



Huntington Village Parking Consortium

Huntington Village Parking Study

June 2013

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

Table of Contents

	Page
Executive Summary	1
Findings.....	2
Recommendations.....	3
Project Overview	5
Existing Conditions summary	5
Stakeholder Input Summary	18
Supply Expansion Opportunities.....	23
Demand Management Opportunities.....	28
Demand Management Best Practices.....	34
Recommendations	39
On-Street Management.....	40
Off-Street Management.....	49
Off-Street Capacity	56
Expand Multimodal Access.....	58
Implementation Action Plan	62
Underway	62
Immediate Steps.....	63
Next Steps.....	64
Long-Term Priorities	65
Needs Further Study/ Discussion.....	65

Table of Figures

	Page
Figure 1 Study Focus: Managing Public Parking Resources	1
Figure 2 Surveyed Parking Facilities	5

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 3	Public Parking Utilization in Huntington Village	6
Figure 4	Weekday 11 AM Survey	7
Figure 5	Weekday 1 PM Survey	8
Figure 6	Friday Night 6 PM Survey.....	10
Figure 7	Friday Night 8 PM Survey.....	11
Figure 8	Saturday 1 PM Survey.....	13
Figure 9	Saturday 4 PM Survey.....	14
Figure 10	Saturday 7 PM Survey.....	16
Figure 11	On-Street Parking Directly Supports Active Retail.....	18
Figure 12	Supply Expansion Opportunities Include Private Lots.....	19
Figure 13	Expansion Concerns Include Traffic Impacts.....	19
Figure 14	Resident Concerns Focus on Quality of Life + Access.....	20
Figure 15	The Online Survey Brought Visitor Voices to the Discussion.....	21
Figure 16	Visitors Want More Convenience/ Availability	22
Figure 17	Sharing Arrangements Can These Kinds of Signs	23
Figure 18	For Events, Expand Sharing Options	23
Figure 19	Private, Disused Lot in Heart of Village	25
Figure 20	Multistory Parking Structure with Street-Level Retail.....	25
Figure 21	Parking Shuttles Can Expand Effective Capacities	26
Figure 22	Pricing is Key to Maintaining Access to Limited Supply.....	28
Figure 23	Underpriced Curbs Can Increase Village Congestion	29
Figure 24	Off-Street Assets Require Supportive Wayfinding.....	29
Figure 25	Few Drivers Park More Than Once While in the Village	30
Figure 26	No Branding of Town Assets.....	30
Figure 27	Poor Pedestrian Access at Newly Renovated Town Lot	31
Figure 28	Suffolk County Transit Bus	32
Figure 29	Latent Demand for Better Cycling Along New York Ave.....	33
Figure 30	Management Target: On-Street Availability	34
Figure 31	Park Once Map, Including Rates and Regulations	36
Figure 32	Make Main Streets Easy to Cross and Cycle	38
Figure 33	Manage Existing Supply Before Expanding It	39

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 34	Increase Rates and Availability in the Village Core.....	40
Figure 35	Parking Utilization on a Typical Saturday Afternoon.....	41
Figure 36	Proposed On-Street Parking Pricing Changes.....	42
Figure 37	Downtown Parking Map - Including Tiered-Rate Info.....	44
Figure 38	Modern Meters Eliminate Need to Carry Change	45
Figure 39	Downtown Parking Map - Including Tiered-Rate Info.....	46
Figure 40	Marketing First-Time Forgiveness Tickets in Manitou Springs, CO	47
Figure 41	Adding a bit of Branding and Information Can Improve Effectiveness if Signage..	49
Figure 42	Municipal Branding and Landscaping Elevate Parking in Port Jefferson.....	50
Figure 43	Branding/ Wayfinding Kiosk Adjacent to Public Garage	51
Figure 44	Santa Monica's Dynamic Parking Map Helps Drivers Save Time Finding Parking ...	52
Figure 45	Exemplary Pedestrian Facility	53
Figure 46	Street Crossing by Request Only	53
Figure 47	Maximizing Lot Capacity Can Squeeze Out Pedestrian Space.....	54
Figure 48	Cut-Through to New Street Lot.....	54
Figure 49	Unmanaged Midday Loading Can Create Conflicts	55
Figure 50	Rendering of Potential Elm Street Facility.....	57
Figure 51	Latent Cycling Demand is Apparent Along New York Avenue.....	59
Figure 52	511NY.org/rideshare	61

EXECUTIVE SUMMARY

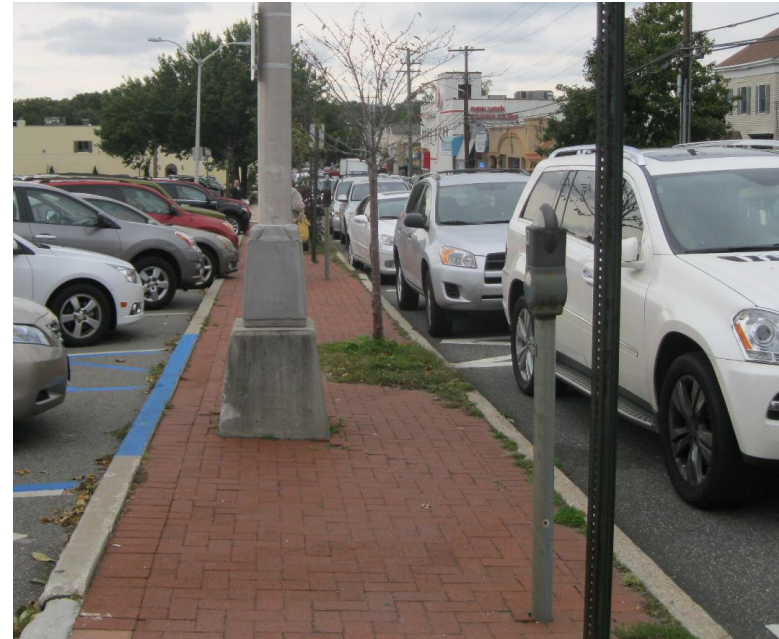
The Huntington Village Parking Study was initiated to identify and quantify critical parking conditions in the Town of Huntington's historic downtown. As with most successful downtowns, complaints about parking in the Village are chronic and longstanding. What is often missing in attempts to move from complaints to action is a serious assessment of whether complaints are being generated by an actual supply shortage, or by a heavy concentration of demand that results in space shortages on key downtown blocks and half-full parking lots nearby. This assessment is particularly important if one of the actions being considered is building a lot or garage that will not be significantly dissimilar to the half-full parking lot waiting to be better used. The Parking Study was therefore designed to fully explore how drivers were utilizing all existing, public parking resources during periods of peak demand, as a first step in evaluating options for improving Village parking conditions and experiences.

As it turns out, during peak-demand periods, there is very little unused capacity within the current public parking inventory. Unlike in many downtowns where local stakeholders are convinced that more parking is needed, current utilization patterns largely confirm that all available resources are actually being well-used, adding credence to arguments in favor of adding new supply. This alone, however, is not a sufficient reason to start building.

Several factors unique to downtowns must be considered before supply-development options can be effectively and responsibly explored.

- Downtown will nearly always be the most expensive and most disruptive place in any community to add new parking. Land costs more in areas of high demand. Typically, there are far fewer well-located opportunity sites. And, any such site is bound to be expensive in terms of actual cost and "opportunity" costs resulting from placing parking somewhere that could have instead accommodated more active and "ratable" uses. Finally, design considerations need much more careful consideration here, as the visual and functional impact of a hastily designed facility can have a significant, negative impact on the overall feel and walkable quality of downtown.
- The proximity of downtown uses, and an emphasis on park-once management, means that options for expanding supply without building a new facility, such as sharing or leasing private spaces may be viable, and much cheaper than building new.

Figure 1 Study Focus: Managing Public Parking Resources



HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

- Downtowns commonly have better than average access to viable transit systems, bike networks, and rideshare support organizations, providing an opportunity to reduce current parking demand levels, particularly among downtown employees.
- Even if all spaces are well-utilized at the peak, downtowns invariably contain parking options that fill up much faster and much more often than others, and without effective management, these spaces will continue to generate perceptions of a parking shortage, regardless of how much new supply is built.
- Understanding current demand patterns and exploring available demand-management options (a focus of this study) will also help determine how much new supply should be added, if any, and where it should go to be most effective.

FINDINGS

An assessment of these factors revealed several important findings.

- The Village is no exception in terms of the challenges to adding new supply. There are three very viable and well-located sites upon which structured parking development could add significant supply. Plus, the Town owns these sites, reducing the direct cost of acquiring land for a parking structure. The opportunity costs, however, are significant, particularly for a stand-alone structure that would absorb all potential to attract higher and better use of these sites. And, as several stakeholders pointed out, the urban design risks are significant, as all three sites are centrally located (particularly New Street), and there is understandable attachment to the current, low-scale/ low-key Village built form.
- The Village is a highly successful park-once district, in which most drivers only use one parking space per visit, regardless of how many destinations they may patron. This is likely a significant reason that the existing Town lots are evenly utilized in the peak. A park-once district also bodes well for expanding shared-parking strategies to increase access to existing private lots when extra capacity is needed. Compared to locations where having to walk an extra block can render new parking options untenable, Village drivers appear to be willing to use any available parking supply within the Village.
- There has been very little pursuit of driving alternatives for Village employees, let alone visitors. Despite ample transit resources, growing interest in bike mobility, rising gas costs, and support organizations ready to help develop rideshare and transit-benefit strategies for employers, there is a general assumption that "everybody drives" and that Village employees are not interested in anything else. Because employees tend to arrive just before customer-demand peaks begin, and tend to stay much longer than customers, even modest shifts toward drive-alone alternatives among this group can provide significant gains for customer parking.
- There is a clear, high-demand core within the Village and among on-street and Town-lot parking options. The current meter rate is ineffective in moderating this demand, and in addition, it spikes significantly once meter-rates and time limits expire (right before the dinner-hour peak begins). Perceptions of parking shortages are typically rooted in experiences at this scale, as most drivers focus on the most convenient spaces for their trip. If spaces are not available on the few blocks within their focus, parking complaints will remain chronic. Managing demand within the high-demand core being generated by this utilization pattern will, therefore, be critical to seeing any tangible improvement in customer parking perceptions, regardless of whether and how much new supply is added.

- Building upon this overview of conditions, issues, and opportunities, the Parking Study concludes with a series of recommendations focused on making the most of existing resources and opportunities as a pre-requisite to furthering consideration of available supply-expansion options. These recommendations, and the full assessment that led to their development, are summarized in more detail in the sections that follow.

RECOMMENDATIONS

Building upon these findings, the study concluded with a series of recommendations focused on maximizing the potential benefits of existing parking resources through better management.

On-Street Management

- Focus on Performance and Customer Service, which includes strategies to help create availability for customers and convenient pay-for-parking payment options
- Explore Options for Developing Residential Permit Parking to address spillover parking on residential streets
- Shift to Customer-Friendly Enforcement by not punishing the first-time offender, and instead focus on repeat offenders that abuse the system

Off-Street Management

- *Make Parking Options Clear* to customers through improved signage, mapping, wayfinding, and branding
- *Develop Pricing Strategies as Demand Warrants*, which suggests that off-street pricing may be appropriate at some point in the future to manage demand at some point during different times of the day and week
- *Improve Walking to Support Park-Once* by creating a more pedestrian-friendly environment, focusing on access to and from parking areas to Village destinations
- *Explore Valet Strategies* for peak periods (weekend evenings and events) to manage high parking demand
- *Explore Loading Zones Strategies* to balance the need to load goods but also accommodate on-street customer parking
- *Explore Options for a Management District Approach*, to provide funding to manage parking in the Village, using parking fees and fines collected

Off-Street Capacity

- *Formalize Shared Parking Arrangements* through off-peak sharing and occasional sharing arrangements
- *Explore Private Lot Acquisition/Lease Opportunities* to utilize vacant parking lots on idle property
- *Explore Joint-Development Structured Parking Opportunities*, which suggests that exploring the development of structured parking should only be considered when parking demand warrants it and when fiscally-reasonable, among other considerations

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Multimodal Access

- *Expand and Promote the Paramount Shuttle* which offers significant potential to reduce everyday employee parking demand and peak-hour customer parking demand
- *Complete NY Avenue*, the spine between Huntington Station and Huntington Village, into an urban boulevard that accommodates higher volumes of walking, cycling, and transit activity
- *Invest in Quality Bike Parking* to attract and promote cyclists to the Village through high-quality, safe, and secure bike parking
- *Explore Universal Transit Pass Options* to put transit on equal footing (or better) with driving in terms of direct, out-of-pocket costs
- *Develop a Partnership with MetroPool/511 Rideshare* to help encourage and promote employees to take transit, walk, carpool, or bike to work

PROJECT OVERVIEW

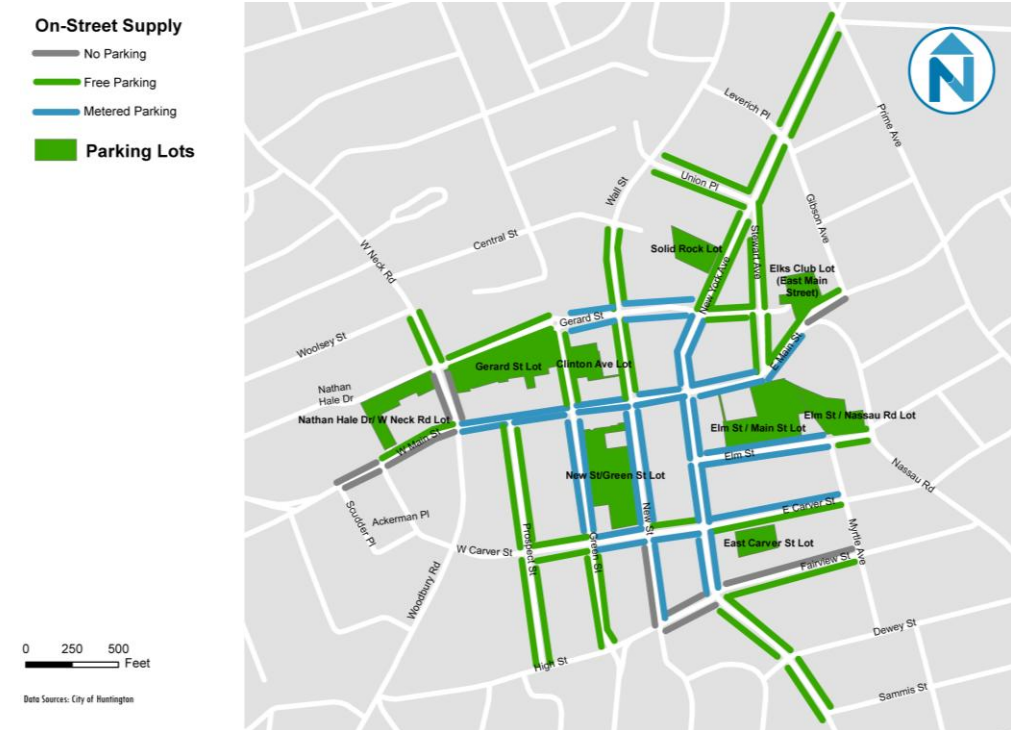
EXISTING CONDITIONS SUMMARY

The following overview provides a summary of physical assets, peak-demand parking utilization levels and patterns, and stakeholder perceptions regarding Village parking conditions.

Supply

At the beginning of the study, a focus on public parking within the commercial areas of the Village was established.

Figure 2 Parking Facilities



Utilization

Utilization surveys were conducted during three time periods that commonly experience levels of overall demand that represents peaks within a typical week.

- Weekday Midday - Two surveys in October
- Friday Night - Two surveys on the night of a sold-out show at the Paramount
- Saturday - Multiple surveys completed on a Saturday in late March
- Saturday Night - One survey completed on a Saturday in late March

Figure 3 presents a comparison of overall utilization levels observed during these various time periods and within on- and off-street supplies.

Figure 3 Public Parking Utilization in Huntington Village

Type	Weekday Midday	Friday Night	Saturday Midday	Saturday Night
On-Street	65%	83%	73%	71%
Metered	75%	103%	88%	92%
Non-metered	59%	69%	66%	61%
Off-Street	80%	88%	88%	89%

Overall, the Village public parking supply is well-utilized during all periods. Based on these broad utilization measures, a few patterns worth noting are evident.

- Metered parking spaces are much better utilized than are free parking spaces, and when those spaces become free (evenings) popular preference for these spaces becomes even clearer.
- Off-street parking is well-utilized in all periods, supporting the above observation that most lots are conveniently located to support local access needs.
- Friday night parking during events is at capacity; the only spaces that remain available are at least two blocks from the event venue.
- During the busiest mid-day periods, on-street capacity remains on residential side streets.

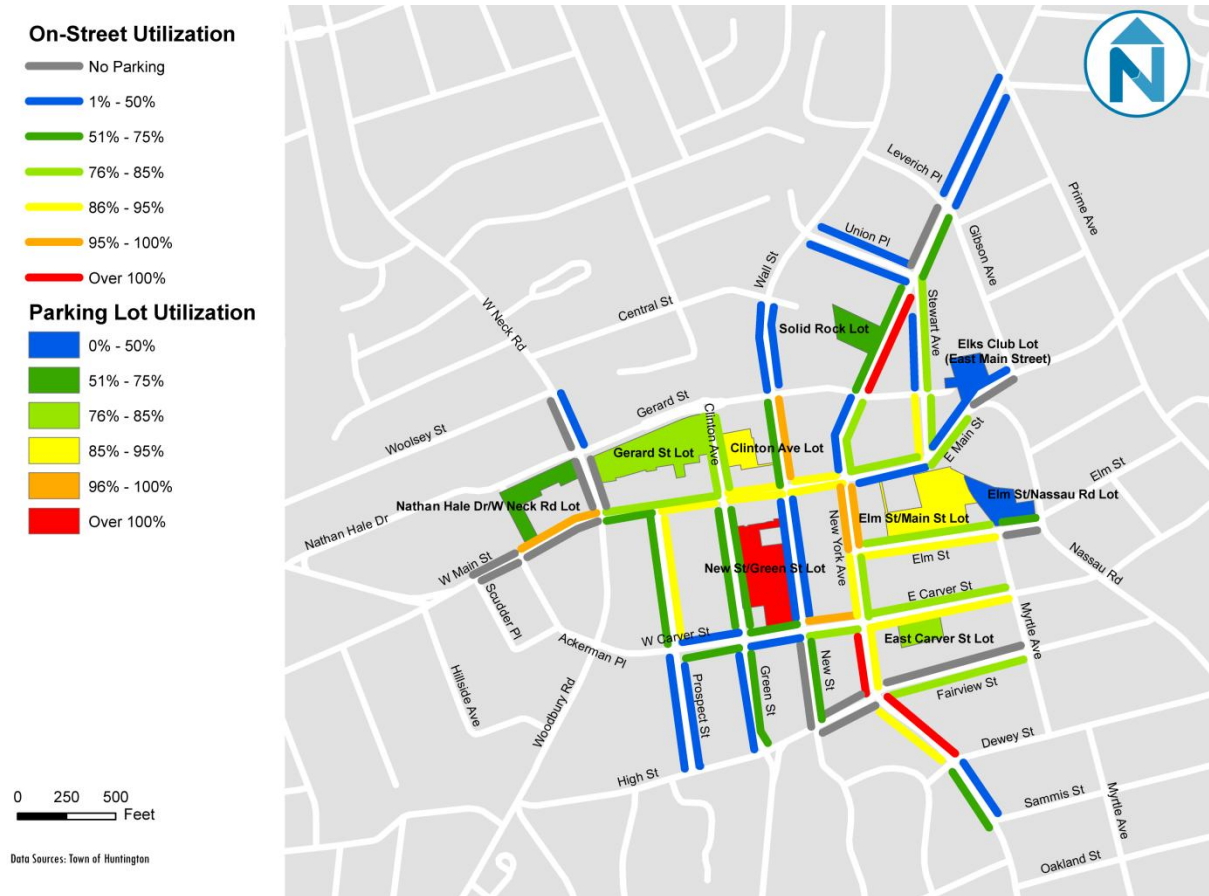
Following is a series of conditions summaries from each time period surveyed.

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

Weekday Mid-Day

This is a very common and consistent peak-demand period within a typical week, as established, commuter demand begins to compete with short-term retail and service demand, which tends to peak around the lunch hour on weekdays. The maps on the following pages present findings from utilization surveys conducted during weekday midday periods.¹

Figure 4 Weekday 11 AM Survey

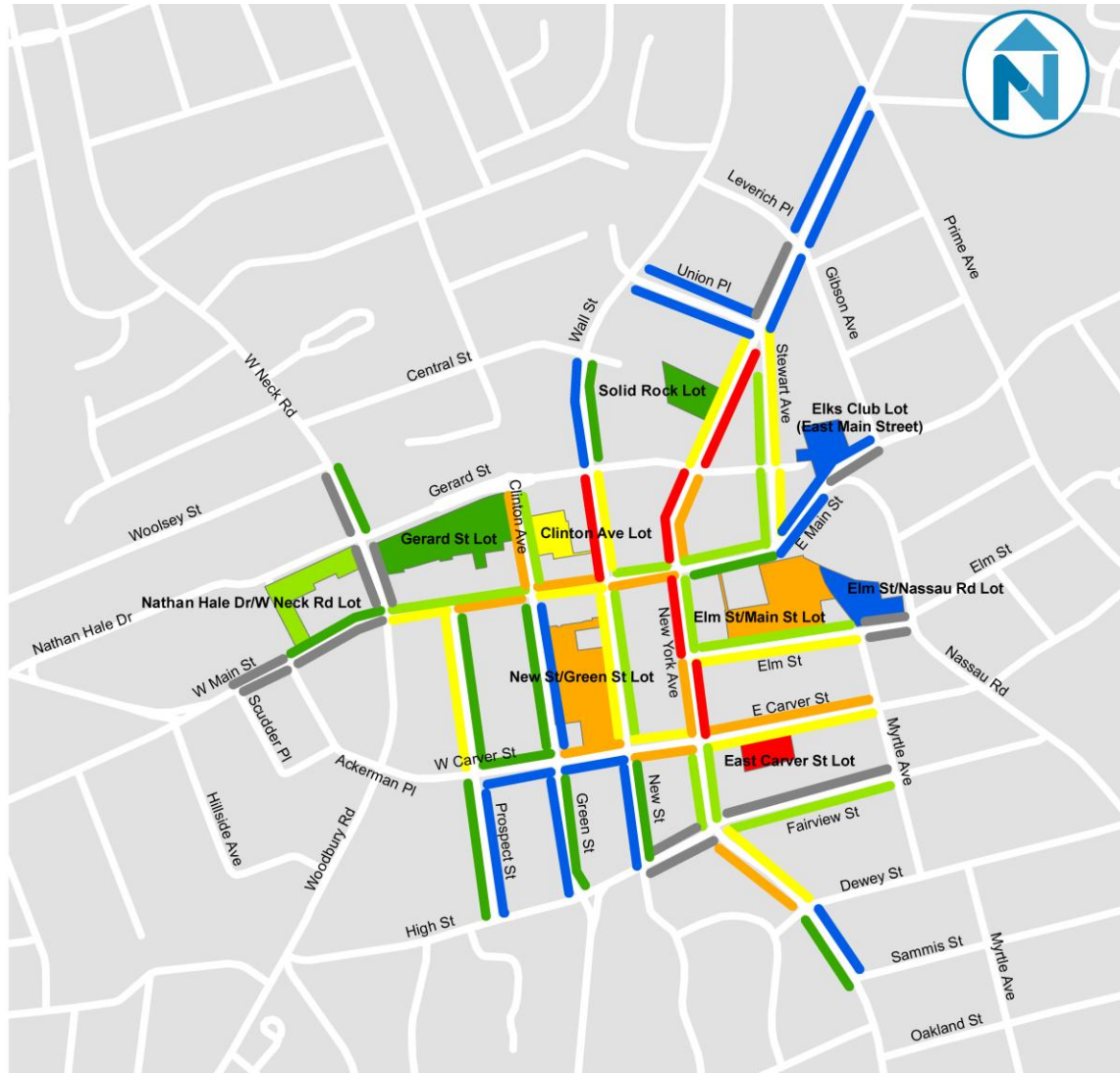


¹ Block-based supply and utilization data is provided as an appendix to this report.

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 5 Weekday 1 PM Survey



Data Sources: Town of Huntington

KEY WEEKDAY FINDINGS

- While the overall average on-street weekday utilization is about 65%, the map makes it clear that there is a core area of high demand, within which drivers seeking an available parking space are likely to be frustrated.
- Based on this, it is also clear that the current price differential between the most and the least convenient spaces is ineffective in its primary purpose — to encourage use of less popular blocks in order to free up more spaces in the core.
- The average mid-day utilization rate on New York Avenue, East Carver Street, and Elm Street is 89%. Metered spaces on surrounding streets average 68% at the same time; further underlining the heavy concentration of demand in this particular area during weekdays.
- Most non-metered on-street spaces are generally about half-full.
- However, similar to the metered spaces, there are distinct areas with high utilization, nearing capacity.
- Availability is at or near desirable levels (10 - 20% of spaces) at 11 AM vs. 1 PM; indicating a potential opportunity to reduce meter rates in the mornings, or start meters closer to Noon.
- The New Street Lot appears to be the most highly-utilized off-street option in the Village during this time period, unsurprising given its central location.
- Even at 1 PM, however, there is ample off-street parking for those that know where to find it (indicating an opportunity for proactive wayfinding and information strategies) and perhaps do not mind walking a block or two to their destinations.
- Average midday utilization across all off-street facilities was 80%; meaning that, while well-utilized, these facilities had, on-average that roughly 250 spaces available during the midday peak.
- Most of the available spaces are in the Gerard Avenue Lot, the Elm Street/Nassau Street Lot, and the West Neck Road Lot.

Friday Night

Any commercial center with a significant presence of dining, drinking, and/ or entertainment destinations is likely to experience its most intense parking demand, on any given week, during Friday nights. The maps on the following pages present findings from Friday Night utilization surveys.

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 6 Friday Night 6 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

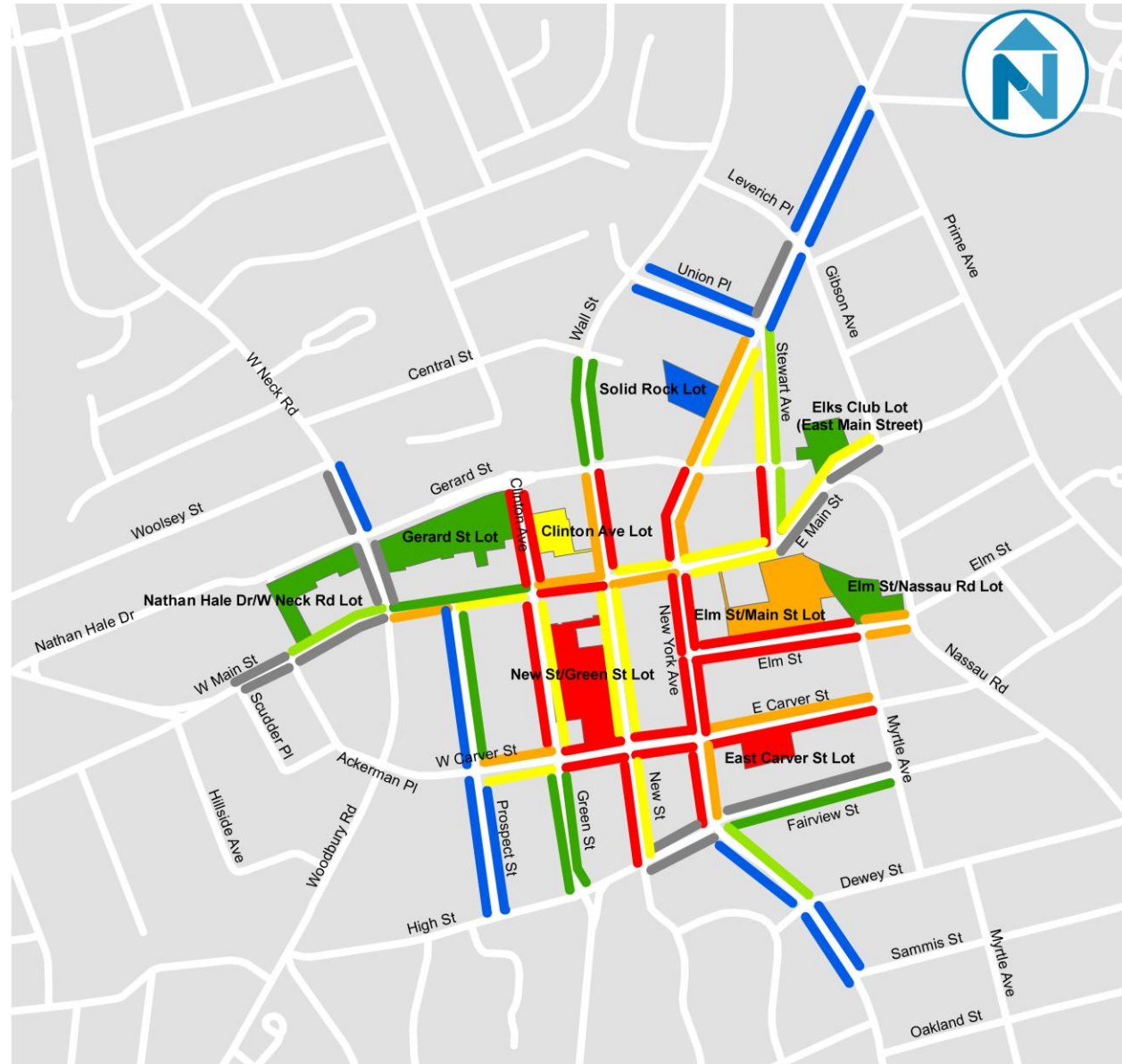
Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%

0 250 500

 Feet

Data Sources: Town of Huntington



HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 7 Friday Night 8 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

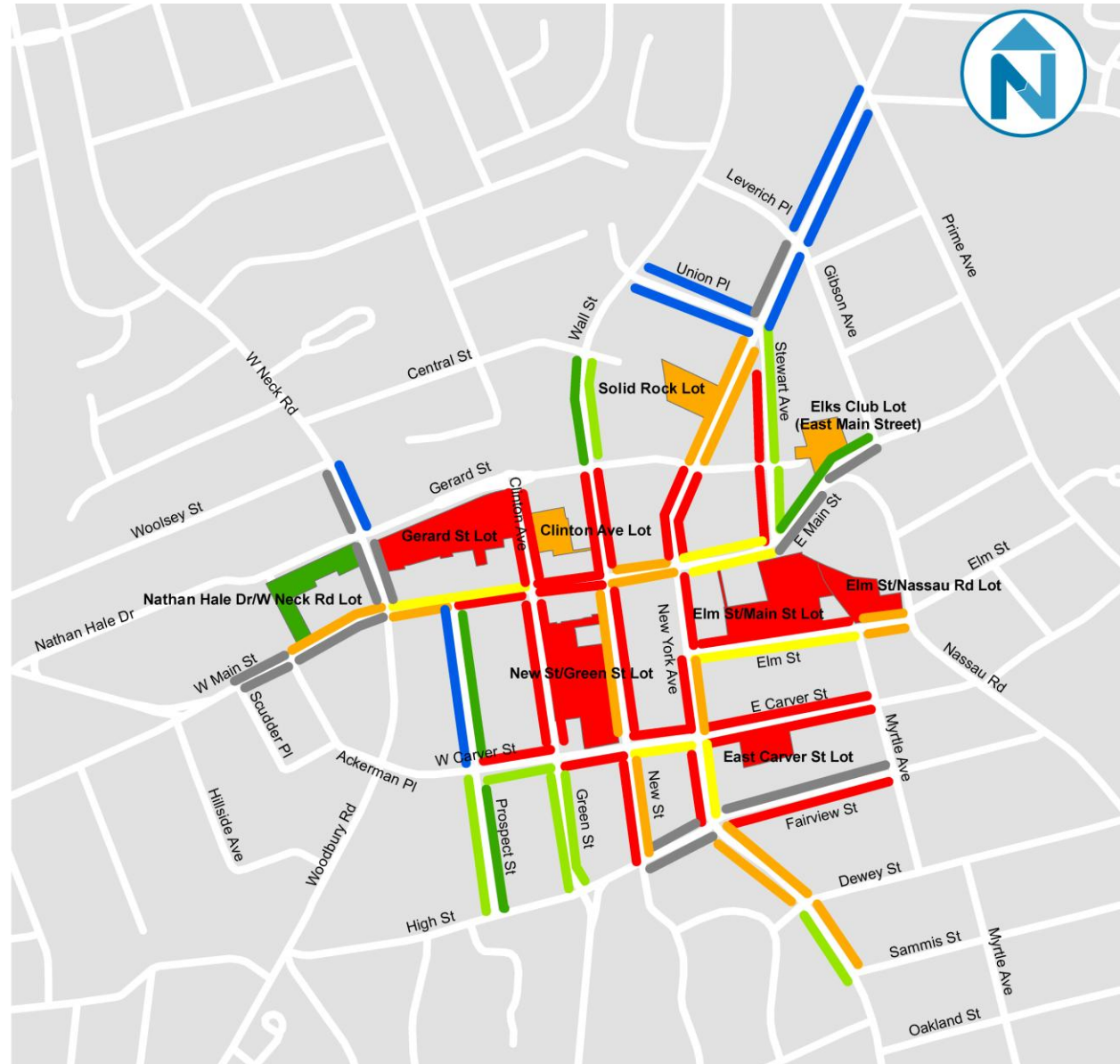
Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%

0 250 500

 Feet

Data Sources: Town of Huntington



KEY FRIDAY NIGHT FINDINGS

- A high-demand core is even more strikingly evident during this time period, roughly coinciding with the high-demand area evident during Weekday Midday surveys.
- On-street and off-street utilization is relatively evenly balanced at 83% and 88%, respectively; which, again, emphasizes the generally desirable locations of the Town's parking lots.
- When utilization of the surveyed parking supply was at its highest, there were just over 50 empty off-street spaces and just over 100 on-street spaces available throughout the Village.
- Overall, on-street parking utilization averaged 83%, which means that about one space was available for every seven provided; a very desirable availability rate.
- However, this availability was concentrated along the least convenient blocks, which, at this time, are priced the same as those in the Village core (FREE).
- Metered spaces are over capacity, oversubscribed at 107%, while non-metered spaces are utilized between 63% and 75%, during this period when meter rates are no longer in effect.
- Most patrons are parking on primary streets (West Main Street and New York Avenue), plus on visible and select blocks of New Street, Green Street, Clinton Avenue, and Wall Street.
- In general, the most centrally-located lots closest were the most utilized: Clinton Avenue, East Carver Street, Elm Street/Main Street, and New Street/Green Street lots.
- Most of the available parking remaining during these surveys was located in the West Neck Road lot; perhaps under-utilized due to confusion over which spaces are public and which are accessory to Wild by Nature and other shops located on-site.
- This lot is also the farthest from the Paramount and other New York Avenue destinations.

