



## Optimize the Existing Parking Supply

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### Improve Communication

### Improve Enforcement of Parking Regulations

#### *Concerns we've heard:*

- Mixed perceptions on parking enforcement (some say too much, some say too little)
- Parking tickets are easily dismissed when appealed in court

#### *Ideas we're considering:*

- Allocate more personnel and resources to parking enforcement in high demand areas
- Adopt technology-enabled smart parking solutions to support monitoring and enforcement .

#### *How will this strategy help Jersey City:*

- Discourages long-term parking in commercial areas, freeing up parking near local businesses during the day
- Improves compliance in non-commercial areas and clarifies the policy goals of the City

### Re-examine Parking Requirements in the Zoning Code

#### *Concerns we've heard:*

- New developments are approved without requiring adequate parking for new residents
- Parking requirements at new developments aren't coordinated with transit policies

#### *Ideas we're considering:*

- Reiterate the city's sustainability goals and clarifying how lowered parking requirements support these goals
- Identify transit overlay zones to set parking maximums
- Standardize parking maximums for new developments in Jersey City and explore lower rates for transit supportive areas
- Tie parking requirements at new developments to transit resources
- Consider requiring building owners to provide list of tenant parking registrations to the City (consistent with recent Ward C legislation)

#### *How will this strategy help Jersey City:*

- Increases public buy-in of city's sustainability goals by clarifying the purpose of lower parking requirements and encouraging investment in alternative transportation
- Encourages use of public transit and discourages car ownership

## **Re-evaluate or Restructure the City's Parking Zones**

### ***Concerns we've heard:***

- The current permit system can be confusing to residents when it comes to zone boundaries, permit hours and grace periods
- Finding permit parking overnight can be challenging
- Residents of developments with garages are able to get on-street parking permits

### ***Ideas we're considering:***

- Options could include No Change to current zones, Modifying current zones, or a "Clean Slate" approach
- The No Change option would maintain current zones with occasional tweaking
- The Modify option would make changes to current zones while aiming to standardize parking permit policies
- The Clean Slate option would eliminate the existing zone system and replace it with a centrally-managed system that integrates all publicly-available parking
- The Modify and Clean Slate options would implement graduated pricing for additional vehicles

### ***How will this strategy help Jersey City:***

- Creates zones that better reflect the different needs of various neighborhoods
- Increased parking availability for residents and business patrons
- Simplifies the permit system to provide clarity to residents and visitors
- Raises price to bring demand in line with available supply



# Innovative Pricing

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## Progressive/Tiered Pricing for Metered Spaces

### *Concerns we've heard:*

- Limited availability of metered parking in commercial areas

### *Ideas we're considering:*

- Meter rates increase the longer a user takes up a given space

### *How will this strategy help Jersey City:*

- Favors short-term users by keeping prices low for shorter term parking, such as for a quick stop or a meal
- Encourages higher turnover rates among users who would otherwise leave their car all day

## Performance Pricing

### *Concerns we've heard:*

- Limited availability of metered parking in commercial areas
- Meter hours do not always match the peak hours of the adjacent neighborhood or are in operation when there's low demand

### *Ideas we're considering:*

- Implement variable metered pricing in response to the varying demand, raising the price of parking when many people are looking for a space and lowering it when there is less demand
- Rates can vary by block and vary by time of day and day of week depending on demand for parking at that place and time

### *How will this strategy help Jersey City:*

- Ensures parking availability during business hours and increases revenue potential
- Increases use of off-street parking and discourages long-term parking at curbs

## Coordinate On-street/Off-street Parking Rates

### *Concerns we've heard:*

- On-street parking rates, such as Meter rates and Permit rates, are not coordinated with garage rates
- Limited availability of metered parking in commercial areas

### *Ideas we're considering:*

- Incentivize private garages to share parking occupancy and availability with the City
- Create a closer level of parity in parking rates to reduce drivers' tendency to cruise around neighborhood roads searching for on-street parking

***How will this strategy help Jersey City:***

- Increases use of off-street parking and discourages long-term parking at curbs

## **Implement Metering Where Appropriate**

***Concerns we've heard:***

- Commuters and residents take up parking spaces in commercial areas, near transit stations, etc.

