

SCOPE OF WORK

I. Study Advisory Committee Meetings & Public Meetings

The Study Advisory Committee will be comprised of approximately 10-15 representatives appointed by the Town to include town staff, key community officials and downtown stakeholders. Four (4) Advisory Committee meetings are budgeted with two (2) in person and two (2) via videoconference and two (2) in-person public meetings are budgeted as follows:

- Study Advisory Committee Meeting #1: Kick-off Meeting – Introductions, review scope of services/schedule, confirm study area, initiate development of guiding principles for the study. (in person)
- Study Advisory Committee Meeting #2: Guiding Principles & Stakeholder Interviews – present prioritized/rated guiding principles for approval and summary results of stakeholder interviews. (videoconference)
- Study Advisory Committee Meeting #3: Inventory, Data Collection, Analysis, and Preliminary Findings – present/seek input on parking inventory, preliminary data collection and analysis (regulations, parking management/enforcement practices/policies, occupancy, turnover, time-zone compliance, etc.) & preliminary findings. (videoconference)
- Public Meeting #1: present/seek input into the study scope, guiding principles, stakeholder interviews, data collection/analysis & preliminary findings. Includes Powerpoint presentation. (in person)
- Study Advisory Committee Meeting #4: Study Findings & Prel. Recommendations - review public meeting #1 input, refined study findings, alternative improvements and preliminary recommendations for parking and related improvements, strategies & regulations/policies/actions. (in person)
- Public Meeting #2: present/seek input into the refined study findings and proposed recommendations for parking and related improvements, strategies & regulations/policies/actions. Includes Powerpoint presentation. (in person)

Meeting agendas and supporting materials will be emailed out to committee members approximately one week in advance of committee meetings.

II. Confirm Parking Study Area

The study area will encompass an approximate ¼ mile radius/5-minute walk of downtown Camden, which typically represents over 90% of the parking sessions downtown on a typical day. The approximate ¼ mile radius study area will be provided by the consultant to Town Staff who will then provide a street listing, as well as a listing of all public and private surface lots by name and number of spaces to the consultant. The study area will be confirmed prior to the study start with Town staff and reviewed and refined by the study advisory committee if necessary, in the initial stages of the

study effort. While the ¼-mile, 5-min. walk zone study area will form the basis of the parking occupancy data collection effort, the consultant will spot check parking/use outside the 5-minute park zone during weekday and Saturday data collection efforts.

III. Establish Guiding Parking Principles

A comprehensive master list of guiding parking principles/best practices taken from other similar and comparably sized, seaside New England community parking studies will be presented to, discussed with, and prioritized by the Study Advisory Committee. The Study Advisory Committee will be encouraged to customize their own independent principles that may not be included in the presented master list. The Study Advisory Committee will individually score and rank the guiding principles, which will then be short-listed. The Study Advisory Committee will be encouraged to refine the guiding principles with input from stakeholder interviews and the first public meeting. These guiding principles will be used later in the study in evaluating alternatives and making improvement recommendations.

IV. Conduct On- and Off-Street Parking Inventory

An Excel spreadsheet of the parking space inventory at the on-street block level will be developed for the purpose of conducting occupancy surveys in Task V. The spreadsheet will include information fields to reflect whether parking spaces are public or private, on- or off-street, time-restricted (15-min, 2-hour, etc.) or otherwise restricted (ADA reserved, bus stops, loading zone, etc.), or unrestricted. The presence or lack of adequate signage for parking regulations will be noted.

V. Data Collection/Parking Performance Measures

Data will be collected to support the parking efficiency analysis focusing on several key parking performance measures related to occupancy and availability levels, time zone turnover and compliance, and proper regulation and signage. Stakeholder interviews will also be conducted to obtain perceptions of the parking system from various user groups.

