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</tbody>
</table>
INTRODUCTION
INTRODUCTION

The Town of Rockport used funding from a “Massachusetts Downtown Initiative Technical Assistance Program” from the State Department of Housing and Community Development (DHCD) to prepare the Downtown Rockport Parking Plan. The Town staff provided oversight and review of the parking management plan, final report, and final presentation. In addition, Town businesses, residents, visitors, and employees provided insight and input into this study through a series of stakeholder meetings and a public open house held in October, 2018.

On behalf of DHCD and the Town of Rockport, the study team would like to thank all stakeholders and public participants for their constructive inputs.
Your Town: Rockport

The Town of Rockport is located 40 miles northeast of Downtown Boston. Rockport is a historical New England town with a population of nearly 7,000. The Town is accessible via Route 127, and MBTA service is provided by the Rockport station on the Newburyport/Rockport commuter rail line.

Downtown Rockport consists of a dense, historic core including shops, galleries, restaurants, and cultural facilities, many of which have second and third story residences. The subdividing of existing units into multi-unit dwellings has put increasing pressure on an already limited parking supply. Historically, there has been a running debate and tension between the parking needs of the Downtown residents and local businesses.

The scarcity of spaces to park Downtown is most acute during the summer, resulting in parking saturation by mid-day into the evening, seven days a week. During the summer months the volume of vehicles downtown triples. The winter season has its own unique challenges with older, narrow streets requiring vehicles to relocate to accommodate road treatment and snow removal.

The Rockport Planning Board has been continually working on parking issues, most recently through the parking section of the 2011 Downtown Master Plan. Other ongoing efforts include the marketing and use of the Park & Ride lot at the Transfer Station, which provides free parking for tourists who ride the trolley to the Downtown area during the summer.
What is the Downtown Rockport Parking Plan trying to achieve?

As the Town continues to experience growth during the peak season, reevaluating the current parking system and adjusting it to create a new, structured parking management plan is of utmost importance for Downtown and the residents. Specific goals for the study include the following:

• Implement a parking management strategy that will calm traffic and alleviate Downtown congestion
• Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists
• Better accommodate tourist parking demand during peak seasons
EXISTING CONDITIONS
EXISTING CONDITIONS

This section documents existing parking conditions within Downtown Rockport. Data was collected in the Summer of 2018, including existing parking supply, regulations, levels of utilization, and the Town's current parking management strategies.
To effectively measure parking usage across Downtown, the study team and Town identified a study area that generally includes King Street, Pools Lane, Broadway, High Street, and the Atlantic Ocean. This study area also includes the Rockport commuter rail station and Front Beach.

The study area also encompasses various private lots along Beach Street, Main Street, and Bearskin Neck that serve business patrons, employees, and residents. Businesses rely heavily on surface parking lots for customer and employee parking, as on-street parking in the Town Center is limited.
Within the Downtown study area, there is a total of 1,540 parking spaces. Of this inventory, 335 spaces are on-street and 1,205 spaces are off-street.

In order to gather the most accurate understanding of Rockport’s existing parking, the team recorded regulations within the study area as they would be viewed by a “visitor” or Downtown Rockport “guest”. A breakdown of parking supply by regulation is reflected in the tables below and to the right.

### EXISTING CONDITIONS | PARKING INVENTORY

**ON-STREET**

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Definition</th>
<th>Parking Supply</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unregulated</td>
<td>No regulation or signage</td>
<td>117</td>
<td>35%</td>
</tr>
<tr>
<td>Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>“$1/hr, 4hr limit, 10am-6pm, Monday-Sunday” signage</td>
<td>105</td>
<td>31%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>“$1/hr, 4hr limit, 10am-6pm, Monday-Sunday” signage</td>
<td>67</td>
<td>20%</td>
</tr>
<tr>
<td>Residential Parking</td>
<td>“Resident parking only” signage</td>
<td>22</td>
<td>7%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open</td>
<td>“$1/hr, 4hr limit, 10am-6pm, Monday-Sunday, 30 minute limit when post office open” signage</td>
<td>9</td>
<td>3%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour</td>
<td>“No parking”</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>15 Minute Parking</td>
<td>“15 minute parking only” signage</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Drop-Off/Pick-Up Only</td>
<td>“Drop-off &amp; Pick-up parking only” signage</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>

### OFF-STREET

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Definition</th>
<th>Parking Supply</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Parking</td>
<td>“Resident sticker parking only” signage</td>
<td>340</td>
<td>28%</td>
</tr>
<tr>
<td>1 Hour Parking, Customers Only</td>
<td>“1 hour parking for customers only” signage</td>
<td>262</td>
<td>22%</td>
</tr>
<tr>
<td>Reserved Parking</td>
<td>“Reserved parking only” signage</td>
<td>120</td>
<td>10%</td>
</tr>
<tr>
<td>Unregulated</td>
<td>No regulation or signage</td>
<td>91</td>
<td>8%</td>
</tr>
<tr>
<td>Commuter Rail Parking, 72 Hour Limit</td>
<td>“MBTA Commuter Rail parking only, 72 Hour Limit” signage</td>
<td>62</td>
<td>5%</td>
</tr>
<tr>
<td>Customer/Employee Parking Only</td>
<td>“Customer &amp; employee parking only” signage</td>
<td>53</td>
<td>4%</td>
</tr>
<tr>
<td>Authorized Vehicles Only</td>
<td>“Authorized vehicle parking only” signage</td>
<td>41</td>
<td>3%</td>
</tr>
<tr>
<td>72 Hour Limit, No Public Parking, Resident Sticker Required</td>
<td>“Library patrons parking only” signage</td>
<td>25</td>
<td>2%</td>
</tr>
<tr>
<td>Town Hall Parking Only</td>
<td>“Town Hall parking only” signage</td>
<td>21</td>
<td>2%</td>
</tr>
<tr>
<td>Private Parking</td>
<td>“Private or reserved parking only” signage</td>
<td>20</td>
<td>2%</td>
</tr>
<tr>
<td>Post Office Parking Only</td>
<td>“Post office vehicle parking only” signage</td>
<td>20</td>
<td>2%</td>
</tr>
<tr>
<td>Customer Parking Only</td>
<td>“Customer parking only” signage</td>
<td>19</td>
<td>2%</td>
</tr>
<tr>
<td>Unregulated, No Parking After 9 AM</td>
<td>“No parking after 9AM” signage</td>
<td>16</td>
<td>1%</td>
</tr>
<tr>
<td>Motel Parking Only</td>
<td>“Motel guest parking only” signage</td>
<td>15</td>
<td>1%</td>
</tr>
<tr>
<td>Employee Parking Only</td>
<td>“Employee parking only” signage</td>
<td>13</td>
<td>1%</td>
</tr>
<tr>
<td>Employee/Resident Parking</td>
<td>“Employee &amp; resident parking only” signage</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Library Parking Only</td>
<td>“Library patrons parking only” signage</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>“$1/hr, 4hr limit, 10am-6pm, Monday-Sunday” signage</td>
<td>10</td>
<td>1%</td>
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<tr>
<td>Loading Zone</td>
<td>“Loading zone only” signage</td>
<td>10</td>
<td>1%</td>
</tr>
<tr>
<td>Boat Owners Parking</td>
<td>“Boat owners parking only” signage</td>
<td>9</td>
<td>1%</td>
</tr>
<tr>
<td>Church Parking Only</td>
<td>“Church visitors parking only” signage</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Police and Fire Vehicles Only</td>
<td>“Emergency vehicle parking only” signage</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>Hotel Guests Only</td>
<td>“Hotel guests parking only” signage</td>
<td>8</td>
<td>1%</td>
</tr>
<tr>
<td>10 Minute Parking</td>
<td>“10 minute parking only” signage</td>
<td>7</td>
<td>1%</td>
</tr>
<tr>
<td>Unregulated, No Overnight Parking</td>
<td>“No parking overnight” signage</td>
<td>3</td>
<td>0%</td>
</tr>
</tbody>
</table>
Rockport Town Center Parking Regulations

