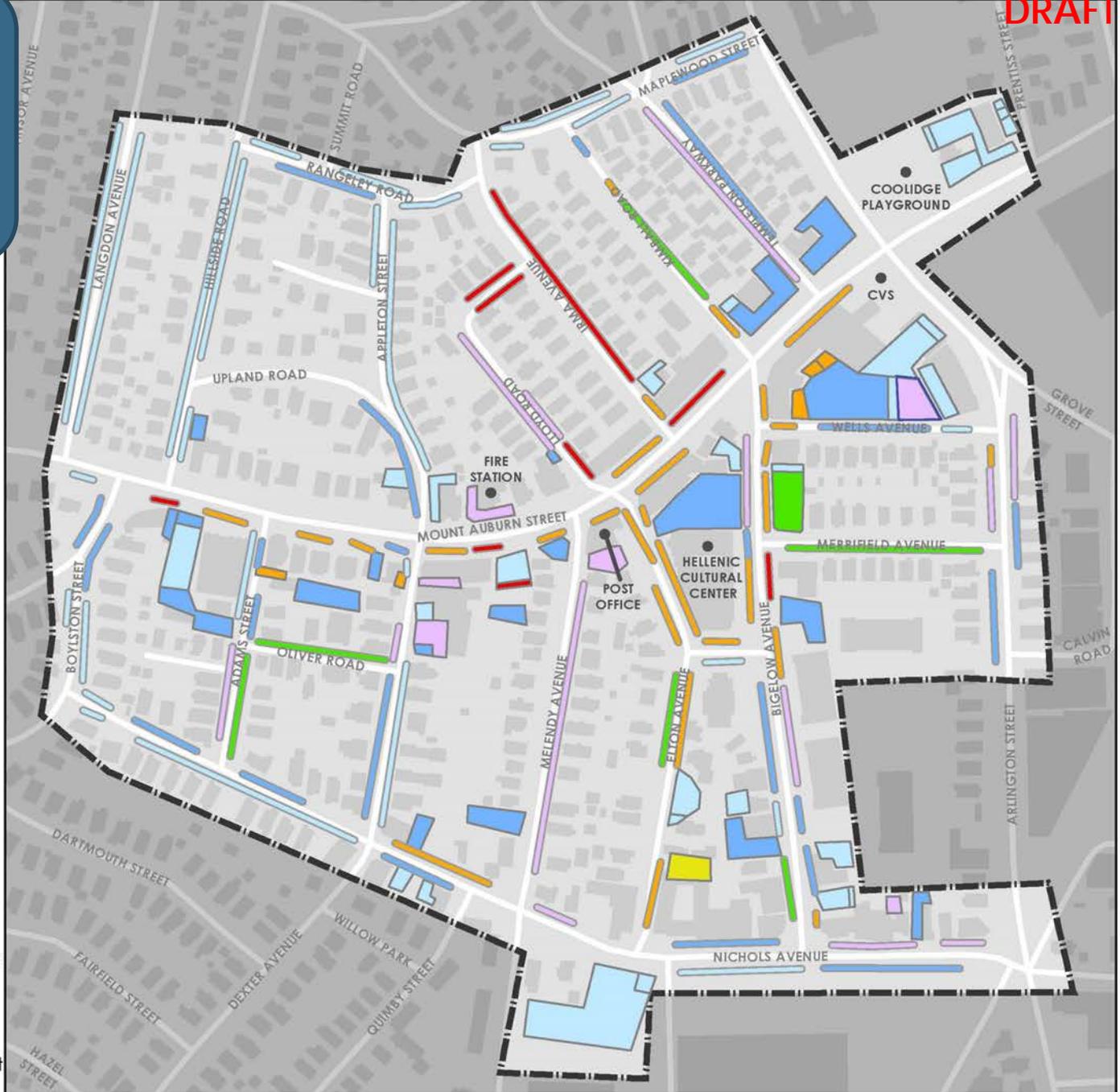
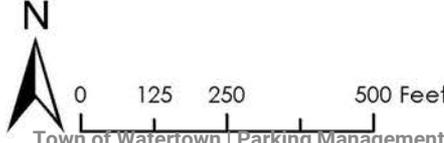
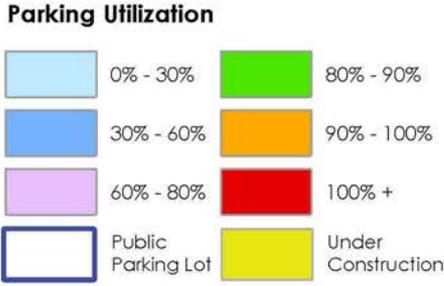
Parking Utilization