- Review Available Parking and Related Data – historic parking counts/surveys/studies, bicycle/pedestrian, transit studies/reports/data, parking news articles/blogs, parking citation data, current parking policies/ regulations, recent parking regulatory changes and discussions, planned new development data, etc., will be collected from each town and reviewed.
- Occupancy Survey of Study Area – organize and manage typical weekday and Saturday occupancy counts during the “peak” parking demand months of either July or August at 2-hour intervals from 8 a.m. through 8 p.m. These parking counts will be conducted on good-weather days free of rain, construction, holidays, or any special events that could skew the results. Occupancy counts and % utilization of on- and off-street parking at the block or facility level, respectively, will be tabularized. All public parking spaces will be counted as well as key private and institutional lots where general-purpose public parking is allowed.
- Duration of Stay/Turnover Survey/Time Zone Compliance Survey – Conduct a duration of stay/turnover license plate survey in spot locations within the commercial district’s time zones for a 4+-hour period on a typical weekday in the “shoulder”

season during the month of October. Tabularize the results. Compliance rates with posted time limit regulations will also be calculated and presented. “Spot” occupancy counts of core commercial on-street parking spaces will be conducted to assess parking seasonality and parking meter warrants analysis conducted in Task VI below.

- Key Stakeholder Interviews – interview ten (10) key stakeholders representing various parking user groups (ex. chamber of commerce, key retailers/business owners, employees, key parking lot owners, police/enforcement, etc.) to identify observations, perceptions, concerns regarding how the current parking system is meeting the needs of downtown Mystic. The names and contact information for the 10 key stakeholders for interview will be provided by the Town.

VI. **Parking Efficiency Analysis**

Parking utilization data will be analyzed to identify areas of high parking demand (high occupancy/low availability) and low parking demand (low occupancy/high availability) within the 5-minute walk zone of downtown, for use in developing strategies to better balance supply and demand for different user groups (visitor/tourist, owner/employee, resident, etc.). Peak weekday and Saturday parking periods will be identified. Four (4) parking occupancy categories will be used and characterized as follows:

Functional Capacity Conditions – 85% occupancy or higher

Targeted/Efficient Use – Between 75% and 85% occupancy

Acceptable Use - 60% to 75% occupancy

Underutilized – Under 60% occupancy

Parking use data by category will be presented on “heat” (color-coded) maps.

The analysis will also ***assess whether commercial curb space is turning over at efficient levels*** and if not why. It may be that longer-term parkers such as employees or residents are consuming some of the most convenient retail spaces, or it may be factors related to poor signage, ineffective enforcement, a need for fee parking, or some combination thereof. Calculated duration of stay, turnover and time-zone compliance rates will be compared to industry standard rates for each performance measure. A ***warrants analysis for the installation of parking meters*** based on occupancy levels, turnover and compliance with posted parking time limits will also be conducted.

In addition to curb space turnover, overall ***curb lane management will be assessed*** with a focus on user/demand and prioritization of a finite supply of curb space for various functions (parking/time limits, loading, ADA, tour buses, bus/rideshare, bike parking, pedestrian/safety no parking zones, parklets, etc.). An assessment of signage, regulation/policy, parking enforcement/citations, versus user needs and access will be included.

Planned new development impacts will also be considered within the parking efficiency analysis to the extent they may negatively impact the balance of on- and off-street

parking supply and demand. This analysis will be based on existing, secondary source development impact and parking generation studies if any, provided by the Town.

The results of the *stakeholder interviews* will also be used to identify any patterns of shared stakeholder concerns, observations, and recommendations as well as to compare stakeholder perceptions with actual observed data.

VII. Identify/Evaluate Parking Improvement Alternatives

The parking evaluation will consider first and foremost whether there is a lack of public parking to support businesses, residents and visitors, a parking management problem, or both. Parking management strategies focus on ways to better balance the use of the parking supply and on making parking more convenient, efficient, and understandable to the customer. A parking management problem can require refined parking regulations, parking pricing, more effective enforcement, improved marketing/promotion/information. and other strategies to better balance use of the parking supply within the 5-minute walk zone. Targeted parking management strategies to increase the effective use of the current parking supply may include, but not be limited to:

- increasing on- and off-street public parking through reconfiguration/striping changes
- shared lot parking agreements
- valet/tandem parking
- wayfinding/signage/parking guidance/website/parking apps
- increasing bike, transit and rideshare access
- parking regulatory changes
- meter, pay-by-phone & permit parking (paid parking periods, rates, etc.)
- merchant loyalty/validation program
- demand-based pricing/technology
- employee/resident permit programs
- more effective enforcement & management actions
- parking requirements on planned development

Consideration for expanding the future parking supply may also be considered, again depending on the results of the evaluation.

VIII. Final Report

Complete a draft final report including, but not limited to study introduction/background/purpose, summary of community input, data, analysis, findings, and recommendations. Issue Final Report after addressing/incorporating Study Advisory Committee and community input.