On-Street Regulations
- Metered: 10am-6pm; Monday-Sunday: 4 Hour Limit; $1/Hour
- Metered: 10am-6pm; Monday-Sunday: 30 Minute Limit When Post Office Open

Off-Street Regulations
- Study Area
- Commuter Rail Parking, 72 Hour Limit
- Customer Parking Only
- Customer/Employee Parking Only
- Hotel Guests Only
- Library Parking Only
- Loading Zone
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Private Parking
- Reserved Parking
- Residential Parking
- Unregulated
- Unregulated, No Overnight Parking
- Unregulated, No Parking After 9 AM

Parking Inventory
- On-Street Regulated
- Off-Street Regulated
Parking Utilization Process
Periodic counts of parking occupancy provided data for a time series of parking demand and patterns, at different times of a weekday and weekend in the study area. The team worked with the town to identify a busy summer weekday and weekend in order to capture peak demand in Downtown Rockport. To gather this data, the team counted parked cars along each on-street segment and every off-street facility in the study area, beginning at 8am on the weekday and 11am on the weekend.

Mapping the resulting parking utilization data helped to identify clear patterns of high and low usage, including the impact of regulations. Land usage, regulations, topography, and signage can drastically impact how neighboring parking assets are utilized.

To ensure efficient parking management operations, it is ideal to have at least one empty space on each block of street parking, to ensure easy customer access to businesses. This typically equates to about 1 out of 10 spaces free, or a target of 10% vacant or per block. Similarly a goal of at least 10% vacancy is considered ideal in off-street lots. If any facility has less availability, it is effectively at its functional capacity and drivers perceive a lack of availability. Facilities with lower utilization have excess capacity and can accommodate additional parked cars.

The study team conducted parking occupancy counts on a typical summer weekday and weekend. Based on meter revenue data, July and August are the busiest months of the year. Utilization counts were conducted on a Wednesday in August from 8am to 8pm, and a Saturday in August from 11am to 9pm.

Spatial Analysis of Parking Utilization: General Analysis
The utilization maps included in this report describe the overall occupancy and availability levels of all parking spaces within Downtown Rockport. Maps for all time periods can be found in the appendix.

Parking Utilization Rates

- **UNDERUTILIZED** (0-30%)
- **EFFECTIVELY UTILIZED** (30-60%)
- **OVERUTILIZED** (60-100%)
- At or Over Capacity (100+)

Parking utilization rates are categorized in three groups, where 0-60% occupancy reflects low utilization, 60-80% is slightly busier, 80-90% is optimal, and 90%+ is at or over capacity.

Monthly Parking Kiosk/Meter Revenues (2018)

- **May:** $12,418
- **June:** $13,153
- **July:** $22,183
- **August:** $22,438
- **September:** $19,139
- **October:** $22,054
- **November:** $23,237

Based on kiosk/meter revenue from 2018, July and August are Downtown Rockport’s busiest months.
PARKING UTILIZATION | PEAK DOWNTOWN CORE WEEKDAY - 6:00 PM

**DOWNTOWN CORE**

- Main Street well utilized
- Bearskin Neck public lot and hotel parking over capacity

**OUTER AREA**

- Downtown parking is busy in the evening for dinner rush
- Upper Broadway on-street spaces highly utilized

---

**Study Area**

Rockport Town Center Parking Utilization
Weekday Evening
Data Collected: August, 2018
6:00 PM

**Legend**

- **= Optimal parking capacity**
- **UNDERUTILIZED** 0% - 30%
- **EFFICIENTLY UTILIZED** 30% - 60%
- **UTILIZED** 60% - 80%
- **OVER UTILIZED** 80% - 90%
- **ALOT OVER CAPACITY** 90% - 100%
PARKING UTILIZATION | PEAK DOWNTOWN CORE WEEKEND - 3:00 PM

**DOWNTOWN CORE**

### Study Area

Rockport Town Center Parking Utilization

#### Weekend Afternoon

Data Collected: August, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 AM</td>
<td>277</td>
<td>694</td>
</tr>
<tr>
<td>3 PM</td>
<td>233</td>
<td>738</td>
</tr>
<tr>
<td>7 PM</td>
<td>316</td>
<td>655</td>
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</table>

### OUTER AREA

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
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<td>441</td>
<td>128</td>
</tr>
<tr>
<td>3 PM</td>
<td>464</td>
<td>105</td>
</tr>
<tr>
<td>7 PM</td>
<td>497</td>
<td>72</td>
</tr>
</tbody>
</table>

#### Map

- **A** Front Beach parking very full
- **B** Town Clerk Office & resident spaces at capacity
- **C** Public metered parking over capacity
- **D** Unregulated on-street parking very full
- **E** Resident only parking at Bradley Wharf over capacity

---

Town of Rockport | Downtown Rockport Parking Plan 15
PARKING UTILIZATION | WEEKDAY FINDINGS

**DOWNTOWN CORE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>525</td>
<td>455</td>
</tr>
<tr>
<td>12 PM</td>
<td>462</td>
<td>512</td>
</tr>
<tr>
<td>4 PM</td>
<td>469</td>
<td>502</td>
</tr>
<tr>
<td>6 PM</td>
<td>455</td>
<td>516</td>
</tr>
</tbody>
</table>

**ON-STREET**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
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<tbody>
<tr>
<td>8 AM</td>
<td>179</td>
<td>214</td>
</tr>
<tr>
<td>12 PM</td>
<td>106</td>
<td>229</td>
</tr>
<tr>
<td>4 PM</td>
<td>149</td>
<td>186</td>
</tr>
<tr>
<td>6 PM</td>
<td>124</td>
<td>211</td>
</tr>
</tbody>
</table>

**OUTER AREA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>366</td>
<td>415</td>
</tr>
<tr>
<td>12 PM</td>
<td>337</td>
<td>387</td>
</tr>
<tr>
<td>4 PM</td>
<td>387</td>
<td>415</td>
</tr>
<tr>
<td>6 PM</td>
<td>203</td>
<td>154</td>
</tr>
</tbody>
</table>

**OFF-STREET**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>712</td>
<td>493</td>
</tr>
<tr>
<td>12 PM</td>
<td>693</td>
<td>512</td>
</tr>
<tr>
<td>4 PM</td>
<td>707</td>
<td>498</td>
</tr>
<tr>
<td>6 PM</td>
<td>746</td>
<td>459</td>
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</table>

**DOWNTOWN CORE ON-STREET**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>125</td>
<td>54</td>
</tr>
<tr>
<td>12 PM</td>
<td>54</td>
<td>97</td>
</tr>
<tr>
<td>4 PM</td>
<td>97</td>
<td>62</td>
</tr>
<tr>
<td>6 PM</td>
<td>62</td>
<td>134</td>
</tr>
</tbody>
</table>