Saturday

Weekend demand in many cities is much lower compared to weekdays. Huntington Village, by contrast, is a vibrant, active center of commercial and recreational activity on weekends, particularly on Saturdays. The maps on the following pages present findings from utilization surveys conducted during Saturday midday periods.

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

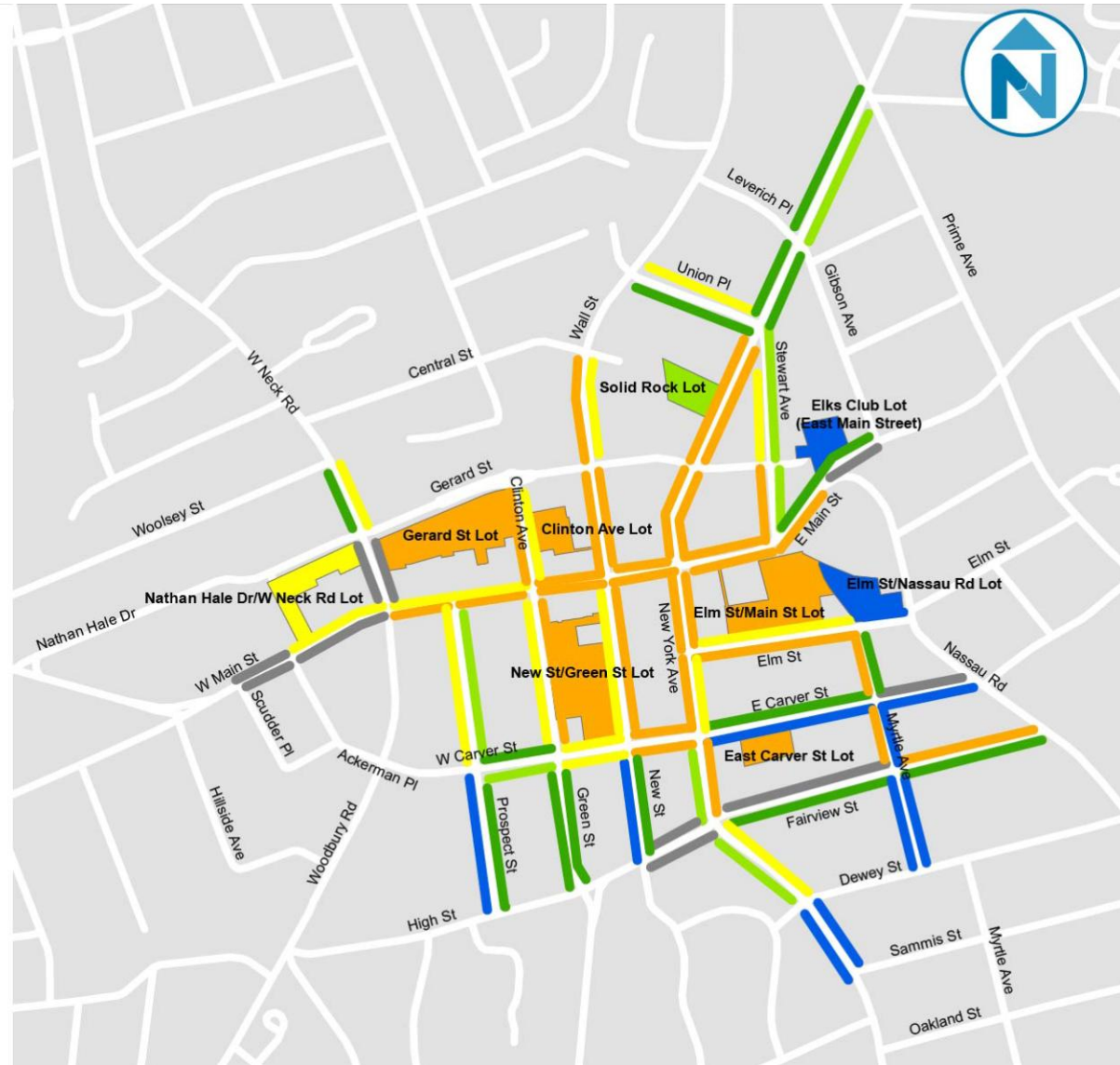
Figure 8 Saturday 1 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



0 250 500 Feet

Data Sources: Town of Huntington

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

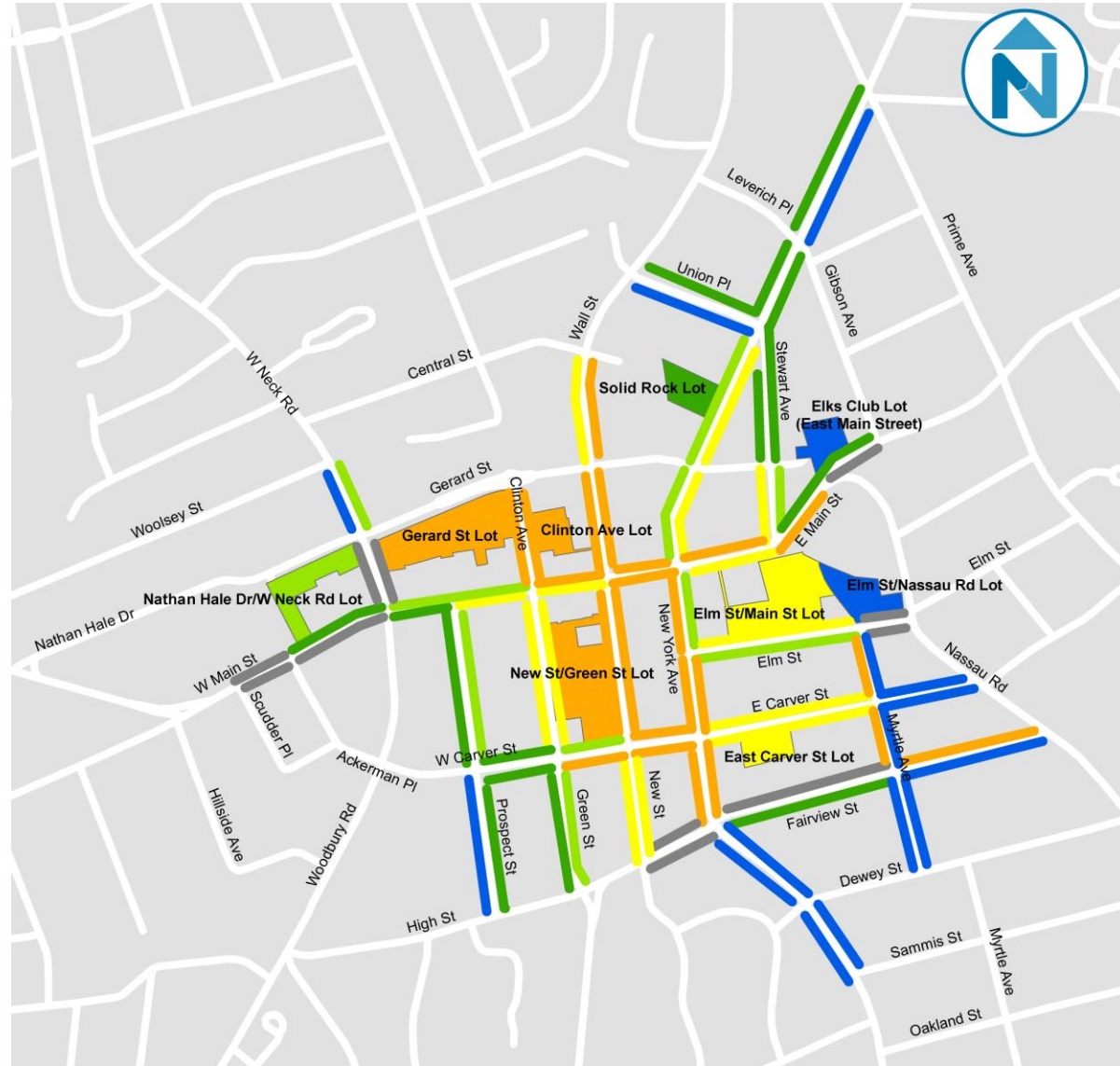
Figure 9 Saturday 4 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



0 250 500
Feet

Data Sources: Town of Huntington

KEY SATURDAY FINDINGS

- The same core of high-demand parking locations is evident during these surveys.
- Average on-street Saturday mid-day utilization is about 74%, a fairly desirable level, while off-street is 88%, nearing full capacity.
- However, again, if one is seeking parking along the most centrally-located blocks and lots, one is likely to be frustrated at these times.
- Most of the available spaces are at least a block or two off of Main Street and New York Avenue.
- On-street segments in the core have high utilization; very few spaces available, and many lots are nearly full.
- Similar to weekdays, the 1PM lunch hour appears to be the peak period for daytime parking demand.
 - Utilization in metered spaces was between 85 - 91%, while non-metered spaces were between 64 - 68%.
- The average mid-day utilization rate for New York Avenue, Main Street, and Elm Street is 94%, while the metered spaces on surrounding streets average just 69% utilization.
- Unmetered blocks with particularly high utilization include Clinton Avenue, Stewart Avenue, and Wall Street.
- All lots (except for Solid Rock, Elm Street/Nassau Street, and the Elks Club) were over 90% utilized at 1pm on Saturday.
- At 1pm, only about 130 off-street parking spaces are available, or about 10% of the total supply, indicating the potential benefit of improving wayfinding and signage that might help drivers find these spaces.

Saturday Night

In places where Friday nights are very active, Saturday nights tend to experience very similar demand levels and patterns. In Huntington, the fact that this demand would be building off of a high level of daytime demand made a separate Saturday Night survey worth completing. Further, the Paramount was closed on the night of these surveys, allowing comparative assessment on the impacts of the Paramount schedule. The map on the following page presents findings from utilization surveys conducted on a Saturday night.

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

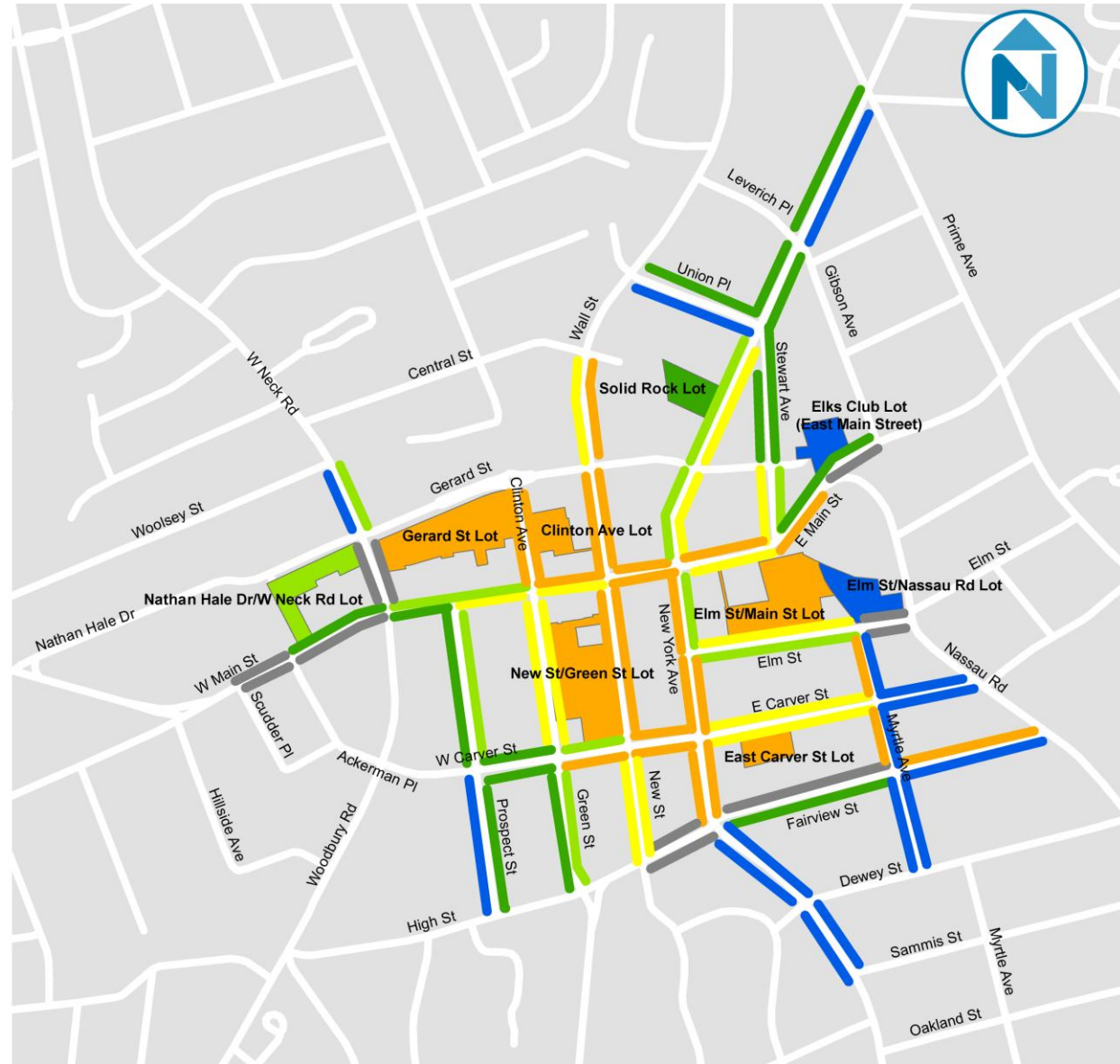
Figure 10 Saturday 7 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



0 250 500 Feet

Data Sources: Town of Huntington

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

KEY SATURDAY NIGHT FINDINGS

- Friday Night is the peak-demand period during the week, with Saturday Night in a close second.
- Average on-street Saturday evening utilization is 75%, which means if a typical block is eight spaces, two of them remain available.
- About 270 on-street spaces in the study area remain available, yet most of these spaces are in the periphery.
- Metered spaces are virtually full on Saturday nights at 92% utilization, while non-metered spaces are 61% full.
- Of the non-metered on-street spaces, the only segments that experience very high utilization on Saturday night are Clinton Avenue, East Carver Street, and Wall Street.
- By comparison, off-street utilization averaged 89%, supporting once again the observation that drivers find most Town lots conveniently located.
- This means that there are fewer than 150 off-street spaces available on a typical Saturday night.
- Lots either had plenty of available spaces or were completely full: the Clinton Avenue, Gerard Avenue, Elm Street/Main Street, New Street/Green Street, and East Carver Street lots were completely full; the remaining lots averaged only 35% utilization.
- Most popular on-street parking is on New York Avenue and Main Street, plus one block away.
- Very few spaces are available in the core, due to concentration of demand in this area, and a lack of pricing incentives to use less-convenient options.

STAKEHOLDER INPUT SUMMARY

While utilization surveys provide invaluable data to help parking analysis "pull back" from subjective and anecdotal descriptions of parking issues, stakeholder perspectives on these issues do provide critical information that cannot be quantified, including accounts of the many activities and conditions that cannot be captured in just a few days of surveys.

Focus Groups

On February 4, 2013, a series of focus group meetings was conducted with individuals representing the following key groups of Village stakeholders.

- Business Owners
- Local Experts
- Village Residents

Following is a summary of key points of input on core study issues and concerns from each group.

Business Owners

This group consisted of several merchants and owners of commercial or office businesses within Huntington Village, including restaurateurs, attorneys, shop owners and health and beauty service providers.

As is the case in most downtowns, these stakeholders are distinctly reliant upon the availability and convenience of public parking options near their businesses — particularly, on-street parking. The stakeholders also combine the need for (sometimes significant levels of) long-term parking for themselves and their employees with the need to preserve convenient parking options for their customers and other visitors. To serve this group well, management solutions must, therefore, offer a range of parking options, while providing effective means for ensuring that their own long-term parking needs are not met at the expense of accessibility for their customers.

Figure 11 On-Street Parking Directly Supports Active Retail



HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

- There was unanimity on the need for change/ improvement; that something must be done, as soon as possible.
 - "We need a plan for posterity (in terms of parking)."
- There was significant support for increasing on-street meter rates to incentivize greater use of off-street lots among merchants and employees, and free up more on-street parking.
 - One attendee noted that, six of the nine spaces on his block were used by employees of neighboring business on a typical day.

Local Experts

Stakeholders in this group gave several recommendations as to what should be considered as the parking study moves forward.

- The feasibility of creating a parking structure on Gerard Street and Elm Street, has been considered in the recent past, and still seems a viable option that should be considered.
- New Street, while the most centrally located of the three Town lots to have been considered for structured parking, has generated concerns about traffic generation in the center of the Village.
- Wayfinding and information must be improved. It's very difficult to discern between public and customer parking areas between Wild by Nature and Rite Aid, for example.
- Multimodal access should be a core component of addressing parking issues, by encouraging people to visit the town by other modes than a car the demand for parking would be reduces.
- The Town should redirect parking demand to parking lots by increasing on-street parking rates and encouraging long-term parkers to use Town lots.

Figure 12 Supply Expansion Opportunities Include Private Lots



Figure 13 Expansion Concerns Include Traffic Impacts



Residents

Members of this stakeholder group were chosen to represent the various neighborhoods, and the unique concerns and issues of residents living within or adjacent to the Village core. The meeting began with a discussion of whether the current parking resources are being used effectively.

- The issue creating the greatest concern within this group was a combination of intense, new parking demand created by activities and events at the Paramount Theater, and the lack of either sufficient parking supply or effective parking management to accommodate this demand.
- Residents' concerns regarding the Paramount and the sufficiency of parking supply and management in the Village also extended to impacts on commercial businesses.
- Regarding options to expand Village parking supplies to address historic and recent parking constraints, attendees were split on several key issues.
- Residents strongly suggested that wayfinding signage being installed to direct visitors to off-street parking in the Village.
- Some also pressed the need for more advertisement of the shuttle service from Huntington Station to the Paramount to increase the use of this service; while other expressed doubt that this location would ever attract much park and ride use.

Public Survey

The Huntington Village Parking survey was widely advertised and available online for several months. Nearly 1,900 responses were received through April 10, 2013. In general, comments received through this survey mirrored the issues, opportunities and concerns expressed by stakeholders during the focus group discussions, while adding significant anecdotal detail and emphasis. One other important achievement of this survey was its success in reaching Village visitors, and bringing their stakeholder perspective into the assessment of current parking conditions.

Figure 14 Resident Concerns Focus on Quality of Life + Access

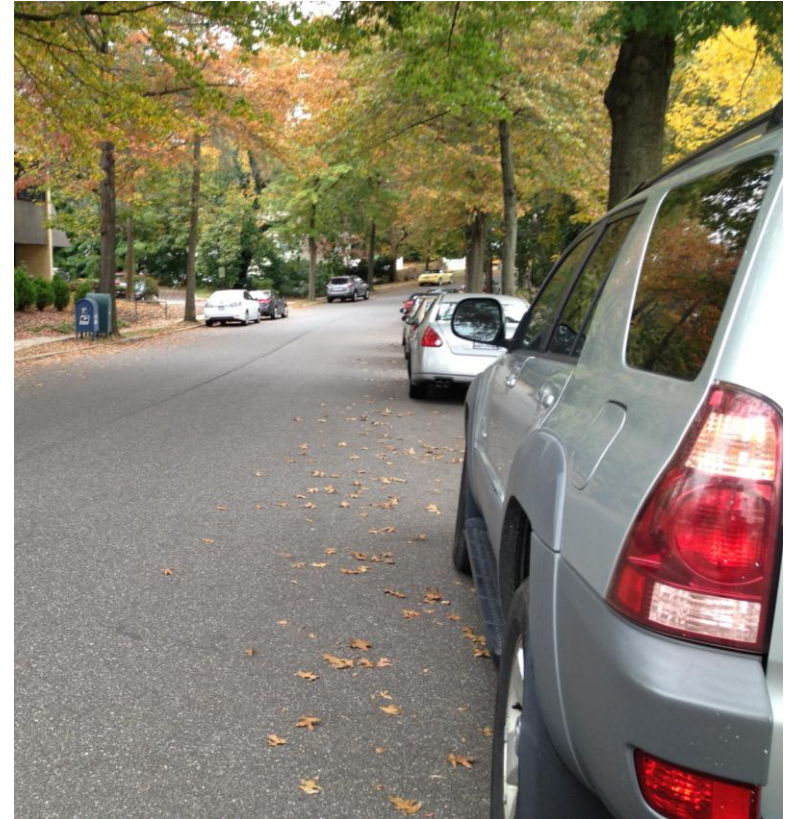
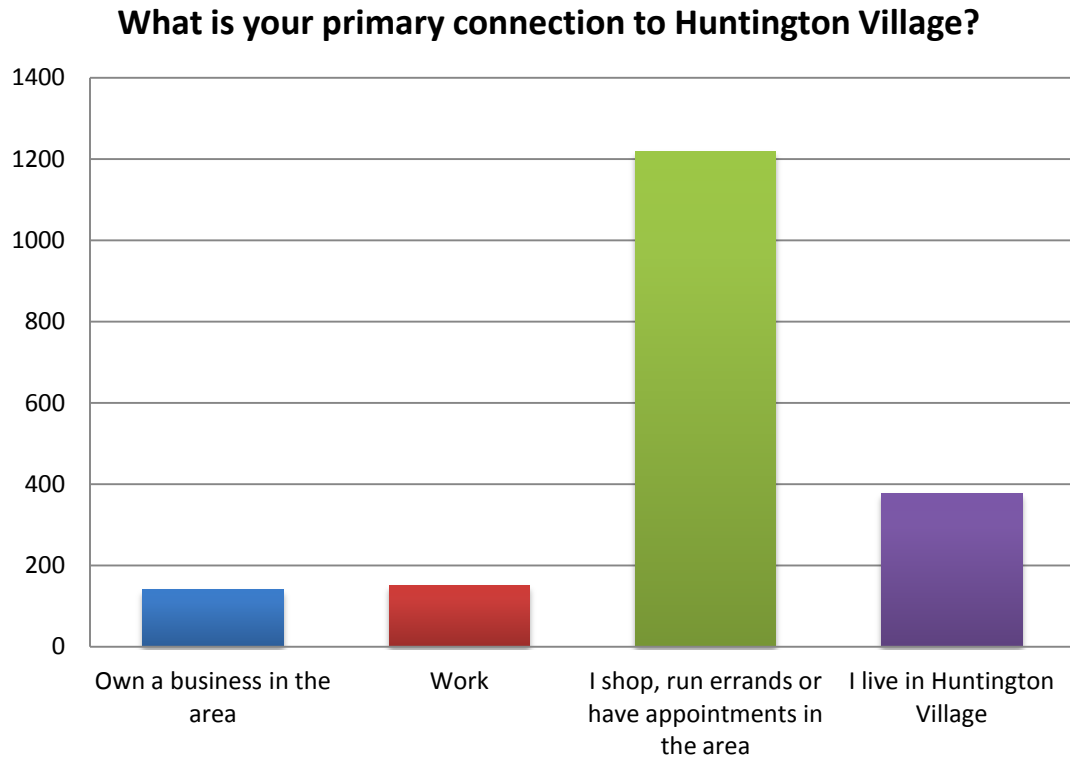


Figure 15 The Online Survey Brought Visitor Voices to the Discussion



Visitor Input

A vast majority of visitors (98.5%) drive to the Village. Half of visitors report finding parking in 5 minutes or less. Nearly half of visitors reported parking within one block of their destination. About half of visitors said that they are willing to park within two blocks of their destination; another third will park more than three blocks away.

Most visitors (70%) stayed in the Village for one to four hours, and a quarter of visitors stayed for less than an hour. During their stays, nearly two-thirds of visitors frequented more than one destination, and one-third just visited one shop or destination. Of those that went to more than one location, 85% walked between destinations (the remainder drove). This indicates that more often than not, visitors take advantage of the walkable atmosphere of the Village and consider it a "park once" activity center.

Most visitors have similar considerations when determining where to park. Visitors park based on the ease of finding a space (43%), the location (37%), and not having to move one's car during their stay (10%). Price and safety/security were less cited as factors when determining where visitors park. Overall, visitors find parking in the village inconvenient; however, 49% say that the inconvenience is worth being in the Village. Just 9% report that Village parking is "convenient".

Figure 16 Visitors Want More Convenience/ Availability



SUPPLY EXPANSION OPPORTUNITIES

The next, primary task for this study focused on identifying opportunities to expand the actual and effective supply of parking spaces available to Huntington Village stakeholders. This memo summarizes all Task findings, which are organized into two sections:

1. Supply Expansion: increasing the number of spaces within the Village; and
2. Capacity Expansion: increasing the capacity of existing facilities within the Village, and/ or making facilities outside the Village more viable.

Supply Expansion

Sharing Arrangements at Private Lots

The Town already has such an arrangement that allows public access to the parking lot at the US Post Office on Gerard Street. In return for assuming liability for any incidents related to shared use of this lot, the USPS formally allows the Town the use it as public parking during stipulated evening hours, and all day on Sundays. Additionally, there are several informal sharing arrangements, including the after-hour use of the Waldbaum's lot, just northeast of the Solid Rock municipal lot, and the Chase Bank lot, just south of Main Street between Woodbury Road and Prospect Street. Formal arrangements may be worth exploring among these and other Village lots that offer meaningful supply-expansion opportunities.

Figure 17 Sharing Arrangements Can These Kinds of Signs



Figure 18 For Events, Expand Sharing Options



HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Perhaps the most challenging issue related to effective sharing arrangements is addressing liability concerns — the fear that formally sanctioning public use of their lot will leave them exposed to "slip and fall" and other personal-injury lawsuits related to this use of the lot. A model for overcoming this, however, is found in the arrangement between the Town and the USPS. The significant potential value of the spaces that could be made available to support Village businesses make it worthwhile to secure current, informal arrangements, as well as new ones.

The lot adjacent to the vacant office building at West Carver and New Streets contains roughly 50-60 spaces in the center of the Village. This lot is currently chained off at all times and unused, creating the potential to gain shared access during weekday periods as well as evenings and weekends.

Schools typically present very consistent and predictable parking demand patterns, including long periods during which there is very limited demand for parking reserved for on-site activity. This 130+space lot is perhaps the least convenient of the lots considered here, but it is also the largest, and the only directly accessible from one of the Village's primary commercial streets (West Main Street). This may make this lot an ideal location for accommodating event-based and evening-shift employee parking demand.

Controlled-Access Sharing Opportunities

Short of allowing full public, off-peak access to these parking facilities, there are means by which limited shared-use of these spaces may provide significant, well-timed supply expansion for Village parking demand. Two of these are assessed below.

Employee Parking

The most significant advantage of this option is that it makes it possible to make known to the property owner the identity of all those who will use their parking lot, as well as their employers. This may significantly ease fears of property damage and liability exposure, as a responsible party can be identified for all sanctioned users, and all such users can be required to sign a liability waiver in return for use of the parking.

Valet Parking

Use of these parking facilities to store cars parked via a valet parking operation could significantly expand the effective downtown parking supply by:

- Greatly expanding the capacity and efficiency of valet operations; and
- Greatly expanding the capacity of the lots themselves, through use of tandem parking arrangements.

This approach would also provide facility owners with a single entity to assume any liability risks associated with this expanded access. Sharing of any revenue accrued through valet operations could help make such arrangements even more palatable — see also, Public Valet section below.

Acquiring Existing Private Lots

The Town has approached the owner of the A.G. Edwards lot regarding the potential purchase of the lot, but has not found the owner receptive. There appears to be no other similar opportunity to purchase a viable, attractively-located, currently-idle lot for public parking. In any case, it would be more effective for the Town, or a third party, to make a more modest investment in making effective sharing arrangements for use of the lots described above.

One option that may be worth considering is leasing the A.G. Edwards lot, allowing the Town to assume full control of the lot without requiring its owner to give up ownership, and the right to sell at a future date.

Converting Town Lots to Structured Parking

The location of three of the Town's largest parking lots — New Street and Gerard Street — presents opportunities to pursue joint-development opportunities to develop something beyond a stand-alone parking structure. It will be difficult for a new parking structure to be financed based solely on potential parking revenues when the cost of the Village's best parking is currently just \$0.25 per hour. A joint-development, mixed-use structure, by contrast, can both ease the costs of supply expansion and make it possible for the parking facility to enhance the vibrancy and retail activity of the area. This option offers several significant advantages, and co-benefits beyond raw supply expansion.

Figure 19 Private, Disused Lot in Heart of Village



Figure 20 Multistory Parking Structure with Street-Level Retail



Capacity Expansion Opportunities

Options were presented for expanding the capacity, or the "effective" parking supply, for accommodating peak demand within the Village, by making existing, under-utilized facilities within or near to the Village core more viable. Three strategies have been identified for this analysis.

1. Parking Shuttles: Connecting remote lots to the Village core via a circulator bus service.
2. Employee Parking Incentives: Strategies to encourage commuters to use parking options that tend to be under-utilized.
3. Public Valet: Valet parking that is centrally located, usually on-street, and available to all drivers.

