

APPENDIX C: USER PERSPECTIVE



MEMORANDUM

To: Town of Barnstable
From: Nelson\Nygaard
Date: March 29, 2017
Subject: Hyannis Parking Study: Parking User Perspective

The Downtown Parking Study relies heavily on quantitative data, but parking is about user perception as much as supply and demand. Therefore, the consultant team conducted a series of outreach efforts in order to get a sense of the community perspective of parking in downtown Hyannis. Input efforts focused on exploring, in detail, a broad cross-sectional understanding of how the parking system functions. The primary efforts to understand the user perspective included an **online survey**, which garnered over 400 respondents, and targeted **stakeholder interviews** with about 30 participating individuals and organizations. Individuals and organizations represented diverse interests in the downtown, from business associations to social service organizations to developers and landowners. The team conducted several follow up meetings with many of these groups to discuss project findings and vet and refine ideas.

This memorandum summarizes the findings of these outreach efforts. General community concerns include:

- Desire for new parking **wayfinding and improved signage**
- Concerns on impact of **paid parking** on local business
- **Safety** concerns, especially walking and lighting
- Questions on the impact of **employee parking**
- Desire for **convenient** on-street parking
- Frustration with the **parking at the Town Hall** and who uses it
- Concerns about **tourist parking demand** in the summer
- Questions about how **seasonally adjusted parking regulations**

The process on understanding the user perspective is an integral piece of parking analysis. Understanding the issues by talking with community members provided valuable insight not only on what isn't working today, but also opportunities for improvement. These insights into the community's mobility needs, coupled with quantitative data parking analysis, will help steer the study in a direction that truly addresses parking challenges unique to downtown Hyannis.

USER SURVEY

The perceptions, experiences, and preferences of people who park in Downtown Hyannis were collected through an online survey. The survey was open from March 21, 2016 to August 15, 2016 and attracted 424 respondents. The Town of Barnstable distributed a link to the survey to a variety of stakeholders, including but not limited to the Cape Cod Regional Transportation Authority (RTA), Hyline, Steamship Authority, Greater Hyannis Chamber of Commerce as well as on the Town's website. Subsequent sections below outline the responses and trends from survey respondents.

ONLINE SURVEY KEY TAKEAWAY

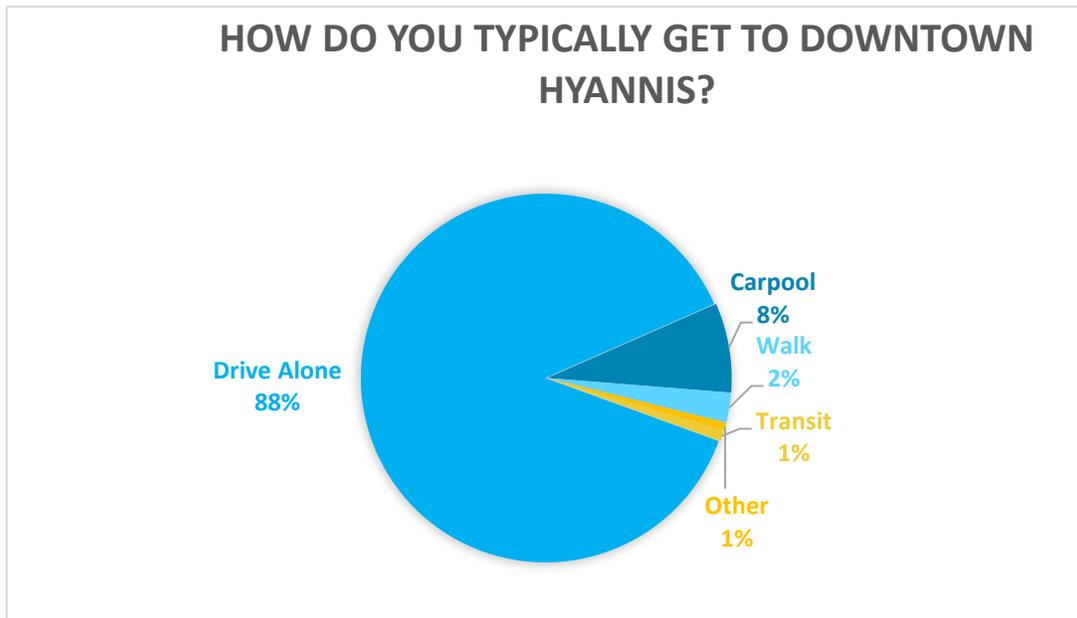
- 88% of all survey respondents drive alone to downtown, and only 4% do not arrive in a personal vehicle.
- Traffic and parking availability are perceived as the greatest barriers to visiting downtown Hyannis.
- A majority of respondents (55%) report parking in publically owned lots when visiting downtown, with an additional 26% using on-street parking.
- Most visits to downtown include trips to two or more establishments.
- Parking typically takes less than five minutes to find a space.
- There is a large concern about safety in the downtown area.
- Many respondents said they would be willing to pay to park, but most would prefer not to pay regardless of potential improvements.

SURVEY RESPONSES

Parking and Parking Characteristics

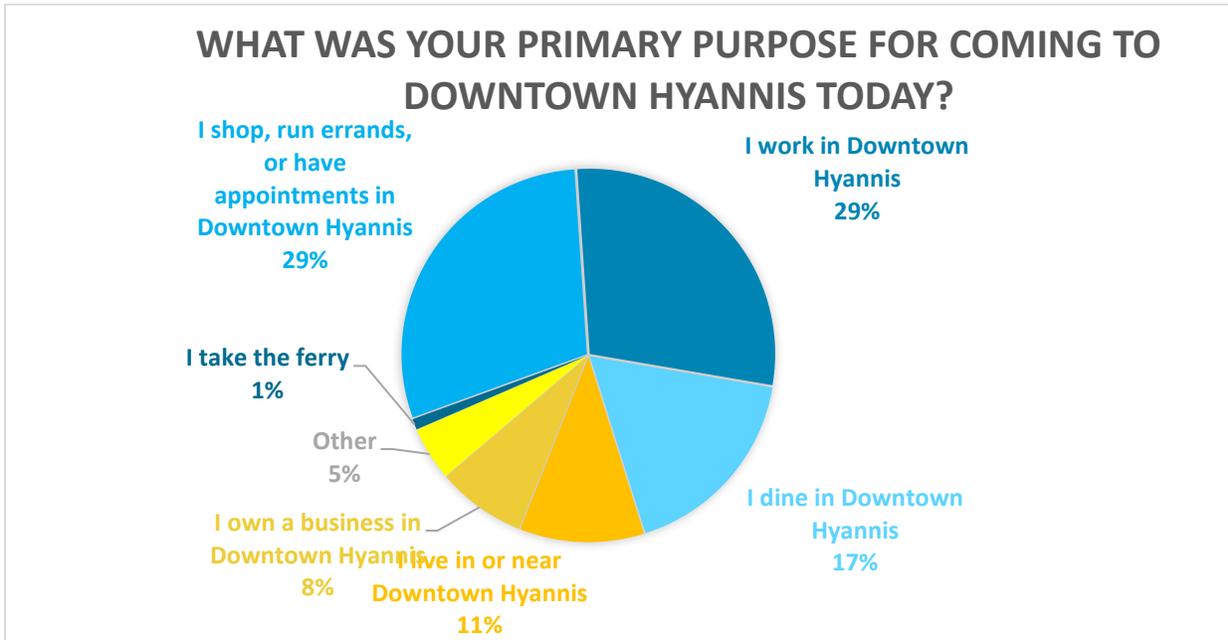
The overwhelming majority of survey respondents traveled to downtown Hyannis by car, with the bulk of these being drive alone trips. As shown in Figure 1 only 4% of trips to downtown Hyannis were performed by a means other than by car. The transit figures below include use of the ferry, while the 'Other' category includes taxi use and people who live in the downtown area. No respondents reported traveling to Hyannis by bicycle.