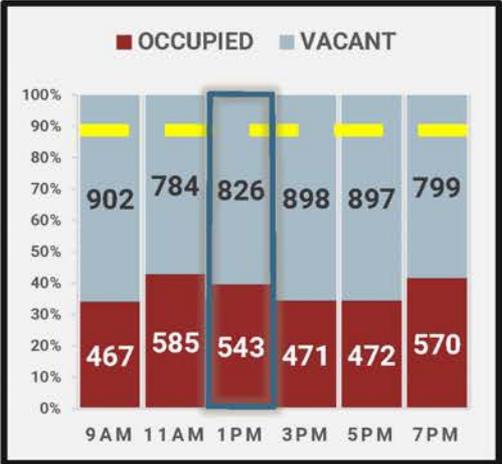
COOLIDGE SQUARE WEEKEND 11AM PEAK HOUR: 45% UTILIZED



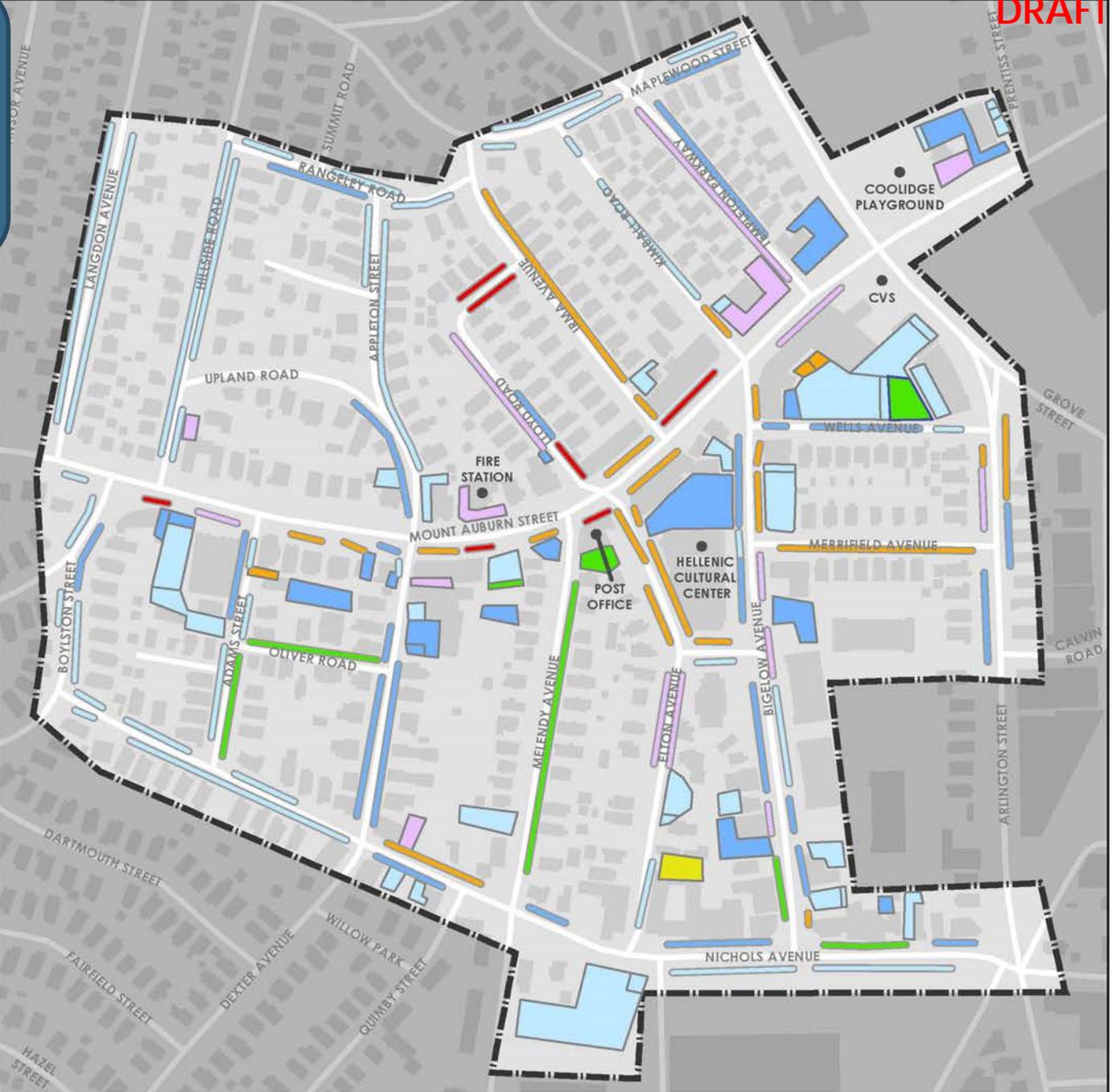
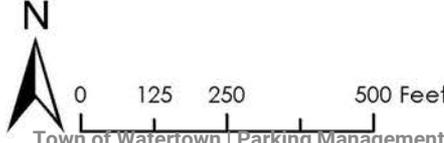