Parking Shuttles

In 2010, the owners of the new Paramount Theater, as part of the approvals for its redevelopment, began operating a parking shuttle between a large Huntington Station parking lot and the Village. The shuttle runs during event evenings, from 5PM to 1AM. Shuttle rides are free of charge, and open to the public — although few people beyond those visiting the Paramount are likely to know about it, or its public availability. Because the route is fairly short, a single shuttle bus can run on headways (the time between arrivals at each stop) of 10 minutes or less. Two of the most challenging barriers to attracting parking-shuttle ridership — price and frequency of service — have been overcome for this service; its free, and 10-minute service means most riders should not have to wait more than five minutes for a pickup .

The modest cost of the shuttles, however, at just \$600 per-vehicle, per-night, indicates an opportunity to expand and formalize its operating schedule, with only a modest increase in funding.

Figure 21 Parking Shuttles Can Expand Effective Capacities



Employee Parking Incentives

Managing employee parking is a constant challenge in successful downtown districts. Merchants and employees tend to arrive in the area first, and thus have easy access to the most convenient parking spaces. Further, early in the morning, parking on-street when most spaces are empty may seem harmless at the time. And where, like Huntington Village, meters stop charging around 5 or 6 PM, evening employees soon learn that they can get hours of parking for a single payment – \$0.25 in Huntington Village.

The most important employee parking strategy is to ensure that a combination of pricing and enforcement make Village-core, on-street parking unattractive to those who park all day, several days per week. Two strategies to make specific off-street locations more attractive are also worth considering.

1. Shuttle Incentives: Village-wide business support for the shuttle service could also ensure consistency of service, including ensuring that late-night service is effective and responsive to common, night-shift schedules.
2. Reserved Parking - Some owners of private lots within the Village core may be more amenable to making off-hour shared-parking arrangements in which lot-access is restricted to employees of specific businesses. Such an arrangement may also make such lots uniquely appealing to evening employees, particularly if the arrangement can include lighting improvements and/ or security.
3. Public Valet
4. Unlike other valet programs that serve only one business, public valets are designed to serve all area businesses. By linking just a few on-street spaces, used for dropoff and pickup, to under-utilized off-street facilities, public valet can greatly expand the capacity of curb parking in high-demand areas. Generally operating during times and on days of high demand (evenings, weekends, special events, or seven days per week, as demand merits) this strategy can reduce pressure to pave or construct new supply that would sit idle during normal times.
5. For customers, these services offer an easy alternative to finding on-street parking, or dealing with off-street facilities, by allowing drivers to drop-off their car at a central location, shop, eat, catch a movie, run errands, etc. and not pick up their car until they are done. Essentially, it combines the convenience of on-street parking with the expansive capacity of off-street facilities. Following is an overview of a recently-implemented best-practice model of this strategy.

DEMAND MANAGEMENT OPPORTUNITIES

Existing Conditions

Perceived parking shortages are a hallmark of downtowns. A downtown without a perceived parking shortage is unlikely to be a very vibrant downtown. The reality of these perceptions, however, is subjective. Most of the time, the perception is created less by the sufficiency of the parking supply than by how effectively that supply is managed.

The Village could have 2,000 parking spaces overall, but if the 200 spaces closest to the most popular Village destinations are consistently full, many drivers will conclude that the Village lacks sufficient parking.

There may be very good reasons and opportunities to expand the overall supply in the Village. Most existing off-street facilities are well utilized during peak-demand periods, and the three potential expansion sites examined for this study offer very convenient locations. Nonetheless, even a significant expansion of one or more of these sites will not bring much relief without effectively managing the spaces that currently attract the most demand, and will continue to do so.

Furthermore, getting the management of these spaces right, before anything is constructed, will be crucial in determining the number of new spaces that should be built, and ensuring that the new supply is built where it can provide the most relief. The following analysis outlines key current demand management conditions, and presents some best practices that may address key existing issues and opportunities.

On-Street Management

The most critical parking resources in any downtown are the on-street spaces that provide the most convenient parking options for most destinations. As such, management efforts are typically concentrated in these areas. The most common objective for these efforts is to shift enough demand from over-

Figure 22 Pricing is Key to Maintaining Access to Limited Supply



HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

under-utilized blocks and off-street facilities to create more consistent availability through downtown.

Time Limits and Tickets

A reluctance to price high-demand parking at market-appropriate rates, increases the burden on time limits to maintain space availability during peak-demand times in the Village. This is a common predicament that directly conflicts with the Park-Once approach critical to efficient downtown parking management. Particularly with growing demand for evening-based activities and experiences among downtown patrons, providing convenient options for parking stays beyond one or two hours is critical.

Lack of Resident Permit Options to Deal with Spillover

A lack of residential permit parking regulations also limits the capacity of the Town to mitigate "spillover" impacts from large trip generators, such as the Paramount, on residential streets. Initiating such regulations is particularly difficult in New York State. As such, their absence in Huntington is not surprising, despite some acute conditions that could be significantly mitigated with an effective program.

Off-street Management

Municipalities can make the most efficient use of their parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces. A small number of cost-effective, strategically located parking facilities, rather than many small, inefficient, and scattered private lots not only reduces the amount of downtown real estate consumed by parking, it creates a more customer-friendly parking environment.

Figure 23 Underpriced Curbs Can Increase Village Congestion



Figure 24 Off-Street Assets Require Supportive Wayfinding



Park-Once Success

Huntington Village benefits from a high level of walkability and a vibrant commercial core offering a wide variety of retail, dining, entertainment, cultural, recreational, and services destinations. Few destinations are much more than a 5-minute walk from each other. By far, most of the parking in the Village allows long-term parking, public parking. In fact, most of it is directly controlled by the Town. Adding to this is a strong residential presence along the Village periphery, as well as a budding residential presence within its core. All of which points to a strong potential to reduce the need for drivers to park more than once during any trip to the Village.

On- and Off-Street Coordination

Town control of most off-street facilities allows a coordinated approach to managing Village parking resources. Many downtowns have used such control to ensure that parking rates create a rational market, with the most convenient spaces carrying the highest costs, and free or low-cost options for those who prioritize cost over convenience. There is a version of this in the Village today, though the pricing differential between the most- and least-popular parking options appears to be too small to have much impact.

Lack of Town Lot Branding

Town control also presents an opportunity to create a unified brand to help identify Town lots. This is particularly critical to increasing the appeal of parking off-street, especially at more remote locations. Knowing that the Solid Rock lot is a Town lot, and, as such, is maintained as long-term, public parking is essential to its capacity to provide parking relief during high-demand periods.

Figure 25 Few Drivers Park More Than Once While in the Village



Figure 26 No Branding of Town Assets



Uneven Walkability

A key component of a successful park-once district is excellent walkability. While Huntington Village is highly walkable in scale and development patterns, there remains significant potential to make walking between Village parking facilities and destinations more direct, safe, and appealing.

Figure 27 Poor Pedestrian Access at Newly Renovated Town Lot



Demand Reduction Resources

Downtown economies depend upon people, not cars, being able to access downtown. Cars are merely the means by which most people get downtown. In assuming that parking is the only means of downtown access, however, many cities have overlooked cost-effective strategies for expanding non-driving access. Several modal assets provide driving alternatives for accessing Village destinations. Further, the Town's Comprehensive Plan Update identifies several strategies for better employing these assets to this purpose.

Transit

Public transportation in the Village is provided by Suffolk County Transit (SCT) and Huntington Area Rapid Transit (HART). SCT provides bus service across Suffolk County and HART operates three fixed bus routes solely within the Town of Huntington. These bus services provide connections to Long Island Rail Road (LIRR) and Long Island Bus, which link the Town of Huntington to Nassau County and New York City.

Parking Shuttle

In 2010, the owners of the new Paramount Theater, as part of the approvals for its redevelopment, began operating a parking shuttle between a large Huntington Station parking lot and the Village. The shuttle runs during event evenings, from 5PM to 1AM. Shuttle rides are free of charge, and open to the public — although few people beyond those visiting the Paramount are likely to know about it, or its public availability. Because the route is fairly short, a single shuttle bus can run on headways (the time between arrivals at each stop) of 10 minutes or less.

Figure 28 Suffolk County Transit Bus



HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

Bicycle

Cycling's popularity as a mode of urban transportation is on the rise. The same Millennials, whose declining interest in driving and car ownership has gained significant media attention over the last few years, have also led the growing popularity of this mode. At the same time, the low cost of this mode generates often under-recognized and under-supported bike commuting demand among low-wage downtown employees.

Commuter Benefits

Input received from Village business owners indicates that only a small minority of employees are offered any kind of commuter benefit beyond free parking at work. This may be a significant missed opportunity in such a walkable, transit-accessible location.

Horizons 2020: Town of Huntington Comprehensive Plan Update

Horizons 2020: Town of Huntington Comprehensive Plan Update identifies several strategies that could help reduce downtown parking demand by increasing the use of non-driving modes.²

Figure 29 Latent Demand for Better Cycling Along New York Ave.



² Town of Huntington. "Horizons 2020: Town of Huntington Comprehensive Plan Update." http://www.huntingtonny.gov/permit_pics/818.pdf.

DEMAND MANAGEMENT BEST PRACTICES

On-Street Management

Focus on Performance and Customer Service

A small but growing number of cities, however, are beginning to embrace a management approach that stresses performance-based, variable pricing, as a promising alternative to the long-standing convention of combining fixed meter rates with time-limits. This approach can take many forms, but its central components consist of:

- Setting variable curb-parking rates based directly on demonstrated, geographic and temporal patterns of demand;
- Adjusting rates periodically to influence these demand patterns in pursuit of a specified curb-availability target (typically around 15%) on each block, at all times;
- Eliminating time-limits once consistent availability has been achieved — the goal of space-turnover is consistent availability, thus making time-limits redundant if availability can be achieved through price alone;
- Investing meter revenue in local improvements; including off-street parking, alternative transportation, and streetscape and sidewalk improvements/ maintenance.

Adopt Availability as Primary Performance Measure

The industry standards for “optimal” availability levels are 15% for on-street spaces, and about 10% for off-street. Both of these measures should be adopted as official parking-management targets by the Town. Maintaining consistent availability at these levels will address multiple issues identified above.

Figure 30 Management Target: On-Street Availability



Adopt Price as the Primary Tool for Meeting Performance Targets

Where availability is the primary management objective, pricing parking should follow suit as the primary tool for achieving and maintaining access to parking across the Study Area.

Invest in New Technology

New meter technologies, which are rapidly evolving and expanding their capabilities, can provide payment and pricing flexibility to ease the burden on base rates alone to achieve performance targets. Adjusting rates at multi-space pay stations is easier and costs less compared to adjusting conventional meters. Multi-space meters can also help ease the adjustment to new and variable parking rates by providing customers with a wide range of convenient payment options, including credit cards, smart cards, and cell phone payment.

Develop a Resident Permit Parking Program

Residential Permit Parking (RPP) is a common strategy used in cities in which residential neighborhoods are significantly impacted by parking demand from nearby non-residential trip generators — commercial centers, large entertainment venues, high-capacity transit stations, etc.. RPP programs prioritize parking along neighborhood streets for residents and their guests while restricting non-resident use of spaces.

Off-Street Management

Coordinate with On-Street Management

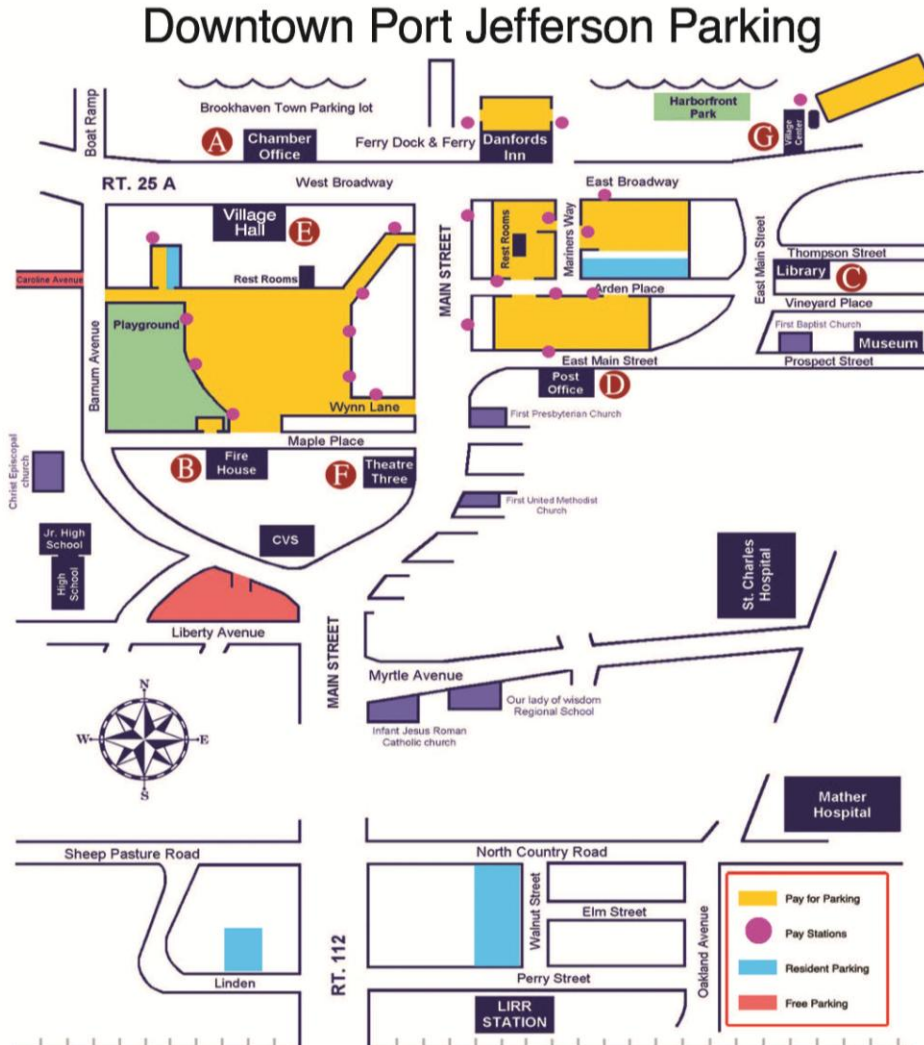
The price of on-street parking will have a significant impact on demand among off-street lots. One of the most important opportunities connected to performance-based pricing is to provide options for those who prioritize cost over convenience (cheap or free off-street locations) as well as those who don't mind paying for the most convenient parking options (consistently available on-street spaces). This is the key to redistributing demand across a wider inventory of spaces, and reducing congestion around the high-demand core.

Brand and Market Municipal Park-Once Options

Driving along the Village's secondary streets, it is often difficult to distinguish public facilities from private, accessory lots. Effective branding reinforces municipal provision of the parking facility for the express purpose of accommodating general parking needs, reassuring many drivers that their car will not be towed because they went to the wrong shop, or did no shopping at all. Further, effective branding can also help communicate that such facilities are "overseen"; reassuring drivers that they are leaving their cars in a valued and monitored municipal asset.

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

Figure 31 Park Once Map, Including Rates and Regulations



Village of Port Jefferson Parking Policy

While visiting, it is important that you follow parking rules to avoid being issued a parking violation.

Village Parking Lots

- \$.25 per half hour. (Village resident cars with current stickers park free.)
- Remember the number of your space.
- Deposit money at any pay station. Follow instructions on the pay station.
- Add time as needed at any pay station.
- Hours of enforcement on signs at pay stations.
- Save your receipt. Keep it with you, not in your car. It shows when your time expires. Show it to businesses offering tokens.
- Employees are encouraged to park in the Brookhaven Town Marina lot, CVS lot and on Caroline Avenue.

Enforced from 10am to 10pm *****Pay at any Pay Station*****	
Cash Instructions	Credit Card Instructions
1- Enter Space #	1- Enter Space #
2- Insert coins \$.25=30' Min.	2- Insert and remove credit card (Write down to the right Automatic 2 hours Minimum)
3- Press GREEN Button	3- Press fee buttons to add more time.
4- Keep receipt with you	4- Press Green Button
Instructions to add time	5- Keep Receipt
1. Press Green Button.	2. Enter ID # located bottom of your receipt.
3. Follow Display.	
.25C = 30 Minutes	Enforced 10AM-10PM

Free On-Street Parking

- On-street parking is free.
- Time limits shown on roadway signs.
- Time limits strictly enforced.



Demand-Reduction Strategies

Support Other Modes to Reduce Parking Demand/ Costs

No one goes downtown to park. Providing parking is simply a means of accommodating a particular mode of downtown access. Many parking districts invest a portion of parking revenues (and other fees, grants, and/or transportation funds, when available) to establish a full menu of transportation programs for the benefit of all downtown employees.

Transit benefits

Many leading programs include universal transit passes, which provide free transit passes for every employee and resident in a downtown.

Other Commuter Benefits

Metropolitan Planning Organizations and Transportation Management Associations are increasingly offering a suite of free commuter benefits to all employees in their areas, the most common of which include the following.

- Ridematching services - Technology is making it increasingly easy to match commuters by commute routes and schedules. Some use Facebook to connect riders. Many provide calculations of financial and CO₂ savings. To quote one software provider about the ease and speed of current programs: "A person can become a member, set up a ride and be viewing others wanting to rideshare in just minutes."³
- Transit information - Including routes, schedules, fares options, etc.
- Guaranteed Ride Home - A fixed number of free taxi rides home for non-driving commuters who need to leave work earlier or later than normal, and when their normal ride home options are unavailable.
- Individual Commute Planning Services - TMA staff work with individual commuters to arrive at best-best commute options to fit their cost/ time/ convenience priorities.
- Cost Calculators - Makes it easy to estimate the cost of various commute-mode options, based on home and work locations, and available modal options.

³ <http://www.nctr.usf.edu/programs/clearinghouse/ridematching-software/>

Bike- and Walk-Friendly Complete-Streets

A “complete” street is designed for safe, comfortable, and convenient movement both along and across the right-of-way by people of all ages and abilities, using multiple modes. Research has shown that more people walk, bike, and take transit when well-designed facilities are available, and this can result in an array of livability and other community benefits.

Figure 32 Make Main Streets Easy to Cross and Cycle



RECOMMENDATIONS

Historically, cities seeking to solve their "downtown parking problem" almost invariably try to increase supply. Unfortunately, simply increasing supply does not address what is nearly always the biggest parking problem in these areas — concentrated demand among a small set of on-street spaces that results in poor access to short-term, convenient parking near popular destinations. Expanding the supply of such spaces to any significant degree is rarely feasible.

As noted by several stakeholders, the customers of many Village businesses focus solely on on-street parking when choosing whether or not to stop in. If there is not a space for them, on the street and near the business, they keep going. Whether there are two or two hundred empty spaces off-street does not factor into it.

Adding new supply can only help these businesses if it manages to attract other drivers away from curb parking, creating more empty spaces on the street for their customers. All things being equal, however, almost all drivers will choose on-street parking over off-street. The only way for new off-street parking to provide all the benefits expected of it, therefore, is to complement it with effective on-street management to maintain availability among these first-option spaces.

Furthermore, if the Town were to expand off-street supplies, managing existing resources, including surface lots, to maximize their full potential will be essential for understanding how much new supply should be funded, and where it should be located. The following series of recommendations, therefore, prioritizes managing current parking resources as a first step toward a careful examination of supply-expansion needs and opportunities.

Figure 33 Manage Existing Supply Before Expanding It



ON-STREET MANAGEMENT

Focus on Performance and Customer Service

Create Tiered Parking Rates

Current on-street parking rates are generally too low. Creating a tiered-rate system can help spread on-street demand more evenly among Village streets and Town lots, freeing up spaces in the currently-congested core.

The idea of a tiered-rate system is to create a rational market for curb parking spaces by pricing space in the high-demand center higher, creating a mid-price zone around that, and offering free parking on perimeter blocks. Ideally, rates should be based on demand, and raised or lowered until demand and supply are in optimal balance. When this is achieved, drivers can simply choose where they wish to park, based on their own cost/convenience priorities.

The map below presents utilization patterns on a Saturday afternoon, which reveal a clear, core area of high demand and low availability for on-street parking; conditions that were evident, to varying degrees, during all surveys.

Figure 34 Increase Rates and Availability in the Village Core

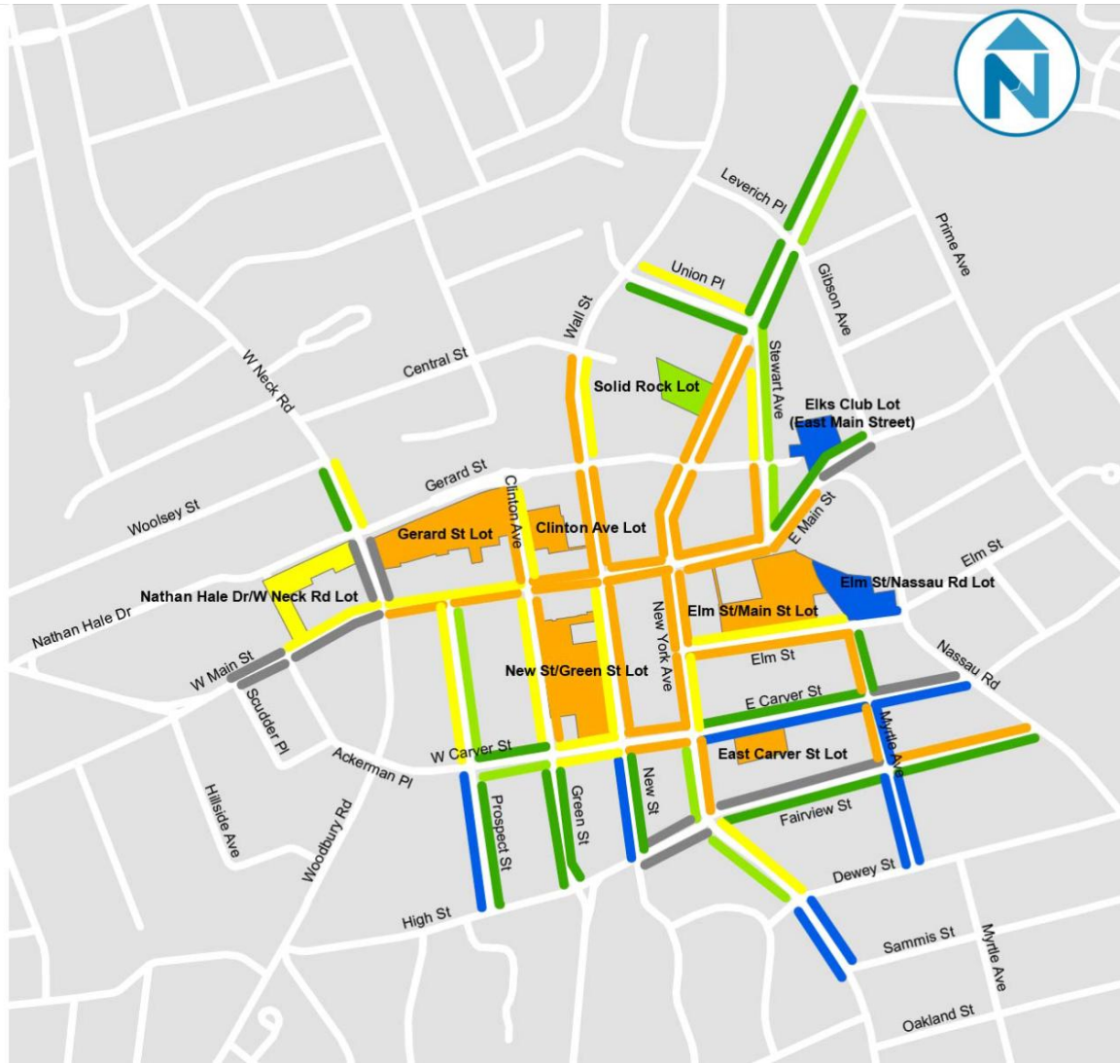


HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Figure 35 Parking Utilization on a Typical Saturday Afternoon

- On-Street Utilization**
- No Parking
 - 1% - 50%
 - 51% - 75%
 - 76% - 85%
 - 86% - 95%
 - 95% - 100%
 - Over 100%
- Parking Lot Utilization**
- 0% - 50%
 - 51% - 75%
 - 76% - 85%
 - 85% - 95%
 - 96% - 100%
 - Over 100%



0 250 500
 Feet

Data Sources: Town of Huntington

HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

The map below illustrates the recommended new pricing tiers.

Figure 36 Proposed On-Street Parking Pricing Changes

On-Street Pricing

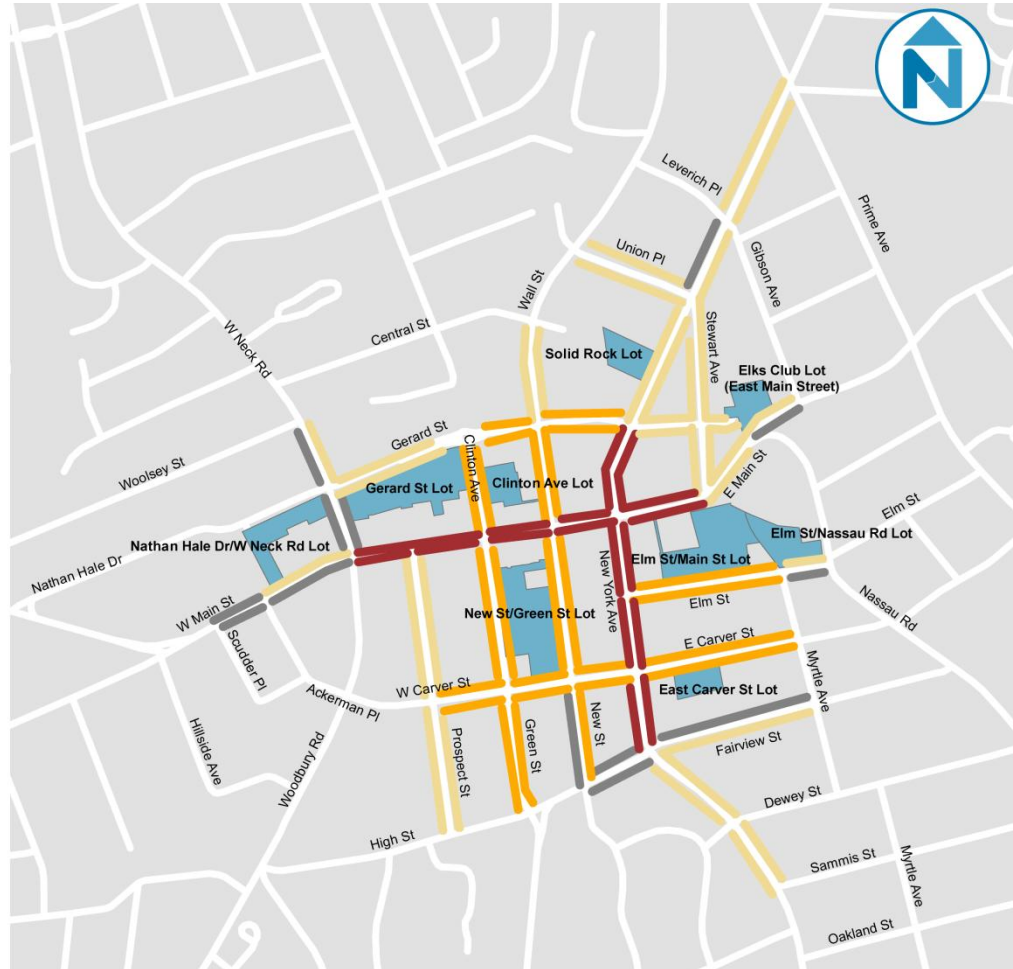
■ \$1.00

■ \$0.50

■ Free

■ No Parking

■ **Parking Lots**



0 250 500
Feet

Data Sources: Town of Huntington

Core blocks along New York Avenue and Main Street would be priced at \$1/ hour.

All other blocks within the area bounded by High Street, Prospect Street, Gerard Street, and Myrtle Avenue would be priced at \$0.50/ hour.

All other parking shown on the map would be free, but limited to two-hours of parking during periods when meter rates are in effect.

Stakeholder interviews indicate that merchants are supportive of increasing on-street meter rates where needed, so long as the pricing 1) creates availability on-street, and 2) incentivizes the use of off-street lots. The suggested rates are recommended as the first step toward bringing parking rates up, to be more commensurate with evident demand, and achieve both objectives. Bringing pricing and demand into better balance, however, will need to be an ongoing process requiring monitoring and the political will to continue to adjust rates when demand patterns warrant.

Adjust Rates to Attain/ Maintain Target Performance

Ideal utilization levels for on-street parking leave one or two spaces open on each block — just enough so that the empty spaces are apparent to drivers seeking a space. This equates roughly to about 85% utilization on most blocks. If the proposed tiered-rate system fails to consistently keep utilization at or below this approximate level, rates should be adjusted upwards. This can be done by creating time-of-day rates to target the high-demand periods in which availability is too low (middays or weekend evenings, most likely). If, by contrast, the proposed rates overshoot the target, and result in consistently low utilization rates (below 70%), rates should be adjust downward.

Monitoring of utilization patterns will be essential for this, to avoid making rate changes based on anecdotal evidence or popular complaint. It will also be important to not change rates too often, to allow the driving public to adjust to the change. Monthly, sample surveys of key blocks, at key times, and annual rates changes are typically sufficient for towns of this size.

Adjust Meter Schedules to Match Demand

Meters currently begin charging at 9 AM, although demand is modest until about midday. Conversely, meters are currently idled beginning at 6 PM, right when the increasingly-important dining peak begins to develop. Shifting the same, nine-hour schedule forward two hours (11 AM - 8 PM) on weekdays, and adding two extra evening hours on Fridays and Saturdays (11 AM - 10 PM) would provide several important, curb-performance benefits.

1. This would provide a significant period of free parking in the mornings, a time particularly attractive to seniors and others with schedule flexibility.
2. This would allow pricing to continue to incentivize turnover and create more on-street availability into the evening when several restaurants are at their busiest.
3. By more explicitly aligning meter schedules with demand patterns, this approach underscores the primary purpose of parking meters — to make it easier to access on-street spaces when they are most in demand.

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

Create a Village Parking Map

For tiered-pricing to be effective in influencing drivers' parking choices, those drivers will need to know where the most-expensive, least-expensive, and free parking options are. This awareness will not only improve the impact of the pricing strategy on availability, it can be a powerful tool for moderating parking-generated traffic. When all options are essentially priced the same, most drivers will head straight into the Village core, look for parking, and widen their search until they find an empty space. This brings all traffic into the core, regardless of where cars end up parked. Tiered pricing, and public awareness of where the cheapest options are located, will result in many drivers heading straight to more peripheral parking options.

See an example from Redwood City, CA below.⁴

Invest in New Meter Technology

Frequently, when drivers complain about pricing parking, it is not so much the direct cost that they object to as it is the hassle of having to pay in coins, having to guess how much time they need, and, finally, the fear of forgetting when the meter will expire. Invariably, the cost of getting a ticket for staying beyond the time purchased dwarfs the cost of paying for several hours of parking. Further, the experience of getting a ticket is one that many find extremely frustrating, even beyond the attached financial penalty.

Figure 37 Downtown Parking Map - Including Tiered-Rate Info



www.redwoodcity.org/bit/transportation/parking/pdf/DowntownParkingMap_rev3-22-13.pdf

⁴ For an East Coast example, see: <http://parkingsalem.com/wp-content/uploads/2012/05/General-Parking-Map5A.pdf>

Fortunately, most modern, "smart" meters offer high-tech features that can help avoid these problems, increase payment compliance, and reduce overall ticket volumes; making paying for parking much more customer-friendly.

"Smart" meters, whether multi-space kiosks, or single-space meters, provide several means by which these indirect "costs" can be avoided, so that parking rates can be even more effective in managing demand. Eliminating the need to carry coins, smart meters take credit cards and "smart" (pre-paid) cards, as well as currency. And, when connected to a smart-phone app, smart meters can actually send you an alert when your paid time is about to expire. In many cases, if adding more time is an option at that point, you can do so right from the phone app if a Pay by Phone system is in place.