Figure 1 Typical Mode to Downtown Hyannis



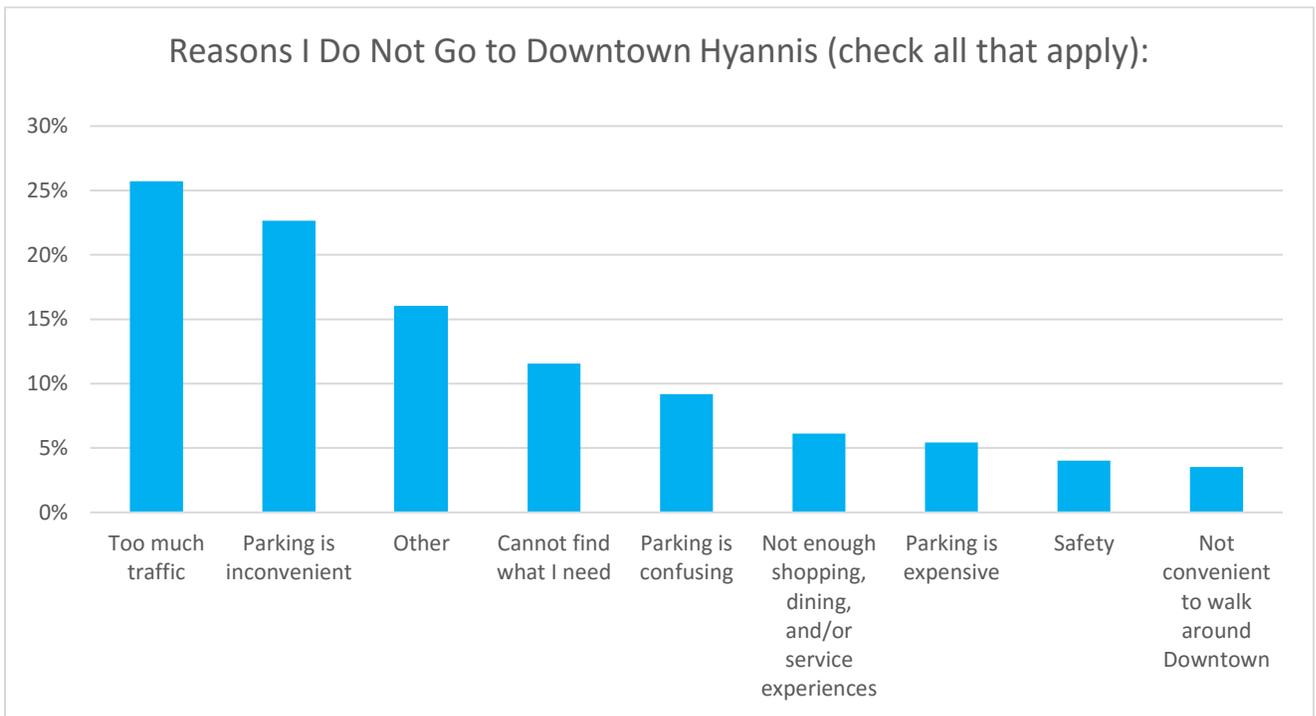
The most common reasons for visiting downtown are that respondents shop and run errands in the area, as well as working in the downtown. As shown in Figure 2, these two reasons make up 58% of all responses, while people coming to visit downtown for dining make up a further 17%. The remaining 25% of respondents typically live in the downtown area or own a business there. Of the respondents who answered 'Other' common reasons to visit include to go to the Town's offices, library, and to attend events.

Figure 2 Primary Reason for Visiting Downtown Hyannis



The most common reasons that people visit choose to not visit downtown is because of issues related to traffic and parking. As shown in Figure 3 a quarter of all respondents cited these issues as why they do not go downtown. Many respondents included a written response for what other reasons they do not visit downtown. Nearly a third of respondents that provided an additional reason for why they do not visit downtown cited safety as a reason, with particular emphasis on panhandling and the homeless population in the area.

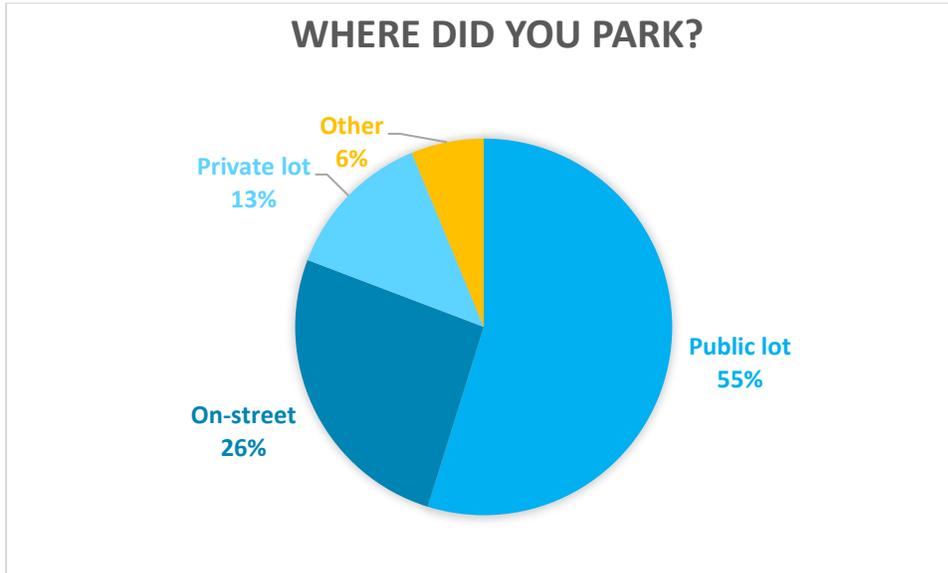
Figure 3 Reasons to Not Visit Downtown Hyannis



Parking Location

As shown below in Figure 4, the majority of people who parked in the downtown area did so in a public lot. In total over 80% of respondents reported parking in public facilities, either on-street or off-street. Many of the respondents that reported 'Other' parking in residential areas, or lots associated with offices or businesses.

Figure 4 Parking Facility Type



The survey asked respondents where they park on—street. Of the 250 respondents that reported a location for where they typically park on-street, 77% park on Main Street. As shown in Figure 5 the next most common street to park on was reported as North Street, but with only 5% of responses. For off-street parking the most commonly used parking areas were reported as the Town Hall Lot and the North Street lots. These three lots accounted for 70% of all responses.

Figure 5 Most Common Parking Locations

On Street (250 Responses)		Off Street (328 Responses)	
Street	% of Responses	Lot	% of Responses
Main Street	77%	Town Hall Lot	35%
North Street	5%	North Street East Lot	21%
South Street	1%	North Street West Lot	14%
Ocean Street	1%	Private Lot	11%
Sea Street	1%	200 Main Street Lot	6%

Figure 6 Most Common Parking Locations for Customers

On Street (250 Responses)		Off Street (328 Responses)	
Street	% of Responses	Lot	% of Responses
Main Street	83%	Town Hall Lot	31%
North Street	6%	North Street East Lot	30%
South Street	1%	North Street West Lot	16%
Ocean Street	1%	200 Main Street Lot	6%
Sea Street	1%	Ocean Street Lot	4%

