

**11. PARKING RATE ANALYSIS**

Rates have a major impact on how parkers use the parking system. Parking pricing is useful in creating an even balance of parking occupancy across the system. Best practice is to price the high demand parking greater and to make the convenient, on-street parking more readily available for visitors. This will reduce vehicular circulation, traffic and improve user satisfaction. Currently, the on-street parking is more highly utilized than off-street parking and operates at capacity during peak parking periods. There is no incentive to park off-street for a visitor to the CBD as the hourly on-street and off-street parking rate is the same (i.e. \$1.50 per hour). It is suggested that the off-street hourly parking rate is less than the on-street rate to encourage visitors to park off-street and not look for the last available space on-street.

**11.1 Parking Rate Benchmark Analysis**

In order to help determine a parking rate structure for the entire system, a benchmark analysis was conducted to determine what other comparable markets are charging for parking. **Table 14** shows the benchmark parking rate analysis of comparable cities, which includes both local and national cities. These comparable cities were identified from discussions with Borough staff. They were selected based on their population size, geographic location, neighborhood character and the presence of a higher educational institution. The analysis includes on-street, hourly, daily, evening, overnight, monthly, residential permits, and residential visitor permits.

**Table 14 – Benchmark Parking Rate Analysis**

City	On-Street	Off-Street				Monthly	Residential	
		Hourly	Daily	Evenings	Overnight	24/7	Permit (per year)	Visitor
Ithaca, NY <sup>(1)</sup>	\$0.75 - \$1.50	\$1	\$7 - \$15			\$85 - \$159	\$45	\$10 per 10 days
Worcester, MA <sup>(2)</sup>	\$1.00	\$0.90 - \$3	\$4 - \$12	\$1 - \$3	\$5	\$75 - \$140	\$10	\$10 per year
Oxford, OH <sup>(6)</sup>	\$0.50	\$0.50					\$25	Free
New Bedford, MA <sup>(3)</sup>	\$0.75	\$3	\$15			\$42 - \$47	\$10	Free
Burlington, VT <sup>(4)</sup>	\$1 - \$1.50	\$1	\$8 - \$10			\$96	\$0	Free
Wilmington, DE <sup>(5)</sup>	\$1	\$3	\$9 - \$12			\$95 - \$185	\$0	Free
Lancaster, PA <sup>(6)</sup>	\$1.50	\$2	\$15	\$5		\$60 - \$70	\$0	\$2 per day
Reading, PA	\$1.00	\$1 - \$2	\$8 - \$12			\$69 - \$90	\$30	\$5 per 15 days
Harrisburg, PA <sup>(7)</sup>	\$1.50 - \$3.00	\$8	\$20 - \$25			\$115 - \$195	\$15	\$10 - \$15 per mo.
<b>Average Rates</b>	<b>\$1.17</b>	<b>\$2.44</b>	<b>\$12.63</b>	<b>\$3.50</b>	<b>\$5.00</b>	<b>\$90.06</b>	<b>\$15.00</b>	<b>NA</b>
<b>West Chester Rates</b>	<b>\$1.50</b>	<b>\$1 - \$1.50</b>	<b>\$6 - \$15</b>	<b>\$5.00</b>	<b>NA</b>	<b>\$65 - \$80</b>	<b>\$8.00</b>	<b>\$4.00</b>

<sup>1</sup> Limit of 8 visitor permits per year which cost \$10 and are good for 10 business days

<sup>2</sup> Only one visitor permit is issued and can be used for a year but not more than 10 days in a row

<sup>3</sup> For Downtown permit parking allows an additional 1 hour at meters in morning.

<sup>4</sup> First 2 hours are free in the garages and meters outside the Downtown are only enforced between 7 AM and 6 PM

<sup>5</sup> Guest residential permit parking passes are available upon a written request and last 7 days

<sup>6</sup> No more than 2 residential parking permits per single family home, no more than 1 per unit for multi-family building, and no more than 5 permits for an entire multi-family building

<sup>6</sup> Guest parking permits are valid for up to 15 days at a rate of \$2 per day

<sup>7</sup> No limit on the number of guest passes issued, the cost for one day to 7 days is \$10 and \$15 per month

<sup>8</sup> Two visitor permits are provided for the year with residential permit

Based on this analysis, the Borough's on-street rate is higher than average, and the off-street hourly daily, evening, monthly, and residential permit rates are lower than average. In most of the benchmark cities the on-street hourly rate is lower than the off-street hourly rate, which is not aligned with best practices.

### *On-Street Meters*

On-street meters in the TC would have a graduated rate structure, which would increase up to \$3.00 per hour by the third hour. The on-street rate for meters in the South District and University areas would remain the same as today (\$1.50 per hour). Below is the suggested rate structure for the Business District meters:

- 1<sup>st</sup> Hour: \$1.00
- 2<sup>nd</sup> Hour: \$2.00
- 3<sup>rd</sup> Hour or greater: \$3.00

It is suggested that the 3-hour time restriction on-street in the CBD is eliminated. This time restriction is difficult to enforce since vehicles can add time easily using the Passport mobile-pay app. The suggested rate structure (i.e. \$3.00 per hour for the 3<sup>rd</sup> hour or greater) will effectively deter people to not park long-term on-street and help encourage turnover.

### *Residential, Guest and Business Permits*

It was determined that the residential permit rate is low compared to comparable communities. It is suggested that the residential annual permit rate is increased from \$8 to \$15, which is the average rate of the comparable communities. However, this rate should be adjusted, if needed, to cover the costs to issue and manage the residential parking permit program.

Guest permits are currently only \$4 per year, which is low for the comparable communities that charge for guest parking. Also, the guest permit rate is typically greater than the residential permit rate. As discussed previously, it is suggested that a guest permit cost \$20 per year for 40 days of parking. If a person needs additional guest parking beyond 80 days per year (i.e. 2 permits with 40 days per year), they should pay a premium rate of \$15 per week.

Business permits are sold to contracted service providers working in a residential area at the same rate as a residential permit (\$8 per year). This is exceptionally discounted compared to the rate of purchasing monthly parking in the CBD. It is suggested that the rate of a business permit is increased to \$50 per year, which is still a substantial cost savings compared to paying \$75 or \$80 per month in the Bicentennial and Chestnut garages, respectively.

**Table 15** shows the existing and suggested parking rates in each facility and on-street in the CBD.

Guest Pass	# Sold
A	671
B	1233
D	17
G	14
H	35
I	112
K	49
L	80
Total	2211

Residential	# Sold
A	755
B	1062
D	12
E	33
F	68
G	18
H	26
I	80
J	11
K	39
L	72
N	35
Total	2211

LOT 3	15
Business	234
Spaz Lot 6	106

Lot 6		Residential Permits	
old	\$ 240.00	old	\$ 17,688.00
new	\$ 450.00	new	\$ 33,165.00
increase	\$ 210.00	increase	\$ 15,477.00

Business	
old	\$ 1,872.00
new	\$ 11,700.00
increase	\$ 9,828.00

Total Residential permit increase	\$ 15,687.00
Total Business permit increase	\$ 9,828.00
	<u>\$ 25,515.00</u>