**Newburyport Parking Program Study**Fall 2023

The City of Newburyport is looking to hire a consultant to perform an updated parking study. Our most recent information comes from 2018, and we have since begun construction on an expanded City park that will remove parking by the heavily visited waterfront area. We also have a parking garage that was opened in the last five years, and is starting to be used more heavily. We have a number of needs to consider for downtown parking in particular, as we have a number of businesses that need employee parking, and we have high visitor levels three seasons of the year. We also may see additional development in the west area of our waterfront in the coming years, making accurate parking information and a program that makes best use of our downtown parking imperative.

We are looking for a consultant to perform the following tasks:

1. **Review the City’s existing downtown area parking program**

Review hours, rates and other applicable restrictions on the surface lots, garage and on-street spaces in the geographic area/study boundary. This will include looking at the demand for, and/or allowance of any overnight parking within city facilities versus on-street, and the locations/quantity of resident-only parking.

1. **Review all parking program revenues and expenses**   
   Study last three years of data, and benchmark them based on future anticipated counts.
2. **Conduct peak season/day and off-peak season/day counts in the field**   
   Modeling may be necessary here, as the construction project underway has already brought us below the future number of spaces we will have at its conclusion. Especially important will be understanding seasonal limits on spaces, including parklets, and how this influences demand. There are significant differences between weekday and weekend counts as well.
3. **Provide a comparison of Newburyport’s overall parking program parameters versus other comparable communities**.

We would like to see comparisons of the organizational structure, methods of enforcement, payment systems, and rates and policies, compared to other municipalities with active downtowns and frequent visits by residents and tourists.

1. **Provide specific recommendations for a comprehensive update to Newburyport’s downtown parking program**   
   These recommendations should aim to improve parking management between demand/usage overall and provide appropriate revenues both to cover operating expenses and further funding for downtown infrastructure improvements. This will require a firm understanding of our parking accounts and their legislative restrictions.