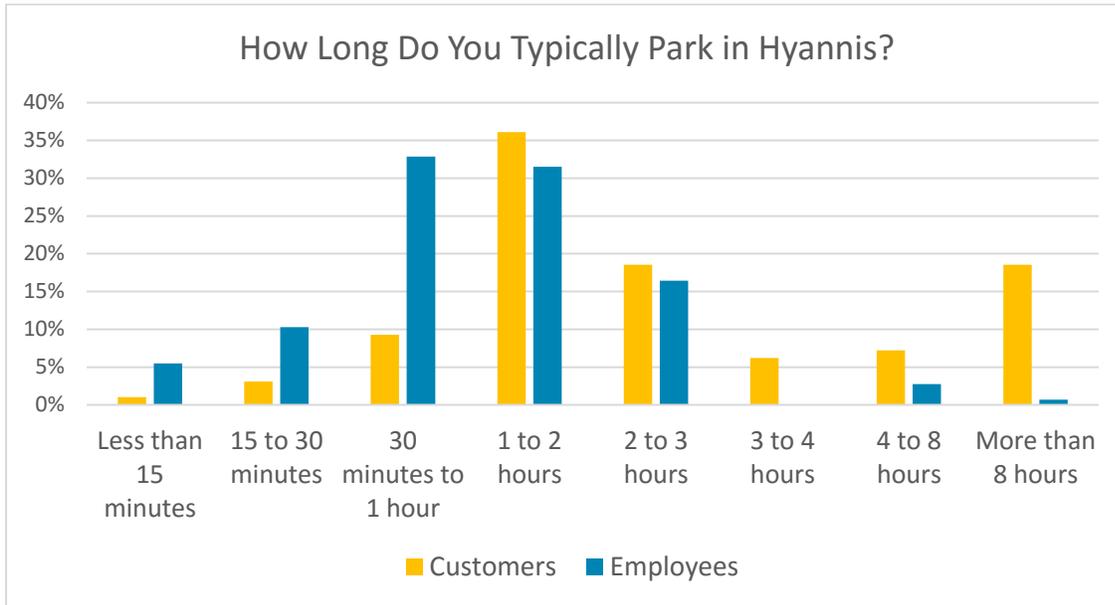
Figure 7 Most Common Parking Locations for Employees

On Street (250 Responses)		Off Street (328 Responses)	
Street	% of Responses	Lot	% of Responses
Main Street	64%	Town Hall Lot	38%
North Street	4%	North Street East Lot	15%
South Street	3%	North Street West Lot	9%
Sea Street	1%	Private Lot	11%
Stevenes Street	1%	200 Main Street Lot	6%

Parking Time

When asked about how long they typically park their car in downtown Hyannis, over a quarter of respondents answered that they spend 1 to 2 hours parked. As shown Figure 8, over half of all respondents said they typically park for two hours or less on a visit to downtown. On the other end 31% of respondents said that they park for four hours or more. Most of the respondents who answered 'Other' reported that the time they spend parked varied.

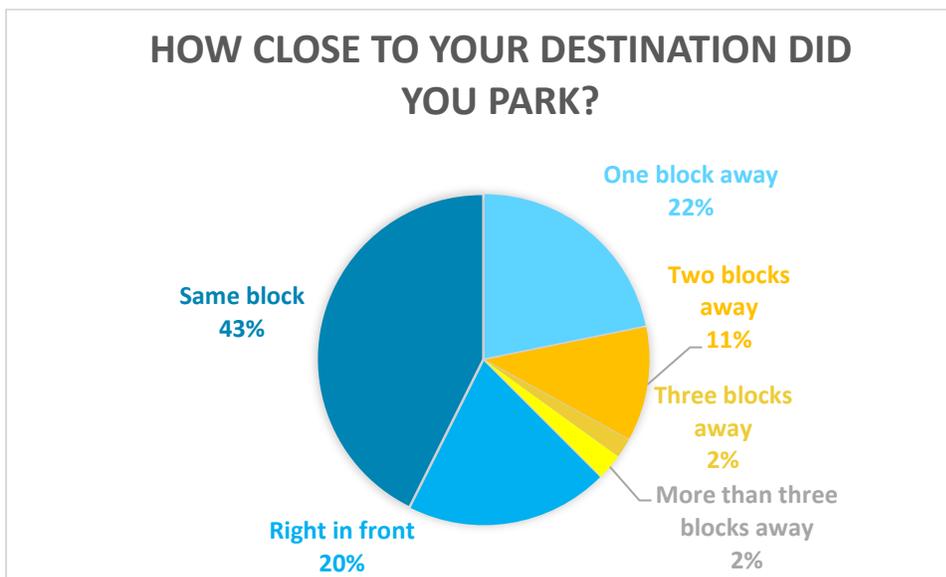
Figure 8 Length of Parking Stay



Proximity and Convenience

Respondents were asked about the proximity of where they park in relation to their destination. Overall 84% of all respondents reported that they were able to park one block away or closer to their final destination as shown in Figure 9.

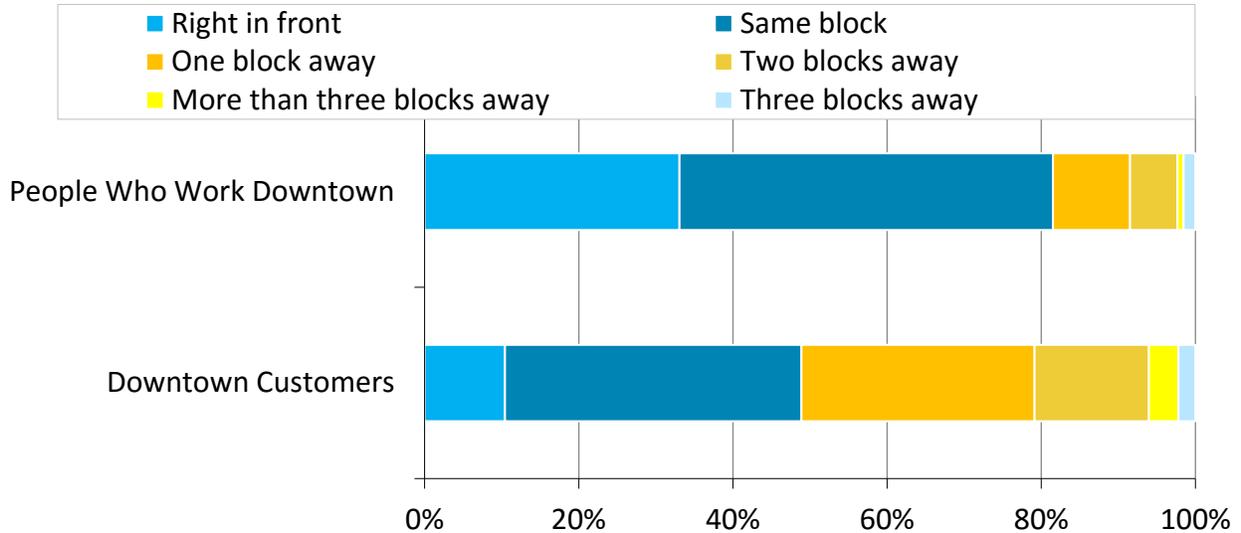
Figure 9 Proximity to Destination



When comparing customers to people who work downtown however, there is clearly a split between how close to their destination workers and visitors are able to park. As shown in Figure 10, people who work downtown park on the same block as their destination more than 80% of the time, whereas fewer than 50% of downtown customers report being able to park in front of or on the same block as their destination. Fewer than 10% of downtown workers report having to park more than a block away, whereas 21% of customers have to park that far away from their destination.

Figure 10 Proximity to Destination for Customers and Workers

HOW CLOSE TO YOUR DESTINATION DID YOU PARK?



Over 75% of respondents reported that it takes five minutes or fewer to find parking in downtown Hyannis on average. Over 65% found parking within two minutes and nearly 90% reported finding parking within five minutes on the day in question. As shown below in Figure 11 and Figure 12, over half of respondents report that on the worst occasion it takes over 10 minutes to find parking or that they gave up.