- Peak Downtown core utilization at 6PM (around 50%)
- Outer area off-street spaces never above 40% utilized
- Peak on-street spaces at 12PM (around 70%) utilized
- Off-street spaces underutilized
PARKING UTILIZATION | WEEKEND FINDINGS

DOWNTOWN CORE

- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and Downtown core on-street spaces at and exceeding capacity
- By brunch time, Downtown is over capacity

ON-STREET

- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and Downtown core on-street spaces at and exceeding capacity
- By brunch time, Downtown is over capacity

OUTER AREA

OFF-STREET

- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and Downtown core on-street spaces at and exceeding capacity
- By brunch time, Downtown is over capacity

DOWNTOWN CORE ON-STREET
Although not within the study area, the Town operates a remote parking lot during the summer months at the Transfer Station (Park & Ride lot). The Cape Ann Transportation Company (CATA), operates a shuttle funded by the Town that serves trips to and from the Park & Ride lot and Downtown. The shuttle runs every 15 minutes and costs $1, although parking is free. This may disincentivize people from using this facility, since it costs the same price to park in downtown metered spaces. Increasing the price to park in the Downtown core from $1 to $2 yields around a $20,000 increase in revenue (as seen in recommendation 1, page 32), which could potentially cover the cost of making the shuttle fare-free (as the shuttle received $22,000 in fares in 2018). Some key findings from this evaluation includes:

- The busiest days in the Park & Ride lot reflect peak tourist weekends in July and August
- Parking patterns are heavily weather dependent on weekends, which necessitates a flexible system
The study team conducted an additional analysis on parking kiosk/meter and ticket revenues from 2017-2018. Changes to parking management such as increased violation fees, parking control officers, and an extension to the pay-to-park season resulted in the following improvements:

- Meter revenue increased by almost 5% between 2017 and 2018. This is likely due to the replacement of some meters with pay-and-display kiosks, which do not allow people to use time left on a meter from a previous vehicle.

- Parking ticket revenue increased by nearly 60% from 2017-2018. This is likely due to an increase in some violation fees and additional parking control staff.
KEY FINDINGS

Key Findings

The comprehensive review of parking inventory and utilization provided an important baseline understanding for the study. In addition, this data is excellent background information for the Town as it considers changes such as new development or adjustments to roadway infrastructure.

Key findings from Downtown’s parking inventory and utilization include observations around highly utilized, prime on-street spaces and surface lots in the Downtown core.

OVERALL

- High priced beach parking creates spillover into Downtown
- Periphery area on- and off-street experiences low utilization levels all day (60% and below)
- On-street spaces are in high demand
- The Park & Ride lot is free but the cost to ride the shuttle puts it at the same price point as Downtown parking, despite being less convenient

WEEKDAY

- Downtown core experiences 50% utilization most of the day
- Bearskin Neck and T-wharf are 80%+ utilized around 4PM
- Town Hall & resident parking area are underutilized (below 60% all day)

WEEKEND

- Downtown core highly utilized all day
- Off-street spaces are never above 45% utilization all day
- On-street spaces over capacity in Downtown area
- Off-street lots underutilized (0-30%) next to over utilized on-street spaces (90-100%) (especially at 7PM)
- Periphery on-street spaces well-used at peak
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PUBLIC PROCESS
PUBLIC PROCESS

Public outreach is integral to the parking study, helping to reveal how the parking system is used, perceived, and areas for potential improvement. The study team facilitated both targeted stakeholder interviews and a public open house in October 2018. These events provided valuable feedback from local residents, merchants, and the Chamber of Commerce.
On October 30, 2018, the study team and Town invited key community stakeholders including local merchants, residents, the Chamber of Commerce, Police Department, and the Traffic & Parking Committee to participate in stakeholder meetings to address and discuss parking issues and concerns. The public was then invited to the Community House the same night to participate in a hands-on “Open House” to give feedback and provide input on the parking study. The open house gave the parking study team an opportunity to markup maps and get a more detailed understanding of local parking challenges and opportunities.

Another stakeholder meeting took place on December 12th, 2018, where the study team presented findings on utilization data and draft recommendations.

Why stakeholder meetings?
Stakeholder meetings are an integral part of the parking study as they allow individual, confidential, pertinent conversations with key stakeholders identified by the Town to understand the perception of parking for various groups.
PUBLIC PROCESS | OPEN HOUSE PARKING COMMENTS SUMMARY

- **A**: Little parking signage in this general area
- **B**: Poor pedestrian conditions
- **C**: Informal street parking along Main St.
- **D**: Complete Streets project currently waiting for funding
- **E**: $20/day informal parking
- **F**: Parking meters are broken
- **G**: No signage
- **H**: Small parking lot without clear regulations
- **I**: Shared parking opportunity
At the open house, participants voted for their “top parking priorities.” Each participant had a set number of votes that they could assign to multiple priorities, with the option to put multiple or all of the votes on something about which they felt strongly.
Key Findings

- A lot of unclear parking signage leads to confusion during the busy summer months
- Resident stickers are difficult to see
- There is a need for a valet system for larger events
- Need for improved signage:
  - Invest in signage along roadways like Blue Gate Lane to promote the Park & Ride lot at the Transfer Station
  - Invest in wayfinding signage, specifically at the train station, Park & Ride lot and Downtown
- Need for multimodal improvements:
  - Increase number of bike lanes
  - Implement a bike share system
  - Distribute safe biking map created by bike committee
  - Increase number of crosswalks
- Make better use of existing parking supply by encouraging informal shared parking agreements between different uses
RECOMMENDATIONS
RECOMMENDATIONS

There is room in Rockport’s current parking system to create a more flexible, customer-friendly, and coordinated system. The following is an overview of recommended strategies:

1. Manage areas of high demand with pricing
2. Expand Cape Anne Transit Authority (CATA) shuttle service to remote parking and eliminate fare
3. Invest in outer area lots for beach parking and Downtown employees
4. Implement a residential “Super Permit”
5. Expand metered parking zone
6. Upgrade and promote the Park & Ride lot for Downtown visitors
7. Enhance signage and wayfinding
8. Use Parking Benefit District for multimodal improvements

Project Goals

- Implement a parking management strategy that will calm traffic and alleviate Downtown congestion
- Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists
- Better accommodate tourist parking demand during peak seasons
1. MANAGE AREAS OF HIGH PARKING DEMAND WITH PRICING

It is recommended that the pricing in core areas of Downtown is adjusted to match demand. This means increasing pricing at on-street meters in areas of high demand and directing demand to lower-price spaces. This will help alleviate the perceived “parking crunch” that occurs during peak times. Creating a tiered parking system within Downtown Rockport will incentivize visitors and residents to park in less utilized on-street spaces on lower Broadway. The current parking demand illustrates that parking rates can be adjusted, as beachgoers are already paying a high price in private, off-street parking lots to be close to their destination. The following is recommended:

- Expand the metered area or “core” parking zone to include parking near Front Beach, the T-Wharf, and Atlantic Avenue (see Recommendation 5)
- Absorb the beach parking along Beach Street into the new core metered zone
- Increase weekend and weekday prices within the core
- Increase the periphery zone pricing system that has no time limit

To properly set weekday and weekend prices in the core and periphery zones and achieve an overall target utilization rate of 85%, the Town can use baseline utilization data from this study to monitor changes, implement pay-by-phone to allow users to extend parking remotely, and provide pricing information on a centralized map on the Town website. Stantec’s estimates show that increasing the price in the core from $1 to $2 and pricing the “periphery” on-street spaces (with the inclusion of T-Wharf and Atlantic Avenue as seen in Recommendation 5) could result in as much as a $20,000 revenue increase for the Town over the course of one month in the highest season.