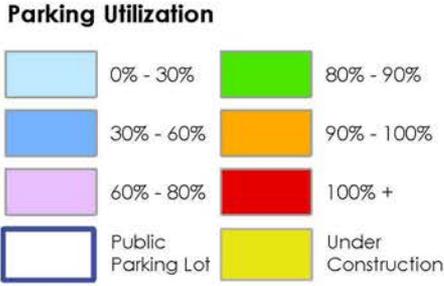
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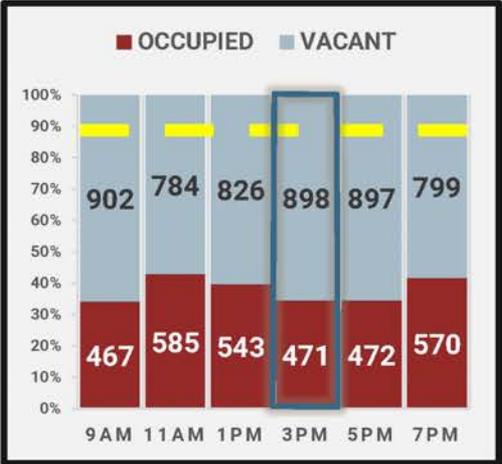
COOLIDGE SQUARE WEEKEND 1PM 40% UTILIZED