Figure 11 Length of Time to Find Parking for Customers

CUSTOMERS: HOW LONG DID/DOES IT TAKE YOU TO FIND A SPOT...(IN MINUTES)

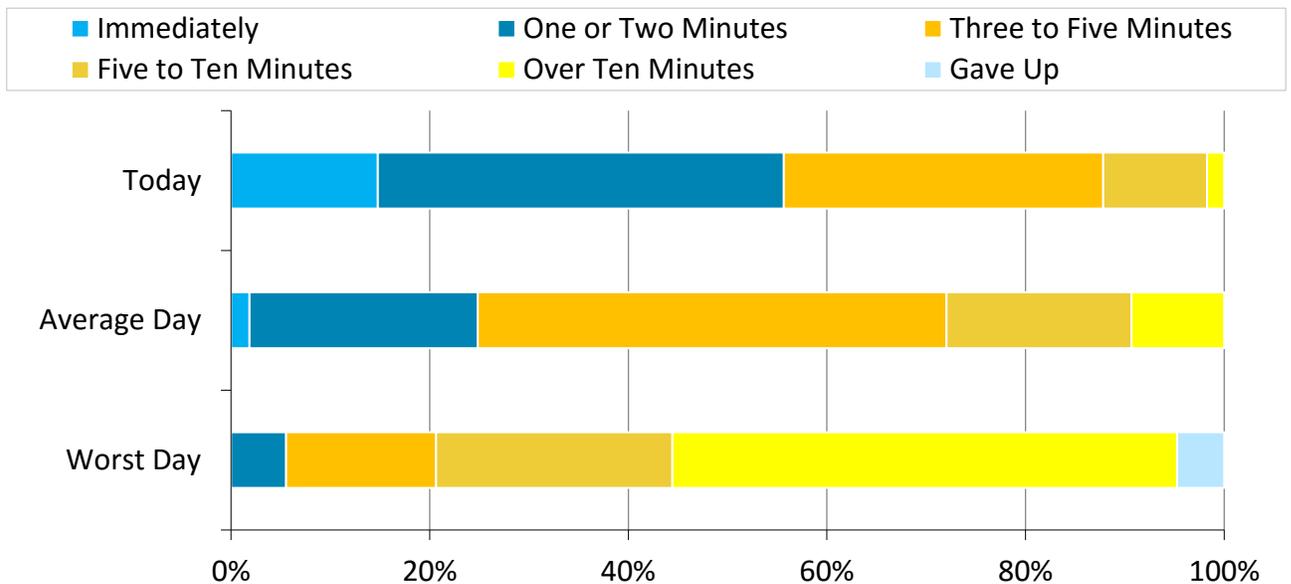
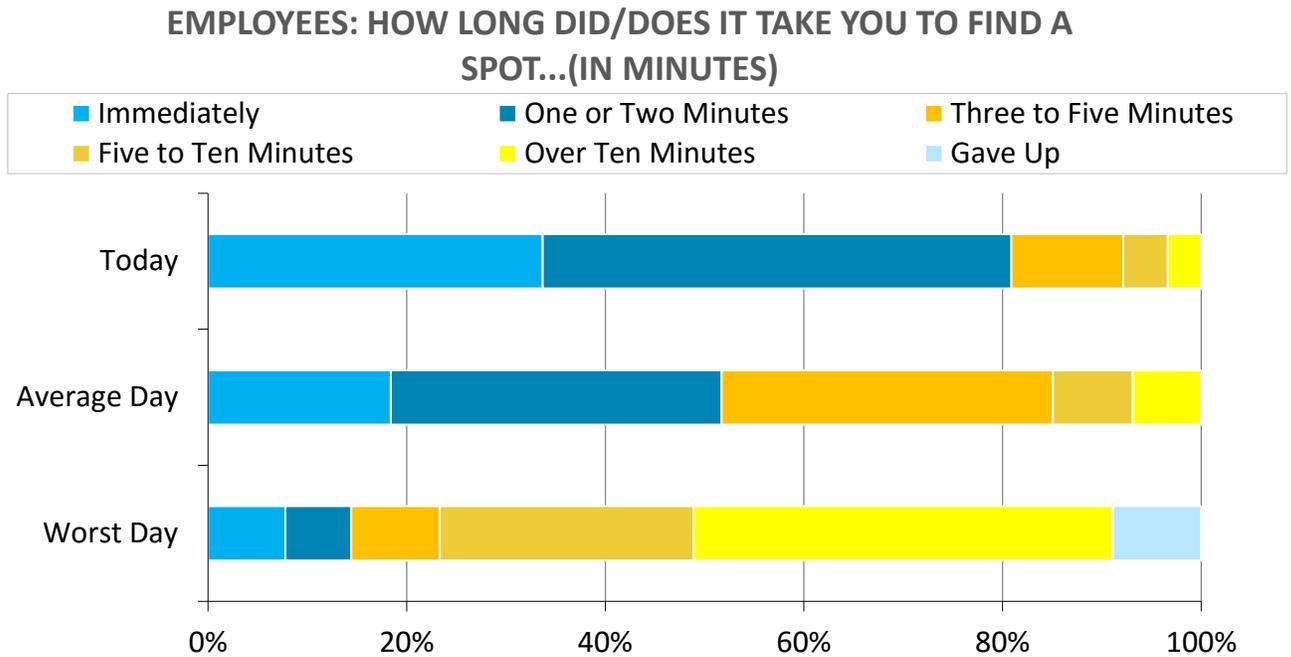


Figure 12 Length of Time to Find Parking for Employees

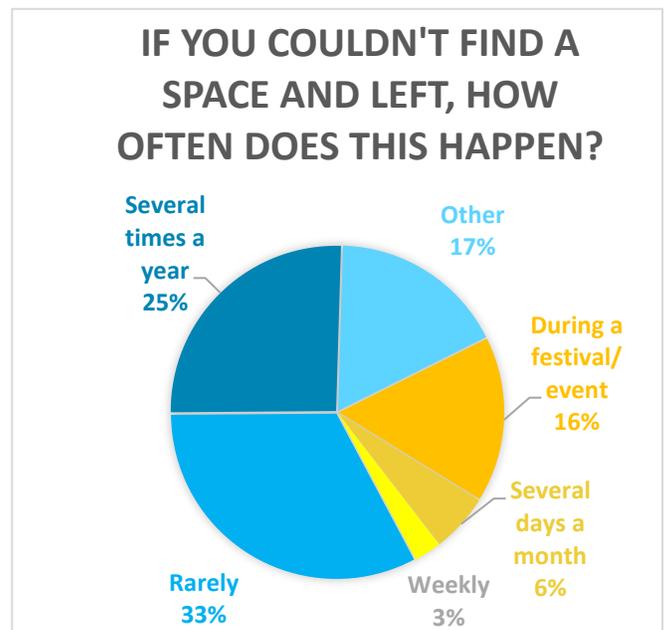


Over half of survey respondents said they had sought parking in the downtown area before giving up at least once, as shown below in Figure 14. Such occurrences are somewhat rare however, with only 9% of respondents reporting such an instance happening once a month or more as shown below in Figure 13. Most 'Other' responses involved slower parking times in summer or during special events.