<table>
<thead>
<tr>
<th>PHASE</th>
<th>PRICE CHANGES</th>
</tr>
</thead>
</table>
| 1     | • Increase weekend price in Core  
        • Peak season only (June-July-Aug) |
| 2     | • Consider pricing periphery on weekends  
        • Peak season only (June-July-Aug)  
        • No time limits |
| 3     | • Increase price in core for weekdays  
        • All season |
| 4     | • Price periphery on weekends  
        • No time limits |

This phasing plan presents an approach to adjusting price to match demand in Downtown. The Town may consider making these adjustments in a different order.
Current parking pricing does not reflect parking demand during peak season (peak weekend utilization shown).

The future pricing system can help alleviate the “parking crunch” experienced during the peak summer season (peak weekend utilization shown).

The Peg Leg Inn Lot is full during the day on weekends, supporting the idea that people will pay more (even up to $25/day) for convenience.
2. EXPAND CAPE ANNE TRANSIT AUTHORITY (CATA) SHUTTLE SERVICE TO REMOTE PARKING AND ELIMINATE FARE

Improved CATA shuttle service will provide better access to parking in the periphery zone, the Park & Ride Lot at the Transfer Station and the MBTA Commuter Rail stop. Increasing the route loops and stops will encourage visitors to park in a lot further away, which will shift parkers from highly utilized lots in the Downtown core to larger lots like the Park & Ride lot.

Providing a free shuttle service also incents visitors to use the Park & Ride lot. To cover the loss of the shuttle fare revenue, the Town can use the new peak month net parking revenue of approximately $20,000 from raising the Downtown core parking prices (as seen in Recommendation 1).

RECOMMENDED CATA ROUTES

Two shuttle routes can run on a loop to access the beaches, MBTA Station, Park & Ride lot, and Downtown businesses.

The CATA shuttle that currently runs through Downtown Rockport

Also allows MBTA access ($10 weekend pass)

Option to run with one bus – 2 orange trips : 1 blue trip

Station Square turnaround

= Remote Beach Parking Route

= Park & Ride Lot Route
Incenting long-term parkers out of the Downtown core will help to alleviate parking congestion and give short-term parkers such as customers and visitors the opportunity to park closer to their destination. To attain this, the Town should explore using the MBTA and Park & Ride lots as remote parking for beachgoers and Downtown employees.

Pursuing shared parking agreements between the Town, business owners, and MBTA can be a way to open up underutilized parking in the Park & Ride lots to the public. In particular, the MBTA and Peg Leg Inn lots can be used as long-term beach parking facilities that charge approximately $5-10/day and give parkers the ability to access Downtown through the shuttle service.

To incentivize participation in shared parking agreements, the Town can provide in-kind services, such as plowing, maintenance, improved walking connections to Downtown and signage in exchange for property owners allowing the public to use their parking. Including a revenue sharing agreement also acts as an incentive for owners to give the public access to their parking facilities, especially during the peak season.
Providing residents with a “super permit” that allows them privileges to parking in particular areas such as Broadway and School Street will give the Town the ability to allow residents to run errands, access Downtown, and potentially reduce the number of resident-only parking spaces in the Downtown core area. Targeted lots that currently house resident area parking and experience high utilization levels during the week and weekend include spaces within the T-Wharf, the Town Hall lot, Bradley Wharf, and the Old Harbor Road lot.

The super permit can include the following benefits:

- Access to specific streets: periphery area / near town hall
- 2 hours free at meters
- Easy kiosk payment methods though the use of a super permit personal code

The surface lots outlined above are for resident sticker parkers only. These lots are located in popular areas, which when full, push Downtown visitors out of prime parking locations.
5. EXPAND METERED PARKING ZONE

T Wharf and Atlantic Avenue both experience high levels of parking demand and congestion. It is recommended that the metered area is expanded to include these areas to help reduce pressure for limited spaces.

The plan recommends expanding the existing metered zone to include:

- On-street spaces on Atlantic Avenue
- Surface lots on T-Wharf
- Streamline Front Beach parking into core zone
Improving infrastructure at key public lots incentivizes Downtown Rockport visitors to park in off-street spaces as opposed to crowding on-street parking resources. Providing the public with a safe and upgraded public parking lot will help foster a park once environment in the study area, which encourages people to travel between destinations on foot instead of making multiple trips by car.

Investments in the Park & Ride Lot might include:

- Improved landscaping and fencing
- Permanent, real-time availability signage (When lot is closed, display “CLOSED”)
- Upgrading sidewalk infrastructure
- Increased shuttle hours for employee parking
- Creating a safe shuttle center stop for CATA riders where real-time shuttle information is displayed
- Bikeshare accommodations and bicycle accommodations

Estimated cost of a real time parking sign is approximately $15,000 (Source: Parking Logix India: https://twitter.com/Parkinglogix_in/status/844107997441921025)
Many Public Open House participants ranked wayfinding and signage as a high priority improvement. Creating signage with clear guidance for patrons unfamiliar with the area will help to create a visitor-friendly environment.

Wayfinding signage should highlight on and off-street parking options. The signage should clearly indicate where the public is allowed to park. Additionally, wayfinding signage should:

- Define clear parking rules
- Identify public parking, including free and long-term parking (both on-and off-street, especially unregulated spaces)
- Identify major points of interest
- Guide people walking to destinations Downtown – and importantly back to parking locations

The Town should use wayfinding and signage to:

- Intercept vehicle traffic before it reaches Downtown
- Direct people to different locations Downtown
- Provide estimated walk times
- Help customers return to their vehicles
- Implement a voluntary program for business owners where the Town covers payment and installation of private parking lot signage along public sidewalks
- Work with private landowners to create standardized signage. The Town can offer this as a voluntary program, which will help private landowners who otherwise may not be able to place signs on the sidewalk or public way.

- Direct parkers to parking that is less easy to find and at a distance from Downtown destinations
- The Town should also publish a user-friendly parking map on the Town website to describe available parking resources and help visitors easily find the right parking.

Created for a Downtown “Methuen Day” in Methuen, MA, this parking map clearly delineates parking locations and regulations in a public-friendly format.

Free parking wayfinding sign in Woodstock, VT that helps visitors hunting for parking find the remote but cheaper option. Source: Google Maps

Customer parking sign concept design that clearly exhibits parking facilities for visitors

Customer Parking for Walgreens, Amber Road Café, and Waterfall Bar & Grille
Downtown Rockport’s existing Parking Benefit District (PBD) gives the Town a head start on investing in the improvements described in this report. With a PBD it is also easier for stakeholders to see the benefits of increased parking rates which can be re-invested in public domain improvements.

Through enhanced PBD legislation, the Parking Committee can identify priority investments in Downtown including:

- Free shuttle to remote parking at the Park & Ride lot / increased shuttle hours
- Improved crosswalks, sidewalks, etc.
- Wayfinding and signage (real-time availability signs in remote parking lots)
- Additional multimodal improvements (such as better bicycle infrastructure)
The table to the right summarizes recommendations in the short, medium, and long-term. The matrix also illustrates how each recommendation addresses the goals of the Downtown Rockport Parking Plan goals.

