

**FY13 Parking – On-Street Parking Policy:** Parking policy in the downtown business district is an important tool to both stimulate economic activity and reduce traffic issues along the streets. According to a study conducted of the region, in addition to high on-street availability, there are typically **4,000** empty parking spaces available and unused each night in the five downtown parking garages. This is, in large part, due to the fact that the City does not enforce the parking ordinance on evenings or weekends. This practice discourages consumer use of the garages at night because free on-street parking is readily available. During the daytime hours, because the City prices its on-street and garage parking equitably, there is no incentive for a visitor to utilize a garage over a space on the street. An analysis by LowellSTAT (**Figure 1**) of ticket volume in FY13 highlights the usage trends, broken down between garage transient users and those utilizing the on-street kiosks. The graph shows that the kiosks (which make up only a portion of all on-street parking) account for a large portion of the monthly volume of transactions. A right-pricing strategy should be explored to encourage use of the garages and ensure a higher turn-over rate for on-street parking. Businesses downtown will benefit from the approach by having available parking available near their store-front on an ongoing basis.

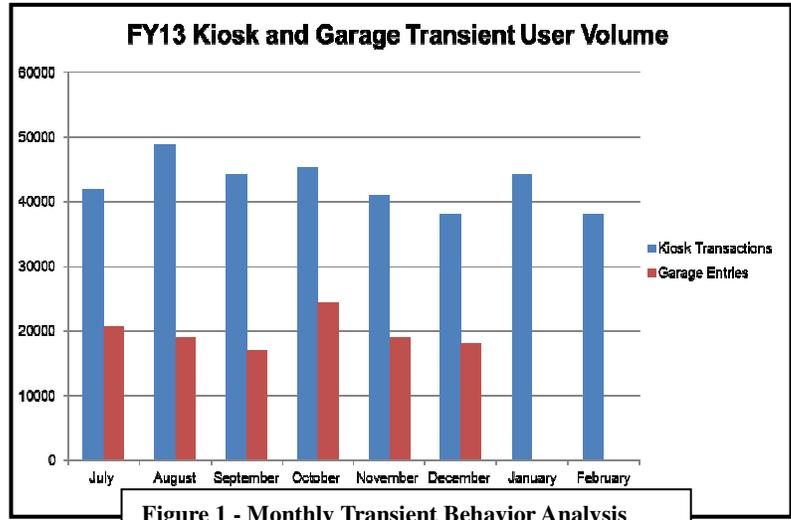
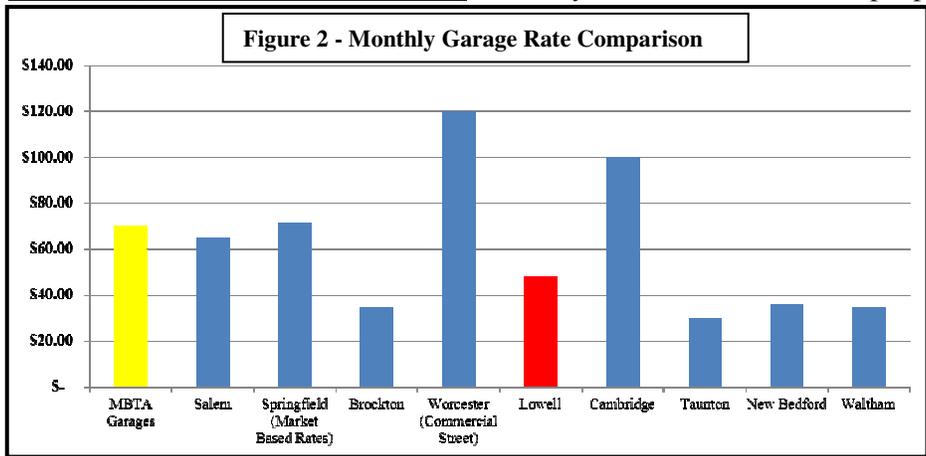


Figure 1 - Monthly Transient Behavior Analysis

**City Garage Use, Safety, and Pricing:** The City of Lowell’s five municipal parking garages are a tremendous asset to Lowell’s position as a “Destination City.”



Visitors who come to Lowell for its cultural, sporting, or entertainment events throughout the year rely heavily on these structures as a means for easily accessing the City’s many amenities. A priority of both the City administration and the Lowell Police Department has been ensuring the safety and security of the parking garages. An analysis of data received by

the LPD shows that, over the past 26 months (776 days) there were only 81 instances of criminal activity in all five of the garages. In addition to being a safe place to store vehicles, the garages in Lowell are also priced much lower than most similarly sized communities for monthly pass card holders (**Figure 2**). LowellSTAT recommends, therefore, that the City continue to encourage garage use as an alternative to on-street parking for transients by utilizing innovative pricing schemes to make parking more convenient and accessible.