Figure 14 Failure to Find Parking



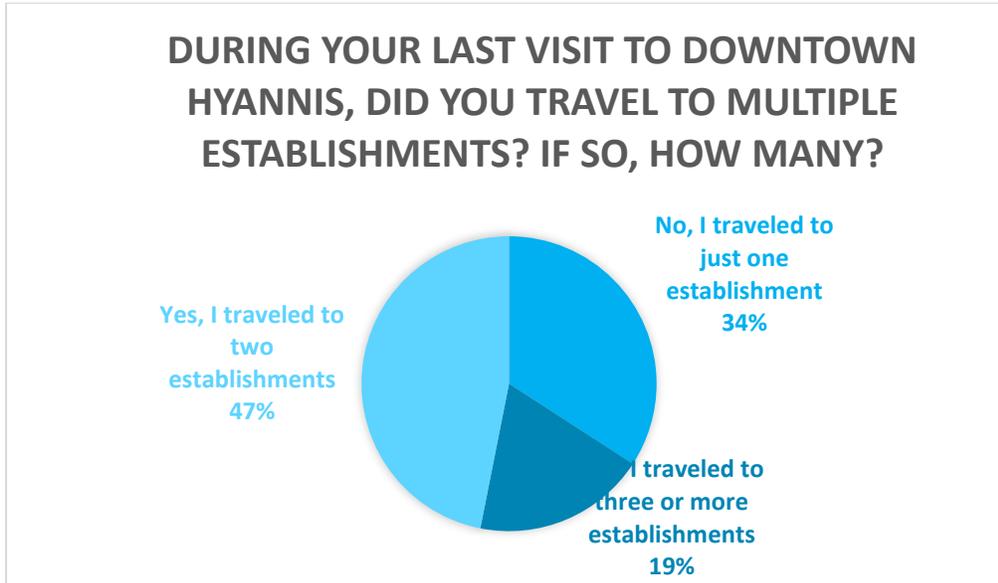
Figure 13 Failure to Find Parking Frequency



After Parking

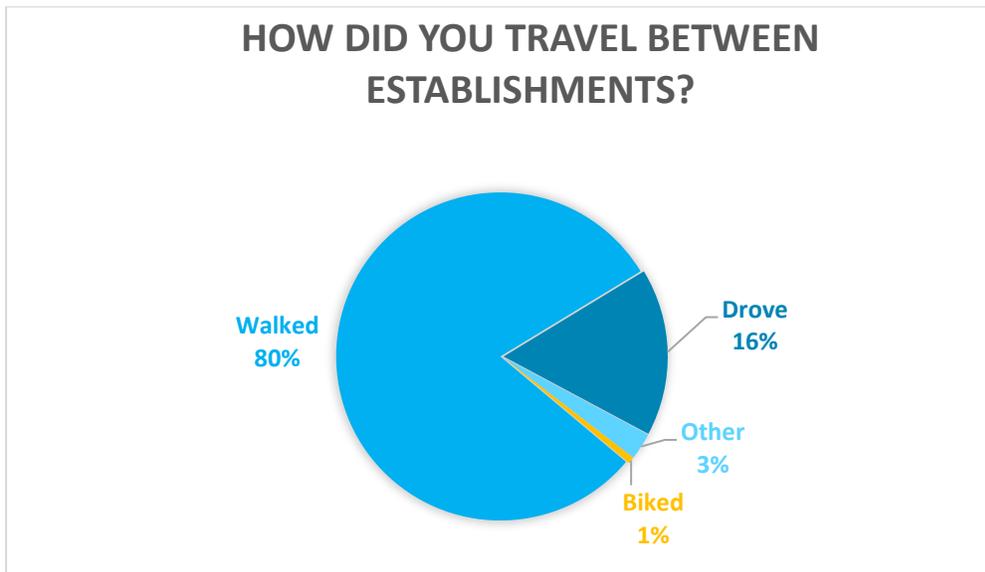
Survey participants were asked about how many businesses they visited the last time they made a trip to downtown Hyannis. Approximately two-thirds of respondents visited multiple places, with the remaining third reporting that they had only visited one establishment as shown below in Figure 15.

Figure 15 Number of Establishments Visited



For those that did go to multiple businesses, the majority walked between the various establishments as shown below in Figure 16

Figure 16 Movement Between Establishments

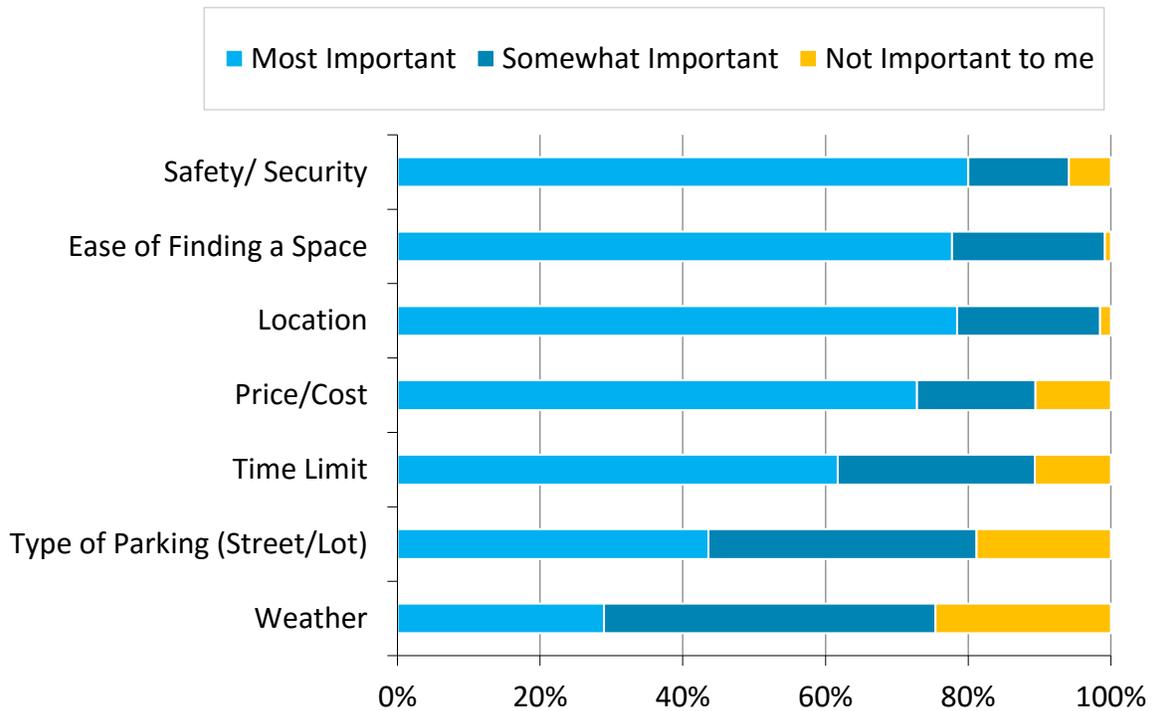


Customer Considerations

Survey participants were asked about what elements are most important to them when selecting a place to park. Nearly all elements were considered to be at least somewhat important by 80% or more survey participants. As shown in Figure 17 the most important factors were ease of finding a space, and space location, both of which were almost universally seen as at least somewhat important. Safety and security was the item that was rated with the highest level of 'Most Important.'

Figure 17 Parking Preferences

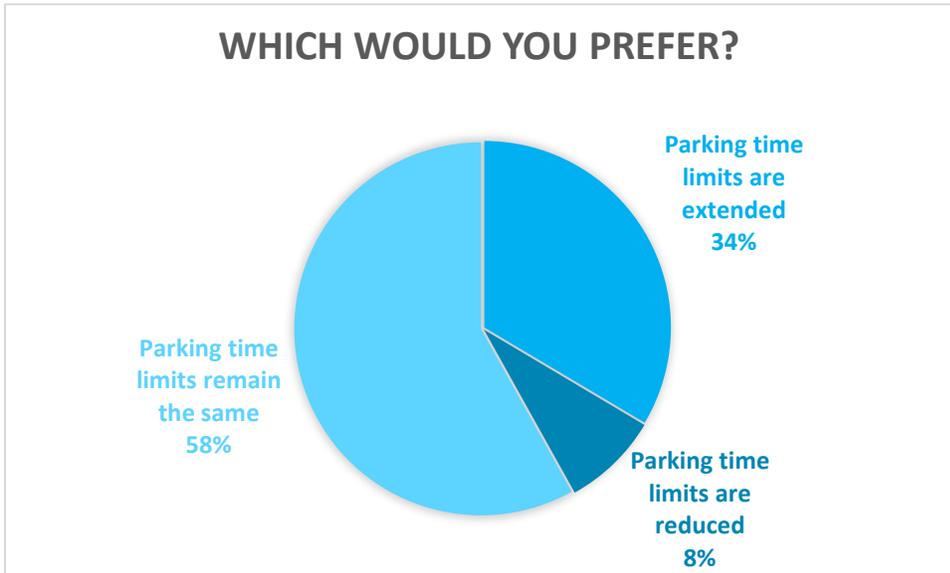
WHAT ARE THE MOST IMPORTANT CONSIDERATIONS FOR YOU IN CHOOSING WHERE TO PARK IN HYANNIS?