Impact on achieving goals

- **N/A** = Does not meet this goal
- ○ = Low
- ≦ = Medium
- ≧ = High

<table>
<thead>
<tr>
<th>Goals Met</th>
<th>Implement a parking management strategy that will calm traffic and eliminate Downtown congestion</th>
<th>Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists</th>
<th>Better accommodate tourist parking demand during peak seasons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Manage areas of high demand with pricing (P)</strong></td>
<td>≧</td>
<td>○</td>
<td>≧</td>
</tr>
<tr>
<td><strong>Expand Cape Anne Transit Authority (CATA) shuttle service to remote parking and eliminate fare (S)</strong></td>
<td>≧</td>
<td>≧</td>
<td>≧</td>
</tr>
<tr>
<td><strong>Enhance signage and wayfinding (W)</strong></td>
<td>≦</td>
<td>≧</td>
<td>≦</td>
</tr>
<tr>
<td><strong>Invest in outer area lots for beach parking and Downtown employees (B)</strong></td>
<td>≧</td>
<td>≧</td>
<td>≧</td>
</tr>
</tbody>
</table>
### Goals Met

**Years 1-2**

- P1. Establish an on-street availability goal of 85% through municipal code or other official means
- P2. Adjust core pricing, including “beach parking,” to higher price. Consider raising the price on weekends only at first.
- P3. Absorb T-Wharf and Atlantic Ave parking into Core

**Years 2-4**

- P4. Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target
- P5. Consider pricing periphery area on weekends. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing)
- P6. Raise core pricing on both weekdays and weekends during peak season

**Years 5+**

- P7. Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target
- P8. Price periphery area on both weekdays and weekends during peak season
- P9. Consider eliminating time limits and using price to control demand

---

<table>
<thead>
<tr>
<th></th>
<th>Years 1-2</th>
<th>Years 2-4</th>
<th>Years 5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Establish an on-street availability goal of 85% through municipal code or other official means</td>
<td>Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target</td>
<td>Using baseline data from this study, monitor utilization levels and adjust pricing as necessary to meet availability target</td>
</tr>
<tr>
<td>P2</td>
<td>Adjust core pricing, including “beach parking,” to higher price. Consider raising the price on weekends only at first.</td>
<td>Consider pricing periphery area on weekends. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing)</td>
<td>Price periphery area on both weekdays and weekends during peak season</td>
</tr>
<tr>
<td>P3</td>
<td>Absorb T-Wharf and Atlantic Ave parking into Core</td>
<td>Raise core pricing on both weekdays and weekends during peak season</td>
<td>Consider eliminating time limits and using price to control demand</td>
</tr>
<tr>
<td>S1</td>
<td>Make shuttle from Park &amp; Ride lot fare-free to encourage use</td>
<td>Continue shuttle routes to serve remote beach parking lot</td>
<td>Monitor and adjust</td>
</tr>
<tr>
<td>S2</td>
<td>Add signage at Dock Square stop to heighten visibility</td>
<td>Co-market shuttle from beach parking with MBTA Commuter Rail $10 weekend fares if possible</td>
<td></td>
</tr>
<tr>
<td>S3</td>
<td>Pending outcome of B1, below, work with CATA to implement shuttle route directly from beach parking to beach</td>
<td>Continue shuttle routes to serve remote beach parking lot</td>
<td></td>
</tr>
<tr>
<td>W1</td>
<td>Add shuttle signage at Dock Square to raise visibility</td>
<td>Implement real-time availability signage for lot / Downtown parking</td>
<td>Implement Town-wide wayfinding, including parking, cultural destinations, and shops. Signage should be for both people driving (directing to parking) and people walking.</td>
</tr>
<tr>
<td>W2</td>
<td>Pursue real-time availability signage for lot / Downtown parking</td>
<td>Pursue real-time arrival information for shuttle at lot and Dock Square</td>
<td></td>
</tr>
<tr>
<td>W3</td>
<td>Continue to maintain “diamond” Downtown wayfinding program</td>
<td>Consider enhancing wayfinding signage to include walk times, esp. to remote parking options</td>
<td></td>
</tr>
<tr>
<td>B1</td>
<td>Work with private property owners near MBTA station to create revenue sharing agreement / beach parking. Charge approximately $10/day</td>
<td>Monitor and adjust pricing as necessary</td>
<td>Monitor and adjust</td>
</tr>
<tr>
<td>B2</td>
<td>Monitor and adjust pricing as necessary</td>
<td>As utilization picks up, offer in-kind services (maintenance, striping, etc.) to private property owners</td>
<td></td>
</tr>
<tr>
<td>B3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Downtown Parking Strategy Recommendations Prioritization Plan

### Impact on achieving goals

- **N/A** = Does not meet this goal
- ○ = Low
- ⬤ = Medium
- ● = High

<table>
<thead>
<tr>
<th>Recommended Action</th>
<th>Goals Met</th>
<th>Implement a parking management strategy that will calm traffic and eliminate Downtown congestion</th>
<th>Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists</th>
<th>Better accommodate tourist parking demand during peak seasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand metered parking zone (M)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Implement a residential “super-permit” (R)</td>
<td>●</td>
<td>○</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Upgrade and promote the Park &amp; Ride lot for Downtown visitors (A)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Use Parking Benefit District for multimodal improvements (PB)</td>
<td>○</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
</tbody>
</table>
### Goals Met

- **Years 1-2**
  - M1. Absorb T-Wharf and Atlantic Ave parking into Core
  - M2. Monitor and adjust

- **Years 2-4**
  - M3. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing)
  - M4. Monitor and adjust

- **Years 5+**
  - M5. Monitor and adjust

### Strategies

#### M1. Absorb T-Wharf and Atlantic Ave parking into Core
- **R1.** Determine with kiosk vendor if could issue code / use plates to allow residents to access discount parking
- **R2.** Convene resident groups to discuss potential “Residential Super Permit”

#### M2. Monitor and adjust
- **R3.** Implement pilot “Super Permit” that allows residents to park for free for short periods of time (for example 2 hours) at kiosks/meters (if technology allows). Weekdays only.
- **R4.** Monitor “resident only” lots in core for utilization
- **R5.** Continue meeting with resident advisory group

#### M3. Depending on utilization levels, move T-Wharf and Atlantic Ave to periphery (instead of Core pricing)
- **R6.** If pilot is successful, open “resident only” lots in core to all
- **R7.** Consider extending “Super Permit” to weekends

#### M4. Monitor and adjust
- **R8.** Monitor “resident only” lots in core for utilization

#### M5. Monitor and adjust
- **R9.** Continue meeting with resident advisory group

### Additional Strategies

#### A1. Make shuttle from Park & Ride lot fare-free to encourage use. Fund, if necessary, using surplus from new core pricing.