The Town is currently exploring options for a multi-space meter purchase that would, regardless of vendor chosen, allow the Town to begin offering most of these conveniences to its meter customers. To maximize and extend the added convenience these meters will bring, we recommend that a Pay by Phone option is added as well, as a payment option for all paid parking in the Town.

Include a Pay by Phone Option

Paying for parking with a cell phone allows parkers to pay without cash or even having to bother with a credit card. This eliminates the need for coins, provides text message notifications when paid time is near expiration, and facilitates remote-payment to add more time. Additionally, depending on the Pay by Phone system in place, drivers can be credited for unused, paid time when they leave. A phone-based-payment option can be added to all metered spaces, regardless of what type of physical meter is in use; and can even be used where no physical meters are present.

Figure 38 Modern Meters Eliminate Need to Carry Change



Explore Options for Developing Residential Permit Parking

As noted by several residents during focus group meetings, Paramount Theater patrons and other night-time visitors frequently park on residential streets that offer convenient theater proximity, no time limits, and no charge. And surveys confirm that many such blocks are likely impacted on weekend evenings and when the theater is active. This is as much a quality of life issue as it is one of residential parking access, with several residents complaining about unruly event patrons creating noise, sanitation, and property damage issues.

Many stakeholders suggested that the key to addressing these issues is for the Town to build more off-street parking. This, however, assumes that the demand for parking on residential streets is created by a lack of off-street options. It is more likely that theater patrons find these spaces more convenient than available off-street options.

New off-street parking capacities, therefore, even if built near the theater, will be unlikely to sufficiently lure theater-goers away from these neighborhood streets. Without some kind of curbside-regulation strategy, the current issues are likely to remain, whether or not current off-street capacities are expanded.

Resident Permit Parking (RPP) is the best such strategy for dealing with the types of parking issues impacting these streets. Eliminating on-street parking altogether on these blocks would certainly block visitors from misusing these spaces. But it would unduly disadvantage homeowners on these streets that do rely on on-street parking. By contrast, RPP regulations, set to limit non-residential parking during late afternoon and evening hours, on key blocks, would provide more targeted relief to affected residents.

Figure 39 Downtown Parking Map - Including Tiered-Rate Info



Shift to Customer-Friendly Enforcement

The current under-pricing of curb parking in Huntington Village increases the importance of effectively enforcing time limits, something that few towns do well. Typically, efforts to improve enforcement mean increased ticketing, invariably to the frustration of businesses and their customers, alike. Enforcement is essential to the effective management of public resources; protecting those who play by the rules from those that would abuse them. Pricing and time limits cannot be effective if ineffective enforcement results in few payments and lots of daylong parking. However, a successful enforcement program should work with fewer tickets, because the parking system will engender fewer violations.

The proposed pricing strategy will help this situation primarily by relying more on price, and less on the threat of tickets, to create turnover and availability. The technology investments identified above will also help. To build upon these improvements, the Town should move toward restructuring its approach to fines and penalties to be more customer-friendly as well.

Introduce Incremental Fines

The on-street fine system should be restructured to provide higher penalties for repeat offenders. Stakeholder feedback suggests the current fine for parking violations is not a deterrent to illegal on-street parking, particularly if people perceive a low probability of getting a ticket. At the same time, the current proposal to double the fine level, and increase the intensity of ticketing violators was received with alarm. Trying to find the right balance between fines that are too low to be effective, and too high to not scare off customers, can be an impossible task.

A recommended alternative is to start with a "friendly-reminder" ticket (no fine), that includes detailed information on the purpose of the regulation involved, and establishing an escalating fine schedule for serial violations. This approach targets repeat offenders, while taking the sting out of innocent mistakes (and encouraging a first-time customer to return).

Figure 40 Marketing First-Time Forgiveness Tickets in Manitou Springs, CO

Parking Tickets

Manitou Springs appreciates its visitors and issues "1st Time Warning Tickets" for parking over the on-street time limit.

<http://manitousprings.org/parking-information/>

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

It is recommended that the Town adopt a similar approach, perhaps along the following lines, as a new, customer-friendly fine structure.

- The first ticket in any 12-month period is delivered in the form of a “courtesy” (no fine) ticket, that should contain information on the parking restriction violated, including its purpose;
- The second ticket should be a nominal charge; and
- Subsequent tickets should go up substantially.

Adjust Enforcement Schedules

Enforcement is time-consuming and labor intensive. To maximize the effectiveness of available resources, enforcement activities and schedules should be designed to work in tandem with updated parking regulations and signage. It will be important for enforcement hours to adjust to the recommended pricing schedule, and any future adjustments to this schedule as demand-based pricing continues to evolve. Further, varying the timing and patterns of enforcement activity throughout the day and week, and focusing activity at times and in places of high demand, will help prevent drivers from evading regulations and reducing availability.

OFF-STREET MANAGEMENT

Make Options Clear

Beyond identifying public parking locations in the Parking Map recommended above, there are several, low-cost options for raising the profile of the Town's existing off-street assets.

Invest in Improved Signage, Branding and Wayfinding

There is currently very little signage at existing Town lots. On-site signage is an opportunity, not only to mark parking opportunities, but to brand them and increase their market appeal. Branding Town parking facilities can be a low-cost means of communicating several things about existing off-street options, including:

- Certainty - Town-branded lots will ease towing fears among drivers unfamiliar with urban parking environments;
- Expected cost - currently all Town lots are free; and
- Allowed duration - there are currently no hourly time-limits in any of the Town lots.

Figure 41 Adding a bit of Branding and Information Can Improve Effectiveness if Signage



HUNTINGTON VILLAGE PARKING STUDY
Town of Huntington

Exceptionally well-done signage-based branding can significantly improve the appeal of off-street parking options, as has been demonstrated in Port Jefferson.

Figure 42 Municipal Branding and Landscaping Elevate Parking in Port Jefferson



Recommended Signage, Branding and Wayfinding Steps

- Identify off-street locations as free, unrestricted, Municipal-grade parking options on attractive, on-site signs, as well as on websites (and social media pages) for the Town, the BID, the Chamber, key downtown businesses, and downtown advocacy organizations.
- Coordinate signage and wayfinding to shift some parking traffic off of Village-core blocks of Main Street and New York Avenue.
- Complement rebranding with on-site enhancements, such as:
 - Clear, distinctive, consistent markings/appearance at Town lots (a marking that can quickly communicate "public, no cost, long-term parking" to drivers);
 - Consistent surface, striping, lighting, pedestrian facilities, and maintenance qualities; and
 - Information kiosks to promote nearby destinations and reinforce that the objective of Town parking investments is to promote the downtown economy.

Figure 43 Branding/ Wayfinding Kiosk Adjacent to Public Garage



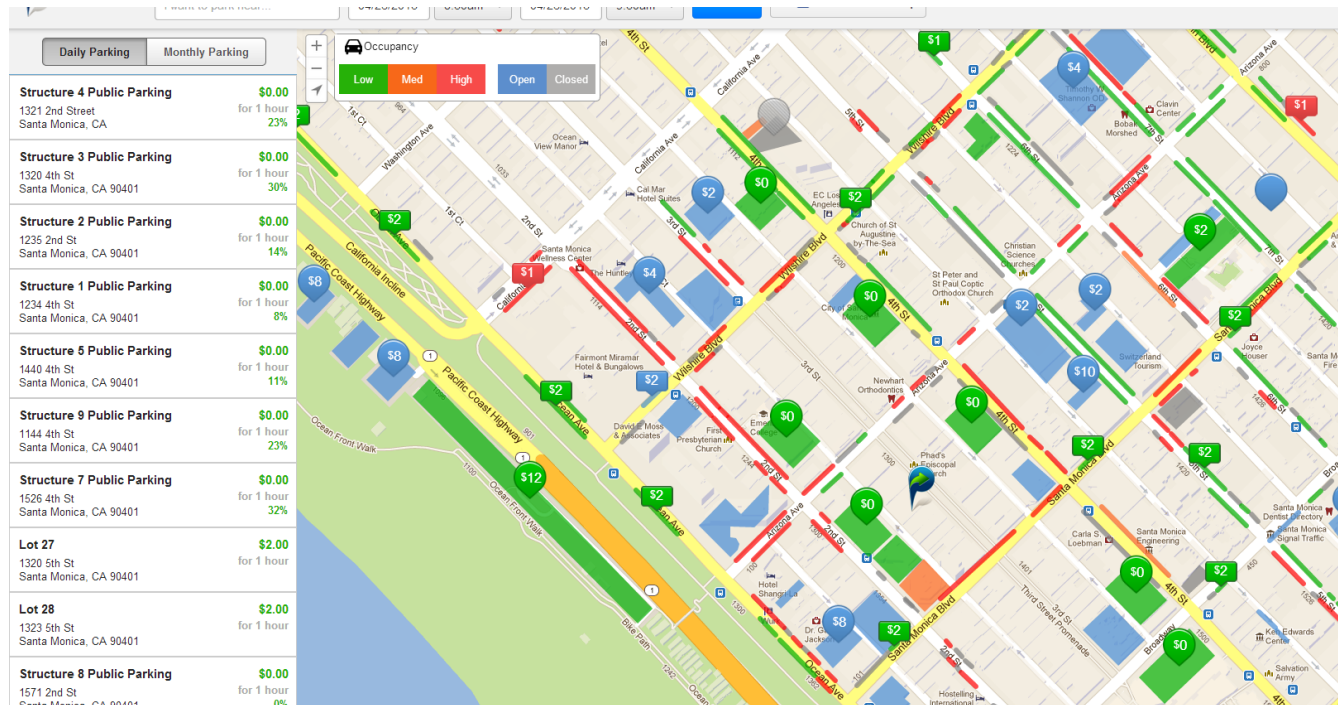
HUNTINGTON VILLAGE PARKING STUDY Town of Huntington

Consider Making the Village Parking Map Dynamic

Real-time availability maps are becoming easier and cheaper to implement, while going a long way toward giving drivers confidence in parking availability before making downtown trips. These websites also help increase drivers' familiarity with demand/ availability patterns, so they know where to look when things are busy even without checking the map.

The example below is from Santa Monica, CA, one of the earliest models of effective, park-once management of public, downtown parking facilities.

Figure 44 Santa Monica's Dynamic Parking Map Helps Drivers Save Time Finding Parking



<http://www.downtownsm.com/parking-map>

Develop Pricing Strategies as Demand Warrants

Current utilization patterns warrant pricing off-street parking, based on the same strategic, performance-focused management approach outlined above, for on-street parking. Facilities that consistently lack availability during peak times should be priced to incentivize use of less popular options (particularly among area commuters, who are typically the most price sensitive parkers in any downtown). Many of the recommendations below may help reduce overall parking demand, and off-street demand in particular. This may buy some time for Huntington Village to get used to higher on-street parking rates, and more familiar with the availability benefits that they can provide, before implementing pricing strategies off-street.

Improve Walking to Support Park-Once

Very little off-street parking in the Village restricts where drivers may go without moving their cars. Input from stakeholders confirms that parking just once while in the Village is the norm. Preferences for core, on-street parking, however, can be intensified if drivers find walking environments between more-remote parking options and their destinations uncomfortable, unsafe, or simply unappealing.

Automate Pedestrian Crossing Signals

There is no upside to maintaining push-actuated pedestrian signals within a vibrant, walkable downtown. Automated signals, by contrast offer several upsides to encouraging more walking, starting with consistent and predictable WALK signals. Having WALK signs displayed as long and frequently as possible by automating these signals costs next to nothing, and can encourage more exploration of the Village among those who have found a parking space.

Figure 45 Exemplary Pedestrian Facility



Figure 46 Street Crossing by Request Only



Extend Pedestrian Networks To and Through Off-Street Facilities

Quality sidewalks can extend the enjoyable Village walking experience to parking facilities, decreasing resistance to their use. By contrast, walking environments that are uncomfortable, unsafe, or that lack direct connections to retail environments can increase drivers' reluctance to utilize these options and increase tendencies to focus on on-street options. The New Street and Gerard Street lots provide a useful contrast to illustrate this. While neither facility provide much in the way of comfortable internal circulation for pedestrians, the New Street lot benefits from quality, well-used Village sidewalks that extend all the way to its entrances, something notably lacking at the Gerard Street lot.

Create/ Reveal Pedestrian Cut-Throughs

"Hidden" pathways, such as the arcade cut-through in the business supply store on West Main Street, and a similar alley along New York Avenue, serve as direct pedestrian pathways between parking and retail environments. These save pedestrians from having to circumnavigate the often-long Village blocks. Formalizing and promoting these pathways as safe "cut-throughs" will help make more parking options feel and function like prime parking. At a minimum, such cut-throughs should be highlighted in the Village Parking Map.

Complete Existing Pedestrian Networks

Ensure that:

- Sidewalk networks are complete, accessible, and appealing;
- Street crossings are short, safe, and comfortable;
- Auto traffic is strategically "calmed"; and
- Walking becomes an inseparable, and positive, part of the Village "experience".

Figure 47 Maximizing Lot Capacity Can Squeeze Out Pedestrian Space



Figure 48 Cut-Through to New Street Lot



Explore Valet Strategies

Setting aside a few on-street spaces during high-peak periods (Friday nights, Saturdays, events, etc.) could greatly expand the capacity of these high-convenience spaces, and make the parking experience much more pleasant for many visitors. For every bargain hunter who will park a few blocks away to avoid meters, there are usually at least as many convenience-driven motorists who will gladly pay a few dollars to minimize the time and effort spent parking.

Pilot efforts should explore options for implementing this strategy along New Street, which offers a high level of convenience, while also being slightly off the Village's two main thoroughfares.

Explore Loading Zone Strategies

Curbside loading zones can absorb valuable on-street parking capacities, especially when they restrict parking during the midday peak or all day. At the same time, businesses rely upon being able to receive deliveries of goods and services; and businesses without an off-street loading area are dependent upon curbside loading. To find the right balance between these competing curbside uses, loading zones should be, to the extent possible, spatially minimized on prime retail blocks, and temporally minimized during prime retail hours.

One option for accomplishing this, while still maintaining viable access for curbside loading, is described below.

- Reserve entire blocks on prime retail streets for loading/ unloading during early morning hours (perhaps, 6 AM – 9 AM). The ease of curb access during these early-morning periods should provide a strong incentive to schedule as many deliveries as possible at these times.
- Shift loading zones to side streets after 9 AM. These streets offer viable, though less convenient, loading access to most businesses, while allowing expanded customer access to more convenient curb spaces.

Figure 49 Unmanaged Midday Loading Can Create Conflicts



Explore Management District Approach

Explore options for, and implications of, creating a Parking Management District. Primary opportunities worth pursuing with this approach include. This would establish a formal, proactive stakeholder organization for managing public parking in the Village. Further, if combined with taxing/ assessment authority, this would provide funding options for investments in management- and supply-based parking solutions. Such a district has been established in Riverhead to help fund and coordinate the management of off-street parking facilities in its downtown.

OFF-STREET CAPACITY

Formalize Shared Parking Arrangements

There are potential downsides to formalizing current shared parking arrangements. However, ensuring that all parties involved are satisfied with these arrangements can help stabilize them, and reduce worries about what will happen if someone decides to start towing. The Town, or a vested third party, should explore strategic opportunities to formally establish some of the existing shared parking arrangements, and to create new ones.

Off-Peak Sharing

In particular, there may be lot owners who are open to extending off-hour access to specific Village employers whose employees need safe, convenient, evening parking options. Reaching out to lot owners to assess their specific concerns, as well as opportunities for limited/ targeted sharing, may yield increased cooperation during evening hours and weekends.

Occasional Sharing

Explore opportunities to share larger, more remote lots during events or holiday shopping seasons. These lots, such as the St. Patrick's School lot, can offer significant, temporary, supply expansion during times of very high demand. During these times, more drivers are accustomed to parking further from their destinations, whether downtown or at the mall. Further, limited and controlled sharing arrangements are likely to be more appealing to lot owners who may be reluctant to open up their facilities more indiscriminately.

Explore Private Lot Acquisition/ Lease Opportunities

The Town, or the BID or the Chamber, should continue to pursue purchase of lease options for vacant lots on idle property. The A.G. Edwards building, specifically, offers an ideal location and a significant, well-maintained supply of spaces that are rarely, if ever, used today. If an outright acquisition of this property proves infeasible, perhaps a lease option of just the lot would be viewed more favorably by its owner.

Explore Joint-Development Structured-Parking Opportunities

There are several reasons to be cautious about building a new public garage to improve parking conditions in the Village. First and foremost is the potential cost. With little to no demonstrated market for paid parking in the Village (the most anyone pays today is \$0.25 per hour), it must be assumed that user fees would cover only a fraction of the garage's construction cost. And, at \$20,000 or more per space, that cost will be significant.

Most of the garage's cost would, therefore, have to be covered by a combination of Village businesses (through the BID or Chamber, most likely, or creation of a special taxing district) and/ or the Town taxpayers. Other reasons to avoid a rush to construction include the following.

- Opportunity Costs - Any potential site for a new garage is either too remote to be worth building on, or located on land for which there is, or will soon be, high demand for more active, valuable uses.
- Urban Design - Rushing anything tends to sacrifice quality, and building a poorly designed parking garage in the heart of the Village is likely to do more harm than good to nearby businesses.
- Lost mixed-use opportunities - Rushing into garage construction will increase the likelihood that the result will be a stand-alone (parking only) facility. In such a location, this is a form of poor urban design that tends to create "dead space" on the ground; a hole in the center of the Village's walkability. A mixed-use facility, by contrast, offers opportunities to share construction costs with a private partner, place active uses along the building perimeter, and create tax/ revenue opportunities for the Town.
- Divided popular support - During stakeholder meetings, strong, vocal support for building garage was met by sometimes equally strong and vocal opposition. Some opponents concerns were based on the potential height and massing of such as structure to "change the character" of the Village; make it more "like Queens". Some concerns were based on the traffic and congestion impacts of a large structure on Village streets and sidewalks.

It is unlikely that any potential garage investment will win over many of those currently opposed to a garage without a minimized public subsidy, good design, and the inclusion of attractive commercial destinations along the ground-floor. Creating an opportunity for all of these at any of the three candidate lots in the Village will take time and consideration, and most likely identifying a private-public investment partner.

Figure 50 Rendering of Potential Elm Street Facility



Image Source: Huntington Business Improvement District

EXPAND MULTIMODAL ACCESS

No one goes to Huntington Village to park. Providing parking is simply a means of accommodating a particular mode of accessing the area, its goods and services. Although they account for only a fraction of Village trips, there are many non-driving options for getting into and out from the Village. And each time one of these modes is used in lieu of driving, that represents one more parking space available for someone who does drive.

Some of the key multimodal assets serving Huntington Village, and offering potential untapped capacity to reduce parking demand, are:

Commuter Rail - Including the master planning efforts at Huntington Station, which will bring more land uses and increase the employment and residential population of this area, located less than two miles from the Village core, as well as to the commercial areas in between, along New York Avenue.

Bus Transit - Public transportation in the Village is provided by Suffolk County Transit (SCT) and Huntington Area Rapid Transit (HART). SCT provides bus service across Suffolk County and HART operates three fixed bus routes solely within the Town of Huntington. These bus services provide connections to Long Island Rail Road (LIRR) and Long Island Bus, which link the Town of Huntington to Nassau County and New York City.

Parking Shuttles - The Paramount's parking shuttles, though running on a limited, event-based schedule, provides fast, free transit connections between the Huntington Station area, and its vast parking resources, and the Village core.

Walking and Cycling - The population living within walking and cycling distance of the Village is expanding, particularly with the growing demand for housing within the Village itself. Ensuring that pedestrian and bicycle networks connect the Village core to these areas can help increase the use of these modes for Village trips, and expand the positive impact of Village proximity on area housing values (and further increasing this housing's appeal among those, in particular, who desire a home within walking distance to shops, services, and dining).

Expand and Promote the Paramount Shuttle

This shuttle, which is up and running, offering free connections between the Huntington Station area and the Village core, with ideal service frequencies, offers significant potential to reduce everyday employee parking demand and peak-hour customer parking demand. Getting people out of their cars so near their destination is always a challenge, but offering free, frequent service in an attractive, comfortable vehicle will help reduce some of the biggest, typical success barriers for this demand-reduction strategy.

At a minimum, the following should be explored as means of expanding the impact of this existing resource.

- Contribute funding to expand the schedule - At \$600 per night for the tourist-friendly trolley vehicle currently in use, finding additional funding to expand and formalize a three-night (Thursday - Saturday) schedule should be relatively painless. This will be

HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

critical to getting employees to use this service when it is available, removing the need to be familiar with the Paramount schedule to know if the buses are operating.

- Provide low-cost, co-beneficial incentives for shuttle rides. Distributing raffle tickets to shuttle riders for weekly drawings and a chance to win a \$50 gift certificate/ card from a Village business may help encourage ridership. In particular, this may be an effective incentive for many Village employees, as they would be in a position to accumulate several tickets each week, increasing their odds, particularly at current ridership levels.
- Coordinate shuttle schedules with evening-employee schedules. One of the potential incentives to use a shuttle bus is that it provides a built-in escort for employees returning to their cars at the end of their shifts.
- Market the area, not just the shuttle. Marketing the shuttle should not be done in isolation, but rather as an element of a larger marketing strategy for the Village. Advertising should focus on identifying the Village as a vibrant retail, dining, and entertainment multi-venue district; and that the shuttle is a great, hassle-free, and free, way to get there. Adding banners for co-funding businesses to the trolleys is one way to do this. Adding trolley information, and trolley image, to general marketing materials and Village business websites is another.

Complete NY Avenue

Figure 51 Latent Cycling Demand is Apparent Along New York Avenue



HUNTINGTON VILLAGE PARKING STUDY

Town of Huntington

New York Avenue is the primary street connecting Huntington Station and Huntington Village. Huntington Station, and the areas along New York Avenue, en route to the Village, are being master-planned for downtown development uses. This presents an important opportunity to ensure, with the help of New York State's Complete Streets Act of 2011, that New York Avenue is similarly transformed into an urban boulevard that accommodates higher volumes of walking, cycling, and transit activity between these two areas.

This will not only better connect Village businesses to the station, it will help make the new developments more attractive to those who want to live and work within walking, cycling, and transit access of shopping, dining, and entertainment. Such populations are less likely to bring their cars when they travel to the Village, freeing up spaces for other patrons.

Furthermore, these connections will make the Village a more attractive and accessible destination to those who travel by train to the new Huntington Station, and make it more likely that they will make the trip, despite not having a car. It may not be that long, in fact, before a bike-share operation between the two areas becomes feasible, allowing residents, commuters, and visitors, to pedal between the two areas with ease.

Invest in Quality Bike Parking

Providing prominent and secure bicycle parking in the Village center helps promote bicycle use. Strategically-placed, short- and long-term bike parking can increase bike use among Village customers and commuters alike. This is relatively inexpensive infrastructure that can help stave off the need to build much more expensive auto parking spaces. Suggested locations to consider include:

- Town lots - Including striped out spaces in large, central lots like New Street;
- On-street - Particularly where a conversion to multi-space meters creates an opportunity to convert disused meter poles into bike racks, as has been done in several cities; and
- Any future parking garage.

Explore Universal Transit Pass Options

Many leading downtown parking-demand programs include free, "universal" transit passes for downtown employees. The annual passes are purchased at a deeply discounted bulk rate from the transit operators by a third party (parking authority, BID, or Chamber). For many transit operators, universal transit passes provide a stable source of income, while helping them meet their ridership goals. They can offer steep discounts, knowing that most passes will not be used.

However, for employees, having a free, transit pass, in hand, puts transit on equal footing (or better) with driving in terms of direct, out-of-pocket costs.

Develop a Partnership with MetroPool/ 511Rideshare

With free parking a widely available option, getting Village employees to take transit, walk, carpool, or ride a bike to work is a challenge. However, the cost of owning and operating private vehicles is leading many low-way and service employees to nonetheless seek non-driving commutes, if they can be made simple and cost-effective. Fortunately, there are several non-profit organizations that have been incredibly successful at directing these commuters toward carpools, vanpools, and other modes that reduce downtown commuter parking.

MetroPool, a regional commuter services program, provides assistance to employers, commuters, and travelers in the greater New York metro area, including comprehensive information on a long list of commuter benefits available to Huntington commuters. This organization would be able to provide details on specific programs and incentives that would be applicable to Village businesses that they can pass onto their employees. Establishing a relationship with MetroPool as a resource for employers in the Village should be an immediate priority, and a long-term strategy for encouraging multimodal commuting in the Village.

Figure 52 511NY.org/rideshare

The image shows a screenshot of the 511NY.org/rideshare website. On the left is a 'Ridematch' form with fields for 'Email:', 'Start Point:', and 'End Point:', a 'Show Matches' button, and two buttons: 'Already Registered? Log in here.' and 'Register Here. It's Free!'. The main content area features a photograph of five people standing in front of a white van. Below the photo is the heading 'Vanpool' and a text block: 'Vanpoolers can shave time off their commutes by using carpool (high-occupancy vehicle) lanes and lower the stress and toll expense of driving alone. [Learn more about vanpooling.](#) [More about Guaranteed Ride](#)'. At the bottom of this section are links: 'More for Commuters and Travelers | Calculate Your Commute Costs'. On the right side of the page is a vertical navigation bar with icons for carpooling, vanpooling, transit, and other transportation modes.

IMPLEMENTATION ACTION PLAN

Following is an overview of strategic implementation and timing options for the recommendations described above.

UNDERWAY

Actions have already been taken that can be used to help implement the following recommendations:

Invest in New Meter Technology*

The Town is in the process of reviewing bids for new, multispace parking meters that will provide the payment flexibility and other benefits recommended above.

Shift to Customer-Friendly Enforcement/ Introduce Incremental Fines*

The Town is exploring options for implementing this recommendation as it revises its current fine structure.

Explore Private Lot Acquisition/ Lease Opportunities

The Town and others have been pursuing private lot acquisition and leasing opportunities for some time. The findings and recommendations of this study have underscored the significant benefits of achieving a potential solution, resulting in a renewed commitment to this pursuit.

Create a Village Parking Map*

The Huntington Village Passport website provides a parking map marking public parking options throughout the Village, complemented by an information page that identifies this parking as "unlimited time, free parking". This is a great base upon which to build the recommended map. One of the key, next steps, once this map is updated with on-street pricing and Huntington Station shuttle information, is to promote it on all prominent Village-connected websites, including local merchant websites, followed by creating a mobile-phone app.

Develop a Partnership with MetroPool/ 511Rideshare

The recent presentation to Huntington Chamber is a great first step. The process of educating local business owners on the benefits offered by this group, and their relevance to their employees should be an ongoing campaign for the Chamber and the BID. Many business owners

* Actions denoted with * indicate that they can be packaged together as a suite of actions to promote a new, improved Village parking experience.

assume their employees share their own travel preferences and options, and are surprised to learn that many are actually looking for alternatives to drive-alone commuting. A good next-level step to take in this partnership might be developing a commute-preference/commute-opportunity survey among Village employees. Results could help MetroPool/ 511Rideshare develop custom commute strategies that could help reduce long-term parking demand in the Village.

IMMEDIATE STEPS

These recommendations combine a high level of importance/ potential benefit with modest implementation barriers.

Create Tiered Parking Rates*

This should be rolled out with the implementation of the new meter, and several other recommendations that can be packaged and promoted as providing a new, improved Village parking experience (these are marked with an asterisk). While no one loves paying more for something, packaging this with "first-time forgiveness" tickets and pay-by-phone can help underscore that the primary objective of the new rates is improved curbside availability and convenience, not revenue.

Adjust Meter Schedules to Match Demand*

Shifting meter schedules toward evenings and away from mornings will better match pricing to demand patterns as food, drink, and entertainment venues expand their influence on the Village economy. One of the key aspects of this recommendation to promote when rolling out changes is the expanded, morning periods of free parking which should appeal particularly to those with flexible schedules and fixed incomes (a constituency that often feels unfairly impacted by demand-based parking rates).

Include a Pay-by-Phone Option*

This tends to quickly become a very popular payment option with very minimal implementation challenges. Experience shows that offering convenient payment options can be very effective in offsetting resistance to modest parking rate increases. This should be explored as soon as a meter vendor is selected, if not before.

Explore Joint-Development Structured-Parking Opportunities

This has been explored at various times by various parties. The Town should develop and take ownership of the vision for such a development, based on the objectives outlined above, and lead in the pursuit of exploring viable options for making it happen, including generating community buy-in.

Expand and Promote the Paramount Shuttle*

The potential marketing and demand-management benefit of a cooperatively funded and managed shuttle is too high to not pursue this option immediately. A great first step would be to explore how the service can be made more attractive to evening employees working in the Village. This shuttle and its new, fixed schedule should be promoted on the parking map, noted above. Incremental steps to simply get more people on these buses will help attract riders, as people tend to follow crowds, and distrust transit services that "no one rides".

NEXT STEPS

These recommendations should also be viewed as high-priority actions, but will take more time to realize.

Explore Options for Developing Residential Permit Parking

The development and administration of an RPP program will be challenging, but resident passion for solutions should be leveraged to move this forward through the political process.

Adjust Enforcement Schedules

Long after meter schedules are shifted to include evening hours, drivers will realize that they can refuse to pay with impunity if enforcement schedules continue to wind down in the late afternoon. Challenges to shifting enforcement hours, however, should not keep the Town from shifting meter schedules as soon as the new pricing and meters are implemented.

Signage, Branding and Wayfinding*

To the extent possible, this should be developed as part of the rollout of the other "package" recommendations (marked with an asterisk). Developing effective signage, branding, and wayfinding, however, takes time. Immediate steps might include modest branding efforts, on-site signs at lot entrances, combined with the new map which should help wayfinding.

Improve Walking to Support Park-Once

This was not a pedestrian-circulation study, so many of the specific recommendations made above will likely need further thought/ study. The first, and easiest, step that should be made, however, is simply recognizing that good walking conditions are critical to providing customer-friendly parking options.

Create/ Reveal Pedestrian Cut-Throughs

An immediate step for this will be including these cut-throughs on the Village Parking Map, highlighting these direct, convenient connections between off-street lots and New York Avenue/ Main Street. Other improvements, such as beautification, lighting, and street furniture will take more time.

LONG-TERM PRIORITIES

The key steps to take with the following recommendations will be to keep returning to them after the initial implementation push subsides. The importance of many of these will, in fact, not emerge until initial steps are taken on the above recommendations.

- Adjust Rates to Attain/ Maintain Target Performance
- Automate Pedestrian Crossing Signals
- Extend Pedestrian Networks To and Through Off-Street Facilities
- Explore Valet Strategies
- Explore Loading Zone Strategies
- Formalize Shared Parking Arrangements
- Invest in Quality Bike Parking
- Complete Existing Pedestrian Networks
- Explore Universal Transit Pass Options

NEEDS FURTHER STUDY/ DISCUSSION

These recommendations take more time and study to implement, and likely will require the development of strategic visions and/ or partnerships.

- Consider Making the Village Parking Map Dynamic
- Complete NY Avenue

APPENDIX A

Task Memo: Existing Conditions



MEMORANDUM

To: Huntington Village Parking Consortium Group
From: Tom Brown
Date: April 24, 2013
Subject: Task 1 Findings Summary Memo

EXISTING CONDITIONS SUMMARY

Following is a summary of existing parking conditions documented and assessed as the first task of the Huntington Village Parking Study. This summary is the product of a series of peak-hour supply-and-demand field surveys, as well as an extensive public outreach effort that included a series of stakeholder focus groups and a web-based public survey.

FIELD SURVEYS SUMMARY

Supply

Figure 1 provides a visual summary of the on- and off-street parking supply analyzed for the study. Essentially, this represents the public parking supply in the Village — spaces that can be used by anyone, regardless of their destination. Well-dispersed throughout the Village's commercial core, these spaces are well-positioned to support a park-once environment and reduce the need to drive between, and provide parking at, each destination.