Customer Preferences

Survey participants were asked to review a series of different parking solutions and potential changes to compare their preferences. When asked about parking time limits, most of the survey participants would like parking time limits to remain as they are already, though more participants would rather see time limits extended than reduced as demonstrated below in Figure 18.

Figure 18 Time Limit Preferences



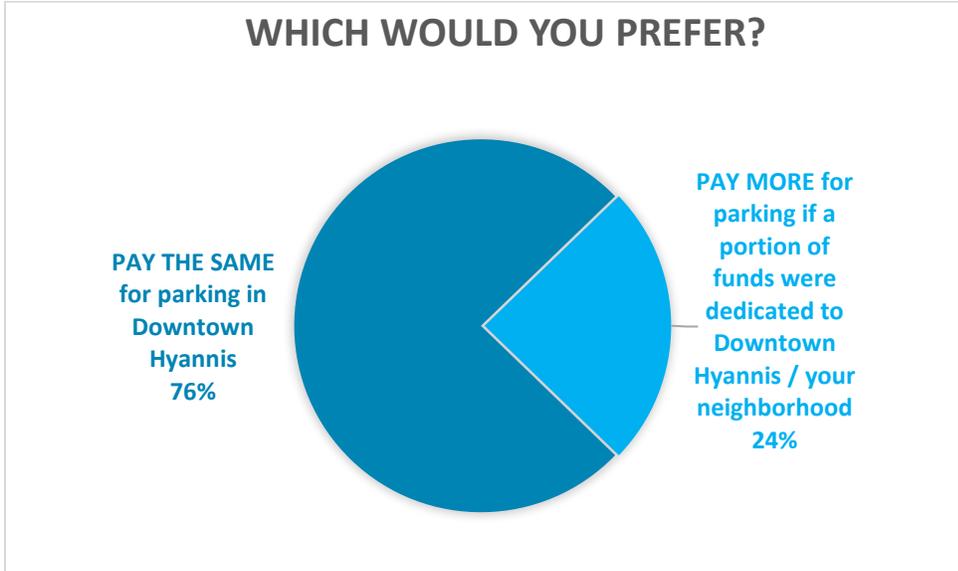
When comparing closer but paid parking locations versus free but farther away parking locations, 83% of participants replied that they would rather have free parking that was a longer walk as shown below in Figure 19.

Figure 19 Payment Versus Distance Preference



Participants were also asked about their preference for creating a parking improvement fund that would require the raising of current parking rates. By a ratio of 3 to 1, survey respondents would rather maintain current parking rates rather than pay more to fund area improvements.

Figure 20 Improvements Preference



Survey participants were then asked what amount they would be willing to pay for an available space in the downtown area. Nearly half of respondents said they would be willing to pay less than \$1 per hour, with another quarter of respondents willing to pay between \$1 and \$2 per hour. As shown in Figure 21 nearly 30% of participants answered 'Other,' the majority of which replied that they would not be willing to park or that certain provisions for employees or residents should be provided.

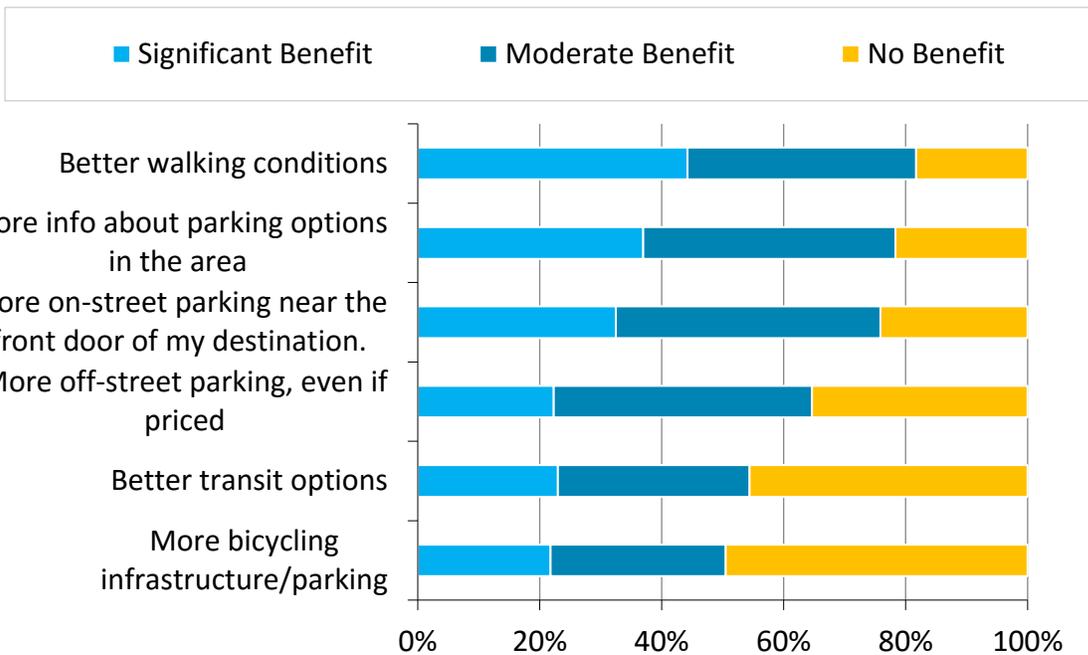
Figure 21 Parking Payment Amount Preferences



Lastly survey participants were asked about what types of improvements would benefit their experience in downtown Hyannis. As shown in Figure 22 the most popular solution was to improve walking conditions in the area, followed by improvements in parking information, and additional on-street parking. Each of these latter three solutions was viewed as beneficial by at least 75% of survey respondents. The least popular options were improvements to transit and bicycle infrastructure, each of which were viewed as offering no benefit by over 45% of respondents.

Figure 22 Multimodal Improvements

WHAT WOULD IMPROVE YOUR PARKING AND ACCESS EXPERIENCE IN DOWNTOWN HYANNIS?



STAKEHOLDER INTERVIEWS

The review of background information was complemented by a series of stakeholder meetings and interviews to gather input on conditions from those most familiar with parking in downtown Hyannis. Stakeholders were identified by the Town of Barnstable and included business owners, Town staff, Cape Cod Commission staff, residents, and commissions. Interviewers used a general template of questions as the basis for the interviews, but the primary goal was a free flowing exchange about parking and an understanding of specific experiences and perspectives in downtown Hyannis. Several common themes emerged, which are summarized below into key takeaways. Interviews were conducted on March 25, 2016.

PARKING ADVISORY GROUP ROUNDTABLE

PARKING ADVISORY GROUP KEY TAKEAWAYS

Previous Studies and Examples from Other Cities

- One stakeholder noted that the Town should consider various methods for addressing parking concerns during the study. For example, Falmouth started running a shuttle that is convenient to the shuttle, affordable, and alleviates downtown parking concerns.
- A stakeholder mentioned that he has found that on-street parking is overwhelmingly preferred, even over structured garage parking.
- Hull currently has a system where they alert people before they go into town about where they should go to park.

Paid Parking

- Though parking meters were eliminated along Main Street in the past, some stakeholders expressed interest in installing new parking meters that use all of today's technology.
- One stakeholder noted that paid parking meters would help alleviate some parking issues on Main Street. There are currently both residents and business owners and employees that park on Main Street all day, thereby reducing the parking that is available for visitors.