#### A2. Add shuttle signage at Dock Square to raise visibility

#### A3. Consider increasing shuttle hours for employee parking

#### A4. Pursue real-time availability signage for lot / Downtown parking

#### A5. Implement real-time availability signage for lot / Downtown parking

#### A6. Pursue real-time arrival information for shuttle at lot and Dock Square

#### A7. Consider multi-modal improvements such as landscaping and/or additional bathrooms

### Parking Benefit District Strategies

#### PB1. Consider using established PBD parking revenues to fund additional multimodal improvements, starting with shuttle to Park & Ride lot

#### PB2. Develop prioritized list of potential multimodal improvements for PBD to fund

#### PB3. As revenues increase, use PBD funds to support improvements

#### PB4. Advertise PBD on meters/kiosks - “Your Parking Dollars at Work”

#### PB5. Consider meeting with Downtown merchants/residents to gather their input on PBD funding initiatives

#### PB6. As revenues increase, use PBD funds to support improvements
TECHNICAL APPENDICES
APPENDIX A | PARKING INVENTORY AND UTILIZATION MAPS
Rockport Town Center Parking Utilization

Weekday Morning

Data Collected:
August, 2018
8:00 AM

Study Area

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100%+
Study Area

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +

Rockport Town Center Parking Utilization

Weekday Afternoon

Data Collected:
August, 2018
12:00 PM
Rockport Town Center Parking Utilization

Weekday Afternoon

Data Collected:
August, 2018
4:00 PM

Study Area

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +
Rockport Town Center Parking Utilization
Weekday Evening
Data Collected:
August, 2018
6:00 PM

Study Area

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +
Rockport Town Center Parking Utilization

Weekend Morning

Data Collected:
August, 2018
11:00 AM

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +
Rockport Town Center Parking Utilization

Weekend Evening

Data Collected:
August, 2018
7:00 PM

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +
WHAT ARE YOUR TOP PARKING PRIORITIES IN ROCKPORT?

I WOULD LIKE IT TO BE EASIER TO USE PARKING PAYMENT TECHNOLOGY

I WOULD LIKE CLEARER INFORMATION ON PARKING IN DOWNTOWN

I WOULD LIKE BETTER ACCESS TO PARKING IN THE DOWNTOWN AREA

I WOULD LIKE TO PARK ONCE AND WALK TO ALL OF MY DESTINATIONS

I WOULD LIKE MORE BICYCLE ACCOMMODATIONS IN THE DOWNTOWN AREA

I WOULD LIKE TO SEE MORE WAYFINDING SIGNAGE IN THE DOWNTOWN AREA

I DON'T MIND PARKING A LITTLE FARTHER AWAY IF IT MEANS I DON'T HAVE TO SEARCH FOR PARKING

WHAT ARE WE MISSING? WRITE YOUR IDEA HERE!

Please place stickers in the parking spots to indicate your top parking priorities.
Please use a marker to note issues and opportunities connected with the parking system and areas for improvement. Examples include issues with time limits, difficulty finding a space, walking, lighting challenges, poor signage.
Please use a marker to note issues and opportunities connected with the parking system and areas for improvement.

Examples include issues with time limits, difficulty finding a space, walking, lighting challenges, poor signage.

Stantec
AGENDA

Introductions
Study Goals & Process
Parking Inventory
Parking Utilization
Public Outreach
Multimodal Conditions
Parking Activity Evaluation
Recommendations
STUDY GOALS AND PROCESS
STUDY GOALS AND PROCESS

• Implement a parking management strategy that will calm traffic and alleviate downtown congestion

• Improve and provide better parking facilities to support future economic opportunities and relieve parking tension between residents and tourists

• Better accommodate tourist parking demand during peak seasons
PARKING INVENTORY
Recorded and analyzed from the perspective of a “visitor”

Examples:

<table>
<thead>
<tr>
<th>REGULATION</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Minute Parking</td>
<td>“10 minute parking only” signage</td>
</tr>
<tr>
<td>Customer/Employee Parking Only</td>
<td>“Customer &amp; employee parking only” signage</td>
</tr>
<tr>
<td>Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>Paid space (kiosk for payment) with price &amp; time limits</td>
</tr>
<tr>
<td>Private Parking</td>
<td>“Private parking” signage</td>
</tr>
<tr>
<td>Reserved Parking</td>
<td>“Private parking”, or “Reserved parking” or signage</td>
</tr>
<tr>
<td>Unregulated</td>
<td>No regulation or signage (visitor unclear if parking is public)</td>
</tr>
</tbody>
</table>
PARKING INVENTORY: DOWNTOWN CORE

On-Street Regulations
- 15 Minute Parking
- Drop-Off/Pick-Up Only
- Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour
- Residential Parking
- Unregulated

Off-Street Regulations
- 10 Minute Parking
- 72 Hour Limit, No Public Parking, Resident Sticker Required
- Authorized Vehicles Only
- Boat Owners Parking
- Church Parking Only
- Customer/Employee Parking Only
- Employee Parking Only
- Employee/Resident Parking
- Hotel Guests Only
- Library Parking Only
- Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour
- Motel Parking Only
- Police and Fire Vehicles Only
- Post Office Parking Only
- Reserved Parking
- Residential Parking
- Town Hall Parking Only
- Unregulated
- Unregulated, No Overnight Parking
EXISTING CONDITIONS | PARKING INVENTORY by PRICE

Private & Public Parking by Price:
- $1/Hour, 4-Hour Limit
- $2/Hour, 4-Hour Limit
- Free
- Free, Drop-Off/Pick-Up Zones
- Private Parking
**Total Parking Spaces**
- 1,540 Spaces

<table>
<thead>
<tr>
<th>Parking Type</th>
<th># of Spaces</th>
<th>% Public</th>
<th>% Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Street</td>
<td>335</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Off Street</td>
<td>1,205</td>
<td>12%</td>
<td>88%</td>
</tr>
</tbody>
</table>

On-Street: 22%
Off-Street: 78%
## Existing Conditions | Key Findings

### Off-Street Parking

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Parking</td>
<td>28%</td>
</tr>
<tr>
<td>1 Hour Parking, Customers Only</td>
<td>22%</td>
</tr>
<tr>
<td>Reserved Parking</td>
<td>10%</td>
</tr>
<tr>
<td>Unregulated</td>
<td>8%</td>
</tr>
<tr>
<td>Commuter Rail Parking, 72 Hour Limit</td>
<td>5%</td>
</tr>
<tr>
<td>Customer/Employee Parking Only</td>
<td>4%</td>
</tr>
<tr>
<td>Authorized Vehicles Only</td>
<td>3%</td>
</tr>
<tr>
<td>72 Hour Limit, No Public Parking, Resident Sticker Required</td>
<td>2%</td>
</tr>
<tr>
<td>Town Hall Parking Only</td>
<td>2%</td>
</tr>
<tr>
<td>Private Parking</td>
<td>2%</td>
</tr>
<tr>
<td>Post Office Parking Only</td>
<td>2%</td>
</tr>
<tr>
<td>Customer Parking Only</td>
<td>2%</td>
</tr>
<tr>
<td>Unregulated, No Parking After 9 AM</td>
<td>1%</td>
</tr>
<tr>
<td>Motel Parking Only</td>
<td>1%</td>
</tr>
<tr>
<td>Employee Parking Only</td>
<td>1%</td>
</tr>
<tr>
<td>Employee/Resident Parking Only</td>
<td>1%</td>
</tr>
<tr>
<td>Library Parking Only</td>
<td>1%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>31%</td>
</tr>
<tr>
<td>Loading Zone</td>
<td>1%</td>
</tr>
<tr>
<td>Boat Owners Parking</td>
<td>1%</td>
</tr>
<tr>
<td>Church Parking Only</td>
<td>1%</td>
</tr>
<tr>
<td>Police and Fire Vehicles Only</td>
<td>1%</td>
</tr>
<tr>
<td>Hotel Guests Only</td>
<td>1%</td>
</tr>
<tr>
<td>10 Minute Parking</td>
<td>1%</td>
</tr>
<tr>
<td>Unregulated, No Overnight Parking</td>
<td>0%</td>
</tr>
</tbody>
</table>

Large chunks of off-street parking are restricted.