Figure 1 Surveved Parking Facilities



Huntington Village has over 2,200 public parking spaces. Of these, 42% are on-street and 58% are off-street. A breakdown of spaces is provided in Figure 2.

Figure 2 Public Parking Supply in Huntington Village

Type	Free	Metered and Time Limited	Total
On-Street	559	369	928
Off-Street	1,289	0	1,289
Total	1,848	369	2,217

On-Street Parking: Of the on-street spaces, roughly 40% are managed through pricing (meters) and time limits. Meters and time limits are in effect from 9 AM to 6 PM, Monday through Saturday. The remaining spaces are all unregulated — anyone may park there, for any length of time, free of charge.

Off-Street Parking: All public off-street lot spaces are free of charge with no time limits. There are nine lots, ranging from 25 spaces to 275 spaces.

Utilization

Utilization surveys were conducted during three time periods that commonly experience levels of overall demand that represents peaks within a typical week.

- Weekday Midday - Two surveys in October
- Friday Night - Two surveys on the night of a sold-out show at the Paramount
- Saturday - Multiple surveys completed on a Saturday in late March

Land usage, regulation, pricing, and convenience can drastically impact how even adjacent parking assets are utilized. By compiling parking utilization comprehensively, and then mapping the results, it becomes easier to identify patterns of high or low usage, assess the impact of regulations, and comprehensively present and assess how much of the parking supply is utilized throughout the day. Focusing, thusly, on the collective supply and cumulative demand across many facilities, these utilization surveys capture the inherent shared-parking efficiencies of a park-once environment.

By contrast, assessing demand through formula-based projections calculated for each land use in isolation, can dramatically overestimate parking demand. Such over-projections have resulted in significant over-investments in off-street parking in many downtowns, with little to show for them aside from under-used garages.

Figure 3 presents a comparison of overall utilization levels observed during these various time periods and within on- and off-street supplies.

Figure 3 Public Parking Utilization in Huntington Village

Type	Weekday Midday	Friday Night	Saturday Midday	Saturday Night
On-Street	65%	83%	73%	71%
Metered	75%	103%	88%	92%
Non-metered	59%	69%	66%	61%
Off-Street	80%	88%	88%	89%

Overall, the Village public parking supply is well-utilized during all periods. Based on these broad utilization measures, a few patterns worth noting are evident.

- Metered parking spaces are much better utilized than are free parking spaces, and when those spaces become free (evenings) popular preference for these spaces becomes even clearer.
- Off-street parking is well-utilized in all periods, supporting the above observation that most lots are conveniently located to support local access needs.
- Friday night parking during events is at capacity; the only spaces that remain available are at least two blocks from the event venue.
- During the busiest mid-day periods, on-street capacity remains on residential side streets.

Understanding how downtown parking is managed requires being able to describe how parking facilities and on-street parking interact with each other throughout the course of a day. A chart of

utilization rates for one specific location is valuable, but seeing how that location behaves among others located nearby can reveal patterns and trends not evident in numbers alone. The lot which is completely full may be right around the corner from another lot that has plenty of availability at that same time.

Using the utilization data, the consultant team developed a series of maps based on the parking inventory map above. Colors represent the percentage of spaces utilized at each location based on notable breaks used to evaluate the adequacy of a parking facility:

- “Cool” blue refers to 0 - 50% utilization, a point at which parking is considered underutilized
- “Active” greens (dark and light) refer to 51 - 85% utilization, which indicates that parking is used, but capacity remains available
- “Warning” yellow refers to 86 - 95% utilization, which indicates that parking demand is at or approaching capacity
- “Critical” orange and red denotes parking at or beyond the marked capacity

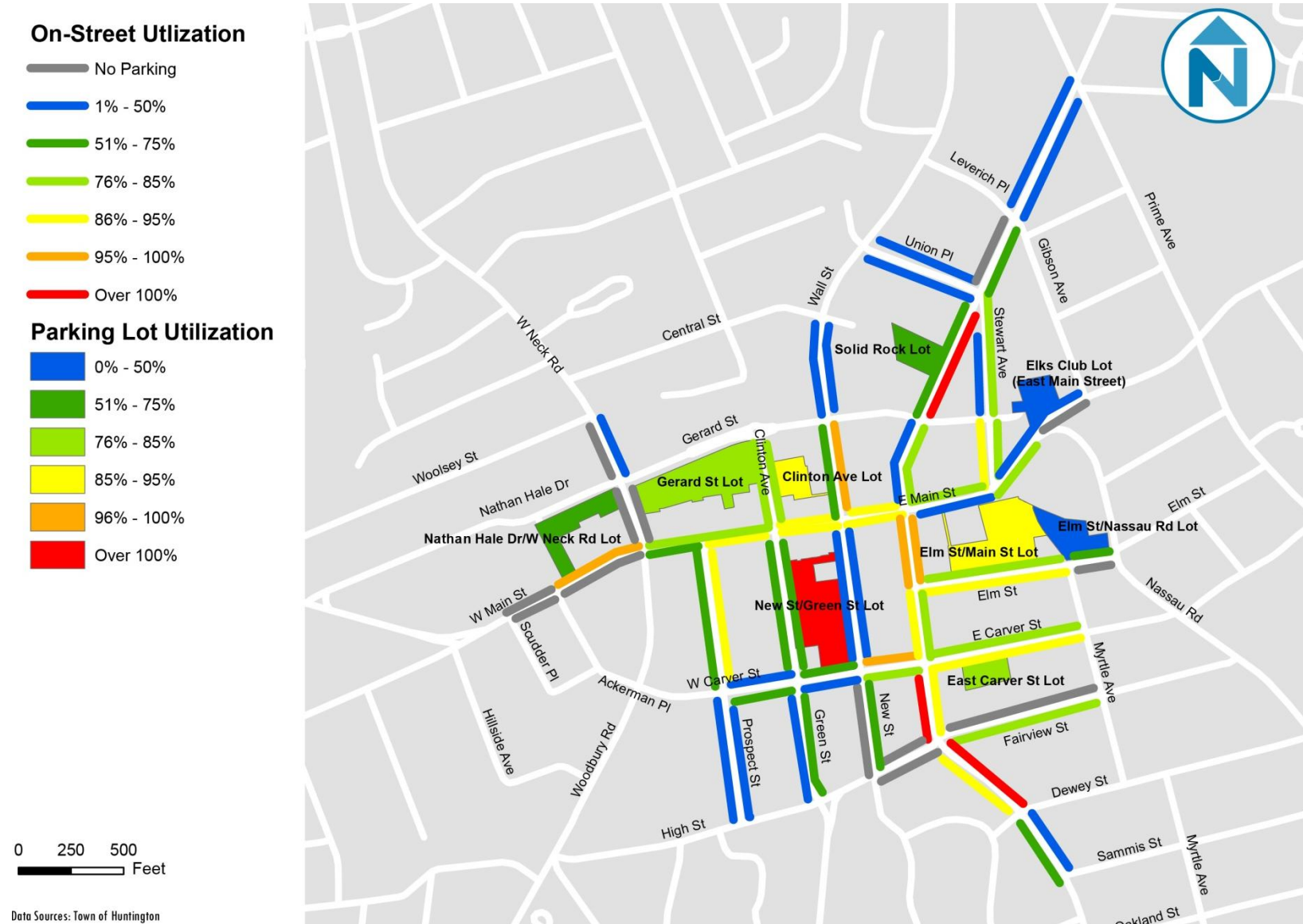
Weekday Mid-Day

This is a very common and consistent peak-demand period within a typical week, as established, commuter demand begins to compete with short-term retail and service demand, which tends to peak around the lunch hour on weekdays. The maps on the following pages present findings from utilization surveys conducted during weekday midday periods.¹

¹ Block-based supply and utilization data is provided as an appendix to this report.

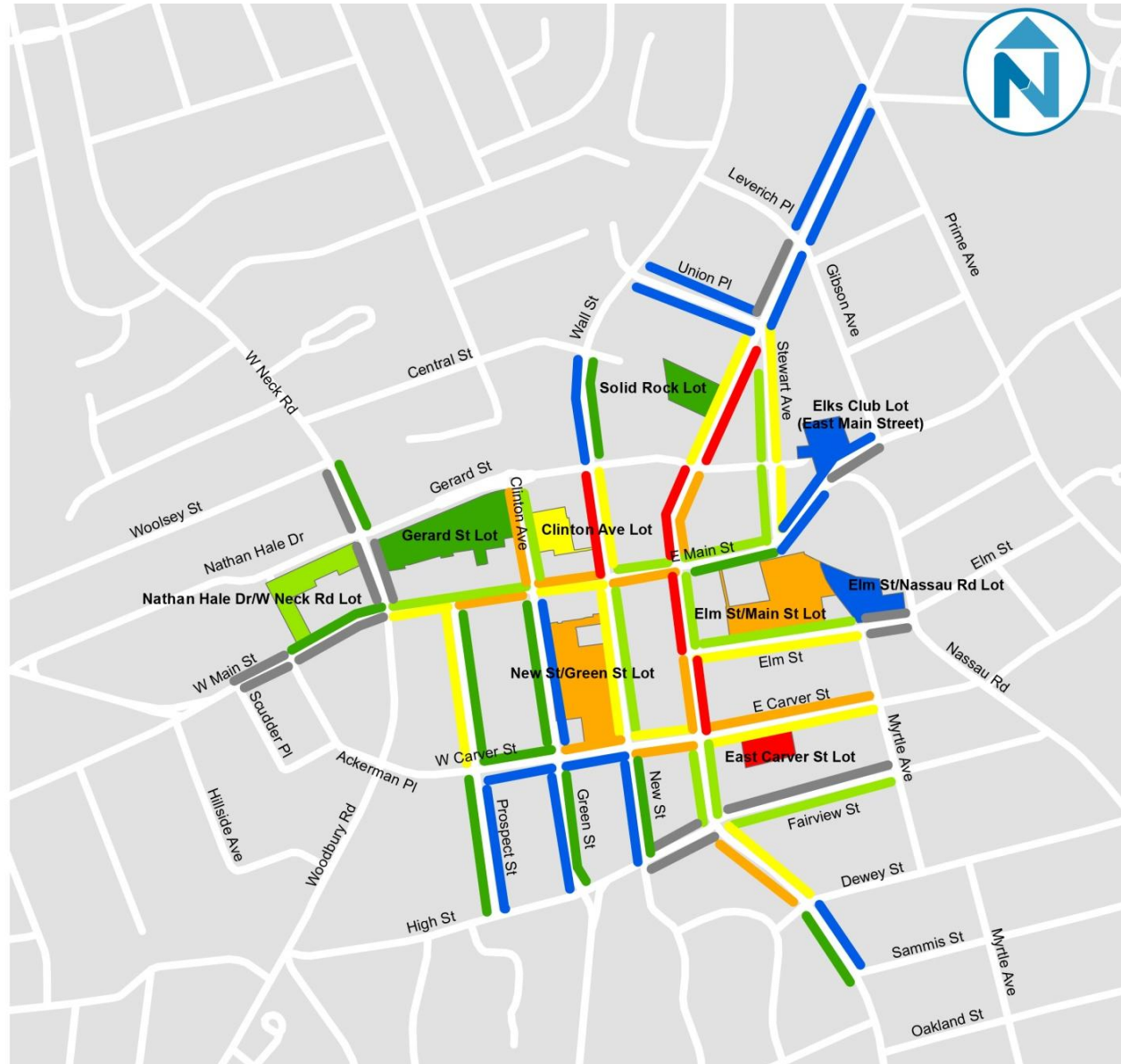
Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

Figure 4 Weekday 11 AM Survey



Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

Figure 5 Weekday 1 PM Survey



0 250 500
Feet

Data Sources: Town of Huntington

KEY FINDINGS

- While the overall average on-street weekday utilization is about 65%, the map makes it clear that there is a core area of high demand, within which drivers seeking an available parking space are likely to be frustrated.
- Based on this, it is also clear that the current price differential between the most and the least convenient spaces is ineffective in its primary purpose — to encourage use of less popular blocks in order to free up more spaces in the core.
- The average mid-day utilization rate on New York Avenue, East Carver Street, and Elm Street is 89%. Metered spaces on surrounding streets average 68% at the same time; further underlining the heavy concentration of demand in this particular area during weekdays.
- Most non-metered on-street spaces are generally about half-full.
- However, similar to the metered spaces, there are distinct areas with high utilization, nearing capacity.
- Availability is at or near desirable levels (10 - 20% of spaces) at 11 AM vs. 1 PM; indicating a potential opportunity to reduce meter rates in the mornings, or start meters closer to Noon.
- The New Street Lot appears to be the most highly-utilized off-street option in the Village during this time period, unsurprising given its central location.
- Even at 1 PM, however, there is ample off-street parking for those that know where to find it (indicating an opportunity for proactive wayfinding and information strategies) and perhaps do not mind walking a block or two to their destinations.
- Average midday utilization across all off-street facilities was 80%; meaning that, while well-utilized, these facilities had, on-average that roughly 250 spaces available during the midday peak.
- Most of the available spaces are in the Gerard Avenue Lot, the Elm Street/Nassau Street Lot, and the West Neck Road Lot.

Friday Night

Any commercial center with a significant presence of dining, drinking, and/ or entertainment destinations is likely to experience its most intense parking demand, on any given week, during Friday nights. The maps on the following pages present findings from Friday Night utilization surveys.

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

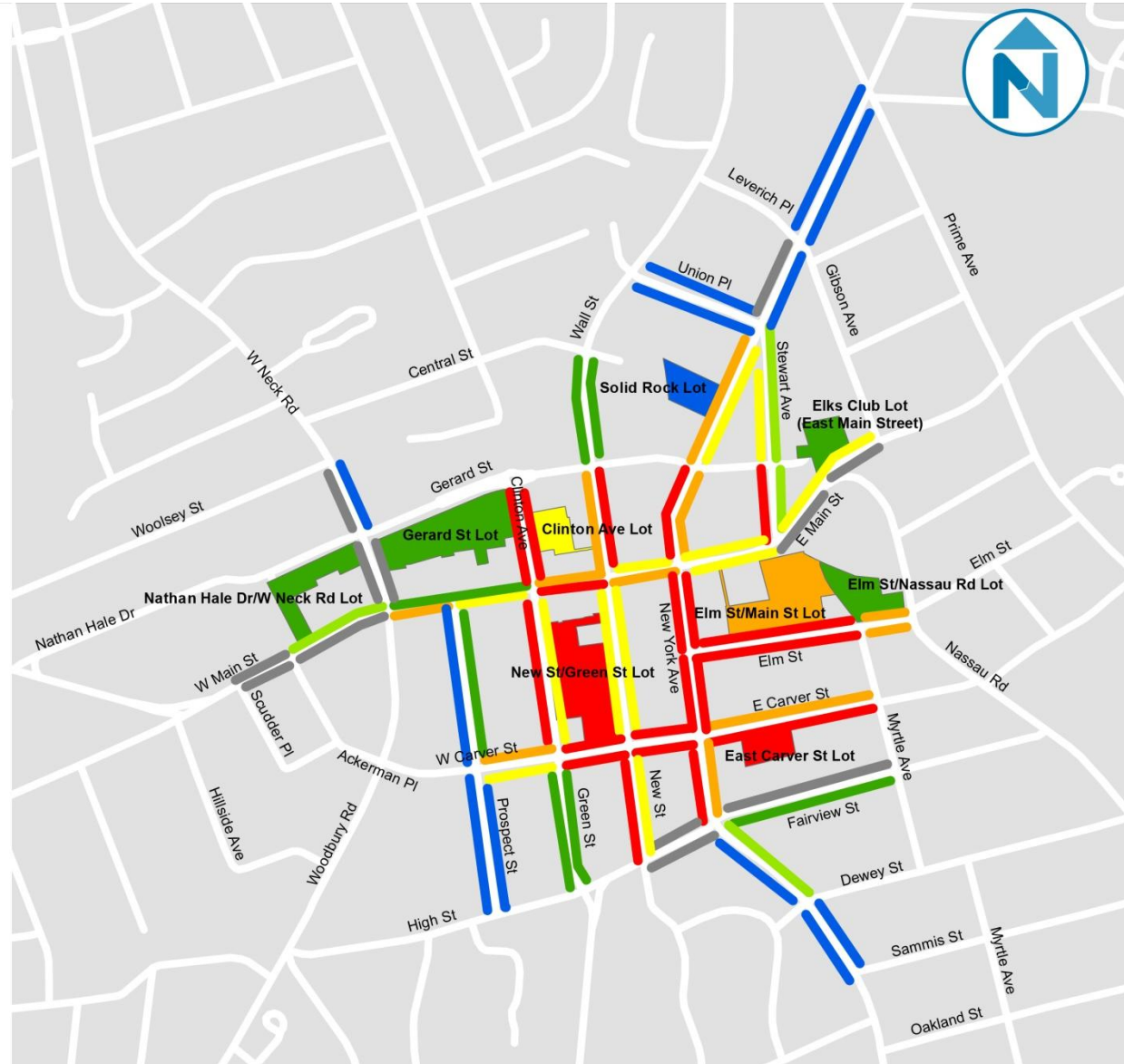
Figure 6 Friday Night 6 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



0 250 500 Feet

Data Sources: Town of Huntington

KEY FINDINGS

- A high-demand core is even more strikingly evident during this time period, roughly coinciding with the high-demand area evident during Weekday Midday surveys.
- On-street and off-street utilization is relatively evenly balanced at 83% and 88%, respectively; which, again, emphasizes the generally desirable locations of the Town's parking lots.
- When utilization of the surveyed parking supply was at its highest, there were just over 50 empty off-street spaces and just over 100 on-street spaces available throughout the Village.
- Overall, on-street parking utilization averaged 83%, which means that about one space was available for every seven provided; a very desirable availability rate.
- However, this availability was concentrated along the least convenient blocks, which, at this time, are priced the same as those in the Village core (FREE).
- Metered spaces are over capacity, oversubscribed at 107%, while non-metered spaces are utilized between 63% and 75%, during this period when meter rates are no longer in effect.
- Most patrons are parking on primary streets (West Main Street and New York Avenue), plus on visible and select blocks of New Street, Green Street, Clinton Avenue, and Wall Street.
- In general, the most centrally-located lots closest were the most utilized: Clinton Avenue, East Carver Street, Elm Street/Main Street, and New Street/Green Street lots.
- Most of the available parking remaining during these surveys was located in the West Neck Road lot; perhaps under-utilized due to confusion over which spaces are public and which are accessory to Wild by Nature and other shops located on-site.
- This lot is also the farthest from the Paramount and other New York Avenue destinations.

Saturday

Weekend demand in many cities is much lower compared to weekdays. Huntington Village, by contrast, is a vibrant, active center of commercial and recreational activity on weekends, particularly on Saturdays. The maps on the following pages present findings from utilization surveys conducted during Saturday midday periods.

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

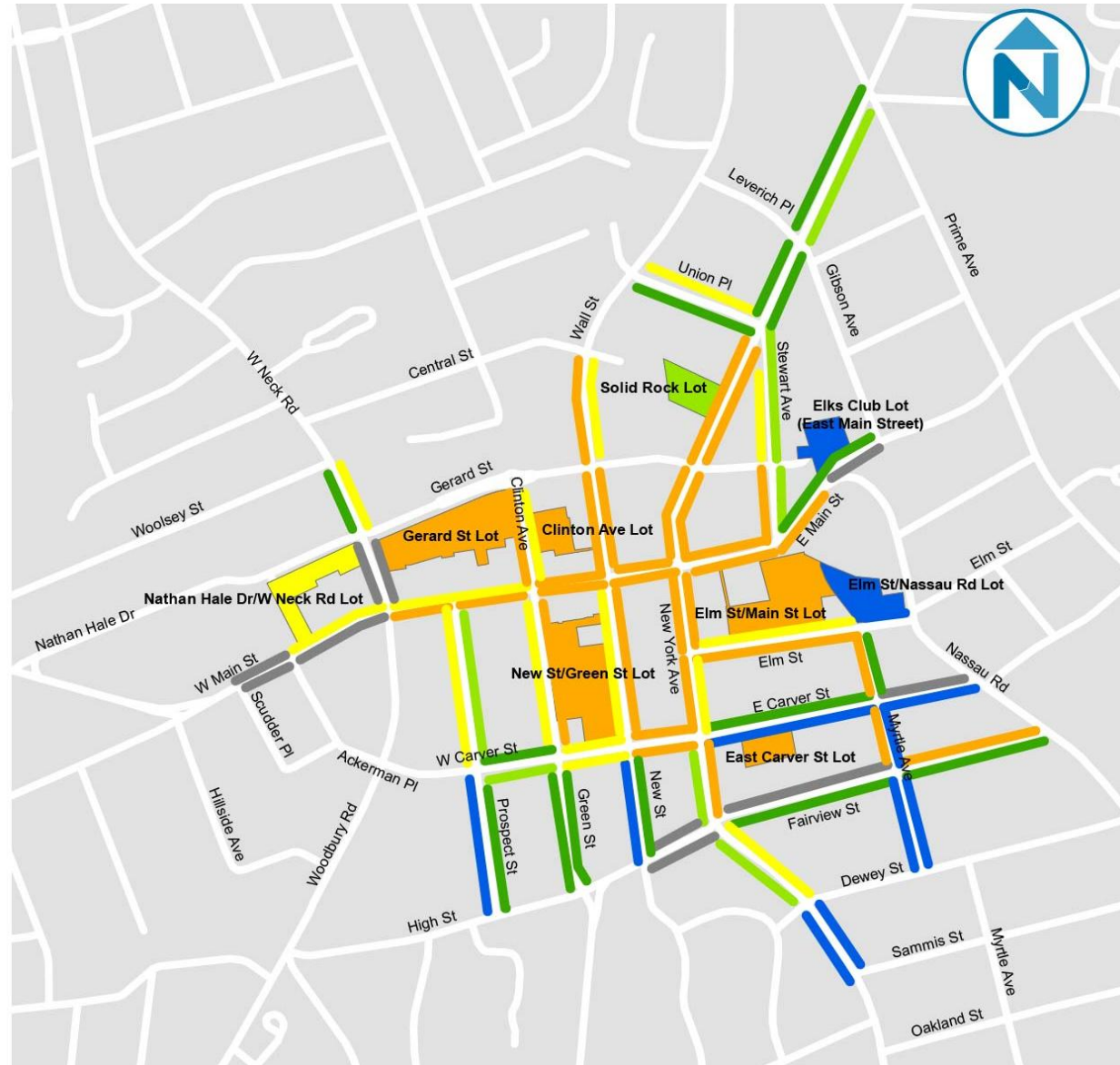
Figure 8 Saturday 1 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



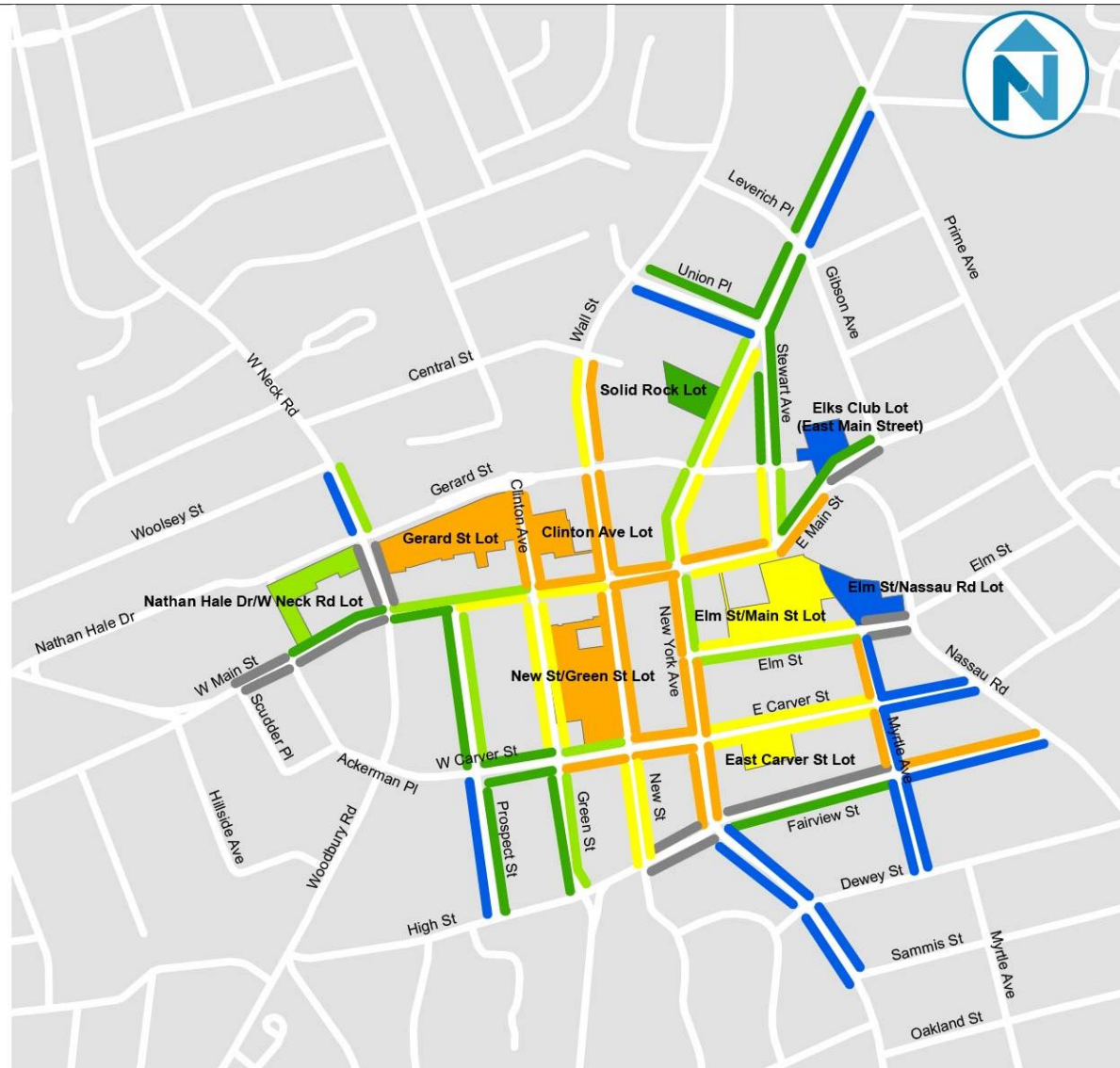
0 250 500
Feet

Data Sources: Town of Huntington

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

Figure 9 Saturday 4 PM Survey

- On-Street Utilization**
- No Parking
 - 1% - 50%
 - 51% - 75%
 - 76% - 85%
 - 86% - 95%
 - 95% - 100%
 - Over 100%
- Parking Lot Utilization**
- 0% - 50%
 - 51% - 75%
 - 76% - 85%
 - 85% - 95%
 - 96% - 100%
 - Over 100%



0 250 500
Feet

Data Sources: Town of Huntington

KEY FINDINGS

- The same core of high-demand parking locations is evident during these surveys.
- Average on-street Saturday mid-day utilization is about 74%, a fairly desirable level, while off-street is 88%, nearing full capacity.
- However, again, if one is seeking parking along the most centrally-located blocks and lots, one is likely to be frustrated at these times.
- Most of the available spaces are at least a block or two off of Main Street and New York Avenue.
- On-street segments in the core have high utilization; very few spaces available, and many lots are nearly full.
- Similar to weekdays, the 1PM lunch hour appears to be the peak period for daytime parking demand.
 - Utilization in metered spaces was between 85 - 91%, while non-metered spaces were between 64 - 68%.
- The average mid-day utilization rate for New York Avenue, Main Street, and Elm Street is 94%, while the metered spaces on surrounding streets average just 69% utilization.
- Unmetered blocks with particularly high utilization include Clinton Avenue, Stewart Avenue, and Wall Street.
- All lots (except for Solid Rock, Elm Street/Nassau Street, and the Elks Club) were over 90% utilized at 1pm on Saturday.
- At 1pm, only about 130 off-street parking spaces are available, or about 10% of the total supply, indicating the potential benefit of improving wayfinding and signage that might help drivers find these spaces.

Saturday Night

In places where Friday nights are very active, Saturday nights tend to experience very similar demand levels and patterns. In Huntington, the fact that this demand would be building off of a high level of daytime demand made a separate Saturday Night survey worth completing. Further, the Paramount was closed on the night of these surveys, allowing comparative assessment on the impacts of the Paramount schedule. The map on the following page presents findings from utilization surveys conducted on a Saturday night.

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

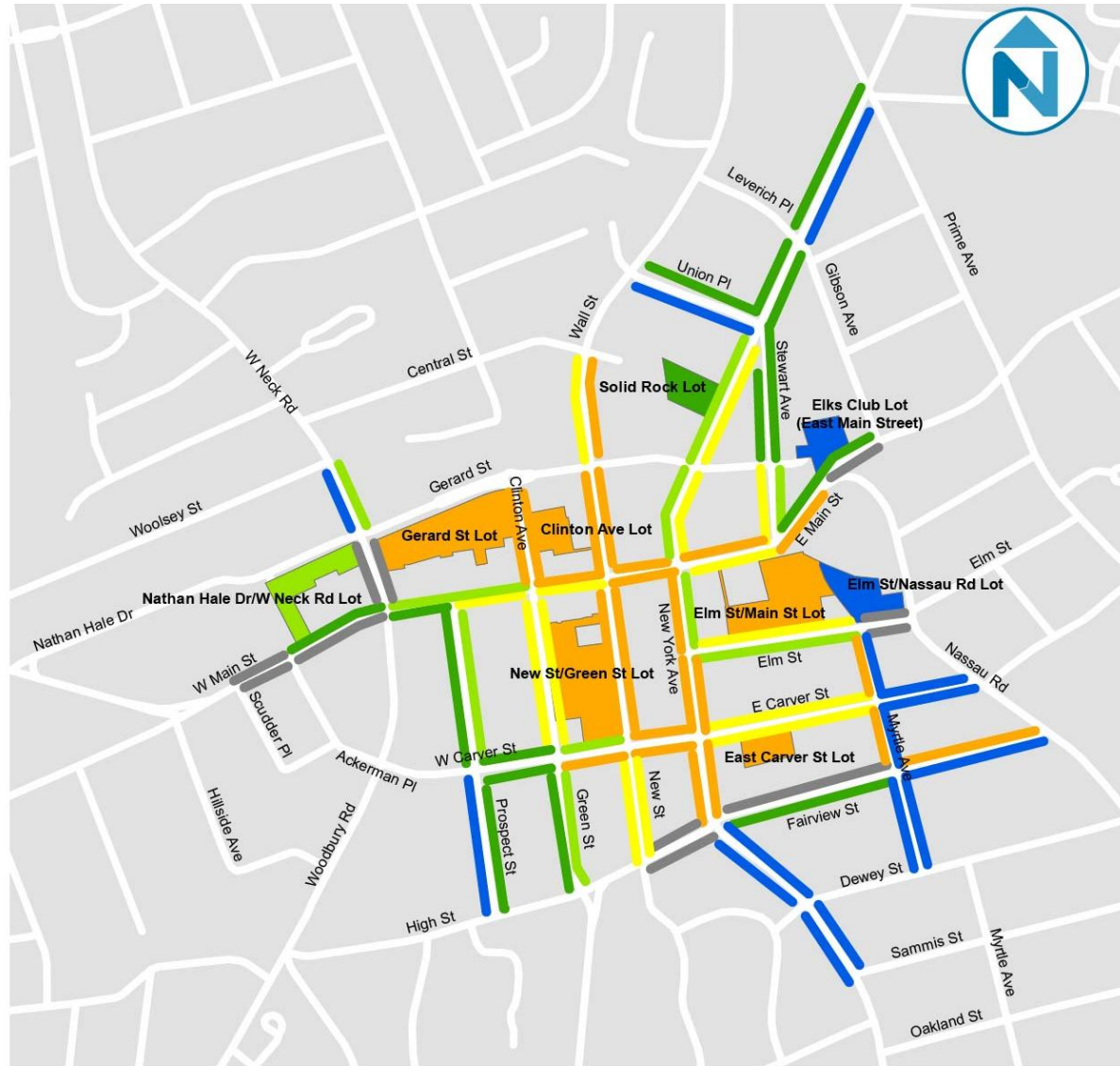
Figure 10 Saturday 7 PM Survey

On-Street Utilization

- No Parking
- 1% - 50%
- 51% - 75%
- 76% - 85%
- 86% - 95%
- 95% - 100%
- Over 100%

Parking Lot Utilization

- 0% - 50%
- 51% - 75%
- 76% - 85%
- 85% - 95%
- 96% - 100%
- Over 100%



0 250 500
Feet

Data Sources: Town of Huntington

KEY FINDINGS

- Findings indicate that, in general, Friday Night is the peak-demand period during the week, with Saturday Night in a close second.
- Average on-street Saturday evening utilization is 75%, which means if a typical block is eight spaces, two of them remain available.
- About 270 on-street spaces in the study area remain available, yet most of these spaces are in the periphery.
- Metered spaces are virtually full on Saturday nights at 92% utilization, while non-metered spaces are 61% full.
- Of the non-metered on-street spaces, the only segments that experience very high utilization on Saturday night are Clinton Avenue, East Carver Street, and Wall Street.
- By comparison, off-street utilization averaged 89%, supporting once again the observation that drivers find most Town lots conveniently located.
- This means that there are fewer than 150 off-street spaces available on a typical Saturday night.
- Lots either had plenty of available spaces or were completely full: the Clinton Avenue, Gerard Avenue, Elm Street/Main Street, New Street/Green Street, and East Carver Street lots were completely full; the remaining lots averaged only 35% utilization.
- Most popular on-street parking is on New York Avenue and Main Street, plus one block away.
- Very few spaces are available in the core, due to concentration of demand in this area, and a lack of pricing incentives to use less-convenient options.