***Ideas we're considering:***

- Consider implementing more meters, especially in high turnover areas, to create fair parking opportunities for residents, visitors, and commuters

***How will this strategy help Jersey City:***

- Discourages long-term parking in commercial areas, allowing more visitors to frequent local businesses during the day

## **Implement Centralized Parking Management**

***Concerns we've heard:***

- Regulations are confusing for residents and visitors
- Permit hours and grace periods are inconsistent and confusing
- Difficult to find parking

***Ideas we're considering:***

- Develop standards for citywide parking data collection and database standards for storage. This would include residential permits, available private and public parking stock, parking regulations and locations, and associated pricing structures.
- Implement centralized decision-making so regulations are applied consistently citywide

***How will this strategy help Jersey City:***

- Allow for comprehensive analysis of citywide parking that would help inform smarter policies
- Allow for easier regulation and enforcement of existing policies



## Reduce Peak Demand

### Expand Alternative Mobility Options

#### *Concerns We've Heard*

- Getting to transit is a challenge in some areas, which increases reliance on driving
- Difficult to find parking in evening in residential areas, even with a permit
- People who work in Jersey City don't have places to park

#### *Ideas We're Considering*

- Use parking revenues to fund alternative transportation including public transportation, micro-transit, and biking and walking

#### *How Will This Strategy Help Jersey City*

- Ensures that public transit is being fully utilized, decreasing car ownership and increasing availability of on-street parking
- Increases public buy-in of city's sustainability goals by encouraging investment in active transportation
- Reduce demand on city parking resources

### Consider Transportation Demand Management (TDM) Measures

#### *Concerns We've Heard*

- Parking requirements at new developments not coordinated with transit policies (transit infrastructure not utilized to its full potential)

#### *Ideas We're Considering*

- Conduct a study of employers across Jersey City to identify employee parking issues and preferred solutions
- Encourage employers to provide TDM strategies for employees such as carpooling incentives, transit discounts, bike parking on-site, car-share and bike-share memberships, and/or shuttles to and from transit stations
- Provide incentives to developers to move toward investing in alternative transportation and TDM measures rather than increasing parking supply

#### *How Will This Strategy Help Jersey City*

- Reduce demand for parking facilities in the city by reducing single occupancy vehicles and encouraging people to use transit, bikes, carpools
- Increases the attractiveness of Jersey City as a place of employment





## Space Allocation

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### **Treat Parking as a Shared Public Resource**

#### *Concerns We've Heard*

- Low permit prices indirectly subsidize car ownership
- Inefficient use of parking supply, wherein residents of developments with garages are able to get on-street parking permits, but also have access to building garages

#### *Ideas We're Considering*

- Explore ability to require residential building owners to provide space availability data
- Incentivize private garages to offer parking to non-residents during low occupancy periods

#### *How Will This Strategy Help Jersey City*

- Increases equity and efficient use of parking supply by fully utilizing off-street parking

### **Create a Curb Management Program to Adaptively Manage On-Street Space**

#### *Concerns we've heard:*

- Traffic impeded due to double parking by on-demand services (i.e., Uber, Lyft, Via) and deliveries

#### *Ideas we're considering:*

- Designate on-street spaces specifically for Uber, Lyft, and Via pick-up and drop-off areas where applicable
- Develop a flex space program where spaces have varying needs depending on the time of day

#### *How will this strategy help Jersey City:*

- Reduces obstructions to traffic flow
- Decreases congestion and improves safety

### **Shift Commuter/Visitor Parking Away from Residential Areas**

#### *Concerns We've Heard*

- Commuters park in residential areas
- Difficult to find parking in evenings in non-permitted residential areas

### ***Ideas We're Considering***

- Create incentives for commuters to park off-street at private lots and garages if they arrive before 7:00 a.m.
- Extend metered parking to off-street parking lots and garages
- Consider shared parking at both public and private existing garages and lots that are empty overnight

### ***How Will This Strategy Help Jersey City***

- Decreases competition between residents and commuters for parking in residential areas
- Improves livability and equity by promoting availability of parking for one vehicle near the homes of all residents

## **Re-examine the City's Curb Cut Policy**

### ***Concerns We've Heard***

- Some areas of the city have residential properties with illegal curb cuts
- Residents who have driveways don't use them and park on-street
- Homeowners with illegal, sub-standard driveways park on the sidewalk and obstruct pedestrians

### ***Ideas We're Considering***

- Restrict New Curb Cuts on All City Streets
- Develop strategies and policies to monitor and prevent illegal curb cuts
- Remove curb cuts on vacant lots
- Remove illegal curb cuts and charge owner for reconstruction of curb

### ***How Will This Strategy Help Jersey City***

- Preserves on-street parking spaces in residential areas
- Ensures public parking resources and curb space are used more equitably