### On-Street Parking

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unregulated</td>
<td>35%</td>
</tr>
<tr>
<td>Metered Kiosk Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>31%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour</td>
<td>20%</td>
</tr>
<tr>
<td>Residential Parking</td>
<td>7%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $1/Hour; 30 Minute Limit When Post Office Open</td>
<td>3%</td>
</tr>
<tr>
<td>Metered Parking: 10am-6pm; Monday-Sunday; 4 Hour Limit; $2/Hour</td>
<td>2%</td>
</tr>
<tr>
<td>15 Minute Parking</td>
<td>1%</td>
</tr>
<tr>
<td>Drop-Off/Pick-Up Only</td>
<td>1%</td>
</tr>
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</table>

35% on-street parking has unclear regulations.
PARKING UTILIZATION

• Wednesday, August 29, 2018
• Saturday, August 25, 2018

WHERE?
• All public, private, on-and off-street parking spaces and lots

WHY?
• Understand parking demand levels
• Assess parking occupancy during Rockport peak activities
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (8:00 AM)

**Parking Utilization**

<table>
<thead>
<tr>
<th>Time</th>
<th>OCCUPIED</th>
<th>VACANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8AM</td>
<td>525</td>
<td>462</td>
</tr>
<tr>
<td>12PM</td>
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<tr>
<td>4PM</td>
<td>446</td>
<td>509</td>
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<tr>
<td>6PM</td>
<td>502</td>
<td>516</td>
</tr>
</tbody>
</table>

**DOWNTOWN CORE**

$1/hr street parking full more time than $2/hr street parking

**OUTER AREA**

Commuter rail lot at capacity with adjacent near-empty lots
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (12:00 PM)

**DOWNTOWN CORE**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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**OUTER AREA**

<table>
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</thead>
<tbody>
<tr>
<td>8 AM</td>
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<td>337</td>
</tr>
<tr>
<td>6 PM</td>
<td>415</td>
<td>337</td>
</tr>
</tbody>
</table>

**Parking Utilization**

- **0% - 30%**
- **30% - 60%**
- **60% - 80%**
- **80% - 90%**
- **90% - 100%**
- **100% +**

- **Unregulated Main St parking full majority of the time**
- **Residential / Guest lots near empty during weekday**
- **Street parking near capacity, residential parking in area nearly empty**
**EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (4:00 PM)**

### DOWNTOWN CORE

- **Parking Utilization**
  - 0% - 30%
  - 30% - 60%
  - 60% - 80%
  - 80% - 90%
  - 90% - 100%
  - 100% +

- **Parking at docks over capacity**

### OUTER AREA

- **Parking Utilization**
  - 0% - 30%
  - 30% - 60%
  - 60% - 80%
  - 80% - 90%
  - 90% - 100%
  - 100% +

- **Parking in this area underutilized throughout the day**
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKDAY (6:00 PM)

DOWNTOWN CORE

<table>
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<td></td>
</tr>
<tr>
<td>6 PM</td>
<td>154</td>
<td></td>
</tr>
</tbody>
</table>

Parking Utilization:
- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +

Main St well utilized
Downtown parking is busy in the evening
Bearskin Neck public lot & hotel parking lot over capacity

Upper Broadway on-street spaces highly utilized
DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKDAY (6:00 PM)

DOWNTOWN CORE

<table>
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<tr>
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Upper Broadway on-street spaces highly utilized

Bearskin Neck public lot & hotel parking lot over capacity
**EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (11:00 AM)**

**DOWNTOWN CORE**

- **11 AM**: 277 (0%), 233 (44%), 316 (65%)
- **3 PM**: 694 (0%), 738 (44%), 655 (65%)
- **7 PM**: Beach area parking near capacity by mid-day

**OUTER AREA**

- **11 AM**: 441 (0%), 464 (44%), 497 (65%)
- **3 PM**: 128 (0%), 105 (44%), 72 (65%)
- **7 PM**: Street parking on lower Broadway at capacity

The map shows parking utilization values over different time periods, with color coding to indicate the percentage of parking spaces occupied.
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (3:00 PM)

**DOWNTOWN CORE**

<table>
<thead>
<tr>
<th></th>
<th>11AM</th>
<th>3PM</th>
<th>7PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCUPIED</td>
<td>277</td>
<td>233</td>
<td>316</td>
</tr>
<tr>
<td>VACANT</td>
<td>694</td>
<td>738</td>
<td>655</td>
</tr>
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</table>

**Outer Area**

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<tr>
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</table>

Parking Utilization:
- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +

**Town Hall & resident spaces at capacity**

**Commuter rail, park and ride, and other area lots heavily underutilized**
EXISTING CONDITIONS | PARKING UTILIZATION – WEEKEND (7:00 PM)

DOWNTOWN CORE

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +

11 AM 3 PM 7 PM

Downtown remains at capacity into the evening hours

OUTER AREA

Parking Utilization

- 0% - 30%
- 30% - 60%
- 60% - 80%
- 80% - 90%
- 90% - 100%
- 100% +

11 AM 3 PM 7 PM

Downtown remains at capacity into the evening hours
Library and residential lot highly utilized

Pier parking over capacity
DOWNTOWN CORE | PARKING UTILIZATION – PEAK WEEKEND (3:00 PM)

DOWNTOWN CORE

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<tr>
<td>7PM</td>
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<td>655</td>
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DOWNTOWN CORE ON-STREET

<table>
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<td>177</td>
</tr>
<tr>
<td>3PM</td>
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<td>177</td>
</tr>
</tbody>
</table>

Pier parking over capacity

Library and residential lot highly utilized
**PARKING UTILIZATION FINDINGS: WEEKDAY**

**DOWNTOWN CORE**

- **Peak downtown core utilization at 12PM (around 50%)**
- **Periphery area off-street spaces never above 40% utilized**
- **Peak on-street spaces at 12PM (around 70%) utilized**
- **Off-street spaces underutilized**
PARKING UTILIZATION FINDINGS: WEEKEND

- Downtown core peak utilization at 3PM (almost 80%)
- Periphery area off-street spaces are very underutilized
- Periphery on-street well used at peak
- On-street spaces and downtown core on-street spaces at and exceeding capacity
- Morning rush in downtown over capacity
Overall
• Parking pricing system for beach parking creates spillover into downtown
• Periphery area on- and off-street experiences low utilization levels all day (60% and below)
• On-street spaces are more attractive and popular

Weekday
• Downtown core experiences consistent utilization all day (around 50%)
• Bearskin Neck and T-wharf 80%+ utilized around 4PM
• Town Hall & resident parking area underutilized (below 60% all day)

Weekends
• Downtown core highly utilized all day
• Off-street spaces are not fully utilized
• On-street spaces over capacity in downtown area
• Off-street lots underutilized (0-30%) next to over utilized on-street spaces (90-100%) (especially at 7PM)
• Periphery on-street spaces well-used at peak
PUBLIC PROCESS
Stakeholder Meetings, October 30, 2018

- Hear from key stakeholders (Chamber of Commerce, Traffic & Parking Committee, Police Chief, downtown residents)

Public Open House, October 30, 2018

- Vote on parking priorities
- Map comments on issues and opportunities

Findings and Draft Recommendations

- Review utilization data
- Present draft parking improvement strategies
I would like to see more wayfinding signage in the downtown area
I would like to park once and walk to all of my destinations
I would like it to be easier to use parking payment technology
I don’t mind parking a little farther away if it means I don’t have to search for parking
I would like clearer information on parking Downtown
I would like better access to parking in the downtown area
I would like more bicycle accommodations in the downtown area
I would like to use an app showing available parking
I would like to see more wayfinding signage in the downtown area
Complete Streets project currently waiting for funding

Informal street parking along Main St.