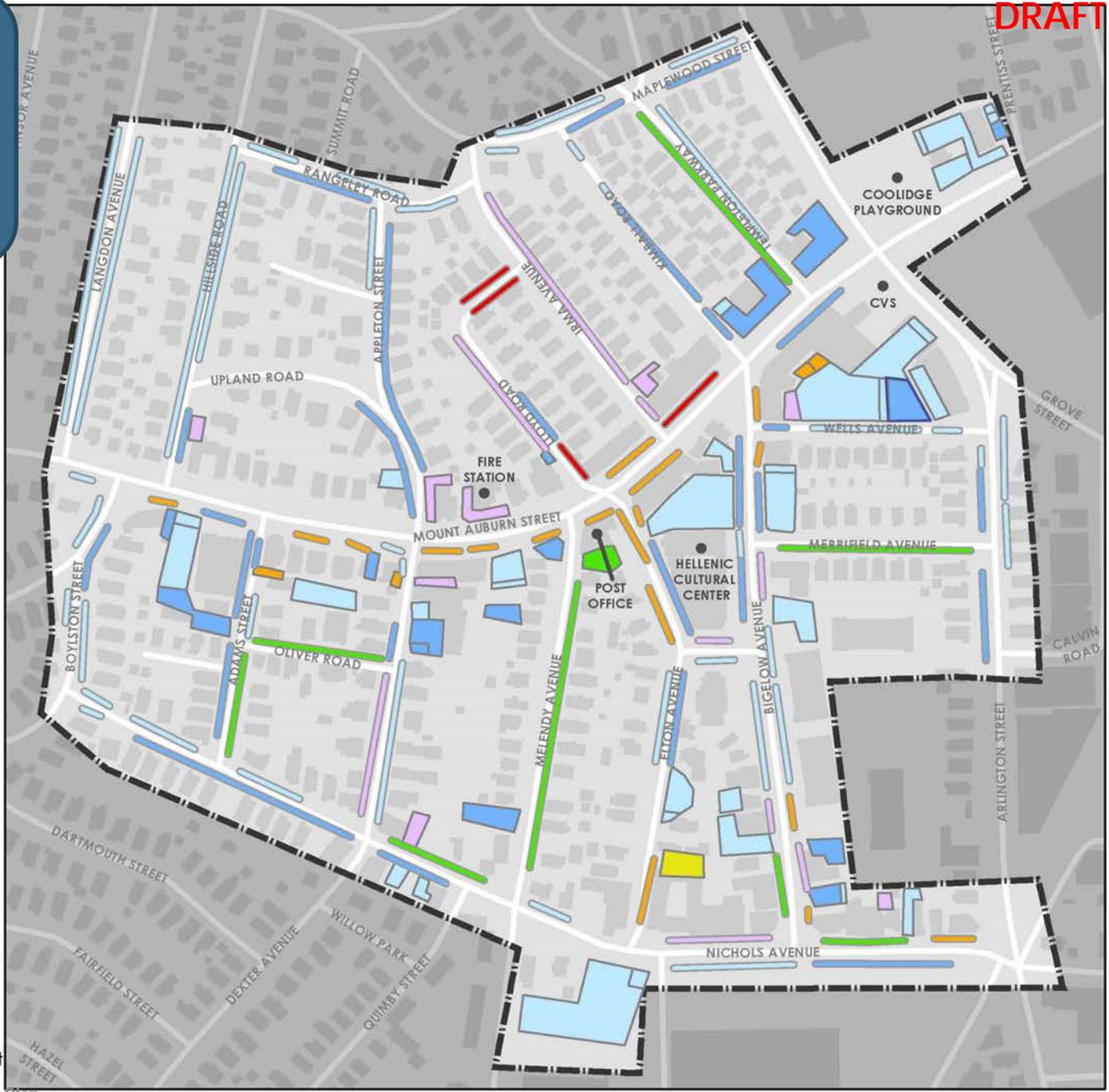
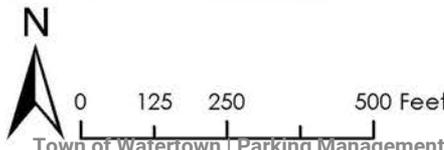
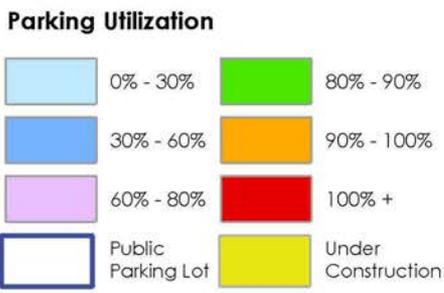
Study Area



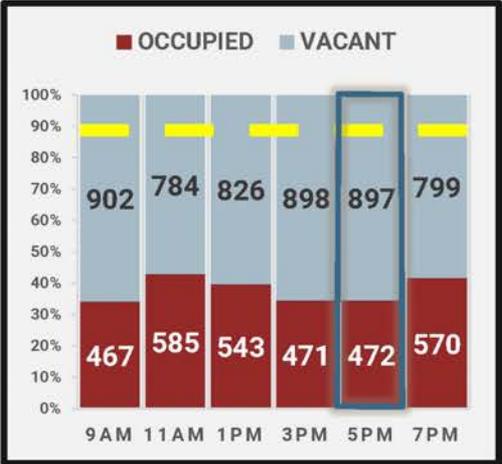
COOLIDGE SQUARE WEEKEND 3PM 35% UTILIZED