STAKEHOLDER INPUT SUMMARY

FOCUS GROUPS

On February 4, 2013, a series of focus group meetings was conducted with individuals representing the following key groups of Village stakeholders.

- Business Owners
- Local Experts
- Village Residents

Following is a summary of key points of input on core study issues and concerns from each group.

Business Owners

This group consisted of several merchants and owners of commercial or office businesses within Huntington Village, including restaurateurs, attorneys, shop owners and health and beauty service providers.

As is the case in most downtowns, these stakeholders are distinctly reliant upon the availability and convenience of public parking options near their businesses — particularly, on-street parking. The stakeholders also combine the need for (sometimes significant levels of) long-term parking for themselves and their employees with the need to preserve convenient parking options for their customers and other visitors. To server this group well, management solutions must, therefore, offer a range of parking options, while providing effective means for ensuring that their own long-term parking needs are not met at the expense of accessibility for their customers.

Following are summary notes on the opinions, ideas, experiences, and suggestions presented by attendees during this discussion.

- There was unanimity on the need for change/ improvement; that something must be done, as soon as possible.
 - "We need a plan for posterity (in terms of parking)."
 - "Businesses are not busy."
 - One attendee noted that, six of the nine spaces on his block were used by employees of neighboring business on a typical day.
- There was a significant level of skepticism about the study, with many expressing that they "have been down this road before".
- It was suggested that the Town should acquire and demolish the AG Edwards building, to create a parking structure.
- There was significant support for increasing on-street meter rates to incentivize greater use of off-street lots among merchants and employees, and free up more on-street parking.
 - Some people said the "magic number" for on-street meters was \$1.
 - People generally agreed that there should be no time limit, if availability could be maintained without them.

- There were comments that employees and many shop owners would certainly not feed the meter all day at \$1 per hour, and they would move their car off of Main Street and into the parking lots which is the absolute desired effect.
- The business owners generally did not seem to be concerned about raising meter rates above the current level of \$0.25/ hour, which is widely accepted as well below the market value (and average for Long Island).
- One attendee noted concern about competing with nearby malls, however; noting that free parking is necessary to do so.
- It was suggested that the Town should explore more shared parking opportunities, where there are other private lots that are under-utilized.
- Some expressed the opinion that taxpayer money should not fund a parking garage, and that assurances should be made that Village parking revenues should not go back into the Town General Fund, but should fund improvements within the Village itself.
- Many expressed concern that the Village currently relies on several, informal shared-parking arrangements that could “go away” at any time.
- Frustration with inconsistent enforcement was also common, noting a recent period during which "they were ticketing everybody".
- One restaurant owner, whose business tends to peak in the late evenings, noted that his customers rarely complain about parking, even when he asks about it. "They find parking, somehow. I don't know how they do it."
- Many attendees noted that, while increasing residential presence in the Village is a positive, their parking needs need to be addressed, so they are not being met at the expense of customer and employee parking access.
- There was some concern about the scope of work for the study; that it was not sufficiently focused on the unique parking needs of retail businesses.
- Many merchants supported focusing on maintaining on-street availability, recognizing that, for many of their customers new, off-street parking options will never be relevant.
- Others felt the focus should be on planning for a new garage.

Local Experts

Stakeholders in this group gave several recommendations as to what should be considered as the parking study moves forward.

- The feasibility of creating a parking structure on Gerard Street and Elm Street, has been considered in the recent past, and still seems a viable option that should be considered.
- New Street, while the most centrally located of the three Town lots to have been considered for structured parking, has generated concerns about traffic generation in the center of the Village.
- Issues of loading and unloading zones should be addressed.
- Wayfinding and information must be improved. Its very difficult to discern between public and customer parking areas between Wild by Nature and Rite Aid, for example.
- Multimodal access should be a core component of addressing parking issues, by encouraging people to visit the town by other modes than a car the demand for parking would be reduces.

- In particular, strategies for creating a more walkable downtown, with no expansion of surface parking, should be included.
- Parking should be centralized into a multi-level parking garage with an attractive facade or parking should be moved to the areas surrounding downtown.
 - However, off street parking should not be metered.
- The Town should redirect parking demand to parking lots by increasing on-street parking rates and encouraging long-term parkers to use Town lots.
- Also, there was a concern that the Town should not use the revenue from parking meters to fill any budget holes or give the public the perception that they may use parking revenues in this manner.
- This group discussed issues of parking fees and financing of new parking. The discussion turned to addressing parking construction costs through the use of an in lieu fee. It was noted that such a fee previously required the payment of \$3,500 for every required space waived for new developments. This strategy was noted to have not proven effectively, due mainly to inconsistent application. Shared-parking was also suggested as another possible, low-cost supply-expansion option.
- Recently, the Town has been requiring off-hour sharing of parking as part of development variances.

Residents

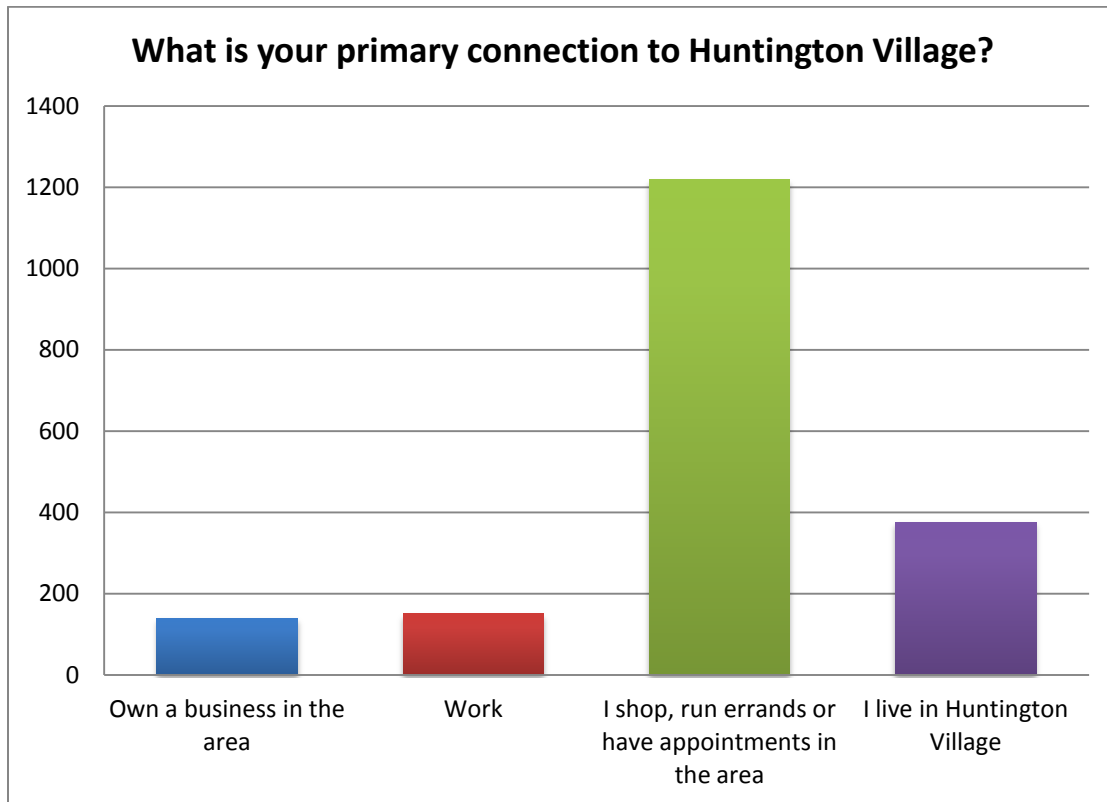
Members of this stakeholder group were chosen to represent the various neighborhoods, and the unique concerns and issues of residents living within or adjacent to the Village core. The meeting began with a discussion of whether the current parking resources are being used effectively.

- The issue creating the greatest concern within this group was a combination of intense, new parking demand created by activities and events at the Paramount Theater, and the lack of either sufficient parking supply or effective parking management to accommodate this demand.
 - It was noted that Paramount events regularly generate parking activity along primarily residential streets nearby, and that this parking activity is disruptive to residents' parking access and quality of life.
 - It was noted that these streets had long been quiet, neighborhood-oriented environments, and that Paramount patrons have had a particularly disruptive impact on this environment, especially when returning to their cars at the end of their night.
 - It was also noted with concern that the Paramount's event schedule appears to be expanding into daytime and more weekday events.
 - The consultant suggestion of creating a resident-permit parking program to allow residents to park on the streets, while restricting non-resident parking was generally well received.
- Residents' concerns regarding the Paramount and the sufficiency of parking supply and management in the Village also extended to impacts on commercial businesses.
 - There was some debate about whether the overall impact of the Paramount on other businesses was positive or negative; with the increased foot traffic on event nights being offset by increased parking constraints.

- In general, the consensus seemed to be that it was helping some businesses, but hurting others.
- Other stakeholders commented that the parking problem pre-dated the Paramount and even if the Paramount did not exist, there would still be difficulties parking during the peak hours on Friday and Saturday and many times during the day on Friday and Saturday, which are the peak shopping times.
- Regarding options to expand Village parking supplies to address historic and recent parking constraints, attendees were split on several key issues.
 - While some expressed that the need for more parking, and a parking structure in particular, is “obvious”, others objected to this solution, based on:
 - Concerns that one or more large parking structures would negatively impact the look and feel of the Village (making it more “like Queens”);
 - Skepticism that more parking would improve availability; that when supplies had been expanded in the past, the improved condition quickly attracted more drivers, returning availability to previous norms while increasing traffic congestion.
 - There were also concerns that, were a parking garage added, and presumably fees were charged there, that motorists would continue to over-burden free or cheaper options, including metered and residential streets.
 - Some suggested that to decrease the number of motorists using on-street residential parking, pricing should be used to encourage drivers to utilize the parking lots.
 - This policy was questioned since the Village's parking lots are already believed to be at capacity and it would not create additional parking availability among on-street spaces.
- There appeared to be more concern within this group regarding the potential negative impact of increased on-street pricing on local businesses, than there was among the business owners themselves.
 - The primary concern raised being that increased meter rates would affect the Village's ability to attract customers to local shops.
 - Most of the business owners, however, noted that it was the lack of consistent access to these spaces that was their greatest liability, not their cost, which most viewed as currently too low to maintain availability (or ward off over-use by Village employees and business owners).
 - The consultant suggestion that on-street meters could be set to allow for the first 15-30 minutes of parking to be free, or that long-term stays could be charged at a premium rate, was generally well received; as was the suggestion that the times for metered parking could be changed to 11:00 am to 8:00 pm, to better align with parking demand, and provide free parking periods for cost-conscious shoppers with flexible schedules.
- Residents strongly suggested that wayfinding signage be installed to direct visitors to off-street parking in the Village.
- Some also pressed the need for more advertisement of the shuttle service from Huntington Station to the Paramount to increase the use of this service; while others expressed doubt that this location would ever attract much park and ride use.

PUBLIC SURVEY

The Huntington Village Parking survey was widely advertised and available online for several months. Nearly 1,900 responses were received through April 10, 2013. This memorandum summarizes key survey results by stakeholder group: business owners, employees, residents, and visitors, including selected open-ended comments (provided verbatim).



BUSINESS OWNERS

Distance/Location

Most business owners (81%) park in an off-street lot when visiting their business. Of these off-street parkers, about 60% park off-street in a municipal lot and 40% park in an off-street lot at their place of business. Most business owners prefer to park as close to their business as possible, with six out of ten respondents willing to park no more than one block of their business. Besides just the convenience of parking close by, owners report that they need to park at or very close to their business for loading or unloading. Owners report needing to load/unload three days per week on average.

Satisfaction

Business owners are divided on whether or not parking is convenient. Over one-third of business owners report that parking is "convenient or not bad" given the location of parking. Yet two-thirds

say that parking is inconvenient: 40% report that inconvenient parking is worth the tradeoff so their business can locate in the Village, the other 60% report that their parking location is an impediment to running their business.

When asked what parking improvement would reap the biggest benefit, 35% of business owners say that more off-street parking in the area (even if priced) would be valuable. Other respondents stated that the biggest benefits to their business would be a new or bigger municipal lot or garage, more turn-over of on-street parking/more available on-street parking, and improved loading/unloading access.

Customer Parking and Activity

Demand: Most business owners (76%) report that customer activity is consistent throughout the year, with a slight seasonal peak over the summer. Peak demand occurs on weekdays around lunchtime, from 11am - 4pm. Other periods of high demand are on Saturdays between 11am - 8pm.

Satisfaction: Most businesses (73%) do not have dedicated customer parking; one-third provides parking for customers. Over half of respondents (52%) report that the current parking situation is inconvenient and an impediment to business. Another 27% report that although inconvenient, customers appreciate the Village location. The remainder (21%) say that parking is convenient, particularly considering the location.

Improvements: A plurality of respondents (41%) report that providing more off-street parking in the area (even if priced), would be the biggest parking benefit to customers. Other suggested improvements are to construct a parking garage, provide more convenient parking, or have more turn-over of off-street parking for more availability.

Employee Parking and Activity

27% of business owners provide dedicated parking for their employees. Most of these owners provide free parking in off-street lots (97%). Aside from parking, a vast majority of business owners do not provide transportation benefits to employees. A few offer a pre-tax transportation benefit (for parking or transit costs), direct transit cost reimbursement, or bicycle parking. A plurality of business owners (45%) report that parking for employees is inconvenient, but that the parking situation has not impacted attraction or retention of employees.

Employees have different parking needs due to lengths of shifts on weekdays and weekends. On weekdays, most employees (41%) park for six to eight hours, 34% park for less than six hours, and 25% park for more than eight hours. On the weekends, employees tend to have shorter shifts. Most employees (47%) park for less than six hours, 35% park for six to eight hours, and 19% park for more than eight hours.

Business owners report that the biggest benefit to employee parking would be to provide more off-street parking in the area, even if priced (50%). Owners say that other improvements are to construct a parking garage, have designated employee lots, and provide more or clearer signage and wayfinding to existing parking lots.

Comments

- Stop using municipal lots to meet demand of new and expanding businesses

- Perhaps you can build a 2 - 3 tier parking facility off of New Street in the municipal parking lot.
- This discussion has been going on for the last 30 years and nothing ever changes or improves!
- Current parking available is sufficient except for peak times. It would be wasteful spending to add additional parking areas to satisfy these peak periods and see them empty 90% of the time. Walking a short distance to a location is not only beneficial for one's health but needed by the majority of the population!
- Our customers complain that every time there's a show at The Paramount or a parade in the village, they have an incredibly difficult time finding available parking spots. Some people are willing to take a walk to get to us but I know for a fact that some people are turned away entirely, and our own employees can't park directly behind our business and it's very frustrating.
- The space behind the businesses along Gerard Street is under-utilized and could be converted to a green roofed two tier parking structure with mixed use retail and office space facing Gerard Street, across from the Post Office. The site that is currently parking on a slope behind Wild by Nature could also be considered for a multi-level parking structure set into the hill.
- Private parking such as Bank of America allow parking for the businesses that front it on New York Ave. Reserve limited parking for their customers who transient and have their employees park in the adjacent municipal lot. Similar arrangements could be made with other private parking
- We need parking garages like the one at the train station to make parking convenient
- I fear that if this situation is not resolved my customers will patronize elsewhere and my longstanding business will cease to exist
- It is a nightmare for my business, customers and employees are constantly wasting their time driving in circles trying to find a place to park. Even local residents have been expressing their displeasure with the current parking situation in town.
- Don't Change anything. If anything eliminate stop lights and install traffic circles. These keep traffic going... Excellent alternative!!!
- When we are in Huntington Village for personal reasons we usually park in my office lot and walk even if it is a longer distance because closer parking is usually not available. The trade off is we get more exercise
- Businesses that move to Huntington fail quickly because of parking problems.
- The town needs to provide more parking lots or a parking garage to accommodate people to want to eat dinner or shop in the village.
- I think Huntington should consider paid parking garages
- Information about Paramount Trolley and parking at northern train lot on weekend nights.

EMPLOYEES

Mode Split and Parking Location

A vast majority of employees, 91%, drive alone to work. The remainder carpool and take transit. Most employees park off-street in a municipal lot (48%), off-street at their place of employment (27%), or on-street on the same block as their place of employment (13%).

Most employees park within close walking distance to their place of work. 37% park within a one minute or less walk, 32% within a three minute walk, and 25% park within a five minute walk. Only 6% of employees walk five to ten minutes to get to work from their car.

Most employees stated they will only park within a block or two of their place of employment. 27% report that they are only willing to park within a half-block of their work, 31% will walk up to a block, and 28% will walk up to two blocks.

Satisfaction

Employees have differing opinions on the convenience of parking in the Village. 30% report that parking is convenient or not bad given the Village setting; 39% say that parking is slightly inconvenient, but that they enjoy working in the Village; the remainder (30%) say that parking is so inconvenient that it is an impediment to getting to work.

Most employees have similar considerations when determining where to park. Employees park based on location (42%), the ease of finding a space (32%), and based on not having to move one's car during work (12%). Safety/security reasons (and price were less important factors when determining where to park.

Comments

- The town is vigilant about parking tickets for the meters, But noone is ticketing the people that double park on Main street and all the side streets everyday, every hour, all year long, which is also a hazard.
- The Paramount is a great addition to the village. However, it has taken over way too much of our parking. It is almost impossible for me to get a spot for work when they are having an event.
- Parking is a problem for shopping. Store owners and employees should use municipal spots rather than on street parking. I am not in favor of a multiple level garage.
- I think the best alternative is having a parking garage off green street. This way it would not be unsightly and serve a purpose.
- I think we have adequate parking in town, provided that during peak shopping times one may have to walk a bit - not a problem or a concern to me.
- Promote walkability, we have lots of parking all around the town but people are not willing to walk 2 or 3 blocks to park. Perhaps we need some extra for the Paramount could we have a list of local office lots that would be permitted in the evening?
- Huntington needs more parking anyone who goes to the village know that. Try parking for dinner on Friday or Saturday night, I just will not go
- More free municipal lots would bring in many more patrons to the town. I am a bartender in Huntington village and a primary complaint I hear about Huntington as a whole is the lack of parking availability, making patrons go to other villages for nightlife
- Lighting in the parking lots
- It's such a chore getting to work that I have to arrive at least a half an hour early.
- Enough with \$25 parking meter ticket violations, every time I get one, your taking food off my family's table
- It needs more, and better parking!

- A parking garage (with hourly fee) at the lot across from the Post Office would be a great idea
- Survey implies that cost for parking would be acceptable. It would need to be in a range of reasonableness; i.e. similar to metered parking and less than \$5 per day.
- It's difficult to find parking in the village, and as I see it, the more conveniently located lots, the better. I wouldn't want to pay to park, so I would rather walk farther than have to pay the meter.
- Going out for lunch in the village it is impossible to find a parking spot even in the municipal lots. I have left the village and eat elsewhere.
- I regularly run other errands in the village, often going to banks. A really sore spot is Chase bank. They have a huge lot for their customers! Very nice! But they apparently don't want to risk damaging community relations by enforcing the posted restriction to "Chase customers only." That lot is OFTEN filled completely, MOSTLY BY PEOPLE GOING TO THE LIBRARY AND/OR THE CATHOLIC SCHOOL. It's very annoying to have to park elsewhere to go to Chase when they have more than adequate customer parking! Why don't you do something about the library and the Catholic school having their customers park somewhere else?

RESIDENTS

Neighborhood Parking

Three-quarters of Huntington residents normally park in their own private driveway. Others park on-street in front of their home (13%), in a private shared residential lot (4%), in a municipal lot, or garage. About half of residents report that on-street parking on their streets is primarily used by residents of the neighborhood, but a quarter report that finding parking is difficult on-street because non-residents use much of the on-street parking. Similarly, half of residents say it is always easy to find on-street parking in their neighborhood, and a quarter report that it is frequently difficult. For those that report that on-street parking is difficult to find, most report that the evenings (6-9pm) is the most difficult time of day to find parking.

Holiday Season Parking

A majority of residents (79%) have utilized free parking offered during the holiday season, and most of these visitors (79%) report that regardless of the free parking, they would have traveled to the Village. 21% decided to visit the Village because of the free parking.

Of those that used free holiday parking, most (66%) reported that the parking availability was about the same during the holidays as other times of year. 26% reported that parking was more difficult to find; 7% report that finding parking was easier than normal. Most (90%) recommend that free parking continue to be offered during the holiday season.

Comments

- There is not enough parking areas/ lots to sustain the traffic flow, especially during peak holiday seasons. More lots are needed.
- Parking in the heart of the villages horrendous... the parking lot across from New York Sports Club should really be a multi level parking system.

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

- We need..need village parking..but not a parking garage!!! we have had this survey before and a garage is obtrusive!!!! I know land is scarce downtown and we need a solution...in many cities parking is made underground!! maybe this would be less intrusive!!!!
- Huntington needs a parking garage above or below ground level, or both.
- The fact is that the Town Board gave excessive variances to new businesses that have insufficient parking spaces due to amount of seats in restaurants. Movie theatre given a variance, Paramount theatre given a variance on and on all these variances are for parking. Excessive variances given
- I really don't see a huge issue. If it's hard to find a spot sometimes I look at that as good news, that the village is thriving.
- Many parking spots in off-street lots are taken all day by people who own or work in the small businesses in town. If there were an alternative parking location for them, it would make it easier for residents and shoppers to find spaces.
- The parking should be free for residents and people going to the Paramount for a concert from out of town should have to pay.
- I think the holiday parking helps bring shoppers into the village, so I hope it stays. For what it's worth, I think a garage between New and Green streets would be a help.
- There have been several occasions where my wife and I could not find a single parking spot while attempting to go to a restaurant for dinner. It wasn't even a weekend, but still no spots after driving around for 30 minutes. We finally gave in and drove to Greenlawn for dinner. The Paramount has added significantly to the congestion.
- The Paramount is an awesome addition to the Village.. This parking issue is a non-issue..
- Ever since the Paramount opened on nights where there is a concert there are no spots easily available. I sometimes end up having to park near rite aid just to go to a store over by one stop and radio shack
- Love the village-- maybe designate some street spots for town residents and require a decal on the car?
- I feel that Huntington has reached the point where having a multi-tiered parking solution within the heart of the village is not only a viable solution, but almost a must @ this point. If you do not see the writing on the wall now than you are being naive and will suffer the consequences later in the form of plateaued sales or stagnant sales because of infrastructure inadequacies.
- Recommendation: Obviously more parking is desperately needed in the Village. I know there has been many discussions regarding an indoor municipal lot and the proper location for such a structure. An ideal location would be on the corner of West Carver and New Street where there is presently a vacant insurance office and parking lot.
- The police should enforce parking regulations. When people park illegally it causes terrible traffic jams, frustration and problems. If tickets were given out to violators it would also raise funds for the village.
- I live in walking distance to the Village and often walk, regardless of the time of day or whether, because traffic is congested and parking is difficult to find. I wind up parking as far as my home is from the stores if I try to drive down.
- Trying to park in town is horrible. I live right outside of Huntington village but trying to find a spot to just run a few errands in town takes longer than the actual errand.

- My only issue about parking in the Village (when I do drive in) is the fact that certain businesses take public spots and call them reserved. I find this unfair.
- The parking is a problem mostly in the evenings, I also work in town and it is difficult during the day as well. I live in town but where I live its only difficult in the evening because I am several blocks from businesses. There needs to be a parking garage as much as I don't like the idea ,it needs to be done. how about across the street from the post office? Parking should be free in town during the holidays.
- We have simply stopped going out for dinner or shop on weekends as we just cannot find any spots.
- What you SHOULD be asking people is how hard is it to park in the village at night now, due to this horrible bar posing as a theatre. Many businesses are hurting because people can't find parking at night to dine out. A big ugly parking garage in the village is not the answer either.
- The arcade (cut through) by the business supply store is not obvious to new shoppers.
- Pedestrians totally do not obey their rules at New York ave and main st.
- The meters are not labeled clearly for what times of day that you need to use the meters.
- If you feel it is necessary to add parking fees, please find a way to exclude residents whether it be with a parking sticker and annual fee, or any other way you can.
- I think Huntington Village needs an attractive, well-lighted, well maintained, multi-level, indoor parking garage, perhaps with retail shops on the ground floor. Other towns in the U.S. have been able to design parking garages that do not look like parking garages (murals on the outside walls, etc.). It would be great if a small trolley (smaller than that used by the Paramount) made rounds from the parking garage and all around town. Traffic on Main Street should also be slowed. One great spot for an indoor garage would be where the Post Office parking lot is located. The municipal parking lot across the street from it could then be turned into a beautiful open plaza with outdoor eating, tables, benches, plantings, fountain.
- If the lots are full you can always find parking on the side streets. People are just too lazy to walk a couple of blocks, then complain about the parking or the paramount. There is always a place to park if you look, are patient, and are willing to walk a few blocks. Yes some days or nights are worse than others but that's how this town has always been.
- Ever since the Paramount opened the parking is terrible and I think twice before I go into town. I've starting going to Centerport and Northport restaurants.

VISITORS

Mode Split and Parking Location

A vast majority of visitors (98.5%) drive to the Village. Half of visitors report that they found a parking space in 5 minutes or less, and one-third report spending 5-10 minutes searching for a spot. 18% say that it took them more than 10 minutes to find a place to park. Most visitors parked within one block of their destination (41%), more than a third of visitors parked about two blocks away (36%), and 23% parked more than three blocks away. About half of visitors said that they are willing to park within two blocks of their destination; another third will park more than three blocks away.

Stay

Most visitors (70%) stayed in the Village for one to four hours, and a quarter of visitors stayed for less than an hour. During their stays, nearly two-thirds of visitors frequented more than one destination, and one-third just visited one shop or destination. Of those that went to more than one location, 85% walked between destinations (the remainder drove). This indicates that more often than not, visitors take advantage of the walkable atmosphere of the Village and consider it a "park once" activity center.

Holiday Season Parking

Over half of visitors report that they've taken advantage of the free parking offered during the holiday season. 62% of these visitors report that finding free holiday parking is similar to finding a parking space at other times of the year. One-third of respondents say that finding parking during the holidays was more difficult than a normal day. Regardless, 91% of visitors recommend continuing to offer free parking during the holidays.

Satisfaction

Most visitors have similar considerations when determining where to park. Visitors park based on the ease of finding a space (43%), the location (37%), and not having to move one's car during their stay (10%). Price and safety/security are less important factors when determining where visitors park.

Overall, visitors find parking in the village inconvenient; however, 49% say that the inconvenience is worth being in the Village, but 43% say that the inconvenience limits the frequency of visits to the Village. Just 9% report that Village parking is "convenient".

Comments

- Particularly in the afternoons parking is very difficult in the Town Hall parking lot as well as along Main, New & Wall streets.
- We need more parking and more levels of parking even if I or customers have to pay for it.
- Develop a municipal valet system.
- Although more parking is needed, I believe the answer is a shuttle service that will service several stops in the village and pick up & drop off people in the surrounding areas like Greenlawn, Hallsite, etc.
- We are frequently in town in the evening (7:00PM - 9:00PM) during the week & weekends. The parking situation generally from Wed. thru Sat. is impossible. There simply no parking available. If we are planning to have dinner, we often leave town & go somewhere else. Something really needs to be done about this.
- I work in restaurant in the Village and the amount of customers we have lost is unbelievable. They know the parking situation is impossible so they prefer to go elsewhere. Last week was the showtime boxing so even street parking was prohibited I walk sometimes weather permitting but even then people can't park. If Paramount holds 1600 pax and even if they carpool 4 to a car that is still 400 parking spaces needed . Where is everyone else for other businesses going to park?

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

- To increase foot traffic, the parking must be convenient and safe. An important issue which many have noted is the danger/difficulty to pedestrians in negotiating the crossings in the village. Traffic should be slowed significantly and a program should be undertaken to ensure the right of way to pedestrians. This will also help business, as slower drivers, will notice their surroundings more as they pass through. I would feel safer parking further away if I felt safer crossing the streets.
- On the whole, parking in the village is cheap and convenient. Please keep town lots free of charge.
- Problem navigating in village due to volume of cars/trucks that double park on Main Street and side streets which make getting into parking spots impossible.
- I am a member of Central Presbyterian Church for the last thirty years. I have been having major problems finding a parking space---especially when there is an event with the new theater. We, the members of our church, many of us are seniors, are very concern about parking in the village. We cannot walk long distance to attend church activities. Your consideration is much appreciated.
- I do not usually have trouble finding a parking space during the day. In the evening when there is an event at the Paramount, I might have to park on a side street not too far from my destination. It is nice to see the restaurants busy with customers.
- I do not approve of this parking garage in the village. It will be an eye sore.
- There is a well documented and extremely dangerous problem of flooding on Central Street well known to all Town of Huntington government officials. This issue is significantly exacerbated by the inadequate drainage system to the south in the vicinity of the Post Office and Gerard Street Parking Lots and the runoff from the Woodbury Road/Gerard Street watershed. Any potential renovation of the Gerard Street Parking Lot and related drainage must take this into account, properly evaluate and address the systemic drainage infrastructure problem, and incorporate a responsible engineering solution.
- How about an underground parking garage in one of the current municipal lots.
- We really need a real parking garage in the center of town - it takes forever to navigate the one-way streets to look for a spot - not everyone travels with quarters so consider updated meters that take debit/credit cards - it's beginning to feel like Queens.
- Recommend offsite parking for employees during peak restaurant times. restaurant workers get into town earlier than their customers do and tie up parking spaces for the remainder of the night
- I usually can find parking but there are times when it is much harder. Having the Paramount in town does seem to really limit parking on those nights. Are we really giving VIP parking in our lots?
- Extra parking is needed. It depends upon what time of day one travels to the village as to whether parking is available. Early in the day, not too difficult to park. But later in the day especially on Friday and Saturday evenings, parking is not available any where. I just hope that new parking facilities will not be an eyesore or a tall parking building that blocks out a large area of the village.
- I appreciate all the parking lots the village has. They make it possible to go there, especially on a Friday or Saturday night when it can be very difficult to park. If it weren't for those lots, it would be impossible.