Parking Issues

- Multiple stakeholder noted that signage is an issue.
- Several stakeholders noted that there are not enough handicapped parking spaces.
- The one-way or two-way debate will be an important part of the study. It will also be important to look at circulation on Main Street.
- One stakeholder noted that there shouldn't be taxi stands downtown, as they cause traffic issues and backups.
- Tour buses are a major issue in Hyannis. Buses sometimes pull into parking lots, including the North Street lot, and block the entrances.
- The North Street Parking Lot is owned partially by the Town, while the remainder is privately owned. Few people understand the layout of the lot.
- Agreement with the Town states that the charter school must have a lottery of parking permits for the Red Cross lot, but it does not issue any permits.

Opportunities

- One stakeholder noted that the airport is an area in transition, which has an excess of 1,000 parking spots that could be an asset and should be considered in the future.
- Several North Street merchants are interested in combining into a formal valet service to provide parking services for their customers.

BUSINESS ROUNDTABLES

BUSINESS ROUNDTABLES KEY TAKEAWAY

Paid Parking

- One business owner expressed support for installing parking meters, as users unwilling to pay for parking would find free parking elsewhere and those willing to pay would be able to do so to have access to parking spaces closer to their destinations.
- Multiple business owners expressed interest in a multi-level structured parking garage, though they understand it would be expensive.
- Parking demand is high year-round because there are mixed uses in downtown. While there are peaks in the summer month and December, parking is in demand throughout the year. Some of the demand is due to the Charter School parking.

Parking Issues

- Many stakeholder reported that a large portion of the harbor users are using Hyannis as a parking lot and question whether these customers are visiting downtown Hyannis.
- The intersection of Main Street, South Street, and Stevens Street is extremely dangerous. Business owners near the intersection note that drivers speed.
- Business owners who have a regional customer base find that customers traveling through Cape Cod have high expectations for parking in downtown Hyannis. They find searching for on-street parking frustrating and some will just travel to the next town if they aren't able to find nearby parking.
- There is minimal parking enforcement at many locations in downtown Hyannis.

Opportunities

- **RTA Parking Lots:** RTA has a huge amount of parking that isn't used, particularly off-season. Stakeholders believe that the RTA and Plymouth & Brockton should develop an agreement so that P&B buses can pick up and drop off in the RTA parking lot rather than in informal locations throughout downtown Hyannis.
- **Shared Parking:** Many noted that in the immediate term, it would be extremely helpful to businesses if they were able to develop shared parking agreements with nearby businesses that have available supply.

RESIDENT ROUNDTABLES

RESIDENT ROUNDTABLES KEY TAKEAWAY

Circulation

- Recommendations for improvements to Route 28 and Route 132, from the Hyannis Access study, would assist in making Main Street.
- The traffic signal at the intersection of Ocean Street and South Street has the same signal phasing throughout the day and is timed for traffic on South Street. Residents suggested that there should be peak signal timing at that intersection, which results in longer signal phases on Ocean Street during peak travel periods.

Parking Issues

- Hyannis is a regional destination during rainy days due to activity centers downtown, such as the JFK museum and the Library. On rainy days, traffic and parking will be at its peak because visitors staying at nearby towns will travel to downtown Hyannis.
- Stakeholders reported that tour buses and trailer trucks often use side streets to avoid traffic or to pick up and drop off passengers, particularly near the ferry terminals. This causes disruptions and major delays for residents living in downtown Hyannis. There needs to be better coordination and signage information between the City and these companies.
- Downtown becomes extremely congested at various times throughout the day, largely due to boat schedule and hospital shift change. There are also multiple schools on West Main Street that add to congestion downtown.
- Residents noted that they used to have issues with on-street parking due to people waiting for their families on the boat.
- One resident noted that since marine transportation is not a regulated use in the Town of Barnstable, the town isn't regulating parking for the Hyline. The Hyline and other marine transportation companies do not provide adequate parking for users, an issue which will be exacerbated by the arrival of another ferry on June 15. Furthermore, at the same time as boats are picking up and dropping off passengers, there is a shift at the Cape Cod Hospital, putting tremendous pressure on Yarmouth Road and East Main Street.

MULTI MODAL COMMITTEE ROUNDTABLE

MULTI MODAL COMMITTEE ROUNDTABLE KEY TAKEAWAY

RTA Parcel

- The RTA has 10 acres and they are currently undertaking a sincere effort to develop the parcel and working to ensure that the area complements Main Street.
- RTA has entered into agreement with Hyline and the Steamship Authority in an effort to relieve some of the parking issues caused by these marine transportation services.
- They're working to construct a four-story parking garage on the property. The garage will be completed within 3 to 5 years and will have 400 to 500 spaces designated for ferry parking.

Issues

- The management of shifts at the Hospital is something that needs to be looked at.
- Many people know that the Town Hall parking lot is free, which results in the lot filling up quickly. It is often very difficult to find parking at that lot.

Opportunities

- There is a plan to extend the Cape Cod Rail Trail to Mary Dunn Road in Barnstable.
- One stakeholder noted that Exit 6 has free parking, which fills up. Once the lot fills up, it has an ancillary impact on parking elsewhere in area. The lot is more commuter-oriented whereas people who park at the RTA lot are ferry-oriented.
- The Hyannis Trolley runs from Memorial Day to Labor Day down Main Street every half hour. The trolley costs \$1.50 for the day and could take passengers from parking to downtown.
- Stakeholders noted that it will be important to find better connections to and from shuttle buses and to try to coordinate shuttles for all downtown and ferry uses. In addition to the Hyannis Trolley the Steamship Authority has a shuttle.

MARINE TRANSPORTATION ROUNDTABLE

MARINE TRANSPORTATION ROUNDTABLE KEY TAKEAWAY

Steamship Authority

- The Steamship Authority operates mid-April to the end of the year while the Hyline operates throughout the year. The two large marine transportation operators tried to make a compromise with different schedules, but it wasn't worth it for the Hyline.
- Hyline schedules are more conducive for workers.
- Steamship Authority offered free parking at the community college and a free shuttle to and from the dock, but not many people used it. The shuttle was advertised with as much signage as possible and a mobile site to tell customers which lot is open and how to get to that lot. Furthermore, competitors of the Steamship Authority promote that they have parking available close to their lots so that customers have "no shuttle bus hassles."
- The Steamship Authority encourages long-term parkers to park farther away from the ferry terminals. Day trippers and premium customers park in the main Steamship Authority lot.

Hyline

- Stakeholder from the Hyline stated that they understand that building a parking garage is unlikely, because it is extremely expensive and the garage would be built for peak period demand, which occurs three months out of the year.
- The Hyline controls about 800 parking spaces, though the Town has started to crack down on the number of spaces available to the Hyline.
- The Hyline started picking up pieces of property for parking at the transportation center and is planning to obtain 300 additional spaces in that location.
- The Hyline used to offer incentives to customers that would encourage them to shop on Main Street in Hyannis. These incentives were discontinued because businesses in Nantucket complained.
- Having customers park at the RTA and then walk to Hyline and Steamship Authority docks is a viable option according to stakeholders from the Hyline.

OPEN HOUSE

The Hyannis Parking Open House, held on Monday May 16, 2016 in Town Hall, was attended by more than 40 merchants, employees, residents and stakeholders. Participants offered comments and ideas on topics including existing challenges finding parking, potential ideas to improve parking downtown, pedestrian safety and access; and traffic circulation challenges. Hands-on workshop activities included poker chips voting on study goals and priorities, a scale map of Main Street including matchbox cars, streetscape design activities, parking map mark ups, a parking and transportation trade-off exercise; live, interactive goals and priorities voting and a Q & A session. The Open House comments were collected by the study team, incorporated into the analysis, and are summarized below.