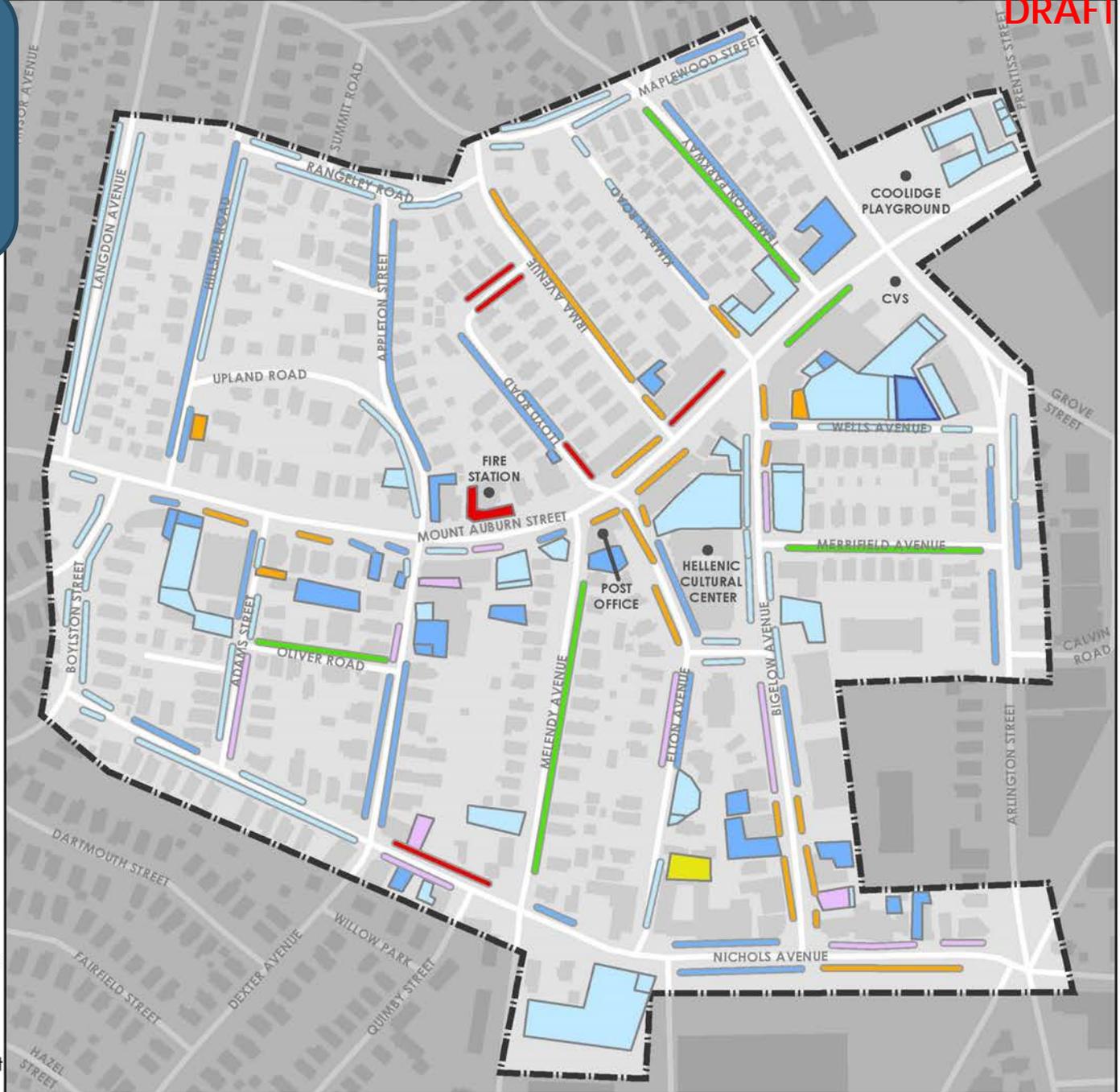
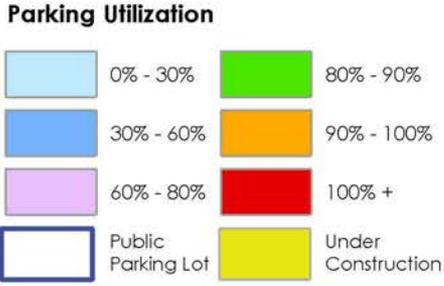
Study Area



