

5.2 Promote Effective Parking Management

10 – 45 Points

Objective

Make existing parking more efficient, reduce parking demand, and encourage walkability.

Complementary actions:

- [Implement Complete Streets](#)
- [Integrate Sustainability into Plan of Conservation and Development and Zoning](#)
- [Encourage Smart Commuting Action](#)

What to Do

Because parking is integral to developing sustainable neighborhoods and commercial corridors, this action will be most effective if you address it in conjunction with the complementary Sustainable CT actions noted above.

The more you do, the more points you earn.

1. Conduct a parking needs assessment. Determine whether to evaluate parking community-wide or in a specific area of your municipality, such as a downtown commercial district, and then prepare a map of the study area. Perform a complete parking inventory, counting the existing on-street and off-street parking spaces in the study area. Conduct a parking survey with input from residents, business owners, and visitors on satisfaction and ease of parking in the area being studied. The survey should also examine the number of cars and turnover rate (determined by recording license plates of all cars in the parking area) for the parking area being assessed. Examine existing parking needs, estimate future demand, and then evaluate and recommend parking strategies that will achieve the parking needs of the municipality. Present the parking needs assessment at one or more publicly advertised meetings.

(10 points)

Submit: The parking needs assessment, as well as evidence that the assessment was distributed to relevant municipal departments (either via email, in person meeting, staff newsletter, etc.); and the date of the publicly advertised meeting at which the parking needs assessment was presented.

2. Implement non-regulatory and regulatory parking management strategies. **(Up to 35 points)**

Non-Regulatory Actions (15 points each)

Choose One per Certification Cycle

- Without more land or new construction, increase the capacity of parking facilities, such as through cross-access easements, shared facilities, better striping to clearly define spaces, reducing parking space size, and using underutilized areas of existing parking facilities for small car spaces, motorcycles and bicycles.
- Create shared parking (i.e., two different entities with different demand times, like a school and a restaurant, share a parking lot).
- Using signs, maps, brochures, websites, apps and electronic guidance systems, inform commuters

about parking availability, regulations, price, and travel options (walking, ridesharing, transit) to help them determine the best mode of transportation.

Regulatory Actions (20 points)

Choose One per Certification Cycle

- Rather than constructing more parking than is currently necessary, in anticipation of future demand, reduce the amount of impervious surface laid initially, by allowing developers to bank land and maintain landscaped areas on the property that can be converted to parking if demand requires it in the future.
- Establish pay-to-park systems in any area with street parking, parking garages and transit connections.
- Eliminate parking minimums, establish parking maximums, develop context-sensitive parking standards, unbundle parking from building development requirements, and/or establish fees-in-lieu of parking spaces.

Submit: Documentation showing the implementation of the selected parking management strategies. This may be a resolution or ordinance, meeting minutes or a letter from the municipal chief elected official or legislative body. If possible, submit before and after photographs that show a visible reduction in parking demands.

Credit for Past Action

- Any parking needs assessment completed within 5 years prior to application submission will be considered for points.
- Any parking management strategy will be considered for points regardless of adoption as long as the ongoing impact and efficacy can be demonstrated within 1 year prior to application submission.

Potential Municipal and Community Collaborators

Municipal planning staff and the planning and zoning commission should lead implementation of this action, in partnership with the governing body who may ultimately implement policy changes. Additional community collaborators include municipal residents, private and public employers and their employees, and visitors to the community to help identify parking issues in the municipality that may be addressed by the parking program.

Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)
- [CHEJ Small Grants Program](#)

Resources

Toolkits, Calculators, Guidance Documents

- [NACTO Urban Street Design Guide](#)
- [Parking Management: Comprehensive Implementation Guide](#)
- [American Planning Association Guide on Parking Standards](#)

Organizations and Relevant Programs

- [National Association of City Transportation Officials](#)
- [American Planning Association](#)

Benefits

Strategic parking management can mitigate environmental impacts, including excessive land consumption, degraded water quality, and exacerbated heat island effects and reduce greenhouse gas emissions by encouraging alternative modes of transit. Minimizing parking structures can also reduce energy used in construction, maintenance, and operation. Having the correct balance of parking is also vital to the economic development of your community.

CT Success Stories

- [2018 Hartford - Demonstrated Leadership](#)
- [2018 New Haven - Thorough Parking Assessment](#)
- [2018 Old Saybrook - Comprehensive Actions](#)
- [2018 South Windsor - Clear Submission](#)
- [City of Hartford, Form-Based Code, Parking provisions](#)
- [Mansfield Parking Steering Committee, developing parking management plan for Storrs Center](#)