Huntington Village Parking Study: PARKING SUPPLY AND DEMAND ANALYSIS
Town of Huntington

- Another big issue with parking is that many restaurants now offer valet parking and they use lots where I have been able to park in the past. They are business lots that are normally empty in the evening. My guess is that the restaurants are paying the businesses for their exclusive use of their lots so that they may offer valet parking to their clientele.
- I avoid the town restaurants and stores on weekends and busy days due to the limited parking. I also am unable to drop into stores for short visits when I pass through town. I think you should take a look at the parking lots in Stamford California. They are minimally priced and are geographically spread though out the town. They also blend into the town architecture and are not an eyesore.
- Parking is very troubling and an add'l lot is needed. I was disappointed when the lot on Greene Street was redone because at least 8 spots were removed. 3 of them handicapped. I have a handicapped child and found them to be the most convenient.
- Paramount people take up every available spot, we can never have visitors on concert night. We used to have several friends visit and we would all go out to dinner. It is a problem now, plus there are some very rude people who do not care about our property or noise level. Frankly, it just is not nice as it used to be.
- I've lived in Huntington Village for over 5 years and I have never had any real problems finding parking.
- The parking is fine if you are willing to walk a few blocks.
- I try to go into town earlier in the day, this way it is easier to get a parking space. The parking lot that was redone (by ClayTime) looks great but no real additional spots. I think the Paramount, although a great addition to the town, causes major parking hassles. Also the double parking on Wall Street gets very frustrating. Between trucks making deliveries and cars going to Dunkin Donuts, etc. it is difficult to get through town.

APPENDIX B

Task Memo: Supply Expansion Opportunities



MEMORANDUM

To: Huntington Village Parking Consortium Group
From: Tom Brown
Date: April 19, 2013
Subject: Task 2 Findings Summary Memo

SUPPLY EXPANSION OPPORTUNITIES

The second, primary task for this study focused on identifying opportunities to expand the actual and effective supply of parking spaces available to Huntington Village stakeholders. This memo summarizes all Task findings, which are organized into two sections:

1. Supply Expansion Opportunities: increasing the number of spaces within the Village; and
2. Capacity Expansion Opportunities: increasing the capacity of existing facilities within the Village, and/ or making facilities outside the Village more viable.

Following is an analytical overview of options for expanding the public parking supply for accommodating peak demand within the Village. Raw construction of new supply is both extremely expensive, and potentially disruptive of good urban design/ walkability within downtown areas. Further, "building for the peak" can easily swamp downtowns with hundreds of spaces that sit idle most of the time.

For these reasons and more, the following overview emphasizes strategies to expand capacities within existing public facilities, and gain public access to existing private facilities before examining options to create new public parking facilities. Our analysis focused on four strategic options.

1. Reconfiguring existing surface lots
2. Sharing Arrangements at Private Lots
3. Acquiring Existing Private Lots
4. Converting Town Lots to Structured Parking

RECONFIGURING EXISTING SURFACE LOTS

Many of the existing surface lots feel awkwardly configured to anyone navigating them on foot or in a car. This likely gives a general impression to many that they are inefficiently organized and have significant wasted space that reduces their potential parking capacities. However, a "bird's eye" view of these lots reveals that they have been configured precisely to maximize the parking supply, and that it is this emphasis on maximizing capacities that results in the awkward circulation patterns within them.

Figure 1 Aerial Image of Gerard Street Lot



Rather than the configuration of parking lanes and stalls, it is the shape of the property these lots occupy that create whatever actual inefficiencies there are. Short of closing some streets (Green Street or West Neck Road) that run between lots, or driveways that bisect some of the larger ones, there is not much potential to expand the parking capacities of these lots. Closing the Main Street access point at the larger Elm Street lot, and consolidating the two separated lots might gain a few spaces, but the former has significant traffic implications, and the latter offers the potential for gaining but a few spaces.

SHARING ARRANGEMENTS AT PRIVATE LOTS

A more promising, and much cheaper, option for expanding off-street capacities is working with owners of private/ accessory lots to allow public access to these resources when they would otherwise be underutilized. The Town already has such an arrangement that allows public access to the parking lot at the US Post Office on Gerard Street. In return for assuming liability for any incidents related to shared use of this lot, the USPS formally allows the Town the use it as public parking during stipulated evening hours, and all day on Sundays.

Additionally, there are several informal sharing arrangements, including the after-hour use of the Waldbaum's lot, just northeast of the Solid Rock municipal lot, and the Chase Bank lot, just south of Main Street between Woodbury Road and Prospect Street. Formal arrangements may be worth exploring among these and other Village lots that offer meaningful supply-expansion opportunities.

Figure 2 Customer Lot Near Main Street and Woodbury Road



Perhaps the most challenging issue related to effective sharing arrangements is addressing liability concerns — the fear that formally sanctioning public use of their lot will leave them exposed to "slip and fall" and other personal-injury lawsuits related to this use of the lot. A model for overcoming this, however, is found in the arrangement between the Town and the USPS. The significant potential value of the spaces that could be made available to support Village businesses make it worthwhile to secure current, informal arrangements, as well as new ones.

Two additional lots offering significant potential sharing capacity are explored below.

The A.G. Edwards Building Lot



The lot adjacent to the vacant office building at West Carver and New Streets contains roughly 50-60 spaces in the center of the Village. This lot is currently chained off at all times and unused, creating the potential to gain shared access during weekday periods as well as evenings and weekends. With no current users to account for, ongoing costs associated with property ownership and maintenance — and presumably no property-based income — the owners of this lot would presumably be receptive to potential shared-parking arrangements in which the Town might offer to contribute to upkeep and insurance costs. Further, consistent and orderly use of this lot would present a more marketable image of this property compared to its current state which suggests its long-term vacancy status.

The St. Patrick's School Lot



Schools typically present very consistent and predictable parking demand patterns, including long periods during which there is very limited demand for parking reserved for on-site activity. This 130+space lot is perhaps the least convenient of the lots considered here, but it is also the largest, and the only directly accessible from one of the Village's primary commercial streets (West Main Street). This may make this lot an ideal location for accommodating event-based and evening-shift employee parking demand.

Visitors tend to be more accepting of remote parking options during large-attendance events, and limiting the shared use of this lot to a few dozen dates throughout the year, may reduce the owners' resistance to sharing. Likewise, commercial and retail employees are often expected to park further away from their places of employment, to keep more convenient options open for

patrons. Limiting sharing to employees, too, may be viewed as less objectionable to the lot owner, compared to allowing public parking, as discussed in further detail below.

Controlled-Access Sharing Opportunities

Short of allowing full public, off-peak access to these parking facilities, there are means by which limited shared-use of these spaces may provide significant, well-timed supply expansion for Village parking demand. Two of these are assessed below.

Employee Parking

The most significant advantage of this option is that it makes it possible to make known to the property owner the identity of all those who will use their parking lot, as well as their employers. This may significantly ease fears of property damage and liability exposure, as a responsible party can be identified for all sanctioned users, and all such users can be required to sign a liability waiver in return for use of the parking.

Such an arrangement would provide downtown businesses with well-maintained, secure parking options for their evening employees. This could significantly reduce the tendency of employees to park on-street — a particularly tempting option for employees arriving right when meter-rates and time limits expire for the night. The ability to offer such parking to evening employees may also help downtown businesses attract and retain evening-shift employees.

Valet Parking

Use of these parking facilities to store cars parked via a valet parking operation could significantly expand the effective downtown parking supply by:

- Greatly expanding the capacity and efficiency of valet operations; and
- Greatly expanding the capacity of the lots themselves, through use of tandem parking arrangements.

This approach would also provide facility owners with a single entity to assume any liability risks associated with this expanded access. Sharing of any revenue accrued through valet operations could help make such arrangements even more palatable — see also, Public Valet section below.

ACQUIRING EXISTING PRIVATE LOTS

The Town has approached the owner of the A.G. Edwards lot regarding the potential purchase of the lot, but has not found the owner receptive. There appears to be no other similar opportunity to purchase a viable, attractively-located, currently-idle lot for public parking. In any case, it would be more effective for the Town, or a third party, to make a more modest investment in making effective sharing arrangements for use of the lots described above.

One option that may be worth considering is leasing the A.G. Edwards lot, allowing the Town to assume full control of the lot without requiring its owner to give up ownership, and the right to sell at a future date.

CONVERTING TOWN LOTS TO STRUCTURED PARKING

The location of three of the Town's largest parking lots — New Street and Gerard Street — presents opportunities to pursue joint-development opportunities to develop something beyond a

stand-alone parking structure. Even when well-designed, stand-alone structures tend to reduce the appeal of their surroundings, often presenting blank walls, or worse, along surrounding sidewalks and frequently dominating local skylines with out-of-scale and out-of-context designs.

Figure 3 A Nice Aesthetic Fit, But a Side-Street Entrance Would Be Preferable



Image from San Mateo, CA by Nelson\Nygaard

Furthermore, it will be difficult for a new parking structure to be financed based solely on potential parking revenues when the cost of the Village's best parking is currently just \$0.25 per hour. A joint-development, mixed-use structure, by contrast, can both ease the costs of supply expansion and make it possible for the parking facility to enhance the vibrancy and retail activity of the area. This option offers several significant advantages, and co-benefits beyond raw supply expansion.

- Joint investment can help offset the significant capital costs of providing well-designed, structured parking in an urban setting.
- Including other uses can provide revenue streams (from direct rent, or expanded tax base) to help offset the operating and maintenance costs of a new garage.
- Adding street-level retail destinations — essentially expanding Village retail into these areas — can add to the critical mass of destinations that makes the Village worth coming to and exploring.
- Activating the parking structure and its surroundings will improve the general appeal and sense of personal security for those using the new structure — by contrast, many users dislike the isolation of stand-alone parking structures and feel unsafe walking through them, especially at night.

Figure 4 Basic, Ground-Level Retail Activates Sidewalks Surrounding Garage



Image from Portland, OR by Nelson\Nygaard

Comparing Potential Site Options

The New Street and Gerard Street lots are well situated to provide both convenient new parking options and attract retail (and possibly upper-floor) development interest.

The New Street lot, in particular, is well situated to expand the Village's retail core. Providing new retail destinations along New Street would greatly enhance the pedestrian environment on this block, enhancing the value of the storefronts across the street and potentially creating a third "Main Street" for the Village.

Figure 5 Ground-Level Retail Along East Side of New Street



An advantage particular to **the Gerard Street lot** is the potential to create a more attractive Village gateway at its West Neck Road approach, which would better engage the residential neighborhoods to the north. Currently, this approach greets residents of these neighborhoods with a series of back lot parking areas and loading docks.

Figure 6 Approaching the Village from West Neck Road



Image by Google

Perhaps more importantly, a new, well-designed, multi-use facility would provide an opportunity to address the poor pedestrian circulation and safety conditions within the current lot/s located here — see sequence below.

Figure 7 Pedestrian Infrastructure is Less than Accommodating



Figure 8 Pedestrian Infrastructure is also Inconsistent, Discontinuous



Figure 9 Even in Newly Upgraded Areas, Pedestrians Not Accommodated



The Elm Street lot, by contrast, provides less frontage opportunities for wrapping parking with active retail - although some is still possible. One important, unique advantage of this location, however, is a significant grade that could be used to minimize the visual impact of a multi-story garage on the Village streetscape.

Figure 10 Rendering of Past Proposal for a Parking Structure on Elm Street Lot



None of these options is sufficiently superior to focus on just one or two sites to the exclusion of any. Rather, each potential opportunity should be addressed based on the following metrics, which will largely be determined by what a private developer proposes to develop in conjunction with parking on any proposed site.

Huntington Village Parking Study: SUPPLY EXPANSION STRATEGIES
Town of Huntington

- The amount of parking that can be added.
- How much of the parking will be available as public parking, and when.
- The cost to the Town.
- The design virtues of proposed development.
- The land uses proposed to be part of the development, including potential for new ratable uses to offset Town expenses for the facility.
- The synergy between the proposed development and existing pedestrian and vehicle traffic flows.

CAPACITY EXPANSION OPPORTUNITIES

Following is an analytical overview of options for expanding the capacity, or the "effective" parking supply, for accommodating peak demand within the Village, by making existing, under-utilized facilities within or near to the Village core more viable. Three strategies have been identified for this analysis.

1. **Public Valet:** Valet parking that is centrally located, usually on-street, and available to all drivers.
2. **Parking Shuttles:** Connecting remote lots to the Village core via a circulator bus service.
3. **Employee Parking Incentives:** Strategies to encourage commuters to use parking options that tend to be under-utilized.

PUBLIC VALET

Unlike other valet programs that serve only one business, public valets are designed to serve all area businesses. By linking just a few on-street spaces, used for dropoff and pickup, to under-utilized off-street facilities, public valet can greatly expand the capacity of curb parking in high-demand areas. Generally operating during times and on days of high demand (evenings, weekends, special events, or seven days per week, as demand merits) this strategy can reduce pressure to pave or construct new supply that would sit idle during normal times.

For customers, these services offer an easy alternative to finding on-street parking, or dealing with off-street facilities, by allowing drivers to drop-off their car at a central location, shop, eat, catch a movie, run errands, etc. and not pick up their car until they are done. Essentially, it combines the convenience of on-street parking with the expansive capacity of off-street facilities. Following is an overview of a recently-implemented best-practice model of this strategy.

Charleston, SC

The City of Charleston initiated a public valet program in May of 2011, after City staff researched other city's valet parking programs and assessed strategic locations for its downtown. The City's Director of Traffic and Transportation identified specific locations for valet stations, taking into consideration vehicle and pedestrian circulation, accessibility, access to off-site parking, and street and sidewalk widths.

The program was suggested by a group of downtown business owners seeking ways to address parking constraints that were discouraging downtown trips. Public valet was selected as an opportunity to provide a new level of customer service, and create a "different atmosphere" that would attract more visitors. The City embraced the concept as a means of expanding the capacity of the most convenient parking locations, while reducing "search" traffic and parking in surrounding neighborhoods.

There had been valet operations in the past, but they had been unregulated, non-strategic, and focused on serving individual businesses. The new program, by contrast, is City-controlled and branded to distinguish the service as a unique form of valet as a public service. Station locations are set by the City, as are rates, uniform and signage guidelines, and locations for parking valet-served vehicles. The City's program began as a one-year pilot to assess the effectiveness of the

strategy. The program was well-accepted by stakeholders and the City added a fifth valet location in 2012.

Today, there are five valet stations that operate from 6pm to 12:30am, 7 days a week. The valet fee is between \$8 and \$10. A total of 24 metered parking spaces are used to operate the queuing areas. Valet services are available to all visitors, regardless of where they are going, allowing visitors to leave their car parked while they shop, dine, catch a movie, etc.

PARKING SHUTTLES

Parking shuttles can help make remote, underutilized parking facilities more accessible by providing an alternative to walking between them and popular downtown destinations. Like many downtowns, Huntington Village is immediately surrounded by auto-oriented areas within which there is ample parking that tends to be underutilized much of the time. However, because these areas cater almost exclusively to driving access, walking routes between these areas and the Village tend to be neither direct nor comfortable.

The proximity of these areas however, makes them highly accessible via motorized transit, as has been demonstrated by Paramount Theater, which currently runs shuttles between a large Town lot near the train station and the theater.

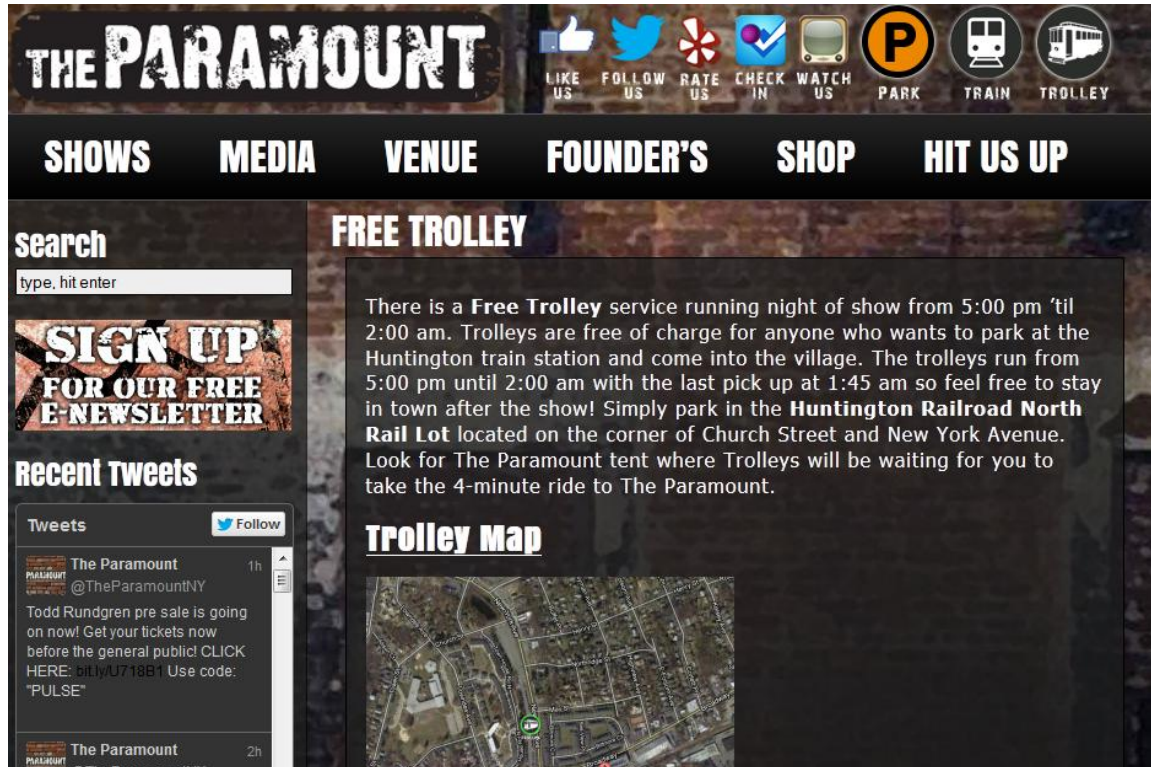
The Paramount Theater Shuttle



In 2010, the owners of the new Paramount Theater, as part of the approvals for its redevelopment, began operating a parking shuttle between a large Huntington Station parking lot and the Village. The shuttle runs during event evenings, from 5PM to 1AM. Shuttle rides are free of charge, and open to the public — although few people beyond those visiting the Paramount are likely to know about it, or its public availability. Because the route is fairly short, a single shuttle bus can run on headways (the time between arrivals at each stop) of 10 minutes or less. Two of the

most challenging barriers to attracting parking-shuttle ridership — price and frequency of service — have been overcome for this service; its free, and 10-minute service means most riders should not have to wait more than five minutes for a pickup .

Figure 11 Parking Shuttle (Trolley) Information on Paramount Website



Nonetheless, trolley ridership has been noted to be disappointingly low, despite efforts to partner with other Village businesses to market the service to their patrons and/ or employees. One of the key barriers to use is believed to be the irregular schedule of the shuttle, which operates only when the Paramount has an event. The modest cost of the shuttles, however, at just \$600 per-vehicle, per-night, indicates an opportunity to expand and formalize its operating schedule, with only a modest increase in funding.

Employee Parking Incentives

Managing employee parking is a constant challenge in successful downtown districts. Merchants and employees tend to arrive in the area first, and thus have easy access to the most convenient parking spaces. Further, early in the morning, parking on-street when most spaces are empty may seem harmless at the time. And where, like Huntington Village, meters stop charging at 5PM, evening employees soon learn that they can get hours of parking for a single payment — \$0.25 in Huntington Village.

The most important employee parking strategy is to ensure that a combination of pricing and enforcement make Village-core, on-street parking unattractive to those who park all day, several days per week. Two strategies to make specific off-street locations more attractive are also worth considering.

Huntington Village Parking Study: SUPPLY EXPANSION STRATEGIES
Town of Huntington

1. Shuttle Incentives: As noted above, some sort of raffle incentive would be particularly appealing to employees. Village-wide business support for the shuttle service could also ensure consistency of service, including ensuring that late-night service is effective and responsive to common, night-shift schedules.
2. Reserved Parking - As noted above, some owners of private lots within the Village core may be more amenable to making off-hour shared-parking arrangements in which lot-access is restricted to employees of specific businesses. This helps address liability issues by linking lot users to specific businesses. Such an arrangement may also make such lots uniquely appealing to evening employees, particularly if the arrangement can include lighting improvements and/ or security.

APPENDIX C

Task Memo: Demand Management Opportunities



MEMORANDUM

To: Huntington Village Parking Consortium Group
From: Tom Brown
Date: April 29, 2013
Subject: Task 3 Findings Summary Memo

DEMAND MANAGEMENT OPPORTUNITIES

Perceived parking shortages are a hallmark of downtowns. A downtown without a perceived parking shortage is unlikely to be a very vibrant downtown. The reality of these perceptions, however, is subjective. Most of the time, the perception is created less by the sufficiency of the parking supply than by how effectively that supply is managed.

The Village could have 2,000 parking spaces overall, but if the 200 spaces closest to the most popular Village destinations are consistently full, many drivers will conclude that the Village lacks sufficient parking. This conclusion is often supported by a vague sense that if new parking is built, "others" will surely use those spaces instead of the ones where "I" want to park. But, without incentives, few drivers will prefer the new spaces, creating little improvement in return for millions of dollars in new parking construction (and likely many millions more in lost development opportunities from the land used to provide it). In fact, by offering the vague promise of "more parking" the new supply is likely to attract even more drivers than usual, creating even more demand and less access among the core of high-convenience parking options, and a lot of frustrated drivers in the new parking garage.

There may be very good reasons and opportunities to expand the overall supply in the Village. Most existing off-street facilities are well utilized during peak-demand periods, and the three potential expansion sites examined for this study offer very convenient locations. Nonetheless, even a significant expansion of one or more of these sites will not bring much relief without effectively managing the spaces that currently attract the most demand, and will continue to do so.

Furthermore, getting the management of these spaces right, before anything is constructed, will be crucial in determining the number of new spaces that should be built, and ensuring that the new supply is built where it can provide the most relief. The purpose of the following analysis, therefore, is to outline key current demand management conditions, and present some best practices that may address key existing issues and opportunities.

For this analysis, demand management is sorted into three functional categories.

1. On-street management
2. Off-street management
3. Demand-reduction strategies

CURRENT DEMAND MANAGEMENT CONDITIONS

This section presents a summary of key demand management strategies and actions currently employed within Huntington Village.

On-Street Management

The most critical parking resources in any downtown are the on-street spaces that provide the most convenient parking options for most destinations. As such, management efforts are typically concentrated in these areas. The most common objective for these efforts is to shift enough demand from over- to under-utilized blocks and off-street facilities to create more consistent availability through downtown.

Time Limits and Tickets

A reluctance to price high-demand parking at market-appropriate rates, increases the burden on time limits to maintain space availability during peak-demand times in the Village. This is a common predicament that directly conflicts with the Park-Once approach critical to efficient downtown parking management. Particularly with growing demand for evening-based activities and experiences among downtown patrons, providing convenient options for parking stays beyond one or two hours is critical.

A strategic pricing approach can be much more effective in maintaining availability than can time limits. And, as such, strategic pricing can alleviate the need for time limits. Current parking rates, limited to on-street parking, however, are inadequate for generating turnover and availability in a thriving commercial center like Huntington Village. Without a change in this approach, time limits will remain necessary; and current barriers to effective enforcement will likely remain obstacles to customer-friendly levels of availability on key Village blocks.

Lack of Resident Permit Options to Deal with Spillover

A lack of residential permit parking regulations also limits the capacity of the Town to mitigate "spillover" impacts from large trip generators, such as the Paramount, on residential streets. Initiating such regulations is particularly difficult in New York State. As such, their absence in Huntington is not surprising, despite some acute conditions that could be significantly mitigated with an effective program.

Off-street management

Municipalities can make the most efficient use of their parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces. A small number of cost-effective, strategically located parking facilities, rather than many small, inefficient, and scattered private lots not only reduces the amount of downtown real estate consumed by parking, it creates a more customer-friendly parking environment.

Park-Once Success

Huntington Village benefits from a high level of walkability and a vibrant commercial core offering a wide variety of retail, dining, entertainment, cultural, recreational, and services destinations. Few destinations are much more than a 5-minute walk from each other. By far, most of the parking in the Village allows long-term parking, public parking. In fact, most of it is

directly controlled by the Town. Adding to this is a strong residential presence along the Village periphery, as well as a budding residential presence within its core. All of which points to a strong potential to reduce the need for drivers to park more than once during any trip to the Village.

And, in fact, most parking activity in the Village is clearly accommodated within a Town facility offering free parking with no time limits, and no limits on where one walks upon parking. Accessory parking has a more modest presence within the Village, and several of the larger of these are shared during off-hours; including the Post Office lot along Gerard Street, for which the Town has entered into a formal shared-parking arrangement.

In completing the online survey conducted for this study, nearly 98.5% of visitors stated that they drove the last time they visited the area. Nearly two-thirds indicated that they visited more than one destination during their last visit to the Village. And, among these multi-stop visitors, over 85% walked, rather than drove, between their destinations. One of the key benefits of a park-once environment is that these visitors, while walking between primary destinations, are exposed to several, other Village businesses along the way.

On- and Off-Street Coordination

Town control of most off-street facilities allows a coordinated approach to managing Village parking resources. Many downtowns have used such control to ensure that parking rates create a rational market, with the most convenient spaces carrying the highest costs, and free or low-cost options for those who prioritize cost over convenience. There is a version of this in the Village today, though the pricing differential between the most- and least-popular parking options appears to be too small to have much impact.

Town control also presents an opportunity to create a unified brand to help identify Town lots. This is particularly critical to increasing the appeal of parking off-street, especially at more remote locations. Knowing that the Solid Rock lot is a Town lot, and, as such, is maintained as long-term, public parking is essential to its capacity to provide parking relief during high-demand periods.

Lack of Town Lot Branding

An essential component of branding that is particularly missing in the Village today is signage and wayfinding. Attractive signage directing drivers to, and announcing their arrival at, free, long-term parking options, is critical to ensuring that drivers recognize a Town lot, and all that implies, when they see one. Without it, many drivers will be reluctant to take advantage of these options, unnecessarily reducing their utilization and putting more pressure on other options. During stakeholder focus groups, several attendees noted that they were unaware that some Town lots were, in fact, Town lots.

Figure 1 Overly Discreet "All Day Parking" Sign in Municipal Lot



Figure 2 Without Branding, Many Village Lots Look Like Customers-Only Lots



Uneven Walkability

A key component of a successful park-once district is excellent walkability. While Huntington Village is highly walkable in scale and development patterns, there remains significant potential to make walking between Village parking facilities and destinations more direct, safe, and appealing.

Parking Lot Circulation

One of the worst pedestrian environments in Village is the series of parking lots located between West Main and Gerard Streets. There are few if any sidewalks in most of these lots, and the maximization of parking capacities has left little room at the edges of internal streets and driveways for pedestrians to avoid vehicle traffic. One of the most critical components of a successful Park-Once approach is to make drivers as comfortable as possible in choosing to park off-street. Drivers faced with an uncomfortable or unsafe walk between their parking space and their destinations will be much more likely to circle Village streets for an available on-street, putting even more pressure on these spaces.

Figure 3 No Visible Pedestrian Paths Among a Horizon of Parked Cars at New Street Lot



Figure 4 Things Are Even More Discouraging One Block to the North



Push-actuated Pedestrian Signals

In good walking environments, pedestrians spend minimal time and thought considering street crossings. Upon reaching a DON'T WALK signal, most will simply stop and wait for the signal to change to WALK. When pushing a button is required to trigger such a signal change, many pedestrians won't realize this until they grow frustrated with their wait. Within the Village, this is required at all signalized intersections.

By contrast, pedestrian signals that are synchronized with auto-traffic signals would ensure consistent WALK signals and encourage more, and more-comfortable, walking in the Village. At key intersections with heavy traffic volumes, a "leading pedestrian interval" — starting the WALK cycle a few second before the parallel GREEN cycle, to allow pedestrians to establish themselves in the crosswalk before turning autos can cut them off — can further increase pedestrian safety, comfort, and confidence in crossing from one set of Village storefronts to another.

Crosswalks

These are generally good to exemplary, but, in a few locations, oddly conflict with natural walking patterns.

Figure 5 Exemplary Crosswalk includes Median/ Refuge and Short Crossing Segments



Figure 6 Crosswalk Oddly Offset from Sidewalk



Demand Reduction Strategies

Downtown economies depend upon people, not cars, being able to access downtown. Cars are merely the means by which most people get downtown. In assuming that parking is the only means of downtown access, however, many cities have overlooked cost-effective strategies for expanding non-driving access. Increasing the ratio of patrons to cars offers many benefits, including more active sidewalks and less traffic. Most importantly for this study, it means reduced pressure on the parking supply when Village businesses are at their busiest.

Several modal assets provide driving alternatives for accessing Village destinations. Further, the Town's Comprehensive Plan Update identifies several strategies for better employing these assets to this purpose. The most promising among these opportunities are described below.

Transit

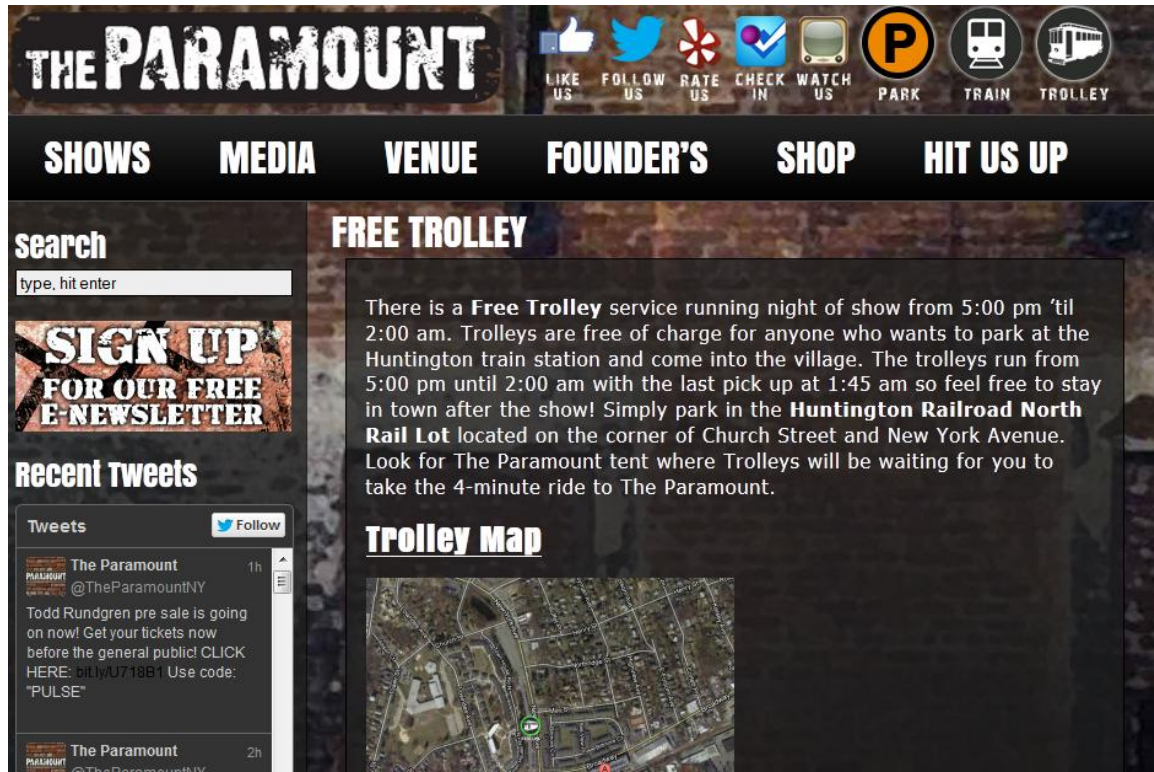
Public transportation in the Village is provided by Suffolk County Transit (SCT) and Huntington Area Rapid Transit (HART). SCT provides bus service across Suffolk County and HART operates three fixed bus routes solely within the Town of Huntington. These bus services provide connections to Long Island Rail Road (LIRR) and Long Island Bus, which link the Town of Huntington to Nassau County and New York City.