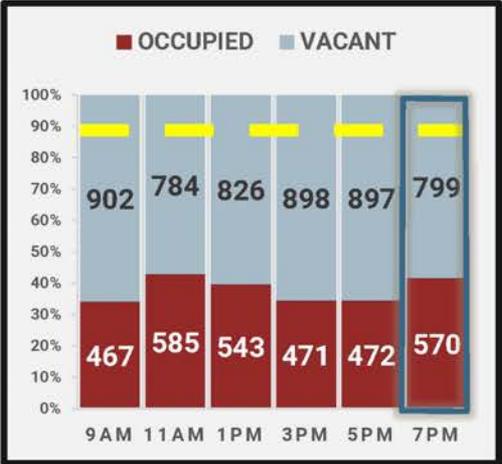
COOLIDGE SQUARE WEEKEND 5PM 35% UTILIZED



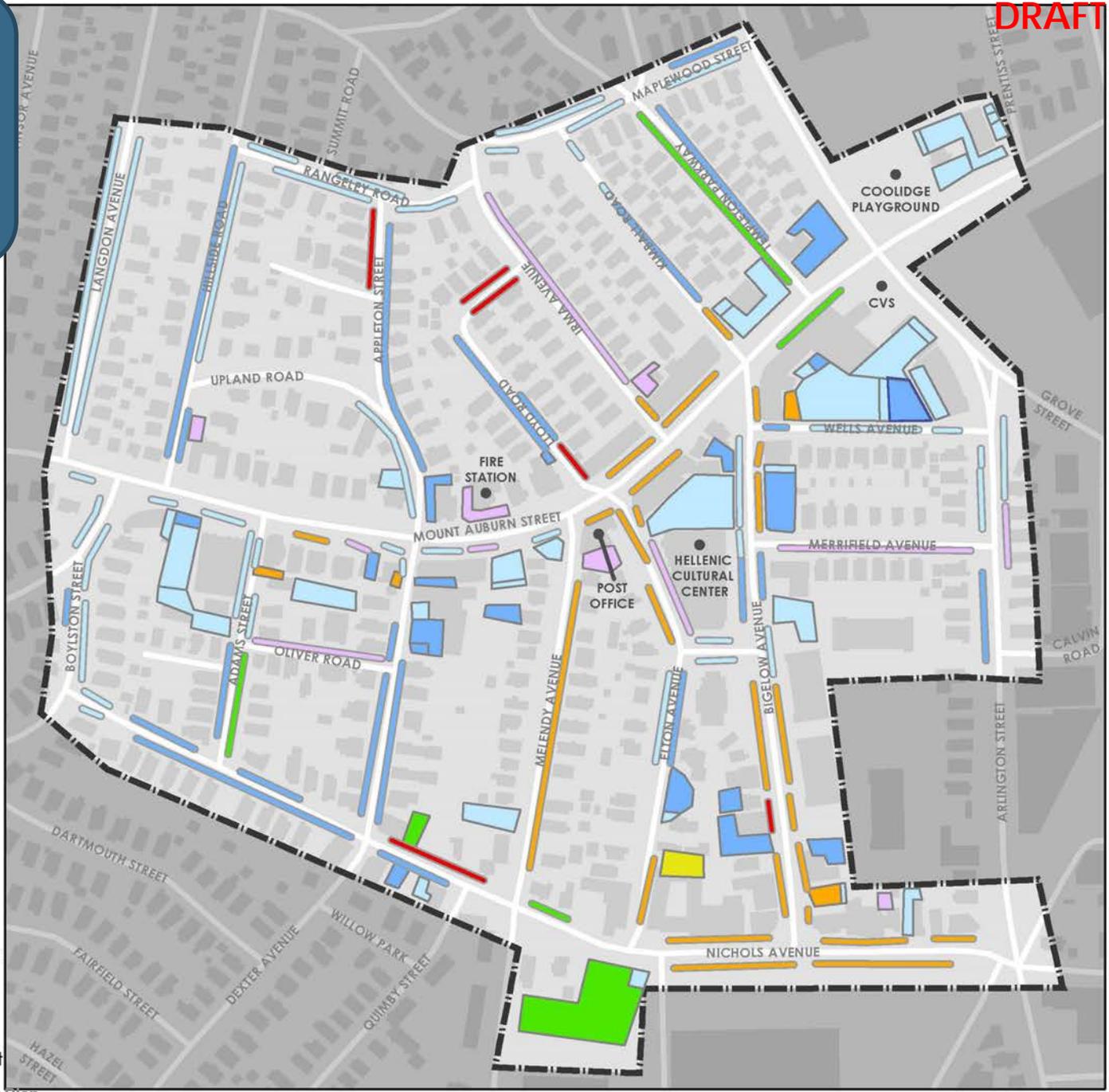
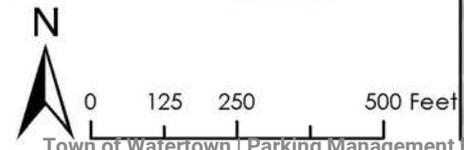
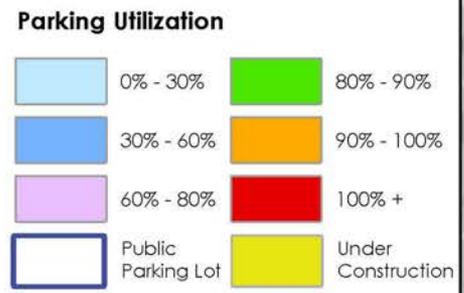
Study Area