OPEN HOUSE EXERCISES

A series of different exercises were performed with the public in order to better parking preferences, and to broadly discuss some of the transportation impacts that would occur according to how solutions might be implemented in the area. A summary of the exercises are below.

Goals Prioritization Exercise

A series of goals for the downtown area were collected and voted on by meeting participants. Mason jars with each goal were be laid out on a table. Participants used poker chips (each color has a value) to vote and prioritize which goals they liked the most as shown in Figure 23. Participants were asked to respond to and vote for the following goals as follows

Downtown Hyannis' parking management system should:

- Develop comprehensive approach for entire downtown parking system
- Provide convenient, accessible parking as part of a multimodal transportation system
- Maximize value of parking system to serve residents, business owners, workers and visitors
- Better connect ferry riders/tourists to downtown attractions
- Connect areas of available parking to hot spots of high demand
- Protect residential neighborhoods from spillover parking and tourism
- Identify opportunities to consolidate, share and coordinate surface parking lots
- Determine need and timing for future parking expansion
- Develop wayfinding and signage strategy

Using poker chips to assign a value to the various goals the public collectively valued some goals more highly than others. The final outcome rankings of the goals prioritization for the public are as follows:

1. Develop comprehensive approach for entire downtown parking system
2. Connect areas of available parking to hot spots of high demand
3. Identify opportunities to consolidate, share and coordinate surface parking lots
4. Provide convenient, accessible parking as part of a multimodal transportation system
5. Maximize value of parking system to serve residents, business owners, workers and visitors
6. Determine need and timing for future parking expansion
7. Protect residential neighborhoods from spillover parking and tourism
8. Develop wayfinding and signage strategy
9. Better connect ferry riders/tourists to downtown attractions

Figure 23 Project Goals Prioritization Voting



Parking Tradeoff Voting

Meeting participants were asked to vote for their preference between two options that were displayed on a 30' by 40' poster. Participants were given sticky dots and asked to vote for which of the two options they preferred. The results from the exercise, shown below in Figure 24 Parking Tradeoff Voting Results, demonstrated a preference for unpaid and off-street parking among participants. There was much less interest in on-street or paid parking.

Figure 24 Parking Tradeoff Voting Results

#1			#2	
Statement	Votes		Statement	Votes
Pay and park close to my destination	2	OR	Have free parking farther from my destination	12
Have clearly designated parking at my destination	0	OR	Park in a shared parking lot that serves many destinations downtown	14
Have parking revenues go to the general fund	2	OR	Have parking revenues be reinvested in parking/ transportation improvements	16
Park once and walk comfortably to multiple destinations	17	OR	Park multiple times/ at each destination	0
Pay more to stay longer	2	OR	Be time-limited	19
Pay for resident only parking permit on my street	0	OR	Get a free resident only parking permit and allow some employee parking	17
Park on-street	2	OR	Park in a garage or surface lot	12
Park in a downtown garage but have fewer streetscape and sidewalk improvements	12	OR	Use surface lots and have enhanced streetscape and sidewalk improvements	8
Limit all downtown parking to three hours to discourage ferry parking	6	OR	Allow long-term parking in designated places in downtown	12

Issues and Opportunities

Maps of the study area were provided at the meeting as shown in Figure 25. Meeting attendees were asked and encouraged to take markers that were available and to markup issues and opportunities for downtown Hyannis. Comments on these maps visited upon a variety of themes, however there were a few concerns that were mentioned multiple times. Among these consistent themes were parking on Main Street and whether it should remain there, the provision of off-street parking facilities, and discussion on where employees should park particularly for Town Hall employees.

Figure 25 Issues and Opportunities Mapping Exercise



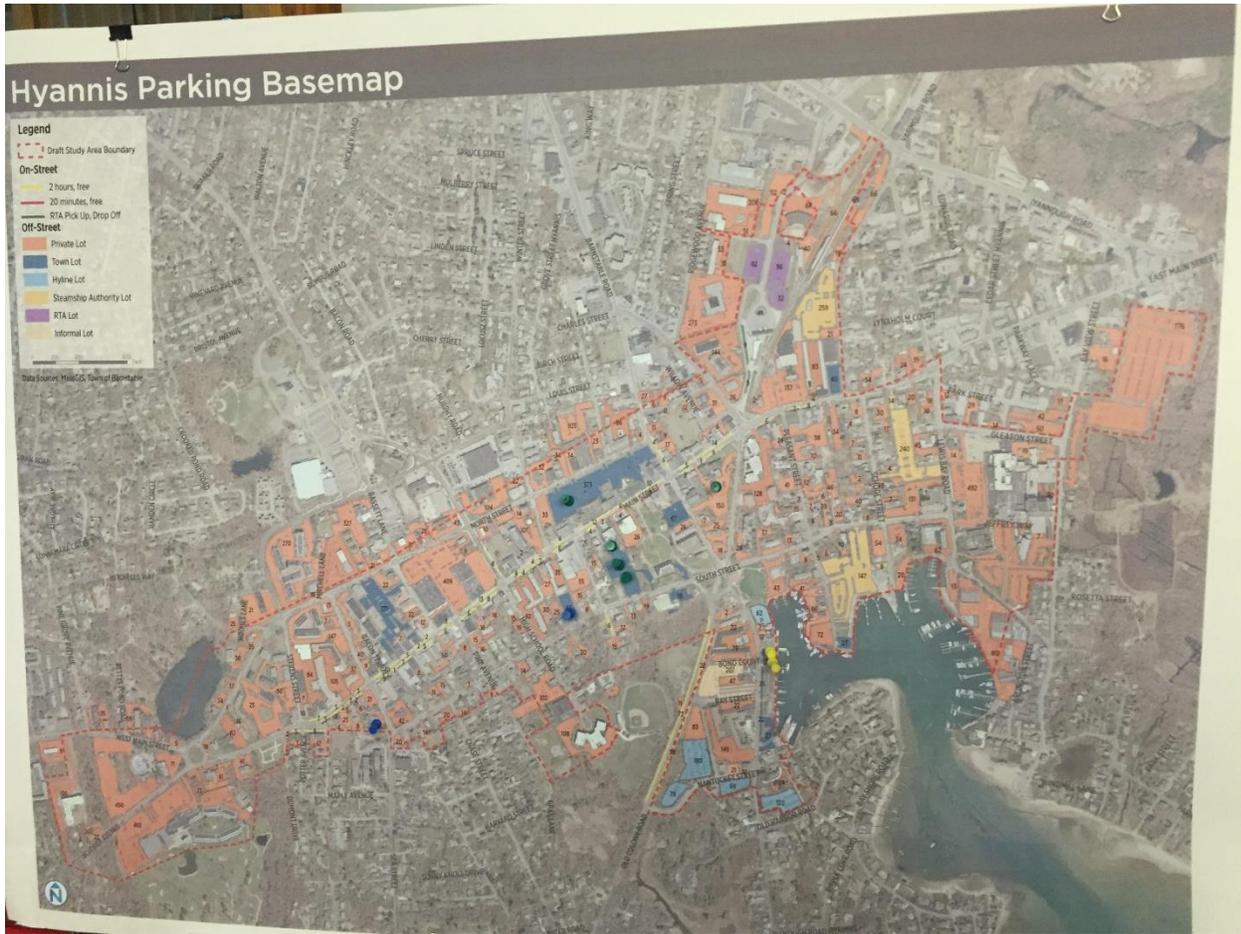
Parking Confessional

A map of the inventory area was provided, and attendees were asked to use different colored pins on the map to show

- My favorite place to park (Green)
- My secret place to park (Blue)
- Where I wish I could park (Yellow)

Participants placed the corresponding pin where these areas were on the inventory map as shown below in Figure 25.

Figure 26 Parking Confessional Map



Public Input

All comments and input on the downtown parking public meeting were compiled and can be seen below in Figure 27.

Figure 27 Public Input Map