The Town of Huntington is served by the Port Jefferson Branch of the LIRR. During peak hours, service is offered with ten to fifteen minute headways on the electrified portion of the LIRR Port Jefferson Branch, which ends at Huntington Station. The LIRR station is located just over a mile from the center of the Village, beyond walking distance for most travelers, but well within range for short shuttle-bus and bicycle connections.

Parking Shuttle

In 2010, the owners of the new Paramount Theater, as part of the approvals for its redevelopment, began operating a parking shuttle between a large Huntington Station parking lot and the Village. The shuttle runs during event evenings, from 5PM to 1AM. Shuttle rides are free of charge, and open to the public — although few people beyond those visiting the Paramount are likely to know about it, or its public availability. Because the route is fairly short, a single shuttle bus can run on headways (the time between arrivals at each stop) of 10 minutes or less. Two of the most challenging barriers to attracting parking-shuttle ridership — price and frequency of service — have been overcome for this service; its free, and 10-minute service means most riders should not have to wait more than five minutes for a pickup .

Figure 7 Parking Shuttle (Trolley) Information on Paramount Website



Bicycle

Cycling's popularity as a mode of urban transportation is on the rise. The same Millennials, whose declining interest in driving and car ownership has gained significant media attention over the last few years, have also led the growing popularity of this mode. At the same time, the low cost of this mode generates often under-recognized and under-supported bike commuting demand among low-wage downtown employees.

Combined, these two groups provide a clear opportunity to reduce parking demand in the Village through better cycling connections, particularly to and from Huntington Station and the LIRR station. At this point however, aside from some modest investments in bike racks, and a few blocks of bike lanes along Gerard Street, there is little in the way of a bicycle network within or connecting to the Village.

Figure 8 Latent Cycling Demand is Apparent Along New York Avenue



A key opportunity to tap into what is likely a moderate and growing latent demand for better bike access to the Village can be found in New York State's Complete Streets Act (SO5411A/AO8366). Passed in August, 2011, the law provides a basis upon which localities can expect support from the State's DOT in retro-fitting state routes, like 110/ New York Avenue to better accommodate walking and cycling.

The distance between Main Street and the train station is about 1.5 miles. While this is well-beyond typical walking distance, it is a quick trip on a bicycle. Using 12 miles per hour as a conservative cycling speed, this would be about an 8-minute ride for a casual cyclist. This presents an important opportunity to accommodate bikes for both inbound Village commuters and outbound Village residents who commute via the LIRR station. Furthermore, with the ongoing Master Plan efforts at the station, and the expectation that this area will see a significant increase in development over the long-term, a complete-street connection to the Village will become even more important, as opportunities to connect the two areas by bike will grow exponentially.

Commuter Benefits

Input received from Village business owners indicates that only a small minority of employees are offered any kind of commuter benefit beyond free parking at work. This may be a significant missed opportunity in such a walkable, transit-accessible location. Reducing driving-commute rates among downtown employees has proven to be a highly-effective strategy for reducing long-term parking demand, particularly among on-street and other high-convenience locations.

Horizons 2020: Town of Huntington Comprehensive Plan Update

Horizons 2020: Town of Huntington Comprehensive Plan Update identifies several strategies that could help reduce downtown parking demand by increasing the use of non-driving modes.¹

Transportation Demand Management (Strategy F.1.9)

Work with transportation providers and major employers to reduce single-occupancy vehicle use during peak hours through Transportation Demand Management, e.g.:

- Incentives/employee subsidies to encourage employee ridesharing, transit use, etc.
- Incentives for increased use of telecommuting and flexible work hours.
- Public education and awareness programs regarding the availability and benefits of alternatives to automobile commuting.
- Use transportation management organizations to promote and coordinate transportation demand management strategies.

Transit Connections (Strategy F.3.1)

Work with HART and Suffolk County Transit Services to make bus service a more attractive and usable travel option, e.g.:

- Improve service coverage, speed and frequency.
- Extend hours of service and include weekend service where possible.
- Serve key destinations such as commercial centers, community facilities, and employment areas.
- Explore flexible, demand-responsive services using smaller vehicles to supplement traditional fixed routes.
- Improve the efficiency and attractiveness of bus transit facilities (bus pull-outs, passenger waiting shelters, signage, etc.).
- Explore the feasibility of developing Bus Rapid Transit Service to serve the Route 110 corridor.

Strategy F.4.1

Develop a town-wide pedestrian network, focusing on establishment of connections to key destinations such as commercial centers and corridors, transit stops, schools, and other community facilities.

Strategy F.4.2

Implement a town-wide bikeway system, including both on-street lanes and off-street multi-use paths.

Strategy F.5.1

Develop parking management plans for Huntington Village and other areas with public parking needs. Based upon the results of the parking management plan, consider well-designed parking

¹ Town of Huntington. "Horizons 2020: Town of Huntington Comprehensive Plan Update."
http://www.huntingtonny.gov/permit_pics/818.pdf.

deck compatible with village character in Huntington Village. Consider off-street municipal parking along New York Avenue in Huntington Station. Encourage parking behind buildings and interconnections between parking lots on adjacent properties.

Strategy F.5.2

Review off-street parking standards to ensure that they match needs, including consideration of the following approaches: Use of maximum as well as minimum parking requirements. Credits for shared and/or off-site parking. Substitution of fees “in lieu of” on-site parking, to be used for development of public parking in areas with constraints on private parking.

Strategy F.6.1

Promote transit, walking, and biking as alternatives to automobile use.

Strategy F.6.2

Promote compact, mixed-use development patterns that reduce the need to drive.

Strategy F.6.4

Establish standards to reduce the environmental impacts of parking lots (improved landscaping requirements, sustainable stormwater solutions such as pervious pavement, etc).

DEMAND MANAGEMENT BEST PRACTICES

The following series of demand management best practices was assembled to address the many issues and opportunities identified in the above overview of current practices. Like the current practices assessment, the practices are organized into three functional categories.

1. On-street management
2. Off-street management
3. Demand-reduction strategies

On-Street Management

Focus on Performance and Customer Service

For decades, parking meters and time limits have been the two primary tools for managing curb spaces — promoting consistent rates of space-turnover — in commercial districts. Meter rates, however, have, at best, been loosely based on consumer demand. Without meaningful capacity to expand on-street supplies, severing the link between price and demand has overheated demand for parking along successful commercial streets, incentivizing drivers to bide their time and repeatedly circle their destinations in hopes of eventually snagging a low-cost, high-value curb space. The external costs of this situation include increased traffic congestion and emissions as well as elevated levels of frustration with downtown.

A general lack of political will to charge an authentic, market-based rate for these high-demand parking spaces has resulted in a long history of charging enough to generate widespread frustration, but not enough to provide the benefits meters were designed to generate. Thus, unable to provide the benefits for which they were designed, meter charges have been rightly viewed as a tax, almost from their inception. As a result, one of the best bargains going (compare an hour's parking charge at a meter to one at a nearby by garage in just about any U.S. city) has become a popular symbol of municipal "greed".

At the same time, time-limits have proven to be difficult to enforce; and ill-suited to selectively mitigate unwanted long-term parking (commuters) without suppressing desirable forms of the same (all day or evening patrons). They are also poorly understood, with many (perhaps most) parking customers viewing meter-feeding as a mere burden (part of "dealing with parking" when you're downtown) rather than a violation. As a result, attempts to "crack down" on meter-feeding tend to generate more resentment than turnover, particularly among patrons who tend to be less adept at "gaming the system" than commuters.

A small but growing number of cities, however, are beginning to embrace a management approach that stresses performance-based, variable pricing, as a promising alternative to the long-standing convention of combining fixed meter rates with time-limits. This approach can take many forms, but its central components consist of:

- Setting variable curb-parking rates based directly on demonstrated, geographic and temporal patterns of demand;
- Adjusting rates periodically to influence these demand patterns in pursuit of a specified curb-availability target (typically around 15%) on each block, at all times;

- Eliminating time-limits once consistent availability has been achieved — the goal of space-turnover is consistent availability, thus making time-limits redundant if availability can be achieved through price alone;
- Investing meter revenue in local improvements; including off-street parking, alternative transportation, and streetscape and sidewalk improvements/ maintenance.

To minimize public resistance to higher meter rates, the first two steps, and preferably all four, must be in place and allowed to complement each other. The many significant benefits arising from consistent availability are the central objectives of this approach, and will prove elusive if pricing is not truly responsive to parking behavior. Eliminating time-limits and funding local public enhancements, furthermore, can tie performance-pricing to much more appreciable and conspicuous benefits to further promote public buy-in. This will be particularly instrumental in reversing opposition from area merchants, who hear most frequently from patron complaints about the “greed” driving meter rates and parking tickets.

Adopt Availability as Primary Performance Measure

Public input received during the study presents a clear preference among all stakeholder groups for “convenience” above all other factors in choosing where to park. This likely exacerbates the sense among many that the Study Area lacks parking, with many drivers likely focused on a small subset of parking spaces to meet their needs. What is really lacking, therefore, is access to the most convenient parking options. What are the most convenient parking options? It, obviously, depends on where one is going. The only way to ensure that the most convenient spaces are consistently available, is to ensure that all parking across the Study Area has a moderate amount of availability at any given time.

The industry standards for “optimal” availability levels are 15% for on-street spaces, and about 10% for off-street. Both of these measures should be adopted as official parking-management targets by the Town. Maintaining consistent availability at these levels will address multiple issues identified above.

- Business owners and employees parking in storefront spaces — If a desirable level of parking spaces is available, it doesn’t really matter who is parking in the filled spaces; this helps avoid the need to “micro-manage” demand through targeting specific groups for parking restrictions or enforcement efforts.
- Time limits — If a desirable level of parking spaces is available, it doesn’t really matter how long anyone is parking; this further helps avoid the need to “micro-manage” how long anyone can park, which frequently results in time limits that are ineffective in keeping commuters out of spaces, but don’t provide enough time for many visitors/ customers.
- Reserving spaces — If a desirable level of parking spaces is available in all off-street facilities, there is no need to set aside specific spaces for commuters or customers; this avoids the need to micro-manage specific spaces in these facilities, a practice that works against the inherent efficiencies of public parking facilities.
- Search traffic — Consistent availability will virtually eliminate incentives to drive around waiting for a space to open up.

An added benefit to this approach is establishing a clear rationale for parking rates, and rate adjustments, reducing the lost time and frustration of political and public debates about what the “right” price should be; while also increasing decision-making transparency.

Adopt Price as the Primary Tool for Meeting Performance Targets

To achieve performance targets based on availability, parking managers need flexible management tools that can respond to demand patterns and fluctuations. In just about all other areas of human economy, access to a limited supply of anything, for which there is sustained and variable demand, would be managed through price adjustments. Where availability is the primary management objective, pricing parking should follow suit as the primary tool for achieving and maintaining access to parking across the Study Area.

Case Study: Redwood City, CA

In 2007, Redwood City, CA implemented a demand responsive parking pricing strategy to maintain an ideal utilization rate of 85% at their more desirable “front-door” curb spaces along Broadway, their primary commercial street. Prior to 2007, Broadway had 1-hour time limits but no meters which resulted in nearly 100-percent utilization all day, every day. The strategy involved installing multi-space meters and pricing different zones according to the observed demand. The initial approach instituted a clearly communicated \$0.75/hour price on the main commercial strip and removing time limits completely. The program is revisited four times a year by evaluating occupancy data and adjusting pricing by increments of \$0.25 up to four times a year. The goal of this quarterly adjustment is to achieve the target 85-percent utilization rate in each of the three designated pricing zones. Following the implementation of this hourly charge, the occupancy rate has averaged roughly 82-percent, parking stays have averaged 72-minutes, and off-street parking lot permit sales have increased by 50-percent.

Embrace the Parking Benefit District Model

A key complementary strategy for demand-based pricing is returning some or all resulting revenue to fund local improvements; most frequently referred to as a Parking Benefit District (PBD). Combined with performance-based parking rates, setting aside the resulting revenue to fund conspicuous, public improvements can help address resistance to pricing parking. Merchants, in particular, are much more likely to embrace pricing-based management when they can share in the revenue benefits, in terms of improved physical surroundings.

Figure 9 Meters Announce Where Revenues Go in Old Town Pasadena



Case Study: Boulder, CO

Faced with both a shortage of customer parking and its citizens' aversion to additional traffic, the City of Boulder, Colorado, developed a Parking Benefit District (PBD) called the Central Area General Improvement District (CAGID) that combined reduced subsidies for downtown parking with aggressive transportation demand management. All downtown parking revenue, including more than \$1 million per year from meters and over \$2 million per year from garages, is returned to CAGID for area improvements. Among other things, the revenue is used to fund more than \$325,000 per year worth of transportation demand management programs, including a free universal transit pass for all downtown employees ("Eco-Pass"), a Guaranteed Ride Home program, ride-matching services, bicycle parking and a number of other benefits. Due to concerted efforts to invest in alternative mobility strategies, downtown Boulder has grown with little increase in traffic congestion. Since the establishment of downtown baseline figures in 1995, the drive-alone rate has fallen from 56% to 35% in 2008, while the transit rate has more than doubled from 15% to 32%. According to the City of Boulder, the drive-alone rate began dropping dramatically after 1999 because of the increase in transit service (17 different routes at 15 minute headways) and the emergence of an Eco-Pass "culture" that became universal with the PBD subsidies. Roughly 50% of downtown employees now live within two blocks of a transit stop and the resulting ridership is estimated at a parking equivalent of 4,390 spaces. Already, rapid growth has brought Boulder close to the population and employment projections for 2020. The downtown pedestrian-oriented "Pearl Street Mall" has tripled in length in the past decade, as automobile-oriented parcels at either end have been redeveloped.

Invest in New Technology

New meter technologies, which are rapidly evolving and expanding their capabilities, can provide payment and pricing flexibility to ease the burden on base rates alone to achieve performance targets. Adjusting rates at multi-space pay stations is easier and costs less compared to adjusting

conventional meters. This makes it more feasible to use demand-responsive rates to keep spaces open on Friday night without over-charging on Tuesday morning.

Multi-space meters can also help ease the adjustment to new and variable parking rates by providing customers with a wide range of convenient payment options, including credit cards, smart cards, and cell phone payment — which eliminate the need to carry change or return to the meter to add time. This new technology also makes possible a number of pricing strategies that can help discourage long-term parking without raising the base meter rate.

Rates can be set based on the length of parking, so, where short-term parking is a priority, the first hour or two of parking can be offered at a discounted rate — or even for free — compared to the rates charged for subsequent hours. Where commuter parking is the primary barrier to availability, rates for parking beyond a few hours can increase significantly. This can increase availability for shoppers, without increasing their cost to park.

Case Study: Lowell, MA

Lowell, MA uses pay-by-space multi-space parking kiosks for some on-street parking. These kiosks allow parkers to pay for parking on a given block by entering their specific space number into the kiosk when paying, rather than by providing a receipt for display on the dashboard. Lowell replaced roughly 250 traditional parking meters with 35 of the new kiosks, which each serve approximately 7 to 8 parking spaces. The Parking Department in Lowell estimates that these changes have resulted in a forty percent increase in parking collections and a twenty to thirty-five percent decrease in operations and enforcement costs, since the status of parking facilities can be monitored remotely from the central office. These kiosks also help improve accountability since all collected monies are digitally accounted for by the meter, and “digital chalk” parking enforcement technology means that enforcement officers no longer need to manually patrol meters. Though Lowell officials stress that their kiosks are highly reliable, another advantage of this parking strategy is that if one kiosk is broken, parkers can easily use an adjacent kiosk to pay for their parking, thereby eliminating the issue of free parking at broken meters. While these kiosks end up costing about 40% more than traditional meters to install, Lowell estimates that the additional capital cost was recovered within the first year of operation due to operational savings and higher revenues. The program has been so successful in Lowell that the city is hoping to add an additional 20 pay-by-space kiosks later this year.

Case Study: Des Moines, IA

As a way of facilitating short-term parking for quick errands, the Downtown Community Alliance, working with the City of Des Moines, designated certain downtown parking meters in high traffic areas that would offer a short period of free parking. These meters, marked by green signs indicating they are for 30-minute parking, have a button the driver can push for fifteen minutes of free parking. The program began ten years ago, when one space close to the arena football box office was converted to a short-term meter, allowing people to park quickly and purchase tickets. The change was very popular, and the City has since expanded the program to include meters close to other high demand locations, including City Hall, the Des Moines Register (newspaper), the Iowa State Bank, as well as coffee shops and performance venues. The program does not have any goals in terms of the number of short-term meters, instead responding to the needs of the downtown demand, and installing or removing these meters as demand changes.

Case Study: Montgomery County, MD

Montgomery County began a 90-day pilot program for drivers to pay for parking by their cell phones, and the success of the pilot has determined that the program will be expanded to the entire county. Begun on January 4, 2010, the test area includes approximately 1,200 meters in a parking lot and garage, as well as on-street meters. The program eliminates the need for coins, allows people to receive text messages notifying them that their time is about to expire as well as extend their legal parking time by paying remotely. Additionally, upon returning to their vehicle, a person may terminate the parking session and avoid paying for time that will not be used. While the County does not have customer survey data for the program, it has received a significant amount of positive feedback from the public regarding the program. Between the initiation of the pilot and April 2, 2010, more than 1,900 people have signed up for the program using it 6,749 times. At this point, there is an average of more than 150 pay-by-cell sessions per day, constituting approximately 6% of daily use within the study area. By expanding the program to the full County, 14,000 meters will be changed to accommodate this new technology.

Case Study: Park City, UT

Park City, Utah made in-car meters available to residents while it simultaneously implemented a multi-space pay and display program. In-car meters are available for purchase from the city for \$50.00 and provide slightly discounted parking compared to the meter stations. The limited number of vendors that offer in-car meters is an important consideration when designing an in-car meter program. Park City was sure to acquire a sufficient supply of meters to ensure continuity of the program during a potential vendor search if the current vendor were to cease production. The in-car meters have been well received by those who are willing to pay for the convenience of on-street parking without having to visit the pay-and-display station each time they park. According to Park City Public Works Director Kent Cashel, the program is frequently used by Real Estate agents and business owners who need to 'get in and get out' quickly. Many residents who frequent main-street clubs, restaurants and shopping also use the in-car meters. Employees typically don't use in-car meters because it is too expensive for all-day parking instead parking in one of the free public garages or using the free public transit service.

Develop a Resident Permit Parking Program

Residential Permit Parking (RPP) is a common strategy used in cities in which residential neighborhoods are significantly impacted by parking demand from nearby non-residential trip generators — commercial centers, large entertainment venues, high-capacity transit stations, etc.. RPP programs prioritize parking along neighborhood streets for residents and their guests while restricting non-resident use of spaces.

In a typical program, residents obtain permits that allow them to park on a particular block or in a particular area. To be effective, the total number of parking permits must be smaller than the number of available parking spaces. Permits may be free or sold for a fee. In some cases, a certain number of permits are sold to nonresidents, usually at a higher price.

Case Study: Aspen, CO

In February of 2009 the resort community of Aspen, CO implemented a Residential Parking Benefits District to protect residents from parking difficulties. Prior to the implementation of this program, workers and visitors spending the day in downtown Aspen were able to park for free all day in the residential areas nearby, making it difficult for residents to find parking at times. The new system of Residential Parking Districts allows non-residents free parking for up to two hours. Non-residents wishing to parking within the district for more than two hours are mandated to purchase a \$7 day-pass by cell phone or from downtown vendors. Residents of the district are eligible for permanent parking permits that allow them to park their vehicles for free.

Off-Street Management

Coordinate with On-Street Management

The price of on-street parking will have a significant impact on demand among off-street lots. In many cities, off-street parking rates are many times higher than on-street rates. This is particularly true where off-street parking is primarily provided by commercial operators. When municipal lots or garages are priced higher than on-street meters, it is usually based on the fact that the off-street parking costs so much more to provide. Pricing, in these cases, is based on the need to pay down debt service on those off-street facilities.

When prioritizing performance across the downtown parking system, however, it is important to create a rational pricing environment. This creates opportunities for those who prioritize cost over convenience (cheap or free off-street locations) as well as those who don't mind paying for the most convenient parking options (consistently available on-street spaces).

Brand and Market Municipal Park-Once Options

Driving along the Village's secondary streets, it is often difficult to distinguish public facilities from private, accessory lots. Effective branding reinforces municipal provision of the parking facility for the express purpose of accommodating general parking needs, reassuring many drivers that their car will not be towed because they went to the wrong shop, or did no shopping at all. Further, effective branding can also help communicate that such facilities are "overseen"; reassuring drivers that they are leaving their cars in a valued and monitored municipal asset.

Case Study: Port Jefferson, NY

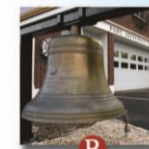
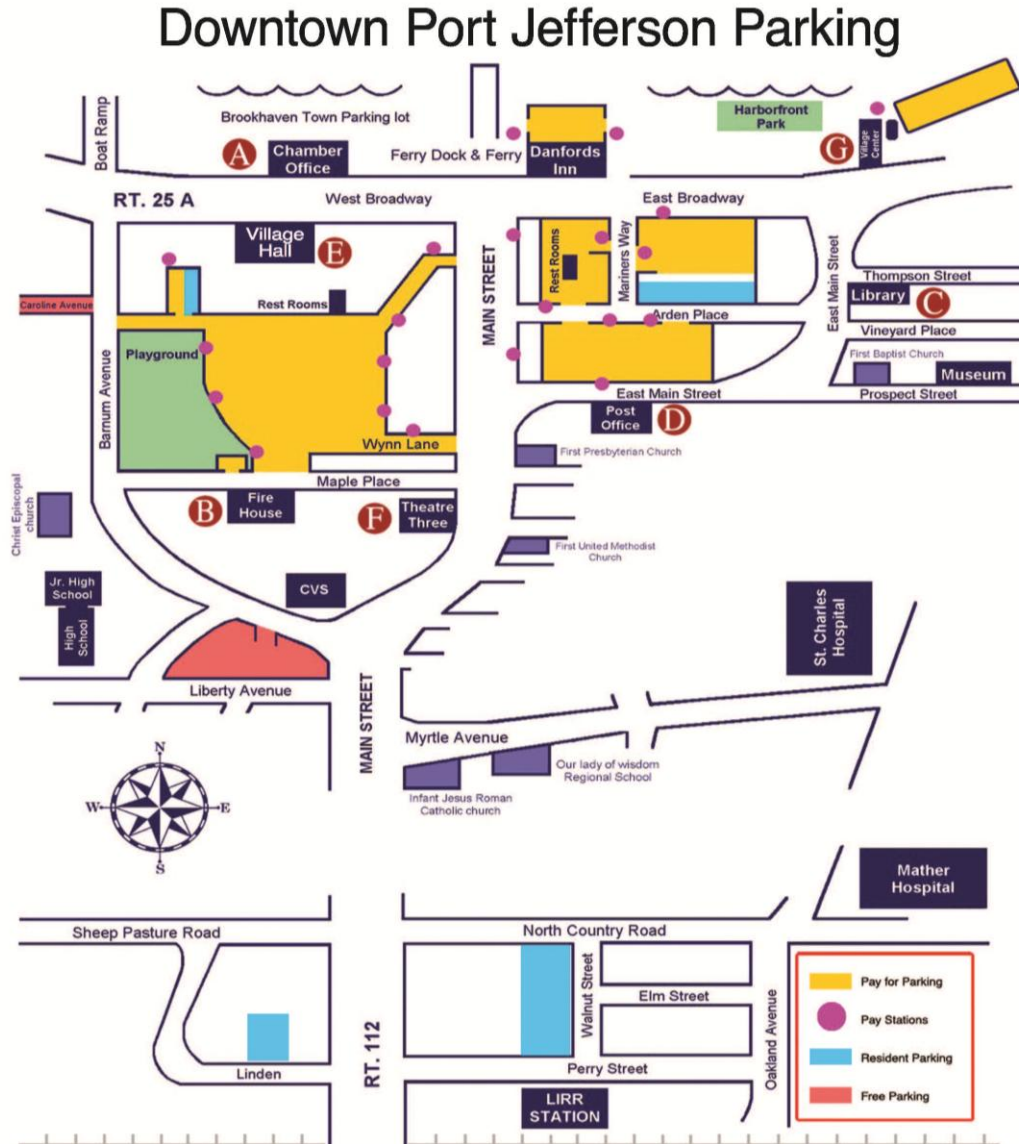
A good model for branding Town lots in the Village can be found in nearby Port Jefferson, where highly effective branding and signage have brought the appeal of off-street lots up to par with on-street parking. Key elements of Port Jefferson's branding success include:

- Attractive signage and landscaping at lot entrances;
- Comprehensive and concise parking information on the Village's website; and
- Rational pricing to create a predictable parking experience wherever one chooses to park.

Figure 10 Municipal Branding and Landscaping Present a Welcoming Brand in Port Jefferson



Figure 11 Park Once Map, Including Information on Free and Metered Long-Term Parking Lots



Village of Port Jefferson Parking Policy

While visiting, it is important that you follow parking rules to avoid being issued a parking violation.

Village Parking Lots

- \$.25 per half hour. (Village resident cars with current stickers park free.)
- Remember the number of your space.
- Deposit money at any pay station.
- Follow instructions on the pay station.
- Add time as needed at any pay station.
- Hours of enforcement on signs at pay stations.
- Save your receipt. Keep it with you, not in your car. It shows when your time expires. Show it to businesses offering tokens.
- Employees are encouraged to park in the Brookhaven Town Marina lot, CVS lot and on Caroline Avenue.

Enforced from 10am to 10pm
*****Pay at any Pay Station*****

Cash Instructions	Credit Card Instructions
1- Enter Space #	1- Enter Space #
2- Insert coins \$.25=30 Min.	2- Insert and remove credit card (Three arrows to the right) Automatic 2 hours Maximum
3- Press GREEN Button	3- Press fee buttons to add more time.
4- Keep receipt with you	4- Press Green Button

Instructions to add time
 Blue Each Press = \$.25 = 30 Min.
 Yellow Each Press = \$1.00 = 2hr

1. Press Green Button.
 2. Enter ID # located bottom of your receipt.
 3. Follow Display.
 .25C = 30 Minutes — Enforced 10AM-10PM

Free On-Street Parking

- On-street parking is free.
- Time limits shown on roadway signs.
- Time limits strictly enforced.

Demand-Reduction Strategies

Support Other Modes to Reduce Parking Demand/ Costs

Providing parking is simply a means of accommodating a particular mode of downtown access. However, there are many non-driving options available to Village residents, commuters, and visitors. And each time one of these modes is used for travel to the Study Area, it frees up one more parking space for someone else. Following is an overview of best practices in demand-reduction strategies with potential to address current conditions in the Village.

Many parking benefit districts invest a portion of parking revenues (and other fees, grants, and/or transportation funds, when available) to establish a full menu of transportation programs for the benefit of all downtown employees. This not only helps with employee attraction/ retention, it can significantly reduce long-term parking impacts on retail streets.

Transit benefits

Many leading programs include universal transit passes, which provide free transit passes for every employee and resident in a downtown. The annual passes are purchased at a deeply discounted bulk rate by the parking benefit district (or BID or Chamber) from the transit operators. For many transit operators, universal transit passes provide a stable source of income while helping them meet their ridership goals.

Case Study: Boulder, CO

Boulder, Colorado is served by a Parking Benefit District called the Central Area General Improvement District (CAGID), which manages parking and subsidizes alternative mode transportation options in order to reduce auto-dependence and support a more walkable downtown. This multi-modal focus was also prompted by the reality of limited street capacities to handle more traffic, as well as simple economics. As put by James Bailey, former CAGID planner who helped establish the program: “CAGID realized early that the economics of parking garages are dismal.” Rather than expand garage capacity, the CAGID Board decided to invest in alternatives. CAGID’s non-parking programs are managed through the City’s Downtown and University Hill Management Division. The “Eco-Pass” program provides free unlimited-ride transit passes to more than 8,300 employees of 1,200 different downtown businesses. The CAGID pays a flat fee to the transit district for each employee enrolled in the program, regardless of whether the employee actually rides transit. Because every single employee in the downtown is enrolled in the program, the Regional Transportation District provides the transit passes at a deep bulk discount — currently only \$111 per person, per year. In addition to the Eco-Pass program, the CAGID also offers ride-matching services and a Guaranteed-Ride-Home program that allows those who left their car at home to have an allowance of free taxi rides home in case of any unexpected need to work late or a home emergency. In 2009, these programs cost nearly \$755,000. However, they are fully funded through CAGID revenues as the Downtown Management Commission has determined that effective demand management investments are a far cheaper strategy than building new parking alone.

Other Commuter Benefits

Metropolitan Planning Organizations and Transportation Management Associations are increasingly offering a suite of free commuter benefits to all employees in their areas, the most common of which include the following.

- Ridematching services - Technology is making it increasingly easy to match commuters by commute routes and schedules. Some use Facebook to connect riders. Many provide calculations of financial and CO2 savings. To quote one software provider about the ease and speed of current programs: "A person can become a member, set up a ride and be viewing others wanting to rideshare in just minutes."²
- Transit information - Including routes, schedules, fares options, etc.
- Guaranteed Ride Home - A fixed number of free taxi rides home for non-driving commuters who need to leave work earlier or later than normal, and when their normal ride home options are unavailable.
- Individual Commute Planning Services - TMA staff work with individual commuters to arrive at best-best commute options to fit their cost/ time/ convenience priorities.
- Cost Calculators - Makes it easy to estimate the cost of various commute-mode options, based on home and work locations, and available modal options.

Case Study: MetroPool, Long Island's TMA

MetroPool is Long Island's NYSTOD-funded transportation management association. Its mission is to improve transportation on Long Island by advocating positions consistent with that goal, by facilitating development of appropriate programs, and by operating programs to improve mobility, reduce traffic congestion, improve air quality and enhance the quality of life for all Long Island residents.

Free Services

- Carpooling
- Vanpooling
- Public Transportation Information
- Guaranteed Ride Programs
- Commute Alternatives
- The Commuter Choice Program for Employers
- LIRIC Grants
- Clean Air NY
- Relocation Services

Bike- and Walk-Friendly Complete-Streets

A “complete” street is designed for safe, comfortable, and convenient movement both along and across the right-of-way by people of all ages and abilities, using multiple modes. Research has shown that more people walk, bike, and take transit when well-designed facilities are available, and this can result in an array of livability and other community benefits. The not-for-profit

² <http://www.nctr.usf.edu/programs/clearinghouse/ridematching-software/>

organization Complete the Streets has outlined several such benefits, summarized in the following list.

Safety. Complete streets can reduce accident rates and accident severity. Studies have shown that as the number and proportion of people biking and walking increases, deaths and injuries from vehicle crashes decline.

Health. Complete streets encourage walking and biking, and to the extent that emissions from autos are reduced, can further improve public health.

Children’s Health and Safety. Complete streets allow children to more safely explore their neighborhoods on foot or by bike, thereby gaining independence while engaging in physical activity.

Seniors Health and Safety. Similarly, pedestrian-friendly street designs will support our aging population by keeping seniors walking, and getting them safely across our community's streets.

Mobility. Complete streets provide alternatives to traffic congestion and increase the overall capacity of the transportation network.

Perhaps most importantly, a complete-street redesign could transform New York Avenue into a high-performance bike connection between the Village and Huntington Station.

Case Study: Great Neck Plaza, NY

Since 2001, the Village of Great Neck Plaza has completed Complete Streets improvements to five of its communities roads, with stated objectives to:

- Calm or slow motor vehicle speeds;
- Minimize potential for vehicle conflicts, reduce crashes, and lessen their severity;
- Increase pedestrian safety and comfort;
- Enhancing streetscapes; and
- Improving multimodal access.

The largest of these projects reduced injury-related crash rates by 23%. All improved non-motorized mobility by redesigning high-capacity roads for use by pedestrians and cyclists. See Appendix for further details.