COOLIDGE SQUARE WEEKEND 7PM 40% UTILIZED

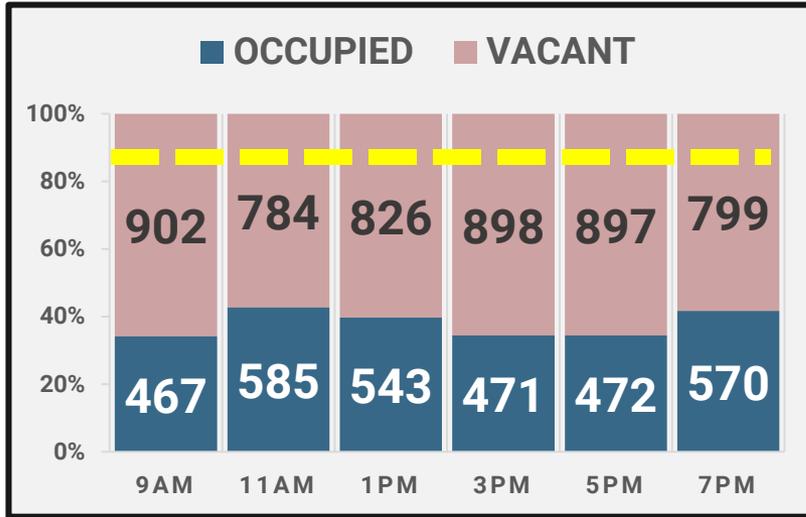


Study Area



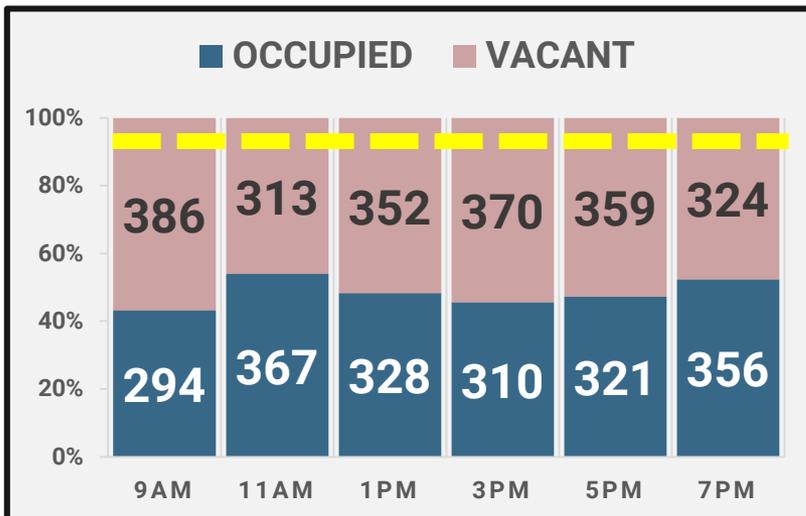
PARKING UTILIZATION FINDINGS: WEEKEND

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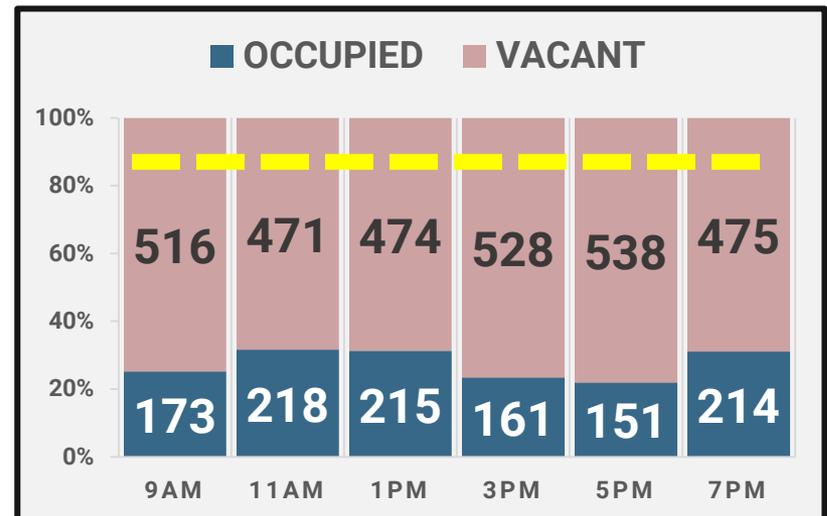


- Peak overall utilization at 11AM (around 45% utilized)
- Peak on-street utilization rates at 9AM (around 70%)
- Off-street spaces underutilized (never above 50%)

ON-STREET



OFF-STREET





PUBLIC PROCESS

PUBLIC PROCESS

Public Engagement Survey, November 6th, 2018

- Give feedback on existing parking conditions

Public Outreach Meeting, January 23th, 2019

- Map comments on parking issues and opportunities
- Review parking inventory and utilization data
- Make observations on

Draft Recommendations, Early Spring, 2019

- Present draft parking management improvement strategies

PUBLIC ENGAGEMENT SURVEY RESULTS

66%



would rather park 1x and walk/bike between destinations instead of driving and parking at multiple destinations.

MOST FREQUENTLY USED parking locations?

On-street metered spaces along Mt Auburn St	On-street metered spaces adjacent to Mt Auburn St	On-street unmetered spaces adjacent to Mt Auburn St
45%	17%	16%

57%



prefer on-street spaces instead of off-street spaces in a public lot

53%

have left Coolidge Square because they couldn't find parking

PREFERENCE of future parking technology options?

- Individual coin/card meters**
- Individual coin meters**
- Pay-by-phone app**
- Sticker/Permit**
- Multi-space kiosks**



70%

spend time hunting for a space when trying to park. Only 4% of people follow signs to public parking.

TOP 3

things influencing parking choice:

- **PROXIMITY**
- **PRICE**
- **WEATHER**

THANK YOU!