Poor pedestrian conditions

Little parking signage in this general area

$20/day informal parking

Parking meters are broken

No signage

Small parking lot without clear regulations

Need a crosswalk

Shared parking opportunity

Library has event parking — is overnight parking allowed?
Parking Signage is Unclear
- A lot of unclear parking signage leads to confusion during the busy summer months
- Rockport needs to install wayfinding signage around town, specifically at the train station and downtown parking corridors
- Resident stickers are difficult to see

Enhance Access to Park & Ride Lot
- Little park and ride signage
- Implement a valet system for larger events
- Enhance the system to make it appealing
- Advertise the lot address: 7 Bluegate Lane

Increase Biking Options
- Increase number of bike lanes in town
- Implement a bike share system
- Distribute safe biking map created by bike committee

Other
- Increase number of crosswalks
- Utilize informal parking agreements and open opportunities for new ones
MULTIMODAL CONDITIONS
MULTIMODAL CONDITIONS

- Minimal / Confusing signage
- Unclear road markings
- Unsafe walking conditions for pedestrians in busy downtown
- No easy way to find available parking for both residents and visitors alike

- Poor walking conditions
- Unclear parking regulations along Main St
- Separation of parking lots unclear

- Improper curb cut on crosswalk

- Dangerous intersection for pedestrians
- No wayfinding signage for rear lots
- No wayfinding signage, difficult to find parking

- Poor pedestrian conditions along High St
- No clear parking regulations

- No road markings or signage for street parking along Atlantic Ave
- No road markings or signage at entrance of shopping plaza/commuter rail

- Unclear road regulations

- Town of Rockport | Downtown Rockport Parking Plan
Cars Parked: Remote Lot

Lot Capacity: 199

Source: CATA

Sat, 7/7 Sunny
Sat, 7/21 Sunny
Sun, 8/5 Sunny Rockport Acoustic Music Festival
RECOMMENDATIONS
Rockport has implemented a lot of best practices!
- Parking ambassadors
- Price differential to manage demand
- Focus on walking routes
- Remote parking / shuttle
- Customer-friendly payment technology
RECOMMENDATION 1 Adjust Seasonal Price | Current Parking Pricing

- **PERIPHERY** Price: FREE
- **CORE** Price: $
- **BEACH**: $$
RECOMMENDATION 1 Adjust Price | Current Parking Pricing

Town of Rockport | Town Center Parking Management Plan

PERIPHERY

PRICE: FREE

Nearby:
$4 for 4 hours

BEACH:
$8 for 4 hours

Lot Parking:
$25/day

Nearby:
$4 for 4 hours

Beachgoer Perspective
RECOMMENDATION 1 Adjust Price | Current Parking Pricing

Nearby: $4 for four hours

Lot Parking: $25/day

BEACH: $8 for 4 hours

Nearby: $4 for 4 hours

Beachgoer Perspective

INFORMAL BEACH LOT WKND PARKING

<table>
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<tbody>
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<tr>
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<td>33</td>
<td>44</td>
</tr>
<tr>
<td>3PM</td>
<td>12</td>
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</tbody>
</table>
RECOMMENDATION 1 Adjust Price Downtown | Future

**CORE PRICE:**
- Weekend: $$$
- Weekday: $$

**PERIPHERY PRICE:** $
- no time limit

Increase metered area (Recommendation 5)
<table>
<thead>
<tr>
<th>Phase</th>
<th>Price Changes</th>
</tr>
</thead>
</table>
| 1     | • Increase weekend price in Core  
       | • Peak season only (June-July-Aug)? |
| 2     | • Consider pricing Periphery on weekends  
       | • Peak season only (June-July-Aug)?  
       | • No time limits |
| 3     | • Increase price in Core for weekdays  
       | • All season? |
| 4     | • Price Periphery  
       | • No time limits |
Supporting Strategies

Use baseline data from this study to monitor changes

Implement pay-by-phone
  Allows users to extend parking remotely

Provide pricing information on centralized map on website
RECOMMENDATION 2 | Beach Parking Shuttle

Option to run with one bus – 2 orange trips : 1 blue trip

Also allows MBTA access ($10 weekend pass)
RECOMMENDATION 3 | Remote Parking at MBTA Area

- Pull beach users (long-term parkers) out of downtown core
- Use MBTA / other lots for remote parking
- Work with owners to develop shared parking
  - Revenue sharing agreement

Lot Parking: $25/day
Long-Term Beach w/shuttle: $5-10/day
RECOMMENDATION 4
Residential “Super Permit”

- Allow residents to run errands, access downtown
- Potential to reduce # of resident-only spaces in the core lot
- Access to specific streets: periphery area / near town hall
- 2 hours free at meter
- Plate based – use a code at kiosks
- Consider weekdays only?
  
- Meters – TBD
RECOMMENDATION 4 | Residential Super Permit

**WEEKDAY**

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<tr>
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<td>114</td>
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RECOMMENDATION 5 Increase Metered Area

CORE

PERIPHERY
RECOMMENDATION 5 Increase Metered Area | Future

CORE

PERIPHERY
RECOMMENDATION 6 Invest in Remote Lot

- Eliminate shuttle fee
  - Use $$ from increased core pricing to fund shuttle
- Multimodal improvements
- Real-time availability – permanent
  - When closed, display “CLOSED”
- Increase shuttle hours for employee parking
- Provide real-time shuttle information
  - At lot and downtown

Estimated cost ~$15,000
(Parking Logix India: https://twitter.com/Parkinglogix_in/status/844107997441921025)
RECOMMENDATION 7 Signage and Wayfinding

• Use wayfinding to:
  – Intercept vehicle traffic
  – Direct people to other locations downtown
  – Provide estimated walk times
  – Help customers return to their vehicles
  – Help people on bikes find their way to/through downtown destinations

• Make shuttle more visible, esp. downtown
  – “Shuttle to Free Parking”
  – Real-time arrival information
RECOMMENDATION 8 Parking Benefit District

- Increase in price will lead to increase in revenue
- Through PBD legislation, additional funds can support:
  - Free shuttle to remote parking / increased shuttle hours
  - Improved crosswalks, sidewalks, etc.
  - Wayfinding and signage (real-time!)
  - Additional multimodal improvements (bicycle amenities)
- Parking Committee: prioritize & fund improvements
**Draft Recommendations**

1. Increase and streamline price to park in downtown core metered spaces
   1. Implement seasonal parking
   2. Implement weekend pricing
   3. Use parking meter revenue to pay for trolley user fee

2. Change CATA shuttle route to include MBTA lot
   1. Improve multimodal connections from MBTA commuter rail & mall area to downtown

3. Invest in MBTA area lots for beach access
   1. Wayfinding
   2. Shared parking / revenue sharing

4. Introduce a residential “super-permit” pilot
   1. Allow free or discount parking for 2-hours in metered zones

5. Increase metered zone
   1. Extend to Atlantic Ave to diffuse parking problem in core spaces

6. Invest in remote lot for downtown access
   1. Multimodal improvements
   2. Real-time availability
   3. Eliminate shuttle fee

7. Signage and wayfinding

8. Use Parking Benefit District for multimodal improvements
THANK YOU!